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THIS ISSUE—BEATING THE CENSOR AT HIS OWN GAME.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1926

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, Februar y7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 1. **NEW YORK, MAY 29, 1926** By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign **10c Per Copy**

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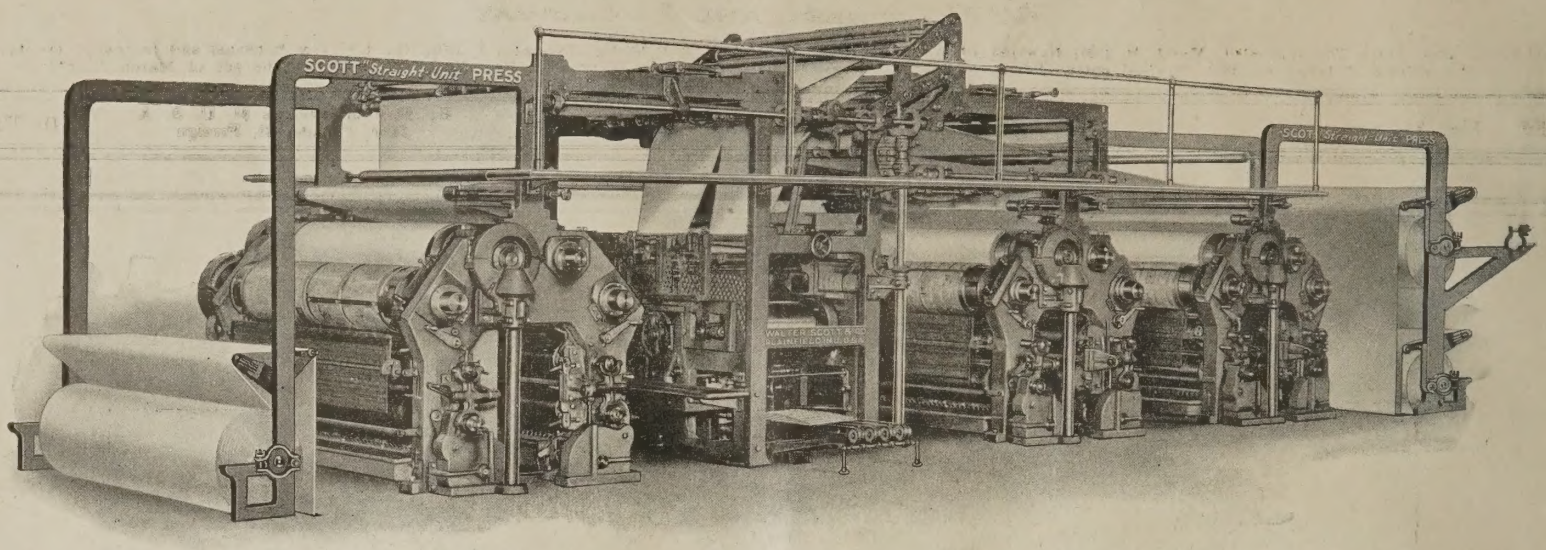
The "CASE" FOR THE WHOLE FAMILY

"Canada Dry's" current schedule in the Photogravure Section of The Chicago Daily News comprises five full pages and four half pages (total, 13, 720 agate lines) to appear over a period of approximately six months.

You simply can't go wrong with advertising that reaches all members of the family together, as it does in—

The Saturday Photogravure Section of

THE CHICAGO DAILY NEWS



Scott *"Straight Unit"* Floor Fed Sextuple Press Consisting of 3 units and 2 heavy duty 64 Page folders

SOLID IMPRESSION

——is assured by using printing cylinders of forged high carbon steel.

Scott Newspaper Presses are equipped with cylinders of this type, running in large diameter high grade roller bearings which assure free running action. Presses thus equipped can be run at high speed without danger of "hot boxes."
The gears which drive these cylinders are fabroil and steel—materials which mesh smoothly with the least wear on each other.

The accurate balance of the Scott cylinders eliminates vibration with its resultant uneven printing. It also does away with the uneven wearing of driving gears and journals.

Scott printing cylinders are built to the same lasting standard which identifies all parts of a Scott Press.

Scott

"Multi-Unit" and "Straight-Unit" Presses

WALTER SCOTT & COMPANY

Main Office & Factory - Plainfield, New Jersey, U. S. A.
New York Office - - - - 1457 Broadway
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The "One-Way" Road to Baltimore

¶ You can drive the wrong way on a "one-way" street. But it's not good judgment to do it.

¶ You can travel an opposite way than most advertisers do in seeking a share of Baltimore's business—but why try to buck the current?

¶ The road to the Baltimore market is a "one-way street." Straight through the columns of the Sunpapers—Morning, Evening and Sunday—lies your route to the homes of Baltimore.

¶ We emphasize homes because Sunpaper circulation is home circulation. Bought for home reading, delivered to the home by an organization of well over a thousand Sun carriers, thoroughly read by the home-loving people of a great home city.

¶ Take the straight road to the Baltimore market—Sun-lit all the way, Morning, Evening and Sunday.

April Average Net Paid Circulation

Daily (M. & E.) .	**253,638**
Sunday	**191,255**

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

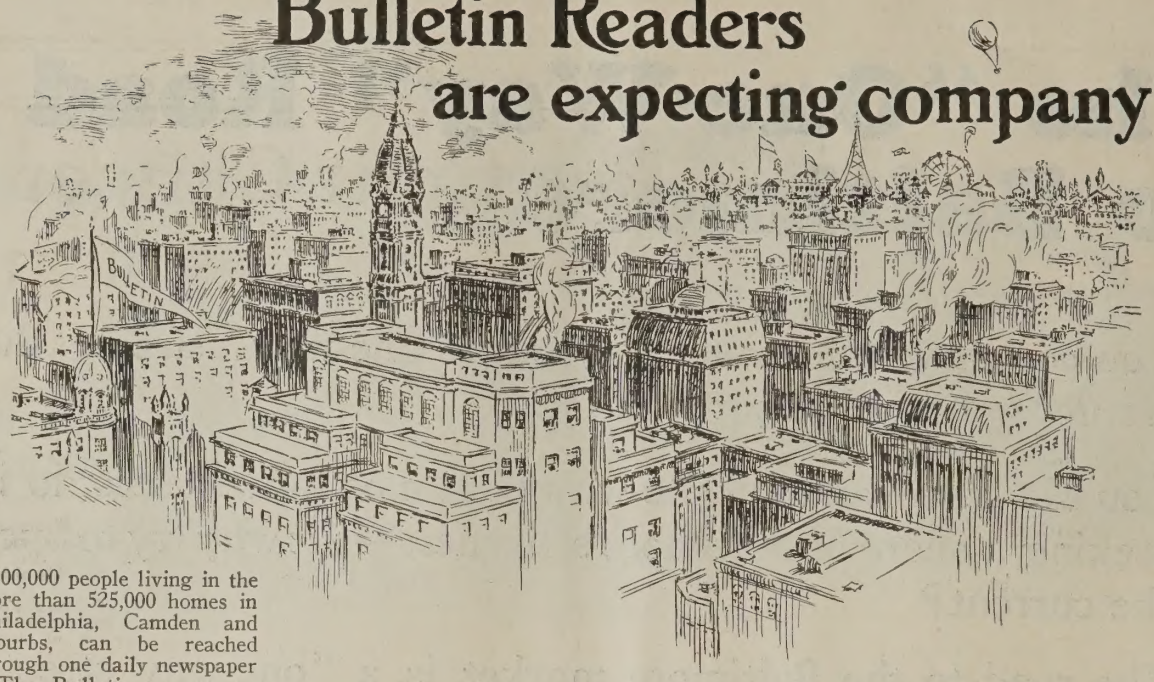
Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"

Bulletin Readers are expecting company



3,300,000 people living in the more than 525,000 homes in Philadelphia, Camden and suburbs, can be reached through one daily newspaper —The Bulletin.

This summer the Sesqui-Centennial exposition opens in Philadelphia. Into a city of almost 2,000,000, will pour hundreds of thousands of people to attend the fair and celebration of the 150th anniversary of the signing of the Declaration of Independence. The spot-light will be turned where "nearly everybody reads The Bulletin."

The reader confidence enjoyed by The Evening Bulletin is attested by the fact that The Bulletin's circulation is the largest in Philadelphia and one of the largest in the United States.

The Bulletin goes into practically every home in and around the great city of Philadelphia and makes it possible to reach this huge market of nearly three million people — third largest in America — through one newspaper at one cost.

With a circulation of over half a million copies daily The Bulletin dominates Philadelphia.

"In Philadelphia nearly everybody reads The Bulletin"

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

533,169

Net Paid Daily Average for Six Months Ending March 31st, 1926

(Copyright 1926, Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 59 NEW YORK, MAY 29, 1926 No. 1

Publicity Claims 80 Per Cent Cancer Cures For Dr. Koch's Secret Nostrum

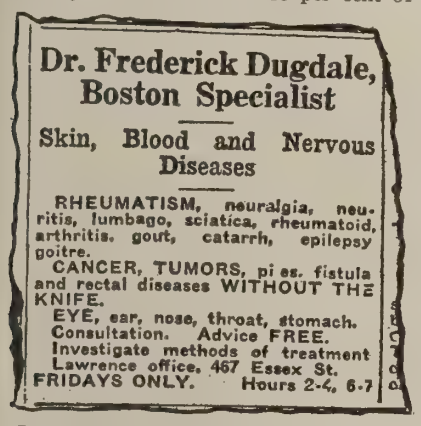
American Medical Association Journal Attacks Veracity of Claims Broadcast for Newspaper Publication by Press Agent—Say Koch "Cancer Clinics" Planned for Many Cities

By MARLEN PEW

A CONSCIENTIOUS newspaper editor in the South recently submitted to EDITOR & PUBLISHER a free publicity handout from the Koch Cancer Foundation, 342 Madison avenue, New York, which was marked "for immediate release," and made the following assertions:

"There are more than 4,000,000 in this country suffering from cancer and of these more than 100,000 will die this year."

"Dr. Koch's antitoxin which has successfully cured more than 80 per cent of



Display advertisement which American Medical Association attributes to one of Dr. Koch's associates in the new cancer foundation.

hitherto hopeless cases, attacks both the infection and the cancer itself."

The conscientious editor, observing these statements, immediately turned his sympathies to the wretched cancer victims of his own community. Was it not his duty to make known to them that hope existed in the form of Dr. Koch's "antitoxim"? It was a secret formula, to be sure. Yes, it was being commercially exploited. The publicity activities of the "Koch Cancer Foundation" bore familiar earmarks, but the assertion that 80 per cent of cancer treatments by Dr. Koch's method had been successful was so positive that the editor's journalistic sense demanded that he give the "news" to his readers as a matter of duty.

As a precautionary measure, however, the editor started an investigation of the Koch Cancer Foundation. V. E. Scott, the publicity representative of the foundation, in reply to questions, made the following assertions: "The Koch Cancer Foundation is engaged in educating the public concerning the true cancer situation in this country. There are millions of cancer sufferers who are being exploited by various so-called 'cancer experts,' most of whom enjoy high standing in medical circles. There is a concerted drive to force cancer patients to be operated upon, etc.

"The Koch Cancer Foundation was established for the purpose of curing cancer sufferers by the use of the Koch antitoxin which has so far proved successful in close to 80 per cent of the cases treated. By using the antitoxin much suffering is saved the patient and its cost is infinitely less than that of an operation. Since it is generally admitted that cancer operations, although alleviating the immediate affliction, do not cure cancer, you will see that the antitoxin which is simply an injection accompanied by a 20 weeks' treatment is a great boon to suffering mankind. Realizing this the Koch Cancer Foundation has announced that 20,000 cases will be treated without cost during 1926 and many of these are now in process of cure. The Foundation itself is composed of a number of well-known doctors, at least half of whom are Fellows of the American Medical Association."

While the newspaper editor was pondering this disarming statement of alleged fact the *Journal of the American Medical Association,* for May 8, threw a flood of light on the subject. According to this authority the American Medical Association has for several years been investigating Dr. William F. Koch's alleged discovery of an "antitoxin" and during that time has "been unable to learn of a single instance in which a case of unquestioned malignant disease has been cured by the Koch treatment." On the contrary the American Medical Association, according to The Journal, has received information regarding "individuals who 'promptly died' after taking the treatment."

In addition to the attempt by V. E. Scott to obtain for the Koch Foundation free publicity in newspapers the Koch "cure" is being advertised. For instance, a display advertisement signed by Dr. J. D. Tucker, of Meridian, Miss., conductor of a sanatorium there, makes this bold assertion: "This sanatorium will give you 80 to 90 per cent chance of being cured, considering all stages of the disease."

Who is Dr. Koch?

This question is answered by The Journal as follows: In 1918, graduated from the Detroit College of Medicine and Surgery. Previously had been an assistant in physiology and an instructor in histology in the University of Michigan Medical School. He had also been professor of physiology in the Detroit College of Medicine and Surgery. Less than a year after his graduation in medicine, Dr. Koch announced that he "had developed a real specific cure for cancer."

According to The Journal, Dr. Koch's thesis "seems to be that cancer is caused by a micro-organism resembling the spirochete of syphilis" and "it is claimed that he has developed a differential poison—'Koch's Synthetic Anti-toxin'—that will destroy the 'cancer germ' without injuring the host. His remedy has been described in one place as 'a synthetic chemical compound of very definite molecular arrangement' and in another place as a 'difficultly prepared synthetic structure, worked down on a recrystallization process'—two descriptions that make up in sonorousness what they lack in clarity."

Dr. Koch has for seven years kept the secret to himself, The Journal remarks, and then proceeds to detail evidence from the field concerning alleged failures of the cure. Three investigations of Dr. Koch's "cure" by the Wayne County (Detroit) Medical Society yielded unfavorable reports, the last including the statement that "in no instance have we found a case where the diagnosis of cancer was absolutely established and where no other form of treatment had been used in which a cure or any decided benefit had been obtained."

To obtain further evidence The Journal inquired by mail as to the results of known experiments with the "cure" and cites the following among other cases:

Mr. A., Michigan.—Wrote in February, 1924, that his sister was taking treatment for uterine cancer from Dr. Koch. Recorded in March, 1926, that his sister died in Detroit in April, 1924.

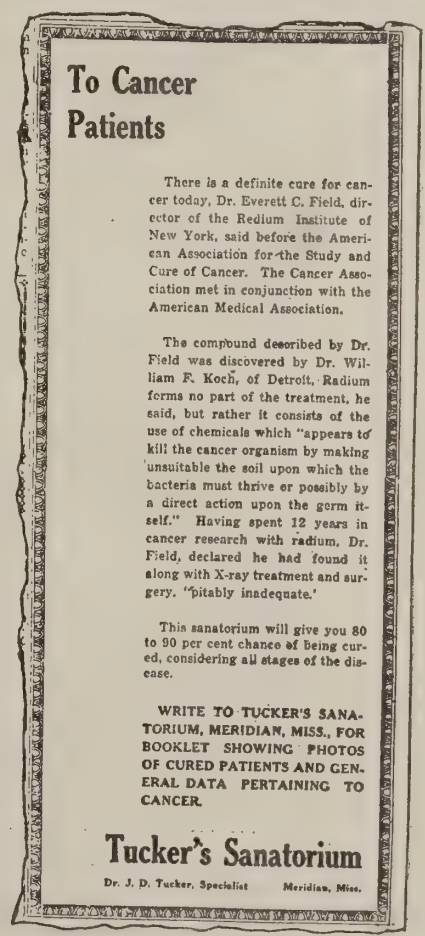
Dr. B., New York.—Had three patients who took the Koch treatment: (1) Woman with carcinoma of rectum; "received four injections, reactions were terrible. She did not improve but steadily became worse and died." (2) Elderly man with beginning cancer of stomach; was "given two treatments and promptly became worse and died." (3) A case of auxillary carcinoma received many treatments: "Ultimate result was the same—death."

Dr. C., Louisiana.—Wrote in November, 1924, that a friend with cancer of rectum was taking the Koch treatment at Detroit. Reported in April, 1926, that patient died in August, 1925.

Dr. D., Louisiana.—Wrote in November, 1924, that a prominent citizen of his town with malignant disease was under the care of Dr. Koch. Reported in April, 1926, that patient died. Dr. D. adds: "This has been the fate of all (personally) known cancer patients treated with Koch cancer remedy."

Dr. E., Alabama.—Wrote in January, 1925, that several patients suffering from carcinoma were taking the Koch treatment. Reports April, 1926, "All the patients who received the Koch treatment are now dead."

Dr. I., New York.—Wrote in September,



Remarkable advertisement republished in Medical Journal, promising "80 to 90 per cent chance" of cancer cure. Dr. Everett C. Field is a Koch Foundation associate.

CONCERNING KOCH PUBLICITY

V. E. Scott, "correspondent" of the Koch Cancer Foundation, gave this statement of its purposes and activities to the editor of EDITOR & PUBLISHER:

"I was glad to receive your inquiry regarding releases sent to the newspapers on behalf of the Koch Cancer Foundation. You ask for a statement of the facts concerning this material and I take pleasure in giving you the same.

"The Koch Cancer Foundation is engaged in educating the public concerning the true cancer situation in this country. There are millions of cancer sufferers who are being exploited by various so-called 'cancer experts' most of whom enjoy high standing in medical circles. There is a concerted drive to force cancer patients to be operated upon, etc., etc.

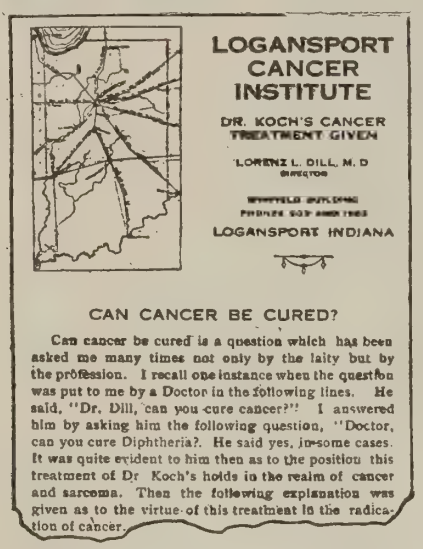
"The Koch Cancer Foundation was established for the purpose of curing cancer sufferers by the use of the Koch antitoxin which has so far proved successful in close to 80 per cent of the cases treated. By using the antitoxin much suffering is saved the patient and its cost is infinitely less than that of an operation, etc. Since it is generally admitted that cancer operations, although alleviating the immediate affliction, do not cure cancer, you will see that the antitoxin which is simply an injection accompanied by a twenty-weeks' treatment is a great boon to suffering mankind. Realizing this the Koch Cancer Foundation has announced that 20,000 cases will be treated without cost during 1926 and many of these are now in process of cure.

"The Foundation itself is composed of a number of well-known doctors, at least half of whom are Fellows of the American Medical Association.

"If there is any further information desired I shall be pleased to forward it to you."

1925, that a woman with advanced carcinoma was so desperately ill that he advised her to remain at home. She, however, obtained money with extreme difficulty and paid $300 for one injection. "Came home in a state of extreme exhaustion and died in a few days after her return." The same physician reports another case of a patient with sarcoma who had been given injections at the cost of $500. "He subsequently died after having been advertised as a cure."

Dr. J., Kansas.—Wrote in October, 1925, that a patient with cancer of the tongue had gone to the Koch Cancer Clinic at Detroit. Reported March, 1926, that patient was given one injection, paid a fee of $300, stayed in Detroit for twelve weeks, received another injection, paying $200, remained two weeks longer, then went home and died one week after reaching home. The same physician reports another case, that of a woman with a



Wherein Dr. Dill, a Koch associate, compares the curative quality of the so-called cancer "anti-toxin" with that of well-established diphtheria cures, in an advertisement republished by the American Medical Association.

cancer of the uterus, on her way to Rochester, Minn., who was induced while in the Union Station at Kansas City to go to a Koch disciple, where she received the Koch treatment. She received three injections, paying $250, although she was "in poor circumstances." Died about a month after the third injection.

It appears that the Koch Cancer Foundation was only organized in February of the present year. Dr. Koch is named on the letterhead of the foundation as director, and the following as associate directors: W. A. Dewey, M. D., Los Angeles, Cal.; L. L. Dill, M. D., Logansport, Ind.; Frederick Dugdale, M. D., Boston, Mass.; C. Everett Field, M. D., New York City; Elnora C. Folkmar, M. D., Washington, D. C.; W. Wallace Fritz, M. D., Philadelphia, Pa.; and A. W. Hoyt, M. D., New York City.

The Journal reproduces display advertisements allegedly signed by Drs. Dugdale and Dill, the former seeking to treat cases of rheumatism, neuralgia, neuritis, lumbago, sciatica, gout, catarrh, epilepsy, goitre, cancer, tumors, piles, fistula and rectal diseases "without the knife." The advertisement included the familiar line, "advice, FREE." Dr. Dill, advertising the "Logansport Cancer Institute," attached his name, according to The Journal reprint, to the following statement:

> Can cancer be cured is a question which has been asked me many times not only by the laity but by the profession. I recall one instance when the question was put to me by a Doctor in the following lines. He said, "Dr. Dill, can you cure cancer?" I answered him by asking him the following question, "Doctor, can you cure Diphtheria?" He said yes, in some cases. It was quite evident to him then as to the position this treatment of Dr. Koch's holds in the realm of cancer and sarcoma."

It appears that there has also been organized "Koch Laboratories, Inc.," as sole owner and manufacturer of the Koch "antitoxin." The incorporators and officers are William F. Koch, Louis Koch, Fred C. Koch and Clarence Lehr and it is stated that a contract exists between the Koch Laboratories and the Koch Cancer Foundation whereby the "antitoxin" will be distributed through the Foundation only to its stockholders and members. Further, the price of a treatment from the Foundation is fixed at $110 to both stockholder and member. The Journal quotes Dr. J. W. Stiers of Muscatine, Iowa, as having said that the Koch Foundation specifies that patients be charged "a minimum of $300 for the first treatment and $200 for any afterward."

The by-laws of the Koch Cancer Foundation provide that only physicians "whose qualifications have met the approval of the Board of Trustees" and who have "treated ten or more cases of cancer by the use of Koch's Synthetic Antitoxin" shall be eligible to become stockholders. The stockholders pay $100, for which one share of stock is issued. Membership in the Foundation is to be limited to physicians who are "able to furnish personal and business references satisfactory to the Board of Trustees." Such individuals may become members on the payment of a membership fee of $10 and annual dues of $5. It is stated further that the "Foundation" will "attend to sending out all publicity, pamphlets, literature and the like" and that it is sufficiently financed to carry on the work vigorously for some time to come.

Handouts that the publicity man Scott offered to newspapers, for "immediate release," were plainly calculated to boost the sale of the Koch "cure." In his publicity, Scott said that more than 100 physicians are now using the Koch "antitoxin" and "report that their patients gain strength and even weight as their cancers decrease in size." The press agent took pains to mention the doctors who are associated with Dr. Koch in various cities. A "news" handout says: "Under the plans of the Koch Cancer Foundation clinics for the cure of cancer are to be opened in all important cities of the country. Patients will be accepted, after proper investigation, from all walks of life." In the same "release" Dr. Koch is quoted as saying that the average cure is obtained after twenty weeks.

EPOCHAL IF TRUE!

Remarkable Publicity "Hand-out" Sent to Newspapers by Koch Foundation Press Agent for Publication as News

Following is a publicity "story" broadcast to the press by V. E. Scott, who terms himself "correspondent" for the Koch Cancer Foundation, in which the unqualified claim of "80 per cent cures" is made for an "antitoxin" now being exploited by a newly formed commercial corporation:

From the Koch Cancer Foundation,
342 Madison Ave., NYC., Tel. Vanderbilt 1619.
Correspondent, V. E. Scott.
For immediate release.

NOTE TO EDITOR—This article is one of the series under the title of "THE TRUTH ABOUT CANCER." There are more than 4,000,000 in this country suffering from cancer and of these more than 100,000 will die this year.

CANCER AS FOOD

Serves as Nutrition During the Critical Period of Cure.

NEW YORK, April—The most important discovery in the successful treatment of cancer by the Koch Cancer Federation, in which close to 80 per cent of hopeless cases are being cured, is the fact that the cancer itself during its period of absorption feeds the body of the sufferer. This has been demonstrated in hundreds of cases but it was not until recently that Dr. Koch and his associates recognized that the cancer tissue was building up instead of tearing down the system of the patient during the curative period.

Among the other doctors who report similar results in their various districts are W. A. Dewey of Los Angeles, Cal.; L. L. Dill of Logansport, Ind.; Frederick Dugdale of Boston, Mass.; C. Everett Field and A. W. Hoyt of New York City; Elnora C. Folkmar of Washington, D. C. and W. Wallace Fritz of Philadelphia. In addition to these physicians more than 100 others now using the Koch antitoxin are observing the same results and report that their patients gain strength and even weight as their cancers decrease in size.

That the decreasing cancer becomes food for the body of the patient is noted by Dr. Field who yesterday explained the process.

"This extraordinary phenomenon," he said, "is the direct result of the reaction caused by the Koch antitoxin. Dr. Koch in his years of study before perfecting his antitoxin discovered that cancer is a cell growth produced by the body to wall in the cause of the infection. It is just as though a stone wall were built around a herd of cows to prevent them from straying all over the country. The cancer cells reproduce with extraordinary swiftness so that in the course of a short time the patient is killed. Their growth can only be stopped by killing the infection against which the body uses them as a protection.

"Dr. Koch's antitoxin which has successfully cured more than 80 per cent of hitherto hopeless cases, attacks both the infection and the cancer itself. The infection is killed and the cancer dissolves through the system of the patient. It is at this point that the cancer cells provide nutriment for its victim. This has been demonstrated in hundreds of cases and is absolutely proven to be a fact. Under the treatment evolved by Dr. Koch the patient eats nothing but fruit juices for a week previous to receiving the injection. Then for two, perhaps three weeks following only the juices of fruits and vegetables are taken. It is not until the third or fourth week, if the case be normal, that the patient is allowed to eat the fruits and vegetables themselves.

"Following the injection the cancer symptoms begin to disappear and the cancer itself to absorb. It has been found that the patient instead of being practically starved on this restricted diet begins to gain weight and strength in proportion to the speed with which the cancer disappears. In other words, the cancer itself becomes the food upon which the patient thrives for some time after receiving the antitoxin."

The average cure is obtained after twenty weeks according to Dr. William F. Koch, who was formerly a Professor of Medicine at the University of Michigan.

"It is seldom that a second injection is needed," he said, "and this is usually because the patient has been subjected to the radium and X-Ray treatments. However, it may be necessary because the patient is in a very run down condition when treatment is commenced. The antitoxin is absolutely harmless to the body and produces no injury nor soreness even when injected in a concentrated solution. Some years ago before the present antitoxin had been perfected it was found necessary to give a number of injections before the patient was cured. Now, however, one injection is all that is needed in 90 per cent of the cases. We have found that the antitoxin cures every form of cancer and does so with remarkable speed."

Under the plans of the Koch Cancer Foundation clinics for the cure of cancer are to be opened in all important cities of the country. Patients will be accepted, after proper investigation, from all walks of life.

NEW YORK TELEGRAPH TO BE CONSOLIDATED

Merged with Daily Running Horse and Hercules Press Corporation—E. R. Thomas President of New Firm—Texans Still in Charge

Merger of the *New York Morning Telegraph,* ten-cent daily amusement newspaper, with the *New York Daily Running Horse,* effective June 1, was announced this week. Besides these two papers the consolidation embraces the Daily Running Horse of Canada and the Hercules Press Corporation, which sends racing and sport news to various papers.

The new company will be known as the Hermis Press Corporation, with E. R. Thomas, president, Roi Tolleson, vice-president, S. D. Jones, treasurer; and Miss Lillian Krinsky, secretary.

The first issue of the consolidated papers will be printed from the plant of the Morning Telegraph and will be known as the *Telegraph and Running Horse.*

C. E. Marsh and E. S. Fentress, Texas newspaper publishers, retain their contract, which calls for supervision of publication without investment. Mr. Jones, treasurer, will also be general manager and representative for Fentress and Marsh.

The Morning Telegraph was started by the late Blakely Hall. W. E. Lewis, now dead, was managing editor for many years. Control passed to William C. Whitney, who later sold it to Mr. Thomas, the present owner.

ARCTIC PICTURES ARRIVE

P. & A. Cable Photos From London—Others Come by Ship

The *New York Daily News* May 24 printed photographs taken of the arctic expeditions at Kings Bay, Spitzbergen. They were transmitted from London via Western Union cables by the Bartlane process, controlled by P. & A. Photos, Inc.

Two days later the *New York Times* printed what it asserted were the "first pictures from Spitzbergen." They arrived on the S. S. Olympic.

EDITOR & PUBLISHER CALENDAR

June 2-4—Alabama Press Assn., annual convention Auburn, Ala.
June 5—Southwest Kansas Republican Editorial Assn., meeting, St. John, Kan.
June 8-9-10—International Circulation Managers Assn., annual convention, Philadelphia.
June 11-13—Texas Press Assn., annual convention, San Antonio.
June 16-17—New York State Publishers Assn., State Press Assn., and Associate Dailies summer meetings, Ithaca, N. Y.
June 18-19—Oregon State Editorial Assn., annual convention, Pineville, Ore.
June 19-24—Associated Advertising Clubs of the World, 22nd annual convention, Philadelphia.
June 19-26—American Golf Assn. of Advertising Interests, spring tournament, Cooperstown, N. Y.
June 24-26—Kentucky Press Assn., mid-summer meeting, Pineville, Kentucky.
June 25-28—New Jersey Press Assn., summer outing, Lake Minnewaska.

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BEATING THE NEWS CENSOR AT HIS OWN GAME

American Reporters Abroad Get the Story Out Somehow—Seven European Nations Now Under Strict Censorship, Says Webb Miller, United Press Executive

AMERICAN reportorial persistency is today piercing the wall of European censorship, according to Webb Miller, assistant European news manager of the United Press Association, interviewed in New York prior to his return to London last week.



WEBB MILLER

The American correspondent abroad is beating the European censor at his own game, he said. Staff men of United States newspapers and press associations censor the censors and produce the real facts on Europe. And as a result newspaper readers here often know more about conditions abroad than the natives living in countries where governments control the news.

Mr. Miller named eight nations where government officials are at present attempting to muzzle the local press and foreign correspondents. They are: Italy, Spain, Poland, Greece, Bulgaria, Russia, Rumania and Jugo-Slavia. The French censor dispatches in war areas.

"But all real important news gets out sooner or later," he declared. "Gradually, therefore, the censors are coming to realize that their efforts at news suppression are fruitless, as far as the United States is concerned. They may be able to keep their own people in the dark, but truth finds its way outside, and false reports and rumors, censors are learning, spread across the borders with damaging rapidity when censorship rules are too effective."

It was Wilbur Forrest, correspondent of the *New York Herald Tribune*, who beat the Polish censors with a dispatch from Warsaw, via Berlin, May 21.

"I'm sending this message over German telegraph wires," he wrote, "because I found that it was utterly impossible even to approach the truth of Poland's tragic situation through the censorship which the so-called Pilsudski government erected in an effort to hide the chaos which has followed last week's slaughter in the streets of the capital and the surrender of the Wojiechowski government. "The official announcement that the censorship has ceased is wholly untrue." And, according to Mr. Miller, all big stories eventually leak out in the same way. Frequently, indeed, censorship causes the dissemination of garbled facts, more damaging to the prestige of a country than the true news would have been.

Thus on May 21, American newspaper readers were afforded a glimpse of the French government busily engaged in denying a story obtained by a *London Daily Express* correspondent and relayed to this country concerning a reported second bombardment of Damascus. It appears that the French censors were far too conscientious in performing their duty. Truth couldn't get out. Now the French claim a lie was spread.

That at least was true of the first "bombardment" of Damascus. Censorship then did far more harm than good. The French had bottled up the news completely, and it was from Arab sources, according to Mr. Miller, that correspondents first got the news.

"First dispatches told of 25,000 killed in Damascus," Mr. Miller recalled. "As a matter of fact, only 2,000 were killed. Had there been free access to the news, French prestige wouldn't have suffered to the extent it did.

"The same is true of Spain. Regulations gagging the press set up by Primo de Rivera hurt rather than aid Spain. Sensational stories start on the border, are embroidered with false details, and are carried around the world with damaging results as far as Spain is concerned.

"Not so long ago, for instance, an American news agency carried a story to the effect that Gen. Weyler, of Cuban fame, had started a revolution against the Spanish government. I was in Madrid at the time, and received an urgent query to investigate the report. I called on the General himself. He is now a peaceful old gentleman of 86 years, content to rest and write his memoirs. Revolution was far from his thoughts, I was able to reply. Had there been no censorship, the first report would never have got out.

"At another time, a rumor reached our office in London that the King of Spain was dead. I sent messages two ways in two different languages to our correspondent in Madrid. One message got through. I was informed the Spanish censors held up the others, refusing to permit delivery.

"Russia is a splendid example of the evil effects of censorship. Riga, the border city, reeks with rumors; and exaggerated and untrue reports get loose from there. The Soviet government is damaged by lies, which never would have been spread had the truth not been censored."

On the whole, however, Mr. Miller said, government control of news today is much less drastic than it was a few years ago. Foreign office hand-outs are disappearing, because newspaper men are getting their own news.

"Newspapers and news agencies of the United States collect their own news to a far greater extent than any other nation," Mr. Miller continued. "There are probably 300 American newspaper men in Europe. American reporters outnumber those of other nations five to one at every important international gathering. In London alone there are about 75 American newspaper men, and at one time the Anglo-American Press Association in Paris numbered 85 members."

Mr. Miller laughed at the remark credited to Senator Dandurand of Canada, president of the League assembly, that while the world had demobilized, the war correspondents had not. The Senator declared that foreign correspondents abroad were breeders of war.

"Evidently the Senator forgot that, at the time he made his statement, France and Spain were fighting the Riffs, Italy was having trouble in Tripoli, Turkey was combating the Kurds and there were at least three wars in China," Mr. Miller said. "There is still room for the war correspondent," he added.

Mr. Miller had arrived in New York from a five months' tour of South America, and he said that the Latin countries of Europe might well learn something from the Latin-American press.

"Newspapers of Latin-America," he said, "have so far surpassed those of their mother countries that there is no comparison. In Brazil, Argentina, and Chile especially, the newspaper business has now become an economic success. Dailies are absolutely independent, a situation that does not obtain generally in any other Latin country abroad, where the press is subsidized.

"Some of the Latin-American newspapers carry more foreign news than newspapers of the United States, and cable tolls are nearly three times more expensive than they are to this country.

"How the press of South America is also beginning to show more interest in news of the United States. In the old days, before the Associated Press and the United Press went in to South America, the papers were served entirely by European agencies, and the United States was absolutely neglected. Most of the news came from France."

"To us newspaper work is a business," he explained, "a business of getting the news and then getting it to the public; while to them it is a literary profession.

"I met hundreds of sub-editors, editors, and publishers in South America, all of whom spoke two or three languages besides their own; they knew other countries than their own well; many of them had been educated abroad; theirs was a world view, quite different from the provincialism of the ordinary North American.

"But those who had been to the United States were enthusiastic about our newspaper methods. Some are eager to give up European influence, and follow the leaders of the North."

Considerable interest in the forthcoming Press Congress of the World to be held in Geneva, Lausanne, Switzerland, Sept. 14-18, is being shown by South American editors and publishers, Mr. Miller reported. Many told him they were planning to attend.

Since Mr. Miller left London in January, he has traveled some 16,000 miles. First he went to Spain, where he interviewed Primo de Rivera. He also stopped in Portugal to interview President Bernardino Machado, before crossing to South America.

In South America he was met by James Miller, South American manager of the United Press Associations, who accompanied him on his visit to the offices of U. P. clients. He spent three weeks in Brazil, calling on more than 20 newspapers in that republic. He also toured Argentina, Chile, and Peru. The purpose of his trip was to enable him to become better acquainted with South American affairs, in order that he might improve and strengthen the European news service, cleared through London, for Latin-American clients.

Mr. Miller has been associated with the United Press for 10 years. He had had four years experience with the *Chicago American*, when he joined the U. P. in 1916, while reporting Mexican border troubles for the Chicago paper. After a short while as U. P. correspondent in Mexico City he was transferred to the Washington bureau. Then he was sent to London, where he remained four years, before being placed in charge of the U. P. Paris bureau. He had been in Paris four years when he was brought back to London about a year ago as assistant European news manager. During the war he was a correspondent on the French and American fronts.

STREIT OF TIMES EXILED FROM RUMANIA PROTESTS RIGID CENSORSHIP RULES

Correspondent Declines to Recant Series of Articles Which Aroused Wrath of Government Officials—Other Writers Refuse to Deny Charges He Made

CLARENCE STREIT, staff correspondent of the *New York Times*, was this week expelled from Rumania because of a series of articles he had written on the Rumanian political situation, which the government considered "grossly exaggerated and insulting." Streit left Budapest May 25, insisting he had written the truth in his articles, and protesting the rigid Rumanian censorship rules.

The expulsion order might have been withdrawn had he been willing to recant, Streit wrote in a dispatch sent from Budapest via Paris. He declined to recant and stated that three other foreign correspondents had been asked by the government and the royal court to write a reply or something to offset the series and had refused.

One of them said afterwards:

"I can't deny what is true."

"The correspondents asked that the attention of the New York Times be called to the censorship of their dispatches from Rumania," Streit wrote from Budapest. "One has even had a brief dispatch stopped merely announcing a reported loan from Italy and though he has written numerous letters and petitions has not yet succeeded in getting the tolls he paid returned.

"Another, recently in Moscow declared: "'The Soviet censorship is much more liberal than Rumania.'

"Americans in a position to know the situation approve the series, saying it is a case of where the truth hurts."

The letter ordering the American newspaper correspondent's expulsion follows:

Mr. Clarence Streit, Correspondent of The New York Times.

Sir:—The Rumanian Government has become aware of a series of five articles published in the New York Times on April 12 and following days. It is seldom that articles containing such gross exaggerations and insults addressed to the Rumanian Crown and country have appeared in the foreign press. The Government is disarmed in the presence of such acts of unfair aggression and is powerless to take any satisfaction.

All investigation shows that you are the author of these articles.

The Government is therefore surprised at your presence in Rumania, as traditional Rumanian hospitality cannot be confounded with toleration of insults.

You are therefore kindly invited to leave Rumania twenty-four hours after the receipt of this letter, it being quite understood that any other correspondent of the New York Times, a newspaper respected in Rumania, will be always welcome to Rumania.

By order of the Minister of the Interior.

(Signed) GENERAL NICOLEANU.
Prefect of Police.

Commenting editorially on Streit's expulsion, the New York Times said in part:

The danger of being sent away as an "undesirable foreigner" is only one of the difficulties which correspondents in some European countries have to face today. There is in several capitals a sort of tacit and invisible censorship of dispatches to be forwarded abroad. This takes the form not of suppression or mutilation, necessarily, but of hampering the correspondent's activities. He finds official sources of news mysteriously closed to him. Personal and social attentions are withdrawn. In a hundred ways it is conveyed to him that he cannot be successful in his work unless he shows more "tact" in dealing with Government officials, and more tenderness for the political views which they wish to have printed in the foreign press. All this obviously makes the lot of the foreign correspondent not a happy one. Short of outright expulsion, he feels himself continually hampered by unseen but very real restrictions. Whether such a policy is even expedient in the long run may well be doubted. Certainly the immediate consequence of expelling The Times correspondent from Rumania will be to fix attention more keenly and more critically upon affairs in that country.

WAGE INCREASE MAY BE DISASTROUS WASHINGTON PAPERS TELL ARBITER

But Justice Hitz, Sitting As Disinterested Member, Refuses To Recall Tentative Findings—Printers' Pay Raised 16 to 24 Percent

JUSTICE WILLIAM HITZ has declined to accede to the plea of the Washington Newspaper Publishers' Association that he reconsider his recent tentative findings as arbitrator granting wage increases to newspaper printers in Washington, which, the publishers informed him, may lead to "disastrous results" in the newspaper publishing industry there and elsewhere.

The publishers, in representations made to the arbitrator on behalf of the association, asked that he reconsider before making his tentative report final, the evidence submitted in the wage matter between the Columbia Typographical Union, No. 101, and the publishers' association.

Specifically, the publishers asked that Justice Hitz still consider the matter of his findings so far open as to permit him to confer with other members of the board of arbitration in order that the "views and reasons for your tentative findings may be stated and considered by the full board and any misapprehensions on your part, if such exist, cleared away."

In presenting their plea to Justice Hitz, the representatives of the association declared:

"The handing down by you, as the disinterested arbitrator, of your findings without conference and exchange of ideas with the other members of the board (even though in tentative form) with the statement that you had made up your mind on all points except the matter of the duration of the proposed contract, and the further statement that you did not propose to give any reasons for your decision, we believe unprecedented.

"We assume that even though you have formed definite ideas, your mind is still open and that you will recognize that the other members of the board have a right to know the reasons for your tentative findings and that they may have an opportunity to point out any fallacies in your conclusions."

Regarding the general effect of the findings, the publishers declared:

"Nothing can be clearer than that to make this tentative report final will create for the term it continues a class of skilled workers preferentially treated to an unexampled extent. If this were carried through the newspaper publishing industry here and elsewhere, the industry could not, we believe, economically survive, aside from the most prosperous newspapers. Such enormous increases save in isolated instances, could not be met by passing on the increase to the ultimate consumer.

"If the principle of the award is just and should be applied to the Union job printing offices in Washington, these shops could not competitively exist."

In citing the apprehended effect of the wage increase findings, and what they regard as their want of justification either from the standpoint of comparative wages here and elsewhere or cost of living figures of the Department of Labor, the publishers declared:

"We feel strongly and confidently that if your honor had taken up and discussed the various points at issue with the other members of the board of arbitration, no such extreme and radical decision would have been reached."

In this connection, the publishers urged the great responsibilities of an arbitrator, as a means of effecting industrial adjustments without the costly recourse to strike, in giving full hearing consideration to the views of both sides and "maintaining the confidence of employers and employees alike."

In citing the effect of the increases, the publishers showed that for the day scale they raise the annual income for the normal 42 hour week to $2,808, an increase of $405.60, and for the maximum 46 hour week to $3,209.44, an increase of $578.24, over the present scale. For the night scale income based on the 42-hour week is increased to $3,120, an increase of $499.20, and income based on the 46-hour week is raised to $3,563.04, an increase of $692.64.

"As we see the case," the publishers declared in their representations, "the evidence submitted showed that the newspaper printers here have been liberally paid as compared with their fellow craftsmen in this and other cities and as compared with all skilled workmen in other walks of life, and with the clerical forces who comprise the majority of Washington's citizenship.

"In the cost of living statistics of the Department of Labor, the changes since the last arbitration by Judge McCoy, in 1920, showed a decrease, rather than an increase. And since 1923, when a negotiated scale was agreed upon, an increase was shown by the last figures of the department of approximately 2.7 per cent, or about 21 cents a day on the day scale."

"We feel," the publishers declared, "that in the face of these facts we are entitled to know and discuss with you your reasons for the tentative view that unprecedented increases should be made."

Justice Hitz declined to change his tentative findings, granting wage increases ranging from 16.9 to 24.1 per cent. The final award made the basic scale retroactive to November 11, 1925, eliminating the retroactive feature as to overtime.

In the arbitration proceedings printers based their contentions for an increase purely upon their rights to a living wage, consisting of a sufficient income for the maintenance of a family in the necessaries of life as well as a margin for savings or recreation," according to John N. Breen, their attorney.

"Although the final award did not have a retroactive effect insofar as overtime pay was concerned or pay for night shift workers for work before 6 p.m," said Mr. Breen, "we accept the award as finally given, despite the fact it did not embody all the advantages of the tentative award."

According to the printers, the award affects approximately 400 men employed as "full-time printers" and 100 others employed in temporary positions. The new wage scale of $9 a day for day work and $10 for night work supplants a former scale of $7.70 for day work and $8.40 for night work, with a retroactive feature allowing the new scale effective as of November 11, 1925. The new overtime rate of $1.93 per hour for day overtime, in lieu of the former $1.65 per hour, and of $2.13 per hour for night overtime in lieu of the former $1.80 per hour is not allowed in the final award as retroactive, but is effective as of May 24, 1926.

Jackson (Mich.) Tribune Launched

The first issue of the *Jackson* (Mich.) *Morning Tribune*, a six-day paper, with no Sunday issue, appeared Monday, May 24. The Tribune is published by a group associated with the defunct *Jackson News* which discontinued publication a year ago. John H. Allen is editor and publisher of the new daily which has a United Press and United News leased wire.

N. Y. Sun Broadcasting News

The *New York Sun, by arrangement* with radio station WRNY, New York, is now broadcasting daily digests of important news in sport and commerce.

"WHEN WE WERE YOUNG"

The death of Mrs. Arthur Capper, wife of the distinguished statesman and editor, moved William Allen White to write in the Emporia Gazette the following:

A THIRD of a century ago more or less, a gay young crowd was butterflying around in Topeka. Those were the good old-fashioned days when there were dances and parties and picnics and when young people paired off and "went together,"—no necking parties! They sat on front porches of cool summer evenings and sang a little and danced a little and came trooping down to Kansas avenue in surveys with fringed tops and basket phaetons behind good old family horses. The whole carefree troop of them piled into an ice cream parlor and made merry riot. The writer of these lines, as an outsider, used to see this group and sometimes was drawn a little way into the circle, but not far. Other young reporters beckoned him in—Frank Jarrell, Dick Linsey, Mary McCabe, Harry Valentine, Myra Williams, Ewing Herbert, Arthur Capper and Florence Crawford. Gradually they began to pair off more seriously, and one autumn day, back in the very early nineties, Ewing Herbert put on his black long tailed coat, a black tie and a very white shiney bosomed shirt and came down to Topeka from Hiawatha to act as best man for the wedding of Florence and Arthur. The occasion was gay and gorgeous, the only unfelicitous incident being the fact that as Ewing walked proudly with young Arthur Capper to the altar, in some mysterious and ungodly way Ewing's left trouser leg got hitched far above his shoetop, showing an inch of hairy shank and two inches of black sock. But little did that misfortune harrow Ewing, though he stood on one leg during most of the ceremony and tried with the other leg to work down that recalcitrant bit of trouser.

The wedding celebration of Florence and Arthur was most delightful. The young reporter rising in his profession surrounded by his fellow newspaper men and friends from all over the state was marrying a vivacious, charming girl, the leader of her circle, a most popular young woman, daughter of the former governor. So the day sparkled with joy and the occasion was a rainbow of promise.

Life has made the promise come true. Florence Crawford and Arthur Capper have lived happily and usefully together all these years, partners, friends, lovers, with never a rift in their joy. This week some of the same old friends looking over the peak of the hill of life into its sunset, gathered in Topeka to bid her goodbye and to give Arthur their handclasp, as they laid her away for her earthly rest.

So a generation has passed; the bright, happy girl growing into a fine, strong, intelligent woman. She had her work. With her husband she rose to a place of leadership in the state, to one of the important positions in this nation and in the world. They never became alien to their friends of that early day. The simple loyal faith of their friends of that youthful circle which glowed around them and haloed them in their youth was with them as a benediction to the end of their journey together. Nor did the simple love of their friends ever go. That they held to the last. How hard it is to realize that this girl's life has been lived and is over; that her work is done and her spirit gone to the next stage of experience. We, who were young once, 30 years ago, who lived and laughed and loved in the gayety and joy of youth, still in our heart know that the fire of youth is eternal—unquenchable. To ourselves and to each other we have not changed, and maybe not to God Himself. But to others we are the older generation passing; a bit queer and old-fashioned and gradually becoming negligible. Other youngsters go charging down the street full of the same exuberance, the same hopes, the same high visions and the same gay foibles which once were ours. And so "the mourners go about the streets and the man to his lone home."

FOREMAN'S RIGHT TO "FIRE" UPHELD

Conference Committee Stands by Chicago Herald-Examiner Executive in Discharging Compositor Who Refused to Work Overtime

(*By Telegraph to* EDITOR & PUBLISHER)

CHICAGO, May 26.—The question of whether the foreman of a composing room has the right to discharge an employe because of his refusal to work overtime has been answered in the affirmative.

The question was raised by the *Chicago Herald-Examiner and American* composing room in the case of David Fitzgerald, an extra substituting for a regular in the monotype department, who had been sent to the ad service department where ads are hand-set. His time was up at 3 o'clock and when he was notified that he would be required to work overtime he refused.

The foreman discharged him. His order was protested through the local of the American Newspaper Publishers Association.

The union introduced evidence attempting to prove that it was the duty of the chairman of the chapel to supply men as he saw fit, to work overtime when such work was required.

A six-man conference committee composed of representatives of both sides deadlocked and also failed to select a seventh member acceptable to both, and so the selection automatically fell to States Attorney Robert E. Crowe, who volunteered to act as the seventh member.

The motion to confirm the action of the foreman of the Herald-Examiner and American chapel in discharging the printer carried.

300 NEWSPAPER MEN VISIT SESQUI-GROUNDS

Spend a Day in Philadelphia As Guests of Exposition Officials—Welcomed by Mayor Kendrick

About 300 leading newspaper editors and writers from Washington, New York City, Chicago, Boston and other cities east of the Mississippi were the guests Sunday, May 23, of the city of Philadelphia upon an inspection tour of the Sesqui-Centennial International Exposition buildings.

Odell Hauser, formerly of the *New York Times* staff, who is director of publicity for the Exposition, was in charge of the tour. Mayor W. Freeland Kendrick, of Philadelphia, acted as personal host, and welcomed the visitors at a luncheon served them in the big Auditorium Building on the Exposition grounds.

Ulric Bell, Washington correspondent of the *Louisville Courier-Journal*, expressed, as president of the National Press Club, the appreciation of the visiting Washington newspapermen.

The Washington party, numbering more than 100, included Carter Field, chief of the Washington Bureau of the *New York Herald Tribune;* A. H. Kirchhofer, Washington correspondent, *Buffalo Evening News*, and vice-president of the National Press Club; Ben M. McKelway, city editor, and Gould Lincoln, special writer, *Washington Star;* Daniel O'Connell, city editor, *Washington Times;* John Gleissner, editor, *Washington Daily News;* Aubrey Taylor, city editor, *Washington Post;* Harry J. Brown, *Salt Lake Tribune;* Samuel W. Bell, *Philadelphia Public Ledger;* Carl H. Butman, *Wall Street Journal;* Leo R. Sack, *Pittsburgh Press;* George W. Combs and Marvin Murphy, *Baltimore Sun;* Morris D. Ervin, *Cincinnati Times-Star;* Edwin W. Gableman, *Cincinnati Enquirer;* Harry B. Gauss, *Chicago Daily News;* James P. Higgins, *Newark Star-Eagle;* Carl Ruth, *Cleveland News;* Ernest A. Knorr, Central News; Leo A. McClatchy, of the *San Francisco Bulletin.*

EDITORIAL "DO'S AND DON'TS" OF BENNETT

Former New York Herald Man Unearths Rules Laid Down by Famous Publisher for Guidance of Reporters, Copy Readers and Editors

WHEN James Gordon Bennett, the younger, was in command of the *New York Herald* he laid down a list of "Do's and Don'ts" for the guidance of his reporters, copy readers, and editors which became famous in those days. The list has become almost a rarity at the present time.

The pamphlet containing the instructions was recently unearthed by Robert E. Livingston, who as a staff member of the Herald, labored every day for 20 years to follow Commodore Bennett's instructions. Mr. Livingston, who is now director of information and advertising for the Consolidated Gas Company of New York, gave the copy to EDITOR & PUBLISHER for publication.

"One thing that does not appear in the really valuable rules was the fine of one dollar imposed on reporters or copy readers for each misspelled name of a person," Mr. Livingston commented. "To avoid errors of this kind, the reporter writing a 'story' was required to print with his pen once at least the names of the persons figuring in the article. At the time of the pen printed name it was known that the reporter had his mind on the proper spelling of the name, although in the haste of 'turning in' his copy he might misspell the name later in his story."

The list follows:

COURTESY AND FAIR PLAY

Do not use any expression that will unnecessarily hold any one up to ridicule. The printing of anonymous interviews, statements and implied accusations is forbidden.

Don't say "Chinaman" for a Chinese.

Don't call a Jew a Hebrew.

Dont' use "Italian" in crime stories; say foreigner. Reflections on nationalities or races are taboo.

Don't say "colored man" when you mean negro.

Don't call her an "old woman," say "aged."

OBSERVE THE LAWS OF GOOD TASTE

In writing let it be taken for granted that a person shot, stabbed or mangled will bleed. Use the word "blood" only when it is essential.

Don't say "box party" for theater party.

Don't say a man is a "clubman."

Don't use "courtesy visit."

Don't use "visiting" in the sense of "Mr. and Mrs. Blank are visiting at Mr. Dash's villa."

Don't use "invited guest" or "invited audience."

Don't use term "dinner hostesses," "dinner dance" or "dinner guest."

Don't use "house guest," "house party" or "reception guest."

Don't use (hotel) "patron" or "guest."

Dont' use "guest of honor" or "maid of honor."

Dont' say a man is a "rich man" or a "magnate."

Don't use "New Yorker."

Don't say a man is a "society" man.

Don't use "week end" or "over Saturday."

Be careful in the use of the word 'sick" that the context does not place upon it the possibility of an offensive construction. "Ill" is preferable.

Don't call a theatrical performance a 'show."

Don't use "society belle"; say "society girl" or "social leader."

Don't apply "schedule" to the movement of persons, as: "Ambassador Bacon was scheduled to leave Vienna."

AVOID INACCURACIES OF STATEMENT

Don't say "mutual friend."

Don't refer to the "club section of the city." There is none.

Once a King or Queen always one, unless deposed, as Marie Antoinette.

DO'S AND DON'TS FOR WRITING FOR THE HERALD

Get the news, and all the news.

Outline your story before you begin to write.

Reporters will find it to their advantage to put down a single fact, or a group of related facts, on one sheet of paper in making notes, so that they may readily and quickly arrange their material in logical sequence.

Know the subject thoroughly and think straight.

Write as well as you talk.

Avoid long and involved sentences. Make them short and crisp. Do not try to fire your whole battery of details in the introduction.

Do not tell a story more than once.

The introduction is to give to the reader a quick, illuminating flash and to hold his attention.

Tell the story clearly and forcibly and keep away from worn and hackneyed phrases. Be original even if you take a chance. Dare to be as funny as you can. Don't be afraid to say the same word over again if clearness requires it. Macaulay wasn't.

Shun the monotonous repetition of words, however, and especially avoid the use of the same word in different senses in the same paragraph.

Avoid tiresome circumlocutions; write with interest and enthusiasm. Do not compose a story so that the reader feels that the writer was watching himself go by. The highest art is that which conceals art.

Master general principles of composition.

Observe accurately, know the facts, think straight, write forcibly for on these commandments rest all the rules of newspaper English.

Below are given the official "Don'ts" arranged under the rhetorical principles they violate and in alphabetical order:

AVOID TRITE AND OVER-WORKED EXPRESSIONS

Don't "hit," "slap" or "flay" in headlines.

Don't say records are "broken" or "smashed."

Don't use "probe" or "probing."

Purity requires the elimination of foreign words unless there is no English word which will express the meaning which the writer would convey.

"Dictograph" and "dictaphone" are patented words and should be spelled as here given. They are Greek-Latin hybrids.

Don't say "per year" or "per day"; make it "per annum" or "per diem" or "a year" or "a day." Don't mix Latin and English.

Shun obsolete words and expressions. This is the twentieth century.

Don't use "domestic" for "servant"; it is obsolete.

Tautology consists in repeating the thought or statement.

Don't use expressions akin to "silence reigned and no sound was heard."

Avoid the use of slang, obscure technical terms and commonplace expressions and unauthorized abbreviations in news stories. When you let your fancy for syncopated English play put it in quotation marks, or reserve it for avowedly humorous flights.

Don't clip words, as "plane" for "monoplane," "biplane," etc.; or "phone" for "telephone," or "auto" for "automobile."

Don't say "fire breaks out."

Don't use "gang" or "gangster."

Don't use "hurdle" as a verb in "hurdle and ride."

Don't use "newspaper story" for "article" or "account."

Don't use "near riot."

Don't use "pants," "vest" or "full dress suit."

Don't say a place was "raided;" use "raid" as a noun.

Don't use "rush" as an adjective; no "rush orders," &c.

Don't use "suicide" as a verb.

Don't say "plain clothes men."

Don't use Zoo for New York Zoological Park or the Central Park Menagerie.

Redundancy consists of the use of words which are not necessary to the sense.

Don't use "consensus of opinion" for "consensus."

Don't use "painfully cut" or similar expressions, as though persons were "agreeably cut."

Don't say "completely destroyed."

Don't use "sword duel" or "pistol duel."

Don't use "dance music" or "promenade music."

Don't use "thrilling" as an unnecessary adjective in the context of a story as describing a situation desired to be expressed by a reporter. Let the public decide if the story is thrilling or not.

Don't sprinkle "yesterdays" throughout your story.

Precision consists of the choice from cognate or similar words of the word which best expresses the idea to be conveyed. Be accurate.

Don't use "casket" for "coffin."

Don't use "car" or "machine" for "automobile." Car does not mean automobile, and where automobile is meant the word automobile should be used.

Don't use "claim" for "assert." A man claims a hat; he asserts that the hat is his.

Don't use "engineer" for "engine driver."

"Hunting dogs" must be avoided; use "hounds." In an objectionable case the dogs were English setters. Use the "g" in Pekingese.

Say "hunting" when referring to the chase of game on horseback, and "shooting" when the sportsman is afoot.

Don't say "a number;" get something more definite.

Don't use "partially" when you mean "partly."

Don't use "proposition" when you mean "proposal."

Don't say "suit was brought;" say "action was begun."

Propriety requires that words or phrases shall convey the exact and proper meaning of the writer.

Don't use "as to" for "about," "concerning" or "regarding."

Don't use "came" for "went" or "gone."

Don't use "collide;" write "in collision."

Don't say "the Court said," when you mean the Judge or Justice.

Don't say "created" when you mean "caused."

Don't use "diplomat;" use "diplomatist."

Do not use this style of the "was given" form of expression and its variations:—"Admiral Dewey was given a horse" and "Colonel Smith was presented with a sword." The horse was given to Admiral Dewey and the sword was presented to Colonel Smith.

Don't say "had his leg broken" or "had his pocket picked." The victims do not cause these things to be done.

Don't say Mr. Smith has "departed for Europe." "Departed" is used in "departed this life."

Don't say "disorderly house" when you mean "disreputable." A house cannot be disorderly. Do not print the numbers of such houses.

Don't use "during" for "in." "During" means throughout the continuance of.

Don't say "groom" when you mean "bridegroom."

Don't use "epidemic" for "epizootic" in referring to a malady widespread among animals.

Don't say "executive" session when you mean "secret" session.

Don't use "on" for "in" a street. The Metropolitan Opera House is "in" Broadway, not "on" Broadway.

(*Continued on page 47*)

A TABLOID REPORTER TO HIS CITY EDITOR

(Reprinted from The Conning Tower, New York World, May 21.)

Lord of assignments, where to-day
Do I turn my steps in search of prey
For the presses, slumbering now,
Below?

Do I go where guarded scabs peer down
On strikers in some Jersey town,
Or follow a murder, a suicide,
Walter Ward missing or Browning's bride,
Rum boat captured, awash with booze,
Peggy Joyce wed?—but *that's* not news.

Do I brave some patrician family's hauteur,
Seeking a photo of its runaway daughter,
Or do my stuff on the seamy east side—
Some girl a mother, but nobody's bride?

Love nest or baby farm,
Block ablaze, a four alarm,
Broker sued by lady's maid,
City scandal or a dog parade?
Do I cover a wedding, a Communist fight
Or stay inside on dull rewrite?

Lord of assignments, blue is the day
And white are the sails, creeping down the bay;
Where do I go, O Gene,
Oh say?

NERI

PRINTING CRIME NEWS MEANS FACING FACTS

Minimizing or Barring It Entirely Is An "Ostrich-like Policy," Henry Justin Smith Tells Women's Clubs

The printing of crime news means that a newspaper is facing the facts rather than being blind to them, Henry Justin Smith, managing editor of the *Chicago Daily News* declared in a recent address before the Illinois Federation of Women's Clubs.



HENRY J. SMITH

Stating that perhaps many of his hearers had signed petitions to newspapers begging them to give less space to crime, he pointed out the fallacy of maintaining an "ostrich policy" in the belief that it would abate wickedness.

"Stripped of its puzzles, the question of crime news becomes like most other questions of news values, a simple issue as between facing facts and being blind to them," he said. "A majority of newspaper men believe most devoutly in the former course. And they believe that the latter course, the 'ostrich policy,' is dangerous; dangerous not only to circulation but to society. We don't think about circulation as much as some critics suppose; we do think about wise and sane policies more than we get credit for. And the most of us, having observed the effects, in some fields, of timidity, wilfull ignorance and self-delusion, are determinded not to fall into those errors, even if we commit other errors.

"Now in a time when lawlessness is making a real threat against America, when illicit liquor-selling is corrupting even high school students, when the mail order sale of revolvers—not to speak of machine guns—is putting weapons into the hands of male and female morons, when so many women can commit murder and get away with it, and when so many well-meaning people are merely uttering optimistic rhetoric, are we newspaper men to accept this rhetoric as the last word? No; we think it our business to face the facts.

"However, we can and do agree with those who urge that reports of crime be presented with as little sympathy, as little an appeal to romantic adolescence, and as little advice by Fagins to potential Oliver Twist, as possible. You can find in any large city of the United States, at least one newspaper which handles crime for what it is—a horrible and foolish business.

"The set of principles adopted by the American Association of Newspaper Editors, condemns the use of details of crime and vice in a way 'not demonstrably for the public good,' and which denounces 'deliberate pandering to vicious instincts.' That document was signed by the editors of the most powerful newspapers in the country; and they meant it.

"We seek to be decent; but we don't intend to be soft. We should like to shield tender minds from frightful and corrupting things; but we don't wish to leave it uncertain that those things exist. We want to know all the facts, cheerful or ugly, encouraging or depressing, about this civilization of ours. We want to give our readers as candid an account as we can of the advance, or even the temporary retrogression, of democracy. We are ambitious—you don't know how ambitious—to describe adequately the marvelously interesting, the often disturbing but on the whole romantic and inspiring, activities of the human creature from day to day.

"We cannot do this by being merely conservative. We can do it only by combining with caution a great deal of clearsightedness and courage. 'Fearless' is the big word for us."

CHICAGO M. E. GIVES TEN DEFINITIONS OF NEWS

HENRY JUSTIN SMITH, managing editor of the *Chicago Daily News*, in a recent speech before the Illinois Federation of Women's Clubs, gave the following ten definitions of news:

"News is a revelation of things which a few people know about made for the benefit of millions who would not otherwise know about those things.

"News is a synthetic food, delivered for the purpose of satisfying a great human hunger.

"News is the telescope and microscope of social laboratories.

"News is an unrhetorical essay on life. It is poetry without form and art without artistic intention.

"News is like the explosion of a hidden mine on a peaceful sector of the battle front.

"News is a record of the good and the bad, but hardly ever of the indifferent.

"News is a statement, not always of the new, but sometimes of the new made old; a statement not merely of the unusual, but often of the cruel.

"News, which is sometimes spoken of as history, is rather an ingredient of history, and one which does not always stand the test of science.

"News is an implement wielded by a profession which is no respecter of persons, but tries to be a respecter of human conventions, according to the standards of a given time.

"News, at its best, is the comprehensive and credible, the enterprising but judicious, the eternally circumspect but above all the fundamentally *fearless*, disclosure of what the human race has been doing for the last twenty-four hours."

N. Y. JUDGE DISMISSES WHISKER LIBEL SUIT

Arguments Presented on Motion to Dismiss Case Brought by Miss Patterson Against Colgate & Co., for Alleged "Flippant" Advertisement

Justice Erlanger in New York supreme court, May 27, dismissed the libel suit for $150,000 brought against Colgate & Co., by Miss Ella C. Patterson, of Milwaukee, to restrain the soap manufacturers from continuing to use in their advertisements a picture of Gen. Ambrose E. Burnside, of Civil war fame.

Alan Fox, counsel for Colgate & Co., contended that it was neither libellous to use the picture of Gen. Burnside, such as appears in the school histories, nor did it invade the private rights of any of his living relatives. Miss Patterson says she is the only surviving relative of the general.

Arnold Furst, counsel for Miss Patterson, said that the manner in which Colgate & Co. worded their advertisement for shaving cream, which accompanied the Burnside pictures, had a tendency to hold up the plaintiff-relative to ridicule and contempt. He said that if the soap manufacturers had only discontinued the use of the picture when Miss Patterson first wrote to them about it no suit would have been necessary, but that instead of treating the matter seriously the company wrote her lawyer in Milwaukee in a facetious vein about "mutton chops" and "goatees."

Mr. Fox remarked that it was quite evident that the Milwaukee lawyer was prejudiced, as his name was Van Dyke. He said that it certainly was no disgrace for men to wear whiskers like President Arthur, President Hayes and President Garfield. He even thought that for persons who prided themselves on the "ability to grow a good set of whiskers many a man would like to have raised some Lord Dundrearys."

JERITZA WINS SUIT OVER USE OF NAME

Court Grants Her Injunction Restraining Cigar Dealers from Placing Picture and Name on Their Brands —Singer's Rights Infringed

Mme. Maria Jeritza, prima donna, was granted an interlocutory injunction by Federal Judge Thomas D. Thacher in New York, May 25, restraining Louis and Isidore Cohen, cigar dealers, from using her name or likeness in connection with their cigars.

Judge Thacher held that the singer's rights had been infringed upon by the sale of a cigar labeled "La Jeritza" and that a picture appearing under the name on the cigar box, although it did not in any respect resemble Mme. Jeritza, was nevertheless a likeness of her within the meaning of the law.

Counsel for the Cohens raised the point that the singer is now really a baroness, the wife of Leopold Frederick Salvatore Baron Popper de Podrhey of Austria. Counsel for the singer argued she was using her own name with the Baron's consent.

Judge Thacher declared he knew of no authority requiring a married woman to assume the name of her husband, "although she is certainly entitled to do so, and the relations of the average home ordinarily present very practical reasons why she should."

AD SWINDLER SENTENCED

Judge Praises New York World and New York Times for Exposing Noblett

Judge Mancuso in New York court this week sentenced Edward Arden Noblett, advertising swindler, to 15 years in Sing Sing.

Noblett had advertised in the *New York World* and *New York Times* under one of the 20 aliases he used in his operations, that he would sublet his Riverside Drive apartment. After accepting money in advance, he would advertise for another tenant, obtaining money a second time. He had long been barred from the two newspapers' advertising columns under his real name.

"If it were not for the World and the Times, both of which spent money unstintingly to bring the matter to the attention of the District Attorney, you might still have been going on swindling people out of their money," the court said to Noblett in passing sentence.

Editor Wins Oratorical Contest

Hammond Fowler, editor of the *Rockwood* (Tenn.) *Times*, recently won the state championship in the "Know Tennessee" oratorical contest, launched by the *Nashville Banner*, with the *Knoxville Sentinel, Bristol Herald-Courier, Jackson Sun*, and *Clarksville Leaf-Chronicle* cooperating. The Rockwood editor was awarded the decision and presented with $500 in gold and a handsome silver bowl.

Publisher Makes Gift to City

G. A. Buder, attorney and publisher of the *St. Louis Times*, has made his fourth gift of ground to the City of St. Louis for public benefit. Mr. Buder's first gift was Susan R. Buder Memorial Square, at California avenue and Hickory street, named for his mother, who was born 79 years ago and died in 1909. His next gift was a lot on Hickory street, west of the square, for tennis courts and then he donated a lot at the southwest corner of Ewing and Hickory as the site of a community house. The fourth gift consists of two lots, providing for the enlargement of the site for the community house.

INTERVIEW OWNERSHIP DEBATED IN COURT

Judge Dismisses Suit Brought by Helen Jenkins Against N. Y. Daily News, Alleging Violation of Literary Property Rights—Asked $10,000

Can a person claim a literary property right to ideas and opinions given to a reporter and used by him in the form of an interview published in a newspaper?

Who owns an interview—the person interviewed, or the newspaper?

Lawyers debated these questions before Judge Mitchell L. Erlanger in New York Supreme Court this week, and the court, after hearing arguments on both sides, dismissed the case, but granted counsel of the "person interviewed" permission to file an amended complaint within 20 days.

Helen Jenkins, New York society girl, had brought suit against the *New York Daily News*, asking $10,000 damages. Her claim, in substance, was that the Daily News had asked her to write for publication one or more articles dealing with the activities of New York society in general, and with debutante parties in particular. During negotiations between Miss Jenkins and a reporter for the News, the plantiff furnished an oral statement of her plans for the form and substance of the articles, including her ideas, opinions, and conclusions on the suggested topic.

Subsequently, she decided she would not write the articles herself and declined to negotiate any further. The News, thereupon, used Miss Jenkins' remarks, given in the course of negotiations, in the form of an interview, published in the Sunday edition on Dec. 27.

Edward K. Hanlon, of Beekman, Bogue, Clark & Griscom, attorneys for the plaintiff, argued before Judge Erlanger that his client had common law literary property right to the ideas, opinions and conclusions which appeared in the interview without Miss Jenkins' permission, and that she had been damaged, therefore, to the amount of $10,000.

Harry H. Van Aken, of DeWitt & Van Aken, counsel for the News, contended that the article was a mere report of an interview, such as is to be found in the news columns of every issue of every newspaper. There was no allegation that the defendant had been guilty of bad faith or that in making the publication had violated any confidence.

The sole question presented to the court, he said, was whether the publication by the defendant as a news item, of an oral statement voluntarily made by the plaintiff in the absence of any agreement on defendant's part that she would not be quoted, constitutes a violation of the plaintiff's property rights.

Mr. Van Aken quoted from the court's decision in the case of Bristol vs. the Equitable Life Assurance Society, as follows:

"Without denying that there may be property in an idea or trade secret or system, it is obvious that its originator or proprietor must himself protect it from escape or disclosure. If it cannot be sold or negotiated, or used without disclosure, it would seem proper that some contract should guard or regulate the disclosure, otherwise it must follow the law of ideas and become the acquisition of whoever receives it."

Mr. Van Aken said he had made a thorough search but was unable to discover any authority in New York state holding that the publication by a newspaper in its news columns of the unoriginal observations or opinion of a person with reference to a particular subject constitutes a violation of the literary property rights of that person.

"If such were the law," he declared, "the publication of a newspaper would be an impossibility. No publisher could undertake to defend the litigation which might deluge him if every person quoted in the news columns in each issue of a newspaper would assert his literary property rights had been violated. The fallacy of such a proposition is apparent from its statement."

"KEEP AFTER THE BEAR--DON'T CHASE RABBITS!"

This Injunction in Itself Is Liberal Journalistic Education, Says Macdonald DeWitt, New York Lawyer, Who Sums Up Newspapers Concern with Libel Law in Four Short "Don'ts."

By PHILIP SCHUYLER

The following transcript from Earl Carroll's testimony in the famous bath tub perjury trial in New York this week, is pertinent:

Q. Did anyone fall into the tub, or was anyone pushed into the tub, or did anyone get into the tub? A. No. The newspaper accounts of what happened are so garbled there is no use doing anything about it.

Q. Have you begun libel action against any of them? A. You can't do anything with the modern newspaper.

Q. You haven't begun any actions have you? A. Well, I have actions against most of them already.

MacDonald DeWitt, for more than 20 years a defender of newspapers in libel litigation in New York, this week explains why judgements are rarely returned against the defendants in libel actions—why, in the words of Mr. Carroll "you can't do anything with the modern newspaper."

The attorney also lists four "libel don'ts" in this the 11th article obtained by EDITOR & PUBLISHER, *stripping the libel law of legal verbiage.*

"KEEP after the bear—don't go chasing rabbits."

Quoting a veteran newspaper man, Macdonald DeWitt, counsel for the *New York Daily News,* this week offered the above injunction as the first, and most important of four short "libel don'ts," which, he said, summed up completely a newspaper man's concern with the law of libel.

The other three DeWitt suggestions were:

"Don't be careless; don't make retractions hastily and, don't settle, unless you are positive you are in the wrong."

In his experience as libel lawyer, Mr. DeWitt said, explaining the first injunction, he has found that a great many libel suits grow out of incidental matter apart from the main theme of the story, just thrown in by the reporter. The reporter leaves off tracking the bear to go scurrying after a little rabbit. And, in consequence, he frequently stumbles into the libel bog. This one proverb, the lawyer said, is in itself a liberal journalistic education.

"I learned long ago that it is easy for a lawyer, when a question arises concerning a story that if not true is libellous to simply say, 'don't publish it,'" Mr. DeWitt began the interview. "But I also realized the significance of what William C. Whitney once said of Elihu Root. Mr. Whitney said that most lawyers, when he called on them for advice, told him what not to do, while Mr. Root told him what to do and how to do it.

"I have noticed when articles have been submitted to me prior to publication in a newspaper, that, while it is easy to tell the publisher not to publish them, what the publisher really wants to know is how the articles, or such a part of them as are susceptible to proof, can be safely published. I think, therefore, it is an important part of a lawyer's or editor's business to advise his staff how the story produced to be printed can be printed with safety to the publisher and with fairness to the person involved and to the public."

It was in giving such advice on one occasion, Mr. DeWitt declared, that he learned the apt phrasing of the first of his three libel don'ts.

A newspaper was exposing alleged immoral conditions in New York dance halls. In one article of a series, the writer had incidentally referred to a young woman, who, so the article stated, when she was about to leave a dance hall had "made up her mind" to go to a hotel with her escort for wrongful purposes. The statement had no real relevancy to the article itself. It was one of several statements in the series, which Mr. De Witt thought should be eliminated, and he told the editor so.

"Send the writer up to see me," Mr. DeWitt suggested. "I want to give him some libel education."

The writer happened to be a newspaper man the lawyer had known for 20 years. Mr. DeWitt called attention to the fact that the statement regarding the intention of the young woman, involving as it did the operation of her mind, was impossible to prove, and, since it was defamatory, should not be published. He told him that elimination of this statement couldn't possibly affect the "punch" of the story since it had no real bearing on the point at issue.

The writer agreed and replied with the quotation which opens this article.

"This newspaper man has given good advice to all writers," Mr. DeWitt continued. "One of the most serious libel suits I ever defended grew out of a small four-line paragraph printed at the end of a six-column article. It could just as well have been left out of the story as not.

"In my experience, I have found that in most libel suits where the publisher is at fault—and there are more libel suits where the publisher is not at fault than when he is—the error is due to carelessness. Often it concerns the bringing into a story of some incidental matter about some person not really connected with the main theme, so that no particular effort is made to verify the facts.

"Another common error is the writing into a headline some statement or inference not justified by the text of the story itself. Libel flourishes through lack of care.

"My second libel don't to publishers, editors and reporters is, therefore:

"Don't be careless.

"So far, the series in EDITOR & PUBLISHER seem to stress the advisability of promptly publishing a correction or retraction, when a justified complaint is made. It is important, however, to remember that a correction or retraction should not be made hastily, or without careful investigation. An alleged correction of a true news story is not only unfair to readers, but also, if a suit is brought to trial after the publication of the alleged correction, the newspaper's defense that the original article was true would have little if any weight with a jury.

"I have found that in the great majority of cases where a mistake has been made through some inadvertence, the complaining person is well satisfied with a prompt and fair correction. Where suits are actually begun, on the other hand, what the plaintiff and his lawyers are looking for, in the majority of cases, is not the saving of a reputation, but rather hard cash.

"For this reason, my advice to publishers generally is: don't settle out of court unless you are positive you have injured the plaintiff.

"To settle complaints for libel by payment of money encourages a certain type of lawyer to bring libel suits. We have seen how personal injury damage suits against street car companies and then automobile owners have grown to mammoth proportions in the last 25 years. I believe that this growth, or a substantial proportion of it, is due to the policy that many public utilities and casualty insurance companies have adopted that it is cheaper to settle than to defend themselves in court. If the same policy was adopted by newspaper publishers, and it should be believed by lawyers and the public generally that newspapers were always ready to pay cash to save themselves trouble, I believe libel litigation would increase ten-fold.

"When I began to participate in the defense of libel suits more than 20 years ago, a great many more libel complaints were made and libel suits actually brought than there are today. This decrease in libel litigation is due, in my opinion, not only to the fact that the business of gathering news is now more efficiently and carefully done than ever before, but also because the public knows today that while the publishers of newspapers are glad to make corrections of any mistakes that may creep into the news colums, they are also zealous in defending themselves against unjustifiable assaults in court.

"The only place, of course, where the actual damage caused by a libel can be ascertained is in a court before a judge and jury.

"I have found that in the great majority of libel suits brought against newspapers, the claims of the plaintiff are grossly exaggerated. Often attempts are made to show not only injury to the plaintiff's reputation, but also that the publication seriously affected the plaintiff's health, brought on a nervous breakdown, or some permanent disease. Sometimes a plaintiff claims he or she lost the affection of their family and friends, because of some publication, which anyone knowing the plaintiff intimately could see was an obvious mistake.

"These cases, it seems to me, must be met with a vigorous defense.

"It has been called to my attention that Earl Carroll, now so much in the public prints, has stated that newspapers garble their reports, and that 'you can't do anything against the modern newspaper.'

"Mr. Carroll is in part mistaken. Where a newspaper is at fault, the injured party has ample remedy. In fact the law takes most meticulous care of the reputation of an individual. Any statement, which reflects adversely upon a person's reputation, the law presumes to be false, to have been published maliciously, and to have caused actual money damage to the plaintiff's reputation and feelings. The law puts upon the newspaper publisher the burden of proving either that the published statement was true or that it is a fair report of a judicial proceeding.

"It is true, however, that it is only in exceptional instances that a judgment for a substantial amount of money damages is recovered against a newspaper. The reason for this is not because the law protects the newspaper publisher or because the resources of a newspaper are so great that it can protect itself against just claims in or out of court. The reason is, as I have found, that the average juror looks upon a libel suit from the standpoint of common sense.

"I have just tried a libel suit illustrating what I mean. A woman sued the *New York Sun,* because it printed a fair and accurate account of the contents of a complaint filed against her for alleged fraud, but not acted upon by the court. She claimed that since the complaint had merely been filed in the county clerk's office and had not been subject to court or judicial action, the newspaper had no right to publish its contents. The Sun had simply printed a fair account of what the complaint said together with what the plaintiff herself had given out for publication when the matter was brought to her attention.

"While the trial judge charged the jury that the newspaper had no right under law to print the contents of a complaint merely filed in the county clerk's office, the jury, as a matter of common sense, found that the action actually had been brought against the newspaper, that the plaintiff herself had talked for publication, and that there could have been no real damage to her feelings or reputation. In other words, the jurors disregarded the plaintiff's technical claim that the article was not privileged, and used common sense in dismissing a case, which should never have been brought in the first place.

"A somewhat similar case was brought against the Sun some years ago. The plaintiff had been indicted in connection with an income tax fraud case in the Federal courts, and on trial had been discharged because of insufficient proof. Suit against the newspaper was based on the claim that the article was not a fair report of judicial proceedings in the magistrate's court, because it contained statements which the assistant district attorney had given out to newspapers for publication.

"As a matter of fact, what the United States attorney had said was substantially what was stated in the complaint in the magistrate's court. The plaintiff's lawyer claimed that the newspaper account inferred that his client was guilty. The jury, however, using common sense, and comparing the complaint in the magistrate's court with the Sun's article, found that they were substantially the same. In fact, the trial court itself came to the same conclusion, and persuaded the plaintiff to withdraw his suit.

"To sum up, I would advise newspaper publishers by offering a paraphrase of what Polonius said to his son Laertes:

"'Beware of entrance into a libel suit; but being in, defend it vigorously, so that the plaintiff will beware of you.'

"When we consider the billions of newspaper stories printed during the course of a year in newspapers throughout the country, we can marvel not that we have an occasional libel suit, but rather that there are so few mistakes made, which justify the bringing of libel suits.

"I think the chief reason why it doesn't pay to bring libel suits against a modern newspaper is because the modern newspaper publisher tries to be fair and square and to print truthful news stories.

"The great majority of suits brought are 'strike' suits and are not pressed for the sake of vindication, but rather as a business enterprise. Libel plaintiffs try to capitalize on what is claimed to be a newspaper's mistake.

"Where litigation is brought against a newspaper as a business enterprise, it seems to me that a newspaper publisher should, by the most vigorous defense possible, make the plaintiff earn every penny of his claim."

Say "Good Luck" in Newspaper Space

Forty Sioux City professional and business men contributed the space used in a full page advertisement in the *Kansas City Post,* May 21, extending congratulations to Kansas City for gaining the business location of Cornish Beck, Inc., jewelers. The firm, which had been in business in Sioux City 30 years, took over the Cady & Olmstead Jewelry Company of Kansas City.

N. Y. Sun Starts House Organ

The *New York Sun* has started publication of a monthly house organ under the title "The Sun's Rays." Richard Lockridge is editor and Albert E. Barnard news editor.

CARL MAGEE, FIGHTING EDITOR, WILL GO ON TRIAL IN JUNE

Ready To Face Manslaughter Charges In Connection With Accidental Killing—His Son Writes History of Case For Editor & Publisher

By THEODORE P. MAGEE

Theodore P. Magee is the 16 year old son of Carl Magee, editor of the Albequerque (N. M.) *State Tribune.*

CARL MAGEE is fighting his sixth year for clean politics in New Mexico. It has been six years of fistic encounters, libel cases, unfair trials, gun encounters, and illegal imprisoning such as has never before been written down in the history of the West.

The West is still "wild and wooly." All too plainly has this been shown in Magee's fight in New Mexico against the old Spanish dons and crooked politicians that have held a strangle hold on the citizens of the state since its admittance in 1912 to the Union.

I had been living in New Mexico since 1915 when my mother, my sister, and myself came here. My father remained in Oklahoma where he had oil interests and was also a prominent lawyer of northeastern Oklahoma. In 1920 he made his decision to come to New Mexico. It was a year later that actual combat began.

When Senator A. B. Fall, New Mexico, was named Secretary of the Interior, it was an interesting development which should be noted. My father bought the *Albuquerque Morning Journal* from Fall shortly before Fall leased Teapot Dome. Fall at the time confided that he was "broke." Soon after the Teapot affair, expensive improvements were made on his ranch, and prosperity was manifest. This and other testimony offered by my father ripped the "lid off the Teapot."

When the Teapot started boiling the effect was felt in New Mexico. Activities against Magee were centered around Las Vegas, in San Miguel county. Magee spent most of the summer of 1923 in Las Vegas, where he was subjected to a libel suit. The libel was alleged to be against Chief Justice Parker based on the statement of Magee in his columns, that "We suggest nothing to Justice Parker. He has become too accustomed to old methods to see anything wrong in what has happened."

The prosecution presented evidence that the item had been published by Magee, and declared that it "reflected on the character of Justice Parker." The jury, composed of Spanish speaking jurors, agreed and Magee was accordingly convicted. Magee plainly stated later that the whole thing was a frame-up. A Spanish jury tried the case when it understood no English, the judge was openly opposed to Magee, the charge of libel was admittedly filed by someone besides Parker, who proclaimed that he did not ask for it.

Press freedom is a vital thing, and newspapers all over the United States took up the case. When my father made a trip east in the spring of 1925, he spoke to great audiences.

But his troubles had only begun when the Parker libel suit came up. He was forced to sell the Journal soon after he had bought it, and he commenced publishing *Magee's Independent* as soon as arrangements could be made. This was later turned into the *New Mexico State Tribune* which Magee now edits.

The following months after his first libel trial were spent in patient waiting. Already there were several contempt cases awaiting trial in Leahy's court, but Magee kept up the attack on crooked politics. In June of 1923 my father, in an article published in the *Tulsa* (Okla.) *Tribune* declared: "I am not hurt. I am not going to be hurt. But if I were, the price would not be too high if it finally released New Mexico from a situation which has ruined her."

Magee was hurt before his troubles came to a climax. In the summer of 1924 Magee was sent to jail by Judge Leahy on a "direct contempt" charge. It was the first of the Dark Hours for us at home. Leahy convicted him in court of direct contempt during another contempt trial. He was about to be sentenced for contempt (on an item published some months before in the Tribune) and the judge asked him if he had anything to say.

Magee replied that he denied he was being given a fair trial and that this was a court.

Judge Leahy declared him in direct contempt and sent him to jail for three months. Magee was pardoned again as he had been at all other times by the governor. The sheriff, upon receiving the pardon, declared it not legal, and refused to honor it.

Word spread immediately that Magee was being held in jail. A half-hundred armed cowboys from north of Las Vegas rode to town and declared they would come out in an open scrap if anything happened to Magee. Great crowds of admirers and supporters gathered around the jail. Magee's attorneys finally dispersed them.

In the meantime General Skipworth, according to the Associated Press, was pleading for troops to forcibly free Magee from his imprisonment. It took two days for the sheriff to lose nerve, and when a habeas corpus proceeding was filed in the supreme court, Magee was released.

This was in the summer of 1924. Leaving father in Albuquerque during the warm months, we had gone to California. Father was held incommunicado in the prison, and the first we knew of the trouble was a streamer story in the *Los Angeles Examiner.* We were of one accord. California was no place for us, and conscious that dad had encountered his greatest trouble, we packed up and quietly started home. Reporters had found us, however, and our return was not unheralded.

I remember how the reporters had wanted pictures of us, but mother grimly refused, much to my disappointment.

When we arrived in Albuquerque father was out of jail and everything looked rosy to us.

But 1925, although it opened most promisingly, proved to be the blackest year in the history of the Magee family. It was a year of terrible tragedies which have left their marks on the whole family.

Judge Leahy had run for re-election as district judge—and had been beaten. My father had been appointed a member of the State Asylum Board at Las Vegas. On Aug. 20, my father and sister had gone to Las Vegas for a meeting of the board.

We had thought by this time that any danger was passed. There had been one time when he had been held up in a lonely Canyon many miles east of Albuquerque and would have been subsequently killed if a tourist had not suddenly shown up down the road.

Then there was a time that snipers shot at employees as they worked at night. There had been two or three fistic encounters which my father, who has passed 50, would have liked to avoid. Of course he was beaten in these fights.

But luck didn't last. My sister and father on the second night in Las Vegas were planning to attend a picture show. Dad was in the lobby of the hotel talking to a woman reporter while he waited for Gertrude, my sister, to dress. Glancing up, he saw Leahy enter the lobby of the Meadows with two companions.

He later related how his first impulse was to rise. But instead he remained in his seat and continued talking to the reporter. As he did so, however, he reached into his pocket and removed the safety catch on a small 25 caliber Colt which he carried around when he went to Las Vegas. Leahy had, he remembered, threatened him on more than one occasion. Many times friends had said, "Magee, Leahy threatened to kill you this morning."

Leahy came on toward Magee and then apparently passed him by. Suddenly he struck out a little to one side and from behind. As he struck, he cursed bitterly. The blow hit Magee on the side of the cheek, and another on the other side toppled him on the floor. Leahy is a great man in size, and weighs more than 200 pounds. Those blows were powerful.

Still cursing, Leahy began systematically to kick the life out of his prone victim. Magee was in a daze. He was conscious that he was being kicked to death. Grasping the little gun, he cried "Stop or I'll shoot."

The gun was in his left hand and under him. He was so dazed he could not see, and the gun was almost harmless. Leahy laughed and continued to kick. Magee pulled the trigger.

And then the terrible thing happened. John Lassiter, a bystander made a dive to intercede for Magee. The bullet by a cruel trick of Fate lodged in his neck. He died in seventeen minutes.

A crowd, now gathering closer, thought the fight was over, but Leahy continued to assault Magee. The latter, stretched out on the floor, was growing weaker. Something said. "Shoot—shoot—or you'll die by not doing so." Queer things buzzed around him.

Aiming without eyesight, he mumbled, "Get away!"

Leahy kicked again and Magee shot twice. Both bullets lodged in Leahy's left arm. Leahy muttered an oath and turned away. Ten minutes later the political enemies were doing their work, and Carl Magee was under arrest for first degree murder.

"We will demand the extreme penalty!" press men were told by officials.

Word spread in an hour, and all New Mexico was afire over the tragedy. My mother and myself at home were confronted with hundreds of friends who came to offer their services. Telegrams from all over the United States began pouring in before the night was half over.

Home-coming crowds from picture shows in Albuquerque stood around the streets awaiting an extra from the Journal which was going to press. Excited groups talked a thousand different versions of the affair. And then the extra recited the grim story.

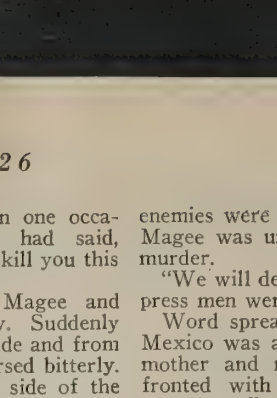
The next night when the train arrived in from Las Vegas, mother, braced for the arrival of dad, stood bravely by me as the train pulled in. A crowd of 2,000 supporters were behind us. Gertrude stepped off first. Her face was grave. The porter appeared with father leaning heavily on him. A great cheer, swelling larger and larger, shook the town as the mob saw him.

But Magee didn't smile. His jaws were swollen beyond imagination.

I assisted him off the train and he kissed mother. A doctor and an ambulance assistant pushed their way through the crowd and carried him away. The mob quietly dispersed. It had paid its tribute to Magee. Dark clouds did not matter. They were there to help through the Blackness of Trouble.

It was days before he grew better. We

(*Continued on page* 24)



Today in Jacksonville

At Forsyth and Main Streets, the strident sound of pneumatic hammers, driving hot rivets into steel girders, dwarfs all pessimistic doubts of Jacksonville's future. The new Lynch Building grows daily to new heights. Soon its seventeenth floor will sweep the sky and add another monumental structure to the skyline.

The Lynch Building shows explicit faith in Jacksonville's future, emphasized with an investment of $1,500,000.

When such an enthusiastic community selects the Florida Times-Union in 95% of its homes, the tribute is very impressive.

The Florida Times-Union
~JACKSONVILLE~

DAILY, 53,000 SUNDAY, 70,000

THE NEW YORK TIMES

First in Daily City and Suburban Circulation

The average net paid circulation of the daily (week day) edition of The New York Times in New York City and suburbs (50-mile radius) for the six months ended March 31, 1926, was greater than any other New York morning newspaper of standard size, as was also the total daily circulation for the same six-months' period.

THE RECORD

	City and Suburban Average Net Paid Week Day Circulation	Total Average Net Paid Week Day Circulation
The New York Times	285,949	356,471
The World	261,064	287,694
The New York Herald-Tribune	233,074	285,800
New York American	204,092	225,081

New York morning newspapers have an extensive sale in New York City and the suburbs. An advertiser who wishes the attention of all the people of the metropolitan district will act wisely to use all the morning newspapers.

While it is true that the sale of the daily edition of The New York Times exceeds that of any other New York morning newspaper of standard size, the special value of its circulation is its character—the intelligent, thinking people who read The Times. To reach this substantial group of unusual buying power, advertisements in The Times are essential.

FIVE BALTIMORE HEARST MEN FACE JAIL SENTENCES FOR CONTEMPT

News and American Executives and Photographers Tried for Taking Picture in Court in Violation of Judge's Order—To Be Sentenced Next Tuesday

"SUBSTANTIAL jail sentences," to be imposed next Tuesday, were promised Tuesday of this week by Criminal Court Judge Eugene O'Dunne in contempt of court proceedings against three editors and two photographers of the *Baltimore News* and *Baltimore American.* The papers published court room photographs of the Richard Reese Whittemore trial last week after Judge O'Dunne had given an order from the bench forbidding the taking of pictures in the court room.

When the case ended Judge O'Dunne announced he would find the newspaper men guilty unless new evidence is introduced.

"In my mind they are clearly guilty of contempt," the Judge said at the close of the hearing. "Unless circumstances arise to change my mind or they can before next Tuesday show sufficient cause, I will impose substantial jail sentences." A fifteenth century jailing of the Prince of Wales, later Henry V of England, for disobedience of an order of the Lord Chief Justice was cited by counsel as precedent for the imposition of jail sentences on the newspaper men.

Harold E. Elliston, managing editor of the News; Harry Clark, city editor of the News; Earl C. Deland, managing editor of the American, and William Klemm and William Sturm, photographers for the two papers, were cited for contempt by Judge O'Dunne, and summoned to show cause why they should not go to jail.

On the morning the trial opened Judge O'Dunne, sitting in his chambers before the session of the Court began, heard the sound of a flash-light explosion. He sent his baliffs out to find the photographer who had made the photograph.

Klemm, it is said, answered the summons and on appearing before the Judge was addressed in this manner:

"Give me that photograph."

The photographer handed over a photographic plate and the judge broke it on his desk.

Later it developed—Klemm so testifying in court—that the photographer had handed the judge a blank plate, retaining the photograph.

It was also said that a photograph of the scene in the courtroom was made by a small camera with a time exposure and this was published in the *News.*

When Judge O'Dunne learned of the trick that had been played on him by the photographer he sent him to jail for contempt, later releasing him on bail until the time for his trial arrived.

Harry Clark, city editor, testified that he gave the orders to make the photographs in spite of the judge's orders forbidding it, telling his photographers to get the pictures and talk about it afterwards. Photographer Sturm admitted making the pictures and said that he did so on orders from Mr. Clark.

"Do you consider your duty to your readers higher than your duty to obey the Court?" Judge O'Dunne asked Mr. Elliston, the managing editor of the News.

The editor replied that he did.

George Weems Williams and William L. Marbury, Jr., two of the most prominent members of the Baltimore bar, defended the editors and the photographers. They maintained that there was no disturbance of the court nor any interference with the course of justice in the manner in which the photographs were made and that, since that was true, the judge exceeded his authority in charging the defendants with contempt.

Judge O'Dunne called on the Bar Association of Baltimore to take part in the prosecution of the case and to appear as "friends of the Court." Jesse N. Bowen, president of the association and William C. Coleman, chairman of the judiciary committee of that body, appeared in court in that capacity. They took no part in questioning witnesses, but did make arguments after the taking of testimony had been finished. They maintained that the Court was within its rights in citing the newspaper men for contempt.

Photographs were not taken by photographers for other newspapers. Edmund Duffy, cartoonist for the *Baltimore Sun,* made some pencil drawings in the court which were published. There was no dispute about them.

A conference of representatives of local judges, the Bar Association and newspapers to fix the relations of newspapers to the Court has been suggested following close of the trial.

A.N.A. LEADERS TO MEET

Executive Committee Will Consider Membership Applications at Lancaster

Applications for membership will be considered by the executive committee of the Association of National Advertisers at a meeting to be held at Lancaster, Pa., June 23. S. E. Conybeare, Armstrong Cork Company, committee chairman, will preside. Edward T. Hall, vice-president of the Ralston Purina Company, and association president, will be unable to attend, since he sailed from New York, May 17, for an eight weeks' vacation in Europe.

Total membership of the A. N. A. is now 330, compared with 320 a year ago at this time, according to R. K. Leavitt, association secretary.

Members of the executive committee are: W. K. Burlen, New England Confectionery Company; C. F. Beatty, New Jersey Zinc Company; Carl Gazley, Yawman & Erbe Manufacturing Company; W. A. Hart, E. I. DuPont de Nemours & Co.; B. Lichtenberg, Alexander Hamilton Institute; Carl J. Schumann, Hilo Varnish Company; Evans E. A. Stone, Standard Oil Company of New Jersey; and J. S. Wichert, Mellins' Food Company of North America.

The committee will also discuss preliminary plans for the association's fall convention.

Vanderbilt Stock Permit Withdrawn

Permits for the sale of stock by the Vanderbilt Newspapers, Inc., have been suspended by the California state corporation department. Question as to the financial condition of the two Vanderbilt publishing firms led to the action by the commission following the suspension of the *San Francisco Herald* and the appointment of a receiver for the *Los Angeles Illustrated Daily News,* it was announced.

Flettner Praises U. S. Press

Anton Flettner, German inventor of the rotor ship Baden-Baden, praised newspapers of the United States in an address this week before the Advertising Club of New York. He was "amazed" he said at their "scientific accuracy." He told his audience he had heard a great deal abroad about newspaper sensationalism in America and was agreeably surprised by what he actually found.

A. N. P. A. DIRECTORS MEET IN NEW YORK

Organization of Traffic and Mechanical Departments Discussed—Funds Will Not Be Available Until September —Free Publicity a Topic

Directors of the American Newspaper Publishers Association met at New York headquarters May 27 to discuss plans for organizing the traffic and mechanical departments of the association, authorized by the members at the April convention.

L. B. Palmer, association manager, informed EDITOR & PUBLISHER, that funds to finance the two new departments added to the treasury as a result of a revision of membership dues, would not be available for use until September. Nothing definite, therefore, was determined by the directors.

Free publicity was also a topic at the directors' meeting.

Officers and directors of the A. N. P. A. are John Stewart Bryan, *Richmond News-Leader,* president; E. H. Butler, *Buffalo Evening News,* vice-president; George M. Rogers, *Cleveland Plain Dealer,* secretary; Howard Davis, *New York Herald Tribune,* treasurer; F. W. Bush, *Athens* (O.) *Messenger;* J. D. Barnum, *Syracuse* (N. Y.) *Post-Standard;* F. G. Bell, *Savannah* (Ga.) *Morning News;* Harry Chandler, *Los Angeles Times;* Paul Patterson, *Baltimore Sun;* Charles H. Taylor, *Boston Globe;* T. R. Williams, *Pittsburgh Chronicle-Telegraph;* and S. E. Thomason, *Chicago Tribune.*

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

The Arterial Highway *of the* Automotive Market

The real miracle of the American automotive industry is not so much in the manufacturing plants, where millions of standardized operations are performed under standardized conditions. It is rather in the markets where every car must be sold to some individual man or woman, where the conditions are as variable as the sands of the sea.

The six-day family newspapers are the arterial highways to this market. In Cincinnati nineteen cars are delivered on Times-Star Avenue for every ten that go from the factory to the user over the second highway. Two go *via* Times-Star for every one that goes *via* the avenue of the leading morning newspaper published on the same days. This statement is based upon the records of comparative display lineage carried by automobile makers and dealers in the Cincinnati newspapers during the year 1925.

In the local tire and accessory field, where the whole purpose of newspaper advertising is to sell the consumer rather than to extend out-of-town distribution, the figures are still more convincing. Accessory advertising in the Times-Star compares with that of the second afternoon newspaper as thirteen to eight. It is 7.75 times that of the leading week-day morning newspaper.

Tires are advertised in the Times-Star 75% more extensively than in the second afternoon newspaper, but the ratio of tire advertising in the Times-Star to that of the leading six-day morning paper is 7 to 1.

These figures tell the story of the relative values of daily newspaper circulations in Cincinnati. They emphasize the economy of the cost of display advertising in the Times-Star with its complete local coverage in contrast with the higher cost of reaching part of the market by any other medium or combination of media.

CINCINNATI TIMES-STAR

Member Audit Bureau of Circulations

CHARLES P. TAFT, Publisher — C. H. REMBOLD, Manager

Martin L. Marsh, *Eastern Rep.*
927 Brunswick Bldg., New York

Kellogg M. Patterson, *Western Rep.*
904 Union Trust Bldg., Chicago



THE *Post* is a clean, home newspaper, without emphasis on crime, sex or sensation. *NOT* a "picture paper." Constructively liberal. Edited for intelligent people. Tabloid in *size* but editorially and ethically up to the high Scripps-Howard standard.

BALTIMORE POST

A Scripps-Howard Newspaper

CARTOONS GROWING IN POPULARITY CLIFFORD BERRYMAN SAYS

Washington Star Veteran Cites Government Officials and Congressmen Who Declare Powerful Cartoons Influence Political Contests—Backs Them Against Humorous Writing

By MARY M. CRENSHAW

IS the cartoon losing its popularity? With his long experience as cartoonist on the *Washington Evening Star,* Clifford K. Berryman ought to know if anybody does, and he says emphatically no.



C. K. Berryman

"If it is passing I am in the wrong pew to know about it, for hardly a day dawns that I am not importuned to make cartoons for various causes," he declares.

Warming to his subject he continued, "Waning cartoons, eh? Why, even the few practically pictureless papers that refuse to indulge on week-days, always have a generous supply on Sunday and they are good ones, too. If Leon Trotsky lives long enough to do what Bill Hohenzollern failed to do a few years ago, we may see the cartoon's career curtailed and crippled; or if Mussolini, in the coming years, should rule the world from Rome, that might indeed put the cartoonist on bread and water; but those contingencies are not immediately threatening.

"No! While Uncle Sam and John Bull sit at the Civilization Conference Table. the cartoonists can eat three square meals a day and enjoy a mild beverage for a nightcap. Some of them may even continue to indulge in an eiderdown quilt occasionally. Struggle to get a strangle hold on any street car strap—glance around and see if your fellow passengers are reading the cold type stories. They are not. It's the comics and the cartoons that their noses are rubbing."

Mr. Berryman's blue eyes twinkled. As he sat defending his chosen form of expression, he himself made a striking picture. Thick, wavy white hair over dark brows, periwinkle blue eyes, broad shoulders, a hearty laugh—that's Berryman. A vivid personality. Small wonder that many of the most distinguished men in Washington journey up to his little office on the seventh floor of the Star building to talk to him or lure him out for a game of golf. It is characteristic of the man that he never caricatures a face, confining his ironic treatment to the bodies of his subjects. This is in sharp contrast to some of his colleagues who distort the features to the point of grotesqueness. Not yet have we forgotten Harding's jungle eye-brows as portrayed by Herbert Johnson.

As a cartoonist at the National Capital for some 35 years Mr. Berryman is in a position to feel the pulse of the people and to know whether their interest in pen-pictures is abating.

"If it is," he says, "the men and women I have been meeting for a third of a century are all eligible to T. R.'s famous old Ananias Club. Presidents, Vice-Presidents, Speakers of the House, members of the Cabinet and of both houses of Congress have been, straight through, puffing me up with the importance of the cartoon in moulding public opinion and in pointing out facts and fallacies.

"Right now, assuming that Washington may not be the first place to realize the decline of the dear old cartoon, remember that representatives of every constituency of Uncle Sam are here and evidently they feel no weakening of this medium 'back home' for they still claim that a good picture is a supreme asset in any strenuous campaign.

"What can a cartoonist tell the public that a writer or photographer cannot tell? Let us take the lazy man—and there are such!—or the weary business man after a hectic day. His eye travels first to the cartoon, for it is the striking current event, the outstanding feature of the news, served up to him in a condensed and arresting form. His interest is aroused by it, then he reads.

"I remember," laughed Mr. Berryman, "that as a youth down on the banks of the Kentucky River, my native heath, the only picture that ever appeared in our weekly paper, was a Syrup of Figs ad. I used to try not to look at it, but it stood out like the Washington monument on the 15 or 20 pages of cold, monotonous type.

"Just print the best stuff produced by Will Rogers, Irvin Cobb, Ring Lardner and the score of other clever paragraphers alongside a cartoon by Darling or Sykes or Johnson, and see which will get the first attention. I am putting my filthy lucre on my pictorial colleagues. I have often studied and greatly enjoyed news photographs, but none of them have ever been as full of thought, and as comprehensive, as the productions of the cartoonists. Nay, nay. We may revert to the hoop skirt, to the long street cleaning costume feminine, we may even go back to the one-horse shay—aye, we may return to the dog sled for polar pleasure trips; but we won't retrograde to the pre-cartoonist era."

Mr. Berryman then referred to the fact that 35 years ago *Punch,* which has been one of the great influences in developing this form of art, celebrated its fiftieth anniversary. Fifty years of pictorial progress! And today, as that great English comic nears its centennial, it is stronger and better than ever. Thomas Nast, who was the pioneer cartoonist in America, conducted a terrific tirade against the Tweed thievery which is still vividly remembered. Nast has passed on, but where he practically stood alone, an army of artists now carries on his fight for pitiless publicity.

Mr. Berryman thinks that the syndicates have helped the cartoon in giving the general public a chance to become familiar with the work of the great masters of the cult. Small towns, where circulation does not warrant the services of a special artist can now obtain the work of well-known men. Through the syndicates cartoons can be produced at approximately $2.50 a day where they would cost from $25 to $50 if drawn for the paper alone, Berryman said.

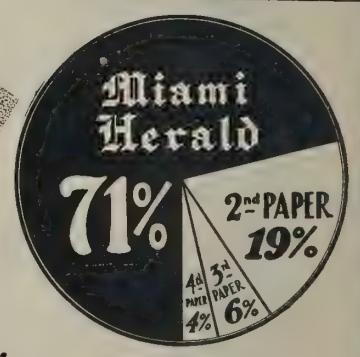
"No," repeated the cartoonist, shaking his impressive head, "the cartoon is not dying as long as the work of such men as Herbert Johnson, who reaches 2,000,000 through the *Saturday Evening Post* each week; as John T. McCutcheon, known by everybody in the mid-west who can read; as Jay N. Darling, one of the greatest cartoonists that ever lived; as C. K. Sykes, of the *Philadelphia Public Ledger* and *Life;* Billy Ireland, *Columbus Dispatch,* veteran at the game; Rollin Kirby, of the *New York World,* up-to-the-minute cartoonist; B. R. Fitzpatrick, *St. Louis Post-Dispatch;* J. H. Dohaney, *Cleveland Plain Dealer,* clean, good, snappy; Edwin Marcus, of the *New York Times;* W. A. Rogers of the *Washington Post,* for years on *Harper's Weekly,* dean of American cartoonists, who has been doing this thing for 40 years, continue to retain popularity."

The speaker modestly refrained from including his own name though his life is an outstanding example of achievement along this line. He was born April 2, 1869, in Woodford County, Kentucky, one of 11 children. He lost his father at the age of ten. His advantages were few but his talent, and doubtless his personality, too, caught the attention of Senator Blackburn of that state, who brought him to Washington and placed him in the drafting division of the Patent Office, where he was thoroughly trained in mechanical drawing. His life ambition, however, was to become a cartoonist. In realizing this ambition success has come to him. In 1921 George Washington University gave him the honorary degree of Master of Arts. He is now president of the Gridiron Club, limited to 50 newspaper men, with membership for life. Mr. Berryman is the first cartoonist who has been president. To many he is best known as the originator of the "Teddy Bear."



A recent Berryman cartoon

Space Buyers



Classified Advertising

—flows into the columns of the dominant medium as naturally as water runs down hill.

Thus, the classified situation in the Miami Trade Territory is significant:

88,485 classified advertisements were published in Miami during April, last:

71% of them appeared in The Miami Herald. The remaining 29% (virtually all duplications of advertisements carried by The Herald) was divided among the three other papers.

The Miami Herald

"Florida's Most Important Newspaper"

NATIONAL ADVERTISING REPRESENTATIVES:

J. P. McKinney & Son

NEW YORK CHICAGO SAN FRANCISCO

Geo. M. Kohn, 704 Walton Bldg., Atlanta

The Treasured Area Between Two Dividing Lines

• •

TRENTON, N. J.

Over the boundaries of two of the greatest Metropolitan areas of the World, the Trenton Territory is a community unto itself, where people buy, read and depend upon

The Trenton Times

In this radius are approximately 250,000 folks—they live, work and spend here.

Most every important product which the world needs and uses in its everyday life is represented in Trenton's manufacture.

Through THE TIMES you get complete coverage of the Trenton Territory with one advertising appropriation.

• •

National Representatives

KELLY-SMITH COMPANY

Marbridge Building, New York City
Waterman Building, Boston, Mass.
Atlantic Building, Philadelphia, Pa.
Tribune Tower, Chicago, Ill.

NATIONAL ADVERTISING CHIEF N. Y. TOPIC

State Associated Dailies to Hear Ohio Select List Plan at Ithaca Meet—Weeklies to Discuss Blanket Representation

With the plans of the New York State Associated Dailies and the New York Press Association approaching completion indications are that the week of June 13 will witness one of the largest gatherings of newspaper publishers ever held in Ithaca. The convention of the New York State Publishers Association will be held there on June 16 and 17, and that of the New York Press Association on June 18 and 19 with the Associated Dailies overlapping both of the meetings.



CHARLES H. CONGDON

Charles H. Congdon, general manager of the *Watertown Times* and president of the State Dailies, has announced that the summer convention of his association will begin with a dinner in Willard Straight Hall, Cornell University, Thursday evening, June 17. Early arrivals for the convention of the New York Press Association will be welcome at the dinner.



ELMER CONRATH

Members of the daily group will hear C. H. Spencer, editor and general manager of the *Newark* (O.) *Advocate,* and secretary of the Ohio State List, speak on "The Workings of the Ohio State List." A committee of the Associated Dailies composed of E. D Corson of the *Lockport Union-Sun and Journal,* E. M. Waterbury, *Oswego Palladium-Times* and William H. Clark, *Cortland Standard* have been making a study of group representation in the national field. Mr. Spencer will tell of the operation of a similar plan in Ohio.

If time permits, discussion of other publishing problems will follow that of group representation, Thursday evening. A second business session will be held Friday morning. As has been customary in the past, the question box will be the method used. Work of obtaining questions and answers has already been started by Secretary E. S. Underhill, Jr. of the *Corning Leader.*

The first event on the program of the New York Press Association, of which Elmer Conrath of the *Cuba Patriot* is president and Jay W. Shaw of Elmira, secretary, will be a dinner on Thursday evening, June 17, at Willard Straight Hall. This will be followed by a meeting of the executive committee.

Consideration will be given at the first business session the following morning to the report of a committee on representation for the weekly newspapers of the state in the national field. A contract offered by the American Press Association will be presented for discussion but action will not be taken until Saturday morning.

The business session on Friday will conclude with a luncheon at 1 P. M. The remainder of the day will be given over to a tour of Cornell University with tea at the Forest Home Inn at 4 P. M. The banquet will be held in Willard Straight Hall at 6:30 P. M.

One of the special features of the Press Association convention will be a newspaper exhibit and analysis by Professor Bristow Adams, head of the publication department of the New York State College of Agriculture, at Cornell University.

TENNESSEANS' PROGRAM READY

Eastern Editors' Group to Meet at Elizabethton Aug. 12-14

The East Tennessee Press Association will hold its annual meeting at Elizabethton, Tenn., Aug. 12-14, the program for which has just been completed at a meeting of the executive committee held in Knoxville.

The program follows:

Thursday night, Aug. 12.—Reception at Lynwood hotel, Elizabethton, by Chamber of Commerce.

Friday, Aug. 13.—9 a. m., welcome address by E. R. Lingerfelt, city manager; response, J. A. Holston, Rogersville; business session, naming committees; "The Paying End of the Printing Game, Job Shop, or Paper?" Frank H. Lovette, Elizabethton; "Some Plans to Boost Patronage," R. P. Sulte, Newport; general discussion. Afternoon session—"International Press Foundation, A Haven for Worthy Editors," T. U. Crowley, Clinton; sight-seeing trip and banquet at night.

Saturday morning, Aug. 14.—Report of committees; election of officers; "Legal Advertising by the State and Government," E. M. Hardy, Morristown; "More Concerted Action for Mutual Success," T. F. Peck, Etowah; general discussion; special trip to the Gorge.

Solomon B. Griffin's Estate $288,541

Solomon B. Griffin, for many years managing editor of the *Springfield Republican* left an estate of $288,541, according to inventories filed for probate May 20. In addition to his newspaper interests, Mr. Griffin was president of a paper manufacturing concern.

KEYSTONE PUBLISHERS TO MEET JUNE 28-29

Summer Meeting at State College, Pa., Expected to Draw 130 Daily and Weekly Proprietors—Stewart to Preside

Plans for the summer meeting of the Pennsylvania Newspaper Publishers Association at State College, Pa., were discussed at a meeting of the executive board held in Harrisburgh, Monday, May 24. President John L. Stewart, publisher of the *Washington* (Pa.) *Observer and Reporter,* was in the chair for the first time since his trip around the world.



JOHN L. STEWART

Monday and Tuesday, June 28 and 29 were decided upon as the dates for the gathering. It is expected that 130 daily and weekly publishers will be present with their wives and guests.

The morning of June 28 a meeting of the weekly division in charge of Vice-President Charles M. Meredith, of the *Quakertown Free-Press* and a meeting of the daily division in charge of President John L. Stewart will be held. The afternoon will be devoted to golf and other sports. Meals will be served at the State College Country Club and the visitors will be quartered in the college dormitories. Tuesday morning a general meeting of the entire association will be held and the afternoon will be given over to a tour of the college campus and buildings, and golf. A banquet will be served in the evening at the country club.

Invitations to the meeting will be sent to every newspaper publisher in the state. State headquarters are maintained in charge of manager Albert W. Fell, former manager New England Daily Newspaper Association.

if you have something to SELL—

—and it's good

—and you want other folk to know it's good.

—thrifty folk who have money and the habit of spending.

—people who live in the prosperous Cleveland market

then—

you must tell them about it through

The Cleveland News

Ohio's Greatest Newspaper

DAILY and SUNDAY

Represented by Geo. A. McDevitt Co.
250 Park Ave., New York
914 People's Gas Bldg., Chicago

HELM

The Man Who Makes Figures *Talk*

Distributed by

CURRENT NEWS FEATURES, INC.
EVENING STAR BUILDING
WASHINGTON, D. C.

WE'RE ALWAYS BUSY—WHY?

AUTOMOBILE PRIZE CAMPAIGNS

Get the Circulation
Get the Money For It
Get it Quickly
Get it Right



Conducted on
THE KENDALL PLAN

We would like to know more of your circulation building methods and charges Without obligation to us, you may submit details terms etc

Our last Campaign was run _____

Name of paper _____ City _____

By _____ Title _____ State _____

Should we use a Campaign we would want it to start about _____

Eighteen consecutive successful years of "Knowing How." Wire or write for details, references, etc.,

W. S. Kendall Company
104 NORTH BAILEY AVE.
LOUISVILLE, KENTUCKY

At present conducting third campaign within six years upon the WHEELING, W. VA., INTELLIGENCER.

Last week, 86,751 Brooklyn people walked up to a newsstand and bought the Standard Union once a day for seven days.

Is this army marching toward you, also?

R. J. R. Thurlman
President

LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPER

What Price Circulation?

Advertisers and their agents continue to increase the cost of advertising without proportionate increase in value. They encourage too keen competition among newspapers and all other publications for circulation.

Circulation is the most tangible and most popular, if not always the best, measure of a publication's advertising value.

In a natural desire to win the prize—the national advertising contract—a publisher forces his circulation beyond the point of profitable returns, increasing the cost of production and of advertising.

Such circulation is worthless to the advertiser, agency and publisher alike.

Among the cardinal principles of appraising newspaper and other periodical values are the character, sincerity of purpose of the publisher and his representative, the business management and financial structure of their organizations.

Inflated circulation will cease to be sold just as soon as the advertiser ceases to buy it.

Why not stop it?

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

DETROIT
ATLANTA
NEW YORK
CHICAGO
KANSAS CITY
SAN FRANCISCO

NEWS MAN'S STORY BEHIND SENATE'S PENNSYLVANIA SLUSH FUND PROBE

Leo R. Sack of Pittsburgh Press Told of Huge Sums Being Spent and Predicted Vare's Victory—Called "Accurate Reporter" by Harrison

By J. BART CAMPBELL

U. S. SENATOR PAT HARRISON late last week wheeled toward the Senate Press Gallery with one hand waving a copy of the *Washington Daily News*, the Scripps-Howard tabloid published at the National Capital.

The index finger of the Senator's other hand was thrust upward toward the rows of newspaper correspondents bent over copy paper with pencils poised to catch the vitriolic irony of the fiery Mississippian's slap-bang utterances.

"We all know Sack!" shouted Harrison. "Leo R. Sack is known to us as an accurate newspaper correspondent!"

A little, wiry, bespectacled young man, slumped over one of the long, narrow writing tables of the Press Gallery, became suddenly the cynosure of attention. He seemed to shrink before the finger of the Mississippi Senator.

"There he is," continued Harrison, "the author of this story, written by him at Pittsburgh, toward the close of the Pennsylvania campaign, in which he charged that from $2,000,000 to $5,000,000 was spent collectively by Vare, Pepper and Pinchot, the rival Republican candidates for U. S. Senator, and their friends and supporters."

U. S. Senator David Reed of Pennsylvania entered the chamber.

"I do not think Sack was in a position to know just how much money was spent by either side in the Pennsylvania primaries," volunteered Reed.

"Certainly not in as good a position to know as the junior Senator from Pennsylvania, I grant you," was Harrison's rejoinder. "But whether or not Sack enjoyed the close contact with some of those who helped finance Senator Pepper's campaign that Senator Reed did, I think these charges Sack printed should be looked into."

Came the smooth, penetrating voice of Senator "Jim" Reed, of Missouri, a few feet from where Harrison stood. He was urging immediate consideration of his resolution, offered a few days previously for a Senatorial investigation of all expenditures in Senatorial campaigns this year. His cousin and namesake—the junior Senator from Pennsylvania—leaped to his feet with an objection, only to be overwhelmed soon thereafter by a vote that set into motion the machinery of another Senate "smelling committee" as provided by the Missouri Senator's resolution.

"Sack turned the trick," Harrison and "Jim" Reed agreed later. "We will have him before the investigating committee and see if he cannot tell us where all of this Pennsylvania money came from and where it went."



Leo R. Sack

Leo R. Sack is one of the younger members of the Washington corps of newspaper correspondents. By an odd coincidence, he is a native Mississippian like Pat Harrison. The soft purr of the Southerner's tongue conceals partly the dynamic energy that keeps him stepping from Senate Press Gallery to House Press Gallery and through Senate and House office buildings every working week day as the Washington correspondent for the *Pittsburgh Press*, Scripps-Howard newspaper, and the Ohio "string" of the Scripps-Howard organization.

Sack knocked about Texas newspaper offices before he came to Washington "befo' the wa'." The departure of the A. E. F. overseas found him in France in the aviation branch of the service. After the armistice he returned to Washington and the Scripps-Howard service.

When Sack was assigned to accompany Secretary Mellon to Pittsburgh a few days before the Pennsylvania primary election he discovered, after making the careful inquiries of a trained newspaperman, that a stream of gold was pouring over Pennsylvania. His story of the millions of dollars being used to garner millions of votes, written originally for the Pittsburgh Press, found its way under his signature into all of the Scripps-Howard newspapers.

Returning from Pittsburgh on the eve of the Pennsylvania election, Sack remarked laconically to some of his associates at the National Press Club, "I may lose playing dominoes, but believe me I have bet my all on Vare to win, and Mrs. Sack will be wearing a new hat after the Pennsylvania votes are counted!"

Sack predicted the victory of William Scott Vare over George Wharton Pepper, and the Scripps-Howard papers heralded that triumph of the Pennsylvania "beer candidate" for the U. S. Senate with the streamer "VARE WILL WIN, Sack says."

"And," said Senator Pat Harrison, "if Leo R. Sack asserted that from $2,000,000 to $5,000,000 was spent by the Republican Senatorial candidates in Pennsylvania the chances are he knew what he was writing about just as he did when he prophesied that Vare would win. In all my personal relations with Leo R. Sack since he has been 'covering' the Capitol I have never known him to write a line that wouldn't bear the searchlight of truth. I believe he has done a public service in showing up the Pennsylvania 'slush funds' and I hope he has started something that will permit a poor man in the future to run in Pennsylvania for the U. S. Senate."

Houston Chronicle to Build

A ten-story annex to the *Houston Chronicle* building, with a tower surmounting the building is being planned, it has been announced. Two new subsidiary corporations of the Chronicle have been chartered. One is the Chronicle Realty Company and the other the Chronicle Building Company. These companies were organized to acquire real estate and buildings in connection with the newspaper's activities. Directors are Jesse H. Jones, M. E. Foster, J. F. Wolters, W. O. Huggins and Paul Kayser.

A. B. C. DIRECTORS TO CANADA

Will Hold Annual Canadian Meeting In Hamilton, Ont., June 11

The Board of Directors of the Audit Bureau of Circulations, which each year holds one meeting in Canada, will meet in Hamilton, Ont., Friday, June 11, at the Royal Connaught Hotel.

At the close of the business session in Hamilton, members of the board will proceed to Niagara Falls, where the annual Canadian dinner will be held at the Clifton Hotel at 7:15 p. m., June 11.

On Saturday morning June 12, board members will be guests of the publishers of Hamilton at the Ancaster Golf Club and in the afternoon at the Hamilton Jockey Club.

Catholic Weeklies Merged

Merger of the *Cleveland Catholic Bulletin* and the *Catholic Universe* into a single weekly newspaper to be known as the *Catholic Universe-Bulletin*, has been announced.

Our Customers Write Our Ads

San Francisco, Calif., Chung Sai Yat Po Says—

"We are *perfectly pleased* with our DUPLEX FLAT BED press. It is running smoothly like a sewing machine."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

Now—

298 Subscribers—

. . . and still going up and UP on "results" alone. The Newspaper Publishers who really know our service are the ones who use it—others are offered a two months trial test as final proof that our service is the only practical solution to their checking proof problem.

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St.
CHICAGO

79 Madison Avenue
NEW YORK

The DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

Oklahoma City is the only Oklahoma stop on the Southwestern air-mail route. The 728,624 people of Oklahoma City's trade territory are now 9 hours, 20 minutes from Chicago, 19 hours, 35 minutes from New York.

The Oklahoma City market growing in wealth, in size, in importance and in accessibility is covered *thoroughly* and *alone* by the Daily Oklahoman and Oklahoma City Times.

Represented by E. KATZ Special Advertising Agency
New York Chicago Kansas City Detroit Atlanta San Francisco

Under the "Iowa plan," these 28 daily Newspapers pledge uniform marketing cooperation throughout the state. You may deal with them as with one publication if you wish.



Twice as many have high school education—in Iowa

25.5% of all Iowa people 18 years old have finished a four-year high school course.

That is more than double the percentage for the United States at large (12.7%). Authority—the Government's latest Statistical Survey of Education.

This, of course, is only a sidelight on Iowa's desirability as a market, but it helps show the high living standard of Iowa people.

Iowa has the lowest percentage of illiteracy of any state.

Her per capita, taxable wealth exceeds the nation's average by 51%.

By every possible measurement, this market is exceptionally worth while. More people here—on the average—are **willing** and **able** to buy your goods.

The sure, economical way to talk to these **preferred prospects** is through their daily newspapers. Practically every family in the state reads a daily paper **every day.**

These 28 leading Iowa Daily Newspapers thoroughly cover the state. (Total circulation—571,151. Families in Iowa—550,000).

We will be glad to send you rates and full information; also to explain our "Iowa plan" of marketing help.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

TRIPLE-CHECKING ADVERTISING MAKEUP ON COMBINATION NEWSPAPERS

Greensburg (Pa.) Tribune-Review Uses Two Forms for Each Piece of Copy, One to Make-up Man, Other to Bookkeeper—Double Cards for National Advertisers

By ERROL DERBY

City Editor, *Greensburg* (Pa.) *Tribune Review*

INTRICACIES of working out display advertising schedules, both local and foreign, as well as checking and bookkeeping of many accounts for combination newspapers have been successfully solved by a system put in use by the Tribune-Review Publishing Company, of Greensburg, Pa.

The system is used by a company which publishes both a morning and an evening newspaper in a community of 35,000 persons. Continued newspaper mergers in various parts of the country have brought up the same problems and they have been worked out in a variety of ways, some advantageously and some not yet satisfactorily to their owners.

The forms and ideas as incorporated for the *Tribune-Review* have undergone the examination of national agencies and many individual publishers of merged papers where morning and evening editions are produced in one establishment and met with endorsement and adoption.

One of the problems to be faced in the morning and evening merged field is that of rate—in fact that is always a problem in all cases—but here scales of advertising rates must be so arranged that the advertiser knows it is better to use both papers rather than one.

The most serious problem, therefore, growing out of rates in the combination field here cited, was the effect of the merger on advertisers, who in the past, had carried their advertising accounts in only one medium. Under the combination they had to be sold on the dual idea. The result was that an attractive scale of rates was drawn up, where at a glance, these advertisers were able to realize the advantages of using the two papers instead of formerly only one. In this particular case the contracts sold 100 per cent in combination.

How was the advertising to be handled on a contract basis?

Was the advertiser to be forced to use his advertisement the same day in both papers or given the option of starting his advertisement in the evening paper and having it carried over for the morning of the following day, or starting it in the morning paper and having it carried over to the evening?

Was local advertising to be handled the same as national or would there be separate governing rules?

"It had to be figured out very carefully," recounts J. Floyd Kuhns, advertising manager. "There were more than just the questions you have asked to be considered and weighed well. We did not dare offend any of our patrons, of either the morning paper or our own (Mr. Kuhns had been advertising manager of the evening paper previously). There were accounts which the morning paper carried which we did not, and vice versa. We could not afford either, to lose a single contract.

"We decided that so far as practicable we would give the advertisers all the latitude possible without completely wrecking our own plans. We felt from the first that the advertisers should be permitted to start advertisements in either edition and be carried over to the next. That is they can start an ad in our evening paper, which is the Tribune, and have it run in the Review the next morning. The one stipulation made, of course, is that copy cannot be changed, except wherein a 'time element' might appear.

TRIBUNE-REVIEW

Date .....

Advertiser .....

No. of Insertion .....

Space .....

Starts .....(morning) (evening) .....

Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	tf.				

Rate .....

Clerk .....

Remarks .....

Form A

On this form the edition in which a local ad starts is left unmarked the other crossed out.

REVIEW

DATE .....

ADVERTISER	SIZE	POSITION	SOURCE

NO. OF PAGES .....PICTURE PAGE .....FEATURE PAGE .....

REMARKS: .....

Form B

Form B (condensed above) is foolscap size. Make-up men work direct from these sheets.

ADVERTISEMENT	AGENCY	ADDRESS

RATE	POSITION		
	AD. NO.	AD. NO.	AD. NO.
	1	1	1
	2	2	2
	3	3	3

Form C

The numbers on this form run on down to 31. It will carry a six-months' schedule of national copy.

"For instance if the advertisement for the evening paper says 'Tomorrow,' then we will change that in the morning edition to read 'Today.'

"National advertising is handled on the same basis as local," Mr. Kuhns continued, "except that a forced combination is demanded. This is not the case in the local field but it is seldom that any advertiser uses but one edition. It's too expensive."

The advertising accounts system of the Tribune-Review, in reality forms the basis for the comment on the problems and how they were solved which Mr. Kuhns made. After all the "system" was but the evolution of the matter-of-fact problems which the organization had to meet. The "system" is "fool-proof" and forms a constant check on three departments of the business—make-up—bookkeeping—as well as the advertising department itself.

"Two sets of forms are used, one for local and the other for national display advertising," the advertising manager continued. "I will explain to you just how it operates. Let us first take the local contracts.

"When an advertisement is first brought to the office by the solicitors or copy boys, we take Form A, which shows the name of the advertiser, number of insertions, space and editions. The edition in which the ad starts being left unmarked and the other crossed out. The month and date are circled and the other blanks filled in. This form is filled out for every local display advertisement. The data on these slips is then transferred to Form B when it comes time to make up the 'dummy.'

"Form B, as you will readily see, does away with an advertising make-up 'dummy,' except wherein one must be provided showing the layout of the ads for the editorial department. Our make-up men work directly from these sheets which show the name of the advertisement, size, position and source. This latter is important. When working in combination the way we do there are three possible sources for obtaining the set ads—from the morning or evening edition, the ad alley or an ad bank. Form B goes to the make-up man and all of the Form A's are turned over to the bookkeeping department. I might mention too, that the make-up men check off the ads placed in the forms on Form B.

"The bookkeeping department checks the paper against these original sheets, or Form A, in order to make the proper charges for the day to each advertising account and also checks on correct insertions. Therefore, you can see, the two forms give an absolute double check in each issue of the paper—that is, the B form by the make-up men and the A form by the bookkeeping department. This eliminates any error or missed insertion, we have found. If there has been the latter, for instance, Form B checks against the make-up man; Form A against a clerical error in not having the proper notation on the schedule sheet (B) while both at the same time will tell whether or not the bookkeepers made a mistake in entry should a complaint be registered about a charge. Both forms A and B are filed.

REVIEW

DATE 192

ADVERTISEMENT	NO.	POSITION	SIZE

Form D

Form D is condensed here by omission of lines. It goes to the make-up man.

"Form A is used for both papers while separate Form B's must be filled out for each edition. We use yellow paper throughout for morning accounts and green for evening.

"In regard to national advertising," went on Mr. Kahns, and really the entire system is much easier to operate than it is to explain how it operates, "the system is equally as simple and just as effective. It differs, but in one respect, from our handling of local accounts in that two cards must be kept, one for each paper—Form C. Here, as in local advertising, yellow denotes a morning paper account and schedule and green an evening. Inasmuch also as we have the forced combination in the national field the cards must be duplicated, because these advertisers, too, are given the privilege of beginning their advertisements in either edition and carrying over.

"Form C will carry a six months' schedule of advertising. The card is filled out and filed under the date of first insertion after the proper notations are marked at the lead. When the days roll around the cards are lifted, number, position, name and size entered on Form D, and this latter, as in the case of Form B, goes to the make-up man. The cards are then re-filed under the next scheduled date of insertion. Every six months, of course, the national accounts must be rescheduled on our cards. Also from these cards the correct charges are made by the bookkeepers.

"Let us go to the advertising 'morgue'."

This, I might explain, is a commodious, well lighted room, containing little except bins or shelves of all sizes. These are filled with the foreign advertising material and all is arranged in alphabetical order. It is but a minute to pick out the plates and copy for the next day's insertions, from Form D.

Form D is also the dummy for the make-up men and with it and Form B, they make up and check their ads against them.

"Is that all there is to it?" I inquired.

"One thing more," said Mr. Kuhns and we went to the bookkeeping department.

"The ledger sheets for both foreign and local accounts are identical with the schedule sheets (B and D), and the advertisements are charged on the date of the first insertion."

Appraising the Units of Your Sales Area





These illustrations are *typical*, being an *average* of data obtained from a study of suburban centers, from the reference department of the City Library, from income tax statistics and from motor car registration records.

THE SUBURBAN UNIT

HERE is a typical better-class residence unit from which the New York merchant draws his suburban sales. Twenty families, or a population of about 85, live in this suburban block, with an average income of about $4,000 per family.

The average rental of these twenty homes would approximate $1,800 per year, or if owned, they would represent an average value of $12,000 each, or a total valuation for the unit of $240,000. Each family probably owns an automobile at an average cost of $1,000.

This suburban unit is within 25 miles of the city. Each housewife here "goes to town" perhaps once or twice a month, filling in most of her household needs from the nearest suburban shopping centre. The cost of delivering the merchandise which she purchases in New York is about double the cost of the big stores' city deliveries.

The combined yearly purchasing power of the entire unit, after deducting all actual necessities, uninfluenced by advertising, would be less than $50,000. There are probably from 7,000 to 8,000 such units in the New York suburban area.

THE CITY UNIT

HERE is a typical better-class New York City residence block of about the same area as the suburban unit opposite. It houses 260 families, or a population of more than 1,100, with an estimated average income of $5,000 per annum.

The average apartment rental in this block would run $1,500, and of the dwellings about $2,500 a year. The assessed valuation of the unit would approximate $3,000,000. There are about 43 motor cars owned in the block, at an average cost of $1,500.

This city unit is within twenty minutes of all the big stores. The housewife may make a daily trip "downtown." The merchant is in constant contact with each home in this unit; his deliveries are made at about *half* the cost of his suburban deliveries. The combined annual buying power of a block like this would be in the neighborhood of $800,000 or sixteen times that of its corresponding suburban area.

Of the 15,000 "blocks" of Greater New York, it is estimated that 30% of them, based upon income-tax returns, would house a class of which the residents of the above city unit would be typical.

Sales Are Quickest Where Home Folks Are Thickest!

THERE ARE, according to the best estimates available, somewhat less than a million English-speaking homes in Greater New York. While The World has a suburban circulation of 27,000 daily and 74,000 Sunday, its outstanding claim to the consideration of the advertiser is its superior **coverage** of the English-speaking homes in what is pictured above as **The City Unit.**

There are about 18,000 residents per square mile in the city proper. **This is the New York Merchant's market!** Outside of the city, there are about 350 residents per square mile. This market the New York merchant shares with the prosperous stores of some seventy populous suburban centres, the shops of which offer keen competition to the city merchant.

In the city itself, where **The City Unit** controls, **The World** leads **The Times** by 14,000 daily and 159,000 Sunday; it leads **The Herald Tribune** by more than 80,000 daily and 270,000 Sunday.

The World's complete domination, therefore, of that area of which the above **City Unit** is the outstanding sales factor, would seem to accord it **first consideration** at the hands of any advertiser seriously contemplating anything like adequate distribution in the New York market.

PULITZER BUILDING
NEW YORK

The World

TRIBUNE TOWER
CHICAGO

"YES, WE HAVE NO BANANAS" SAID HUB FIRM—ADVERTISING SOLD THEM ALL

Public Clamored for Familiar Fruit When It Was Placed in Boxes, Trademarked, and Sold Through Newspaper Advertising—Apology Made for Sell-Out

By HAMMOND EDWARD FRANKLIN

A BONAFIDE apology to the public had to be issued through all of the local newspapers because Meloripe Bananas in package form, a novelty in merchandising, had been sold out soon after introduced a few days ago in a tryout campaign at Boston.

Tropic Foods, Inc., a subsidiary of the United Fruit Company, couldn't ripen them fast enough to take care of the demand as the result of a barrage of advertising poured into the market through all leading newspapers at once. Almost overnight everybody started talking about Meloripe Bananas and buying them, in spite of the fact plenty of



Newspaper copy sold them—then told the public to wait for more

lower-price bulk bananas filled the market. Hundreds of retail outlets were opened up starting the day the first advertisement appeared.

Twenty years ago when crackers were sold out of the open barrel in many stores, trademarked packages were introduced. They vastly increased the consumption of crackers. Gradually many fruits and vegetables have been cartoned, trademarked and advertised, but bananas, although consumed in the United States to the total of 248,000,000 bunches in the last ten years, have seemed to defy marketing wizards, when it came to trademarking and control of mellowness.

Many doctors have gone on record that really ripe bananas are high in nutrition and digestibility. When the skin is a deep yellow flecked with brown, the banana is at its best, but large numbers are sold green or partly ripe. The dealer has never been certain what profit he will make from a bunch, as there is waste in bananas cut or torn in selling, in bruises made by customers pinching the fruit, waste in too rapid ripening when the bunch is hanging in the store, waste in small left-overs, more waste when the customer insists on picking out certain bananas and spoiling the looks of the bunch, waste in time cutting fruit, waste in returned fruit, and further wastage in uncertain weather conditions on the exposed bunch.

The United Fruit Company had calls made on 400 representative dealers in Boston to see if there would be a market for a trademarked, perfectly ripe, advertised banana. Three hundred fifty gave enthusiastic approval. A subsidiary, Tropic Foods, Inc., was formed under direction of E. R. Grabow of the United Fruit Company. The new concern was given a building of its own with three floors of scientific ripening rooms where bananas could be brought to complete ripeness under thorough control. Arrangements were made for the subsidiary to buy bananas from the parent company and inspect them, then grade them by sizes.

In a bunch of bananas, there are one or two which are extra large. These were selected and placed together, six in a box known as Royal size. The name, Queen size, was given to bananas a bit smaller, weighing slightly less than half a pound apiece. Both were to be sold at a fixed price per box to wholesalers and retailers and in turn sold by them at popular prices. The company also offered two other sizes to be sold by weight.

The name, Meloripe, was adopted and featured on the yellow, red and brown carton in which the six bananas are packed in white shredded paper. Temporarily, the trademark was stamped on each banana with vegetable ink to identify it.

A broadside was sent to 5500 grocers and fruit men in and near Boston telling them the whole story and featuring the wholesaler as the channel through which to buy. However, it was stated that the company's own trucks would deliver where desired and a special discount would be given in cases where the dealer wanted to call at the headquarters of Tropic Foods, Inc. The dealers were told they need not keep the bananas on ice and that they should only order enough for two or three days at a time.

A sales force was recruited and ready but no calls made until April 26, for which date the stage had been set.

Suddenly out of a clear sky, on that Monday, the *Post, Globe, Herald, Transcript, American* and *Advertiser*, in 800-line space, boomed the news, "There's a new delicacy at your market today! Six perfect bananas in a box—why? Scientifically ripened—trademarked—boxed—to protect the fruit—and you!" At the same time, seven salesmen started combing picked high spots of the city with proofs of the advertising. S. S. Pierce Company, a large grocery store which for years has not bothered with bananas in bulk, was one of the first to place an order.

The same morning painted boards with the story flashed into view unexpectedly. A strip about them appeared at the top of 2500 specially constructed newspaper display racks belonging to the Boston American. The company's trucks appeared on the streets with Meloripe signs. The Boston Herald window on Tremont street burst into life with a big display as did also the window of the Advertiser on Summer street. Strips went up fast all around the city on dealers' windows, and boxes on their counters began to move.

All the local newspapers kept "whamming" the news practically daily in generous space, emphasizing the fruit as perfect when it reaches the consumer, its many uses, the advantages of buying the new way, etc.

Since it takes a certain length of time to ripen bananas, and they decline to be hurried, and since the supply was to a certain degree limited, the company was thankful it had not tried to merchandise the packages in advance of advertising. As it was, it found itself oversold and for a time actually had to hold back the salesmen.

"Our apologies—there weren't enough to go around!" large copy explained.

"Meloripe bananas were first served in Boston on April 26. Boston ate them all, and passed its plate for more. But there weren't enough to go around!

"That's our fault and we're sorry. We underestimated Boston's appetite.

"We are enlarging the capacity of our ripening chambers so that there may be Meloripe bananas for every one who wants this perfect fruit. Boston exceeded even our hopes in its eagerness to try the new fruit-delicacy—Meloripe bananas. You who bought them—all that there were of them—found what you have been seeking: a fruit perfectly ripened with a delightful new flavor, a high food value and easy digestibility. Every Meloripe banana has, and will have, these qualities.

"If you were disappointed in your effort to buy them, try again tomorrow. Get a box from your grocery or fruit store. See for yourself what a different flavor a perfect banana has. Eat them at any time, as many as you like. Use them in a hundred different recipes. Give them to the children without hesitation. Add them to the invalid's diet. Perfect ripening has made a new fruit of the familiar banana."

"The work is entirely at the experimental stage," R. S. Barton of the Boston office of Barton, Durstine & Osborn explained. "Modifications will be made as necessary as to method, but we believe the campaign so far has indicated two things: first, that the banana may be placed with the public while the fruit is at its perfectly ripe stage, and, second, that the waste can be cut down from the dealer's angle and he can sell bananas on a much more profitable basis.

"Our advertisement apologizing to the public was not merely an advertising gesture. After the campaign had run five days in the Boston papers, our client ran out of ripened bananas and, as of course only perfectly ripened fruit could be offered the public, the salesmen had to start taking orders for the following week's delivery. The salesmen get their instructions every day as to the amount of bananas available."

"THE MEDIUM AND THE MARKET"

Title of New Booklet to Be Issued by Bureau of Advertising, A.N.P.A.

"The Medium and the Market" is the title of a new 30-page booklet to be issued within a week by the Bureau of Advertising of the American Newspaper Publishers Association, W. A. Thompson, director, announced this week. The booklet will contain, by special permission from EDITOR & PUBLISHER, many of the compilations which appeared originally in the 1926 INTERNATIONAL YEAR BOOK.

The book is devoted primarily to a discussion of the growing importance of newspaper circulations. Labor is referred to as the new army of purchasers. The general prosperity of the country is detailed, and labor's insistence on the purchase of luxuries as shown by the increase in instalment buying is pointed out.

CIRCULATION BUILDING SUPREMACY

We opened 1926 with the greatest newspaper campaign ever conducted, and secured over $300,000 in prepaid subscriptions for The Cleveland Plain Dealer. We can attain similar success for you!

THOUSANDS OF NEW, PREPAID, BONA-FIDE HOME-DELIVERED SUBSCRIBERS SECURED IN TEN WEEKS' TIME

HOLLISTER'S Circulation Organization

Wire or Write us at 717-718 Commercial Exchange Bldg., LOS ANGELES

in Detroit—

Free Press city circulation reaches 31,000 more than the total number of families owning their own homes.

THE DETROIT "FREE PRESS"

"Starts the day in Detroit"

Quality Faces All You Need!

CLEAN, bright advertisements in distinctive faces, produce business for your advertisers. It is the ability of the Ludlow to cast these quality faces, in any size up to 60 point, bold and extended included, that has won this system its position of recognized supremacy in the field of display and job composition.

Regardless of what your present system of handling the composition of ads and heads may be, you will find, as hundreds of other newspapers the world over have found, that the Ludlow will not only bring you more attractive advertisements, but a saving, both in time and money as well.

The importance of these results warrants your most careful investigation. Let us send complete information.



Ludlow Typograph Company

2032 Clybourn Avenue, Chicago

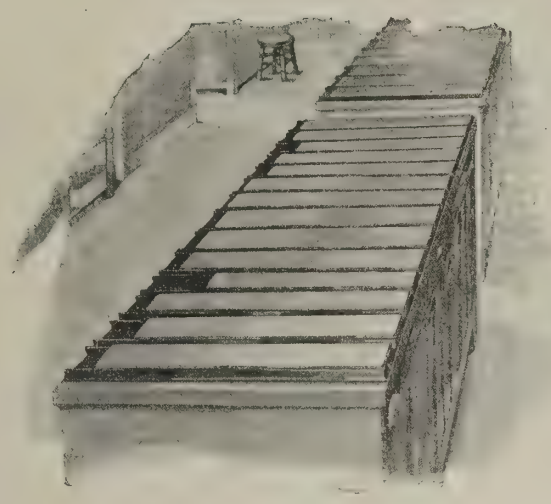
San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
New York: 63 Park Row
Boston: 261 Franklin Street

LUDLOW QUALITY COMPOSITION

More slugs on the bank

(means more cash *in* the bank)

with INTERTYPES

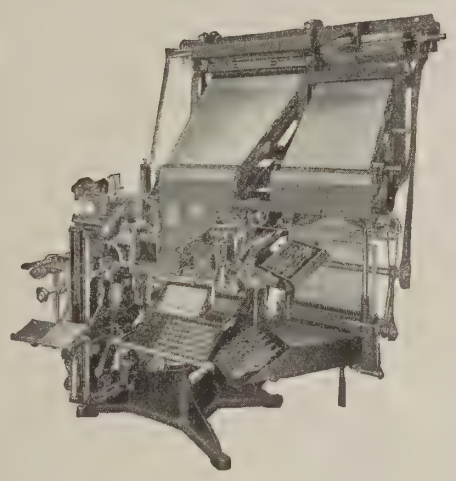


WHEN BUYING a composing machine, don't overlook the importance of *fast production.* You are buying a machine to set type. You want as much type as you can get—especially during those periods when speed is so important.

The Intertype is a very fast machine. [1] It has a fast, light-touch keyboard; a steep magazine and matrix delivery belt. [2] There is little lost motion in the train of connections from keyboard to matrices.* [3] The simplicity of Intertype construction results in fewer interruptions of service—less time lost—more slugs on the bank. [4] Many little improvements, provided to help the operator, tend to increase production.

Don't overlook the importance of speed. It has much to do with the profit in slug machine composition.

**In this escapement mechanism alone, the three-magazine Intertype has 910 fewer moving parts.*



The
INTERTYPE "MIXER"

Do not compare the Standardized Intertype "Mixer" with any other machine. There is nothing else like it. Only one distributor box! No complications! *Fast production* as well as quick changes from one type face to another. Send the coupon for literature.

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COURTS' VIEWS VARY ON A PERSON'S "RIGHT TO BE LET ALONE"

Opera Star's Victory In Suit To Keep Her Name and Picture Out of Advertising Recalls Other Fights For "Right of Privacy"

By LOUIS F. JORDAN

FAME generally brings with it the attendant discomfort of notoriety, public interference with the quietude which accompanies the "simple life," and a certain amount of worry the law has never seen fit to prohibit. There is, however, a modicum of protection afforded by the statutes of most states. Some authorities term it "the right of privacy," while others, refusing to be bound by stale law terms, speak of it as "the right to be let alone."

The action of Maria Jeritza, operatic star, in filing suit in the New York courts for heavy damages because a cigar company made use of her photograph to advertise a brand of cigars, raises interesting points of law. Injunctive relief was this week granted to the singer.

The right to privacy is generally conceded to be a matter of statutory regulation and the suit by the opera singer was based on a violation of the Civil Rights Law of New York.

While the immediate cause is the first to claim the stage for sometime, the subject is by no means new. We find that as far back as 1890 an article in the *Harvard Law Review* first advanced the theory that one is entitled to be let alone. (4 Harvard Law Rv. 193 December, 1890). The author, in this article, based his reasoning on the analogy between the patent law which protects inventions and the copyright law which protects literary productions. It will prove novel at least to quote some of the observations published at that time which, if carried out to-day, would make a material difference in magazine and newspaper publications.

"Instantaneous photographs and newspaper enterprises," states the author, "have invaded the sacred precincts of private and domestic life; and numerous mechanical devices threaten to make good the prediction that 'what is whispered in the closet shall be proclaimed from the housetops.'"

And again the Harvard Review speaks of the press of the 90's.

"The press is overstepping in every direction the obvious bounds of propriety and of decency. Gossip is no longer the resource of the idle and of the vicious, but has become a trade, which is pursued with industry as well as effrontery."

But, despite the outcry in the Harvard Review, we find the courts with their feet still on the ground if the Professors did have their heads in the clouds. In 1895, in the case of Schuyler v. Curtis, decided in New York, it was declared that an injunction could not be granted to prohibit the erection of a statue of one's deceased relative. In this state, however, there is a statute giving a person a right of action for "the unauthorized use of the name or picture of any person for purposes of trade" and this statute has been held constitutional.

Our states vary, of course, in the view they take of this question of privacy. As pointed out, such regulations as exist are by virtue of state statutes and not the old common law.

Louisiana declared through its superior courts that the picture taken of a person accused of crime should be delayed until after his conviction, "unless necessary for purposes of identification or for detection."

In Rhode Island the court recently declared, "the right of so-called privacy has not as yet found an abiding place in our jurisprudence, and, as we view it, the doctrine can not now be incorporated without doing violence to settled principles of law by which the profession and the public have long been guided."

the right of the states to determine their

A Missouri decision, in keeping with own standard of handling matters of privacy, upheld the right of the "next friend" of a five-year old infant to recover damages from a jewelry firm for having published the youth's picture without his consent, for advertising purposes. The court's theory was that "a person has the exclusive right to his picture as a property right of value."

A Kentucky decision followed the line of reasoning adopted in Missouri, although the weight of authority in the United States may be said to favor only the protection of a photograph taken by a photographer at the instance and expense of one sitting for that purpose. Although the weight of authority disfavors the use of *any* photograph, certainly of a living person, for purposes of trade and advertising.

A further line of reasoning prompting a number of courts to refuse redress except in cases where there is an unauthorized use of pictures for trade or advertising purposes revolves around the following pronouncement:

"It may, at times, have been a matter of doubt whether what was called 'property' was really such, and whether the injury thereto, actual or apprehended, was not so shadowy as to be incapable of judicial cognizance, but still the criterion was always injury to property or property rights."

In the case of Robertson v. Rochester Folding Box Co., 171, N. Y., the Appellate Division of the Supreme Court of New York divided over the following claim as to the law. It is of interest to relate what the court was called upon to decide.

"It is claimed then, that it is a right founded upon the claim that a man has the right to pass through this world if he wills without having his picture published, his business enterprise discussed, his successful experiments given up for the benefit of others or his eccentricities commented upon, either by handbills, periodicals or newspapers."

The subject is by no means exhausted, nor has it ever reached a settled state. Just how far the legislatures will go in the future in defining the rights of privacy in allowing people "to be let alone," is a matter of speculation. In this day and time certain it is that no man, no woman, has the right to go through the world without having his or her picture published, his eccentricities commented upon or business enterprises discussed.

But, in this process of making one's travel through the world more like a walk on a bed of roses, it is hardly conceived that the altruism of the Harvard professor will be indulged, when he says:

"The intensity and complexity of life, attendant upon advancing civilization, have rendered necessary some retreat from the world, and man, under the refining influence of culture, has become more sensitive to publicity, so that solitude and privacy have become more essential to the individual."

CARL MAGEE TO BE TRIED IN JUNE

(*Continued from page* 10)

sat around with worried faces. The spirit which had seemed indomitable was nowhere in sight. Mentally and physically he had been hurt.

And then one day we noted a change. He was up and about most of the time, and now there was that Great Spirit cropping out again. We were all joyous until Sept. 26 when the clouds once more fell low over the Magees.

Carl, Jr., was a most successful oil man in Oklahoma. He had attained a high position in the business, and promised great things some day. His time had become valuable to the extent that he took trips not by auto but by air. And then it happened. He was in a plane with Dick Phillips about sunset on the night of Sept. 26. Something went wrong, and the plane shot 2,000 feet through the air to the ground. It was all over in a second. Life had been swept away from both in no time.

Dad was in bed because of injuries to the side caused by Leahy. The following morning, after a night of torture, he and my mother went back to Tulsa for last rites over my brother's body.

Fate had hit a second blow, and it was indeed hard to stand. On Thanksgiving Day I attended a football game with my father, and I found that a closer fellowship existed between us. As he watched the game I read his evening column in the Tribune, and the most inspiring article I ever read was before me.

When we left the game, I found my eyes were moist with appreciation.

I found a letter on his desk the next day in which a visitor to the state declared that "your editorial in last night's edition stamps you akin to the Superman."

Super-man or not, Carl Magee goes to trial June 14. The charge is now manslaughter. Do I believe my father will be freed?

Yes! the evidence is too certain. The admirers of Magee are too great. Crooked politics in New Mexico are defeated!

CHICAGO TRIBUNE BUILDING

Work Started This Week on $1,000,000 Addition to Pressroom

Work on a $1,000,000 annex building being erected by the *Chicago Tribune* started this week. Three basements and a pressroom floor are being built now, with a temporary roof to reach the Michigan avenue driveway. The structure will be 118 by 132 feet. Foundations will go to bedrock, being planned to support an addition to the present Tribune Tower of 15 stories.

The Tribune plant was built five years ago and was considered at that time to be large enough for requirements of a decade. However, increasing growth has made necessary a larger pressroom for immediate use. The new addition will be completed within a few months. At a later date the additional stories will be added by the Tribune Company.

No dull Summer IN Los Angeles!

Keep your schedules active—in June, July, and August!

Los Angeles Examiner

FIRST in ALBANY CONSISTENTLY

Breaking all Records

During April 1926 The Times-Union printed 971,446 lines of paid Advertising, the greatest volume ever Published by any Albany Daily Newspaper in any one month

Circulation well over 40,000 and growing every day

Albany Newspaper lineage is audited by De Lisser Brothers Accountants Brooklyn N.Y.

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The Times-Union.

ALBANY'S LEADING NEWSPAPER

By every possible logical comparison



BEATRICE BURTON, AUTHOR, AND HER FAMILY

"The Petter"

Beatrice Burton's New Serial will be released June 7.

Wire reservation order now

T. A. Robertson, managing editor of The Cleveland News, voices the general editorial opinion regarding the Beatrice Burton fiction as follows:

The Cleveland News
Daily and Sunday
Ohio's Greatest Newspaper

OFFICE OF THE MANAGING EDITOR

May 10th, 1926

Mr. W. H. Johnson,
c/o Editor's Feature Service,
Times Bldg., 22nd and Payne Ave., City

Dear Mr. Johnson:—

I would appreciate any information you have available at this time concerning your plans for the next serial story by Beatrice Burton. We are making our plans for the summer and fall and want to include the Burton story in our promotion layout.

It may interest you to know that Miss Burton's last story, ''Her Man,'' was a tremendous success with us and proved to be the best circulation puller we ever have had. The interest was sustained from the first word to the last, and, best of all, there was not a word in the story that could be objected to by any person. There was not the slightest suspicion of smut, and it proved conclusively to us that it is not necessary to include filth in a newspaper serial to make it a success. The story proved to be of amazing attraction to thousands of girls and women and we found in many, many families that grandmother, mother and daughter were all following the experiences of the leading characters. We found, too, that the story appealed to all classes of people, rich and poor, and we also discovered that many men were just as excited about the story as were the women.

I would have no hesitancy in recommending ''Her Man'' to any publisher as a sure-fire circulation maker, if properly promoted. It should appeal particularly to those newspapers which have refused to print the so-called ''flapper stories'' because of objectionable and offensive context matter.

Yours very truly,

T. A. Robertson

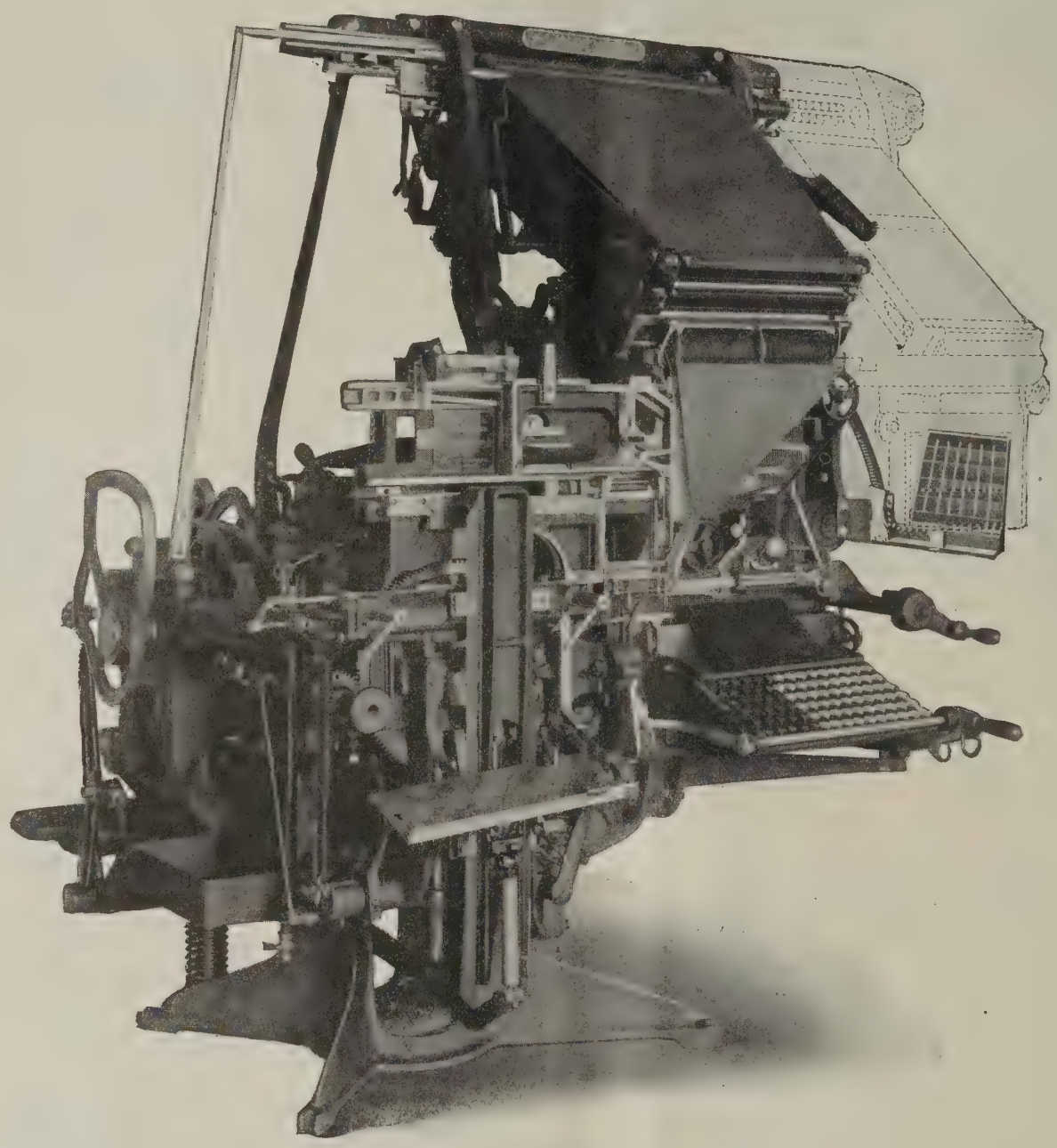
BUILD CIRCULATION WITH BURTON FICTION

New York Office
1819 Broadway

JOHNSON FEATURES, Inc.
Allied with EDITORS' FEATURE SERVICE, Inc.

Cleveland Office
East 22nd St. and Payne Ave

SINGLE DISTRIBUTION



One, two or three Main Magazines

Model 8
WITHOUT AUXILIARY MAGAZINE

Model 14
WITH AUXILIARY MAGAZINE

Also built as Display Linotype

Model 21
WITHOUT AUXILIARY MAGAZINE

Model 22
WITH AUXILIARY MAGAZINE

TRADE LINOTYPE MARK

INTERCHANGEABILITY

There are two types of Linotypes either of which can be equipped with various combinations of interchangeable magazine units to give you just the machine you need: Single or multiple distribution; one, two or three main magazines; with or without auxiliary; 30 or 42 picas maximum measure.

SET IN NARCISSE, NOW BEING CUT FOR THE LINOTYPE, AND CASLON OLD FACE

MULTIPLE DISTRIBUTION

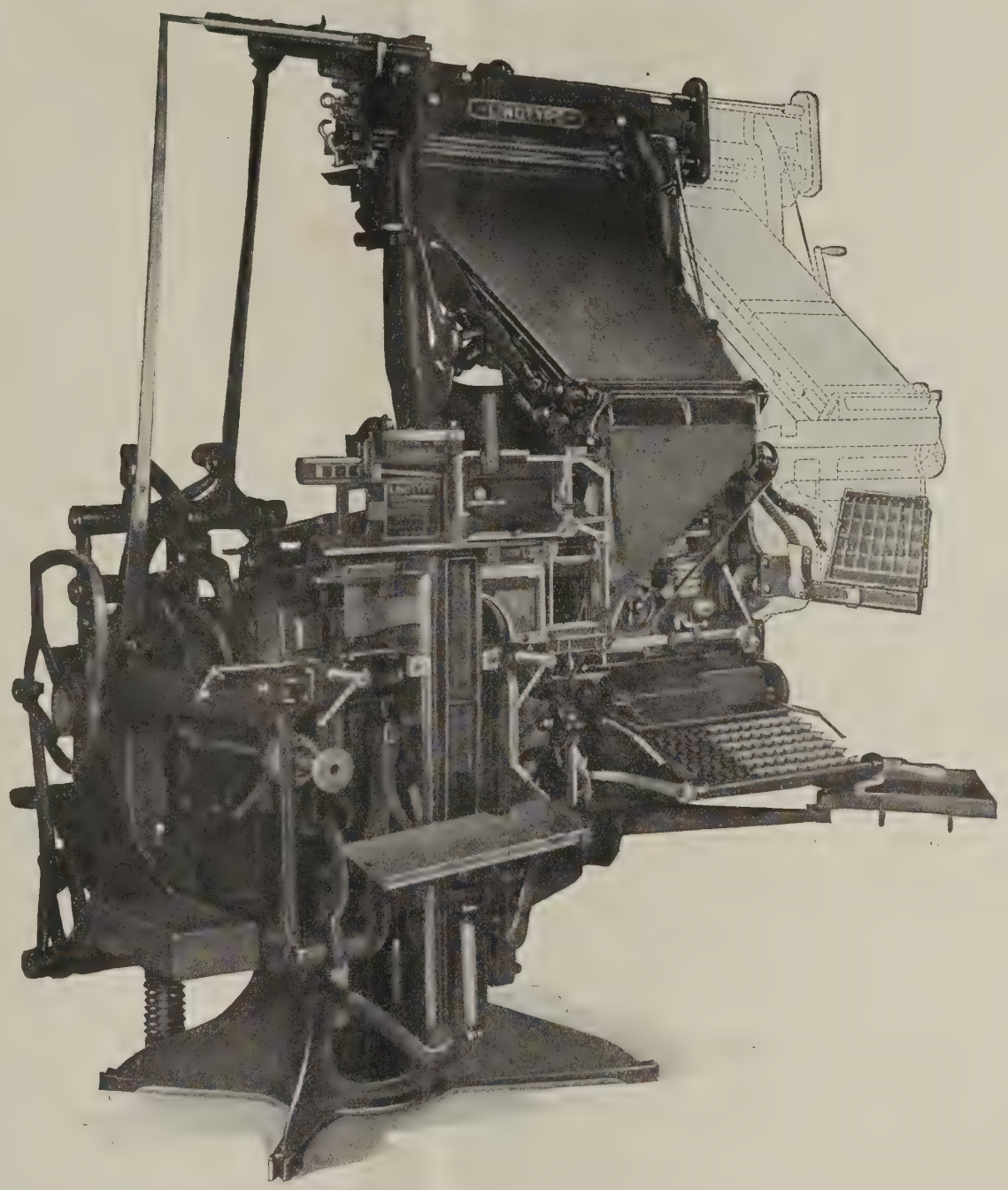
Two
Main Magazines

Model 25
WITHOUT AUXILIARY
MAGAZINE

Model 26
WITH TWO AUXILIARY
MAGAZINES

ontinuous composition
rom all magazines

ices from all magazines
ixed in the same line



TRADE LINOTYPE MARK

All Using Standard Interchangeable Magazines, Matrices, Molds and Liners
All Operated from the Same Standard Power-driven Keyboard
All Magazines Quickly Changed from the Front

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BROOKLYN, NEW YORK
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Representatives in the Principal Cities of the World

530.26.4-F2

SET IN NARCISSE, NOW BEING CUT FOR THE LINOTYPE, AND CASLON OLD FACE

EDITORIAL



Whoso loveth instruction loveth knowledge: but he that hateth reproof is brutish.—Proverbs, XII; 1.

CO-OPERATION WANTED

WALTER W. R. MAY, executive editor of the *Portland* (Ore.) *Oregonian,* made a rattling "shop-talk," recently, at a State conference of newspaper men. His remarks were addressed to editorial and business office staffs, condemning increasing inharmony among newspaper employes upstairs and down with resultant lost motion, "inferiority complexes," jealousies, suspicions, impositions and a growing tendency to departmental isolation.

Mr. May struck from the shoulder while dealing with advertising men who attempt to sell contracts by using the editorial department to puff a prospect and equally shamed editorial men who shy off from good stories just because they are tipped by the business staff. He exposed not only the nonsense but the withering losses that a newspaper sustains in this situation.

Here follows some of Mr. May's good stuff: "I believe that the modern newspaper, large or small, has become so diversified a chronicle and so ambitious a business that the editorial department men should be taken more into the confidence of the business office. I believe some effort should be made inside each individual newspaper organization to give to the *editorial department something of the vision that the business office has for the paper it is sponsoring.* I believe in this day when the editorial department is buying expensive features; engaging upon special enterprises that not only sell papers, but build confidence and incidentally call for an outlay of money, that the editorial department itself has a right to know a little of the business office's trouble in drawing in this money. We should try to see whether our efforts are really productive. I believe we in the editorial department should make it our business to find out occasionally why an advertising solicitor has lost in getting some big contract, whether it concerns the editorial department or not. The one and only way for the news and advertising departments to find a satisfactory basis for genuine co-operation is to have an understanding one with the other of the problems that confront each."

Is that heresy? To assume that editorial and business office men cannot co-operate without compromising their respective functions is to question the quality of their intelligence and honor.

When a newspaper publishes in a single edition three large pictures depicting different poses of a wretched girl who has confessed in court to immoral exhibitionism while hysterical from bootleg booze, just what can be said in defense of the charge that a section of the press is commercializing pruriency?

ADVERTISEMENT PRONOUNCING

DO you say adver'tisement or advertise'ment? John L. Haney, writing in *American Speech,* says that among fifty or more common English words in which syllables are stressed to please individual fancy, advertisement is probably the most widely used and has given rise to the most widespread controversy.

The famous lexicographer Vizetelly, we are told, endorses adver'tisement.

Advertise'ment, although advocated by the lexicographer Walker in 1791, made little headway in England, and is now recorded merely as an alternative in American dictionaries, according to Mr. Haney.

H. L. Mencken asserts that the "prevailing American pronunciation" puts the accent upon the syllable next to the last, whereas the common English accent is adver'tisement. Mr. Haney is also inclined to believe that the popular American pronunciation is advertise'ment. We think so, too.

The solemn fact, however, is that we are not particular which syllable is stressed so long as the word and all that it implies continues active in the language of the people.

The fight against commercial substitution is in part a newspaper responsibility, inasmuch as newspaper advertising is only complete when the advertised article has been lodged in possession of the reader.

SHOPPING NEWS TRAGEDY

UNLOOKED-FOR reactions from a *Shopping News* venture recently started in Wheeling, W. Va., recently caused the merchants of Wheeling to discontinue publication. The Shopping News, characterized by some of the local newspaper editors as a "gutter-snipe" sheet, has been distributed during the last two months throughout the various nearby towns known as the "Greater Wheeling District."

Its advent incensed the merchants in these towns and brought down a flood of adverse editorial comment from the newspapers, some of which organized the local tradesmen in a counter campaign. Copies of newspapers containing the editorials or the merchants' campaign advertising were sent to advertisers in the Shopping News. Emphasis was laid upon the consequences to the big-city advertiser when he attempted to destroy the individuality of the numerous small towns by appealing for trade that ordinarily would not go to the metropolitan centre.

While this counter-campaign was in full force, a group of Wheeling business men decided that the Wheeling region needed additional industries for realization of its full possibilities. They formed the Ohio Valley Industrial Corporation and planned to raise money by selling its stock. Wheeling was to remain the metropolis, but development was to be carried on between Moundsville on the south and Wellsburg on the north.

The stock salesmen received a cool reception from the business men of the nearby cities and investigation showed that the bitter feeling against the Wheeling enterprise arose from the Shopping News. The stock solicitors were recalled while the organizers of the Industrial Corporation considered the situation.

The next step came May 12, when the Shopping News published its last issue, one of its former sponsors admitting to a newspaper man that its distribution had placed a severe handicap on efforts to interest men outside of Wheeling in the Ohio Valley Industrial Corporation.

Railroads are complaining of hobo traffic to summer jobs in the west, but think of the year-round free migration of press agent parasites on the newspaper line.

AN ADVERTISING CENSORSHIP

A COMMITTEE representing the Irish Free State is taking evidence on a government proposal to determine whether it is "necessary or advisable in the interests of public morality to extend the existing powers of the state to prohibit or restrict the sale and circulation of printed matter."

According to the British National Vigilance Committee the inquiry will extend to the distribution of newspapers and magazines printed in other countries and containing editorial or advertising matter which is considered objectionable. The particular drive appears to be against the dissemination of birth control propaganda and certain patent medicine advertising, but it is pointed out that there is in the Irish Free State a body of people strongly opposed to the importation of newspapers, particularly from England, and that any censorship would be welcomed by them.

The British Vigilance Committee, which has been doing some excellent work, has advised English publishers to clean up their advertising columns to circumvent the proposed censorship.

Brooklyn Eagle observes, "tublicity doesn't pay."

SENTIMENT FOR A PRESS

THE staff of the *El Paso* (Tex) *Post* sang the swan song of an old Potter press in the columns of the newspaper the other day. Such sentiment for a piece of machinery, blackened by half a century of use, is not often encountered. The railroad engineer who has made his last run with a gallant old Puffing Billy may silently express an affectionate adieu and be understood in his sentiment, but in this instance a newspaper publisher in a first page story confides a love for an old press.

When the old Potter, on which the El Paso Post and four other newspapers began their life, was sold last week to a Mexican publisher to be used again to start a new daily in Ciudad Chihuahua, Ward C. Mayborn, Southwest general business manager of the Scripps-Howard newspapers, called his staff together and with sadness in his voice told the story of 50 years of valiant service by the machine. In its youth it was the "last word" in press perfection. Its first installation was in the office of the Cleveland Press, two months after E. W. Scripps had founded that newspaper. A generation later this Potter was used to start the *Minneapolis* (Minn.) *Daily News.* It also gave birth to the premier number of the *Evansville* (Ind.) *Press.* After a lapse of 15 years the press was shipped to south, where it cradled the first issue of the *Birmingham* (Ala.) *Post.* Soon outgrown, it made its next stand at El Paso, now to be expatriated and serve another people with another language.

Henry Justin Smith's tenth definition of "news," on another page of this issue, is the clearest and truest description that has come to our notice.

A PROPER ANSWER

IN the bathtub case a lawyer put to Irvin S. Cobb this question: "Mr. Cobb, you are one of the foremost writers in New York, are you not?"

It seemed a silly question, but the court solemnly awaited a reply.

Imagine the flood of thoughts that rushed through the mind of the victim of this inquisition, mingling questions of modesty, candor and propriety.

Mr. Cobb replied: "I am, in my own opinion."

What else could the poor man say?

WHITE PLAINS DEBACLE

MAJOR GENERAL GEORGE F. BABBITT fought the "second battle of White Plains" last Saturday afternoon to a dismal "plop." Babbitt desired to sell city folks lots in Westchester County, and to that end a sham battle was arranged, in lieu of legitimate advertising, to draw a crowd. A high-powered press agent was placed in command of the campaign. He announced that history would be repeated. The original battle of White Plains occurred in October, but this did not deter the press agent from calling the May sham battle an anniversary.

He deftly directed attention to the real estate operation by asserting that the "consecrated" ground on which the battle of White Plains was fought would "soon lose its identity as a battle-ground and become the homesites for thousands of patriotic Americans." It was nothing at all in this bright young man's life that the "consecrated" ground was in reality located more than three miles distant from the allotment.

The "second battle of White Plains" could not be fought exclusively with typewriters and pencils, so the press agent bamboozled Colonel Bradley, of the Eighteenth Infantry, U. S. A., to march into Scarsdale with tanks and whippets and face a few kids made up as the enemy. Colonel Bradley made a patriotic speech, while Major General Babbitt's army of real estate slickers fell upon the left flank of the innocent spectators and proceeded to get names on dotted lines for choice corners.

It was as pretty a little piece of press agentry as you ever saw, until New York newspapers exposed the hoax. Then the joke fell heavily on the Babbitt forces. The ire of the patriots of Westchester County flamed up, indignation meetings were held, Babbitt was denounced and fled the scene.

PERSONAL

SA W. BUTLER, editor and publisher of the *Sedalia* (Mo.) *Daily Capital* s named United States marshal for the stern district of Missouri by President olidge last week.

Charles F. Chase, senior member of the *lantic* (Ia.) *News-Telegraph* publishn firm and one of the oldest newspapern in Iowa, and his wife celebrated ir golden wedding anniversary May 17, their home. Mr. Chase established the t newspaper in Anita, Ia., the *Anita nes,* and later launched the *Atlantic s County Democrat.*

Edwin P. Gardner, of the *Canandaigua* . Y.) *Ontario County Journal* has been ppointed postmaster for his second m.

Hal M. Wise, publisher of the *Webb y* (Mo.) *Sentinel,* who with Mrs. se and their three children are on tour the world, are expected home some e in July.

Forrest Richmond, publisher of the *ronto* (O.) *Tribune,* and trustee of the io Good Roads Federation has anmced he will be a candidate for repretative to the General Assembly from ferson County.

Floyd Chalfant, publisher of the *wynesboro* (Pa.) *Record Herald,* pre-ed at the Waynesboro Rotary Club's ewspaper Day" recently.

IN THE BUSINESS OFFICE

M. SPRECHER has been appointed advertising manager of the *Eureka l.) Humboldt Standard.*

Edward V. Brower, formerly a mem- of the *Jackson* (Mich.) *Citizen riot* display staff, has returned to that ition after several months in the elecal appliance sales field.

Lester Laidig, for two years in the adtising department of the *Mason City .) Globe Gazette* has resigned to take rge of newspaper advertising of Hess thers department store, Rockford, Ill.

Orson Angell has joined *Nation's Busis,* Washington, D. C., and will be in rge of promotion and research. At time he was with the *Kansas City r.*

Gordon Whitbeck, J. M. Clyne and C. Fulton have been transferred from *Chicago Tribune's* classified departt to the local display staff.

George Berry, H. H. Byler and Arthur zlaben have been chosen by the *Chio Tribune* to travel the states of nois, Michigan, and Wisconsin in the rests of the resort advertising departt.

IN THE EDITORIAL ROOMS

WALTER J. FENTON, assistant city editor, *New York Herald Tribune,* acting city editor in the place of ight S. Perrin, who is on vacation.

W. G. Cayce has been named news edi- of the *Knoxville Sentinel,* succeeding C. Baskervil who resigned to go to eigh, N. C., as bureau manager for eral afternoon newspapers of North olina. Cayce comes from Atlanta, re he was with the *Georgian.*

Leonard Withington, former manager lor of the *Fort Worth Record,* now as Republican organization director, ne of the incorporators of the Southt Publishing Company headed by R. B. ager of Bronxville. The company publish a party organ at Dallas.

Dorothy Ducas, who won a Pulitzer relling scholarship at Columbia Uniity, has joined the staff of the *New k Herald Tribune* until her departure Europe early in June. During the school year Miss Ducas was the ald Tribune's Columbia correspont.

Tunnally Johnson of the *New York ald Tribune* staff is spending a week's ation at his home in Georgia.

Harry Brandenburg has been made oil editor of the *Kingman* (Kan.) *Leader Courier.*

Nelson Budd, dramatic editor of the *Columbus Ohio State Journal,* is planning a trip to Europe.

Ray Coon has been named city editor of the *Dayton* (O.) *Journal* succeeding Larry Collins, who resigned recently to become secretary of the local Builders' Exchange. Coon comes to The Journal from the telegraph desk of the *Cincinnati Enquirer.* He was formerly a reporter on the Journal.

John O. Kikyri has joined the *Jackson* (Mich.) *Citizen Patriot* as night state editor.

Erwin F. McEwan, a member of the *Japan Advertiser* staff, Tokio, Japan, and a graduate of the school of journalism, University of Missouri, is sailing for the U. S. by way of Europe.

John C. Metcalfe of Chicago has joined the reportorial staff of the *San Antonio Light.*

Ishbel Ross of the *New York Herald Tribune* staff has gone to Baltimore to cover the Presbyterian General Assembly. Emma Bugbee, staff writer, is in Atlantic City, covering the General Federation of Women's Clubs convention.

Miss Miriam Rosenthal, woman's editor of the *Dayton News,* has resigned to go into publicity work for the Dayton Community Chest Association.

Henry Powell, artist, has joined the copy service staff of the *Des Moines Register,* advertising department.

Walter Harper, special writer and advertising representative of the *Knoxville* (Tenn.) *Journal,* has been named manager of East Tennessee, Associated, composed of chambers of commerce and civic clubs.

Herman Nelson, editor, *Augustana* (Ill.) *Observer,* has been appointed telegraph editor of the *Rockford* (Ill.) *Daily Republican.*

J. D. Keator, managing editor of the *Scranton* (Pa.) *Times,* is recovering from pneumonia. John F. Ruddy, another member of the Times staff, who also suffered an attack of pneumonia, is also making good progress.

Fred W. Schwarz, news correspondent, has been named city editor of the *Atlantic City Times.*

Harvey White, former managing editor of the *Buffalo Evening Post,* who has been on a southern motor trip, has reentered the newspaper business as city editor of the *Buffalo Times.*

Francis Starzl of the syndicate department of the *Des Moines Register* has been named assistant to W. W. Waymack, managing editor of the Register and *Tribune.*

Davis S. Taylor, who resigned recently as managing editor of the *Buffalo Courier,* after 25 years of newspaper service, is one of five men chosen by Governor Smith of New York to compose a special commission which will investigate crime and its causes and endeavor to prescribe remedies.

Clifton B. Carberry of the *Boston* (Mass.) *Post* sailed from Boston recently on the Samaria for a two months' vacation in London and Paris.

Pincus William Tell has been appointed dramatic editor and Elias E. Sugarman assistant dramatic editor of the *Bronx Home News,* New York.

Ted L. Ramsey is the new managing editor of the *Sioux Falls* (S. D.) *Press,* succeeding George H. Masters, resigned.

Howard Haycraft of Fairmont, Minn., has been made managing editor of the *Minnesota Daily,* published by the students of the University of Minnesota.

Dick Freeman has joined the *Toledo Blade* copy desk. He formerly was with the *Tampa Evening Globe.*

G. "Rusty" Boyd has resigned as night editor of the *Montreal* (Que.) *Star* to take up publicity work. He is succeeded by A. Windross, formerly parliamentary press gallery representative of the *Ottawa* (Ont.) *Journal.*

Chauncey H. Derby, managing editor of the *Staten Island* (N. Y.) *Advance* has been named vice chairman of the gen-

(Continued on next page)

FOLKS WORTH KNOWING

R. C. SNYDER, publisher of the *Norwalk* (O.) *Reflector-Herald,* who not long ago completed a new building for his newspaper, has been owner and publisher of that paper for three years. He went to Norwalk in January, 1913, when he purchased the *Norwalk Herald.* Before January was ended, Mr. Snyder bought the old *Reflector* and consolidated the papers.



R. C. Snyder

Mr. Snyder had his first newspaper experience as a reporter on Findley, O., newspapers. By 1902 he had progressed to the position of general manager of the *Coshocton* (O.) *Daily Age,* a newspaper he subsequently purchased and operated until 1913.

In 1923, Mr. Snyder was elected president of the Associated Ohio Dailies, a position held for 25 years by his late father-in-law, John T. Mack of the *Sandusky* (O.) *Register.*

DURING the third week in May the following newspapers signed yearly contracts for the complete general illustrated service of the Central Press Association:

Danville, Ill., Commercial News
Holyoke, Mass., Telegram
Columbus, Miss., Commercial Dispatch
Macon, Ga., Telegraph
Charleston, W. Va., Gazette
Easton, Pa., Free Press
Ventura, Calif., Post
Chicago Daily Worker
Janesville, Wis., Gazette
McKeesport, Pa., News
Duluth Herald

This list does not include several new clients secured on a tf basis

The Central Press Association

V. V. McNitt, President — Central Press Bldg., Cleveland — H. A. McNitt, Editor and Manager

P. S.—We produce the World's Best Picture Page and the only syndicated Weekly Full Page Sports Pictorial.

144 Different Beck Papers

GAS BUGGIES

or

HEM AND AMY

(Daily)

DOWN THE ROAD

(Sundays)

Why?

"Nothing Succeeds Like Success."

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager — Earl J. Hadley, Associate

150 Nassau St., New York City

(*Continued from page 29*)

eral committee arranging for a sesquicentennial celebration of the first peace conference in which the United States participated, held on Staten Island, September 11, 1776.

Henry Suydam, Washington correspondent for the *Brooklyn Eagle,* and Mrs Suydam are parents of a boy, Henry Suydam 2nd, born May 24.

Carl Kessler has left the copy desk of the *Chicago Daily News* to tour Europe with Mrs. Kessler.

HOLDING NEW POSTS

SIDNEY CAVANAUGH, from reporter, *Middletown* (N. Y.) *Times-Press,* to telegraph editor, *Middletown Daily Herald.*

George J. Beaty, from art department, *Pittsburgh Gazette-Times,* to art staff, *Atlantic City Evening Union.*

James Booth, from *Philadelphia Public Ledger,* to *Atlantic City Daily Press* staff.

C. D. Mansfield is covering real estate and building for the *Atlantic City Sunday Press.*

Anard W. Littman, from staff, *Newark Morning Ledger,* to *Newark Star-Eagle.*

Gene Gillespie, from advertising manager, *Guthrie* (Okla.) *Leader,* to display advertising staff, *Springfield* (Mo.) *Republican.* John Q. Adams, advertising manager, *Masonic Tribune,* Memphis, has also joined the display staff of the Republican.

H. B. Hailey, from editorial staff, *New Orleans Item,* to *Des Moines Evening Tribune* as reporter.

Gerald Hogan from reportorial staff, *Montreal* (Que.) *Star* to assistant managing editor, *Regina* (Sask.) *Leader.*

Herbert G. Owens, from *Cleveland Times* copy desk, to staff, *Staten Island* (N. Y.) *Advance.*

PRESS ASSOCIATION NOTES

A. K. MILLS has succeeded Carl Huber, resigned as manager of the United News Boston bureau. Mills has formerly worked on the *Kansas City Star* and the *St. Louis Post-Dispatch.*

J. C. Stark, formerly manager of the United News bureau in Tampa, Fla., has been transferred to the Atlanta bureau, succeeding Roscoe Snipes, who returns to the United Press service in Atlanta.

E. T. Cutter, superintendent of the central division of the Associated Press, visited New York A. P. headquarters on business last week.

E. W. Lewis, formerly of the *New Haven Union* staff has joined the New York staff of the United Press.

Lyle Wilson, cable editor of the United Press, is spending his vacation at Oklahoma City.

Associated Press operators of Missouri formed the Associated Press Goodfellowship Club at a meeting in St. Louis recently. Ward Yount, *St. Joseph Gazette,* was chosen president and Harry E. Hill, St. Louis bureau, secretary.

Beginning on June 7, the *Scranton* (Pa.) *Times* will add the International News Service wire to its telegraph report. This will give the Times three services, Associated Press, United Press, and I. N. S.

MARRIED

PAUL T. MOTRY, reporter on the *Sandusky* (O.) *Star-Journal,* to Miss Marian Thomas.

Ray M. Quick of the *Memphis Commercial Appeal* to Miss Nell Quick of Austin, Tex., recently in San Antonio.

J. C. Arnold, Los Angeles, advertising agency man, a grandson of Benjamin J. Arnold, who established the *Des Moines* (Ia.) *Daily Capital,* to Miss Vera Scobey of Redlands, Cal., formerly of Fayette, Ia., May 14.

Pines Cranford of the *Stanley* (N. C.) *News Herald,* to Miss Mary N. Clayton at Chesterfield, S. C., May 21.

CHANGES OF OWNERSHIP

A. C. CHAPMAN AND HERBERT LIMING of Joplin, Mo., have leased the *Carl Junction* (Mo.) *Standard* from G. W. McDowell.

Miss Leona Bancroft who established the *Plattsburg* (N. Y.) *Advertiser* in 1921 has sold that paper to L. G. Swarthout. Miss Bancroft will engage in the life insurance business. The Advertiser will be enlarged and a linotype machine installed.

Mrs. Edythe Vananda Dungan, who has operated the *Oroville* (Cal.) *Mercury* since the death of her husband four years ago, has sold the paper to Farwell Brown and associates. Brown was for 11 years with the *Marysville Democrat.*

NEW PLANTS AND EQUIPMENT

EIGHT linotypes have been ordered by the *Huntington* (W. Va.) *Herald-Dispatch;* five by the *Baltimore Sun;* eight by the *Salem* (Mass.) *Evening News;* seven by the *Newark Ledger;* 10 by the *Zanesville* (O.) *Times-Recorder and Signal;* 10 have been installed by the *San Francisco Bulletin;* four by the *Buffalo Express;* and three by the *Riverside* (Cal.) *Daily Press.*

Poughkeepsie (N. Y.) *Eagle-News* is now being printed on its recently purchased Duplex Tubular press.

Walter Scott & Co., Plainfield, N. J., has just completed a Multi-Unit Decuple press for the *Atlantic City Press-Union.* Two Wood Pony Autoplate machines will be installed in the papers' stereotype department.

WITH THE SPECIALS

ALCORN & SEYMOUR COMPANY, special representatives, New York, have been appointed to represent the *Honolulu Nippu Jiji,* Hawaiian-Japanese daily.

NEW PUBLICATIONS

AVOCA (N. Y.) PRESS recently started publication as a weekly.

J. E. Bell, formerly of Oneida, Tenn., has established the *Lenoir City* (Tenn.) *Progress.*

SPECIAL EDITIONS

KEWANEE (Ill.) STAR-COURIER, Building edition, May 17.

Three Rivers (Que.) *St. Maurice Valley Chronicle,* Development number, May 6.

Pittsburg (Kan.) *Headlight,* 134-page 50th anniversary of the founding of the city edition, May 19.

Denver Post, 80-page special Vacation Number, May 18.

Vancouver Evening Sun, 72-page Business Development Number, May 13.

Minneapolis (Minn) *Tribune,* annual outing edition, May 23.

There is a lot of trouble in this world because some men think they have learned finance before they have learned simple arithmetic.—*Atcheson Globe.*

America's Complete Newspaper

New York Herald Tribune

FLASHES

A father and a prospective son-in-law are equally interested in the other's financial status.—*Florence* (Ala.) *Herald.*

The *Houston Post-Dispatch* inquires, "What is a Republican?" Is there no postmaster in Houston?—*Little Rock Arkansas Gazette.*

The *Popular Science Monthly* gives minute directions on how to lift a heavy weight, such as a barrel of ashes, easily and without injury to oneself, but there are some things we'd rather not know.—*Columbus* (O.) *State Journal.*

Another polar mystery is why the civilized world should go hunting new continents when it is having so much trouble with the old ones.—*Norfolk Virginian-Pilot.*

Another stirring spectacle, peculiar to this Great Republic, is the appearance of some one no one ever heard of before, who tells a Senate committee that he speaks for 22,000,000 people.—*Detroit News.*

"A man's place is by his wife's side." "Yes," said Mr. Meekton. "But few husbands these days can travel that fast."—*Washington Star.*

"What civilization needs," says a scientist, "is a substitute for whisky." What does he call the stuff people drink now?—*Birmingham News.*

Alas! an artistic temperament is seldom recognized until it's too late to spank.—*Baltimore Sun.*

England's troubles are felt all over the world. Even our regular front-page space-grabbers are hard hit.—*Brooklyn Eagle.*

After waiting about twenty years for Congressional relief, the wise farmer gets a job in town.—*Florence* (Ala.) *Herald.*

Goldfish are helpful. If it wasn't for them some brides would have no responsibilities at all.—*New York Telegram.*

A husband who is being cross-examined by his wife never subscribes to that old stuff about women being easily diverted.—*J. R. Wolf in Milwaukee Journal.*

Says Dr. Salov, addressing the editor of the Newark Evening News: "It would be u… to read… re… st… the… appre… every one interested in the conservation of vision; for it is the accumulated unnecessary strain on the eyes, due to the extremely small and poor type used in many newspapers, that h… the day when artificial a… though not … of the typ… last few… ter t… and… ab… t…

© TRADE LINOTYPE MARK ®

…ing. A happy medium has been effected. It is easier to read than seven point … to … rees … or … nd … tive … so… ders gives good legibility even wh… solid. Cast on seven point bod… Point Ionic gives the effect … leaded—and with a de… word-count over the … The first paper … ace … as the Evening … N. J. … a trial of s… ne man… t of th… re enthusi… an … , and readers … ds of commen… e of the most appre… oseph H. Salov, a lead… st, and past president of … Optometric Association, addressing the editor of …ning News: "It would be … or any one else who …unt of good that will … recent change in the … use in the makeup of … s was not recognized, … so acknowledged by …ted in the conservation … is the accumulated un… … on the eyes, due to the …l and poor type used in …bers, that hastens the day … al aid must be sought. Al… versed in the nomenclature … you have been using for the …days, it is of a style and charac… t immediately makes itself felt, … is far more readable and comfort… e than the former style. I am sure that there are many thousands of readers who, possibly unknowingly, feel the added comfort." After several years of investigation and experimentation,

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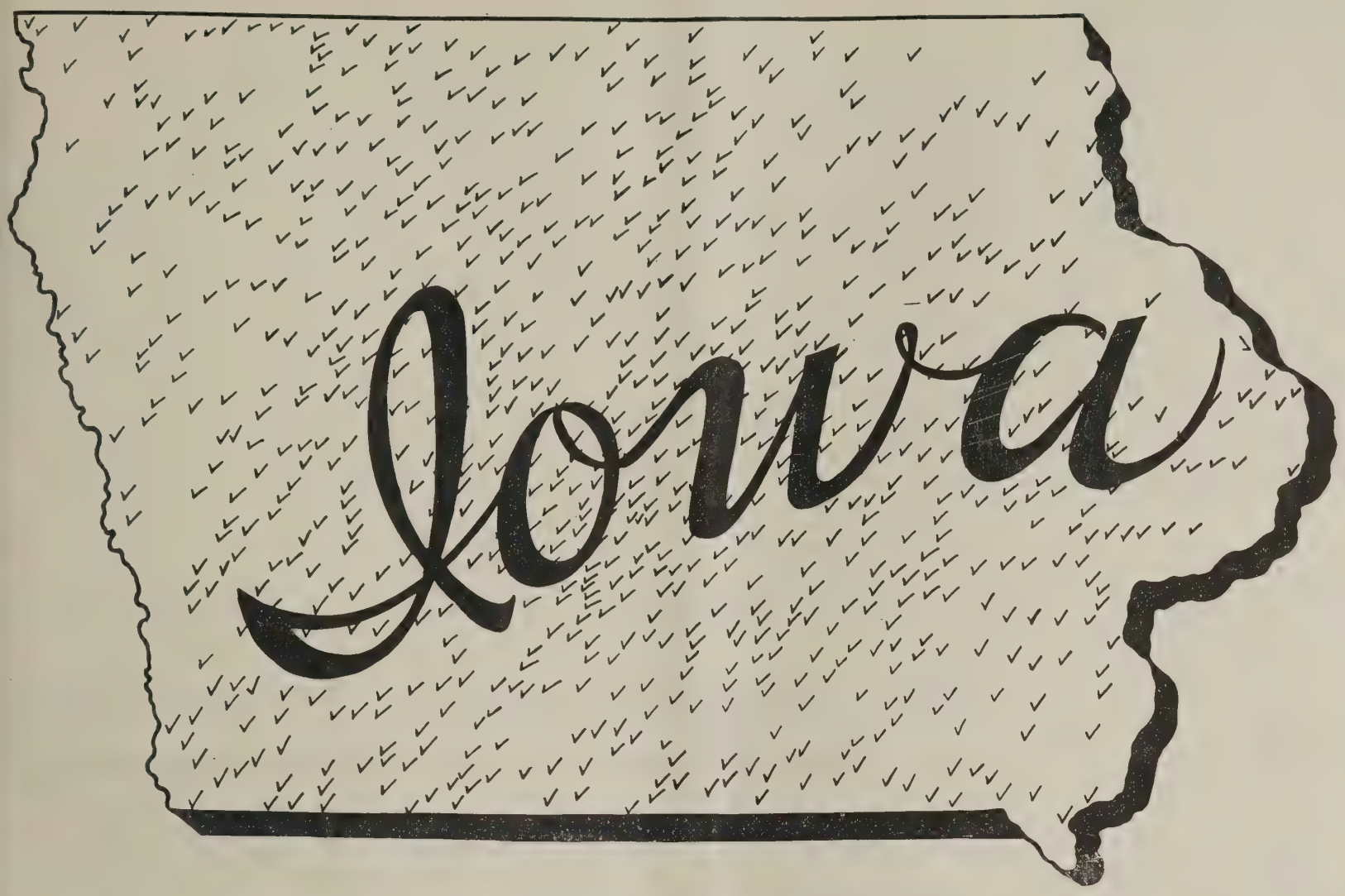
Study the design of this NEW face
Linotype 6½ Point Ionic No. 5

See how perfectly it meets the difficult requirements of modern newspaper printing conditions. Notice the full, round contours of the letters, no "pin holes" or sharp corners to fill up with ink; no fine lines to break down in stereotyping.

Ask the nearest Linotype Agency for copies of newspaper set in this face and compare it with the body type you are now using both for legibility and word count. You will find it easier to read than 7 point faces and that it gives the same word count as a 6 point.

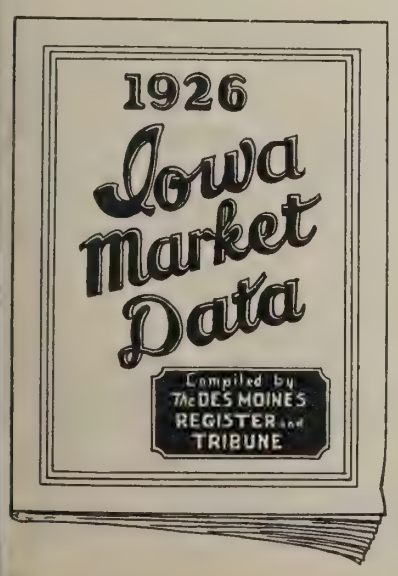
The 6½ Point Ionic is made with italic and small caps and also in combination with Bold Face No. 2.

MERGENTHALER LINOTYPE COMPANY
BROOKLYN, NEW YORK
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Representatives in the Principal Cities of the World



20% TO 90% COVERAGE IN EVERY TOWN CHECKED—

In the 801 Iowa cities and towns checked on this map The Sunday edition of The Des Moines Register and Tribune reaches from one-fifth to nine-tenths of The families. In these 801 cities and towns, therefore, as well as in Des Moines, merchants sell products advertised in The Register and Tribune.



THE DES MOINES REGISTER AND TRIBUNE

April Circulation, 177,677 Daily; 153,803, Sunday

Net Paid

Write for "1926 Iowa Market Data"—a carefully compiled picture of the Iowa market. Shows population—number of families, and males and females over 16 years—wholesale and retail distribution for every town of over 1,000 population.

Map showing electric service lines—number of electric appliances in use—list of all gas plants and gas appliances in use by cities.

Auto registrations and sales by counties—Iowa crop and livestock statistics for 1925—data on Iowa manufacturing.

Names and addresses of all Iowa jobbers of groceries, drugs, auto accessories, confectionery, hardware, radio and electrical appliances.

Map of Des Moines retail trade territory and data on city of Des Moines. Sent to any address on request.

HEARST HELPS YOUTH JAILED IN NEW YORK

Furnishes Bail for Hodges, Kansas University Student, Who Attempted Hold-Up — Reporters Also Assisted in Boy's Defense

William Randolph Hearst aided considerably in the defense of Alexander Hodges, Jr., former University of Kansas student, who pleaded guilty recently to a charge of larceny following his attempted hold-up of an all-night restaurant in New York, using a cigarette case for a revolver.

Hodges is now free on $5,000 bail, furnished by Mr. Hearst, and is working for a Wall street bank, pending further action of the court, scheduled for June 18.

New York newspapers carried the story of Hodges' arrest on April 20. Hodges had beaten his way to New York from the Southwest. He was penniless, and in a moment of recklessness, had attempted the hold-up. Getting away with some money, he was chased, was caught, and confessed his guilt. It was his first offense.

Mr. Hearst, then in New York, read the newspaper story and immediately telephoned the editor of his *New York American*. He didn't know the boy, but sympathized with him.

"I think that the Hodges boy ought to be given a suspended sentence," he said. "See what you can do about it."

Wesley Hamer, special writer on the American staff, and Carl Helm, lawyer and member of the Hearst legal department, were assigned to the case. Judge Leonard Snitkin volunteered his services as counsel.

Mr. Hamer and Mr. Helm went to the jail, where they bailed out Hodges. His clothes were ragged and dirty. He hadn't shaved for many days. Harold Spielburg, of a bonding concern, turned over the $100 bail premium to the boy to enable him to purchase a new outfit. Thus transformed, the boy went out and got his present banking job.

Then the two Hearst men used all the political influence it was possible to bring to bear in the boy's behalf. After they had investigated the boy's past record, and found it spotless, they received sympathetic attention from authorities.

As a result of their work and the co-operation of the reporters who handle news of the criminal courts a plea of not guilty was suddenly changed to guilty. The boy's case was speeded up and rushed ahead of many others.

Reporters in the criminal courts building investigated the case and questioned Hodges; then they, too, got behind the boy. These reporters included Robert Wilkes, New York World, William Cox, New York City News Association, William Olsen, *New York Sun*, and Joseph Durkin, *New York Evening Journal*.

There are 548 Sunday newspapers in the United States, with an aggregate total circulation per issue of 23,354,622.

THE
MARGACH FEEDER
for
Linotype, Intertype, Monotype, Ludlow, and Elrod machines
$75.00 each
Further inquiries may be directed to the
N. Y. Times — Phila. Bulletin
Chicago Tribune — Boston Herald
or several hundred other publishers upon request.
Margach Mfg. Co., Inc.
211-215 Centre St., New York

ASSOCIATIONS

MISS ESTHER BOTTING was elected president of the Montreal branch of the CANADIAN WOMEN'S PRESS CLUB, for the ensuing year, at the club's annual meeting, held recently.

Spring meeting of the SOUTHEAST MISSOURI PRESS ASSOCIATION will be held in Jackson, Mo., June 11 and 12, President Doc Brydon, has announced.

BUFFALO LEAGUE OF ADVERTISING WOMEN has elected these new officers: President, Ursula Hanrahan; vice-president, Henrietta Kawantal; corresponding secretary, Venorma Sommer; recording secretary, Margaret Benstock; treasurer, Clara Petzing.

PITTSBURGH ADVERTISING CLUB will hold its annual outing June 5, at the Pines on the Perry Highway, West of Pittsburgh. R. C. Groves, is chairman of the affair.

S. Luther Franzen, Davenport, Iowa, sales manager for the Jahn Ollier Engraving Company has been elected president of the DAVENPORT (IA.) ADVERTISING CLUB. Don McCandless was elected vice-president; P. C. Fisher, treasurer and Paul Johnson, secretary.

Captain Randolph Ridgely Jr., U. S. N., has been made an honorary member of the ATLANTIC CITY PRESS CLUB.

THIRD DISTRICT MINNESOTA EDITORIAL ASSOCIATION at a special meeting held at Montgomery, Minn., May 17, elected W. K. Wilcox, editor of the *Elysian Enterprise*, president to succeed Carl Eastwood, the new president of the Minnesota Editorial Association. Committees were appointed on by-laws and to arrange for the summer outing.

Arthur Brayton was elected president of the DES MOINES, (IA.) ADVERTISING CLUB at the annual election and dinner, defeating Mel Hunnicutt by four votes. Other officers elected: Mac Harlan, vice-president; Walter Melong, secretary.

ADVERTISING CLUB OF JOHNSTOWN, PA., elected the following officers for the ensuing year: president, John Sheridan; first vice-president, Tom Nokes; second vice-president, Harry D. Corbin; treasurer Robert J. Glock; secretary Kenneth W. Ripple.

WASHINGTON STATE PRESS ASSOCIATION will hold its annual summer meeting and election of officers at Spokane, August 20 and 21.

GOOD FELLOWSHIP CLUB of the Associated Press telegraphers of New England, held its annual spring dinner and meeting last week at the Boston Yacht club. The speakers were Hugh F. E. Farrell, telegraph editor of the *Salem* (Mass.) *News*, E. P. Wolford, chief of operating personnel, New York; R. K. Smith, traffic district representative at Boston, and C. G. Rogers of the Boston bureau. John J. Keating was re-elected president, Major L. Deane of Fitchburg was chosen vice-president, and Charles F. Whitney of the Boston bureau, secretary-treasurer.

Worcester will be host to approximately 500 delegates when the convention of the NEW ENGLAND ADVERTISING CLUBS is held there Nov. 8 and 9. Harry P. Hovey, past president of the Worcester Club is general chairman in charge of the arrangements.

Five monthly tournaments and a competition to decide who is the best golfer in the American Legion posts of Chicago have been planned by members of the ADVERTISING POST of the Legion.

J. H. Ruess of the Royal Printing Company, was unanimously elected president of the LONG BEACH (Cal.) *Advertising Club* for the ensuing year, at a recent meeting. Supporting Mr. Ruess, the Club elected Ben Marti, first vice-president; Jack Horner, of the Horner Advertising Agency, second vice-president; C. C. Lewis, treasurer.

ADDRESSES WANTED

Clarence E. Staats

A. H. Kirchhofer

The Significance to Publishers of Certified Cold Stereotyping

Our Policy:

One Size
all mats 20" by 24"

One Quality
only the best we can make
—used by
The New York Times
Cleveland Plain Dealer
Christian Science Monitor
Detroit Times
and several hundred others

One Price
15 cents on standing order

WE make only the best mats we know how—we make them good enough for the largest papers so that they are unquestionably suitable for the smaller ones.

In making Certifieds we keep constantly in mind that they are but a means to an end—the means by which you can discard your steamtables and still maintain satisfactory printing standards.

In other words we have aimed to reproduce the "wet mat" without any of the wet mat disadvantages.

That we have succeeded is best borne out by the fact that Certified Dry Mat cold stereotyping has displaced wet mats and steamtables in several hundred plants, and is day in and day out helping to produce well printed papers.

All that we ask you is to give Certifieds a trial, and draw your own conclusions.

If you are not now equipped to use dry mats why not let us tell you how Certifieds can save you time and money and improve working conditions in your plant.

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue — New York, N. Y.

for wet mat printing with DRY MAT facility—use Certifieds

MADE IN THE U. S. A.



FACTS IN A NUTSHELL

What—The Press Congress of the World will meet in its third session for the discussion of Journalistic problems of moment.

Where—At Geneva and Lausanne, Switzerland.

When—September 14-18, 1926, when the Alpine Region is at its height of seasonal natural beauty.

Who—Persons engaged in any Journalistic endeavor, in any country, are eligible for membership in the Press Congress of the World.

Members attending the Third Congress will have an unusual opportunity to hear leading Journalists discuss the technique of newspaper making.

Delegates will be accorded front seats in the Press Gallery at the sessions of the League of Nations which is destined to be the center of world news interest at that time.

How—Journalists throughout the world are eligible to membership upon the approval of the Executive Committee, and upon the payment of annual dues as follows:

Individual members, $5 annually.

Corporate Memberships, to be held by newspapers and other publications, schools of journalism, press associations, etc., $50 per year.

Sustaining Memberships, voluntary gifts in any amount and from any legitimate source acceptable to the Executive Committee of the Press Congress.

Program—The five days' business sessions will include discussions of such subjects as:

"News Communications by Cable, Radio, Telephone, Telegraph, Air Mail, etc."

"Journalistic Ethics and Standards of Practice."

"Interchange of Journalists."

"Journalistic Organizations."

"Freedom of the Press" and "Journalistic Welfare."

This THIRD CONGRESS OF THE PRESS OF THE WORLD under the Presidency of Dr. Walter Williams will undoubtedly be the greatest gathering of newspaper men ever held.

Transportation—Following four days of sight-seeing and entertainment in New York City, August 31 to September 3, the delegates will sail on the palatial Cunarder S.S. Carmania, **Friday midnight, September 3.**

Cost of the Trip—With rooms at $170 each way, the cost, including first-class hotels, rail and water transportation abroad, all necessary tips and meals according to the custom of the country visited, will be $960. Berths at $150 each way will reduce the price to $920.

Optional or **Extension Tours**—Five extension tours have been arranged for those who can spend more time in Europe than is called for by the official tour, which covers a period of six weeks.

$100 Advance Deposit will reserve for you accommodations you desire on the Carmania. Make reservations now while choice rooms are available.

Address—Tour Department, PRESS CONGRESS OF THE WORLD, Suite 1700 Times Building, 42nd Street and Broadway, New York City, N. Y.

WHAT'S WHAT IN THE FEATURE FIELD

NEA Service Sponsoring Lillian Cannon's Channel Swim—Eugene MacLean Announces Opening of Producing Plant—Thompson Offers New Love Problem Serial

UNDER the auspices of NEA Service, Inc., New York and Cleveland, and the Scripps-Howard Newspapers, Miss Lillian Cannon, of Baltimore, has sailed for France to make an attempt to swim the English channel. With Miss Cannon is Nelson Robins, of the *Baltimore Post* staff, who will report the stunt for NEA.



Lillian Cannon

On her arrival in France, the swimmer will establish training quarters at Cape Gris Nez and will spend eight weeks preparing for the test. Her work there will be under the direction of Bill Burgess, one of the few men who have conquered the channel. Two dogs, pets of Miss Cannon's, will also attempt to swim the channel with her.

Although no woman has ever swum the channel, Miss Cannon believes she can do it. Last year she swam 22 miles across Chesapeake Bay, fighting a high wind and adverse tides and meeting conditions nearly as bad as those she must contend with in the channel. For the past few seasons. Miss Cannon has been a life guard at a beach near Baltimore. Although the channel swim has been her goal ever since she learned to swim, she was unable to get a chance until NEA agreed to back the attempt.

Now detective stories are being offered in strip form. McNaught Syndicate, Inc., New York, announced this week that Craig Kennedy had entered the newspaper strip world. Arthur B. Reeve writes the scenario and Harry J. Flemming does the art work. The new strip runs six days a week, and will be launched early in June.

Eugene MacLean announces the opening of a syndicate feature producing plant at 827 Folsom street, San Francisco, Cal. Harold Matson, formerly Pacific Coast manager of NEA Service, has been appointed manager of the enterprise. Previous to his connection with NEA, Matson was advertising and production manager for Thomas Seltzer, Inc., New York publishers. "Second Love" by Malcolm Duart is the first of a program of newspaper serial fiction to be produced by Mr. MacLean, as head of an independent syndicate. A second serial will be announced in June. Mr. MacLean was formerly president of NEA Service.

"Mary," by Ruth Dewey Groves, is a new love problem serial in 36 installments now being offered by the Thompson Feature Service, New York. The story has a New York setting, but has been written so that it may be localized by newspapers. Miss Groves in private life is Mrs. A. A. Preciado. Mr. Preciado, former editor of Scripps-Howard newspapers in the Pacific Northwest, is at present with the Thompson Feature Service.

Mr. and Mrs. Millar of the Associated Editors' Syndicate, Chicago, are parents of a daughter, Patricia Ann.

Bell Syndicate, Inc., New York, has obtained the second serial rights to "The Man That Nobody Knows," by Bruce Barton, president of Barton, Durstine & Osborn, Inc., New York advertising agency.

Herbert S. Hollander, formerly financial editor of the *Washington Herald,* has joined the staff of the Ullman Feature Service, Washington, D. C. He will have charge of a new feature dealing with the trend of business as seen from the national capitol. The new feature will be one of four offered in combination during the summer months. The others will be "The Sunday Motorist," an automotive feature; "The Dial's Diary," a radio feature; and a sheet of shorts for boxes and feature heads.

Frank Simonds, writer on international affairs for the McClure Newspaper Syndicate, New York, has returned from abroad and is now at his summer estate, "Blighty" in New Hampshire.

George Britt, formerly manager of the Washington bureau of NEA Service, Inc., has been appointed manager of the New York office, succeeding Elmer Rossener, resigned. W. C. Etheridge has been made manager of NEA's San Francisco office, formerly held by Vid Larsen, resigned to write local politics in San Francisco.

Jay N. Darling, cartoonist for the New York Herald Tribune Syndicate, returned to Des Moines, Ia., his home, this week after a ten-days' visit in New York and Washington, and also at his son's school in Massachusetts. It was Mr. Darling's first trip east since he resumed work after his long illness.

George M. Whitehead has joined the sales staff of the United Features Syndicate, New York.

"Romances of America" is the title of a new strip being offered by NEA Service, Inc. It tells in picture form the love stories of famous people in American history. The story is being written by Hal Cochran and the drawings are by Lawrence Redner, who drew the strip "Ivanhoe."

Clare A. Briggs, cartoonist for the New York Herald Tribune Syndicate, is in Quebec at Lac Archambault for two weeks of trout fishing.

"The Patter" is the title of the new newspaper serial by Beatrice Burton, now being offered by Johnson Features, Inc., New York.

Leslie Fulenwider, president of Famous Features, Inc., returned to New York this week from a trip through the eastern states.

Fred L. Ferguson, president of NEA Service, Inc., has returned to New York from a business trip to the Pacific Coast.

Dr. Alvin Bell, a Toledo, O., clergyman, is author of a new weekly feature called "The Gist of the Bible," which has been added to the list of Johnson Features, Inc. W. H. Johnson, president of Johnson Features, Inc., left New York this week for New Orleans on a business trip.

SPECIALIZE
Your Appeal to Floridians

The people of Florida are cosmopolitan. They have come from all parts of the United States and are thoroughly representative. But—

The climate of Florida is so different from that of the rest of the country that this state is quite distinctive in its seasons and demands. When the Northern merchant is selling overcoats, snowshoes, anti-freeze mixtures and chilblain cures, the Florida merchant is selling straw hats, tennis shoes, bathing suits, electric fans and sunburn ointment. The general campaign aimed at the country as a whole, therefore, is not always appropriate for Florida.

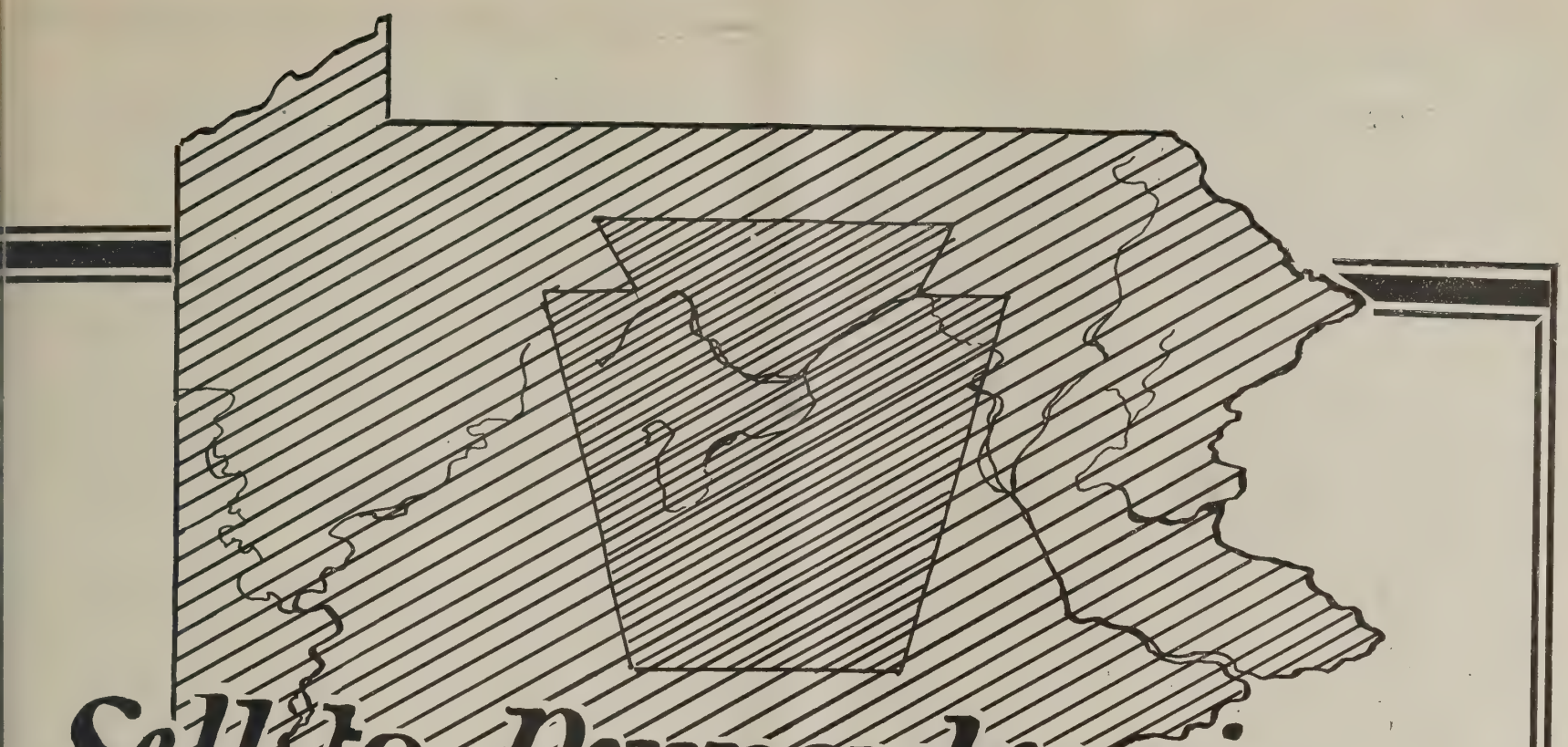
Here during the winter months are approximately three million people with cosmopolitan tastes and more than average buying power. Here is a great and fast growing market.

To get the greatest possible results from this market, specialize your advertising appeal and use the special media that cover Florida most completely and economically—the Associated Dailies.

ASSOCIATED DAILIES of Florida

510 Clark Bldg. Jacksonville, Florida

Bradenton News	Miami Tribune
Clearwater Sun	New Smyrna News
Daytona Beach Journal	Ocala Central Florida Times
Daytona Beach News	Orlando Morning Sentinel
Deland Daily News	Orlando Reporter-Star
Eustis Lake Region	Palatka News
Ft. Lauderdale News	Palm Beach Daily News
Ft. Myers Press	Palm Beach Post
Ft. Myers Tropical News	Palm Beach Times
Ft. Pierce News-Tribune	Pensacola Journal
Ft. Pierce Record	Pensacola News
Gainesville News	Plant City Courier
Gainesville Sun	St. Augustine Record
Jacksonville Florida Times-Union	St. Petersburg Independent
Jacksonville Journal	St. Petersburg News
Key West Citizen	St. Petersburg Times
Kissimmee Gazette	Sanford Herald
Lakeland Ledger	Sarasota Herald
Lakeland Star-Telegram	Sarasota Times
Lake Worth Leader	Stuart Daily News
Melbourne Journal	Tampa Times
Miami Daily News	Tampa Tribune
Miami Herald	Winter Haven Chief
Miami Illustrated Daily Tab	



Sell to Pennsylvania

Unsurpassed in Industry, Commerce, Mining and Agriculture

Pennsylvania has broken all previous records for building construction and production of industrial products during 1925. This year shows that it will surpass 1925.

Conditions are good in mining and agriculture as well. Consumer demand will be greater in 1926 than it was last year.

Get the benefit of this increasing market. Advertise in the daily papers of the home cities of Pennsylvania.

The dailies are ready to give you excellent service and aid you in planning the distribution and sale of your products.

	Circulation	2,500 lines	10,000 lines
**Allentown Call ....(M)	31,400	.10	.10
**Allentown Call ....(S)	22,349	.10	.10
††Beaver Falls Tribune....(E)	6,553	.03	.03
††Bethlehem Globe Times....(E)	13,272	.06	.06
††Bloomsburg Press ....(M)	7,673	.04	.04
**Chester Times ....(E)	18,295	.06	.06
††Coatesville Record ....(E)	6,783	.035	.03
**Connellsville Courier ....(E)	5,928	.02	.02
††Easton Express ....(E)	25,652	.08	.08
**Erie Times ....(E)	28,596	.08	.08
††Greensburg Tribune Review...(EM)	14,883	.05	.05
††Hazleton Plain Speaker....(E) / ††Hazleton Standard-Sentinel..(M)	19,852	.07	.06
**Mount Carmel Item ....(E)	4,307	.0285	.0285
**Oil City Derrick ....(M)	8,588	.04	.04
*Pottsville Republican and Morning Paper ....(EM)	15,857	.08	.07
**Scranton Times ....(E)	43,230	.13	.12
**Sharon Herald ....(E)	7,236	.0357	.0357
**Sunbury Daily Item ....(E)	5,224	.03	.03
*Washington Observer and Reporter ....(M&E)	18,136	.06	.06
††West Chester Local News ....(E)	11,860	.04	.04
**Wilkes-Barre Times-Leader ....(E)	26,204	.06	.06
††Williamsport Sun ....(E) / †Gazette & Bulletin....(M)	28,000	.09	.09
††York Dispatch ....(E)	19,632	.05	.05

*A. B. C. Publishers' Statement, Sept. 30, 1925.
**A. B. C. Statement, March 31, 1926.
††Government Statement, March 31, 1926.

WITH THE GENERAL ADVERTISERS

U. S. Shipping Board Placing Newspaper Advertising—Summer Campaign for Chicago & Northwestern Railroad—Lee Named Dodge Sales Manager

STARTING July 1, the United States Shipping Board Fleet Corporation will place an advertising campaign in newspapers, magazines and trade papers. The account is handled jointly by Dorrance, Sullivan & Co., Inc., and Barton, Durstine & Osborn, Inc., New York advertising agencies. About two-thirds of the space will be in newspapers. Copy is being prepared to promote two passenger and 31 freight lines.

A $100,000 summer advertising campaign in newspapers was started this week by the Chicago & Northwestern Railroad, placed through the Chicago office of the H. E. Lesan Advertising Agency, Inc. The campaign presents the attractions of the Wisconsin Lakes, Northern Minnesota, Colorado, and other middle western vacation lands. Prince & Ripley, Westchester real estate operators, have placed their advertising with this same agency's New York office. New accounts for the Chicago office include the Own-Your-Home Exposition, Martin & Martin, manufacturers of household specialties, and the Cornell Wood Products Company, all of Chicago. The first two clients are newspaper accounts.

John R. Lee has been appointed general sales manager of Dodge Brothers, Inc. Mr. Lee has been assistant general sales manager since last December, prior to that having served several years as assistant to the president. Three new assistant general sales managers were appointed to serve with Mr. Lee. They are: H. J. New, formerly director of distribution; W. M. Purves, former division sales manager; and R. R. Valpey, former director of the commercial car and truck division.

The Studebaker Corporation of America, Inc., has appointed the Roche Advertising Company of Chicago to direct its advertising account, effective July 1. The agency was recently incorporated by John Pierre Roche, formerly vice-president of the McJunkin Advertising Company, Chicago. Associated with him are Stewart Westen, vice-president; D. C. Plank, treasurer; and Miner F. Williamson, secretary.

The Publicity Bureau of Vancouver, B. C., is placing advertising in United States newspaper to attract tourists. "A Land of Enchantment is Calling You" is the slogan being used.

Canadian daily newspapers are being used by the Canadian Screen & Wire Cloth Association, formed by a group of screen and wire manufacturers. The campaign is being directed by the Hamilton Advertisers' Agency Limited, Hamilton, Ont.

A new company is soon to be formed to take over the Fulmer-Century Division of the Eastman Kodak Company. The new concern will be known as the Fulmer-Graflex Corporation. Under provisions of a long term agreement the new company will have available the sales organization of the Eastman Kodak Company.

Plans for a four-year co-operative advertising and merchandising program will be presented to members of the National Council of Lighting Fixture Manufacturers at the annual general convention to be held in Montreal, June 23-26. The program, which was approved April 21 by the executive committee, is based on a trade survey of the industry made by Granville P. Rogers, now acting as managing director of the association. Meetings will be held in the Windsor Hotel, Montreal.

Derek White, Pacific Coast advertising man, has been appointed advertising and promotion manager of the C. J. Breir company's chain of department stores. There are 55 stores in the northwest.

A few hours after announcement of its defeat in patent litigation that lasted more than two years, the National Cash Register Company this week bought from the Remington Cash Register Company, its successful opponent, a general license under the patent which was in litigation and under eight other issued patents and patent applications. The purchase price was $2,000,000.

A newspaper schedule is being arranged to carry the copy of Blynn Shoes, Inc., New York chain store operator, by the Arthur Hirshon Company, New York agency.

TWO NEWS MEN DROWN SEEKING GOLD FIELDS

Indian Courier Finds English Writers' Overturned Canoe In Lac Seul—Were To Write of Canadian Gold Rush

HUDSON, Ont., May 25.—An Indian courrier du bois brought the news of the tragic drowning in the cold waters of Lac Seul of two young English journalists.

The two young men, Stanley Quinn, 20, and Sydney Stebbings, 23, were on their way from Hudson to the Red Lake gold field to cover the rush for several newspapers and magazines in England.

The pair were ill-equipped and utterly inexperienced having with them four dogs and no dog feed. They arrived three weeks ago anxious to be on their way to the field. Provincial Constable Patrick Jago forbade their starting because of the almost impossible going—even for sourdoughs—over the rough route, still covered with winter's ice and snow.

They complied with his order and on his advice made camp, waiting for the open water. Meanwhile they outfitted with an 18 foot canoe and employed themselves with making a sail for it, which Jago promptly seized and burned as a measure of safety.

Thursday, May 13, with the constable's permission they took to the water bidding him a friendly farewell at the dock.

"Their canoe was well loaded," said Jago. "The last thing I told them was to stick to the shore all the way and if it started to blow, to make for the nearest point."

Their plan was to follow the winter route portaging from lake to lake between here and Lac Seul and then to skirt the northern shore of the big lake till they reached Pine Ridge.

On Sunday afternoon the courrier du bois, William Briskett, brought word to the factor of the Lac Seul post that he had seen a waterlogged canoe near where Canoe River enters Lac Seul, five miles east of the post.

Stanley Westly, another Indian, who had seen Quinn and Stebbings on one of the lakes to the north of here, went with Briskett and located the canoe, full of water and beached on the shore.

A water soaked dunnage bag, two hats and a floating paddle gave mute evidence of the tragedy.

Little is known of the pair as to what papers they wrote for, their relatives or their friends in Canada, most of their papers being lost with them.

Raising Fund for "Old Ironsides"

The *Chicago Daily Journal* is sponsoring an "Old Ironsides" patriotic subscription by which school children can contribute to the fund to restore America's oldest battleship, now lying in the water in the Boston navy yard badly in need of repairs.

6,000 More Circulation in Thirteen Weeks

That's what I got for The Clarksburg, W. Va., Telegram.

I did not employ a contest—make anyone mad—impose on readers' good nature, or use any tricks. I merely sold The Telegram to more than 6,000 new subscribers in Clarksburg and contiguous territory and the publisher, Col. Guy T. Viskniskki is holding the circulation with a rattling good paper.

All the contests and schemes in the world can't get and hold as much circulation as a good paper and a clean, systematic canvass. It's an unbeatable combination. I can help you improve your paper if it needs that and get you all the business you want.

I survey the holding power of papers I work for and recommend such changes in their editorial contents as may be necessary to retain new business.

If you want more circulation I will get it quietly, efficiently, and at low cost.

Write or wire for full particulars of the work I have done for other papers and what I can do for you.

F. J. Marks Circulation Service
2524 East 73rd Street
Cleveland, O.

Good Reporters make Good Newspapers

THE backbone of the newspaper is its news gathering staff. Lacking intelligently-collected and well-written news, no paper can be successful. Every successful newspaper has based its accomplishments primarily on the efforts of its reporters.

THE COPY DESK MAKES GOOD REPORTERS

THE COPY DESK, the keystone of the City Room, is the preceptor of the editorial staff. The Copy Desk cannot create good stories, but by its work of editing and by its surveillance of the work of the staff, can instil into the reporters its best conceptions of news gathering and writing. Thus the Copy Desk is likewise an all-important factor in the making of a paper.

NEW YORK COPY DESK TRAINING

NEWSPAPER MEN everywhere who wish to avail themselves of Copy Desk Training by the methods in use on the best New York newspapers will be interested in the new Home Study Course of the Newspaper Institute. This training in practical newspaper writing and editing in the New York manner was written by a newspaper man of 20 years' experience in the metropolitan field. A dozen New York staff writers contribute lectures on various phases of newspaper work.

It is the most complete and most practical training in newspaper work available by any method of instruction outside a New York editorial office, and contains many inside stories of how big news stories of recent years were handled. The Course is sold on reasonable terms. For catalog and special arrangements for members of the press, address,

Editorial Department
Newspaper Institute of America
25 West 45th Street New York

ADVERTISING AGENCY AFFAIRS

Staadeker, Former Editor, Opens Agency in Cincinnati—Arnold Resigns from Frank Seaman, Inc.—Klau-Van Pietersom-Dunlap-Younggreen Appoint Lemmon

M. L. STAADEKER, formerly managing editor of the *Frankfort (Ky.) State Journal,* has opened a new advertising agency under his own name Cincinnati. Mr. Staadeker recently handled the publicity and advertising campaign of "Take-A-Picture Week" in Cincinnati and surrounding territory. He has been in agency work for several years.

Before engaging in advertising he served in an editorial capacity on the *Indianapolis News,* the *Louisville Courier-Journal,* the *Cincinnati Times-Star* and the *Cincinnati Post.*

F. A. Arnold, who has completed nine years of continuous service as an officer and director of Frank Seaman, Inc., New York advertising agency, has resigned, effective June 1. After a short vacation, Mr. Arnold plans to reenter the advertising field and will announce his new connection at a later date.

John H. Lemmon has joined the staff of Klau-Van Pietersom-Dunlap-Youngreen, Inc., advertising agency of Milwaukee. Mr. Lemmon was formerly with Henri, Hurst & McDonald of Chicago and Power, Alexander & Jenkins of Detroit.

Roy R. Boomer, former Spokane theater man, has established a general advertising agency with offices in the Exchange National Bank, Spokane, Wash.

R. T. Kuhn, formerly of the Botsford-Constantine Company and the Honig-Cooper Company, has opened an advertising agency in Portland. He was formerly an instructor in the school of journalism at the University of Oregon.

Hereafter Gayner, Inc., advertising and marketing counsel of Los Angeles, will be known as Gayner-Harris, Inc., following the acquisition of a partnership in the organization by Milton F. Harris, formerly advertising manager for Armour & Co., Chicago. Walter Gayner, president and founder of Gayner, Inc., continues as president, while Mr. Harris becomes vice-president.

Frank Presbrey, president of the Frank Presbrey Company, has written an article called "The History of Advertising," which will appear in the July issue of *World's Work.* The article will state that the first thing approaching a newspaper advertisement was printed in a German newsbook in 1591, and announced a treatise upon a strange plant that had suddenly appeared in Germany. Mr. Presbrey calls Benjamin Franklin the first American advertiser.

John L. De Brueys, former advertising manager of the National Bond and Mortgage Corporation, Houston, Tex., has joined the staff of the Rein Company, Houston advertising agency.

C. E. Brinkerhoff, Chicago advertising agency, announced the opening of a Cleveland office June 1. It will be in charge of M. M. Wanderman. This agency has taken over the accounts of the Scher-Hirst Company, Continental Jewelry Company, John MacGregor, Alexander Hill, and the Meredith Corporation, all of Cleveland.

H. E. Lesan Advertising Agency, the J. Walter Thompson Company, Barrows & Richardson, Kelly-Smith Company, Conde Nast Publishing Company and the Lay Company have leased space in the new Eastern Offices Building, 43rd street and Lexington avenue, New York. The building will be ready for occupancy in the spring of 1927.

The Roche Advertising Company, 310 South Michigan avenue, Chicago, with a capital of $50,000, has been granted a charter by the Illinois secretary of state. The incorporators are John P. Roche, E. H. Roche, and Miner F. Williamson.

"The Land of the Golden Fleece" is the title of an attractive brochure descriptive of Australia, its resources, allurements, and products, just issued by the Catts-Patterson Company, Ltd., of Sydney and Melbourne. Statistics, text and pictures are combined attractively. The book is printed in sepia and gold on india tint plate paper and includes an announcement that George Patterson of the firm will shortly visit the United States.

AD TIPS

orrance, Sullivan & Co., Inc., 130 West l street, New York. Making contracts for ted States Shipping Board Fleet Corpora- advertising in magazines, newspapers and le papers for the U. S. Government budget starting July 1st, 1926.

vans, Kip & Hackett, Inc., 247 Park ave- New York. Placing account of B. Pres- Company, New York, drugs, and the mes Radio Engineering Company, Staten nd, N. Y.

harles W. Hoyt Company, Inc., 115 West street, New York. Now handling account Dentinol & Pyorrhocide Company, New c, manufacturers "Pyorrhocide" tooth pow-

zard Company, Times Building, Seattle, shington. Will handle account of the thwestern Fruit Exchange, Wenatchee, hington, to advertise "Skookum" brand pples.

rter, Eastman, Byrne Company, 22 West roe street, Chicago. Has secured account e Madison Basketcraft Company, Burling- Iowa, manufacturers "Fireside" baskets.

ed M. Randall Company, Book Building, oit, Michigan. Sending out orders and racts to newspapers for the Edgar A. ray Company, Detroit, Michigan. Also, rs and contracts to motor papers and week- for the Morse Chain Company, Ithaca, York.

L. Staadeker, 65 Pickering Building, Cin- ati. Placing account of the Robert Hagen ring Company, Cincinnati, and the Laxa- Laboratories, Cincinnati,

neral Electric Company. Planning a news- r campaign, all copy to be placed direct.

enther-Law, Inc., 131 Cedar street, New . Placing account of Goddard & Company,

nff-Metzger, Inc., 95 Madison avenue, York. Placing account of the Consoli- l Cigar Company.

Hotel Roosevelt, New York. Placing copy for a newspaper campaign direct.

H. K. McCann Company, 295 Madison avenue, New York. Placing account for the Berkshire Hills Conference.

McLain-Simpers Organization, 9 East 45th street, New York. Handling account of the Bedford Springs Hotel.

J. Walter Thompson Company, 244 Madison avenue, New York. Placing account of the United States Rubber Company.

Wood, Putnam & Wood Co., 105 West 40th street, New York. Planning a newspaper campaign for the Young & Griffin Coffee Company, advertising their Franco American coffee.

N. Y. Theta Sigma Phi Alumnae Meet

The New York alumnæ of Theta Sigma Phi, honorary journalistic sorority, held a meeting and program May 27 for the benefit of the Women's National Journalistic Register, an employment bureau sponsored by them. The meeting was addressed by Miss Ida A. R. Wylie, English author, and by Miss Dorothy Ducas, Pulitzer prize winner.

Four Win Medill Scholarships

Two women and two men have been awarded the scholarships given annually by the Joseph Medill School of Journalism of Northwestern University, Chicago. The winners are Miss Ruby Gerhardt, who will return to the university next fall for her master's degree; Philip Jordan, editor of the *Daily Northwestern,* next year; John D. Allen, a graduate of the University of Chicago, and Miss Louise Comstock.

The "SPEEDMAT" HAS GONE OVER BIG

First announced by circular letter April 21st already more than 200 newspapers have tried out "SPEEDMATS" and have unhesitatingly pronounced them to be the best dry mats ever used in their plants.

The newspaper plants of the smaller cities (those operating from one to four presses) may now secure at low cost a dry mat which, except for a large number of plates, is in every way equal to the now famous "METROPOLITAN" dry mat, which has never once failed in a metropolitan plant.

In that it requires little or no packing except on very open pages, does not have to be oiled or chalked, and has a beautiful printing surface, the Wood "SPEEDMAT" is the speediest and most reliable dry mat ever made.

Whether now using German, American, English, or transplanted German dry mats, a trial of the "SPEEDMAT" will convince you of its superiority.

Order a case or two and rid your plant of dry mat trouble.

Price 15 cents at Mill

WOOD FLONG CORPORATION

501 FIFTH AVENUE, NEW YORK CITY

AMERICAN COURTS INSISTING ON HIGH STANDARD OF ADVERTISING METHODS

Vogue Magazine Granted Injunction Against Vogue Hat Company—Judge Raps "International Trade-Mark Fraud" —Decision Being Cited by Other Courts

INSISTENCE by the courts on a high standard of advertising was demonstrated recently in a decision handed down by Chief Judge Denison of the Circuit Court of Appeals in Cincinnati, granting an injunction to *Vogue* magazine against the Vogue Hat Company of New York, and the Thompson-Hudson Company, Toledo department store, restraining them from selling millinery under the name "Vogue Hats," and from representing that the hats are made by the publisher of the magazine.

The defendant, Vogue Hat Company, was selling women's hats marked with a label infringing the V-Girl trade-mark of the Vogue Company, and was labeling its product "Vogue Hats." The Court of Appeals held that in thus labeling its hats the Vogue Hat Company was guilty of intentional fraud.

The court held further that this fraud permeated the whole plan under which the Vogue Hat Company built up its business and that because of its long continued attempt to mislead the public into the belief that these so-called Vogue Hats were made by or connected with the publisher of the magazine, Vogue, the court should grant the following relief:

That, if the Vogue Hat Company marks its hats as "Vogue Hats," it must in addition, mark them with the name of a manufacturer whose name does not contain the word "Vogue," and if it wishes to preserve its corporate name, "Vogue Hat Company," it must not, under any circumstances, mark its hats "Vogue Hats."

Similarly, the relief granted by the court forbids the sale of hats marked "Vogue Hats," by the retailer defendant, unless, in addition, they are marked with the name of a maker which does not contain the word "Vogue," and if the maker is given as "Vogue Hat Company," such hats may not be marked "Vogue Hats."

The Circuit Court of Appeals handed down two decisions in this case, the first one several months ago, the final decision having just been rendered.

Already the case has attracted considerable attention among lawyers, and the decisions have been repeatedly cited by other courts, because of the fact that it lays down the principle that unfair competition is not limited merely to imitation by one competitor of the trade-marks of another, but may be applied to any situation that brings about a confusion of the public as to the identity of the maker of goods. The court held that the hat manufacturer was deliberately capitalizing on the popularity and reputation of Vogue magazine, and by a confusing use of the word "Vogue" was using that reputation to sell his goods.

Attorneys for Vogue Magazine, Harry D. Nims and Macdonald DeWitt, of New York, point out that the case is of further interest because it is an illustration of the high standards of advertising upon which the courts are now insisting.

On the subject of unfair competition, Chief Judge Denison, writing the opinion of the court, said:

"We come, then, to what is called 'unfair competition'. This is nothing but a convenient name for the doctrine that no one should be allowed to sell his goods as those of another. This rule is usually invoked when there is an actual market competition, between the analagous products of the plaintiff and the defendants and so it has been natural enough to speak of it as the doctrine of unfair competition; but there is no fetish in the word 'competition'. The invocation of equity rests more vitally upon unfairness. If B. represents that his goods are made by A, and if the damage therefrom to A, is to be seen, we are aware of no consideration which makes it controlling whether this damage to A will come from market competition with some article which A is then manufacturing or will come in some other way. The injury to A is present, and the fraud upon the consumer is present; nothing else is needed."

A. P. LUNCH ON NOYES' YACHT

Executive Committee and Officials Entertained Aboard Asthore

Members of the Associated Press executive committee and officers were luncheon guests of Frank B. Noyes, A. P. president and publisher of the *Washington Star*, on board Mr. Noyes' yacht, the Asthore, in New York harbor this week. The executive committee met in New York May 25 and 26, and adjourned for the luncheon on Wednesday.

Those invited were E. Lansing Ray, *St. Louis Globe-Democrat;* Clark Howell, *Atlanta Constitution*; Benjamin H. Anthony, *New Bedford Standard;* Elbert H. Baker, *Cleveland Plain-Dealer;* Robert McLean, *Philadelphia Bulletin;* Kent Cooper, general manager; Jackson S. Elliott, assistant general manager, and Milton Garges, traffic superintendent.

Executive Changes in Olympia

Fred B. Judges, editor of the *Olympia* (Wash.) *Evening Recorder* and *Morning Olympian,* and F. E. Mayol, managing editor for both publications have been succeeded by Earl McCallum, as general manager, and J. L. Burton Lewis, as editor.

CLEVENGER NAMED PRESIDENT

Perth Amboy News Publisher Head New Jersey A. P. Members

J. Logan Clevenger, publisher of th *Perth Amboy News,* was this wee elected president of the New Jerse members of the Associated Press, whic held its annual meeting in Newark.

F. E. Croasdale, *Atlantic City Pres Union,* was named secretary and Willia B. Bryant, *Paterson Press-Guardian* w re-elected to represent the New Jerse members of the eastern division's advisor board.

The association adopted a resolutic congratulating the management of th A. P. on the recent broadening of th news report and commended the work Kent Cooper, general manager; Edwa S. McKernon, eastern division superi tendent, and David Fernsler, Newa correspondent.

Farewell Dinner for DeVries

Herman DeVries, music critic of t *Chicago Evening American,* and M DeVries, were honor guests at a dinn attended by music critics of all Chica daily newspapers, on the eve of th sailing for Europe May 30. Glenn D lard Gunn, critic of the *Chicago Her and Examiner,* acted as toastmast Other guests included Edward Moo *Chicago Tribune;* Maurice Rosenfe *Daily News;* Eugene Stinson, *Da Journal,* and Karlton Hackett, *Even Post.*

Ingersoll Approves Capper-Kelly Bi

Approval of the Capper-Kelly bill, n before Congress, which allows manuf turers a voice in fixing retail prices, w expressed by William H. Ingersoll of t Ingersoll Watch Company, addressing luncheon of the League of Advertisi Women in New York this week. Oppo ents of the bill, he said, claim they co-erced by the manufacturers' advert ing to handle goods against their w

"What has happened to THE FOURTH ESTATE?"

I am asked this question daily since the appearance on its editorial page of the following peculiarly worded notice:

"Midway in the preparation of this issue the publishing of THE FOURTH ESTATE passed into new hands.

"The severing of relations between Mr. Ernest F. Birmingham and this publication prompts a grateful acknowledgment of the many years during which his great ability served this field so well, and the wish that his future activities may be happily prosperous."

The notice is signed by H. M. Newman, who does not tell us who he is or by what authority he assumes to speak; and the names of the corporation, The Fourth Estate Publishing Company, with its president, secretary and treasurer, have been eliminated, contrary to the laws of the State of New York, which require a statement in each issue of the ownership of every newspaper.

The situation is a most complicated one and calls for a distinct warning to all who have continued to subscribe to THE FOURTH ESTATE and to use it as an advertising medium, under the belief that they were dealing with me or my representatives.

The fact is that the paper has been "running wild" since December, 1923. The full story of the scheme to wrest the control from me, of the methods employed thereunder, and of the changes in character and conduct of the paper itself is very interesting, and is being prepared for general dissemination.

As newspaper and advertising men generally know, I founded THE FOURTH ESTATE in 1894, and any announcement of a new control of it, insofar as it would indicate a sale by me, is inaccurate and misleading.

A so-called "operating committee," to the formation of which more than a year ago I consented through a misunderstanding, and the legality of which is in dispute, consummated a so-called sale of the newspaper, contrary to my wishes, but the necessary legal steps have been taken to have declared illegal the agreement under which the committee essayed to act, and to have it set aside.

Simultaneously, actions have been begun against the members of the committee for breach of contract and for heavy damages thereunder, and various legal actions are being instituted.

Meantime a group of my good friends are co-operating in the establishment of a new publication, THE NEWSPAPER NEWS, of which I am to be the publisher, and which will "carry on" under the same high policies which gave THE FOURTH ESTATE its reputation as "a newspaper for newspaper men" previous to the two-year period herein referred to.

Advertisements for the first issue of THE NEWSPAPER NEWS, which is scheduled for issue June 11 (my sixty-sixth birthday), will be much appreciated and given careful personal attention by me, and those who are kind enough to give this evidence of their belief in and support of the kind of newspaper I produced during those thirty years of hard work are assured of as complete a coverage of the newspaper and advertising fields as is humanly possible.

THE NEWSPAPER NEWS will be published exclusively in the interest of the members of the profession which Edmund Burke characterized as a "fourth estate" of the realm. It will not assume to represent the advertising interests, but the advertiser will naturally subscribe for and read intensively the publication which stands avowedly for newspaper advertising, to learn at first hand all he can about the newspapers that are seeking to persuade him that they are the leading advertising medium.

Phone: Columbus 5857
or Susquehanna 8440.

ERNEST F. BIRMINGHAM
1819 Broadway
(Manufacturers Trust Bldg.)
Columbus Circle NEW YORK CITY

TRADE COMMISSION HITS DECEITFUL COPY BY NEW STIPULATION RULES

If Respondents Execute Agreement to Refrain from Forbidden Advertising and Trade Practices, Prosecution Will Be Suspended

By BART CAMPBELL

WASHINGTON, May 26—A new move to prevent fake or deceptive advertising was made this week by a majority vote of the Federal Trade Commission in establishing fixed rules or stipulations involving the use of misleading brands or labels, corporate or trade names or advertising matter, all of which are condemned as unfair methods of competition.

The stipulations designated, where they involve such unfair methods, are to be accepted by the Commission and whatever proceeding may be pending against a respondent dismissed by the Commission after the respondent has executed an agreement to cease and desist from the alleged unfair methods with the further understanding should the unfair methods ever be resumed the stipulation may be used as evidence against such respondent in a further proceeding by the Commission.

Commissioners Nugent and Thompson dissented from the orders accepting the stipulations on the grounds that complaints should be issued against the respondents and the cases tried that the public might be informed of the unfair practices adopted by the respondents and their law-abiding competitors be benefited by increased trade."

These are the stipulations:

Stipulation No. 14.

"Respondent, a corporation engaged in the sale and distribution of hosiery, sweaters, knitted wear and knitted merchandise and in competition with other individuals, firms, partnerships and corporations also engaged in the sale of similar products, entered into the following stipulation of facts and agreement to cease and desist forever from the alleged unfair methods of competition used by it in the sale of its product.

"Respondent, engaged in the sale and distribution of knitted wear and other merchandise in commerce between and among various states of the United States, adopted the words 'Knitting' and 'Mills' as part of its corporate or trade name, which said corporate or trade name, containing the words 'Knitting' and 'Mills' it used on its letterheads, circulars and other *advertising matter* circulated in interstate commerce in soliciting the sale of the selling of its product, and has advertised and represented its said product as sold direct from mill to consumer; when in truth and in fact the said respondent has not owned, controlled or operated and does not own, control or operate a mill or factory manufacturing the knitted clothing sold by it.

"Respondent also *advertised* for sale, and sold, in commerce knitted garments called sweater shirts and described the same as "wool fleeced," when in truth and in fact the said garment contained no wool whatsoever; and the said respondent advertised for sale, and sold, in commerce certain knitted garments under the name of 'Kamel Koat'; when in truth and in fact the said garment contained no camel's hair whatsoever; respondent further represented and advertised similar sweaters under the trade name 'Fibre Silk'; when in truth and in fact said garments contained no silk whatsoever.

"Respondent agreed to cease and desist forever from the use of the words 'Knitting' and 'Mills' together or separately, as part of, or in connection with its corporate name in the sale of its product in interstate commerce, and also agreed to cease and desist from representing that its product was sold direct from mill to consumer. Said respondent further agreed to cease and desist from the use of the words 'wool fleeced' in advertising or describing garments not made of wool; and from the use of the words 'Kamel Koat' or other similar designations in the sale of garments not made from camel's hair; and from the use of the words 'Fibre Silk' or other designation containing the word 'Silk' upon any goods or garments not made of genuine silk, the product of the silk worm. Respondent further agreed that if it should ever resume or indulge in any of the practices named herein, or in any manner violate the terms of this stipulation, then in any proceeding before the Commission the facts herein stated shall be deemed to have been proved and their truth admitted by the introduction of this stipulation in evidence."

Stipulation No. 15.

"Respondent, an individual engaged in the sale and distribution of knitted clothing in interstate commerce and in competition with other individuals, firms, partnerships and corporations also engaged in the sale of similar products, entered into the following stipulation of facts and agreement to cease and desist forever from the alleged unfair methods of competition used in the sale of his product.

"Respondent engaged in the sale and distribution of clothing in interstate commerce adopted as part of his trade name the words 'Knitting' and 'Mills,' which said trade name containing the words 'Knitting' and 'Mills' he used on order blanks, price lists, letterheads and other *advertising matter* circulated in interstate commerce in soliciting the sale of and selling his product; when in truth and in fact the aforesaid respondent does not own, control or operate a mill or factory for the manufacture of the knitted products sold by him.

"Respondent agreed to cease and desist forever from the use of the words 'Knitting' or 'Mills' either independently or in conjunction each with the other as part of or in connection or conjunction with his trade name, and the use of the aforesaid words on his order blanks, price lists, letterheads and other advertising matter circulated in interstate commerce in soliciting the sale of and selling his product, or the use of the words 'Knitting' or 'Mills' in any other way that may have the capacity and tendency to mislead and deceive the purchasing public into the erroneous belief that the aforesaid respondent owned, operated or controlled a mill or factory manufacturing the knitted clothing sold by him. Respondent also agreed that if he should ever resume or indulge in any of the practices, as set forth above, the foregoing statement of facts may be used in evidence against him."

THE TELEGRAM

now has the largest paid circulation in

CLARKSBURG, W. VA.

13,000 daily
14,000 Sunday

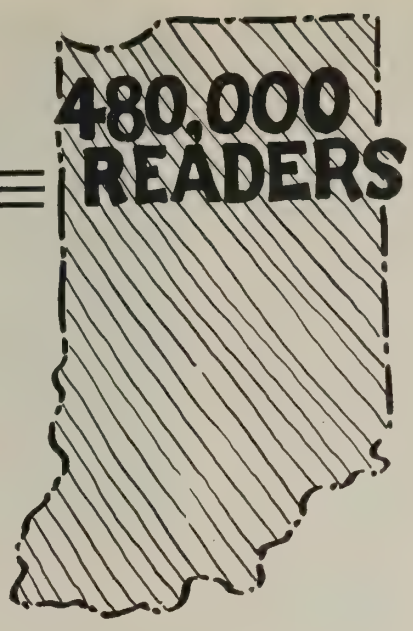
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The Devine-MacQuoid Co., Inc.

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The daily papers listed below puts you in touch with a half million prosperous homes in Indiana.

For the National Advertiser it offers an unusual opportunity. Here is a territory very easily reached, where good railroad facilities and good roads make distribution of products economically possible.

Good farms, prosperous industrials and mineral wealth add to the advantages of exploiting your product in a territory where business is good every month in the year.

Create a demand for your products in this area; the daily papers will help you in reaching the homes in the most direct method.

		Circulation	Rate for 5,000 lines
**Columbus Republican	(E)	4,912	.03
††Connersville News-Examiner	(E)	4,681	.025
††Decatur Democrat	(E)	3,215	.025
**Fort Wayne Journal-Gazette	(M)	35,247	.08
**Fort Wayne Journal-Gazette	(S)	28,468	.08
**Fort Wayne News-Sentinel	(E)	43,365	.10
**Gary Evening Post-Tribune	(E)	15,514	.06
**Huntington Press	(M&S)	4,079	.025
††Indianapolis News	(E)	128,341	.25
**Lafayette Journal & Courier	(M) 7,878 (E) 13,583	21,461	.06
††La Porte Herald-Argus	(E)	6,726	.04
**Marion Chronicle	(E)	9,364	.04
†Shelbyville Democrat	(E)	4,012	.025
**South Bend News-Times	(M) 9,751 (E) 16,603	26,354	.07
**South Bend News-Times	(S)	24,500	.07
**South Bend Tribune	(S) 21,431. (E)	22,254	.06
††Terre Haute Tribune	(E&S)	23,442	.06

**A. B. C. Publishers' Statement, March 31, 1926.
†Government Statement, October 1, 1925.
††Government Statement, March 31, 1926.

M. MURDOCK TO TOUR EUROPE BY AIR

Wichita Eagle Publisher, Flying Enthusiast, Reaches N. Y. by Plane —Will Cover Continental Countries in 3 Weeks

Marcellus M. Murdock, publisher of the *Wichita Eagle,* will tour Europe by air.

Mr. Murdock, left Wichita at 8 o'clock Tuesday morning for Chicago, the first lap in the trip to New York, where he was to sail at midnight, Friday, on the *Olympic* for Europe. He will be joined in New York by his son, Marsh Murdock, a student at Columbia University. The two will spend three weeks visiting and studying conditions in several of the more important European capitals.

On the first lap of the journey from Wichita to Chicago, Mr. Murdock, was piloted by E. T. Lott, operations manager for the National Air Transport. The trip to Chicago was made in one of the company's ships.

After arriving in Europe Mr. Murdock, plans to cover many points of interest in what will undoubtedly be record time, landing at Cherbourg, he will go to Paris by rail, where he will immediately take passage to London over the trans-channel airway.

From London he will fly to The Hague.

From The Hague he will have one of his longest rides to Berlin. From Berlin he expects to go to Vienna, and if plane service is available to Budapest. From Vienna he will fly to Switzerland. From Switzerland he will fly to Nice. The next point is on the northern Spanish border, it is probable that this stretch will be covered by train as air service is not thought to be available. From the border he will go to Madrid by air. This leg of the journey will offer the longest flight of the whole tour. There is no aviation service to the south or west coast of Spain from Madrid, and railway service will be used to connect with the ship for the trip home.



Victor Murdock gives brother Marcellus "the air"

The capitals and the countries named in the itinerary will be covered in less than three weeks with considerable rest and sight-seeing between flights.

Mr. Murdock, in making the European trip, at this time for the purpose of studying Europe from a newspaper standpoint. He is using the airplane route in order to save time. He is an enthusiastic flyer, and interested in air service in the Southwest. He has made a number of business trips by air and pronounces them profitable in the time saved.

He has been an enthusiastic supporter of the air programs both of Wichita and the nation at large. He was one of the first Wichita business men to use planes in the furtherance of his business. One of the first trips he made was from Wichita to Minneapolis, at that time recognized as an outstanding one for the distance covered. He has served on the Air Committee of the Wichita Chamber of Commerce and was one of 16 men who put up $1,000 each to buy the land to establish an airport in Wichita.

EASTON FREE PRESS CHANGES

Edgar H. Weller Succeeds W. T. Bassett as Managing Editor

The Easton (Pa.) *Free Press* announced a re-organization May 24, which put local men in charge of editing and publishing the newspaper.

Edgar H. Weller succeeded W. T. Bassett as managing editor; L. N. Wagner became director of the advertising department and John W. Mann, secretary-treasurer, became business manager.

FAST TIME BY GLOBE-TROTTE

Goldstrom, N. A. N. A. Reporter, Beat All Records on Round-World Race

John Goldstrom, former reporter the *New York Evening World,* is be ing all previous records so far on race-around-the-world, an enterprise f tered by the North American Newspa Alliance.

Goldstrom left New York May 19 a by May 26 had arrived in Berlin, a left there the next day for Moscow airplane. Fog delayed him at Koeni berg.

John Henry Mears, who holds t speed record as a globe-trotter, wh he was a reporter for the *New Yo Sun* 13 years ago, required seven da six hours, and 29 minutes to reach Ber from New York. Goldstrom's time w six days, five hours and 40 minutes.

Spanish Journalist Coming Here

Marquess de Valde Iglesias, director *Madrid Epoca,* is enroute to the Unit States from Spain. During a seven-d visit in this country, he expects to inte view President Coolidge, Senator Bora and J. P. Morgan.

James E. Hardenbergh Resigns

James E. Hardenbergh has resign as general manager of the New Yo City News Association, a position he h held since 1895. In accepting his resi nation, the association voted Mr. Ha denbergh a pension. W. G. Henderso succeeds him.

Pulitzer Prize to Aid Poets

The $1,000 Pulitzer prize awarded the estate of the late Amy Lowell for h book of verse "What's o'Clock" will turned over to a scholarship fund f poets who wish to travel, according an announcement made this week Columbia University.

Just the Facts

about the 1257 American cities and towns where daily newspapers are published upon which all effective sales and advertising operations must be based.

Facts which cover every essential element of every known trading condition, in every market reached by the daily newspaper.

From 150 to 500 facts and sets of figures for each of the 1257 cities—thoroughly authentic data, gathered by more than 5,000 trained experts, brought strictly up to date, and getting more detailed and more complete every year.

Nothing like it anywhere — nothing so accurate, nothing so comprehensive, nothing so unbiased.

Just a Foot and a Half High

Pressed down tight, is the pile of letters asking for the 1925

EDITOR & PUBLISHER'S

Space Buyers' Guide

received *after the last copy had been disposed of.* These requests came from firm members, space buyers, account executives and research directors in leading Advertising Agencies handling National Newspaper advertising, and from national advertising executives in charge of sales promotion and advertising, many of whom found that the copies received with their subscriptions did not suffice, or had become worn out.

THIS SHOWS THREE THINGS:

1. How solidly Editor & Publisher's Space Buyers' Guide has taken hold of advertisers as their one indispensable tool.
2. That more copies must be printed this year than last, assuring a wider distribution.
3. That if you want to be sure of *your* copy (or copies), the earlier you place the required subscription or renewal orders, the better.

EDITOR & PUBLISHER
Suite 1700, Times Building, New York, N. Y.

Just the Medium

for the daily newspaper publisher to use in reaching the men who will liberally use space in those papers which convince them that they can be used to best advantage in covering their share of this tremendously responsive, nation-wide, accurately charted market.

A book so crowded with data so essential will be so constantly thumbed by its owners as to become a permanent, all-year-through reference guide, of lasting value, no less to the seller than to the buyer of space.

Interested?

Let us tell you more about it

No obligations!

BRITISH GAZETTE IN "SWAN SONG" TELLS HOW IT MET STRIKE CRISIS

All Type Set By Daily Express Official After First Day—Other Papers' Foremen Directed Morning Post Editorial Men at Presses

DETAILS have just been received of the organization and conduct of the *British Gazette,* the daily instituted by the Government to take the place of the regular newspapers suspended by the recent general strike. The paper told its story as a feature of its last issue on May 13, describing the enterprise as "one of the most signal exploits and adventures in the annals of English journalism which defeated the attempt to keep the country in the dark during a formidable crisis in its affairs and vindicated the press against a new conspiracy to muzzle its freedom." The story goes on:

It was impossible to acquiesce in the prospect of a nation, exposed to the interruption of the whole of its social and industrial economy, and at the same time deprived of its news, and of the one medium through which public opinion might find and express itself.

But what was to be done?

The Government were alert to the emergency, and the Chancellor of the Exchequer called to the Treasury on Monday the representatives of the Newspaper Proprietors' Association (representing the London Press) and of the Newspaper Society (representing the Provincial Press). But he obtained from the conference little comfort or encouragement. Its members were unable to agree to the suggestion that they should co-operate in the production of a common emergency news-sheet, and the conference broke up indecisively.

At this juncture, the editor of the *Morning Post* wrote to J. C. C. Davidson, M. P., the Deputy Civil Commissioner for London, saying that, with the co-operation of the Government, he would undertake to produce a four-page bulletin paper, to the number of 100,000 daily, and suggesting that if there were any difficulty, the Government should commandeer some big newspaper office (that of the Morning Post or another) and order so many papers to be produced.

Meanwhile, the work of producing what promised to be the last issue of the Morning Post for an indefinite time proceeded. An emergency edition was sent out at 9 o'clock, and, as the mechanical staff did not strike until they had completed the regular shift, it was possible to produce at midnight a 20-page edition of the Morning Post, though its distribution was limited by the cessation of the train services.

At a hastily-snatched dinner on the Monday evening, the editor, the general manager and the managing editor agreed that the Morning Post must somehow play its part in the crisis that was approaching, and they drafted a formal memorandum for presentation to the Government, outlining a definite scheme of co-operation with the Government. It offered, if adequate protection were given, to print at first 100,000 copies of a newssheet a night, and to raise the output to 400,000 copies by the end of the week. It placed the staff of the Morning Post at the service of the Government, to work under its direction and authority.

Late that night important visitors to the editor were announced; and into the editorial room marched the Chancellor of the Exchequer, Sir Samuel Hoare, J. C. C. Davidson, and a train of departmental officials. They had come to act on the suggestion of the editor's letter; to commandeer on behalf of His Majesty's Government the Morning Post; and to convert it off hand into a Government news sheet—the British Gazette. Sir Malcolm Fraser was put in charge as the direct representative of the Government.

The step about to be taken was a momentous one for the Morning Post and hardly less so for the Government who never before had taken responsibility for the production of a daily newspaper. In more than 150 years the Morning Post had but once intermitted its daily issue, and now not only were all its resources to be handed over to others, but its very name was to disappear.

Only the extreme gravity of the occasion could have justified the innovation on the one side, and the self-effacement on the other.

The act of taking over having been confirmed by a Cabinet Minute, signed by Winston Churchill, the conference in the editor's room, with the technical hands of the paper present to advise, was continued until three o'clock in the morning.

What was the utmost that could be done with the plant and resources available? For the answer to that question everything depended on the attitude of the men employed on the mechanical side, especially the compositors.

At four o'clock in the morning on the fateful Tuesday, the general manager called a meeting of the machine-room overseers, and put the case to them. All but the foundry overseer agreed to carry on.

Now came the crucial test—what would the staff of the composing room do? The Printer—A. Turner, who was a tower of strength, a man of infinite resource and untiring energy all through the unexampled ordeal—was confident they would stand by the paper. Summoned by telegram and brought in by motor-car at an hour earlier than usual, they were assembled in the composing room and addressed by the editor and the general manager. They responded heartily to the appeal to stand by the paper which many of them had served so long; but they felt it to be their duty to report to their union, the London Society of Compositors.

Pending instructions, they started the setting of the first number of the British Gazette, and had got up five columns of matter when, at five o'clock, their representative came back to say that they were forbidden to touch the work.

There was nothing more to be said, and it seemed doubtful whether there was anything more to be done; for the production of a newspaper without anyone to set the type is impossible.

When the last men had gone, the iron doors of the composing room were shut with a clang, and—the work went on.

For measures had already been taken to meet the emergency which had arisen.

The Chancellor of the Exchequer had rung up Lord Beaverbrook to ask what help he could give; and Lord Beaverbrook responded by lending for the service of the British Gazette the one man without whom it is not too much to say the situation could not have been saved. This was Sydney W. H. Long, the night superintendent of the *Daily Express*—a man of great experience and rare skill on the technical side of the printing. After working for years as a linotype operator, he had become master-printer and then night superintendent of Lord Beaverbrook's paper. He was also a stout trade unionist and had played a leading part in getting for the Compositors' Union their present charter. It was in his hands alone that the setting of the British Gazette depended. But five columns of the 14 in the first number were set. The rest Mr. Long did with his own hands, except for the little brought in from the outside by the Stationery Office.

Of the readers, three remained staunch—R. Harris, the head-reader, P. J. Greene and F. Moody.

With Mr. Long, came Mr. Evans, head machine-room overseer, and Mr. Trotter, chief mechanical engineer of the Daily Express. By the courtesy of the directors, Alfred Hawkins, chief stereotyper of the *Daily Mail,* was provided for the foundry a little later.

In the machine room, where the great presses operate, there was left of the Morning Post staff only Mr. Holmes, works manager, and Mr. Boyd, machine-room overseer of the Morning Post, but they were reinforced by Mr. Thompson, chief engineer of the Morning Post, Mr. Norris, chief electrician, and Mr. Palmer, linotype mechanic.

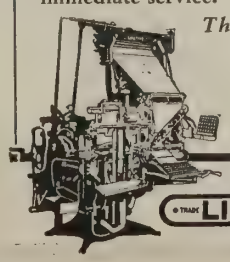
But three or four men, however expert, cannot run two rotary presses. Crews for each machine are required, to handle the paper reels, to oil and tend the machinery, to clothe the cylinders with the stereo-plates, and to take away

MERCHANT & EVANS CO.
PHILADELPHIA
Producers of
SPARTAN TYPE METAL
Since 1866
LINO • MONO • STERO
INTERTYPE COMBINATION
Stocks in Principal Cities

DO YOU NEED A TRAINED MAN?
The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.
If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.
NO CHARGE TO EMPLOYERS

There's no trick to classified success—but there is a science!
THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
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"Second Love"
by MALCOLM DUART
The year's serial sensation—a story of married life and the modern free-thinking girl—written and edited for newspaper use, with superb photographic illustrations.
Write or telegraph to
EUGENE MacLEAN
Office and Production Plant
827 Folsom Street
San Francisco, California

From the Linotype Mailbag
Small ones as well as big ones
"Surely thank you for taking care of my very small orders of late, particularly the liner ordered by telegram. Telegram was issued from this office at 1:30 P.M. and we received the liner the following morning at eight bells, saving the trimming of slugs for three lengthy reports.
"Realize these minor orders are more of a detriment to you than benefit, and surely appreciated the immediate service."
The Colon Express
Colon, Mich.


have you been following the remarkable growth of the Detroit Times

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.
Member A. B. C.
URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
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Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

printed papers as they pour from the flies.

There was some volunteer labor available, all of it inexpert, but it was thought better on this critical occasion to depend on members of the Morning Post household; and so the editorial staff, most of which was out of commission in dealing with so small a paper, clothed itself in dungarees, and marched down to the machine-room, to be initiated into its job.

Such a sight was never seen before. Leader-writers, art and music critics, reporters, sub-editors, financial experts —every able-bodied man, of whatever rank or station, was recruited for the occasion, and all responded to the call with "a frolic welcome."

The machines were late in starting. There was an accident in the foundry. A mold was broken; it took nearly two hours to clear away the splashed metal so that the autoplate would work again.

It was nearly midnight when the last plate had been locked on the cylinder, and the signal to start was given. It was a night of "toil and ineffable weariness" for all engaged—a night full of anxieties and some disappointments, as might be expected with what was after all but a brilliant improvisation.

But the end was achieved. By six o'clock in the morning 230,000 copies of the first number of the British Gazette had been produced, and largely distributed.

The first supplies were sent to the aeroplane stations to be conveyed to the provinces, and the remainder of the edition was despatched by motor-van or car.

On Wednesday morning the British Gazette was a newspaper in being.

On the first night it had been necessary to leave the two inside pages of the four-page sheet a blank. On the next night, Wednesday, all four were filled with news, and the amount of the issue was more than doubled. Indeed the total print increased rapidly in geometrical progression, until, at the end of a week, no fewer than two million copies of the British Gazette were being printed and distributed all over the country.

To produce this result a complete reorganization of the office had to be undertaken.

The Government had placed editorial direction in the hands of Sir Malcolm Fraser; the control, on behalf of H. M. Stationery Office, in those of W. R. Codling; and the work of distribution was undertaken by Mr. Kimpton, of Messrs. W. H. Smith & Son. Admiral Sir Reginald Hall was called in to take charge of personnel. Paper supplies were committed to E. Bowater, and ink supplies to G. W. Dane.

A new telephone system was installed as in the twinkling of an eye, and arrangements were made for feeding the multitudinous staff which rapidly grew up for transporting many workers to and from their homes, and for sleeping others on the premises.

The protection of the building also became a primary necessity. Its approaches were guarded by Metropolitan police and special constables, and admission to the building could only be obtained on official pass. The building was like a beleaguered fortress.

The work on the production of the paper began at 10 o'clock in the morning —only an hour or two after the printing of it had been suspended.

Owing to the fact that there was only one man operating the linotype, a very early start was essential. Those of the editorial staff who were not employed on editing or sub-editing took turns as copy-holders in the reading-room, where the chief reader and two of his colleagues had stood by, or in the composing room, pulling proofs, or driving cars, or even acting as messengers.

To understand the strain under which the British Gazette was produced in its early days, it is only necessary to realize that many of the key-men worked, sleeping in snatches, for 72 hours on end; and that a number of these never left the building at all. Without such devotion to their task the British Gazette would never have been possible.

Now that the end of the strike has come, and the need for a Government news-sheet is over—now that the organization so hurriedly improvised, is working at its highest efficiency—the elaborate machine, so painfully and laboriously constructed and adjusted, has to be scrapped.

That is the irony of the situation.

But the heroic task attempted has been achieved. The situation, desperate though it seemed, has been saved. The most formidable and insidious attempt that has yet been made to cripple the freedom of the press and to withhold essential news from the public has been frustrated.

The British Gazette may have had a short life; but it has fulfilled the purpose of living.

It becomes a memory; but it remains a monument.

The circulation of the British Gazette by days follows:

May 5	232,000
May 6	507,000
May 7	655,000
May 8	836,000
May 10	1,127,600
May 11	1,801,400
May 12	2,209,000

A. P. CORRESPONDENTS MAY GET BY-LINES

Co-operative News Gathering Body Changing Policy of Anonymity to Meet Demand of Newspaper Publishers

Associated Press correspondents may soon be allowed to attach their by-lines to important dispatches.

The trend in this direction was evidenced this week, when many A. P. member newspapers published an introductory note over a story on the Ex-Kaiser dated from Doorn, Holland, stating it was written by Elmer Roberts. Roberts, now chief of the Paris A. P. bureau, was head of the Berlin bureau from 1902 to 1911 and came into intimate contact with the Kaiser during that period.

Jackson S. Elliott, assistant general manager of the Associated Press, explained the new policy to EDITOR & PUBLISHER as a waiving of anonymity on special occasions. He said the innovation, which would eventually result in use of by-lines over important dispatches, had been brought about because of a real demand on the part of newspaper publishers. The publishers, he pointed out, always welcomed opportunities for telling in their newspapers about the personal exploits of newsgatherers.

At present notes to editors are frequently sent out with important dispatches, telling who wrote them. Editors are permitted to publish these notes if they please.

GIFT TO HARDING MEMORIAL

Associated Press Presents Last Stickful of Type to Marion, O.

The last stickful of type set by President Harding in the office of the *Fairbanks* (Alaska) *News Miner* has been presented by the Associated Press to the Harding Memorial Association, Marion, O.

The type was given to the Associated Press by the late W. F. Thompson, publisher of the News-Miner. Mr. Thompson died Jan. 4, this year. Major O. M. Baldinger accepted the A. P.'s gift, and notified the association it had been placed in the Harding museum in Marion.

Iola Register in New Home

The *Iola* (Kans.) *Register* has just moved into a new newspaper home, fireproof building, 50 by 100 feet, of brick and stone finish. Charles F. Scott bought the paper in 1882 when Iola was a village and so has published the paper for 44 years.

The FALL RIVER (MASS.) HERALD

ANNOUNCES
the appointment as national advertising representatives in Chicago—New York Boston—Effective May 1st, 1926
of the

CHAS. H. EDDY COMPANY

Park Lexington Bldg. New York — Wrigley Bldg. Chicago — Old South Bldg. Boston

Fall River has an industrial pay-roll of over $30,000,000 per year. It is the greatest textile center in the world. It is a city of home owners and home lovers. You can thoroughly cover this great market at one cost by using the dominant evening paper—

The FALL RIVER HERALD

17,500 Daily Average

ROSS F. WALKER, *Publisher*

A SINGLE ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their respective fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page	$280.00 per insertion
Half Page	145.00 per insertion
Quarter Page	82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

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Cable Address: EDPUB, NEW YORK

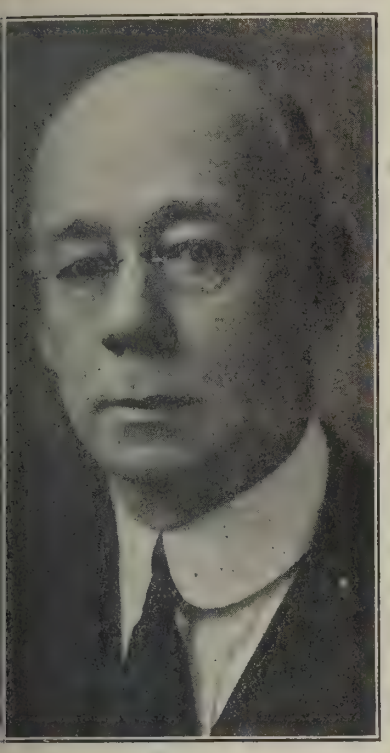
Advertising World
14 King Street
Covent Garden, W. C. 2
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ECOPUBLISH, RAND, LONDON

OME G. BROWN DIES IN MINNEAPOLIS

ed Attorney Was Publisher of Minneapolis Tribune from 1919 to 1921—Won Praise of Taft For Work Against Judicial Recall

ome G. Brown, 63, publisher of the *neapolis Tribune* from 1919 to 1921 prominent attorney, died in Minnelis, May 22.

Ir. Brown became head of the Tribune December, 1919, succeeding C. George



Rome G. Brown

ogness, who had directed the paper general manager for a year following the death of W. J. Murphy, for a arter-century owner of the paper. Mr. own had been Mr. Murphy's attorney ring all that period.

Mr. Brown was author of a series articles "Some Points on the Law of Press," printed in EDITOR & PUBLISHER in 1922.

He was born in Montpelier, Vt., June 1862. He was graduated from Harrd in 1884, magna cum laude, and three rs later was admitted to the Vermont r. He immediately went to Minneolis, and later became counsel for rious industrial corporations of Minnota. In 1911 he was chairman of the nnesota State Board of Commissioners Uniform State Laws and in 1913-14 s vice-president of the National Conence of Commissioners on Uniform ate Laws.

From 1906 to 1909, Mr. Brown was member of the executive committee the American Bar Association, and m 1912 to 1919 chairman of the asiation's committee opposed to judicial all. For his work against judicial all he was praised by Chief Justice ft.

Mr. Brown was president of the Minnesota State Bar Association in 1906 and 1907, and president of the Associated Harvard Clubs of the United States in the same years. He was a member of Phi Beta Kappa and of several clubs, including the Harvard Clubs of New York and Boston.

Charles Nichols Webb Dies

Charles Nichols Webb, 37, for two years market editor of the *Duluth* (Minn.) *News Tribune* died at a Duluth hospital May 23, following an operation. He was the author of several books of poetry, and at the time of his death was working on a novel. His poetry and articles were published in various nationally known magazines. He was a veteran of the World War and unmarried. He began his newspaper career on the *Lancaster* (Wis.) *Grant County Herald,* following graduation from the University of Wisconsin in 1912, and worked on many Wisconsin and Minnesota papers.

St. Louis Writer Dies

Antoine R. Rivet, 74, a newspaper man for 52 years, died in St. Louis, on May 23, and was buried there May 26. A native of St. Louis, Mr. Rivet began on the old *St. Louis Times* in 1874, then went to the *Missouri Republican,* later the *St. Louis Republic.* For the last 34 years he had been with the *Globe-Democrat,* part of the time as financial and commercial editor.

Girl Reporter Killed

Miss Kathleen Fairbank, 22, city court reporter and feature writer for the *Buffalo Times,* was killed in an automobile accident near Lockport, N. Y., May 21. With two other persons Miss Fairbank was pinned beneath the wreckage when the car left the road and was burned to death before her release could be effected. Miss Fairbank had been in newspaper work five years.

Obituary

HENRY WILLIAM STOY, 73, editor of the *Guthrie Center* (Ia.) *Times* for 40 years died May 17 at his home. He was a native of Washington county, Pennsylvania and had been in the newspaper business 60 years.

ERNEST WHITWORTH, 50, a printer for the *Seattle Times* for 27 years, died May 4, at his home.

JOHN L. MORRISON, 64, publisher of the *Duluth Rip-Saw,* died in Superior, Wis., May 18.

MRS. W. L. ROBERTSON, wife of the editor of the *Fergus Falls* (Minn.) *Daily Journal,* died May 20.

DR. FRANK EUGENE BALDWIN, 50, son of the late Eugene F. Baldwin, founder of the *Peoria* (Ill.) *Star* died May 16 in his home in Peoria. His mother Mrs. Fannie G. Baldwin is now president of the Star Company.

JACOB A. BLUMER, 85, died at his home in Allentown, Pa., May 19. Mr. Blumer for 27 years was connected with the Allentown *Chronicle News.* He was a veteran of the Civil War.

ROBERT BECKER, 43, superintendent of the *Worcester* (Mass.) *Evening Post* press room, died suddenly last week at the Post Graduate Hospital in New York where he had been undergoing treatment for heart disease. He had been with the Evening Post for 25 years.

JAMES L. MOXLEY, 45, proprietor of the Franklin Printing Company, San Antonio, and member of the Typographical Union, died in a San Antonio hospital recently. He was a native of Nashville, Tenn.

PARKER SHERWIN, 43, died May 19, at Edgecliff sanatarium near Spokane, Wash. He had been a member of the staffs of the *Spokane Chronicle* and the *Spokesman-Review.* He was also at varions times connected with the Associated Press and the *Denver Post.*

New England Agency Men Meet

New England council of the American Association of Advertising Agencies met in Boston, May 25. Roys S. Durstine, of Barton, Durstine and Osborne, association president, and James O'Shaughnessy, secretary, attended. John F. O'Connell, of O'Connell-Ingalls Advertising Agency, Boston, is council chairman.

N. Y. Weekly Adopts Tabloid Form

United America, a weekly paper for the Italian-Americans of New York City was changed to newspaper tabloid form last Saturday. It is printed in English. H. Stuart Morrison, formerly with the Hearst organization is managing editor.

Nebraskans' Outing July 29-31

Ole Buck, field manager for the Nebraska Press Association, has announced July 29-31 as dates for the annual outing of the association at Omaha. Four hundred members are expected to attend.

Facts editors have to know . . .

EUROPA

An Illustrated Year Book of Europe for 1926

The aim of this uniquely valuable Year Book is to provide an accurate barometer of the European situation from year to year and to serve as a convenient book of reference on all phases of European politics, life and art.

CONTRIBUTORS

Among the contributors are such internationally famous names as H. G. Wells, Edouard Herriot, Ramsay Muir, J. St. Loe Strachey, J. B. S. Haldane, Hugh Spender, Fridtjof Nansen and a hundred other distinguished writers, politicians, sociologists and economists.

CONTENTS

EUROPEAN SURVEY:
A complete review of the main activities and problems of Europe during the past year.

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The first complete directory of the main personalities in the Europe of today. With over 10,000 names.

EUROPEAN HISTORY IN THE MAKING:
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STATISTICAL ABSTRACT:
A review of economic and social conditions, and a survey of the national defence, trade, public finance, labor conditions and education of the various European states.

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A list of the principal books of the year concerned with the more important European problems.

Over 700 pages

Numerous Maps, Illustrations and Portraits

Index. Price $5.00

Harper & Brothers
49 East 33rd Street
New York City

Still Gaining!

The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.

The net paid average for the American was 57,503.

You need these papers to cover Baltimore, they reach more than half the City.

Sold separately or in combination.

THE BALTIMORE NEWS
and
Baltimore American

ANNOUNCEMENT
To National Advertisers and Advertising Agencies

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Baltimore Evening News
Baltimore American
Washington Evening Times
Washington Herald
Atlanta Evening Georgian
Atlanta Sunday American
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New York Office:
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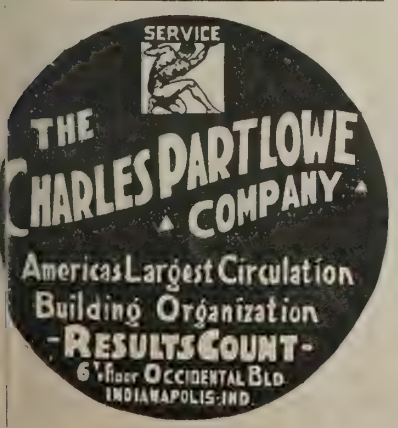
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NEW YORK EVENING JOURNAL



Represented Nationally by
The S. C. BECKWITH Special Agency



FUTURE PULPWOOD MAY COME FROM ASIA

Asiatic Poplar Fully Equal to Spruce for Newsprint Purposes Says Boston Expert—Has Faster Growth

By Norman J. Radder

"Don't try to solve the paper problem by planting spruce trees. There is a tree that is equal to the spruce in the quality of pulp and far superior to it in rapidity of growth. This is a poplar tree from Northeastern Asia."

This is the advice offered by Ernest H. Wilson, assistant director of the Arnold Arboretum, Jamaica Plain, Boston, Mass. The Arboretum, with 6,000 growing trees



The Asiatic poplar—a suggested pulpwood source

and shrubs which have been collected from all over the world, is a great museum of living trees. It was founded in 1868 through the generosity of James Arnold, a merchant of New Bedford, Mass. Mr. Arnold thought it would be a good thing to send plant explorers to all parts of the world to get trees and shrubs and then to plant them to see which would survive in New England and be artistically and commercially valuable.

Mr. Wilson is known by his associates as "Chinese Wilson" because of his many expeditions into the interior of China. Other explorers for the Arboretum have sought rare and beautiful trees and shrubs in Japan, Korea, Australia, New Zealand, Chile, Argentina, and many other countries. Such shrubs as the Japanese barberry, the tree lilac, the climbing hydrangea, the evergreen bittersweet, are among the "plant immigrants" introduced to this country by the Arnold Arboretum.

Just as the chemist has improved on nature by making synthetic products far superior in intensity of coloring and economy of production to those of nature, so the Arboretum is prepared to advise New England farmers and commercial foresters how the selection of nature can be improved upon. In other words, the trees now growing in New England are not necessarily those that are best suited for the commercial needs of industry, Mr. Wilson believes.

"When the time comes that America must plant trees to take care of its wood pulp needs, the Asiatic poplar would be a better tree than the spruce because it grows faster," Mr. Wilson points out. "Not only will it grow faster, but it is remarkably free from disease and it attains great height. Specimens of this tree have been growing in the Arboretum for years. The Asiatic poplar is fully equal to the spruce in the quality of its pulp."

This is Mr. Wilson's advice if America wishes to grow her pulp supply on this continent. He has, however, an alternative suggestion, namely that the pulp supply of the world can be grown more cheaply in the tropics than in temperate latitudes.

"Every day is a growing day in the tropics," Mr. Wilson explains. "The world will undoubtedly come to rely more and more on the tropics for wood. There are shrubs in the tropics that are so quick-growing that they might best solve the pulp problem."

NEW HIGH NEWSPRINT RECORD SET THIS YEAR

1,142,068 Tons Produced by U. S. and Canadian Mills in First Four Months of 1926—Canada Ahead of U. S.

Newsprint production in the United States during April, 1926, amounted to 145,327 tons and shipments to 144,600 tons, the News Print Service Bureau, New York, has announced. Production in Canada amounted to 151,739 tons and shipments to 154,015 tons, making a total United States and Canadian production of 297,066 tons and shipments of 298,615 tons. There were also 14,347 tons of newsprint made in Newfoundland with 1,005 tons made in Mexico, so that the total North American production in April, 1926, was 312,418 tons.

The United States mills made 11 per cent more in the first four months of 1926 than in the same period of 1925 and the Canadian mills made 18 per cent more than in the first four months of 1925.

The combined production of the United States and Canadian mills in the first four months of 1926 was 14 per cent more than in the same period of 1925.

Stocks of newsprint paper at United States mills totaled 19,478 tons at the end of April and at Canadian mills 12,415 tons, making a combined total of 31,893 tons, which was equivalent to 2.7 days' average production.

United States Mills

	Production, Actual Tons Per Month	Shipments, Tons Per Month	Mill Stocks
1926—January	140,026	139,012	16,338
February	129,622	128,635	14,791
March	145,910	142,666	18,352
April	145,327	144,600	19,478
Four months.	560,885	554,913	19,478
1925—Four months.	504,643	498,693	29,446
1924—Four months.	500,464	491,708	31,868
1923—Four months.	488,076	488,386	18,876
1922—Four months.	432,962	432,022	24,874
1921—Four months.	449,810	439,467	35,106
1920—Four months.	500,014	493,710	21,673
Canadian Mills			
1926—January	139,688	136,498	14,602
February	135,663	135,505	13,500
March	154,093	153,157	14,800
April	151,739	154,015	12,415
Four months.	581,183	579,175	12,415
1925—Four months.	492,945	489,365	25,163
1924—Four months.	452,322	445,738	20,978
1923—Four months.	400,993	395,632	12,357
1922—Four months.	328,434	333,545	8,726
1921—Four months.	268,212	257,627	21,632
1920—Four months.	289,439	285,563	11,484
United States and Canadian Mills			
1926—January	279,714	275,510	30,940
February	265,285	264,140	28,291
March	300,003	295,823	33,152
April	297,066	298,615	31,893
Four months.	1,142,068	1,134,088	31,893
1925—Four months.	997,588	988,058	54,609
1924—Four months.	952,786	937,446	52,846
1923—Four months.	889,069	884,018	31,233
1922—Four months.	761,396	765,567	33,600
1921—Four months.	718,022	697,094	56,738
1920—Four months.	789,453	779,273	33,157

NEWSPRINT SALESMEN INSPECT MILLS

Sales Staff of International Paper Company Makes Tour of Firm's Plants—Eighth Machine at Three Rivers to Start Soon

Headed by Joseph L. Fearing, vice-president and sales manager, 11 members of the International Paper Company's sales organization spent last week inspecting the company's plants at Glens Falls, Hudson River, Fort Edward, Ticonderoga, and Three Rivers, Que. Leaving New York headquarters May 17, they returned May 23.



Joseph L. Fearing

When the party was at Three Rivers, seven of the eight newsprint machines were in operation. This mill has doubled its capacity during the last year, according to Mr. Fearing. The eighth machine will be ready for operation May 31, and then, Mr. Fearing said, the plant will represent the biggest newsprint unit in the world, having a capacity of 750 tons a day under one roof.

The sales executives were particularly interested in the bureau of tests installed at the Glens Falls plant. Into this laboratory come each day samples of the paper and pulp produced at every International mill to be tested for cleanness and proper grinding, cooking of the sulphite, and the texture and general appearance of the paper.

Mr. Fearing said that International was building a new mill on the Gatineau river near Ottawa, which would be a 500-ton unit at first, but which could easily support a considerably larger capacity. Work is being rushed and the first machine is expected to start early in January.

In addition to Mr. Fearing, those who made the trip were: R. C. Tilden, assistant sales manager; R. B. Harbison, western sales agent; R. W. Remont, Pittsburgh sales agent; J. E. A. Hussey, Boston sales agent; W. E. Mansfield, Atlanta sales agent; L. M. Davis, manager of the news division; J. Earll, New York office manager; D. H. Newell, New York; C. E. Rice, Boston; J. Allen, Pittsburgh; and F. C. Rowell, Philadelphia.

Talbott Joins Fourth Estate

Greenville Talbott, of the promotion department, *New York Sun*, has resigned to become associate editor of the *Fourth Estate*.

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined*.

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

Regional Advertising
at
Regional Rates
in
The Christian Science Monitor

An International Daily Newspaper
Publishing SELECTED ADVERTISING
ATLANTIC, CENTRAL and PACIFIC Editions
Rates and Circulation Data Supplied on Request

ADVERTISING OFFICES
Boston, Philadelphia, Chicago, Cleveland, Detroit, New York, London, Paris, Florence, Kansas City, San Francisco, Los Angeles, Seattle, Portland

"Buy What You Can Use"

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

DOMINANT!
in
Pinellas County, Florida
Daily News
ST. PETERSBURG'S PICTURE PAPER
Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall
America's Biggest Tabloid
Florida's Fastest Growing Newspaper
To be assured of Complete Coverage—
USE THE NEWS
The only paper in St. Petersburg, Florida, whose application has been accepted by Audit Bureau of Circulations.
Represented by
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

creating Impression!

nearly half the 2013 national advertisers using the Cleveland Plain Dealer in 1925 used it *exclusively*.

The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it

J. B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 360 N. Mich. Ave., Chicago

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
CLINE WESTINGHOUSE

Cline-Westinghouse Double Motor-Drive with full automatic push button control
is used by
FRESNO REPUBLICAN
Fresno, Calif.

Ask them about it.
CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

WHAT THEY ARE SAYING

"ADVERTISING DOESN'T SELL PAPERS"

"LET'S get one thing straight, first. Advertising sells very few papers. I have seen lines of persons standing in front of newspaper offices, eagerly waiting for the want ads. I know women who read the ads first, but the greater majority of the readers buy papers for anything but advertising. It's an intrusion on the reader and nothing else. Don't believe the bunk advertising men hand you about advertising being news—it isn't, and never will be. We are not selling advertising papers, we are selling newspapers and when advertising is permitted to crowd out news, whenever publicity gets in disguised as news, whenever news stories are suppressed to please advertisers, whenever advertising dominates a paper, raise hell about it. Let us always bear in mind that we are selling reading matter—news and features—and let us insist that the contracts we make with readers take precedence over the contracts the advertising managers make with advertisers."—J. Omansky, circulation manager, *Cleveland Times*, before Ohio Circulation Managers Assn.

* * *

SELLING POWER OF ADVERTISING

"ONE has but to glance over the newspapers of today to be convinced by the quantity and quality of advertising matter of its vital influence in salesmanship. Advertising is both a science and an art, and, I might say, aesthetic withal. Those qualities are the outgrowth of a demand, particularly on the part of womenkind—just as she has demanded the beautiful and colorful in dress, automobiles and furniture. The development of the color idea, or complex' as our highbrow friends are wont to call it, has been one of the most marked mental metamorphoses of recent years."—S. E. Boney, Raleigh, N. C., before North Carolina merchants convention.

* * *

NEWSPAPERS AS "UPLIFTERS"

"WHEN your car gets stuck in the mud the rear wheels spin around and your friends advise you to call for help, get a bunch of newspapers, slip them under the rear wheels, turn on the juice and see the wheels come out of the mire. Newspapers are great uplifters. When your business gets into a rut, the newspaper will help you out if you use the advertising columns."—College Corner News.

* * *

FREE PUBLICITY HURTS ADVERTISERS

"MANY crimes have been committed in the name of merchandising service cooperation but underlying all of this work is, I believe, a serious attempt to arrive at more definite conclusions. I do not mean by this that we should tolerate for a moment any exploitation of our news columns which are, and should be, an entirely separate entity. On the contrary, I should be quite as rigorous in demanding that the advertisers recognize, quite apart from any moral obligations we have toward the public on this score, that it is not good business for them."—Walter A. Strong, publisher, *Chicago Daily News*.

8 FURNITURE STORES POOL ADVERTISING

Chicago Groups Co-operate to Take Full-Page Newspaper Space Weekly —Buying Activities Also Merged

An interesting experiment in newspaper advertising and one that is proving successful is being carried on by eight Chicago furniture stores. Through the persistent effort of Edward Greenstone of Greenstone Furniture Company a group of eight local dealers met in March and a non-profit corporation was organized under the name of "Associated Furniture Inc." The chief purpose was to pool their advertising allowances, which would be spent in local papers, and also to band together to purchase furniture at lower prices.

The stores are widely separated and there is practically no overlapping in territory. Officers were elected, and then advertising counsel through Woolf and Gurvit Advertising Agency was sought. Later Thomas Henderson of the *Chicago Evening American*, was invited to attend the conferences. An advertising plan whereby they would use a page a week in the American was developed. This space has been used once each week since the first of April. Lately this space has been broadened, and this advertising proved so satisfactory that an enlarged appropriation has been made, and space is being used in the *Chicago Daily News*.

Two-men committees were appointed to handle the buying of each type of furniture. One committee, for instance, is in charge of buying the living room furniture, another the kitchen furniture, etc. The committees meet weekly and discuss the sales of various kinds of furniture at each store, and determine the amount of each class of furniture needed to be purchased for the different stores.

The officers include: Richard Fitzgerald of the Fitzgerald Furniture Company, president; Edward Greenstone, vice-president; David Rose of the Rose Furniture Company, secretary; Henry Marcus of the Marcus Furniture Company, treasurer.

New Press in Hartford

The *Hartford* (Conn.) *Times* recently put into operation a 12-unit heavy-design unit-type Hoe Press, with three super-speed double folders. It was announced to Times' readers and advertisers in a supplement recently issued, showing an eight-column picture of the machine, a semi-technical description and a brief history of the newspaper.

J. P. Sinnott Gets Political Job

James P. Sinnott, for three years Albany correspondent of the *New York Morning Telegraph*, has been appointed secretary of the New York police department by Police Commissioner McLaughlin. The salary is $7,500 a year.

Editor & Publisher

WILL KEEP "OPEN HOUSE"

During the Associated Advertising Clubs of the World Convention June 20 to 24

IN ROOM 105
BELLEVUE STRATFORD HOTEL
Philadelphia

Here we want all our friends, old and new, to come as often as they can—make it their Headquarters—help themselves freely to all the comforts and conveniences which we shall provide and meet their friends there.

Members of the staff will always be on hand to make you feel at home and to serve you in any way you may need.

EDITOR & PUBLISHER

Suite 1700 Times Building
Broadway at 42nd St.
New York

CLASSIFIED MEN TO HOLD "SPEECHLESS" CONVENTION IN PHILADELPHIA

E. L. Greene of B. B. B. To Be Sole Speaker at Philadelphia Meet—Round Table Discussions By Entire Membership Dominate Program

THE business of selling classified advertising will be attacked from virtually every angle at the seventh annual convention of the Association of Newspaper Classified Advertising Managers to be held in Philadelphia June 22-23, during the international convention of the Associated Advertising Clubs of the World.



C. W. Nax

The complete program, just issued by president Charles W. Nax, classified manager of the *St. Louis Globe-Democrat,* provides a minimum of formal addresses, and a maximum of round table discussions under leadership of a chairman. Discussions will revolve about specific topics outlined in the printed program.

The only formal address of the convention will be given by E. L. Greene, manager of the National Better Business Bureau.

Fundamentals of salesmanship, developing voluntary business, promotion, service, credits and collections, are the four general divisions of the program, which follows:

TUESDAY, June 22—Registration; President's Address; Secretary's Report; Treasurer's Report; Appointment of Committees.

(Note: As much of the program as possible will be completed Tuesday; the remainder will be taken up Wednesday.)

FUNDAMENTALS OF SALESMANSHIP APPLIED TO CLASSIFIED ADVERTISING: Chairman—Walter W. Murdock, manager, classified advertising, *Detroit Free Press.*

I. Selecting Employees.
   A. Qualifications to look for such as personality, education, enthusiasm and aggressiveness.
   B. Value of employing men with or without: (1) experience in newspaper advertising, (2) general sales experience, (3) inexperienced.

II. Preliminary Training.
   A. Knowing the newspaper he is to represent. (1) Its history, traditions, policies, accomplishments, place in the community, etc.
   B. Knowing the advertising he is to sell: (1) General knowledge: duties of different departments of newspaper.
   (2) Specific knowledge of classified advertising: (a) rules and regulations governing such things as arrangement of classifications, make-up, type sizes and faces used, breaking of column rules, rates, cuts and censorship; (b) value of advertising to advertisers based upon such things as circulation, coverage, rates, results, etc.

III. Getting Most Out of Street Salesmen.
   (a) Methods of developing new business.
   (b) Methods of keeping salesmen enthusiastic.
   (c) Leads, checking and follow-ups.
   (d) Publicity helps, and tie-ups.
   (e) Value and use of a sales manual.
   (f) Things to avoid.

IV. Accomplishing Most Through Telephone Sales Work.
   (a) Should telephone salespeople handle: (1) only transient business or (2) both transient and contract business.
   (b) Type of girls employed, help turn-over, etc.
   (c) Successful methods of training telephone salespeople.
   (d) Methods of checking work done.
   (e) Sources of business—leads and how they are handled.
   (f) Arrangement of work by (1) districts; (2) classifications.
   (g) Keeping salespeople enthusiastic.

DEVELOPING VOLUNTARY BUSINESS: Chairman—Harry Gwaltney, manager of classified, *Milwaukee Journal.*

I. Fundamentals and Pre-requisites.
   (a) Circulation and coverage.
   (b) Should reader interest and volume of classified be built together? (1) Examples of success in building advertising and reader interest at the same time.

II. Promotion in Your Paper.
   (a) To tell readers what is offered in classified columns.
   (b) To familiarize them with arrangement of classifications, indexing of ads, etc.
   (c) To explain purposes for which readers may advertise.
   (d) To explain the convenience and ease with which ads may be ordered by 'phone, through agents, etc.

III. Special Inducements. (a) To advertisers.

IV. Relation of Results to Voluntary Business.
   (a) Are results the acid test of progress in building voluntary business?
   (b) Know definitely whether your advertisers are getting results. How to find out.

V. Service. (a) Doing the things opposition paper does not consider necessary.

PROMOTION: Chairman—C. L. Perkins, manager of classified, *Chicago Herald-Examiner.*

I. Under what conditions should promotion be directed to: (a) Readers entirely; (b) Advertisers entirely: (c) Both advertisers and readers.

II. Effect on Advertisers of Promotion Directed to Readers: (a) In your own paper; (b) Direct mail; (c) Billboards; (d) Use of Testimonials.

III. Is Promotion in Your Own Paper Sufficient or Should You Use Along With It: (a) Direct mail; (b) Billboards; (c) Should any set portion of revenue be devoted to promotion? (d) In country or small town newspapers in your territory.

IV. Definite Policies in Promotion: (a) Campaigns consisting of series of ads on a single subject.

V. Examples of outstanding accomplishments resulting from promotion.

VI. Possibilities of preparing promotion ads without.

VII. The problem of getting space in your own paper for promotion copy.

VIII. Should the following be used, and if so, when—
   (a) Novelties such as match box holders and key rings; (b) Comic strips; (c) Prizes to readers.

Address by E. L. Greene, manager, National Better Business Bureau, on "Nationalized Machinery to Prevent Misrepresentation and Fraud."

SERVICE AS APPLIED TO CLASSIFIED ADVERTISING: Chairman—R. E. Seiler, manager of classified, *Los Angeles Examiner.*

I. What is service in Classified Advertising?
   (a) Intelligent and enthusiastic application by salesman of expert knowledge of his business—classified advertising — combined with a sympathetic understanding of and interest in the advertiser's business.

II. Businesslike conduct and its importance.

III. Importance of expertly trained and competent classified people.

IV. Necessity of understanding advertiser's business.

V. Necessity of keeping salesman enthusiastic.

CREDITS AND COLLECTIONS: Chairman—F. L. Tate, manager of classified, *Toronto Star.*

I. Routine and detail of billing accounts.
   (a) What is best time for sending out invoices?
   (b) Advantages or disadvantages of sending clippings of all ads with invoices.

II. What is best method of making collections?

III. Discounts.

IV. Verification of charges or accounts.

V. Adjustments.
   (a) Should adjustments be handled by—credit department—classified department—a separated adjustment department?

VI. How can sales and credit department cooperate?

VII. Training for credit people.

OTHER SUBJECTS TO BE DISCUSSED:

1. Censorship of copy and control of agencies to prevent them from offering copy repeatedly that has been rejected.
2. Ways and means of securing out-of-town advertising.
3. Developing and handling church advertising.
4. What should be the percentage cost of the classified department?
5. Is there any particular way to guild rental classifications?
6. Should the same rates apply to all classifications?
7. How to handle birth and death notices.
8. What, if any, merit have special pages?
9. Are combination rates logical, and do they constitute price cutting?
10. Has anybody ever built voluntary business on the 4th newspaper of a metropolitan city.
11. Can we get all member newspapers to accept and use the association rules on censorship?
12. Why can't the association conduct an employment bureau or agency for the benefit of classified workers and as a help to keep good men in the classified field?
13. Are legal notices handled as classified advertising in most papers?
14. Should classified rates be higher than display rates?
15. How can we get the co-operation of our composing room?
16. Wants discussion of typography and display classified.
17. Advisability in view of reader interest, of putting such classifications as death notices in slop-over pages or near back of papers on Sundays.

Election of Officers; Reports of Committees.

Pastor-Editor Says He's Through

Every man to his trade is the advice of Rev. D. W. Ferry, pastor of the Presbyterian church in Yakima, Wash., after a week of occupancy of the editorial chair of the *Yakima Republic.* After he had frequently criticized the newspaper's editorial policy, he was offered the chance to be editor for a week. He accepted. In retiring Mr. Ferry said he would not seek "rest" as a newspaper editor, that few laymen know the strain under which the newspaperman works and that he was through with newspaper work.

New Knoxville Daily

Knoxville's fourth daily newspaper, the *Knoxville Free Press,* has made its appearance. J. P. Roddy is president and treasurer; S. H. Hodge, vice-president; and A. R. Ganoe, secretary and managing editor.

ATTENTION PUBLISHERS

PRESS FOR SALE

1 STRAIGHTLINE QUADRUPLE WEB PATENT NEWSPAPER PERFECTING PRESS; serial No. 332; with extra color cylinder and 2 extra color fountains, 9 type and 8 impression cylinders, 32-page capacity, 36 inch web, half page folder, Simplex drive self contained electric paper hoist; 4 to 32 pages, 8 cols., 12 ems, 22¼ inch column length. 1 Allis Chalmers D. C. motor, serial No. 2K3797-2, 30 H.P., 220 V., 115 Amps., 575 to 880 R.P.M.; with Sprague electric controller; push button stations; paper hoist motor, serial No. 205063E; manufactured by Goss Printing Press Co., Chicago, Illinois.

Installation of larger press necessitates selling this press. Address Harvey Habeck, Sentinel Company, Milwaukee, Wisconsin.

SHAPE IDEALS THROUGH YOUR CHURCH PAGE

Learn how at the Philadelphia Convention

To sell churches on the use of advertising, you, as a representative of their business interests, should be able to tell them what to advertise and how to do it most effectively.

Advertising employed solely to fill pews and collection plates will not do either permanently.

"Church Advertising," says the Classified Manager of the Oakland Tribune, "should suggest thought, form ideals, and guide conduct for hundreds who may never enter the church of its origin, but who become associate members of that church through the bond of the press."

You are invited to participate in the church advertising sessions at Philadelphia. They will be held on June 22nd and 23rd, as a part of the international convention of the Associated Advertising Clubs.

Church Advertising Department

ASSOCIATED ADVERTISING CLUBS,

383 Madison Avenue

New York, N. Y.

NEW ASHTABULA STAR-BEACON PLANT IS MODERN FACTORY TYPE STRUCTURE



DAYLIGHT working conditions, obtained through scientific placement of factory type windows and skylights, combined with simplicity and practicability of design, are the outstanding features of the new plant of the *Ashtabula* (O.) *Star-Beacon* which has been constructed during the past year and from which the first paper was run off the press on April 24.



C. A. Rowley

The new plant, a two-story fireproof structure with finished basement floor in which the press and stock rooms are located, is situated at 64 Park street, but one block from the center of the uptown business section. Resting on 32 brick and concrete footings, the structure has a 47-foot frontage on Park street and extends back for 140 feet.

Interior design of the building is of the "factory" type allowing for a flow of materials to the press room and from there to the mailing room. The design was adopted by C. A. Rowley, publisher, following inspection trips with the architect, C. V. Martin of Ashtabula, to a large number of the newest newspaper plants in the country. Yellow face brick is used for the interior of all mechanical departments.

The plant is equipped with a 24-page Tubular Duplex press. The transmission of press vibration and the noise of operation to other parts of the building has been eliminated through the construction of a separate press foundation and base. In addition to the new press, the press room is equipped with the latest type of new machinery, as is also the composing room. Papers are carried from the press to the mailing room on the ground floor by an automatic Cutler-Hammer conveyor attached to the press.

J. W. Quigley is business manager of the Star-Beacon, G. H. Leggett, managing editor, and C. G. Abbey, advertising manager.

The Star-Beacon, evening paper, is published by the Ashtabula Printing Company under the general management of C. A. Rowley. The son of F. A. Rowley, founder of the *Lorain* (O.) *Times*, in 1879 and the *Lorain Evening Herald* in 1892, Mr. Rowley became publisher of the *Lorain Times-Herald*, a consolidated paper which he sold in 1919 and in 1920 purchased control of the Ashtabula Printing Company. In addition to the Star-Beacon, Mr. Rowley now publishes the *Geneva* (O.) *Free-Press* and the *Painesville Telegraph*.

Newsprint Imports Above $11,000,000

Imports of newsprint paper into the United States during April amounted to 168,000 tons valued at $11,219,379, the Department of Commerce announced May 24. The chief imports came from the following countries: Canada, $10,575,733; Finland, $293,317; Sweden, $200,119, and Germany, $150,148.

EDITORIAL "DO'S AND DON'TS" OF BENNETT

(*Continued from page 7*)

Don't use "it" in reference to a baby or an animal.

Don't use "inaugurate" for "begin."

Don't say "liable" when you mean "likely."

Don't refer to the "Mayor's Cabinet." Only the President of the United States has a Cabinet.

Don't use "minister" except for diplomatists.

Don't use "Officer O'Flaherty;" say "Policeman O'Flaherty."

Don't use "over" in the sense of "more than."

Don't use "pair" for "couple."

Don't use "past" in the sense of "last;" for instance, an event that is past occurred last week or within the last few days, not in the past week or past few days.

Don't use "people" for "persons." Refer to "the people of the United States," but say "persons who saw the accident."

Don't use the word "party" for "person" except in reports of legal affairs.

Don't say "railway coaches;" say "cars." A coach is another kind of vehicle.

Don't call "rails" tracks.

Don't say "remains," say "body."

Don't use "secure" for "get," "obtain" or "procure."

Don't use "shortly" when you mean "soon" or "lengthy" for "long."

Do not use "plan" except in connection with drawn architectural or engineering plans. Do not use it as a verb. "Planned" and "planning" are taboo.

Don't say "scenes are enacted;" scenes are witnessed.

Don't say "suspect" or "suspicious person" for "suspected person."

Don't say "a wedding occurred." Explosions occur; weddings take place.

IN SHIP NEWS DO NOT USE

Prow when you mean Bow; wheel when you mean screw; on for on board or aboard; boat for proper name of vessel—e.g., steamship, steamboat, sloop, yawl, steam yacht, etc. (except in describing a small craft propelled by oars).

Dock for wharf or pier, (except for dry dock and large basins).

Tied up to wharf or pier for secured to wharf or pier or made fast to wharf or pier.

Knots (in describing distances) for nautical miles. (A knot is not a distance, but a rate. Ten knots, for example, means that a vessel is making ten nautical miles an hour.)

Let down the anchor for anchored or let go the anchor.

Took up the anchor for weighed anchor.

Pilot came over the side for pilot boarded or received pilot.

Pilot left the vessel for discharged pilot.

Took out cargo for discharged cargo.

Took in cargo for stowed cargo.

Jackies for (1) Bluejackets, (2) enlisted men, (3) sailors or (4) seamen and marines.

Sail—In referring to the going away of a steamship.

Don't use "it" or "its" in reference to ships; a ship is of the feminine gender.

Don't use the word "liner." In designating a particular vessel the Herald says:—"The Mauretania, of the Cunard line."

Don't say "the yacht Corsair" or "Corsair." "The Corsair" or "yacht Corsair" is the usage. This applies to all manner of water craft.

Don't use "private yacht."

Don't say "Brooklyn" Navy Yard. It is the New York Navy Yard.

Don't use "boarded" when you mean went aboard.

Don't use "North River" for Hudson River.

Don't use "member" of the crew.

Don't say "waves;" use "seas," Waves are surface undulations; seas do damage.

If Quality

of circulation is your first consideration

The Evening Star

With Sunday Morning Edition

Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

New York Office — 110 E. 42nd St.
Dan A. Carroll

Chicago Office — Tower Building
J. E. Lutz

Do you know what percentage of errors are made in your Composing Room?

We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.

Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.

When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.

Matrix Contrast Corp.
33 W. 42d St., New York City

Last Year

THE ST. LOUIS STAR

was the only St. Louis newspaper that gained in

everything---

circulation and every classification of advertising.

—a good point to remember when making up lists

THIS YEAR

National Adv. Representative
THE S. C. BECKWITH SPECIAL AGENCY

EVENING HERALD
Los Angeles, Calif.

Gained 5,015 Daily Average Circulation

Sworn Government Statement, Six Months Ending March 31, 1925, 177,298 Daily. Six Months Ending March 31, 1926, 182,313 Daily. Increase in Daily Average Circulation, 5,015.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
John H. Lederer, 910 Hearst Bldg., Chicago, Ill.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.

With a constantly increasing circulation, plus a constant growth in advertising lineage, the New York Evening Graphic offers the advertiser an extremely profitable opportunity.

NEW YORK
EVENING GRAPHIC

Published by BERNARR MACFADDEN
H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

There Are No Other Newspapers Covering South Jersey Completely

From the Standpoint of the National Advertiser

CAMDEN COURIER
The MORNING POST

60,000 Circulation
Combination Rate

National Representatives:
STORY, BROOKS & FINLEY

The
DES MOINES CAPITAL

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best Advertising buy in the mid-west

O'Mara & Ormsbee
Special Representatives

The DES MOINES CAPITAL
Lafayette Young
Publisher



Our Own World of Letters

By JAMES MELVIN LEE

THIS department aims to present to readers each week a little survey of what is appearing in print about journalism. A sincere attempt is made to be impartial in mode of presentation whether the books, pamphlets, or magazine articles be brickbats or bouquets. This fact explains the amount of space given this week to "Bunking Trustful Readers," an article which appears in *The Independent* for May 22 from the pen of "A Washington Correspondent."

In the opening paragraph of the article the assertion is made that there are not half a dozen newspapers in the United States publishing honest and unbiased news out of Washington. This assertion is then developed more in detail as follows:

> Some journals feed their readers pap, some poison—but none gives the whole truth, least of all those newspapers that label themselves "independent" in the journalistic directories. This is a confession which I, as a newspaper man once proud of what could be a glorious profession, make with reluctance and sorrow; but it is a fact which the American public, for its own forewarning and forearming, ought to know. Sometimes, as I hammer my typewriter keys and think how I am bunking my trustful readers, I smile with amusement and irony—but more often I am near to tears. Personal prejudices, partisan bias, class considerations, a selfish and one-sided economic viewpoint, hatred of change, the sense of self-preservation, and the fear of antagonizing readers and advertisers—these make up the editorial barrier that keeps the truth from reaching the luckless public.

The thought naturally arises that if this article prints the truth why do not literary weeklies reap the rich harvest by printing the things that the daily papers suppress or color? How is the reader of the article to know that the author has not taken the slant that would make his manuscript available for magazine needs? Both newspapers and magazines sail the same sea though in different crafts.

The writer of this article in the Independent believes that newspaper readers in Europe come nearer to getting the truth about government matters because they can read both the government and opposition newspapers and so have at least a fifty-fifty chance of getting at the real facts. There is a hint that it would be a good thing to have in America a pure-news act which required American newspapers to publish the formulæ by which news is doctored, diluted, or colored by editorial prescription.

Washington correspondents, according to the article in the Independent, certainly have a cynosure. No wonder newspaper workers are so anxious to get away from the daily grind and have the comfortable Washington berth—if what the Independent says is true. On this point the author of the article says:

> Why should the Washington correspondents "dig" for news when it won't be published unless it meets the partisan requirements of the editors or accords with the narrow policy of the business office? It is much easier, and lots safer, to sit in the office and engage a twelve-year-old boy to make the rounds of the executive departments collecting hand-outs and official releases. These are usually dull, routine statements prepared by the publicity agents that the various branches and bureaus of the Government employ. If a big story is breaking on the floor of the Senate or the House, the correspondent learns of it over the telephone, orders stenographic reports of the doings, and awaits their arrival following adjournment. He may wander up on "the hill" and sit around the press galleries an hour or two, reënforced against actual work by the assurance that he will receive the transcripts in plenty of time to get to an early dinner party. With some knowledge of the background and the situation, he can then write a comprehensive, authoritative piece. He is doing it, day after day. The one thing necessary is to write the story with a "slant" that will suit the home office two hundred or two thousand miles away.

The following good word is said about official hand-outs in Washington:

> The hand-out and the department release, as well as the official spokesman's oracular sayings, when used to supplement the correspondent's own information, are indispensable aids. They contain material which no newspaper man could discover for himself.

But in justice to the article in The Independent it must be said that the warning is uttered that these hand-outs should not be accepted as gospel and that cabinet officers should not be immune from cross-questioning. The admission is made, however, that these hand-outs do act as a check on a correspondent's curiosity.

The specific case given in the article is the disagreement of correspondents in reporting the statements of Ambassador Houghton about the European situation. After listing the discrepancies found in various reports sent out by Washington correspondents the article concludes with the following paragraph:

> If great newspapers will permit such misrepresentation on international questions, it may well be imagined what they will stand for in matters affecting even more intimately their owners and their policies, including such things as the tariff, tax reduction, appropriations, candidates for office, national and State politics, and sundry other problems. American public opinion will continue to be muddled on grave questions of the day until the vast majority of the readers reach the healthy conclusion that it isn't so just because it's in the newspapers.

* * *

FOR its book, "The Harvard Advertising Awards," the Gardner Advertising Company of St. Louis deserves a special Bok prize. This book is a remarkable piece of advertising that advertises advertising—to be specific, the advertising of the Pet Milk Company.

The book opens with a brief historical sketch of the advertising awards made by the Harvard Graduate School of Business Adminstration "to those who had been responsible for work of outstanding excellence in advertising during the year, within the terms of the several awards." The prizes were provided by Edward W. Bok in an endowment made to Harvard University in October, 1923.

This specific direction given to the jury which makes the awards cannot be too often emphasized because of the stress which it puts upon truth in advertising:

> To the end that truth shall be recognized as a factor of greatest practical value in advertising the jury is instructed to lay particular stress on accuracy and fair statement in all manuscripts and advertisements considered.

The reason why the Gardner Advertising Company has put out this book is doubtless found in the fact that in each of the two years for which the Harvard Awards have been made, an advertisement from one of its clients, the Pet Milk Company, has won an award. In each instance the award has gone to Erma Perham Proetz for a distinguished, individual advertisement deemed most effective in its combination of text and illustration as a means of delivering its message.

In addition to the advertisements which won the awards the book contains numerous other advertisements of the Pet Milk Company—in all probability from the pen of the same copy writer. Some of the best advertising booklets that I have seen have been slipped into the special pockets provided on the inside of the back cover of the book. Both the series of advertisements and the collection of booklets are good examples of educational advertising. The refined feminine atmosphere found in the copy shown in this book is in striking contrast to some of the questionable copy designed to appeal to women and printed in American periodicals.

* * *

EMIL DOVIFAT, an interview with whom appears in EDITOR & PUBLISHER for May 15 on the subject, "Germans Protect Editorial Convictions," is the author of "Die Zeitungen" (The Newspaper), a rather remarkable work on the press. It will be reviewed in this department in an early issue.

* * *

NORMAN STUDER, news editor of *The New Student* and acting managing editor of the *City College Student*, a rebel periodical which grew out of the suppression of the authorized publication of the College of the City of New York, contributes to *The Nation* for May 26 an article on "The New College Journalism." The article is a resumé of the difficulties experienced by undergraduate publications throughout the country during the academic year now nearing an end. So far as the views of Mr. Studer indicate *The Daily Crimson* at Harvard University heads the list of college newspapers for its fearlessness and its independence.

Undergraduate newspapers are divided into two groups: the bulletin boards and the journals of opinion. Mr. Studer dismisses the former with the assertion that they are "harmless sheets packed full of college gossip" and then devotes the rest of his article to the second group.

* * *

FROM the *Christian Science Monitor* of Boston, comes the booklet, "Education and the Newspaper." It shows that the bond which makes the daily newspaper and education inseparable is found in right thinking.

That the newspaper provides post-graduate instruction for most people is

MICHIGAN
and the
BOOTH NEWSPAPERS
THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES
The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News
National Advertising Representatives
I. A. KLEIN, 50 East 42nd St., New York City
J. E. LUTZ, Tower Building, Chicago, Ill.

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and New Rochelle and The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS of Mount Vernon
THE STANDARD STAR of New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

Buffalo, The Wonder City of America
Buffalo—A Profitable Market for Advertisers
Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the
BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo Homes
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg., New York, N. Y.
Tribune Tower, Chicago, Ill.
Atlantic Bldg., Philadelphia
Waterman Bldg., Boston

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION
An organization specializing solely in newspaper building design, manufacturing and production problems.
S. P. WESTON
Newspaper Buildings
Plant Layouts
Production, Operation
120 West 42nd Street New York

Detroit
Fourth Largest City
Complete coverage with one paper.
The Detroit News
Offers advertisers unusual opportunities

For the First Three Months of 1926
THE TAMPA MORNING TRIBUNE
printed 7,355,276 lines of Advertising, and thus moved up from twelfth to SIXTH place among the newspapers of the United States.
The only newspapers printing a greater volume of advertising during that period than The Tribune were the Miami Herald, the St. Petersburg Times, the Detroit News, the Chicago Tribune and the New York Times.
The Tribune covers the rich South Florida territory of 24 counties and 190 cities and towns, with a population of 713,943.
That's Why Its Advertising Volume Grows
The S. C. Beckwith Special Agency, National Representatives.

first! in OHIO
7,474,514 Lines
Dispatch advertising record for the first four months of 1926, exceeding other Columbus newspapers combined by 1,092,957 lines. In 1925 the Dispatch published 21,544,376 lines exceeding second largest Ohio newspaper by 2,648,383 lines.
NET PAID CIRCULATION
CITY 55,812
SUBURBAN 26,973
COUNTRY 23,666
Total Daily Circulation 106,451
Columbus Dispatch
OHIO'S GREATEST HOME DAILY

inctly shown in the following quota-
:

hitters of public interest are found in
er variety and in a more available form
he daily newspaper than in any other
. The demand for an education that con-
itself more closely with the life of the
riunity has been recognized, so that the
rial of education is composed more and
of the "matters of public interest."
efore the newspaper is truly an educator.
public, faithfully and voluntarily, attends
newspaper school six or seven days every
in the year.

his same thought, as the booklet
rs, may be found in the address of
ome on behalf of the State of Wis-
in at a recent convention of high
ol editors and publishers. From this
ess the booklet quotes the following:

ere are four great institutions which must
the responsibility for the educational
s of the modern nation: the school, the
orm, the pulpit, and the press. Not the
of these influence, in my opinion, is the
. . . . The educational value of the news-
r varies with the extent to which it ex-
es honest opinion based on careful re-
h; and arouses its readers to inquiry and
ght. This, coupled with high idealism,
a desire for a clean Press, will go far to
ate the mass of the people.

opies of the booklet may be obtained
in the Christian Science Monitor,
ton, Mass.

* * *

) me the pamphlet, "New York's First Newspaper," published by the on de Hirsch Trade School, *222* East h street, New York City, has a special rest. Briefly it is the story of Wil- Bradford and the paper which he ted on November 8, 1725—the *New k Gazette.*

* * *

WO articles in the Bankers' Monthly for May are of special interest to spaper publishers who wish to in- se their advertising linage from ks. The first is entitled "The Go-to- urch Series of a Kansas Bank" and second "How Extremes in Advertis- Prove Destructive." The latter is interesting story of the advertising cy of two banks. One spent its money unwise advertising. The other did advertise at all. Both banks stopped wing.

* * *

RANK B. APPLEBY prints in *Ore- gon Exchanges* for May a splendid vey of the advertising situation in a ll-daily town. Mr. Appleby is pub- er of *LaGrande Evening Observer* he draws upon his own policies for lstrations. Especially valuable are his gestions on how to meet objections ed by prospective advertisers.

* * *

HOSE who are interested to see how public opinion is molded in foreign s will find an excellent treatise on t subject in "Die Presse als Werk- g der auswärtigen Politik" (The ss as a Tool of Foreign Politics) by l Eltzbacher (Eugen Diederichs, a). This authoritative work takes its theme for development a saying t is attributed to Wilson, "The opin- of the world is the mistress of the ld" (page 5).

he book is divided into six sections. e first considers the relation between eign politics and the press. The mat- of molding public opinion is first seen an international point of view and n from a national. The section con- les with an observation from a joint w point.

ection II takes up "Die Pressarbeit Frankreich und England" (The Work the Press in France and England). In discussing propaganda in England special mention is made of the activities of the Committee on Alleged German Outrages (pages 36 and 37). Sections III, IV, and V embrace the work of the press in Germany. They tell of the organization, the mechanical production, the technique, and the classification. Of these three sections possibly the third is the most important.

For American readers Section VI has the most interest because it deals with the psychology of the press and has several references to American influence. Evidently propaganda has become something of an art in Germany. In this section the German press is blamed for giving so much space under large headlines to the attitude of America toward Germany. The reason for the censure is that this emphasis placed upon the American attitude was sent back to the press of the United States and created the impression that the intervention of America was the most important thing in the German mind (page 137).

Mr. Eltzbacher believes that Germany made a big mistake in restraining the press from discussing the submarine policy (page 145). Had the German press been able to express public opinion with the utmost freedom the German embassy at Washington would have been in a position to say that while Germany desired friendly relations the attitude of the great mass of the German people could not be entirely disregarded. In this way the press could back up the influence of German officials on foreign soils.

A feature that makes "Die Presse als Werkzeug der auswärtigen Politik" especially valuable is the appendix in which are listed the various books and pamphlets which treat of the molding of public opinion by the press.

PAPERS AID EMPLOYEES TO BUILD 64 HOMES

A. H. Belo & Co., in Dallas, Advanced Employees Building and Loan Assn. $50,000 at Start—$200,000 in Loans Handled Since 1920

Sixty-four homes have been built or purchased in Dallas, Tex., by employees of A. H. Belo & Co., publishers of the *Dallas News, Evening Journal* and *Semi-Weekly Farm News,* through an Employees Building and Loan Association established in 1920.

The organization was formed at the instigation and with the encouragement and support of the management of the papers for the purpose of aiding members to build or acquire homes, although privileged to invest their savings in the stock of the Association, John F. Lubben, secretary-treasurer of A. H. Belo & Co., told EDITOR & PUBLISHER.

"As a nucleus, the management advanced the Association $50,000 which is being gradually repaid," he said.

"The administration of the Association is vested solely in its membership, restricted to employees of A. H. Belo & Co., through a Board of Directors, elected annually in February, and consisting of nine members. The present officers are: Charles H. Seay, of the composing room, president; W. H. Benners, of the business department, vice-president, and James E. Taggart, of the accounting department, secretary and treasurer. All departments of the papers are represented on the Board of Directors. The only expenses incurred are a nominal salary paid the secretary-treasurer, a small state franchise tax, and incidentals for stationery, printed matter, etc.

"Since its founding, the Association has loaned nearly $200,000 to employees of the News and Journal; financed the building or purchase of 64 homes, of which 22 have been fully paid out, and furnished a depository for the investment by employees of approximately $30,000 in stock of the Association. Loans are made on approved real estate only, at 7 per cent interest. Borrowers automatically become members of the Association, and are required to pay $1.00 a share per month for every $100.00 borrowed.

"Each share of stock is of the par value of $200, and shares mature approximately in 11 years and four months, the difference between the amounts paid in and the face value of the stock representing the dividends on monthly payments.

"Members who desire to acquire stock as a means of saving or investment, are privileged to purchase stock outright or to pay for same in monthly installments.

"Loans are made to the extent of 60 per cent of the value of the property on which a first lien is given, but only after a thorough investigation and recommendation of a committee of appraisal, consisting of nine members, thoroughly familiar with Dallas real estate values.

"The Association has been the means of many employees acquiring homes, and as in the case of the New York Times Building and Loan Association, the majority are connected with the mechanical departments of our papers."

New York Advertising Managers Meet

Members of the Daily Newspaper Advertising Managers' Association of New York City held their regular monthly meeting this week at the City Club. Harry Brown, advertising manager of the *New York Evening Post,* is association president. The following are members: Irving R. Parsons, *Telegram;* H. A. Ahearn, *Graphic;* Porter Caruthers, *Herald Tribune;* E. M. Alexander, *American;* Fred Trimm, *Journal;* J. Mora Boyle, *Mirror;* W. V. Titus, *Brooklyn Eagle;* Walter Merrill, *World;* Ray T. Wilkin, *News;* H. B. Fairchild, *Sun;* B. T. Butterworth, *Times;* and Lewis C. Paine, *Evening Post.*

Daily Gives Athletic Prizes

New York's annual interscholastic track and field competition, for which the *New York Herald Tribune* offered 48 prizes was won for the third time by the New Utrecht high school of Brooklyn, May 22.

COMPLETE WIRE REPORTS FOR EVENING AND SUNDAY PAPERS

International News Service

"Get It FIRST but First Get It RIGHT"

63 Park Row
NEW YORK CITY

Wheeler-Nicholson, Inc.
Complete Feature Service

Wire us for samples and prices of the
Largest, Most Original Most Artistic and Finest
blanket feature service on the market, which includes IVANHOE, VIVIAN VANITY, and the FAMOUS SHORT STORY SERIES, in addition to SPORTS, WOMAN'S PAGE FEATURES, COMICS, FICTION, VERSE, CARTOONS and everything for the newspaper.

Wheeler-Nicholson, Inc.
Malcolm Wheeler-Nicholson, President
373 4th Ave., New York City

Consistent Builders of Circulation

We do not use just one outstanding success to show you as proof of our ability. Year in and year out, for twenty-two years, we have continued to make each and every campaign a success.

We have proven our methods.

MYERS'
Circulation Organization
415 E. Third St., Waterloo, Iowa

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

Among The Newspapers Publishing
Constance Talmadge's Flapper Series

Chicago Journal	Philadelphia Sun
Detroit News	Buffalo Times
Toledo Blade	Louisville Courier J'l
Omaha Bee	Oakland Post Enquirer
Peoria Star Journal	Memphis News Scimitar
Newark Jersey Transcript	

Why Not Join This List of Papers
Wire for Terms and Territory

COSMOS NEWSPAPER SYNDICATE INC
Covering the World
NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY

Herbert S. Houston, President and Editor-in-Chief
Myles F. Lasker, Vice-President and General Manager

RADIO
PROGRAMS NEWS NOTES FEATURES

Used and Praised by More than 200 Newspapers
Send for samples and prices
AUDIO SERVICE
326 West Madison St. Chicago

GRAVURE SECTIONS PRINTED
SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK
Standard Gravure Corporation
LOUISVILLE KY

Newsstand Columnist in New York

J. Moses, proprietor of a New York newsstand, is claiming to be the "first newsstand colyumist." He issues a daily bulletin of wisecracks under the heading "My Own Parade."

His "column" is distributed free to his patrons.

Duluth Paint Men Advertise

Members of the Duluth (Minn.) Paint Jobbers Association, retail hardware men, and all paint dealers in the city conducted a week's educational and advertising campaign May 24 to 29. The campaign was based on the slogan "Paint Now and Save The Surface."

Daily's Market Survey Out

The *Indianapolis News* recently issued its annual merchandising booklet "The Indianapolis Radius" in 28 pages replete with statistics, charts and illustrations. It was compiled under the direction of Frank T. Carroll, advertising manager of the News.

Supplies and Equipment

Don't "Pig" Metal
It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co.
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

FOR BETTER PRINTING
use
Herrick Inks
Cost more. Worth it.

No substitutes. Made from the best materials.
Specializing to requirements of each pressroom.

Ask the Publishers who use them.

WM. C. HERRICK INK CO., INC.
401 West 33rd Street
New York City
Factory: Rutherford, N. J.



Carried in Stock

Some outstanding and exclusive features of The Goss *Combination Wet and Dry* Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Fight hot-weather fatigue

Fresh, cool, invigorating air—supplied by Sturtevant Ventilating Fans—would keep your men working at top-notch efficiency during the hot summer months.

B. F. STURTEVANT CO.
Hyde Park, Boston, Mass.
Branch Offices in Principal Cities

Sturtevant
REG. U.S. PAT. OFF.
Ventilating Fans

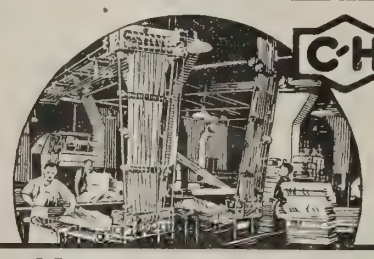
Rebuilt GOSS & HOE PRESS BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO—NEW YORK—LONDON

Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—A *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.



Newspaper Conveyors

take the papers in a steady stream, as fast as the presses can deliver them, up, overhead, around corners, through a ceiling or a wall to wherever they're wanted for mailing or delivery. Eliminating waste and delay by their speedy, dependable operation they are profitable equipment for papers large or small. Newspaper plants from London to Tokio have been using them for years.

Let us tell you how you can speed deliveries from your presses.

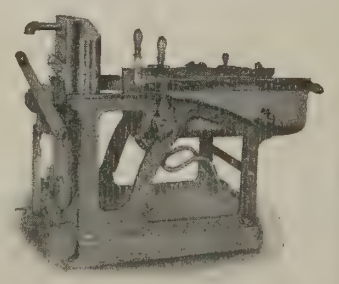
The CUTLER-HAMMER Mfg. Co.
Pioneer Mfrs. of Electric Control Apparatus
1203 St. Paul Avenue
MILWAUKEE, WISCONSIN
CUTLER-HAMMER

Editor & Publisher
reaches the man who *Buys*
Have it carry your message.

Hoe Patented Duo-Cooled Equipoise Curved Casting Mould

"It is essential to Success to be the first out with the news—and Minutes count."

This Hoe Curved Casting Mould is a time-saver, designed especially for Speed and Efficiency. Cold Water circulating through the stationary Lid and the concave Side, gives quick cooling for rapid Casting.



IF IT'S A HOE, IT'S THE BEST

R. HOE & CO., INC.
7 South Dearborn Street, CHICAGO, ILL.
504-520 Grand St., New York City
also at DUNELLEN, N. J.
7 Water Street, BOSTON, MASS.

Classified

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)
1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS
(Cash with Order)
1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line insertion as earned by frequency of insert Special rates quoted for 13, 26 and 52 inserti The Editor & Publisher reserves the righ classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE.

ADVERTISING

General Promotion

Advertising Promotion—If you want m business, communicate with the Internatic Publications Service, Incorporated, Suite 1 1841 Broadway, New York City.

Classified—I will organize your Classified partment, train each one in the departm and take percentage of increase for my p Under my direction, Norristown, Pa. Regi increased 97½% April 1926 over April 19 Don K. Wilson, Norristown Register, Nor town, Pa.

Special Edition Editor

Special Edition Editor prepares copy for Spe Editions, subject to Publisher's approval. contract or salary basis. B-963, Editor Publisher.

BUSINESS OPPORTUNITIE

Brokers

Real Opportunity for Right Party—Wee paper and job plant; New Jersey, city o 12,000, exclusive field, fine plant, earning ha some dividends. $40,000 with Real Estat $25,000 without. J. B. Shale, New York.

Several Attractive Newspaper Properties Florida, showing 15% to 25% net on investme ranging in price from $25,000 to $250,0 These properties are increasing in value rapid Shall have personal representation in Florida June and July to meet prospective buyers. H. F. Henrichs Agency, Litchfield, Ill.

Newspapers Financed

Newspaper Financed—I am a newspaper pu lisher and owner. Have successfully financ several newspaper properties. Tell me yo newspaper financial troubles. All corresp dence held in strictest confidence. Addr A-500, Editor & Publisher.

CIRCULATION

Promotion

Circulation—When quick, additional circulati coverage becomes necessary, remember that o twenty years in this one line of endeavor your proof against experimenting. Write wire Pacific Coast Circulation Service, B Block, Cincinnati, Ohio.

Circulation campaigns successfully operate "Insured Results." Address A. B. Rudolp Erie Daily Times, Erie, Pa., where a can saign is now in operation.

Circulation Builders—Blair & Austin, 1504 Ce tre Ave., Reading, Penn. Originators of Sale manship Club Campaigns.

Circulation Managers will do well to wat our efforts in four metropolitan cities in Ne York State. Maximum results from canva sers—lowest known cost. Write or wire to-da The Albright China Co., Carrollton, Ohio.

EDITORIAL

Syndicate Features

Editor's Copy—Twelve weekly features; sam ples free. State territorial protection desire in reply. Hugo S. Sims, Orangeburg, S. C

Scranton Sunday Telegram and Indiana Stat Tribune are the new customers this week Write for samples of a live, alert, up-to-dat service, to the Graphic Syndicate, 25 City Ha Place, New York.

Interesting Features carry the Newspaper into the homes.

Employment—Equipment—Services

EMPLOYMENT

Help Wanted

Foreman in Composing Room wanted by morning newspaper in a Texas city. Must be a first class make up man and able to work men. References required. Address A-527, Editor & Publisher.

Managing Editor, keen man with high record of newspaper performance wanted for important and responsible editorial position in the syndicate field. Wheeler-Nicholson, Inc., 373 Fourth Avenue, N. Y. C.

Newspaper Advertising Man who knows how to get business himself and can direct work of other salespeople. For such a man who can furnish satisfactory reference and who can make good, a position as manager of Western Branch Office of Syndicate will soon be open. Tell all about yourself first letter. All replies confidential. Salary to start $3,000 and bonus. A-524, Editor & Publisher.

Progressive Advertising Man wanted. To a young man of several years' experience and plenty of ambition, one of good character and ability to write saleable copy, merchandise, promote special stunts and campaigns there is a splendid permanent connection open on the leading paper of Northern Oklahoma of 12,000 circulation. A progressive, solid organization in which he can grow. Reply in own hand writing giving age, experience, ability, references, salary wanted and specimen of copy and layout. Blackwell Tribune and News. Adv. Dept., Blackwell, Okla.

Salesman calling on editors to side line; high grade first run, newspaper serial fiction; a rare opportunity. A-306, Editor & Publisher.

Telegraph Editor wanted by leading afternoon paper in one of the largest cities in New England. Must have had experience on universal desk. Salary $40 a week to start. Good opportunity for permanent connection in congenial surroundings. Address giving full details. B-983, Editor & Publisher.

Situations Wanted

Advertising Manager, effective copy-writer; attractive layouts; capable salesman; broad experience with newspapers, agencies and specials, seeks connection with organization in need of advertising ability and additional knowledge. Exceptional references. A-930, Editor & Publisher.

Advertising Manager of 12 years' experience wishes to connect with wide-awake newspaper as advertising or business manager. Have worked on Philadelphia and Washington papers. Am a real business getter. Not afraid of hard work or long hours. Married. Age 32. Could be available some time in June. If you are interested in securing the services of a man with real ability. Address B-999, Editor & Publisher.

Advertising Salesman and Copy Writer wanted by leading semi-weekly newspaper, forty minutes from Pennsylvania station. Excellent opportunity. A-526, Editor & Publisher.

Advertising Salesman desires connection where result-producing effort will win advancement. General newspaper experience. A-529, Editor & Publisher.

Advertising Man who is now publishing community magazine desires to get back in the newspaper field. 12 years' experience in advertising work, understands editorial, business, art, direct mail phases of advertising. Desires to secure position with newspaper in large city. Available now. Will take up work at any part. Age 28, married. Creator of community events which have been used by hundreds of newspapers. Full particulars by return mail. Address A-511. Editor & Publisher.

Afternoon Copy Desk job wanted southwest of St Louis. Four years on big New England papers. On desk now. 34 years old; Yale man. Start at $40. A-510, Editor & Publisher.

Advertising Manager—Thoroughly experienced in work. Knows merchandise, store and sales methods. A worker who can produce for employer and advertiser, put big sales over, address a gathering, talk intelligently with business men. Just rounding out 21 years' experience in advertising, merchandising and selling. 39 years old, married, employed, not broke and can go anywhere. A-525, Editor & Publisher.

Advertising Solicitor desires to connect with special agency or publishers' representative. Over 15 years' practical experience. Acquainted with agencies. Have covered New England, South and West territories. Now holding executive position on New York City daily. Possess initiative and ability. Best reference. Married. Available immediately. B-989, Editor & Publisher.

Advertising Manager—Good layout man and copy writer—Experienced in selling printing and soliciting ads—desires connection with good live daily in some hustling Southern city. At present employed—References. A-504, Editor & Publisher.

Circulation Manager who understands boys; A.B.C. Records; Office organization; Premium Campaigns; Boy and Popularity Contests; Modern Distribution Methods; Salesmanship, etc., desires connection with live Daily and Sunday. No proposition too hard. References. H. M. Wheeler, 24 West Garden St., Pensacola, Florida.

EMPLOYMENT

Situations Wanted

Circulation Manager whose present employer is his best reference, wishes to make an immediate change. He is a capable executive, organizer and promotion man who can get and hold circulation and the money for it. Prefer Southern or Western city of 200,000 or more. B-982, Editor & Publisher.

Circulation Manager—Attention Mr. Publisher! Successful Circulation Manager desires connection in city over 400,000 population. Fifteen years' experience in management and promotion. A worker as well as a capable executive. Thoroughly understands the necessity of keeping expense down and at the same time increasing circulation. Familiar with all the latest promotion campaigns in use and able to originate new ideas that produce results. A man that has never made a failure of a job that he has tackled and does not intend to begin now. References as to both character and ability. Married and thirty-five. Salary $500. Reply A-514, Editor & Publisher.

Circulation Manager—15 years' circulation experience, 10 years as Circulation Manager on largest papers in South. Know Circulation, Auditing, Promotion, Office Owned and Independent Systems. Have also had experience on combination Morning and Evening Circulation. Will be glad to make trip at my expense for personal interview with Publisher desiring services of Circulation Manager. Can furnish satisfactory references from my employer. Inquiries treated confidentially. B-516, Editor & Publisher.

Classified Advertising Manager, now employed, 8 years' experience, desires change. Best of references. Prefer South or Southwest. Address A-518, Editor & Publisher.

Editor—Let this ad catch your eye, Mr. Publisher, if you are looking for a managing, city or telegraph editor who puts 100% effort in his work. If you are interested in energy, ability and efficiency in a department head, I would like to hear from you. Address A-515, Editor & Publisher.

Editorial, Desk Work or Copy Reading, wanted by experienced newspaper man who knows all angles of newspaper making. New York or vicinity. Prefer magazine or book work. A-522, Editor & Publisher.

Executive Editor, now employed, paper 100,000 circulation seeks charge of morning daily of any size in need of editorial reorganization. Age 31, with 13 years' nawspaper training, four in present connection. Offers youth, energy and proof of accomplishment. A-501, Editor & Publisher.

Managing Editor, with tried and successful record, voluntarily seeks change for best of reasons. Strong executive, good organizer, knows news and can handle men. Experience touches metropolitan and smaller field. No failures in record of 15 years constant employment. College man, 39, with no bad habits. Aggressive, yet safe, and strong editorial-writer. Minimum salary $65. Details gladly supplied. A-519, Editor & Publisher.

Managing Editor or News Editor—Must make change because of wife's health. 35 years old with record of uncommon achievements in daily field. Desires city under 100,000 where there is opportunity to build downtrodden paper. 15 years' experience. Address A-528, Editor & Publisher.

Managing Editor—Somewhere there is a publisher of a paper suffering from editorial anaemia who needs an experienced news executive to revitalize it by a strong editorial policy, opening of new news sources, attractive make-up, right handling of staff and close checking on expenses. He will find the right man for the job by writing to A-502, Editor & Publisher.

Mechanical Superintendent or foreman desires position. Capable executive and organizer. Familiar with all mechanical requirements. Well recommended. Afternoon paper preferred. Interview at your convenience. East preferred. Address A-509. Editor & Publisher.

Motion Picture Critic and Sport Writer at liberty. Five years' experience. Prefer large cities anywhere. A-503, Editor & Publisher.

President's Representative—Educated, experienced man desires to join publisher's staff as confidential field investigator, research man, or in a promotional connection. Experienced in advertising, publishing, writing, public speaking, news print sales. Holds responsible public position, but wishes to engage exclusively and permanently in publishing enterprises. Experienced traveler, versatile, and has original advertising and promotional ideas. Has published magazine of his own. A-517, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Production Manager—Having reached limit on present position, I desire connection with a metropolitan daily, where economical results are wanted; 22 years of broad experience. I have practical knowledge of photo-engraving, composition, stereotyping, press work (both black and color work), mechanical and constructional engineering. High school and business college education. Can furnish high class references. B-900, Editor & Publisher.

Publisher's Assistant or Business Manager—Capable man who has served in practically every department wants connection with Northern newspaper. Now head National Advertising department of paper near top of list in 1925 linage reports. No hurry to leave, but must get located before school opens in fall. Address A-520, Editor & Publisher.

Publisher, having sold paper, seeks connection. Qualified as publisher or assistant, business or advertising manager, editorial writer. Successful record. Knows printing and newspaper work in all branches. Prefer mid-west. Address "Syndicate," 801 Lemcke Bldg., Indianapolis, Ind.

Reporter with five years' experience wants work on larger paper. Now working in town of 10,000. Can get and write news. Good on features. A-523, Editor & Publisher.

Special Edition—Publisher contemplating special edition or industrial or special pages may obtain organization on fair commission basis. Clean solicitation guaranteed. References Address B-908, Editor & Publisher.

Superintendent of Mechanical Department desires position. Best of references. Employed at present but wife's health demands change of climate. A-512. Editor & Publisher.

Writer—My semi-humorous current news comments secures greater news interest. Will supply daily or weekly feature or will accept position. A-521, Editor & Publisher.

MECHANICAL

Equipment For Sale

Campbell Press—Printers! Attention!! Here is an opportunity for you to procure a Campbell Two-Revolution Press that takes a 25 x 38 sheet, for storage, handling and rebuilding charges amounting to $783.55. I am advised, that under ordinary conditions this press should sell for at least $1,500. Address Dolan, 96 Beekman St., New York City.

Century Press—Can you be interested in purchasing a Century Two-Revolution Press that will take a 22 x 34 sheet and is in first class condition. at a fifth of its replacement value? Has all modern refinements, i. e., trip, back-up, plate distribution and front delivery. Must be disposed of before removal. We will accept $675 on terms or allow a liberal discount for cash. Write Excel Ptg. Co., care of Conner Fendler, 96 Beekman St., New York City.

Duplex Stereotype Press—Prints 4, 6, 8, 10, 12, 16, 20 pages, 8 columns, 12½ ems, sheet cut 22¾", column length 21", excellent condition, doing fine work. Selling to make room for 48 page Duplex same metropolitan one deck type. Delivery any time; real bargain; terms suit purchaser. Daily Home News, New Brunswick, N. J.

Goss, Twenty-four Page, Straightline, three deck, two page wide press for sale. Capacity 25,000 four, six, eight, ten, or twelve page papers per hour, 12,500 sixteen, twenty, or twenty-four page papers per hour. Press is now operating in our plant in first class condition, and will be available October 1st. Will also sell Cutler-Hammer drive equipment including, 25-5 H. P. 220 Volt D. C. motors, and complete control panel including Kohler push button system. If desired will sell complete stereotype equipment, including 10,000 pound metal pot, curved casting box, tail outter, curved shaver, finishing block, wet mat moulding machine, two platen steam table with gas generator. All in good condition. Press now set for eight columns 12½ Ems, 22 inch columns, sheet size 23¼". Address The Fargo Forum, Fargo, N. D.

Pony Century Flyer—"One Man's Misfortune is Another's Opportunity." We are offering for a customer's account a Pony Century Flyer—the speediest and most versatile small two-revolution press built. Takes a 22 x 30 sheet and has air chambers, solid iron base, front delivery, plate distribution and trip. Will be furnished complete with roller stocks, chases, wrenches, counter and jogger for the amount still due; namely, $815. Refer to A. B. C. Ptg. Co. Press, Conner Fendler, 96 Beekman St., New York City.

Special Bargain in 25 x 33 Stonemetz two-revolution press. Cost new $2,500. Will accept $960, less 10% for cash, or upon liberal terms. Guaranteed to be in first class condition and fully equipped with cast rollers, extra roller stocks, three chases, wrenches, power fixtures, etc. Illustration and further information upon request. Conner Fendler Branch, American Type Founders Company, 96 Beekman St., New York.

MECHANICAL

Equipment for Sale

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner Fendler Branch, A. T. F. Co., New York City.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Our Service is:—
EXPERT, REPUTABLE, AUTHORITATIVE

The Leaders in the Newspaper Field Have Used It for the Past Thirty Years.

SALES — APPRAISALS — MERGERS — CONSOLIDATIONS OF NEWSPAPER PROPERTIES

OUR SPECIALTY!

PALMER, DeWITT & PALMER
Newspaper Properties
350 Madison Ave., New York

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

EDITORIAL AND FEATURE WRITER, with over three years' experience on large city daily, is seeking new connection. Ready to go anywhere for right position. "Unusually bright; well educated; great student; will make extraordinary writer." Age 26; college graduate. Mention our No. 5340-B.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

You Can Pick a Winner!

Publishers are often seriously handicapped by the loss of good men. How to reach the right man for the job is a problem that is materially simplified when the Classified department of EDITOR & PUBLISHER is consulted.

You may know a man who "will do," but through our classified department you can get in touch with a number of available men, many of them employed but who desire to make a change.

From a list you can make a choice and have a chance to pick a Winner.

Editor & Publisher

DOLLAR $$ $$ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

GET all the independent filling stations in your city to combine in a series of ads designed to make more people buy gas at the hometown filling stations. Sign the ads with the names and addresses of the cooperating filling stations and charge each of the cooperating stations its pro rata share of the cost of the advertising.—F. H. Williams.


The Lions' Roar

LIONS CLUB PLANS BIG EVENT

The Lions' page, described in paragraph below

Most every live town now has several service clubs, at least one of which should be willing to take up the advertising idea. The Lions club of Mason City, Ia., are running a full page on the last Saturday of each month, space having been contracted for for one year. The page carries 4 columns of advertising and 4 of news. Each member who desires his advertising on the pages pays his proportionate share of the cost which in this case amounted to $18 per advertiser per year. The news columns are devoted exclusively to Lions club news and features.—Anton Jeppesen.

The *Fargo Forum* is running a series of ads that will continue throughout several months for a local bank. The body or outer part of the ad consists of an outline of a map of North Dakota, and the name of the bank is run in at the bottom. At the top of the ad words to this effect are run: "North Dakota is O. K." The inner part or copy of the ad is changed each insertion. Each time the ad tells a story of the growth of diversified farming in North Dakota and that the bank is backing up this type of good business. T. W. Johnson, Fargo.

Get your luggage ads early. Not only the hand bag, trunk and leather people should be covered for the beginning of the vacation period, but the auto kit, camping goods, and tent dealers as well. —C. M. L.

This newspaper sold three pages of advertising on a "Scooter Race." All merchants handling juvenile vehicles, such as coaster wagons, velocipedes, scooters, kiddy kars and cycles, were solicited. A level street one block long was selected by this newspaper for the race and one prize of $5.00 in merchandise was given to the winner of each vehicle race.—M. N., *Clarksburg* (W. Va.) *Telegram.*

A hint may be taken from the coal strike in England, to assist in keeping the miners of this country employed throughout the dull season. The foresighted policy of having the householders in your community fill their bins in the summer is an excellent one. Get the coal retailers to advertise, and if possible, reduce their coal prices during the off months, as has been done in the state of Washington recently. Assist in performing this public service to the householder, who saves; the miner, who is employed throughout the dull season; the owner who continues to operate the mines; and the coal retailer whom you ask to advertise in your paper during the summer.—C. M. L., Seattle, Wash.

"Where do you get all those clever ideas for layouts which you submit to advertisers?" I asked a solicitor who has the reputation of showing a big increase in lineage every year. "That's easy," he replied. "The ideas are not original. I get some of them from mat services, others from New York and Chicago papers which I read two or three times a week, but most of them come from trade journals such as Shoe Repair Service, Bakers' Weekly, Soft Drink Journal, Brick and Clay Record, National Cleaner and Dyer, Men's Wear, Dry Goods Economist, International Confectioner, and dozens of others which I find on the desks of merchants. I make it a point to look at these trade journals every month. Merchants are glad to let me see them. When I note an idea that the merchant could use, I call his attention to it or go back to my office and prepare a layout. Many advertisers are careless about reading their own trade journals. Any solicitor can cash in on the ideas in them."—Norman J. Radder, School of Journalism, Indiana University.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

"A SAFETY Thought for Today" is the title of a one-column box used by the *Cleveland* (O.) *Plain-Dealer* to head the expressions of prominent local business people regarding this all-absorbing topic. Only one such expression is used each day, the name of the author, of course, being quoted.—G. L. S.

Thousands of persons—society leaders, athletic coaches, surgeons, manufacturers and others—are making their own movies with amateur outfits, both for pleasure and utilitarian purposes. A recent A. P. dispatch told how people have taken up the amateur movie fad. The *Wichita* (Kan.) *Daily Eagle* published a Sunday page feature on what a prominent local family was doing with its amateur outfit. What kind of films are the amateurs making? Perhaps there's a local amateur motion picture dramatic club.—Frederick T. Hollowell, N. Y. C.

One paper uses building permits on the front page under a stock caption "Building the City Each Day," giving the details of each building construction permit, with 24 pt. bold figures to show the total for the day. This is a boost stunt which has won favorable comment and stimulated reader interest here.— H. W. Schaefer, *Jacksonville Journal.*

The recent report that cottonseed beefsteaks—produced at a cost of about one-fourth of a real T-bone or porterhouse—would be available should make a good topic for a story with your local marketmen as the contributors. They may have some experience or reminiscences or earlier attempts to supplant t cow. This same chemist has produc synthetic hash and asserts that it indistinguishable in taste from the boar ing house piece de resistance.—R. Campbell.

Is the market for new automobil being weakened seriously by the used c dealers? The *Worcester* (Mass.) *Tel gram* had a reporter investigate and di covered that 40 carloads or about 5 tons of new automobiles arrive in t city weekly.—R. B. S.

If you are located in a railroad cent the "round-house" or "engine-house" h a good story waiting for you. Assign live man to visit the engine house a get details on number of locomotives i spected and repaired in one day, t meticulous nature of the inspections a the repairs necessary in most cases. human interest story on the pride a affectionate regard with which each e gineer views his own "iron horse" another possibility.—A. N. Gage.

Mary Marshall
FASHION WRITER
is sending a
COMPLETE DAILY AND SUNDAY FASHION FEATURE
and a
DAILY FASHION NEWS SERVICE FROM PARIS
Authoritative
Entertaining
Full of Ideas
The McClure Newspaper Syndicate
373 Fourth Avenue, New York

NOOZIE
The best little daily comic on the market
May be had in ½ or 1 col. size
The International Syndicate
Baltimore, Md.

BY UNITED PRESS
AROUND THE WORLD AROUND THE CLOCK
UNITED PRESS ASSOCIATIONS
World Building New York

THOS. W. BRIGGS CO.
Columbian Mutual Tower
MEMPHIS, TENN.
CREATORS OF LOCAL DISPLAY FROM A NEW SOURCE
Our Business Review and many other feature pages now running in more than 80 leading American and Canadian newspapers. Write or wire for our representative.

An Amazing Discovery!
In
"THE MAN NOBODY KNOWS"
BRUCE BARTON
Shows Jesus as a
HUMAN BEING
ORGANIZER
EXECUTIVE
A Vital, Compelling Story for Daily Newspaper Release To Run 7 Weeks
THE BELL SYNDICATE
Inc.
JOHN N. WHEELER, Pres.
154 Nassau St. New York, N. Y.

How To Play
GOLF
By JOHNNY FARRELL
Famous Teacher of That Game
24 LESSONS
Illustrated
For release daily
KING FEATURES SYNDICATE, Inc.
New York City

The World's Greatest Newspaper Feature Service
Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.
4 page ready-print color comics.
Write for samples and rates
NEA SERVICE INC.
1200 W. 3RD STREET,
CLEVELAND, OHIO



The Surest way to reach NEW ENGLAND is through the daily newspapers

Industrious, prosperous New England, a territory rich in industrial activity, with a variety of manufacture that results in steady business the year round. This is the section well worth cultivating.

New Englanders are staid, substantial citizens who are influenced in their buying habits as well as their thoughts and ideas by the substantial daily papers which are read in the homes.

New England's daily papers bring you in closest contact with consumers. No better medium for National Advertising exists and no carefully planned advertising campaign can ignore the effectiveness of the daily papers.

More than two million New Englanders read the daily papers listed below. You can reach them economically and efficiently through these papers.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun .....(E)	5,845	.03	.03
**Boston Globe .....(M&S)	287,590	.50	.50
**Boston Globe .....(S)	332,282	.55	.55
*Boston Transcript ....(E)	38,807	.20	.20
**Boston Post .....(M)	377,443	.60	.60
**Boston Post .....(S)	349,596	.55	.55
††Fall River Herald ....(S)	17,052	.06	.06
**Fitchburg Sentinel ...(E)	11,828	.06	.045
*Haverhill Gazette ....(E)	15,729	.065	.05
††Lynn Item .....(E)	16,699	.065	.05
††Lowell Courier-Citizen and Evening Leader ..(M&E)	21,918	.07	.07
**New Bedford Standard Mercury (M&E)	33,321	.10	.10
**New Bedford Sunday Standard (S)	28,806	.10	.10
**North Adams Transcript (E)	9,918	.0425	.035
††Pittsfield Eagle .....(E)	17,011	.05	.05
**Salem News .....(E)	21,398	.09	.07
††Taunton Gazette ....(E)	9,279	.05	.04
*Worcester Telegram-Gazette (M&E)	92,314	.26	.23
**Worcester Sunday Telegram (S)	51,096	.19	.16
(E)	4,046	.0214	.015

NEW HAMPSHIRE—Population, 443,683

	Circulation	2,500 lines	10,000 lines
*Concord Monitor-Patriot (E)	5,041	.0375	.025
††Keene Sentinel .....(E)	3,887	.036	.023
†Manchester Union Leader (M&E)	29,422	.13	.10

RHODE ISLAND—Population, 604,397

††Newport Daily News..(E)	6,271	.0336	.0293
††Pawtucket Times .....(E)	27,451	.07	.07
**Providence Bulletin ..(E)	68,315	.18	(B).25
**Providence Journal ..(M)	36,416	.11	(B).25
**Providence Journal ..(S)	70,518	.18	.18
**Providence News ....(E)	29,123	.08	.08
**Providence Tribune....(E)	21,961	.10	.09
*Westerly Sun .....(E&S)	4,476	.025	.025
**Woonsocket Call ....(E)	14,508	.05	.05

VERMONT—Population, 352,428

**Barre Times .....(E)	7,112	.03	.025
††Bennington Banner ....(E)	3,144	.0125	.0125
Brattleboro Reformer ..(E)	3,370	.03	.0175
**Burlington Free Press (M)	13,071	.05	.05
*Rutland Herald .....(M)	11,038	.04	.04
††St. Johnsbury Caledonian-Record (E)	4,055	.03	.0175

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
*Bridgeport Post-Telegram (E&M)	43,008	.15	.15
*Bridgeport Post .....(S)	20,827	.10	.10
**Hartford Courant ....(M)	33,003	.08	.08
**Hartford Courant .....(S)	56,274	.11	.11
**Hartford Times .....(E)	53,121	.13	.13
*Middletown Press ....(E)	8,214	.0325	.03
††New Haven Register (E&S)	46,218	.14	.13
**New London Day.....(E)	12,054	.07	.045
††Norwich Bulletin ....(M)	12,724	.07	.05
*Norwalk Hour .....(E)	6,069	.04	.04
††South Norwalk Sentinel (E)	5,043	.04	.025
**Stamford Advocate ..(E)	10,329	.05	.04

*A. B. C. Publisher's Statement, September 30, 1925.
†Government Statement, September 30, 1925.
**A. B. C. Publisher's Statement, March 31, 1926.
††Government Statement, March 31, 1926.
(B) Combination rate Daily Journal and Eve. Bulletin.

A Large, Responsive and *Growing* Circulation

in the World's Greatest Market

THE circulation of the New York Sun is concentrated among people of moderate and more than moderate means—people who have money enough to buy not only the necessities of life but also the comforts and pleasures of life—people to whom quality and service and style are more important considerations than price—people who constitute the most profitable market for advertised products of good quality.

The Sun is a home newspaper. It enables advertisers to reach all members of the family six days a week. It is an equally effective medium for selling underwear to women and cigars to men. Eighty-two per cent of The Sun's circulation is distributed after 3 P. M. when New Yorkers begin to go home with their newspapers.

Among the better-class people of New York The Sun has a larger home circulation than any other New York newspaper.

Manufacturers and merchants have found it unusually profitable to advertise their merchandise to the readers of The Sun. That is why The Sun has published for eleven consecutive months more advertising than any other New York evening newspaper.

What is most significant to advertisers is the fact that The Sun's large, responsive circulation is a growing circulation. During the six months ended March 31, 1926, The Sun had a daily net paid circulation of 257,067. This represents an increase of 11,593 copies a day over the corresponding period of 1925—a sound, healthy increase—an increase won without the use of prizes, contests or other similar methods of forcing circulation—an increase won purely on the merits of The Sun as a newspaper.

The Sun

280 Broadway New York

BOSTON Old South Building
WASHINGTON, D. C. Munsey Building
CHICAGO 208 So. La Salle St.
SAN FRANCISCO First National Bank Building
LOS ANGELES Van Nuys Building
PARIS 49 Avenue de l'Opera
LONDON 40-43 Fleet St.

THIS ISSUE:—THIRD ANNUAL DIRECTORY OF NEWSPAPER SYNDICATE FEATURES

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1926

SUITE 1700 TIMES BUILDING. NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, Februar y7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 2 | NEW YORK, JUNE 5, 1926 | By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign | 10c Per Copy

JOURNALISM LIBRARY
Not to be taken from this room

Chicago Tribune
FEATURES

DAILY AND SUNDAY
Comic Strips

The Gumps *by Sidney Smith*
Gasoline Alley *by Frank King*
Harold Teen *by Carl Ed*
Winnie Winkle *by Branner*
Moon Mullins *by Frank Willard*
Smitty *by Walter Berndt*
Little Orphan Annie *by Harold Gray*
Texas Slim *by Ferd Johnson*
The above strips in black and white or 8-page color comic section either tabloid or full size.

W. E. HILL
page of comics

DAILY AND SUNDAY
CARTOONS
John T. McCutcheon —Carey Orr — Gaar Williams

BLUE RIBBON FICTION
Daily serial story—Weekly short story and serial.

TRUE LIFE STORIES
WEEKLY
Woman's Special Page
Embroidery Page
Sport Page—Science Page

DAILY AND SUNDAY
Doris Blake Articles
Antoinette Donnelly Beauty Articles
Men's Fashions
Women's Fashions

SUNDAY
Paris Fashions

DAILY AND SUNDAY
Dr. W. A. Evans Health Articles

WEEKLY
Burns Mantle Theatrical Letter (New York)
Mencken Literary Review
Movie Letter
N. Y. Society Letter
"About Broadway" *by Mark Hellinger*

DAILY AND SUNDAY
Woods and Waters *by Bob Becker*
Walter Eckersall's Football Articles
In Motordom *by J. L. Jenkins*
Line o' Type *by R. H. L.*

DAILY
Wake of the News *by Harvey T. Woodruff*

SUNDAY
The Nickeldicks—Children's Story
The Sporting Goods *by Westbrook Pegler*

DAILY AND SUNDAY
What's Wrong Here?
Cookery Articles *by Jane Eddington*
Farm and Garden by *Frank Ridgeway*

SUNDAY
Practical and Fancy Needlework
Home Harmonious
Club Ethics *by Maude Evans*

DAILY
The Goops *by Gelett Burgess*
Sentence Sermons *by Rev. Roy L. Smith*

WEEKLY
Book Reviews *by Fanny Butcher*
Confessions of Authors
Justice Series

PACIFIC AND ATLANTIC PHOTOS
Organized by The Chicago Tribune and the New York Daily News 25 Park Place, New York

CHICAGO TRIBUNE PRESS SERVICE
Foreign—National—Local

Blue Ribbon Fiction Will Build Circulation For You During the Summer Months

Such names as Booth Tarkington, Octavus Roy Cohen, E. Phillips Oppenheim, Henry C. Rowland, conjure up thoughts of many fascinating hours of reading. Lovers of good fiction will never pass up the latest work of such authors if these stories can be purchased for the price of a newspaper.

For years The Chicago Tribune has felt the enormous influence of good fiction upon its circulation. Space in The Tribune's Fiction Section is now being bought by national advertisers who realize the advantages of appearing in the same section with Blue Ribbon Fiction.

A glance at the list of Blue Ribbon short stories (never before published) scheduled for the summer and fall should indicate to editors the wonderful chance not only to hold circulation during the weak months but to increase it!

Wire or write for proofs and rates.

BLUE RIBBON *first-run* FICTION
scheduled for the Summer and Fall.

THE BITTER SAMARITAN.....*By Ida M. Evans*
A MAN MUST HOLD HIS WIFE..*By E. P. Oppenheim*
FLYING SEED.....*By Marjorie Bowen*
APRIL DAY.....*By Frank R. Adams*
A GRAIN OF MUSTARD SEED.*By Kath. Newlin Burt*
THE WITCH'S HAT.....*By Douglas Newton*
THEIR FAMOUS FATHER.....*By Ida M. Evans*
THE STORY OF JESS TIVERTON.....*By Win Brooks*
GRAY SMOKE.....*By Octavus Roy Cohen*
THE SPANISH ELEVATOR.....*By Dorothy Haight*
THE DOCTOR'S LOVE STORY.*By H. De Vere Stacpoole*
CYNTHIA DELMORTON'S MISTAKE.....*By Sapper*
THE PECULIAR TEMPTATION OF PETER JACKSON CIGAR MERCHANT..*By Gilbert Frankau*
THE HUSBAND HUNTER.....*By Leigh Hutty*
THE FAIR UNFAIR.....*By Booth Tarkington*
THE VAN DER DONCK MANSION..*By Grace Torrey*
MASQUERADE.....*By Struthers Burt*
THE DISTANT SCENE.....*By Allen Raymond*
FIRST RATERS.....*By Frank Hurburt O'Hara*
THE DEFAULTERS.....*By Carl Clausen*
THE LITTLE RED HAIRED GIRL.*By Elizabeth Jordan*
MRS. GALAHAD.....*By Ida M. Evans*
THE BAMBOO RAFT.....*By Frederick O'Brien*
THE HANDSOME HOOFER.....*By Gene Markey*
MANHATTAN NIGHT.....*By William Almon Wolff*
FREEDOM.....*Struthers Burt*
YELLOW PERIL.....*By Margaret Culkin Banning*
TALION.....*By William Gilmore Bayner*
DAILY AND SUNDAY SERIALS.*By Henry C. Rowland, Edgar Wallace, Louis Tracy and Rosita Forbes*

THE CHICAGO TRIBUNE
Newspapers SYNDICATE
Tribune Square . . . CHICAGO

BUFFALO THE WONDER CITY OF AMERICA

Here Is the Story of Automobile Display Advertising in Buffalo

For the first four months of 1926 the automobile display lineage in Buffalo newspapers was as follows:

In the Daily Newspapers

NEWS	Times	Courier	Express
229,953	79,934	54,501	85,385

In the Sunday Newspapers

No Sunday Issue	179,631	186,055	133,366

Note that the NEWS is far in the lead in the daily field and that even when the Sunday issues are added to the daily figures there is very little difference between the 6-day NEWS and the 7-day papers.

These figures are for passenger car display advertising only and do not include used car classified ads. The NEWS, as everyone in Buffalo knows, carries exclusively practically all of the used car classified ads.

The trend of automobile advertising toward the Buffalo NEWS is a reflection of the changing policies in automobile retailing. The day of easy business has passed for the automobile dealer. He can no longer wait for buyers to come to him—he must go after buyers—using the most effective selling and advertising methods. With this change in the merchandising of automobiles, more care is being used in selecting advertising mediums. So-called free publicity must give way to effective circulation. The newspaper with the big buying audience must be used in preference to papers with smaller distribution. *Automobile buying is passing and automobile selling is here.* Successful selling requires the presentation of your sales story to the greatest audience as frequently as possible. That is why automobile dealers are choosing the NEWS.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

A. B. C. Mar. 31, 1926
134,469

EDWARD H. BUTLER, *Editor and Publisher*

Present Average Over
140,000

National Representatives

KELLY-SMITH COMPANY

Marbridge Building
New York City

Waterman Building
Boston, Mass.

Atlantic Building
Philadelphia, Pa.

Tribune Tower
Chicago, Ill.

Men who strike OIL

do not merely drift around and drill at random: they concentrate in areas where expert geologists know that oil exists.

Advertisers *who get best* RESULTS—

do not broadcast aimlessly to all the world: they concentrate on reaching people who are known to be prosperous.

The New York Herald Tribune appeals particularly to prosperous progressive readers: it is a complete modern newspaper, interesting and dependable.

In addition to its comprehensive circulation of highest grade within the city limits of Greater New York, the Herald Tribune has the largest circulation on week-days of any standard size New York morning newspaper throughout the residential suburbs.

And 32 percent of the men listed in the Directory of Directors—New York's most influential executives—have their homes in the suburbs.

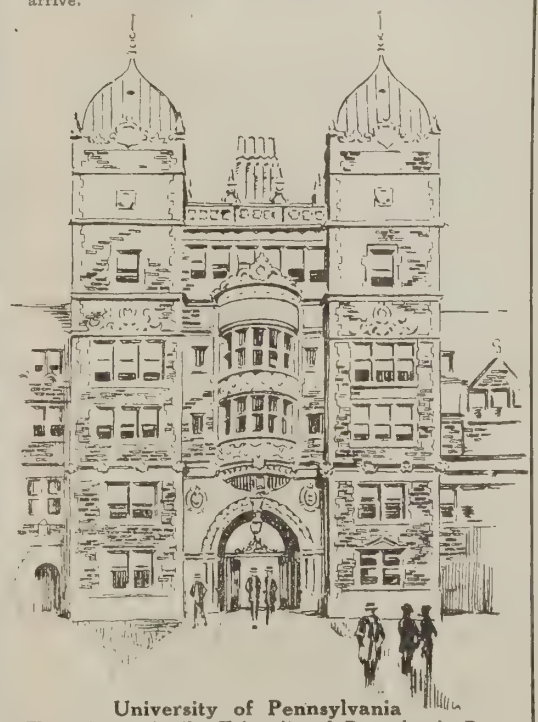
That is why advertisers who *study* conditions use the Herald Tribune—they know it reaches families who are really able to buy.

NEW YORK
Herald Tribune

In the Heart of Philadelphia
and in the
Hearts of Philadelphians



Broad Street Station
Present Philadelphia Terminal of the Pennsylvania Railroad, where most of the delegates to the Associated Advertising Clubs of the World Convention will arrive.



University of Pennsylvania
The entrance to the University of Pennsylvania Dormitories, 32nd Street and Woodland Avenue. The University was founded by Benjamin Franklin. It is here that many sessions of the Associated Advertising Clubs of the World convention will be held.

Directly across the City Hall Plaza from the Pennsylvania Terminal stands the imposing home of The Evening Bulletin. It is there that Headquarters of the Associated Advertising Clubs of the World are located.

The Bulletin is Philadelphia's Newspaper. It is read in practically every home in and around Philadelphia. The Bulletin's net paid daily circulation of 533,169 is the largest in Philadelphia and one of the largest in the United States. No newspaper enjoys greater reader confidence. No newspaper produces more for its advertisers.

The growth of Philadelphia's retail business and the popularity of advertised goods in this market are reflected by the continued and steadily increasing use of space in The Bulletin. Because The Bulletin dominates Philadelphia, it offers maximum impression at minimum cost.



The Bulletin Building
The home of Philadelphia's Newspaper. Here the headquarters of the Associated Advertising Clubs of the World convention are located.



The Poor Richard Club
Located at 1319 Locust Street and named for Benjamin Franklin, the famous prototype of modern business philosophy.

The Evening Bulletin
PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads the Bulletin"

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 59 NEW YORK, JUNE 5, 1926 No. 2

Third Annual Directory of Press Features Shows Record Syndicate Development

More Than 2,000 Features by 750 Writers and Artists Made Available to Newspapers by Hundred-Odd Firms, Covering Every Editorial Field Except General Spot News

MORE than 750 authors and artists produce more than 2,000 features which are made available daily and at less frequent intervals to newspapers by more than 100 syndicates and services. They can give the circulation-hungry editor a 16-page magazine in colors, or they may give him a 2-line filler for the foot of a column, and they can give him anything and everything else that the fortune demands.

What they give is detailed at length in the directory of features on the following pages. This is the third annual listing of its kind by EDITOR & PUBLISHER, and irrespective of the new service elements that it includes it indicates that the feature business has exceeded record dimensions in range and quality of products.

In addition to the directory of features this issue presents for the first time a directory of authors and artists and the syndicates through which their work is offered. The usual list of syndicates, their chief executives, and their home addresses appears at the end of the directory.

A casual inspection of the directory warrants the judgment that publication of a dull or uninteresting newspaper for any considerable in the face of this wealth of material approaches the criminal estate. Fortunately no feature enjoys a monopoly of its type, though some may win and hold a practical empire over their field by sheer excellence. Even these are imitated. The editor who believes that his competitor's circulation dominance is due to a certain feature should have little difficulty in giving his readers something just as good in the same line.

Take comics, for instance. The list includes a dozen or so recognized headliners and literally hundreds of panels, strips and cartoons which, if not in the strictest class, might appear creditably in any newspaper's columns and bring gratification in their wake. Comics that teach, comics that educate the youngster, comics that satirize the work and play of Mr. and Mrs. Business Man, comics that tickle and their laughs in the bladder and kick of the circus—you can have them all or all of them by paying a little money—and taking your choice.

Do you want to make a special drive for the favor of the local ladies? Their children, their homes, their gardens, the fancy morning breakfast or the snack after the bridge club, their husbands, their children, their sweethearts and their children's sweethearts—these are but a trace of the immense volume of material at your disposal. Serial stories galore, some with daily climax that leaves 'em gripping the chair-arms, some of slower and more ancient vintage, and some just written because editors like serials, form a section under the letter "S" in the directory of general features. Under the same letter come short stories in even greater numbers than the 60,000-80,000-word masterpieces. Up-to-the-minute "short stories" will fill a half-page daily with open delight of the ladies and to be conned in a corner by the men.

Political cartoons are available for the newspaper which favors the League of Nations and for that which shuns it, for the dry and the wet, Republican and Democrat, and a host of cartoons for the paper which rides the fence on all such issues. Editorials of every shade of opinion and none at all can be had by the publisher whose purse won't permit the employment of a gifted writer.

Are the town's babies engaging your thoughts? You can give the mothers columns per day on how to feed, bathe, clothe, and quiet the infants without advising father to wear paths in the bedroom carpet after midnight.

Does the idea of a bedtime story stir your thoughts? Take your pick of a dozen or more by famous writers of that material.

Do you think the town needs the stimulating influence of puzzles? You can buy battalions of enigmas, charades, rebuses, cryptograms and regiments of cross-word puzzles.

Does the sport section need bolstering? Almost 100 features pay exclusive attention to the various indoor and outdoor games, telling the neophyte how, describing the professional's methods in word and picture, question boxes, columns of trenchant and pungent comment, opinions on the relative speed of the horses, "by-line" pieces by famous champions, reminiscent tales, etc., ad lib.

Do you want a page of pictures or mat pictures of the day's news? Almost a score of firms stand ready to supply your needs.

For the editor who wants a wide selection of features laid on his desk daily for the assembling of an appropriate daily menu for his clientele, half a dozen "blanket services" are listed.

And what of the Great White Way? Is there a call for odd bits of information on the doings of theatrical stars, society leaders? Fifteen or twenty New York letters, general, movie, dramatic, society, etc., are spread on the counter for the discriminating buyer.

Or is it financial news and comment that is desired? Two dozen different writers approach the marts of trade with spectacles of varying hues. The "big board" in New York, the curb, bond, commodity and foreign exchange markets are all covered by experts for the syndicates, many of which also supply a weekly round-up of market developments to supplement the daily service.

Wealth, plus health—a magic formula for success which the editor can supply. With a score of learned experts attending to information on wealth come almost as many medical men with advice as to daily corporal conduct. As a rule, they won't diagnose ailments nor prescribe remedies, but they do answer simply and ably health queries of general interest in addition to half a column or so of daily comment and constructive advice.

Wealth, health plus beauty—an unbeatable combination for the fair ones which is also within the editor's grasp. Opera stars, movie queens vie with the regular feminine beauties of the newspaper shops in telling their sisters how to keep the girlish complexion and the girth of youth.

Half a score more of respected advisors will counsel the maid and the

(*Continued on page 61*)

EDITOR & PUBLISHER
THIRD ANNUAL DIRECTORY OF FEATURES

General, Art and Sport Features—Directory of Authors and Artists—List of Syndicate Officers and Addresses

(Copyright 1926 by Editor & Publisher Co.)

GENERAL NEWSPAPER FEATURES

Interviews, Columns, Editorials, Women's Page, Radio, Serials, Etc.

A

FEATURE	AUTHOR	SYNDICATE
Abe Martin (d)	Kin Hubbard	National Newspaper Service
About Broadway (w)	Mark Hellinger	Chicago Tribune Newspapers Syndicate
About Photoplays (w) (⅓)		Editor's Copy
About Women (w)	Rupert Hughes	Bell Syndicate, Inc.
Ad-route (House Organ) (m)	W. S. Ball	International Syndicate
Advertising Service (m) (ill) (22p)		Star Adcraft Service
Adventures Around the World, My	Galli-Curci	Cosmos Newspaper Syndicate
Adventures of Dr. Doolittle (d) (½)	Hugh Lofting	New York Herald Tribune Syndicate
Advice to Girls (d) (⅛)	Annie Laurie	Newspaper Feature Service, Inc.
Advice to the Lovelorn (3w) (ill) (1)	Beatrice Fairfax	International Feature Service, Inc.
Along the Highway (d) (1)	W. G. Sibley	Chicago Journal of Commerce
American Art Today (w)	Molly C. Ohl	Cosmos Newspaper Syndicate, Inc.
Andrew & Imogene (d) (½)	Roe Fulkerson	McNaught Syndicate, Inc.
Anecdotes (d) (⅛)	Selected	Wheeler-Nicholson, Inc.
Annabelle Cut-Outs (w) (tab)		World Color Printing Co.
Answers to Questions (d-w) (⅜)	F. J. Haskin	Frederic J. Haskin
Arabian Nights Color Pictures (d) (2)	Harlowe R. Hoyt	Publishers Syndicate
Are You Discouraged? (d) (¼)	Frank Wright	C. C. Powell Newspaper Features
Art, American Today (w) (m)	Molly C. Ohl	Cosmos Newspaper Syndicate, Inc.
Articles (d)	Glenn Frank	McClure Newspaper Syndicate
Ask Priscilla Wayne (d) (⅛)	Priscilla Wayne	Des Moines Register & Tribune Syndicate
Autobiography	George M. Cohan	Bell Syndicate, Inc.
Autobiography (w)	Galli-Curci	Cosmos Newspaper Syndicate, Inc.
Auction Bridge Players, Table Manners for (d) (1)	Marie Van Riper Watts	Imperial News Service
Aunt Het (d) (⅛)	Robert Quillen	Publishers Syndicate

B

Babble from Babylon (d) (⅛)	Duncan	Wheeler-Nicholson, Inc.
Babson, Roger W. (w) (1)	Roger W. Babson	Publishers' Financial Bureau
Baby Brown Speaks Out (w)	Elizabeth Lowndes	T-Bean Newspaper Syndicate
Baby Mine (d)	Paul Pim	George Matthew Adams Service
Background of Events (3-w)	Paul V. Collins	Paul V. Collins Editorial Syndicate
Background of Foreign Affairs (w) (1½)	Henry Kittredge Norton	New York Herald Tribune Syndicate
Baseball Index (d) (¼)	J. S. Whitney	Current News Features, Inc.
Hazel Batchelor Serials (d) (½)	Hazel Devo Batchelor	Ledger Syndicate
Beatrice Fairfax Articles (3w) (ill)	Beatrice Fairfax	International Feature Service, Inc.
Beauty—and You (d) (ill)	Vogue	Conde Naste Newspaper Service
Beautiful Home (w) (fp)	Various	Editors' Syndicate
Beauty Articles	Antionette Donnelly	Chicago Tribune Newspapers' Syndicate
Beauty Chats (d)	Edna Kent Forbes	George Matthew Adams Service
Beauty Chats (3tw) (¼)	Lucrezia Bori	Newspaper Feature Service, Inc.
Beauty Hints (d) (¼)	Peggy Hopkins Joyce	Wheeler-Nicholson, Inc.
Beauty Secrets (ill) (d) (½)	Mme. Qui Vive	King Features Syndicate, Inc.
Beautiful Woman, The (d) (⅛)	Jane Grant	D. P. Syndicate
Bedtime Story (d)	Howard R. Garis	McClure Newspaper Syndicate
Behind the Foreign News (w) (1)	Rogers	Wheeler-Nicholson, Inc.
Bettina's Recipes (d) (¼)	Louise B. Weaver	Des Moines Register & Tribune Syndicate
Big Sister Talks (3tw) (½)	Lucy Lowell	King Features Syndicate, Inc.
Bingville Puzzle Page (w) (tab)		World Color Printing Co.
Biography, Buffalo Bill	Julia Cody Goodman	Cosmos Newspaper Syndicate, Inc.
Biography, Christy Mathewson	Bozeman Bulger, Mrs. Mathewson	Bell Syndicate, Inc.
Biography, Woodrow Wilson (ill)	Wm. Allen White	Bell Syndicate, Inc.
Biography, Woodrow Wilson (ill)	Mary Allen Hulbert (Mrs. Peck)	Bell Syndicate, Inc.
Blanket Service (d)	Staff	Associated Newspapers
Blanket Service (d)	Staff	Central Press Association

(*Continued on page 40*)

MASON LEAVES N. Y. HERALD TRIBUNE TO JOIN EVENING POST AS EDITOR

Former Paper Names Draper Assistant Editor, Holcombe Managing Editor, and Renaud Placed in Charge of Sunday Edition

JULIAN S. MASON, managing editor of the *New York Herald Tribune,* has resigned to become editor-in-chief of the *New York Evening Post,* owned by Cyrus H. K. Curtis. His resignation from the Herald Tribune is effective immediately, but he will not assume his new duties until July 1.



JULIAN S. MASON

David E. Smiley, editor-in-chief of the *Philadelphia Public Ledger,* and the *Philadelphia Sun,* two other Curtis newspapers, who has been dividing his time between New York and Philadelphia, will devote all his time to Philadelphia after the end of this month.

In a statement to EDITOR & PUBLISHER, Mr. Mason said:

"I feel that the Evening Post offers the best opportunities in the evening field in New York. It is a paper devoted to the finest traditions. Its editorial chair has been filled by a succession of great figures in American journalism. It is now being published by one of the leading publishing organizations in the country—the Curtis-Martin Newspapers, Inc. I feel the property has an assured future, and I am very much pleased to be associated with it."

A series of important executive changes on the New York Herald Tribune followed the resignation this week of Mr. Mason as the managing editor.

As given to EDITOR & PUBLISHER by Ogden Reid, editor and owner of the Herald Tribune, these changes are:

Appointment of Arthur S. Draper as assistant editor.

Creation of an editorship co-ordinate with the managing editorship, with Ralph E. Renaud in charge of the Sunday Herald Tribune. Appointment of Armistead R. Holcombe as managing editor, succeeding Mr. Mason. Mr. Holcombe was formerly night editor, and is succeeded by Henley Hill, his former assistant.

Edward Logan is now the assistant night editor, and Alan T. Holcomb has been named head of the copy desk.

Mr. Mason declined to discuss the reasons for his resignation when questioned by EDITOR & PUBLISHER. He said he intended to take a month's vacation at his home situated in Glen Cove, Long Island.

Other than stating he was sorry to see Mr. Mason leave, Mr. Reid likewise refused to tell the inside story of the shake-up. He said the paper had grown so steadily since the merger with the new York Herald that five men were now needed to handle the news and editorial departments directed by two executives up to six months ago.

Mr. Draper, as assistant editor, will be in complete charge of the paper in the absence of Mr. Reid, and will maintain general supervision of all the editorial and news departments. The news council, however, is directed by Mr. Holcombe, the new managing editor.

Mr. Mason had been managing editor of the Tribune, later the Herald Tribune, since 1922, coming to New York from Chicago, where he was managing editor of the *Chicago Evening Post.* He has also been associated with the *Chicago Tribune* and the *Chicago Daily News.*

All the men promoted as a result of Mr. Mason's resignation are veterans in the service of Mr. Reid and the Herald Tribune. On the 10th of this month, Mr. Draper will have been 21 years with that newspaper. Mr. Renaud first worked for the New York Tribune in Washington in 1889, and thus, although he worked on other newspapers afterwards, he is listed as one of the daily's oldest employes.

Mr. Draper became a reporter for the New York Tribune immediately after being graduated from New York University. He was later shifted to the rewrite staff, and promoted to night city editor and then in 1913 to Sunday editor. In 1915, Mr. Draper was sent abroad as general European manager of the Tribune with headquarters in London. He returned to this country about a year ago to become foreign editor, the position he held prior to his present promotion.

After his short experience as Washington correspondent for the Tribune, Mr. Renaud went west where he attended Leland Stanford, Jr., University. After college he started newspaper work regularly on the *San Francisco Examiner.* He remained on San Francisco dailies for nine years, becoming dramatic critic of the *San Francisco Bulletin,* and later holding the same position on the *San Francisco Chronicle.* He came to New York in 1912, joining the staff of the *New York Globe,* and in 1914 transferred to the Tribune where he has remained since, with the exception of about a year spent as night managing editor of the *New York Herald* before the merger. He was made assistant managing editor of the Herald Tribune under Mr. Mason.

Mr. Holcombe, the new managing editor, spent several years teaching school, following his graduation with an A. B. degree from Centenary College in Louisiana and an M. A. from Vanderbilt University in 1898. For three years he was an instructor in geology and history at Vanderbilt. Then he taught for a year at a private school in Staunton, Tenn., before actively entering newspaper work.

His first newspaper experience came in 1901 on the staff of the old *New Orleans Picayune,* under Herman Seiferth, still with that publication, now the *Times-Picayune.* He spent eight years with the Picayune as reporter and then went to the *St. Louis Republic,* where he became assistant city editor. He left St. Louis for Cleveland and there was assistant city editor of the *Cleveland Leader,* returning after a short while to the *St. Louis Times.* He later became managing editor of this paper.

During the war, Mr. Holcombe came to New York and joined the copy desk of the old *New York Morning Sun.* In the fall of 1918, he transferred to the copy desk of the Tribune. Four years ago he was made night editor.

HERALD TRIBUNE'S NEW TITLE

Merger of Two New York Dailies Now Completed in Name

Merger of the *New York Herald* and the *New York Tribune,* accomplished in fact in March, 1924, was completed in name June 1. Then the newspaper appeared with a new title line, merging the old mastheads of the two papers into one as the *New York Herald Tribune.*

The new masthead was designed by T. M. Cleland, New York artist, under the direct supervision of Ogden M. Reid, owner and editor of the daily.

The "Herald Tribune" is in hand-drawn simplified Old English, with the words separated by the old Tribune's seal enlarged and improved. Centered above the nameplate, "New York" appears in hand-drawn Roman bold.



New *Herald Tribune* executives (left to right): A. R. Holcombe, managing editor; A. S. Draper, assistant editor; Ralph Renaud, in charge of Sunday edition.

The seal or "dingbat" as members of the staff call it, has been part of the Tribune's masthead since the paper was established on April 10, 1841. It shows two figures at either side of a clock surmounted by an American Eagle. On the right of the clock sits Father Time gazing into an hour glass. In the distance are shown camels and Grecian pillars, symbolic of old means of transportation and ancient civilization. In the foreground a farmer plows a field with an ox-drawn plough.

On the other side of the clock, representative of the present, the figure of Youth stands, striding boldly forward bearing an American flag. In the background smoke belching factory chimneys tell the story of the present civilization. Modern transportation is depicted by the picture of a train of the period of 1841 crossing a bridge, and telegraph wires tell of improved communications. In the foreground lie a plough, sheaves of wheat and a rake, symbolic of modern agriculture. Labor is likewise represented in the symbolism by a pick-ax and a factory gear wheel which lie at the foot of the clock.

TRANSCRIPT IN NEW DRESS

Boston Daily Using Larger Type to Increase Legibility

The *Boston Evening Transcript* on May 24 appeared in a complete new type dress, consisting of 7-point on 7½ point slug. The former type was 6-point. The linotype matrix carries No. 2 Old Style combined with boldface No. 2 for subheads.

In a front page box announcing the type change the Transcript stated "it did not mean to say things louder, but to say them more clearly."

Joyce Leaves Newspaper Work

After more than 20 years in the journalistic field in Philadelphia, J. St. George Joyce, of the *Evening Bulletin* staff, has left newspaper work to join the Russell H. Conwell Foundation, formed to perpetuate the work of the late president of Temple University by raising a fund for $20,000,000 for the expansion of the institution.

FIRST UNIT ENQUIRI PLANT COMPLETED

Five Story Section of New 14-St Home to Be Formally Opened Sunday—Historical Edition Planned

(*By Telegraph to* EDITOR & PUBLISHER)

CINCINNATI, O., June 2.—Celebra of the temporary completion of the unit of the fourteen-story home of *Cincinnati Enquirer* will be observed Sunday when the executive offices, counting room, the circulation dep ment and the city editor's staff telegraph department will move the first five stories of the first unit the structure. Forthwith will comme the demolition of the four-story fron the old Enquirer Building which has st for more than 60 years. The conc building in the rear, containing the fi cial department, the art department, advertising staff and sporting departm will not be demolished until the sec and third units of the building are c pleted to a height of about five sto which will be in about four or five mon

The Enquirer through the work Librarian Harry Pence has prepare supplement to its Sunday edition for J 6 which gives a complete history of personnel of the newspaper from foundation in 1841 by Washington Lean and James L. Faran, former gressman and mayor of Cincinnati, the present day. Among the perso of former reporters, editors and dep ment heads are men who have atta fame in journalism and belle lettres, as Lafcadio Hearn, author and essa Allen O. Myers, political writer and thor; G. M. D. Bloss, editorial wri John R. McLean, editor and business ecutive; George Randolph Chester, ator of "Get Rich Quick Wallingfo which famous character was reputed be a former copy reader on the Enq who capitalized his name at $500,000 working for $25 a week; Windsor Mc artist and cartoonist; James W. Fa ner, dean of Ohio political writers; J Hastings, "Luke McLuke" colum John A. Cockerill, editor and later torial director of *New York World Washington Post;* James M. Cox, t times Governor of Ohio and Democ presidential candidate; Robert F. Sc kers, boy story writer and creato "Seketary Hawkins" now syndicated.

Other prominent men who were or Enquirer staff were: Lewis T. H Charles L. Doran, Charles W. Hoc Sam F. Cary, O. P. Austin, Charle Christie, G. F. Hayman, Theodore H man, John T. McCarthy, Alex C. Sa Charles Scanlon, Ren. Mulford, Jr., Ja Murray Allison, Elliott Marfield, H M. Weldon, Walter F. Draper.

VON WIEGAND IN AUTO ACCID

European Director of Universal Ser Narrowly Escapes Death

Karl H. Von Wiegand, European ager of Universal Service, narr escaped death on May 20, while ret ing to his Paris headquarters by a mobile from Warsaw, where he covered the Polish revolution.

While traveling 50 miles an hour a a straight smooth road 15 miles Kutnow, the motor suddenly flared into the exhaust and a moment later forward part of the car was in fla The automobile was a big six-cyli French Farman, with a closed body.

Mr. Von Weigand was sitting in with the driver. The car has but doors, both in front. The Amer correspondent opened one and jum for his life. No one was injured.

"All's well that ends well," Wiegand wrote to Chester Hope, e of Universal Service, in a letter rece in New York this week, "But it w close call."

Mr. Von Wiegand is now spendi month's vacation with Mrs. Von Wie on the Riviera.

CIRCULATION PROBLEMS UNDER MICROSCOPE

'uture of Tabloids, Postal Rates, Motor Delivery, and Ethics Code, Big Topics to Be Considered at I. C. M. A. Philadelphia Meet—Round Table Discussions to Cover Entire Field

NEWSPAPER circulation managers of the country will apply a microscope their business, seeking new discoveries the science of selling their products, at ie 28th annual convention of the Inter-ational Circulation Managers' Associa-



Pres. E. R. Hatton

on to be held in Philadelphia Tuesday, ednesday and Thursday of next week. The future of tabloid newspapers, pos-l rates, motorization of delivery, and a de of ethics are four outstanding topics a program which comprehensively vers the old problems and new inno-tions in the circulation field.

The sessions of the convention will be ld at the Benjamin Franklin Hotel, esident E. R. Hatton, circulation man-er of the *Detroit Free Press* will pre-le, while group discussions will be led designated members.

The future of the tabloid newspaper ll be the first topic up for considera-n following the addresses of welcome, ports of officers, and the president's dress.

Two representatives of the Postoffice partment will discuss mail rates. Rural otor delivery will be presented for con-deration Tuesday morning. D. B. G. se of Louisville, Ky., will present a de of ethics for circulation managers.

Virtually every phase of circulation will taken up in round table discussions.

Invited guests who will address the



STANLEY CLAGUE



D. B. G. ROSE

culators include L. B. Palmer, mana-, American Newspaper Publishers' sociation; Stanley Clague, managing ector, Audit Bureau of Circulations; W. Chandler, chief auditor, and Wil-m F. Hoffman, New York manager, B. C.; James Wright Brown, publish-EDITOR & PUBLISHER, and Fred J. nde, general manager, *Fourth Estate.* n elaborate entertainment program been arranged including visits to the qui-Centennial Exposition and historic ts in and about Philadelphia.

The complete program follows:

MONDAY EVENING, JUNE 7

Meeting of the Board of Directors.
Report of the Entertainment Committee.
Report of the Auditing Committee.
Report of the Convention Committee.

GENERAL BUSINESS

TUESDAY MORNING, 9 O'CLOCK, JUNE 8

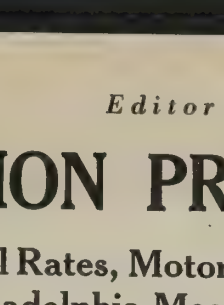
Convention called to order.
Roll call.
Address of welcome.
Reading of minutes of previous convention.
Report of the board of directors.
Report of program committee.
Auditor's report.
Secretary's report.
Report of special committees.
Report of standing committees.
President's address.
Motions.
Resolutions.
Report of committee on by-laws and constitution.
Special business.

"Tabloids"—Is the newspaper of the future to be tabloid? If so, when will that time come?

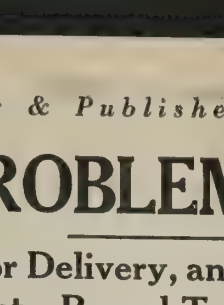
Paper by James Sullivan, *New York Daily News,* and Joseph C. Rowett, *Washington* (D. C.) *News.*

Discussion led by O. O. Scattergood, *New York Graphic;* Ben Bloom, *New York Mirror;* Robert Weir, *Buffalo* (N. Y.) *Star;* Nathan Sherry, *Baltimore* (Md.) *Post;* J. M. Annnenberg, *Philadelphia* (Pa.) *Sun;* Rob't Corrigan, *Los Angeles* (Cal.) *Examiner.*

"Sales Organization and Promotion"—



L. B. PALMER



J. M. SCHMID

M. E. Douglas, circulation manager, Curtis Publishing Company.

"The Relation of Single Mail Rates to Second Class Mailing Privileges"—Regar, Third Assistant Postmaster-General; Wm. Wood, Classification Division, Postoffice Department, Washington, D. C.

TUESDAY P. M.

Rural Auto Delivery—What is its future? Is it more favorable for morning or afternoon papers?

Paper by Galt Burns, *Washington* (D. C.) *Star.*

Discussion led by Robert W. Taylor, *Flint* (Mich.) *Daily Journal;* John Schmid, *Indianapolis* (Ind.) *News.*

"Bus, Railraod Baggage and Postal Rates"—Discussion led by Clarence Hixon, *Syracuse* (N. Y.) *Post-Standard;* Robert McLean, *Philadelphia* (Pa.) *Bulletin;* H. C. Kloecker, *Cincinnati,* (O.) *Enquirer.*

WEDNESDAY MORNING, 9 O'CLOCK, JUNE 9

Introducing L. B. Palmer, general manager, American Newspaper Publishers' Association.

"Insurance"—Advantages and disadvantages of insurance policies as circulation builders.

Papers by L. J. Hoffman, *St. Louis* (Mo.) *Star,* and Thos. Welch, *Philadelphia* (Pa.) *Record.*

Discussion led by Karl Hall, *Toledo* (O.) *Blade;* Chas. Wilson, *Columbus* (O.) *Dispatch;* Ray South, *Birmingham* (Ala.) *News.*

"Promoting Serials and Special Features for Morning, Evening or Sunday Papers"—Paper by Walter Rauck, *Cincinnati Post.*

Discussion led by J. W. Kenny, *Detroit* (Mich.) *Times;* W. J. Parker, *Chicago American;* J. N. Eisenlord, *Chicago News;* Clem D. O'Rourke, *St. Louis Times.*

"A Code of Ethics for Circulation Managers"—D. B. G. Rose, Louisville, Ky.

WEDNESDAY P. M.

Introducing Stanley Clague, managing director, Audit Bureau of Circulations.



CLARENCE EYSTER



C. E. BLEWER

What Bookkeeping Methods Shall the Circulation Managers Adopt to Facilitate the Work of the A. B. C.?—E. W. Chandler, chief auditor of the A. B. C.; William F. Hoffman, manager New York Office, Audit Bureau of Circulations.

Introducing James Wright Brown, publisher, EDITOR & PUBLISHER.

Introducing Fred J. Runde, vice-president and general manager Fourth Estate.

"Building and Holding Single Mail Circulation on Rural Routes"—Paper by W. A. Cordingly, *Des Moines Register-Tribune.*

Discussion led by Ted Booth, *Grand Rapids* (Mich) *Press;* John T. Toler, *Atlanta* (Ga.) *Constitution;* Geo. Erbe, Jr., *Buffalo* (N. Y.) *News;* John J. Kirk, *Cleveland Plain Dealer.*

"Promoting Street Sales in the Average Small State Cities"—Paper by V. A. Bridges, *Omaha Bee.*

Discussion led by Chas. T. Buck, *Scranton* (Pa.) *Republican;* Frank Roberts, *Rochester* (N. Y.) *Times-Union;* C. W. Crum, *Lexington* (Ky.) *Leader;* W. B. Mills, *New Haven* (Ct.) *Register;* C. E. Blewer, *Binghamton* (N. Y.) *Press.*

"How Can a Small Town Sunday Paper Be Sold Against Competing Metropolitan Editions Which Carry Twice the Number of Features?"—Paper by Bernard Knight *Syracuse* (N. Y.) *Herald.*

Discussion led by F. M. Hatch, *South Bend* (Ind.) *Tribune;* A. W. Cockerill, *Utica* (N. Y.) *Press;* V. P. Willett, *Akron* (O.) *Times-Press.*

"Most Effective Promotion Methods on a Morning Newspaper in Towns Where the Sentiment Is Toward the Evening Newspapers?"—Paper by J. L. Thornton, *Birmingham* (Ala.) *Age-Herald.*

Discussion by R. H. Beach, *Springfield* (Mass.) *Republican;* R. D. M. Decker, *Rochester* (N. Y.) *Democrat and Chronicle;* G. C. Gardner, *Binghamton* (N. Y.) *Sun.*

Round Table Talks—Time and place to be announced by Chairman.

Round Table Chairmen

Evening—J. N. Eisenlord, *Chicago Daily News.*

Morning—John J. Kirk, *Cleveland Plain Dealer.*

Sunday—Chairman to be chosen by those present from members operating morning and Sunday, also evening and Sunday papers.

The Sunday meeting will be held after the morning and evening round table talks, if agreeable to a majority present.

Farm Papers—E. A. Shearer, *Michigan Farmer,* Detroit, Mich.

THURSDAY A. M.

General Discussion

1—Value of Carrier papers and house organs.

2—Co-operation between Circulation Manager and editorial departments, on News stories—feature promotion and serials.

3—Shortcuts and economies in operation of circulation department, mailing room, trucks, left on hands on press runs.

4—To what extent should "pressrun" exceed "Net Paid"?

5—What effect have flapper stories on circulation? Is the appeal of this type of story diminishing?

6—Value of a Woman's page to a morning newspaper. How many morning newspapers present run one? How many have discontinued them?

7—What are the main problems of operating under a budget system? What do you do to meet emergencies on a budget system? How many operate on budget?

8—What effect has the roto sections on evening papers on Saturday toward overcoming the usual Saturday slump? Does the extra circulation secured this way justify the extra expense?

9—Does the color supplement on evening papers where there is no extra charge, affect the Sunday Bull Dog edition sale?

10—Does Radio Broadcasting by newspapers increase circulation?

11—What papers have used aeroplanes for delivery? What is the average number of pounds a plane can carry? How many stops do they make?

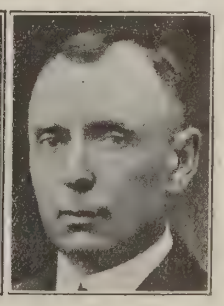
12—What automobile allowance should be made to roadmen? A flat allowance of so much per week? Or a mileage allowance on speedometer readings submitted to the office each day together with a daily report of places visited and results accomplished?

13—Bus Lines? Are they under jurisdiction of Public Utilities Commission in your state? What rates do they charge? Do they file tariffs? Do certain lines refuse to carry papers? What do you do about complaints? What efforts have been made by your state associations to standardize bus rates?

14—Railroad Baggage rates in the south? What states are starting to benefit by these rates? Are they on zone



J. N. EISENLORD



ROBERT WEIR

rate basis, or a flat rate for the whole railroad system?

15—What percentage should a boy receive on a 65 cent monthly collection? What percentage should the office finally receive?

16—Downtown Street Sales Slump. What causes them? Does the installation of buses decrease your sale? Does rigid enforcing of traffic and parking rules cut them down? Does the bus cut down the reading habit of the public because of the vibration and poor lighting of a majority of the busses?

17—What is the best method of distri-

buting a carrier boy's paper on a newspaper with 30,000 city circulation?

18—What are the best methods of handling Base Ball editions in residential neighborhoods?

19—Should district managers or substations be employed, one man to a certain number of subscribers, or to a certain area, or to so many boys?

20—How often should carrier contests be employed? What are the best periods of the year?

21—What has been the BEST stunt employed during the year through carrier organizations? What was the cost per order?

22—Premiums. What has been the most popular premium used during the year, to either boys or readers? If charge is made for premium how and when is the collection made for same? Are subscribers permitted to secure premium before expiration of their contracts?

23—What results have papers had in dish distribution on R. D. Routes? What percentage of subscribers failed to make regular payments where installment payments were permitted?

24—What is the best method of securing and holding Negro readers, especially in the South and South-West?

25—In towns where competitive papers have a circulation of more than 100 copies or more—is it best to have joint or independent agents?

26—Is it possible or practical for competitive newspapers to co-operate successfully in handling country agents circulations? Can they make use of each other's roadmen when it is economical to do so?

27—What satisfactory arrangements can be made with country agents so that they will have the residential neighborhoods of their towns covered thoroughly by sales boys on Sunday mornings?

28—Is it best to have country territories divided into small districts with a travelling representative in charge of each or to have larger districts with fewer travelling men and a few solicitors?

29—Would it be advisable to black list "No Good Foreign Dealers" in the Monthly Bulletin? Would all members co-operate? Would it be possible to have a clearing house where all members could write for the list of O. K. out-of-town newsstands? Would this work a hardship on the secretary-treasurer to keep this revised? Should a charge be made for this service? If so, how much?

30—Best method of changing from office owned routes to independent delivery?

31—Various suggestions to keep carrier complaints to a minimum?

32—How can carriers in outside towns be induced to secure new subscribers without prizes or premiums?

33—How can a newsdealer's counter sales be increased?

34—How many papers have predate editions? How many have eliminated them? How many have reinstated them? Why? How do you bill them? On day they are dated?

35—Overcoming Summer Slumps. Who has succeeded in cutting this Holiday and Summer Half Holiday slump below the previous year? How about Christmas, New Years, Decoration Day and 4th of July? Which is the heaviest loss suffered on? Why?

36—How many publishers are paying full rates on mail bundles and hauling them a great distance before shipping them on trains or trolleys? What can be done to have this matter discussed by the Publishers' Postal Committee or our own Committee?

37—What is expected of a roadman?

38—What is fair to a dealer that receives his papers late, through no fault of his own? Should he receive full credit for them?

39—What methods can be used in promoting street sales in towns less than 60,000?

40—Contest Circulation. What results have been secured through the recent automobile and house contests?

41—What methods have been used in keeping records of paid-in-advance subscriptions?

42—What value is a promotion manager to a Circulation Department? Should Circulation Promotion be handled through the Circulation Department or through a specially organized promotion department entirely separate from circulation?

43—What is the best means to secure better representation through Railway News Agencies and Steamship Agencies?

44—Does a Bull Dog edition of a morning paper in a town where the competitive morning paper does not have a Bull Dog edition, work to the detriment of the morning sales with the regular morning sale of the paper that prints the bull dog?

45—What is the best method to stop *"Stops"*?

46—What is the most practical way to order PRESS RUNS by editions to hold down left overs and returns?

47—What percentage of Single Mail Subscribers renew each year? What would you consider a fair percentage? What have you found to be the most general reason for not renewing?

48—How would you combat the free distribution of a paper by a department store?

49—Do you save money on upkeep of your mail list by putting in addressing machines?

50—Which is the most practical for dealer labels? For Single Mail List?

51—Should we offer in our club combinations of magazines more than 50 per cent of the face value of the magazines suggested? For example, is it better to offer three magazines at their face value, which would amount to $1.00, and then cut it 50 per cent plus your paper charge, or is it better to educate the farmer to receive a big offer for a great number of magazines, say twelve or thirteen whose face value is possibly $3.00 and for which the agencies charge only 75c, plus your regular charge? Is there any special advantage in using this great number of magazines in clubs? Will the A. B. C. OK them and what about the Post Office Department rulings? Are you educating the farmer to hold out on his renewal with the hope of getting many dollars worth of reading matter for a dime?

52—How to hold a morning subscription of a laboring man who goes to work at 7 o'clock in the morning.

53—Advantage of using "stuffing machines" for assembling complete Sunday paper over "hand" stuffing. Difference in cost.

At 4 P. M. Thursday afternoon, all members and their families are invited to inspect the publishing plant of the CURTIS PUBLISHING COMPANY, publishers of the *Saturday Evening Post, Ladies' Home Journal* and *Country Gentleman.*

THURSDAY P. M.

Election of Officers
Selection of Next Meeting Place
Unfinished Business
Adjournment of Convention
Meeting of Board of Directors

ENTERTAINMENT PROGRAM

MONDAY, JUNE 7

General reception and get together party at Benjamin Franklin Hotel.
For Early Arrivals

Monday afternoon—Baseball at National League Park, Phillies vs. St. Louis.

Monday evening—Parties at various theatres, where there will be some "real" shows.

TUESDAY, JUNE 8

9:30—Ladies of the Convention register in the LaFayette Room, Mezzanine floor, Benjamin Franklin Hotel.

10:00—Tour of inspection for ladies to John Wanamaker's and other department and retail stores, under the escort of the wives of the Philadelphia members.

12:30—Luncheon will be served for the visiting ladies by the local hostesses at the Benjamin Franklin Hotel. Ladies are to be together.

1:45—Ladies of the convention should be ready in the lobby of the hotel promptly to be transported to the Chestnut Street wharf.

2:00—Trip on the Delaware River, on the steamers "Wanamaker" and "Ashbridge," through the courtesy of Mayor W. Freeland Kendrick.

4:00—The ladies will return to the hotel from their boat trip. Meeting of the business session will be adjourned.

EDITOR & PUBLISHER CALENDAR

June 8-10—International Circulation Managers' Assn., annual convention, Philadelphia, Pa.
June 11-13—Texas Press Assn., annual convention, San Antonio, Tex.
June 16-17—New York State Publishers' Assn., summer meeting, Ithaca, N. Y.
June 16-17—New York State Press Assn., summer meeting, Ithaca, N. Y.
June 18-19—Associated Dailies of New York, summer meeting, Ithaca, N. Y.
June 18-19—Oregon State Editorial Assn., annual session, Prineville, Ore.
June 19-24—Associated Advertising Clubs of the World, 22nd annual convention, Philadelphia, Pa.
June 19-26—American Golf Assn. of Advertising Interests, Spring tournament, Cooperstown, N. Y.
June 24-26—Kentucky Press Assn., mid-summer meeting, Pineville, Ky.
June 25-28—New Jersey Press Assn., summer outing, Lake Minnewaska.
June 28-29—Pennsylvania Newspaper Publishers' Assn., convention, State College, Pa.
June 20-July 1—National Editorial Assn., 41st annual convention, Los Angeles, Cal.

Visit to the Sesqui-Centennial grounds for members and their ladies. Tickets will be furnished through the courtesy of Mayor W. Freeland Kendrick.

WEDNESDAY, JUNE 9

9:30—Ladies meet in the LaFayette Room of the Benjamin Franklin Hotel.

10:00—Ladies of the convention will leave in automobiles at ten o'clock for a trip through Fairmount Park, up to Valley Forge, visiting Washington headquarters, Starvation Hill, Memorial Chapel, and then a motor trip to the Manufacturer's Country Club, arriving there about 1 P. M. for luncheon and cards.

4:30—Leave the Country Club, arrive at Benjamin Franklin Hotel at 5:30.

7:00—Annual Banquet in Ball Room, Benjamin Franklin Hotel,—dancing, entertainment and surprises.

THURSDAY, JUNE 10

This farewell day will offer an opportunity to see Philadelphia and its historical sights.

INDIANA A. P. MEETING

E. T. Cutter Describes Work of New Automatic Printer Circuit

Improvement in the relay system of the Associated Press which will bring international and domestic news into Indianapolis 50 per cent faster than before was the principal subject discussed at a meeting of the Indiana Associated Press Editorial Association at Indianapolis, May 24. Edgar T. Cutter, superintendent of the Central division of the Associated Press, who came from Chicago to attend the meeting, told of the superior speed of the new high-speed automatic printers which have been installed in the A. P. offices in Indianapolis.

In incidental discussion at the meeting it was decided to open the night wire to Indiana points one hour and a half earlier on Saturday to send out sports news.

Rudolph H. Horst, managing editor of the *South Bend Tribune*, and president of the association, presided. A luncheon was held at noon. Organization problems were discussed following a paper presented by Thomas Keene, managing editor of the *Elkhart Truth*. Hilton U. Brown of the *Indianapolis News* also spoke.

N. Y. DELEGATES TO GO BY BUS TO I.C.M.A.

Circulators Invited to Use Wanamaker De Luxe Line to Philadelphia, Leaving June 7—James McKernan Heads Transportation Committee

New York delegates to the International Circulation Managers Association's convention to be held in Philadelphia, June 8-10 have been invited to use the Wanamaker De Luxe Bus Line to make the journey. The bus will leave from Wanamaker's New York store June 7 at 9.30 A. M.

Those intending to go this way include: N. H. Hoover, circulation manager, *New York World;* A. A. Brandon, circulation manager, *Long Island Star;* F. Bresnan, city circulator, *New York Evening World;* William Baldwin, *Metropolitan News;* L. Weinstock, foreign language newspaper distributor; L. Gautier, circulation manager, *New York Morning Telegraph;* E. A. Scholz, *United States Daily;* James McKernan, Associated Newspapers; E. S. Dobson, circulation manager, *Brooklyn Daily Times;* John Sternecker, Kings County Delivery Company; James Allardice, circulation manager, *Brooklyn Eagle;* and O. O. Scattergood, circulation manager, New York *Evening Graphic.*

Mr. McKernan is chairman of the transportation committee.

NEW EASTMAN WILL CONTEST

Seven Cousins Again Ask Court to Declare It Void

The will of the late John C. Eastman, publisher of the *Chicago Evening Journal,* in which he left all of his $1,000,000 estate, including the newspaper to three of his employes is called a written jest, in a bill filed in the Circuit court, Chicago, by seven first cousins of the publisher who seek the estate.

The bill charges that Mr. Eastman was not of sound mind and memory when he made the will in April, 1922. The cousins have lost several previous appeals to break the will.

In his will the publisher directed that his entire estate be shared equally by W. Frank Dunn, now president of the Journal company; O. L. Hall, dramatic critic, vice president, and H. C. Deuter, treasurer.

The bill now filed by Mr. Eastman's cousins asserts that the publisher executed the will in writing as a jest and declared at the time that it was fictitious.

JOINS MASONS AT 69

V. S. McClatchy, Former Sacramento Bee Publisher, Tells Why He Waited

V. S. McClatchy, former editor of the *Sacramento* (Cal.) *Bee* and present secretary of California Joint Immigration Committee, of San Francisco received his third degree in Golden City Lodge No. 526, F. & A. M. in San Francisco recently.

Mr. McClatchy, who is 69 years old, made an address after the ceremony, in which he explained why he had waited so long before becoming a Mason.

He said that, when his father died, and he and his brother inherited the Sacramento Bee, they made an agreement that, so long as they guided the destinies of that paper they would join no fraternal organizations, nor would they own stock in any public utility corporation, nor have any financial holdings or fraternal affiliations that could, in any way, bias their viewpoint, or editorial or business policy; making it sure that the Bee, under their management, should be free from any and all strings.

Denison Herald to Build

The *Denison* (Tex.) *Daily Herald* has let a contract for a new office building and equipment to cost approximately $75,000. The building will be a two-story fire-proof structure.

COLVER, EDITOR AND PUBLIC SERVANT, DEAD

Long an Executive of Scripps-Howard Concern—Was One of Organizers of NEA—As Wartime Chairman of Federal Trade Commission He Instituted Vigorous Protection of Public Welfare

By MARLEN PEW

WILLIAM BYRON COLVER, nationally known newspaper man and Chairman of the Federal Trade Commission for four years during the Wilson administration, died at his Washington residence, 3303 18th street, N. W., May 28, after seven months' painful illness.

He is survived by his wife, daughter Polly Anne and a brother, Dr. Benton Colver of Battle Creek, Mich.

Simple funeral services were held on Tuesday, attended by many newspaper men, public officials and personal friends. Honorary pall bearers were Hon. Huston Thompson, H. N. Rickey, Gilson Gardner, William Philip Simms, Frank Friend and Marlen Pew. Burial was at Washington.

William Byron Colver was born at Wellington, O., in 1870. After common school education he studied law and was admitted to the bar. He practised law for a short time and then entered newspaper work, first on the *Cleveland Leader*, then the *Plain Dealer* and then with the *Cleveland Press*, edited by Robert F. Paine, with H. N. Rickey managing editor.

As a junior reporter he was a brilliant success, being quickly rewarded with executive positions. Mr. Colver served in every editorial capacity of the Scripps-McRae, latterly Scripps-Howard organization, retiring as editorial director more than a year ago on account of failing health. He was one of the organizers of NEA Service, of which he was editor and general manager for more than ten years, participated in the formation of the Scripps-McRae Press Association, nucleus of the United Press Associations, and assisted in starting or inspiring the policies of many of the Scripps-Howard newspapers and auxiliary services.

Mr. Colver was a writer of editorials that bristled with purpose and solid information. He was a campaigner for notable public causes and dozens of the best remembered crusades of the Scripps-Howard newspapers were creatures of his imagination. It was W. B. Colver's editorial skill, for instance, that exposed the celebrated power site and forest exploitation case and forced Ballinger to resign from Taft's cabinet. Never happier than when fighting for ideals he engaged in almost every progressive campaign of national importance for more than 25 years. Bitterness had no place in his make-up, going cheerfully into his battles, magnanimous in victory and smiling in defeat.

Mr. Colver was a close political and personal friend of the late Tom L. Johnson, for ten years Mayor of Cleveland, and during his famous 3-cent fare fight, he withdrew from journalism and devoted himself with energy and enthusiasm to the civic cause.

He was appointed secretary of the Municipal Traction Co., the original 3-cent fare line, and was one of a group of half-a-dozen men who, under Johnson's leadership, fought for public control of the street car lines.

The Tayler Grant, under which Cleveland street cars have been operating for many years, was one outcome of the fight. Others then associated with Johnson were Newton D. Baker, William Stage, Erman Dupont and John R. Stockwell.

Through Johnson's influence, Mr. Colver was appointed Cuyahoga county tax inquisitor.

For several years Mr. Colver was editorial director of the Clover Leaf newspapers, of the Northwest and it was while thus serving that President Wilson appointed him to the chairmanship of the Federal Trade Commission, which developed into a war-time post of grave responsibility. Mr. Colver's associates have given credit to his practical vision for many of the stoutest principles set up for the administration of the commission to govern competition and prevent unfair trade practices. He led a number of important fights, including the famous "stolen files" case against the Chicago beef packers.



The late William B. Colver

During the war Mr. Colver, at the request of EDITOR & PUBISHER, wrote a notable article on good will in advertising, setting forth the principle in such crystal language as to deserve a place in the memory of the craft. The question of the day was whether or not national advertisers should curb their schedules as a war measure. Mr. Colver declared that this would be false economy and discouraged it in the following language:

"Good-will, in my estimation, is far more valuable than the physical property with which it is linked. The physical property is, in a measure, useless without the vitalizing spark of good-will. The Proctor & Gamble plant might be completely destroyed by fire, and yet the havoc would not extend to the commercial identity represented by the name Ivory Soap. Far from sustaining loss, the good-will inherent in the word "Ivory" would, of anything, be enhanced by reason of that trait of human nature which makes the public the more eager to obtain that which is denied to it or which is obtainable only over difficulty." * * *

"Dominating the minor considerations of ways and means is the big idea that an advertiser is justified, in the face of suspended animation, commercially speaking, in doing everything within his power to sustain his commercial integrity and preserve his commercial identity. Let the corporation with such an asset use its surplus, employ its undivided profits, or even borrow money to protect, by means of consistent and insistent advertising, that invaluable, intangible asset—good will, which is the one thing that cannot be bought out of hand after the war.

"They told me when I was a youngster that 'even the Lord can't make a two-year-old calf in a minute.' Big advertising spreads after the war will meet equally big spreads. Business will bid for public attention and interest on a bull market. The purpose will be to put a punch into the good-will that has gone flabby. The man who goes into that contest with a public attention and interest which he has never allowed to relax will go in with his good-will trained to the minute. He will win."

Upon his retirement from public office President Wilson sent to Mr. Colver a letter of unusual warmth expressing appreciation of the service he had rendered to the commission and to the War Industries Board, of which he was a member.

Mr. Colver returned as editorial director of the Scripps-Howard newspapers. He wrote some stirring material in reference to the Teapot Dome exposures. At that time, in a letter to EDITOR & PUBLISHER, he said: "Teapot Dome reveals to the public the invisible government which all newspaper men have known existed and many newspapers have denied. Its symptoms take varied forms: graft for political influence; blackmail for silence; public influence for jobs for the family; perjury; indolence and stupidity; party obligations paid out of the public purse.

"The whole theory of appointing bi-partisan prosecuting counsel is wrong. The bi-partnership is on the other side of the trial table, as both political parties are on trial.

"Newspapers and newspaper men have not escaped, for that this state of affairs should have flourished in secret in Washington is itself an indictment of the newspapers of the country. One definite lesson is that when a newspaper publisher substitutes for a newspaper editor the result is deplorable."

The most recent enthusiasm of the subject of this sketch was the tabloid newspaper and *Baltimore* (Md.) *Post* and *Washington* (D. C.) *News* were in large part influenced by him. Throughout his life he preached the gospel of terse, bright, "say it and quit" news writing, with a first page "punch," wholesome and entertaining features, legible type, ample volume of interesting pictures (but no duplication of subjects), and editorials which "had something to say." The tabloid newspaper fitted his scheme, not as a sensational paper to stand apart from the standard sheets, but as a soundly readable form in which brevity could easily be conserved and displays made without waste of materials. He predicted widespread employment of the tabloid idea in strict competition with the newspapers of standard size.

It is said that Mr. Colver influenced more young newspaper men than any editor of this generation. His mind was open to any idea and he believed the laborer was worthy of his hire. His great delight was in boosting a bright young fellow up the ladder. Unfailing enthusiasm, sense of justice, courage, intelligence, generosity flowed from him and inspired men to do their best work. News of his death brought to his widow a sheaf of telegrams expressing love and devotion from newspaper men in all parts of the country. He numbered personal friends by thousands.

A glimpse into the ample mind of this editor may be gained from an address he made several years ago during the annual Journalism Week at the University of Missouri. His subject was "Tendencies in American Journalism" and he applied to the theme the following serio-comic parody on Shakespeare's Seven Ages of Man:

"At first the infant
Mewling and puking in the nurse's arms."

Those of you who have stood by at the first day's publication of a baby newspaper will agree that that is a pretty good description of the first age of a newspaper.

Like the human infant, brought into an uneager world without its consent being asked, it finds itself "mewling and puking in its nurse's arms," its baby brain bewildered and its parents wondering whether it will live long enough to prove that the second summer is the hardest.

Friend Shakespeare describes the second stage in the life of man:

"And then the whining school-boy, with his satchel
And his shining morning face, creeping like snail
Unwillingly to school."

So the baby newspaper, if it did survive the second summer, having gotten its little stomach settled and eased off on the mewling stuff, enters upon the boyhood stage. It is going to the School of Experience. It is too big by now to command the pity and sympathy to which it was entitled as an infant, and like a boy, it takes advantage of this fact and the fact that it is not big enough and old enough to be held accountable for its whining, for its reluctance to go to the School of Experience. I suppose the line, "creeping like snail," means the ingrained reluctance of a newspaper in its earlier age, to go to press on time.

These are the childhood years when the newspaper is likely to be noisy and rude and unmannerly. To be, generally, a little

rowdy. The exception, of course, is the flaxen haired blue eyed, little angel, dressed all-the-same Lord Fauntleroy and who never, never tells a lie or gets its hands dirty. As between the mollycoddle and the rowdy, give me the rowdy. For he, however unwillingly, is learning in the School of Experience where, if he has red blood enough to be a rowdy he will be able to survive the polishing process which will prepare him for his next and quite interesting age, when, according to Shakespeare:

"And then the lover,
Sighing like a furnace, with a woful ballad
Made to his mistress' eyebrow."

Here is the newspaper with the down beginning to show on its upper lip and its voice beginning to seek the lower registers — cracking occasionally — turned lover and "sighing like a furnace" as it woos its necessary mate.

There are always two of these gals. One is a coy miss, shy and bashful, but very, very canny. The lover "sighing like a furnace" will make small progress with this girl unless she knows all the time that his intentions are honorable and that he is a he-man. This girl's name is Circulation.

The other girl is a vamp. She is all for the jazz. She will have no dealings with our young lover unless she is perfectly certain that she will get the big end of the bargain. She won't stand by him in adversity. She won't nurse him when he is sick. I am not saying anything against this girl, except—that she is not exactly of a generous disposition. Her name is Advertising Copy—call her Addie for short.

It is at this point in life that many newspapers wreck promising careers by electing to lead Miss Circulation to the altar (thereby thinking they have her tied for life), while their real affections are given to the other girl—Addie. And the more the newspaper galivants around with his mistress the more certain it is that his jealous wife, Circulation, will effect a separation even if she has to take the road to Reno. And when she does separate—the alimony is something awful.

Well, if the newspaper gets through this rather perilous point in its career, it finds itself happily married to Circulation, who, on her part, fulfills her duty and provides him with a plenteous progeny, while the vamp girl is what we used to call the "hired girl" and now call the "maid." She is out in the kitchen preparing nourishing food for Mamma Circulation and all the little Circulations. Then everything is fine and our hero, thinking pretty well of himself, passes to Shakespeare's fourth estate, which is described:

"Then a soldier,
Full of strange oaths and bearded like the pard;
Jealous in honour, sudden and quick in quarrel,
Seeking the bubble reputation
Even in the Cannon's mouth."

And here you have the newspaper in the prime of young manhood, inclined perhaps to be sudden and quick in quarrel, though in most cases not his own quarrel but rather the quarrel of his community and of his own fellow citizens, and jealous of the honor and integrity of his town. This is the period and these are the years that decent living, courage, honesty, temperance charity and loyalty will prolong almost indefinitely. And these are the years when the newspaper pays back, or should pay back, to its suffering fellow citizens, for the inconvenience and the bother that it has inflicted upon the community during those years that it has been "mewling and puking" and "whining" and "sighing like a furnace" and being guided generally, by the selfishness and egotism of extreme youth.

Four of the seven periods are passed. These are the periods of growth and of achievement. So the fifth one:

"And then the justice,
In fair round belly with good capon lined,
With eyes severe and beard of formal cut,
Full of wise saws and modern instances."

There is your newspaper, no longer militant, no longer fighting on foot, the comrade and equal of his fellow citizens, but with "fair round belly" lined with dividends. Plant all paid for, money in the bank. Member of the best clubs; director in the bank; from the height of his own self-esteem, judging his humbler fellow citizens with "eyes severe."

"Beard of formal cut"—some of the jazz gone out of the make-up. Getting sobered down now. A bit conservative—eh what? And "full of wise saws and modern instances." The wise saws being its own particular inspired-from-on-high judgments on its fellow man and on nations and considerable less emphasis laid on "modern instances," which along back in the second, third and fourth periods of the newspaper's life, were the much-prized, but now vulgar news items.

Well, that can't last. Growth is ended. The decline begins. The wife, Circulation, is either dead or growing extremely feeble and all the little Circulations have married and left home. Addie no longer a vamp, thin and feeble, only works a few days at a time and the meals she cooks are not nourishing. Which, of course, brings us to Shakespeare's sixth age, decribed thus:

"The lean and slipper'd pantaloon,
With spectacles on nose and pouch on side:
His youthful hose, well saved, a world too wide
For his shrunk shank; and his big manly voice,
Turning again toward childish treble, pipes
and whistles in his sound."

Lean, hungry, spingle-shanked and too small for his socks—that means the fine, big building and the great plant are too big for the dwindling product. The lusty voice of former days turned to "a childish treble" which commands neither attention nor respect but which in the nature of a querulous whine, annoys the neighbors and becomes a public nuisance. And the burden of the old man's plaint is that "things are not as they used to be."

These years are few. For the descent once started is rapid, and, none too soon for the comfort of the poor old man and for the pleasure of the community, the newspaper slips swiftly and unnoticed into the seventh stage, which is the:

"Last scene of all,
That ends this strange eventful history,
Is second childishness and mere oblivion,
Sans teeth, sans eyes, sans taste, sans everything."

One more job for the undertaker. Eyes too dim to see injustice or oppression; no teeth to bite into the problem of the day; no taste wherewith to savor the lust of battle and the joy of victory. "Sans everything."

And now come the lawyers with their green bags to advise the executors or the trustees how best to lay away the ancient ashes.

So you see the newspaper life cycle fits fairly well the Shakespearean life of man.

That is enough. The tendency of American Journalism is to live and to die, to love, to hate, to serve and to betray, to seek glory, wealth and fame, to be heroic and to be cowardly; to be good and to be bad and to prepare the way for another generation not much better; not much worse but just like human beings—just folks.

And just as we love folks in the mass and like or hate them as individuals, we like or dislike individual newspapers but love them in the mass and devote our lives to their service. And if we choose our masters well there is no more honorable service under the sun. If our paper's purpose is the public service, we become the servants of the servant of our fellow man. We prosper and our papers live. Truly that is a place of honor.

THE IDEAL EDITORIAL

Newspaper Ought to Be a Living, Breathing Human Personality

The following classic analysis of the newspaper and its ideal of service to the reader was written as a letter to a friend by the late William B. Colver in April, 1911,

THE newspaper, it seems to me, ought to be a living, breathing, human personality. It is one of the merchants and citizens of the town in which it is printed. It contracts to sell to its readers the news of the day, and it contracts with its adverisers to tell a definite number of people each day of the goods that other merchants have for sale.

Now the contract for the delivery of news to the reader is a real and serious obligation. First of all, you are bound to print real news—that is, facts. Having the facts, it is fine to dress them up as attractively as possible with good writing and display and all that. But adjectives and "human interest" padding and exaggeration do not supply the place of fact nor discharge your obligation. And putting a glittering headline over a simple little item is like putting a layer of fine apples over a basket full of windfalls and selling the whole as "extra prime."

The contract to tell the news does not permit us to slight stories which we have not gotten first. That is, to dishonestly "play down" or leave out stories that morning papers have covered or that our opposition saw first. So that our first duty is to clearly rewrite and print all the essential stuff that the other fellows—morning and evening—have had, and in judging this do not judge it by what we like to do, but by what we ought to do. If the story that came in the night, or too late yesterday afternoon is the story our readers will most enjoy if properly and honestly treated, we must treat it that way.

If one of your merchants laid in a stock of coal-bucket hats this fall, and the other didn't, the second man, if he is a wise merchant and if the coal-bucket is the popular lid, won't try to bull his buyer's blunder by insisting on selling only turbans, he will get a stock of coal-bucket hats and get in the game as quickly as he can. He'll do that or lose his trade, for he has contracted to sell people what they want.

Then there is the other kind of news—department stuff, semi-editorial, humor and all that. These are on the "notion" counter in your merchandising and they should be sound and clean and of good material. They should interest, instruct, amuse and divert. By custom you are as much under contract to furnish this matter as you are the more conventional brands of "news."

Now this brings us to the editorial. I've had in my mind up to now that you are a merchant and these things—staple and fancy news—are on your shelves displayed for sale.

Your staple news is honest, truthful, attractively put up, clean and condensed. That is, if you sell corn it is shelled and the sugar hasn't any sand or water in it. Your customer won't have to pick pebbles out of the peas or toothpicks out of the breakfast food.

That is, you will not let a bright young man write a josh story in order to save the bother of going out and getting the facts, and you won't let the real nub of the item be lost or distorted in a maze of adjectives.

But all this is simply bargain and sale. You have contracted to tell the plain and fancy news of the day and you have done so. Very well. Up to now, the paper is your store, or your delivery wagon. You are impersonal. The only reputation you have up to now is that you are a man whose scales are honest and whose stock is fresh. You are no more than you can rightly be expected to be, and you can lay no claim to virtue for simply doing those things which you are duty-bound to do.

This brings us to the Editorial Column. Here is where the man shows himself behind the merchant; where the taxpayer and citizen gets the human touch with his fellows; where the careful workman and honest merchant commands the personal esteem of others of his kind.

The Editorial Column is the personality of the paper, its incarnation into human being. What was merely a store crowded with a miscellaneous stock of goods becomes the setting forth of the merchant himself.

What kind of a person shall this be? If I can describe him I have described my idea (or ideal) of the Editorial Column, for what column is his manifestation to his readers.

To begin with, he must be human and make his mistakes. One of the silliest customs in the business is the tradition that a newspaper must never admit an error (except to escape a libel suit). This man (or column) must be many-sided—else he is a crank or a bigot. He must be well posted and talk pleasantly and entertainingly on serious subjects. Also, he must have a sense of humor and must get both fun and information out of little things, for any stupid ass can see something to think and talk about in the biggest topics of the day. But he mustn't get the little things out of proportion with the big or else he is a mere gabbler or liar.

Somehow, I don't seem to get the thing out of my system as I feel it lurks there. Let me try a new tack.

Suppose I am a subscriber to your paper. I read it—that is, I visit your store and select from your stock the goods I want. I have traded with you before and I know your goods are full weight, fresh, first quality, unadulterated with padding and chaff, and generally dependable. Having finished my shopping, I turn to the Editorial Column and have a little chat with the person who, to me, is the identity of the establishment. What sort of man shall I meet?

Well, suppose you dropped into a department store and got a pair of socks and a curling iron, and, as you were leaving, you met the proprietor at the door. Suppose he greeted you cheerily and you two started home together. Weather? Oh, yes, he might have some inane remark ready or he might let slip some queer little bit of information that he had picked up from the weather man at lunch that day. Politics? He doesn't stop in his walk, clutch you by the coat, get red in the face and bellow like a bull. No, but as you walk a couple of blocks you realize that what he is saying is the talk of a thoughtful, patriotic citizen. Then he tells you of some little occurrence of the day at the store and that suggests a thought from a book he has read, and you have two *observations*. Just little flashes that show he sees and knows and thinks. Then the talk jumps to some bit of popular science, and again you feel that he thinks and knows and enjoys both thinking and knowing. Then he speaks of his kids—his ambitions for them and how much of his success he owes to his wife. And that reminds him of an anecdote that is short and funny, and you get another *observation*. The schools? Oh, yes, he knows about them and understands not only the course of study but the theory of education, or lack of it, that impelled the school superintendent to lay it out. The tariff? Well, for instance—and he tells how it has affected his business.

And so on, until you have walked clear to his gate and you stand there chatting for a few minutes, and then you go on.

And you say to your wife, "I walked home with Brown tonight. He's a clever chap. Just plain and simple and honest, but wonderfully informed. I don't see where he gets the time to do all the reading he must do. And he knows all about the city hall and what the legislature is up to. You can't fool him a bit. Yet he is jolly, and he seems to love people, and to understand them, too. He's an interesting talker, but not a gabbler; he's well informed but doesn't claim to know it all; he seems a decent fellow but he doesn't preach and he isn't a bit of a pharisee. He's just a darned nice, comforable, common, wholesouled, keen, sensible cuss and I'm going into his store about six tomorrow night and buy a paper of pins on the chance that he'll be ready to walk out home."

FRENCH A. A. C. W. DELEGATES HERE NEXT WEEK

D. Marcel Knecht, Leon Renier, Jr., Adrian Muller and Gillis Duroulet Officially Represent French Press at A. A. C. W. Convention—British Delegation Will Arrive June 18

THE first of the overseas delegates to arrive on this side for attendance on the convention of the Associated Advertising Clubs of the World in Philadelphia, June 20-24, will be the French delegation under the chairmanship of Dr. Marcel Knecht, general secretary of *Le Matin.* Dr. Knecht is also general secretary of the French Parisian and Provincial Newspaper Publishers' Association, composed of 52 of the most important newspapers in France. He is an honorary member of the Advertising Club of New York.

Included in the delegation of distinguished French visitors is Leon Renier, Jr., managing director of the Agence Havas; Adrian Muller, chief of the foreign department of Havas, and Gillis Duroulet, another of the important executives of Havas, who will make the Waldorf-Astoria Hotel their New York headquarters. Others of the French delegation are Andre Kaminker of the Agence Damour of Paris, France, who is attending the convention as the personal representative of Etienne Damour, vice-president of District 17 of the Associated Advertising Clubs of the World, comprising Continental countries, and Henri Dumay, director of Services Exploitation and Publicity Quotidien Progres Civique, who will make the Pennsylvania Hotel their headquarters while in New York.

Dr. Knecht and M. Renier sailed on the "Paris" June 2, an enthusiastic group of their colleagues bidding them bon voyage on the boat train. They bear official greetings from the associated French newspapers to the newspapers of the United States.

Senator Paul Dupuy, proprietor and editor of *Le Petit Parisien,* also an honorary member of the Advertising Club of New York and a member of the Caillaux Debt Commission, will arrive in New York on the "France" June 16, and go directly to the Bellevue-Stratford in Philadelphia.

Recently President Doumergue and Premier Briand made Dr. Knecht an Officer of the Legion of Honor in recognition of his work toward furthering Franco-American friendship. The Hon. Myron T. Herrick, U. S. Ambassador to France, acted as Marcel Knecht's sponsor on his induction into the Legion. Dr. Knecht has since 1905 organized several committees for the betterment of the cordial relations between France and America; he was the organizer of the great drive for French education in 1912 and after being in charge of the French press bureau in Switzerland, he was afterward assigned to serve, under Ambassador Jusserand as Director in Washington, D. C. of the French Information Bureau. In 1921 he escorted the American Legion delegation to France, and he also escorted the delegation of the Knights of Columbus when they presented the Lafayette statue to the city of Metz. While in the United States, he accompanied, as liaison officer, Marshal Joffre, Rene Viviani, M. Henri, Franklin Bouillon and others, and later he was awarded the degree of LL.D. by the University of Wisconsin.

Elaborate plans are on foot to accord a worthy reception and welcome to these distinguished French citizens. The night after their arrival on the "Paris," a special dinner in their honor will be given at the Advertising Club of New York, at which it is expected that Mayor Walker will officially bid them welcome. This will be the evening of June 10.

A luncheon will be tendered them at the Advertising Club of New York on Wednesday, June 16, to be broadcast by WEAF. Other functions will be given by the Association of Foreign Press Correspondents and the Press Congress of the World.

The British delegation under the chairmanship of Lt. Col. Edward Frederick Lawson, D. S. O., will arrive on the "Berengaria" on Friday afternoon, June 18. They will be met down the bay by a special delegation of advertising men under the direction of the Hon. Grover A. Whalen, chairman of the Mayor's Committee to receive distinguished guests.



Dr. Marcel Knecht

The Special Reception Committee of the Advertising Club of New York has arranged the following program for the overseas delegates:

Friday evening, June 18, an informal reception at the Advertising Club.

Saturday, June 19, a luncheon at the Advertising Club followed by an automobile sightseeing tour of the City, with dinner at the Ritz-Carlton, followed by a theatre party at the Casino to witness "The Vagabond King," and an after-theatre supper at the Cafe de Paris on the Century Roof.

The delegates will be taken to Philadelphia on a special Pennsylvania train, leaving ten o'clock Sunday morning. A luncheon will be served on the train. While in Philadelphia, the overseas delegates will stay at the Bellevue-Stratford. They will attend the official welcome by the Governor of Pennsylvania and the Mayor of Philadelphia, at Independence Hall at 2 p. m. on Sunday. At 4 o'clock they will be present at the inspirational meeting to be presided over by Rowe Stewart, chairman of the Poor Richard Club Convention Committee, at which Dr. S. Parkes Cadman of New York is the principal speaker.

After the Convention, the visitors will be entertained by John McEntee Bowman at the Westchester Biltmore Country Club.

The list of British and French delegates follows:

British Delegates

Col. E. F. Lawson (President Advertising Association), London Daily Telegraph, and Mrs. E. F. Lawson.

Edward N. Illingworth, London manager Belfast Telegraph.

William M. Teasdale, advertisement manager, London and North Eastern Railway.

Ivor Nicholson, Director and Business Manager, National Magazine Co., Ltd.

Eric Field, Director, Erwoods, Ltd.

James Howard Perkin, Advertising Manager, Goodall Backhouse & Co., Leeds.

George Edward Bowman, Goodall, Backhouse & Co., Leeds.

Herbert Stephen Boyd, Leeds.

Harold Herd, proprietor, Regent Institute, London.

Herbert Osborne, managing director, Granose Foods, Ltd., Watford, Herts.

Sir William Henry Veno, advertising advisor, Veno Drug Company, Ltd.; also President Manchester Publicity Club. William Henry Veno, Jr.

Col. E. Watts Allen, C. B. E., general manager, Civil Supply Association, and Mrs. Allen.

Andrew Milne, advertisement manager, Daily Chronicle, London.

Sir Robert Baird (president Belfast Advertising Club), managing proprietor, Belfast Telegraph.

Victor Salter, advertising representative, Belfast Telegraph.

Herman Baeckert, branch manager, Mabie, Todd & Co., Ltd., London.

Thomas Philpot, advertising manager, Mabie, Todd & Co., Ltd.

William Conor, artist, Belfast.

W. H. Webb, D. L., director, Old Bleach Linen Company, Randalstown, Co., Antrim.

Arthur Berry Richardson, manager, Vaseline preparations, Chesebrough Manufacturing Company.

W. H. Lynas, Alfred Graham & Co.

Albert C. Douglass, governing director, Douglass & Co., Ltd., Liverpool.

Ernest Hope Prince, Editor, Liverpool Echo.

Sinclair Wood, director, Advertising and Publicity, Ltd., London.

Frederick A. Spearing, London.

G. Russell Chapman (Campaign Director, Middlesex Hospital, Reconstruction Fund), London.

Norman Bower, Aldwych Club, Editor Advertising World.

Mr. and Mrs. Dean, Austin Reed, Ltd., London.

Mr. Sharter, display manager.

French Delegates

Dr. Marcel Knecht, General Secretary of *Le Matin,* Paris. Also General Secretary of the French Paris Provincial Newspaper Publishers' Association, composed of 52 of the most important newspapers in France, and an honorary member of the Advertising Club of New York.

Senator Paul Dupuy, proprietor and editor of *Le Petit Parisien,* Paris. Member of the Caillaux Debt Commission.

Leon Renier, Jr., Commercial Manager of Agence Havas, Paris, France.

Adrian Muller, chief of foreign department of Agence Havas.

Gillis Duroulet, Agence Havas.

Andre Kaminker, representative of M. Etienne Damour, Vice-President for District 17 of the Associated Advertising Clubs of the World.

Henri Dumay, Jr., Director Services Exploitation Publicity Quotidien Progres Civique.

Overseas delegates are expected also from Switzerland, Belgium and Germany.

N. A. CRAWFORD RESIGNS

Rogers Succeeds Him as K. S. A. C. Journalism Director

The vacancy created by the resignation of Prof. Nelson Antrim Crawford, head of the department of journalism at the Kansas State Agricultural College, has been filled by the appointment of Prof. C. E. Rogers to that post. Professor Rogers has been acting head of the department since Mr. Crawford's leave of absence started a year ago when he joined Secretary Jardine as director of information for the United States Department of Agriculture.

N. A. Crawford

The new department head of journalism at Kansas State was graduated from the University of Oklahoma in 1914. He has had varied practical experience on newspapers and been a reporter on the *Tulsa* (Okla.) *World,* copy reader and feature writer with the *Kansas City Star,* and for seven years a member of the department of journalism at the Kansas State College.

Maynard W. Brown, Wisconsin, '23, succeeds Professor Rogers at the Kansas College as associate professor of journalism. Professor Brown was for two years on the staff of the *St. Charles* (Minn.) *Union,* and has done special service for the Associated Press.

LONDON POST AT PENNY PRICE

Announced as Meeting Demand Long Made by Conservatives

The *London Morning Post* on May 18 announced a new price of a penny, explaining the change, in part, as follows:

"The directors of the Morning Post have realized for long the need of a penny paper professing strong and definite conservative principles, informed continually by a loyalty to those principles which can only acknowledge one greater loyalty—allegiance to King and country. Many resolutions have been passed by many Conservative Associations demanding such a newspaper at such a price. There have been difficulties and doubts which from time to time have seemed insuperable. They have been overcome.

"It is impossible to estimate the support we may obtain or to gauge exactly the success of a bold venture."

LIBEL PENALTY DAILY'S REWARD FOR ATTEMPT TO AID PUBLIC

Southern Publisher Tells of Damage Cases Based on City Health Officers' Reports in Typhoid Scare—Praises Editor & Publisher's Libel Series

By R. CHARLTON WRIGHT

Editor and publisher, *Columbia* (S. C.) *Record*

I HAVE been reading with sustained interest myself, and have been urging every member of the news staff of The Record to read, the series of articles on libel, by Philip Schuyler, now appearing in EDITOR & PUBLISHER. Experience has taught me, somewhat painfully, to appreciate the full significance of those articles.

The following story of two libel suits against my newspaper, within recent months, illustrates the dangers that lurk in apparently not only the most innocent publications, but in publications made for no other purpose than to minister to the public welfare.

On May 23, 1924, several persons in a restricted area in Columbia became ill with fever, which was diagnosed as typhoid. An attending physician notified the city health department. On investigation that department observed that, without exception, the persons attacked by the fever were customers of a certain dairy. Pending an inspection of the dairy premises and personnel, the health officers closed the dairy and notified at least a hundred of the dairyman's customers that the dairy had been closed by order of the board of health and advised these customers to be inoculated immediately. A clinic was instituted, all the public nurses of the city were put on duty, and within five weeks about 3,000 persons were inoculated against typhoid as a result of the outbreak on this dairy route.

Pending the results of the inspection, the dairyman and his milker were forbidden to handle milk to be sold in Columbia.

On Sunday, May 25, two days after the closing of the dairy, The Record printed a story under the caption: "City Health Department Nips in the Bud Typhoid Outbreak," from which the following principal details are quoted:

"Paying high tribute to the prompt and efficient work of the city health officer, whose timely work, he felt confident, nipped a threatened outbreak of typhoid fever in the bud, Dr. ————, physician and surgeon, recounted in detail last night the circumstances of the incident which had deeply impressed him."

The story went on to relate how the physician had discovered several cases of the fever, and reported them to the health authorities, and that the health board, "after a test of the milk found in the home had showed typhoid germs," closed the dairy.

"The water used by the family of the first patient," wrote the reporter, "was found perfectly pure, Dr. ——— said, in the earliest stages of the inquiry, so the conclusion was inevitable that milk was the source of the typhoid germs that were spreading like the proverbial wild fire.

"The investigators found out as another detail of the case that the milk had been contaminated almost overnight, as a new milker who was in charge of the dairy for the regular milkman, who was ill, was the 'importer' of the germs. Working the investigation down to the finest point, the health officers located the source of the germs which the new milkman had unknowingly transported to his new work."

In the publication neither the name of the dairyman nor of the milker was mentioned, and there was nothing to indicate where the dairy was located, and, furthermore, as I have pointed out, the story was not published until two days after the dairy had been closed and all the dairyman's customers had been notified of the closing by the health authorities. Subsequently, on May 27, the dairy was allowed to resume business, in a new location, using new milkers and city water. The Record printed this circumstance.

Very soon thereafter the dairyman sued The Record for $25,000 and the unnamed milker sued for $3,000. The milker's case was tried first and a verdict was rendered for $850, which the trial judge cut to $600. The defendant appealed. On May 12, this year, the Supreme Court of South Carolina affirmed the judgment of the lower court and The Record has paid the judgment.

The case of the dairyman was tried a little later, at the spring term of the circuit court, 1924. It was shown that the testimony of the city health officer that there was no doubt in his mind that the typhoid was caused by the milk that had come from the dairy in question, but, as the inspection made later disclosed no infection at the dairy, it was presumed that the milk had become infected through an unsterilized bottle. The presiding judge directed a verdict for the plaintiff for actual and punitive damages, taking from the jury altogether the consideration of any of the evidence and leaving to them only to determine the *quantum* of damages. The jury rendered a verdict for $6,000, actual, and no punitive damages, which amount the presiding judge later cut to $4,000. The Record appealed mainly on the ground that the testimony should have gone to the jury.

On May 12, this year, the Supreme Court reversed the decision of the circuit court and remanded the case for a new trial, on the ground that there was error in the direction of the verdict, that certain questions of fact should have gone to the jury, as to whether the damages suffered by the plaintiff resulted from a publication or from other matters upon which there was evidence (i. e., the action of the health authorities in closing the dairy and notifying its customers of the typhoid outbreak on the route), "and whether defendant's plea of justification had been sustained." In its opinion the Supreme Court said: "Two days after the dairy was closed, the defendant published *an account of the sensation naturally created by the circumstances above detailed, in commendation of the energy with which the health department had grappled with the situation, and manifestly to allay public feeling about the matter.*" (Italics mine.)

Here then, is a case in which, with the most laudable purposes a reporter wrote a story told to him by a reputable physician, who wished to see that the health officer was praised for his prompt work in heading off a typhoid epidemic. The reporter erred in that he did not call up the health department and check up on all the details. It turned out that, on investigation, the milker was not found to be a carrier, and that, though the health officer testified there was no doubt in his mind that the fever had been caused by the milk served by the dairyman, he had not found the source of infection at the dairy and assumed that the infection had been caused by flies getting into a bottle or bottles after they had been emptied by customers and set out on the porches or steps for the milkman to gather, and that these bottles, or as the health officer stated, "this bottle was not thoroughly sterilized, thus contaminating the milk."

All the facts in the story, however, were substantially correct, save that the milker was not found to be a carrier; there was obviously no malice; the dairyman's damage resulted from the closing of his dairy by the health authorities, and not from the publication of the story after the event, and the names of the plaintiffs were not printed. Nevertheless, because of the fact that there were some purely unessential and technical inaccuracies between the story and the final report and testimony of the health officer, The Record was mulcted in very substantial damages, the circuit court itself directing a verdict for the plaintiff not only for actual, but also for punitive damages, which latter damages the jury did not award.

As a consequence of this damage suit it is impossible to get either the morning or afternoon newspaper in Columbia to publish any information or reports from the city health department with regard to milk inspections, and the people have no means of getting any knowledge on the subject. All of which goes to show that when the lawyer can be found to bring such actions (and there are plenty of them in Columbia, as there are elsewhere), it behooves a newspaper reporter to watch his step closely, as it behooves a publisher to count the cost of public service before he tries to render it. We hope, of course, to win the case on the new trial.

FIX LEGAL AD RATE IN CALIFORNIA

Ten Cents Per 8 Point Line First Insertion, 8 Cents for Following Printings Recommended by Editorial Assn.

Following almost a year of intensive investigation into legal advertising rates with a view to determining a fair and reasonable rate to both publisher and customer, a committee of the Southern California Editorial Association has recommended 10 cents per single column line of 8 point type for the first insertion as a price to be made universal with association members, and eight cents per line of eight point type for subsequent insertions. Notices published in other than 8 point type to be figured upon a basis equivalent to 8 point.

The recommendations of the committee have been approved by a referendum vote of the membership and adopted by the executive committee.

In arriving at these figures the committee studied the costs of production, service required from the publisher and responsibility attaching to correct and proper publication of such notices.

DAILY WINS LEGAL POINT

Richmond Times-Dispatch Granted Writ of Error in Libel Case

The *Richmond Times-Dispatch* on May 27 was granted a writ of error by the Special Court of Appeals from a libel judgment of $750 given by the circuit court of Fairfax county to Charles Zoll, mayor of Fairfax.

Zoll sued because of a publication saying that he was arrested with others on charges of possessing liquor. The defendant offered witnesses to testify that the publication was based on an official report made by State Prohibition Inspector Virgil Williams to Attorney-General Saunders, but the trial court excluded this testimony.

Eureka Editor Asks Pardon

Alfred Lindsley, former editor of the *Eureka* (Cal.) *Humboldt News,* has applied to Governor Friend W. Richardson of California for a pardon. Lindsley is now serving a three year term in the Humboldt county jail as the result of his conviction for contempt of court last winter. His sentence is in default of $2,000 fine levied by Superior Judge Denver Sevier as the result of alleged contemptuous articles printed by Lindsley during his trial for libel. The libel complaint was brought by a member of the county "dry squad."

Chicago American Issues Notes

The *Chicago Evening American* has sold $3,000,000 five year 6 per cent notes to Halsey, Stuart & Co. and Whiting & Co. Public offering was made last week.

MUSSOLINI MOVES FO RIGID PRESS CONTRO

Fascist Directorate Orders Sev Revision of Daily and Weekly Newspapers to List Those Authorized by Party

Severe revision of all daily and wee newspapers in Italy in order to draw a list of those authorized by the pa has been ordered by the Fascist Direct ate, under Premier Benito Mussolini.

Those not authorized will be warn that police authorities will revoke th licenses if they print illicit speculation

Control of the Italian press has be severely exercised since the Fascisti we into power, but Italy for many years h had a law which empowers prefects seize newspapers "for reasons of pub order." The Fascist directorate obtain a royal decree extending this power, a last December the Senate passed a b which had already been approved by t Chamber, making such regulation a la This law gave the prefects authority seize or suspend newspapers containi attacks on the King, religion, State ins tutions and friendly nations.

Later another law was passed provi ing severe penalties for criticism of Fa cism or Mussolini, and this was follow by an act providing for the revocation citizenship and the confiscation property held in Italy by critics abroa including those who had fled the countr

One of the persons who was so punishe was Vincenzo Vacira, city editor of New York Italian newspaper.

Several newspapers have been su pressed by the Fascisti under the pre regulations, including *Il Mattino* Naples, one of the most famous journa in Italy; *Unita, Avanti* and *La Giustizi* the three latter Socialist journals, an the former, Liberal. Pietro Nenni, editc of Avanti, was ordered arrested, D Giuseppe Donati, editor of the Roma Catholic journal, *Il Popolo,* was name for arrest, and former Senator Albertin editor of *The Corriere della Sera,* Rome, was forced to resign by th Fascisti.

BOURNE WINS TIMES' REWARD

Given $100 for Information Leadin to Conviction of Fraud Advertiser

The *New York Times* has awarded t Stephen Bourne, 247 Park Avenue, Ne York, the reward of $100 which it offer for information leading to the arrest an conviction of anyone who may have ob tained money under false pretense through the medium of a fraudulent ad vertisement in the Times.

The reward to Bourne was in connec tion with the recent conviction and sen tence to 15 years' imprisonment of Edwi Arden Noblett on the charge of using th Times' advertising columns fraudulently Mr. Bourne co-operated with the *Work* and the Times in steps that led to Nob lett's arrest.

Editor Charged With Criminal Libel

Andrew A. Strauch, aged publisher o the *Chadwick* (Ill.) *Weekly Clarion,* has been held under $1,000 bond to the Carroll County Grand Jury for criminal libel as the result of complaint of J. O. Kerch, a Chadwick attorney. Kerch took offense at articles published about him in the Clarion.

Fined for Printing Students' Paper

Lee Hettick, owner and editor of the *Gridley* (Kan.) *Light,* entered a plea of guilty in district court, Lawrence, and was fined $100 and costs for his part in the publication of *The Red,* alleged objectionable publication issued by a fraternity at Baker University, Baldwin.

Discontinues Sunday Roto Section

The *Charleston* (S. C.) *News and Courier* has discontinued its Sunday rotogravure section.

ISSING NOTEBOOKS AND MISREPRESENTATION

Hand-in-Hand Down Libel Lane—Thorough Understanding Needed for Plain Writing—Reporters Urged by Editors and Lawyers to Use More Care in Note-Taking

By PHILIP SCHUYLER

"Do the best that is in you to be fair, to judge as impartially as you may upon all the facts that diligence and common sense can accumulate, to allow any man who is accused to speak in his defense if this be humanly possible, to understand a matter thoroughly before you commit it to paper, and then to write it as plainly and directly as the language permits.

"A newspaper whose men and women make this the standard of their work need never fear to present its case to any jury."

This advice, quoted from "Newspapers and the Libel Law," by William H. Oppenheimer, attorney for the St. Paul Dispatch and Pioneer Press, is used with permission as the foreword to this the 12th article obtained by EDITOR & PUBLISHER, *stripping the libel law of legal verbiage.*

old tradition among American newspaper men is one of the best -breeders in the business. It has me what might be called the anti-book complex, is hoary with age, and, rding to some editors and libel ers, is ripe for the discard.

lewspaper men should bear in mind, say, that the aim of all legislation judicial precedent on the subject of is simply to prevent wanton, ghtless, careless, or ignorant mis-sentation.

issing notebooks and misrepresenta-go hand in hand down Libel Lane.

nd yet the anti-notebook complex and without sound reason becomes rt of every newspaper neophyte's hology. The new man on the job, ous to be careful, is laughed into essness and laughed into the libel ts with the same taunting guffaw.

he old boys on the paper see ab-ely no use for a notebook, prefer-folded copy paper, envelope backs, cuffs, railroad timetables, or their human memories. The notebook, ever, is symbolic of precision and while the present hand-me-down od spells sloppiness, recklessness, gence, and a wild eagerness to get trouble.

notebook!" the veteran scoffs, "Har! a! That's rich! Who do you think are? A newspaper hero in a movie ha?"

hen he goes out on a booze raid , chuckling up his sleeve. He bles some notes on the back of his week's laundry bill, comes back to ffice and can't quite make out what written. Finally he braves it, but the address wrong. The next day furiated Methodist minister sues for claiming his reputation as a divine been damaged to the extent of $50,000 use the daily paper said his house been raided and a still found on premises by prohibition officers.

he courts do not recognize the alibi nonest mistake." Malice on the part he newspaper is presumed in the r's complaint. Carelessness is re-ed as the equivalent to malice and intent to injure.

ice again the man with the anti-book complex goes out to interview umber of politicians collecting a d of defamatory charges and ter-charges against a candidate. He n't want to scare his sources of in-ation out of talking and doesn't use tebook. Libel litigation follows and defense lawyer has no definite de-material to work on.

other words, "flash a notebook and an interview" today seems to have weight as a newspaper proverb, "get it first, but first get it right." consequence, the newspaper man ed in America is often first getting isted and then getting it in the neck.

ith this anti-notebook complex goes ole catalog of reportorial evils, and in editors and newspaper lawyers agreed that a little psychoanalysis do no harm.

solutely the best editor I know in business had this to say this week t missing notes and misrepresenta-

o maintain public respect for and dence in a newspaper the utmost rtorial care is necessary. The pres-persistent sloppiness in note-taking certainly not consistent with this amental requisite.

ll important stories and interviews ld be collected neatly in notebooks filed away in the event they are ed by the defense in subsequent libel ation.

n the evening field, the speed re-ed makes it impossible for a reporter to be too methodical, but speed does not necessarily exclude care. Morning newspaper men, on the other hand, have no excuse usually for recklessness in news fact collection and writing. Let them take complete and careful notes, using shorthand preferably, or the Phillips telegraphers' code. It is their duty to their editors and their readers to understand an entire story thoroughly before they start to type it out. In order to gain this understanding, they should not be ashamed to ask to have facts or opinions repeated to them several times if necessary, when they are gathering material for a story. They must be perfectly sure of their spelling, printing out proper names. Then let them take time to plot out the whole story, before they begin to typewrite."

A lawyer's opinion on the subject was obtained from Harold L. Cross, of Sackett, Chapman, Brown & Cross, attorneys for the *New York Herald Tribune.*

"A reporter ought to bear in mind that his duty to his publisher not only lies in his obligation to avoid libel suits, but also to be able to assist intelligently in libel defense," Mr. Cross declared. "It is very important that a reporter should know where to lay his hands on defense material when it is needed. Carefully kept notes are of considerable assistance to the defense counsel."

Mr. Cross agreed that sloppy note-taking was symbolic of much reportorial carelessness responsible for a large share of libel litigation.

"Seventy-five per cent of all libel suits arise out of police court incidents and arrests by police where the newspapers have claimed to have printed statements by public officers, and the arrested person beats the case.

"Careful reporters certainly would know that they cannot print these libellous statements under privilege. The statute plainly says that statements made at the time of court proceedings, which are not a part of them, are not privileged."

William Preston Beazell, assistant managing editor of the *New York World,* has in his long newspaper career been involved in only one libel suit. That was in 1917, when the World attacked John F. Hylan, candidate for mayor, in a series of articles. Just before election, Hylan sued the World for a total of $525,000 libel damages. When the case came to trial, the World's attorneys were fully prepared to defend the newspaper. Mr. Beazell had kept a careful and accurate notebook containing evidence of the truth of all the alleged libels. Attorneys for Hylan discontinued the cases.

"I've never known a big, involved or extended story to be covered as it should be, without the taking of careful notes, kept in a notebook, filed away for ready reference," Mr. Beazell said this week.

Jackson S. Elliott, assistant general manager of the Associated Press, who, before taking his present executive position, spent many years as chief A. P. correspondent in Washington, favors a re-birth of reportorial care in America.

"I think that by all means reporters should record names and dates and a quotation which they intend to use with extreme care, and if the occasion warrants it, in a notebook.

"It is true, I believe, that notebook pullers give the impression of inexperience, and are not apt to gain confidences as they should. But when a man is saying something important, when he is speaking clearly and with care, a reporter will help himself, by interrupting to take out his notebook and to say: "'May I take down those words and use them?'

"After using his notebook in this fashion, let him put it away."

After all is said and done a reporter's chief business is to write a story truthfully and plainly. Can a man write the truth plainly from garbled and messy notes? Very obviously, an incubator for libellous insinuations and inferences is the American newspaper man's scrap paper method.

Addressing the editorial staff of the *St. Paul Dispatch and Pioneer Press,* William H. Oppenheimer, attorney for that newspaper, once declared:

"In considering any alleged libellous statement, the courts will view the language used in the light of the question: 'How would ordinary men naturally understand it?'

"It is immaterial what meaning you intended to convey. The language must speak for itself in the light of the surrounding circumstances. You may have intended no harm, you may have even been ignorant of the full import of your words, yet if you set afloat a false declaration which might convey a libellous meaning to an ordinary man, the communication is libellous. It is not necessary that the charge be direct or positive. The tendency of the language used and not its form is the criterion, and hence insinuations may be as defamatory as direct assertions.

"A defamatory charge published as an expression of belief or opinion is as effectual as if made in positive language; the fact that the reasons for the belief are also given will not affect the question, unless these reasons explain away the charge.

"You may libel another by putting your communication in the shape of hearsay as effectually as by making distinct assertions of defamatory matter and hence the fact that your article is published with the qualification, 'if reports are true,' 'report says,' or other similar qualification does not effect its libellous character."

Mr. Oppenheimer closed his address with this significant statement:

"A newspaper to be of service must take some risks; things that are old are not 'news.' You do not have time to investigate everything. The publisher must necessarily rely largely on your judgment as to the reliability of your sources of information, your discretion in so wording your articles as not to impute motives or actions beyond the facts of the case."

THE TABLOID CITY EDITOR TO HIS REPORTER

A Reply

(Reprinted from F.P.A.'s Conning Tower, New York World, May 24)

Slave of assignments, on your way!
But keep in mind these facts to-day.
CHECK UP ON PICTURES. Get a report.
Cover the story but KEEP IT SHORT.
Slice it and Boil it. Keep it Down.
Get every angle that breaks in town.
Make it snappy and make dead-line
(The presses begin at quarter to nine).
Here's your assignment—that's enough—
Do your stuff.

GET ME A PICTURE—don't forget.
I've one photographer waiting yet.
Call me up if he can crash
In for a flashlight—then we'll smash
It for the Pink—do all your tricks.
Get me a story and GET ME PIX.
Get facts for a first-class staff,
Then write half.

Write me half, but all those facts
Got to get in or you get the ax.
Get me facts and PICTURES, too.
GET ME PICTURES, whatever you do.
Pix of dogs and of bathing girls,
Walter Ward's home and Peaches' curls,
That rum boat you spoke of, awash with booze,
Peg Joyce's next one—although not news;
Blue blooded heiress, children's tricks,
GET ME PIX.

Slave of assignments—lucky wight—
I'm desk-tied here for half the night.
Out in the open, you should fret!
All in the world that you have to get
Is—no wonder your job attracts—
PIX and facts.

WAMP

HEARST MEN GIVEN ONE DAY IN JAIL M. E. FINED $5,000 FOR CONTEMPT

Baltimore Judge Praises Their Candor on Stand, But Declares Dignity of Court Was Directly Challenged in an Important Criminal Case

(*By Telegraph to* EDITOR & PUBLISHER)

BALTIMORE, Md., June 1—The right to appeal today was granted by Judge Eugene O'Dunne to the three editors and two photographers of the Hearst newspapers of Baltimore, upon whom he imposed sentences of one day in jail each and, in the case of Harold Elliston, managing editor of the *Baltimore News,* a fine of $5,000.

Those sentenced, in addition to Mr. Elliston, were Earl C. Deland, managing editor of the *Baltimore American,* Harry Clark, city editor of the Baltimore News, and William Sturm and William Klemm, photographers.

Their sentence followed conviction by Judge O'Dunne of contempt of court by taking and publishing pictures of the trial of Richard Reese Whittemore after the court had forbidden the taking of photographs.

He ordered immediate release of all five defendants on their own recognizance, pending decision of the court of appeals. Judge O'Dunne pointed out that the court of appeals may decide that it has no jurisdiction and indicated that this was his own view.

In his opinion Judge O'Dunne said in part: "The testimony of all defendants has been characterized by the utmost frankness and candor, without the slightest attempt at any time to either suppress the facts or color the evidence."

"The profession of journalism might point with pride to this fact if it could be thought that it was due to habit begotton of long journalistic training.

"Personally, I must attribute it to their own integrity rather than habits formed by their professional careers.

"Whatever the cause, the fact is at least commendable, and, if I may say so, refreshing in the criminal court.

"While admiring their candor, the boldness of their contention would challenge admiration except for the alarm that it creates in the attempted encroachment of the press on the undoubted rights of the courts to control those institutions in the protection of the public interests.

"Because of the importance of the public question here presented, and because of the bold manner in which the authority of courts as institutions is definitely challenged, and the usurpation of authority by the press sought to be substituted for the exercise of judicial discretion of the courts in controlling the decorum of legal tribunals when engaged, as it was, in the most serious undertaking of the trial of a notorious bandit, since convicted of murder in the first degree, I would be recreant to the trust imposed in me as the temporary incumbent of the office of judge if this public challenge of the authority of the tribunals of the people was not fearlessly met, and firmly disposed of in the public interest."

After passing sentence on to five defendants, the judge continued:

"All of these defendants are but the product of a journalistic system which looks upon its conception of duty to its employer and its reading public as above the law.

"The person highest in authority in this jurisdiction to whom the trial of personal responsibility leads as far as disclosed by the record in this case is Mr. Harold Elliston, the managing editor of the Baltimore News, one of the Hearst newspapers in this community.

"As the dignified affairs of the legal forum were shifted to the commerce of the street for the benefit of the Hearst International News Reel Corporation—with its world-wide distribution, it may not be too much to expect that the system and the syndicate of which they are but the local operators, will pay the fine, and in that way, commercialism will be robbed of its chief incentive to make profit out of the administration of justice in defiance of the orders of the court.

"The newspapers represented by these defendants have since the institution of these contempt proceedings published fully the entire accounts of the proceedings with an impartiality which is admirable.

"This only further demonstrated how fairly great newspapers can be operated, when there is a disposition of the managers to do so.

"While I do not believe the case is appealable, they are represented by counsel who entertain a different view of the law.

"It would ill become me to deny them opportunity even to reach a legal forum where that question may be determined.

"They will be accorded that opportunity for determination.

"In the prosecution of the appeal, if it should be decided on appeal that they have no right of appeal, then in that case I sincerely hope that the court of appeals will also indicate whether, in its judgment, they are guilty of contempt of court, irrespective of the technical question of whether they have the right of appeal.

"If, in the event of the denial of the right of appeal, the court should indicate that the acts do not constitute contempt of court, or that this court is or was without authority to pass the order made the basis of this contempt proceedings, then I will reconsider and strike out the sentence and strike out the verdict if such power to right a wrong still exists in a judicial tribunal."

During his remarks Judge O'Dunne spoke of the suggested conference between the press and the bar.

"What we now want to accomplish is something constructive for the future," he declared. "We want the future cooperation of the press as a most valuable public agency of a private nature which is capable of great work in promoting the public interest in the general administration of justice. Mr. Bowen and Mr. Coleman, representing the Baltimore Bar Association, have, as I understand it, suggested a conference between the bar, the bench and the press, looking to a more detailed plan of operation for the future, in which the rights, necessities and limitations of each can be more carefully examined and determined upon.

"A general spirit of co-operation may well result from such a conference. No one entering such conference will be asked or expected to surrender any of his rights."

Judge O'Dunne referred in his decision to an editorial in the *Baltimore Post* in the following words:

"As children, in the formative period of their moral character, are scandalized by the evil example set by their elders and their betters, so are infant newspapers in a community affected in the tone of their journalistic work by the evil example of their elders and their betters.

"The evil consequence of bad example is aptly illustrated in this case by the editorial of the *Post,* read into the record for the purpose toward the close of the case (or so much thereof as bore upon that question), namely, that the only reason that they did not print the picture in defiance of the court order was that they did not attach sufficient importance to its news value to inspire them to flaunt the court's order.

"It is even questionable in my mind whether a widespread editorial statement of that character is not actually more subversive of the wholesome respect due courts, as institutions, than the actual publishing of the picture, unaccompanied by such statement. The latter act might, in most cases, pass as an unknown defiance of judicial authority—whereas the former carries with it the evil effect of premeditated, deliberate, contemptuous disregard of judicial authority.

"This journalistic organ, disappointed in the recent decision of our associate, his Honor Judge Frank, in upholding the United Railways valuations at a certain figure, expressed the hope that, on appeal of the case, they would be fortunate enough to find a court 'less corporation-minded.' The imputation there is plain; the consummate insolence, appalling!

"Whether such editorial comment is contempt of court under the established decisions is not a question on which I am called to pass in this case. That it is the kind of actual contempt (as distinguished from the use of the term in the technical legal sense) which has, in fact, a tendency to undermine the public confidence in the institutions of courts, I have no doubt. It strengthens the growing tendency, in an age of irreverance for all things, to undermine the public confidence in judicial tribunals. When contempt for law, and contempt for judicial authority, become general and widespread, thereafter our American institutions cannot long endure."

WHAT NEWSPAPERS WOULD BE LIKE IF THEY WERE RUN BY LAWYERS

Jesse N. Bowen, president of the Baltimore Bar Association, has been invited to edit one day's editions of the Baltimore Post, Scripps-Howard newspaper, by Harold D. Jacobs, editor. The invitation was issued after Bowen, representing the court in the contempt proceedings last week against the five Baltimore Hearst newspaper men for taking pictures in court, had made the following statements in the courtroom:

"Newspapers have no right to photograph anybody, anywhere, without obtaining their conseni.

"If a newspaper wishes to test a court order it should do so by certain 'orderly procedure'—that is, by notifying the court that it takes an exception to the order and then appealing to a higher tribunal."

Under the announcement that Bowen had been invited by the Post to take charge for a day followed the article reprinted here.

SCENE: City room of an afternoon newspaper. Time: 10 a. m. (The work day of a common, ordinary newspaper man starts at 7 a. m. and the first edition usually is to press by 10.)

Reporters, rewrite men, copy readers, office boys and various sub-editors rise and stand solemnly at attention as His Honor, the Editor-in-Chief, stalks in and seats himself behind a high rostrum at one end of the room.

Bailiff Office Boy—"Hear ye! Hear ye! Hear ye! The honorable *Daily Bazoo* is now in session."

Telephone tinkles. His Honor frowns ominously.

Attorney Rewrite Man answers phone and consults State's Attorney City Editor, who approaches Editor-in-Chief's bench.

State's Attorney City Editor—"May it please Your Honor; it is averred and alleged that a fire, or conflagration, is now burning, or raging, at Baltimore and Charles Sts., in the City of Baltimore, situated in the State of Maryland, U. S. of America, or thereabout; and it is further averred and alleged that aforesaid fire, or conflagration, is rapidly getting beyond control; and it is further averred or alleged . . ." etc., etc., for at least half an hour.

State's Attorney City Editor finally concludes his report.

His Honor—"You may cite w authorities you will that such conflag tion as you report is, ipso facto, a per se."

There ensues a delay of several ho while State's Attorney City Edit assistants are looking up the citatic Eventually they stagger in under a tru load of musty tomes, which are solem consulted for a few more ho Finally—

State's Attorney City Editor—"M it please Your Honor, we here have case of Mrs. O'Leary's cow versus lantern, involving a destructive fire the City of Chicago, situate in C county, State of Illinois, in which afo said cow did kick or otherwise pro said lantern into a pile of hay, caus . . ." etc., etc.

He goes on to cite the case of destruction of Sodom and Gomorrah, Baltimore fire of 1904, the burning the Peggy Stewart, the origin of expression "a burning shame," and s eral cases of sunburn.

His honor—"The court will take matter under advisement. Call the n case."

Attorney Art Editor—"May it ple Your Honor, there is a parade of 5,(National Guardsmen which is alleged have started two days ago. May I h the court's permission to take a pho graph of aforesaid parade?"

His Honor—"The case of Bow versus the Baltimore press says v plainly that no newspaper has a ri to photograph anyone, anywhere, with their permission, e pluribus unum. Y will proceed at once to obtain such permission from aforesaid 5,000 Natio Guardsmen, individually and collective pro bono publico. Call the next case."

The dignity of the scene is disturt by a man pressing forward. He spea

Attorney Circulation Manager—"M it please Your Honor, I learn on relia authority that the opposition plans wit two weeks to issue a so-called ex on the fact Coolidge defeated Davis the recent Presidential elections."

His Honor—"Such unseemly has Such violation of our ethics! We w apply at once to the American Nev paper Publishers' Association for an junction to estop aforesaid extra."

Attorney Rewrite Man starts to pou on typewriter.

Chorus of Bailiff Office Boys "Silence! Silence!"

Attorney Telegraph Editor remo coat and rolls up shirt sleeves, preparat to tackling immense pile of press serv news from all over world, which h been collecting for weeks. Editor-Chief espies him.

"Bailiff, bring that man before me

Bailiff Office Boy drags offending A torney Telegraph Editor before t bench.

His Honor—"You have offended t dignity of this newspaper by removi your coat. Besides, I don't like yo looks. You are adjudged in contempt this honorable publication. As that gr authority, Lewis Carroll, would say, 'C with his head!'"

After Attorney Executioner chops the varlet's head, forthwith, His Hon relents and grants him an appeal to t Government Printing Office.

His Honor—"Call the next case!"

Attorney Managing Editor—"May please Your Honor, the newspap readers are alleged to be anxious r garding the next appearance of the Da Bazoo. May I ask Your Honor if will be possible to go to press with t Noon Edition by Sept. 1?"

His Honor—"Ahem! Harr-r-r-ump Mr. Clerk Assistant City Editor, w you please consult the docket?"

Clerk spends next several hours loo ing over docket, then holds whisper conference with His Honor.

His Honor—"Mr. Attorney Managi Editor, the court regrets to say t docket is so congested with stories a articles as yet completely unverified substantiated or otherwise undisposed that it will be impossible to go to pre with the Noon Edition before June 1933."

CURTAIN

A.N.A.E. PHILADELPHIA PROGRAM COMPLETED

oy Durstine, J. M. Cleary, Col. Lawson, Among Speakers Named for Annual Convention June 20-24

Promotion problems, free publicity, id merchandising service are the outanding topics to be considered by the ssociation of Newspaper Advertising xecutives at their annual convention in hiladelphia, June 20-24 in connection ith the meeting of the Associated Adertising Clubs of the World.

The complete program, just issued by resident Frank T. Carroll, advertising anager of the *Indianapolis News*, llows:

MONDAY MORNING, JUNE 21, 10 O'CLOCK—OPENING SESSION.

This short session will be devoted to a getgether and general introductory meeting. Orinization and business matters of importance e scheduled.

MONDAY AFTERNOON, 2 O'CLOCK—NEWSPAPER PROMOTION.

W. G. Bryan, president, The W. G. Bryan rganization of New York—"What is Newspaper fficiency?"

L. E. McGivena, manager of publicity, the *ew York News*—"No Place for a Plumber."

B. T. McCanna, manager of publicity, *Chiago Tribune*—"Good Will Through Public Serce."

Subjects scheduled for general discussion om the floor during this session are:

"How may a radio station be used to develop od will for newspapers?"

"How may more readers be secured for exting circulation?"

"What are effective methods of meeting comtition from mail advertising?"

"Why don't newspapers advertise as consistntly as they urge others to do?"

"Should promotion advertisements inserted in ewspapers own columns be considered as hage in advertising reports?"

TUESDAY MORNING, JUNE 22, 9 O'CLOCK—NATIONAL ADVERTISING

Miss Grace Walton, advertising manager, ulius Kayser & Co.—"If Retailers Can Make ewspaper Space Pay, So Can Manufacturers."

Roy S. Durstine, secretary-treasurer, Barton, urstine & Osborn, Inc., and president of the merican Association of Advertising Agencies—Suggestions From the Advertising Agency ngle."

J. M. Cleary, sales manager, The Studebaker rporation of America—"Why Is Free Pubcity?"

Subjects for open discussion:

"Is a revision of the present Standard of erchandising Practice for Newspapers, as lopted by the A. of N. A. E. in 1921, exdient?"

"What is the best current experience in deing local advertising and national advertisg and what are the best methods of enforcg established policies?"

"What is the best method of handling situaons arising when an advertising agency deavors to cancel a contract that has been effect for six or eight months in order to ace a new contract for one year from its te?"

"How do national advertisers check up on sults secured from periodical publication adrtising?"

"Recently some newspapers have issued rate rds entirely eliminating cash discounts to encies and allowing agency commissions only nen payment is made in full on or before the th or the 20th of the month. Is this good actice for other newspapers to adopt?"

UESDAY AFTERNOON, 2 O'CLOCK—LOCAL DISPLAY ADVERTISING

I. R. Parsons, advertising director, *New rk Telegram* (formerly a department store vertising manager)—"Merchandising a Newsper."

Frank B. Jennings, advertising manager, The y Company, Cleveland—"Is Circulation Your ief Merchandise?"

Edwin S. Friendly, business manager, *New rk Sun*—"Development of Modern Newsper Advertising."

Subjects for open discussion:

"What are the best methods for selling spec l editions and what results are secured by advertiser and by the newspaper?"

"Should special sections or editions at a h rate be encouraged?"

"What program might a newspaper suggest merchants as a means of causing people to de at home?"

"Should a newspaper combat merchants who ertise untruthfully?"

"What should be the attitude of newspapers ward requests from periodical publication ertisers urging the newspapers to sell soled 'tie-up' advertising to retailers?"

EDNESDAY MORNING, JUNE 23, 9 O'CLOCK—CLASSIFIED ADVERTISING

Walter W. Murdock, classified advertising nager, *Detroit Free Press*—"Building Classifi Advertising."

Frank McCabe, classified advertising manr, *New York World*—"The Relative Importe of Classified and Display Advertising."

Open discussion of classified advertising problems will follow the two addresses. In case all discussions from previous sessions have not been completed, they will be taken up at this time.

Previous to this session the judges will have considered the various stories of newspaper advertising success that were entered in the competition for the A. L. Shuman trophy. Success stories specified by the judges will be presented at this session.

WEDNESDAY AFTERNOON, 2 O'CLOCK—GENERAL PROBLEMS CONCERNING COMPLETE ADVERTISING DEPARTMENT

Wm. B. Bryant, publisher, *Paterson* (N. J.) *Press-Guardian*—"The Advertising Department as Seen by a Publisher in a City of Medium Size."

Col. Edward F. Lawson, *London Daily Telegraph*—"Modern Newspapering."

Frank E. Tripp, general manager, Gannett Newspapers—"Why Every Man for Himself?"

Subjects for open discussion:

"What is the most satisfactory solution to the position problem?"

"In case of a newspaper consolidation, what is the most satisfactory manner in which to handle old contracts?"

"What are the most practical standards of measurement for advertising?"

"What is the most equitable differential between the average net retail rate and the average gross national rate?"

THURSDAY MORNING, JUNE 24, 9 O'CLOCK—CLOSING SESSION

Any discussions not completed during previous sessions will be taken up at this time.

Reports of committees, election of officers and other closing business matters.

NEW FORT WORTH PRESS BUILDING



PRINTERS AND ADVERTISERS

How the Former Can Help the Latter to Be Discussed at A.A.C.W. Meet

How the printer can best help the advertiser will be discussed by speakers before the Graphic Arts Department meeting, June 22, during the 22nd annual convention week in Philadelphia of the Associated Advertising Clubs of the World.

Bernard Lichtenberg, advertising manager of the Alexander Hamilton Institute, New York, and Verne Burnett, secretary of the institutional advertising committee of the General Motors Corporation, Detroit, will be speakers on this general subject.

Other speakers before the Graphic Arts Department include: Jack W. Speare, advertising counsel, Rochester, N. Y.; W. Arthur Cole, vice-president of the Corman Company, New York, and president of the American Institute of Graphic Arts; Charles Austin Bates, New York advertising counsellor, and David Silbe, consulting typographer, New York.

R. R. BARLOW RESIGNS

Quits as Head of University of Minnesota Journalism School

Ruel R. Barlow, head of the department of journalism of the University of Minnesota, St. Paul, announced his resignation June 2, effective at the close of the school year. He declared that the University has been "notoriously deaf to the demands for sound journalistic training."

Mr. Barlow criticized what he termed was the "reactionary" attitude in the Arts College. He charged that "every man who has been an instructor in journalism at Minnesota has been squelched in his attempts to provide adequate journalistic training."

He has been head of the department since 1920.

NEW CALIFORNIA GROUP

Lower San Joaquin Valley Publishers Name Chatters Chairman

Publishers of the lower San Joaquin Valley, which comprises Fresno, Kings, Tulare and Kern counties, met the 24th of May at Visalia, Cal., and organized a unit of the Southern California Editorial Association.

While each member will hold an individual membership in the Southern California Editorial Association, the group will work primarily through the San Joaquin Valley unit. The organization plans to meet at least quarterly for the discussion of affairs affecting their particular district.

About twenty members have joined the unit, and at the organization meeting nine publishers were present. Ford A. Chatters of the *Lindsey Gazette* was elected chairman.

Harry S. Webster, publisher of the *San Bernardino Sun*, and vice-president of the Southern California Editorial Association, attended the organization meeting.

FREE DAILY IN KANSAS

M. C. Langley to Give Away His Iola News, to Start June 7

The *Daily News* is the name of the new free evening daily which will make its initial appearance in Iola, Kan., on June 7.

The paper will be delivered by carrier to all homes, business houses, stores, hotels, and offices in Iola and suburbs, according to M. C. Langley, the publisher. The size of the paper will be five columns wide, 15 inches long.

Langley has had 11 years' experience as advertising manager and business manager on the *Iola Daily Register*. He will have charge of the advertising and will be the business manager.

Mrs. M. C. Langley, wife of the publisher, will assist in the office. She will also handle society news. The city editor will be Floyd H. Lynn. Miss Christine Henrichs will be the reporter.

The Daily News will be printed in the office of the Laude Printing Company at Iola.

INSURANCE PROGRAM READY

Members of Conference to Discuss Newspaper Advertising at Philadelphia

Whether newspaper advertising helps the insurance business will be discussed at the annual convention of the Insurance Advertising Conference to be held in Philadelphia, June 22.

Edward A. Collins, conference president, will preside.

The question will be taken up by Charles H. Holland, president of the Independence Companies, Philadelphia.

Other insurance advertising men on the program include: B. N. Mills, advertising manager, Bankers Life Insurance Company, Des Moines; John W. Longnecker, advertising manager, Hartford Fire Insurance Company, Hartford, Conn. Sidney C. Doolittle, publication manager, Fidelity and Deposit Company, Baltimore; and Franklin Dorcet, Whittet & Shepperson, Richmond.

FT. WORTH PRESS OPENS NEW $150,000 HOME

Plant Is One-Story Fireproof Structure 100 Feet Square With Room for Expansion — New Press Installed

The *Fort Worth Press*, Scripps-Howard newspaper, on June 1, celebrated the occupancy of its new home with a reception to its readers and friends.

The new building at Fifth and Jones streets, was occupied May 10. It is a steel and concrete fireproof one-story structure, 100 feet square. The foundation and concrete framework is built to carry two more stories, to provide for expansion. Backing up to the building is a paper storage warehouse up to the door of which a Santa Fe railroad spur track runs.

Building and lot, and a new Hoe Octuple press, new stereotype and composing room equipment, represent a cost of about $150,000.

The Fort Worth Press was established Oct. 3, 1921, by Editor Leon M. Siler and Business Manager William McIntosh. The newspaper attracted wide attention for its successful campaign to drive wildcat oil stock promoters out of Fort Worth.

The Press also opened editorially the campaign for city manager government in Fort Worth, and saw the successful conclusion of that campaign in the spring of 1925 when the city began operating under a new charter and a city manager, O. E. Carr.

M. R. Toomer is present editor of the Press, and Peter Hamilton is business manager.

$500,000 TO "SELL" TEXAS

Half-Million to Be Spent in Telling Resources of State

(*By Telegraph to* EDITOR & PUBLISHER)

SAN ANTONIO, Tex., June 2.—Meeting in San Antonio Wednesday the executive committee of the "Advertise Texas" committee, Tenth District Associated Advertising Clubs of the World, decided to proceed with a $500,000 five-year campaign to advertise the state's resources. W. V. Crawford of Waco, chairman of the committee, was appointed managing director of the campaign organization with Waco headquarters. W. W. Woodson, Waco banker, was named treasurer and custodian of the preliminary fund, some of which was subscribed. Another meeting will be held in Waco June 29, to adopt a set of declarations, consider plans to raise the necessary money, and go into permanent organization.

DAILIES AIDED PARK FIGHT

President Signs Measure Backed by Scripps-Howard Newspapers

The *Knoxville News* is exhibiting in its display window clippings from the Scripps-Howard newspapers over the country, which show how they cooperated in helping to get through a bill creating the Great Smoky Mountains and Shenandoah National Parks.

The Scripps-Howard newspapers strongly boosted the national park movement. President Coolidge has signed the measure. The Smokies National Park is near Knoxville.

Times Correspondent Weds on Ship

Lincoln Eyre, Berlin correspondent of the *New York Times*, was married June 2, to Dinna Gralla, Polish screen star, on board the President Roosevelt in the North Sea on the way from Bremen to Southampton. Miss Gralla will continue her screen career. The couple are spending their honeymoon in England.

Editor Entertains Correspondents

Capt. Charles L. Weymouth, editor and manager of the *Hanover* (Va.) *Herald-Progress* published in Ashland, was host to 32 of his country correspondents at a banquet in Ashland, May 29.

HOWARD NAMED CHIEF OF TYPO'S UNION

Chicago Man Defeats President James M. Lynch Who Beat Successful Candidate Two Years Ago—Administration's Upset Not Complete

Charles P. Howard, of Chicago, is again president of the International Typographical Union. His defeat of James M. Lynch, candidate for re-election was conceded at the union's national headquarters in Indianapolis, June 1. Two years ago the story was reversed, with Lynch defeating Howard, who was then president.



CHARLES P. HOWARD

Returns from 739 local unions on June 1, showed Howard leading by 2,203 votes, with about 75 unions yet to hear from. When Lynch was elected in 1924, he led Howard by 2,600 votes.

New York offices of the union announced Howard's victory on June 3, but were unable to supply EDITOR & PUBLISHER with any later returns than those given out in Indianapolis two days before.

The upset for the "Administration" party within the union was not complete. Lynch adherents still control the Executive Council through the re-election of J. W. Hays of Minneapolis, Secretary-Treasurer, over Woodruff Randolph of Chicago, and of Seth R. Brown of Los Angeles, Cal., first vice-president, over Theodore Perry of Indianapolis.

Austin Hewson of New York apparently was defeated by George Bentley of New York for second vice-president. The fifth member of the Executive Council is Charles N. Smith of Brooklyn, N. Y., head of the Mailers' Trade District Union, an "Administration" man.

Lynch's defeat is attributed to dissatisfaction over the Administration's handling of the union's old age pension problem.

Col. McCormick Host to Veterans

Col. Robert R. McCormick of the *Chicago Tribune* was host at a reunion of members of the Illinois Branch of the Society of the First Division, composed of about 100 A. E. F. veterans, near Wheaton, Ill., May 30. Col. McCormick was a major in the Fifth United States Field Artillery.

Women Edit Minnesota Paper

The club women of Marshall, Minn., last week edited the *Marshall News-Messenger,* issuing a 20-page paper. All the news stories, feature articles and editorials were contributed by the women. Trap-shooting and golf were front-page stories and editorials dealt with prohibition, community endeavor, the local rest room campaign and similar local topics.

Zeigler Retained by Gatti-Casazza

Edward Zeigler, former music critic of the *New York World,* now an assistant to Giulio Gatti-Casazza, general manager of the Metropolitan Opera Company, New York, has been retained in that capacity under contract until May 1, 1931, it was announced this week.

Mainardy Joins N. Y. Graphic

George E. Mainardy, for many years advertising manager of the American Tobacco Company, and recently with the H. E. Lesan Advertising agency, has joined the national advertising department of the *New York Evening Graphic.*

WRITERS ON AWARD JURY

W. A. White and Chester Crowell Named by Harmon Foundation

Two newspapermen, William Allen White, publisher of the *Emporia* (Kan.) *Gazette,* and Chester Crowell, former editor and publisher of the *Fresno Republican,* have been named on the jury of five of the Harmon Foundation, New York, to award $500 to the author of the article appearing in 1926 in any American newspaper or periodical which, in the opinion of the judges, makes the most distinctive contribution of the year to social or industrial welfare in the United States."

Articles must be submitted by mail in their printed form by the author, editor, or others interested, and reach Jury Harmon-Survey Award 2, c/o Harmon Foundation, Room 710, 140 Nassau Street, New York City, prior to Dec. 30, 1926.

Burr Joins Monitor's N. Y. Office

Hudson C. Burr has joined the staff of the *Christian Science Monitor's* New York office as an advertising representative. He was graduated with an engineering degree from Brown University, and was for eight years sales engineer for the Burwak Elevator Company. He was recently manager of the Cellokay Manufacturing Company.

JANUARY BEST BUSINESS MONTH

So Survey Shows Prepared by Agency for New York Herald Tribune

More advertising schedules are prepared in January than in any other month of the year, according to a survey which has been compiled by the research department of Dorrance, Sullivan & Co., for the *New York Herald Tribune.* The agency has drawn up a monthly chart showing when advertising schedules are prepared by 2422 national advertisers.

January leads December slightly—324 to 303. April is lowest with 94. The other months are: February, 142; March 118; May 95; June 146; July, 169; August, 195; September, 198; October, 209; and November, 254.

Huckle Buys Semi-Weekly

A. W. Huckle, publisher of the *Rock Hill* (S. C.) *Herald,* purchased of A. S. Gravely, of Martinsville, Va., the controlling interest of the Bulletin Printing & Publishing Company of the latter city, May 25. This company publishes the *Henry Bulletin,* semi-weekly, only paper in Henry County, Va. Huckle, former publisher in Michigan, purchased the *Rock Hill* (S. C.) *Herald* in 1922. He will continue his residence in Rock Hill and will have associated with him at Martinsville R. P. Beck, who has been a stockholder in the Bulletin for a number of years, and who has been the manager of the company. A new Duplex press will be installed.

Air Handbills Curbed in Richmond

Aviators will no more have the privilege of circularizing the city of Richmond from the air with small hand bills dropped from their planes. Chief of Police Robert B. Jordan has held it is against city ordinances to scatter paper in the streets and that future perpetrators will be vigorously prosecuted. J. S. Charles, an aviator who recently performed the hand bill-scattering stunt, was haled into police court on orders of Chief of Police Jordan for the offense. Justice H. A. Maurice released him, but administered a caution.

Virginia Writers on College Board

Dr. Douglas Southall Freeman, editor of the *Richmond* (Va.) *News-Leader,* Miss Virginia Lee Cox, editor of the woman's page of the *Richmond* (Va.) *Times-Dispatch,* and J. B. Fishburne, editor of the *Roanoke* (Va.) *World-News,* have been elected to the board of trustees of Hollins College, near Roanoke.

MARTIN HEADS CLEVELAND TIMES

Resigns As Editor of Cleveland Press—Cook Succeeds Him

Earle E. Martin resigned this week as editor of the *Cleveland Press* and took complete charge of the *Cleveland Times,*



EARLE E. MARTIN



E. E. COOK

a morning and Sunday newspaper, as publisher. Mr. Martin's resignation was accepted with expressions of regret by Roy W. Howard and Robert P. Scripps of the Scripps-Howard Newspapers, of which Mr. Martin has been an editor for many years.

E. E. Cook, editorial chief of the Central Group of the Scripps-Howard newspapers, has assumed editorial charge of the Press.

Mrs. Hotaling Wins N. E. A. Prize

Mrs. H. C. Hotaling, of the *Mapleton* (Minn.) *Enterprise,* and wife of the executive secretary of the National Editorial Association, has won first prize in the contest for the best story on the N. E. A. tour of Virginia in 1925.

INTERVIEW BY WIRELESS

T. T. Topping, A.P. Correspondent, Uses Radio to Get Syrian News

T. T. Topping, member of the Paris staff of the Associated Press, carried on an interview by wireless, with Henry de Jouvenal, French High Commissioner to Syria, to get news of the Syrian situation, May 29.

Commissioner de Jouvenal was on board the S. S. Sphinx, homeward bound from Alexandria. The steamer Pierre Loti, aboard which the A. P. correspondent was proceeding to Syria, was then 200 miles away, going towards Alexandria.

At the request of the Associated Press, the two vessels got into communication. M. de Jouvenal was asked to come to the wireless room as the correspondent desired to ask him a few questions. Then the interview was carried on, with questions and answers going back and forth by radio.

VIRGINIA GAZETTE SUSPENDS

Revival of First Virginia Paper Quits When Professor Leaves

Checks representing the difference between the annual subscription price and the value of the issues each subscriber has received, will be mailed to the subscribers of the *Williamsburg Virginia Gazette,* which suspended publication with its issue of May 15.

The paper was a reproduction of the first newspaper published in Virginia, the Virginia Gazette having been the first paper to print the news of the signing of the Declaration of Independence.

The modern day issues have carried a column of news of 150 years ago gleaned from the columns of the original paper.

Suspension of the Gazette was occasioned by the resignation of Prof. H. Bocock, of the faculty of the College of William & Mary, who goes to another institution, and the announcement says, "No one is forthcoming who would care to undertake the operation of the paper.

"The paper received no subsidy from the college, though members of the class of the Wm. Parks School of Journalism were on the staff.

JURY FAILS TO AGREE IN LIBEL SUIT TRIAL

Fail to Return Verdict In Action Brought by Mrs. Anne Campbell Against New York Times—N. Y. Sun Won Its Case

A jury in Judge Walsh's part of New York supreme court disagreed and failed to return a verdict in the libel case brought by Mrs. Anne McCoy Campbell, Christian Science practitioner, against the *New York Times.*

Mrs. Campbell had objected to a story carried by the Times, March 30, 1922, telling of a suit that had been brought against her by Mrs. Elizabeth S. Nichols for $16,000 for alleged fraud.

The case was argued for the Times by E. M. Souza, of the firm of Cook, Nathan & Lehman, New York.

Because no court action had been taken on Mrs. Nichols complaint, which was later dismissed, Mrs. Campbell contended that the Times was not privileged to print its charges. A Times reporter, however, had called on Mrs. Campbell, and had obtained comments concerning the suit for publication from her.

On May 17, the *New York Sun,* defended by Macdonald DeWitt, of DeWitt and Van Aken, won a suit brought by Mrs. Campbell on the same charge.

Suits on account of similar publications are still pending against the *New York World, New York Tribune,* and *New York Evening Post.*

DEFUNCT DAILY'S PLANT SOLD

Danville (Va.) Register and Bee Buy Danville News Equipment

Plant of the defunct *Danville* (Va.) *News* afternoon paper published from June 11, 1923, to Oct. 28, 1925, has been purchased by Rorer A. James Jr., publisher of the *Danville Register and Bee,* from Albert Patton, trustee for bondholders of the Danville News Publishing Company.

The consideration was not made public. A 32-page press, six linotypes, stereotype equipment and other material was included in the deal. The equipment will be used by the Register, it was stated.

New Toronto M. E.

Hector Charlesworth, music and dramatic editor of *Toronto Saturday Night,* has been appointed managing editor in succession to the late C. F. Paul. He started his journalistic career on the paper of which he now becomes managing editor, but later entered daily journalism, working on the *Toronto World, Toronto News* and *Toronto Mail* and *Empire* successively. He returned to Saturday Night in 1910. Last year he published a book of reminiscences entitled, "Candid Chronicles."

Denver Post Delivering by Air

Claiming to be the first newspaper to offer regular daily delivery by air mail, the *Denver Post* has tied up with the government air mail service newly inaugurated between Denver and Cheyenne, Wyo., and is offering papers "hot from the press" to Pueblo, Colo., 125 miles away, to Cheyenne, 107 miles distant and other points. By aerial route, deliveries are made to Cheyenne in 60 minutes and to Pueblo in 90 minutes.

To Study Stereotyping Abroad

George A. Kubler, president of the Certified Dry Mat Corporation of New York, will sail for Europe on the Maestic June 5. While abroad he will study newspaper mechanical problems with special reference to stereotyping.

Weekly Prints 24-Page Edition

The *Storm Lake* (Ia.) *Pilot-Tribune,* weekly, published a 24-page regular edition, May 27, claimed to be the largest regular edition of an Iowa weekly. W. C. Jarnagin is publisher.

INDUSTRY VS. INDUSTRY IN "NEW COMPETITION"

Straight-Line Methods of Yesterday Have Disappeared As "Distributive Pressure" Has Increased, New York Banker Declares—Business Men "Huddling" Before New Threat

By O. H. CHENEY

Vice-President, American Exchange Pacific National Bank, New York

(EDITOR & PUBLISHER *believes the following article to be the most thoughtful and penetrating discussion of the huge problem of mass production, distribution, and instalment selling which has appeared recently. It presents new ideas on a subject which has many modern business men sorely puzzled. The article appeared in the June issue of the The Nation's Business and is reproduced by special permission.*)

"IT would be better for us all if we could at one sweep scrap all our ideas of distribution."

I made this statement the other day in addressing a group of New York bankers and the chorus of agreement which is greeting these words from many parts of the country and from many lines of business makes me feel that I have been guilty of a platitude. Yet almost every day I meet some business men whose ideas of distribution would appropriately grace the quill-pen and silk-hat period of American business.

They think distribution is a semi-sacred process the rites and procedure of which are written somewhere into the Constitution of the United States and that it would take at least a constitutional amendment to change them. They still think the word "competition" means the struggle of two grocers on the same street to sell a woman a can of beans or the battle between two automobile manufacturers in Detroit. They believe in that aphorism which has guided the economic politics of this nation, "Competition is the life of trade"—they believe it probably more enthusiastically about other lines of business than about their own.

Ten years ago distribution and competition were not what they are today. In fact the methods of yesterday in many lines will probably be antiquated tomorrow. Those of us who are thinking in terms of yesterday's competition are asleep. The noises which you hear in trade association convention halls, in congressional corridors and in the courts are the moans of such business men tossing in their sleep; and the loud cries you are hearing more often are those of some business men waking up with a start to the new competition.

In the late war, which the peace conferees are still so valiantly fighting, warfare left the ground and the waves and invaded the earth under the ground and the sea under the waves—and the air. So it has been with business warfare in the past few years—it has left the old battlegrounds and the old weapons. The business man these days doesn't know where he is going to be hit next, or how. The day is over when a man could see his competitor. It is a wise man who knows his competitor.

It is an interesting study in a neglected field of psychology to observe the degree of consciousness, in the average business man, of this new competition. Some of his reactions appear to be almost instinctive—he does not actually realize why he does certain things, but they very often turn out to be right.

The growth of trade associations is an example of this. By some form of herd instinct, men who still consider themselves competitors flock together for mutual protection from the mysterious dangers that lurk around them in the wild business jungle. They do not really realize that the reason why they act that way is that they unconsciously feel that the competition between them has become of minor importance compared with the new competition.

In the good old days (meaning almost anything more than thirty days ago) distribution was along a straight line and competition was along other straight lines—at right angles to it. In other words, the line of distribution was from producer through wholesaler and retailer to consumer. The lines of competition were between producers turning out similar products, between wholesalers in the same line, and between retailers selling practically identical goods.

The old competitive methods ranged from price-cutting to arson, including slander, bribery, espionage, man-stealing and fomenting strikes. Competition was competition in those days. When two competitors happened to meet in the same room it was against business ethics for more than one to be able to leave the room unassisted. But nowadays, in these wishy-washy times, when two men in the same line meet, they start talking about co-operative advertising or standardizing sizes, eliminating unnecessary styles, uniform cost accounting or standard terms to the trade. And, if certain senators from the middle west are not within earshot, they may actually talk of a merger.

The new competition is like the new art—the few simple lines which we could recognize and understand in the old competition have been replaced by a confusing criss-cross of angles and curves. Distribution becomes direct and cuts corners in some fields, in others it becomes more intricate with new middlemen. Competition breaks away from old lines, jumps across established methods, and travels up and down the very line of distribution itself.

But closer study seems to reveal a logic in the confusion—an apparent method in the madness. But before the song of the new competition can become clear it is necessary to tune out a lot of interfering misconception and overcome considerable static. In fact, it is desirable to switch off and start all over again. That is why I have said that it would be helpful for us to forget all our previous ideas on the subject. As a beginning it is suggested that we do away with the word "competition" altogether and in this way get rid of the old conceptions that cling to the word. Instead of the word "competition" a phrase like "distributive pressure" is suggested; not that it is euphonious or picturesque, but it is more accurately descriptive of the intricate processes which constitute modern competition.

The new competition is, broadly, pressure for distributive outlets; where this pressure was formerly exerted within certain established channels, the intensity of competition has broken these down and is making its own channels. The basic reasons for these terrific and newly directed pressures are, of course, the surplus plant capacity available for production and the tremendous progress in the arts and sciences of promotion and exploitation through advertising, publicity and salesmanship.

These pressures are impatient; they will not allow the stream of distribution to work through from producer to consumer at the old, slow rate. And this accounts for numerous merchandising phenomena which, seen alone, seem strange and often inexplicable; but when they are viewed together from this angle are seen really to be different currents and eddies in one stream. Such phenomena, for example, are hand-to-mouth buying, instalment buying, direct selling and group buying.

This distributive pressure, in almost every line of business, assumes the form of intra-industrial competition. Not only do retailers compete with each other, wholesalers with each other and manufacturers with each other, but individuals in each group compete with those in other groups—often with those who may be distributing or manufacturing their products.

This competition may be observed, at the very beginning of the process, with the producer of the raw material. The dairy farmers join a league which buys milk routes and milk-product and ice-cream plants, entering into competition with their own customers. A copper mining company buys a brass factory. Growers in many agricultural lines form gigantic co-operative marketing organizations. Manufacturers become dissatisfied with the volume which they are selling through wholesalers and begin to sell direct to the retailers, as in the grocery field.

Both manufacturers and wholesalers enter into competition with the retailers by organizing chains of retail stores. They go even further and try to eliminate the retailer and sell through house-to-house canvassers, as in the case of hosiery or household appliances; further still, they try to eliminate the canvasser by using the mails, as in almost every conceivable type of goods; and even further, try to eliminate every selling method by getting the buyer to do more selling, as in the recent "endless chain" schemes for selling hosiery.

This distributive pressure does not work in only one direction along the line of distribution; it works in the other direction also. The flow of distribution is accelerated not only by the pressure of production but also by the vacuum of merchandising; outlets want goods to sell—goods which they can sell more quickly and on which they can make more profit. This type of the new competition also takes on many interesting forms.

The most striking and successful is, of course, the chain-store system, as in groceries, dry goods, variety goods, tobacco, and the like. By multiplying outlets under one control, the retailer assumes the function of the wholesaler and competes with him. Independent retailers combat chain competition by organizing group buying associations or combining their buying power through resident buyers, as in the dry goods field. Chain and group retailers go even further and enter the producing field, entering into competition with the manufacturer, and frequently the wholesaler does likewise.

This "pulling" force to attract goods and to control the source of supply goes still further back along the line of production and distribution; automobile manufacturers buy parts plants, Henry Ford buys and builds steel, textile and glass plants, sugar refiners buy cane plantations, tire manufacturers buy rubber and cotton plantations, canners subsidize fruit and vegetable growers.

And these two forms of intra-industrial competition become the logical basis of the vertical trust; in which we may possibly see important developments in this country in the next decade.

The tragedies and comedies, with and without music, of the current business drama, are mostly expressions of this intra-industrial competition. Of course the struggle between the poor but heroic small-town store and the rich villainous mail-order house belongs back almost in the days of the ten-twenty-thirty melodramas. The down-trodden corner grocer crushed under the cruel high-powered machine of the chain system is also not a new theme.

They cannot compare with the nation-wide pageantry of the embattled department, dry goods and hardware stores, fighting the army of the house-to-house canvasser—with the rather anti-climatic last scene in the Supreme Court.

They cannot compare with the nice clean triangle recently in the news—the outcry of the bakers' supply houses against the proposed big bakery merger which threatens to wipe out the small, independent bakers who are their customers.

Nor can they compare in beauty and vigor of dialogue with the resolutions adopted by the women's wear manufacturers and wholesalers against the resident buyer and the unspeakable villainies of group-buying by department stores. The drama becomes more and more interesting and exciting every day as more individuals and groups discover that the real villain who has been ruining their lives is not the other fellow across the street but the man higher up. During the next year or two we may see the business drama combine the best features of a Chaplin picture, Ibsen, the three-ring circus, Hamlet, Luna Park and the Follies.

But this intra-industrial competition, this conflict of distributive pressures along the line of distribution, is only one type of the new competition. There is the competition between two divisions of the same general industry which produce commodities used alternatively. This type we may call inter-commodity competition.

When the weary rent-payer decides to build, he becomes the object of competition between lumber, brick, stone, Portland cement, tile and new combinations—not to forget slate, treated wood

TO THIS OLD TYPEWRITER

By Joseph H. Adams

Syracuse Post-Standard staff

How many eager hands have dipped
In you to write a manuscript,
Have sought your keys in nervous haste
And for the first edition raced!
By day, by night, old pal of mine,
You've helped me o'er the halting line,
Groaned over sad obituary
And chuckled when the quip was merry.
Year after year you laboreth,
Announcing birth, recording death;
Time passes, mortals turn to clay
But you seem proof against decay;
And as the present hours fly
You link me with an age gone by
When long-forgotten stories crept
From you the while the city slept.

shingle, asbestos, copper, zinc and asphalt compositions for the roof.

When his wife answers the call of spring with a new dress she is confronted by the competition of cotton, wool, silk and rayon and the almost countless number of varieties and combinations of these. And the number of products which compete for a place on the dinner table is even less calculable.

In the same category, for instance, is the competition of fuel oil with coal; of the motion-picture with the theater, the radio and the book; of the automobile, bus and truck with the railroad and street-car; of magazine, newspaper and billboard for advertisers. That this type of competition is increasingly recognized is proved by the growth of trade associations and of their constructive co-operative activities on behalf of all interested in a particular commodity of service, and sometimes of destructive efforts against competing interests.

But, again, inter-commodity competition is also not one-way competition. There is not only the competition of commodities for outlets but of outlets for commodities. There are hundreds of products for instance, which are sold in hardware, drug, grocery and department stores. There is a natural tendency of almost every kind of store to follow the liberality of the drug store in interpreting its function. Only Mr. Wrigley knows all the different available outlets for chewing gum. Real estate and automobiles are being sold by department stores.

Of all the forms of the new competition the one with probably the greatest economic and social significance is that of inter-industrial competition. Only a few scattered individuals at present realize the import of these developments which must inevitably assume a vital intensity in the next decade. A few among the masses of business men are beginning to see and to raise their voices, but their vision is generally trivial, distorted and colored by thwarted self-interest. These men are right, but they are helpless unless they use all the intelligence and energy they can command.

Inter-industrial competition is here; it is the competition of all industries for as much as they can get of the national income—for their share and more of the consumer's dollar. This type of distributive pressure has, of course, existed ever since our cave-man ancestor had to make up his mind whether he should put in some time killing a saber-toothed tiger for dinner or in making some drawings on the wall of his cave. This, in principle, is the equivalent of the conditions decried, for instance, by the clothing merchant who complains that the descendant of the cave-man is not spending so much on clothes because he has to pay instalments on his car. The fact is that this case is only a beginning, and only the first recognition of a widespread stress in our economic structure.

What is the cause? In seeking it we shall mistake the effect for the cause, because they are inter-related inextricably. The next few years may see legislative attempts to ease the tension, forced by those who are losing. But such attempts at reversing the economic laws of gravity will be doomed to failure if they concern themselves with what are thought to be causes.

Inter-industrial competition is one aspect of the pressure of goods for outlets —of increased pressure due to overcapacity for production. This pressure, working through all the powerful machinery of advertising exploitation has raised the American standard of living to the highest in the world and in history. The ways of spending money have been multiplied a thousand-fold. And, in turn, the American standard of living, especially the margin over subsistence, stimulates more production and new products. Work makes work and buying power makes buying power. There is the circle—not vicious, but certainly vital.

Instalment selling is the dominant manifestation of this inter-industrial competition. The industries using it have unconsciously recognized that, in spite of the high income and purchasing power of the American people, there are limitations. Realizing that this week's pay envelope is pretty well exhausted, they are making organized attempts to assure themselves a good share of next week's. There is no question that instalment selling stimulates demand, increases production, and therefore tends to raise the level of prosperity and buying power. There is no doubt that this accelerated speed of the wheels makes for a feeling of economic exhilaration and social well-being. The question is: How long can this acceleration be maintained? Can the wheels stand this speeding up?

"The automobile industry did it; why can't we do it?" This is the logical question which one industry after another is asking itself and answering in the affirmative. Who can deny that the present prosperity of the automobile industry is the result of time-payment sales when fully three-quarters of the vehicles sold are financed? Who can deny to the clothing manufacturers, to the paint manufacturers, the right to sell on time? But what can be done about it if the aggregate of instalment buying goes too far? What is too far? The answers to these questions will have to be faced by business in the next few years. "Competition is the life of trade"—and it's a great life.

Did we have to wait for the delightful debate between Florida and California to realize that there is competition between communities for population? What of the frequent competition between factories for labor? What of the competition between industries for investors?

Overshadowing all these types of competition in the vastness of its effects is international economic competition. True, it is old, but its effects are ever with us—more violent than ever in the last decade. Every day brings new evidence that the distributive pressure of nations is becoming more intense. The techniques of exploitation which have been developed in internal competition have been held in abeyance because of economic difficulties in other countries. When they become active, it is difficult to prophesy what the next few years will bring.

The drama of the new competition becomes more absorbing, more vivid, more hectic. It becomes universal in its sweep. It is impossible for anyone to see it all, because we are all actors as well as audience. And unless we can break away and see clearly, it may be too much for us.

BULLEN LAUDS U. S. AFTER REPORTING IT FOR LONDON DAILY 21 YEARS

AFTER viewing the United States for 21 years as U. S. correspondent of the *London Daily Telegraph,* Percy Sutherland Bullen, dean of foreign correspondents in this country believes that America provides the fullest opportunity for youth of any nation, and that there is more fraternity and equality in the best sense of the word in the United States than in any other country with which he is personally acquainted.



PERCY S. BULLEN

The veteran correspondent expressed these views at a luncheon tendered him Thursday, June 3, at the Lawyers' Club, New York, by the Association of Foreign Press Correspondents, marking the 21st anniversary.

During his remarks acknowledging the honor paid him, Mr. Bullen touched on the changes in the news field here and abroad in the past 21 years.

"Twenty-one years to date corresponds with the period during which the countries of the older civilizations have been busily engaged in the task of discovering the United States," he declared. "Today America stands at the peak of power and prosperity with possibilities of progress which no man can estimate.

"Twenty-one years ago America as a field for news was not even scratched by the foreign correspondent. London, Paris and Berlin asked only for 'human interest' yarns—stories of lightning marriages and Reno divorces, the escapades of some fool millionaire, society episodes at Newport, bathtub theatre orgies, and the like.

"Today we still send human interest cables, but for the most part the big events of the nations, current history—political, legislative, social, economic—have the place they merit. During the same period of 21 years, and more particularly since the war, the American newspaper press has been engaged in the discovery of European affairs and with such success that in the case of the great strike in England the New York papers actually carried far better and fuller reports by cable and wireless photographs than the British papers.

"Twenty-one years ago Europe and America rather ignored each other, but today there is a growing exchange of news and the interpretation of news by accredited correspondents coupled with a growing recognition of the fact that no country can live to itself alone in a watertight compartment but all are linked together by bonds which multiply and strengthen as education advances and means of communication increase.

If I were to sum up my experience of the last 21 years I would say this: America can learn much from Europe, but Europe has most to learn from America.

"It is inadvisable to generalize about America, but I venture to emphasize three things which may be stated as self-evident to anyone equally acquainted with both sides of the Atlantic.

"First, America provides the fullest opportunity for youth.

"Secondly, relations between employers and employed in this country are more harmonious and cordial than elsewhere.

"It is true that the capitalist here as elsewhere is out for profit and the worker out for a high wage, but in America they manage best to work together for the common good. The two English engineers, Austin and Lloyd and the six English unionist workers who came to the United States to ascertain the reason why America pays the highest wages and the workmen here enjoy a higher standard of living all pay tribute to the cordial relations between employers and employed. This fact may explain in part why America with higher wages can produce at cheaper rates than many of her competitors.

"Thirdly, there is more fraternity and equality in the best sense of the word in the United States than in any other country with which I am personally acquainted. There is far less of that class antagonism, latent feudalism—call it sheer snobbery if you like—which you find so often in the countries of the older civilizations. It may be that one here shows less tendency than elsewhere to 'order himself lowly and reverently to all his betters'—to quote the words of the church catechism—but who shall complain in a country where 'all men are by nature born free and independent' and where social equality, as Mr. Bryce remarks, prevails to a greater extent than any other country in the world."

South Joins Birmingham Age-Herald

Ray S. South, for the past seven years circulation manager of the *Birmingham* (Ala.) *News,* has resigned, and on June 1 became circulation director of the *Birmingham Age-Herald.* John B. Fletcher, of the *Milwaukee Journal,* has been named to succeed South.

LONDON TIMES MA GIVEN FELLOWSHIP

Thomas T. E. Cadus to Spend Year in U. S., Arriving July 1, As Walter Hines Page Fellow

Thomas T. E. Cadette, foreign sub-ed tor of the *London Times* has been a pointed the first British journalist spend a year in the United States und the American Newspaper Fellowships Memory of Walter Hines Page estal lished by the English-Speaking Union the United States, according to a cab from England just received at the hea quarters of this organization in Ne York.

The general purpose of the Fello ships is to promote fuller knowledge a understanding of American affair Cadus, who is expected to reach Ameri July 1, was selected from among a nun ber of candidates by the cooperati British Newspaper Committee, of whi Lord Burnham is the chairman and S Campbell Stuart the vice-chairman. Oth members are: Maj. J. J. Astor, R. I Blumenfeld, Sir Robert Bruce, H. Cadbury, Sir Robert Donald, J. L. Garvi Lord Riddell, Evelyn Wrench and A fred E. Johns, honorary secretary.

Julian S. Mason of New York is chai man of the American Newspaper Com mittee which will carry out the practic arrangements for the visiting Fellows i the United States. This Committee composed of some 25 leading newspap men representing all sections of the cou try, through whom arrangements will b made for the holder of the Fellowshi to divide his time between the Pacifi Central and Eastern parts of the Unite States, working on newspapers an familiarizing himself generally wit American conditions, problems and view points.

The Committee representing the Eng lish-Speaking Union of the United State in the establishment of the Fellowship consists of H. J. Fisher, chairman: Joh W. Davis, George Wickersham, Ott Kahn, Langdon P. Marvin, A. N. Mar quis, Charles C. Goodrich, treasurer, an John Daniels, secretary.

KELLY BUYS 2 DAILIES IN FALL RIVER, MASS.

Herald and News Taken Over by Ne York Newspaper Representative— Announces Realization of Life Ambition

C. F. Kelly, head of the Kelly-Smit Company, newspaper advertising repre sentatives, New York, has purchased th *Fall River Herald* and the *Fall Riv Evening News.*

In announcing his purchase of the for mer paper from Ross F. Walker, Akron, O., Mr. Kelly said:

"In making this purchase, I have real ized my life-long ambition to publish i this city a newspaper dedicated to it service, for I was born here, and live and worked here for a great many years

"It is my purpose to continue th Herald as an independent newspaper with out prejudice or subservience to any fac tion, but devoted wholeheartedly to th welfare and upbuilding of Fall River."

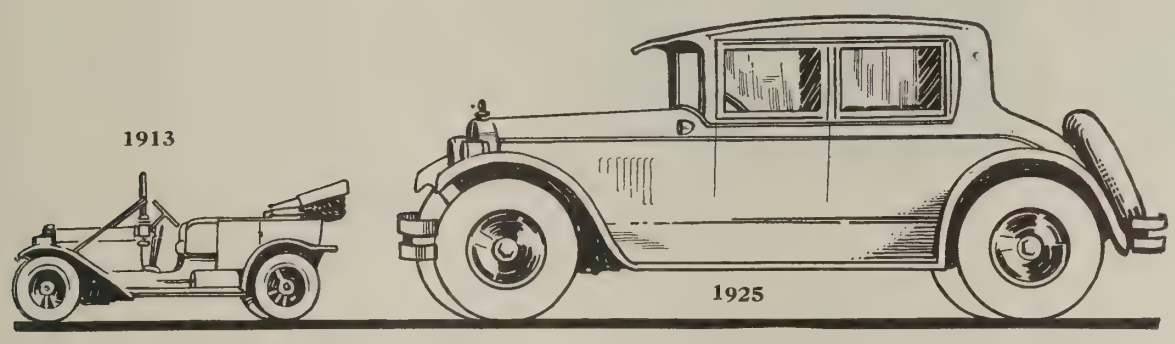
Mr. Walker had taken over control o the Herald recently from Mrs. G. R. H Buffinton. Frank S. Almy was publishe of the News.

Lightning Damages Missouri Plant

The printing plant of the *Trento* (Mo.) *Republican-Tribune* was damage by fire May 26, after a bolt of lightnin struck the building. Paper stocks, th press, and other equipment were dam aged. A motor was rushed by truc from Jamesport and publication con tinued. A year ago the plant was seri ously damaged by fire.

Detroit's Great Industry Is Ever Growing

First Third 1926 Auto Production Exceeds That of Other Years



In 1925 the total production of passenger cars was eight times as great as that of 1913. Each year but two during this whole period has seen tremendous increases in passenger car production. In 1925 the increase over 1924 was 533,000 cars. During the first four months of 1926 automobile production is in excess of 1925 by 217,460 cars. A glance at the table below will show the tremendous volume reached by this industry which is centered about Detroit and which is causing Detroit to grow as no other city in the United States ever has. Detroit is enjoying a state of prosperity unparalleled in this country. For this reason if for no other Detroit should have your greatest advertising efforts. But there is another important reason and that is The Detroit News—the only medium in the United States covering a city of Detroit's size thoroughly, and enabling you to sell the whole Detroit market at one time and one cost.

	PASSENGER CARS	TRUCKS
1913	461,500	23,500
1914	543,679	25,375
1915	818,618	74,000
1916	1,525,578	92,130
1917	1,740,792	128,157
1918	926,388	227,250
1919	1,657,652	316,364
1920	1,799,522	311,531
1921	1,452,902	142,402
1922	2,313,558	244,499
1923	3,563,785	374,421
1924	3,144,999	359,863
1925	3,678,328	475,029

The Detroit News

Detroit's HOME Newspaper

NEWSPAPER MAKERS AT WORK

By HAROLD J. ASHE

RECEIVING his newspaper training in the *Kansas City* (Mo.) *Star* school, D. W. Lawson, general manager of the *Long Beach* (Cal.) *Morning Sun,* subscribes now to the principles of newspaper publishing laid down to him years ago—serving the community, no one special interest, not even the newspaper's own interests.

"Making money in the newspaper business is incidental," declared Mr. Lawson this week, in an interview with EDITOR & PUBLISHER. "The first thought is to serve the community well. Furthermore, if the newspaper makes itself necessary to the city in which it is published, and champions the best interests of that city, it will succeed."

Lawson emphatically stated that the business side of the Sun is, and that of any newspaper should be, divorced from the news room. There should be no dictation for the sake of expediency, he declared.

"A newspaper must be well-rounded out at all times, regardless of how it affects the business office," said Lawson. "In the long run this policy is bound to put the business side on the right side of the ledger.

"The average advertiser, today, doesn't care what the news policy of a newspaper is, except that it is such that compels reader-interest and makes for pulling-power of advertising."

The great ambition of Lawson's life is to return to the Orient, where he spent six years as a newspaper executive, first in Manila, and later as the general manager of the *Shanghai Press.* He is planning to organize a company to launch an American morning paper in Shanghai.

Lawson started in the newspaper business as a bookbinder, which he followed for ten years. Then realizing the limita-



D. W. Lawson

tions of that trade, he became an advertising solicitor for the *Hutchinson* (Kan.) *Daily News.* From the News he went to the *Kansas City Star* and was in charge of that publication's Chicago office for many years.

He went to the Long Beach Morning Sun last November, direct from his service in the Orient.

EXTRAS PRINTED FROM TRUCK DURING RACE

Atlantic City Evening Union Took Staff, Compositors and Press to Scene of Automobile Speed Classic

The *Atlantic City* (N. J.) *Evening Union* published extras at the speedway during the recent 300-mile automobile race at Speedway, N. J. Five editions were run from the press, and 10 minutes after the race was finished the completed account was printed and in newsboys' hands.

Elaborate preparations had been made for the field publication stunt. A large truck carried a printing press and composing equipment obtained from a job printing house the 26 miles from Atlantic City to a spot in back of the grandstand. A force of expert printers set the news by hand as the copy was given to them by W. P. Houpt who dashed it off on a typewriter set up on a packing case. Mr. Houpt was getting the news from other members of the Evening Union staff established in the press box in the grandstand. The press was run by power from the automobile engine, a belt arrangement having been hooked up.

There were 50 Evening Union newsboys on hand to distribute the papers, printed on pink paper, through the grandstands.

As the "final edition" was coming off the press, hundreds leaving the race track stopped to watch the sight.

Arrangements for the field edition were completed by Lloyd Lippincott, circulation manager of the Press-Union publication Paul J. O'Neill, secretary and treasur of the company and in charge of circul tion; and Managing Editor Edward Beach of the Evening Union.

LEEDS MERCURY'S RECORD

Issued More Than 250,000 Copies in Day During British Strike

LEEDS, May 20.—While the recent gen eral stoppage lasted, Leeds was able t produce newspapers more successfull than any other other town in the cou try. The penny morning paper, th *Leeds Mercury* printed to begin with typeset, four page paper, afterwards re duced to two. The circulation rapidl rose to more than a quarter of a million and was on sale not only throughout th North of England, but also in London 200 miles away.

Early in the strike, it had the larges circulation of any paper in the country It maintained full editorials, its dail commentary "It Seems to Me" by th editor, W. L. Andrews, cartoons, an sporting news. Typists helped to se type, the leader-writers set headlines, and sub-editors and reporters ran the presses.

Robert C. Glass Marries

Robert C. Glass, editor of the *Lynchburg* (Va.) *News* and *Advance,* and nephew of Senator Carter Glass, and Miss Susie Gray Wright were to be married Saturday morning, June 5, at 10:30 o'clock in Holy Trinity Church, Richmond. After July 1, they will be at home at Tunstall and 805 Court Street, Lynchburg.

PUBLISHERS TO ATTEND LUNCHEON FOR PRINCE

Newspaper and Magazine Notables Invited to Luncheon Tendered by Dr. H. G. Leach, Forum Editor

Editors and publishers of American newspapers and magazines were to attend a luncheon for Crown Prince Gustavus Adolphus given at the Century Club, New York, June 4, by Dr. Henry Goddard Leach, editor of the *Forum.*

Those invited included:

Capt. Gosta Asbrink, secretary to H. R. H.; A. W. Barmby, manager, Curtis Brown, Ltd.; William Beebe, author, scientist, explorer; John G. Bergquist, Chairman, American Reception Committee; Karl Bickel, President, United Press Association; Robert Woods Bliss, American Minister to Sweden; W. F. Bostroem, Swedish Minister to United States; Borje H. Brilloth, manager, Amercan Swedish News Exchange.

Arthur Brisbane, editor, *New York Journal;* Henry Seidel Canby, editor, the *Saturday Review;* William L. Chenelly, editor, *Collier's;* Kent Cooper, manager, the Associated Press; John O'Hara Cosgrave, Sunday editor, the *World;* James Creese, Secretary, American-Scandinavian Foundation; Wilbur Cross, editor, the *Yale Review;* Whitney Darrow, manager, Charles Scribner's Sons; Edward H. Dodd, President, Dodd, Mead & Co.

William Green, President, American Federation of Labor; Briton Haddon, general manager, *Times;* Col. George Harvey, editor, *North American Review;* Fritz Henriksson, chief official, Swedish Press Bureau; Hadar Hessel, correspondent, *Dagens Nyheter;* Sidney Hillman, President, Amalgamated Clothing Workers; Arthur M. Howe, editor, *Brooklyn Daily Eagle;* Hewitt H. Howland, editor, *Century Magazine;* Charles K. Johansen, editor, *Nordstjernan;* Paul U. Kellogg, editor, the *Survey.*

Olof H. Lamm, Counsul General of Sweden; Ray Long, editor, *International Magazine;* G. Hilmer Lundbeck, American Reception Committee; Julian S. Mason, former managing editor, *New York Herald Tribune;* Harry E. Maule, editor, *Country Life;* James G. McDonald, Chairman, Foreign Policy Association; Charles M. Norton, Treasurer, the Forum; Adolf Nygren, correspondent, *Stockholms-Tidningen;* George W. Ochs Oakes, editor, *Current History Magazine;* Adolph Ochs, publisher, the *New York Times;* C. K. Ogden, science editor, the Forum; Rollo Ogden, editor, New York Times; Henry Fairfield Osborn, President, American Museum of Natural History.

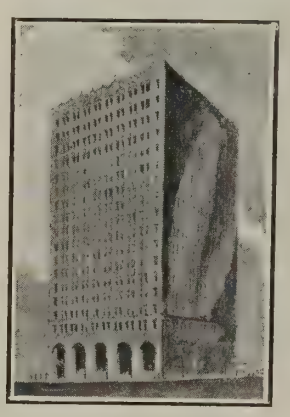
Arthur W. Page, editor, *World's Work;* Douglas Parmentier, president, Harper & Bros.; Col. Count Goran de Posse, chief of staff; George Palmer Putnam, treasurer, G. P. Putnam's Sons; Ogden Reid, editor, New York Herald Tribune; Paul R. Reynolds, president, Paul R. Reynolds; Nils de Rudebeck, Marshal to H. R. H.

Charles Scribner, president, Charles Scribner's Sons; Don C. Seitz, associate editor, *Outlook;* Waldo W. Sellew, advertising manager, Forum; Albert Shaw, editor, *American Review of Reviews;* Stuart P. Sherman, literary editor, New York Herald Tribune; David E. Smiley, editor, *New York Evening Post;* Col. Oscar Solbert, United States aide to H. R. H.; Vilhjalmur Stefansson, author and explorer; Frederick Abbot Stokes, president, Frederick A. Stokes & Co.; Eric Swenne, correspondent, *Svenska Dagbladet;* Herbert Bayard Swope, executive editor, World; Oscar von Sydow, Governor of Gothenburg.

The Rev. Norman Thomas, former Socialist candidate for Governor of New York; Ronald Tree, associate editor, Forum; Arthur T. Vance, editor, *Pictorial Review;* Albert Van Sand, editor, *Nordlyset;* Oswald Garrison Villard, editor, *Nation;* Louis Wiley, business manager, New York *Times; Michael* Williams, editor, *The Commonweal,* and William S. Woods, editor, *Literary Digest.*

Air Handbills Taboo in Chicago

Distribution of advertising and propaganda from an airplane circling over the city is illegal, according to an opinion handed down June 1 by Francis X. Busch, Chicago corporation counsel. The ruling was given after numerous complaints had been made that aviators littered up certain wards with circulars.



Today in Jacksonville

The customary ceremony of hoisting the Stars and Stripes to the topmost girder of the Barnett National Bank, to commemorate the completion of the steel work, was solemnized a week ago.

Towering 18 stories, or 247 feet, above the sidewalk, this mammoth structure is a monument to the faith of officials in this pioneer bank.

Fifty years the Barnett National Bank has been serving this community. Matching its career is the sixty years of service rendered by this newspaper. Both continue to grow and serve the greater Jacksonville.

The Florida Times-Union
~ JACKSONVILLE ~

DAILY, 53,000 SUNDAY, 70,000



THE word "tabloid" is descriptive of page *size* only—not of editorial character. The *Daily News* is a five cloumn newspaper—clean and constructive—edited for intelligent people. From the decks of the Mayflower to Chevy Chase, The News is welcomed as a newspaper of standing by legislators, by Government officers and employes, by the permanent Washington population.

WASHINGTON NEWS

A Scripps-Howard Newspaper

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York

A. A. C. W. IS PLANNING INNOVATIONS IN ADVERTISING WORK

C. K. Woodbridge Announces His Willingness to Be Candidate for Re-Election on Project to Be Announced at Philadelphia Convention, June 19-24—France Seeking Convention

DECLARING his willingness to be a candidate for re-election as president of the Associated Advertising Clubs of the World, C. King Woodbridge in an interview in New York this week, hinted at important innovations in association activities now being planned for possible adoption following the forthcoming convention to be held at Philadelphia, June 19-24.

Mr. Woodbridge will present the plans in detail at the convention, and declined to be specific when questioned this week. He said enough, however, to indicate plainly that the innovations were concerned with the larger development of constructive work for A. A. C. W. members.

"It is high time," he said, "for the Associated Advertising Clubs of the World to define more clearly the functions of certain types of advertising, to save the business men of the country from resorting so much to guesswork.

"Too few people understand the relative value of the different advertising media today."

Following its organization and its concern with the development of advertising clubs in this country and abroad, the A. A. C. W.'s chief interest has been its plea for truth in advertising, and the education of the public to an acceptance of advertising.

Mr. Woodbridge's assertion that it was time for the A. A. C. W. to define the functions of the different types of advertising media was made during an interview in New York following his return from a five weeks' trip abroad. He told of a strong feeling in France that the 1927 A. A. C. W. convention should be held in Paris, and declared another reason why he was willing to again be a candidate for the A. A. C. W. presidency was because he wanted to assist in "perpetuation of the international relationships we have developed through the Associated Clubs."

"France would like to have the next convention held in Paris at the Philadelphia convention," Mr. Woodbridge said. "Belgium is also hoping that the meeting will be held soon in Brussels.

"About seventy-five delegates will cross the Atlantic to attend the Philadelphia convention. Of this number about 50 will come from England, eight from Germany, eight from France, two from Switzerland, one from Belgium and one from Holland.

"The French delegation is sponsored by the French press, and is being sent to this country to interpret the business man's view of France to American advertising men.

"The reason why the Europeans feel that the A. A. C. W. convention should return over-seas is because they believe that American advertising men coming to their country could assist them in educating their public to an appreciation of the value of advertising.

"Their attitude in this: America has used advertising as an effective tool in building up business and in acquainting the public with worth-while products. The European public, on the other hand, has not a broad appreciation of advertising nor is there the same individual advertising enterprise abroad as in this country. Thus we Europeans believe that Americans can teach us a great deal. We believe we must emulate America in its organized advertising plan."

Mr. Woodbridge went abroad to attend the British Advertising Clubs Association convention which was to have been held in Blackpool, England, May 3, but which was called off on account of the general strike, after the first day's session. He also visited in France, Belgium and Holland.

Mr. Woodbridge was entertained at luncheon in Paris by Senator Paul Dupuy, owner and editor of *Le Petit Parisien*. Col. Bunau-Varilla, owner of *Le Matin*, also honored the American advertising man, giving him a luncheon at which the purposes of the French delegation to this country were discussed.

"BRITISH STRIKE MADE INDUSTRIAL HISTORY"

H. R. Swartz Says Other Countries Should Emulate Peaceful Handling of Labor Dispute in Which Not a Shot Was Fired

The British general strike in which 5,000,000 workers were involved, and which was settled without the firing of a shot and without any serious riots "made industrial history that would be well for other countries to emulate," H. R. Swartz, president of the Intertype Corporation and R. Hoe & Co., told EDITOR & PUBLISHER this week. Mr. Swartz who was in England during the industrial crisis, and watched developments at first hand, returned to this country last week.



H. R. SWARTZ

"It was the general opinion that the strike could never have been averted by anything short of the surrender of the Government to the general council of the Trades Union Congress," he said. "In the drafting of the general strike order some trouble was taken to mitigate, as far as words could do it, the severity of the threat, for there was an appeal for the preservation of peace and order by the members of the trade unions. The appeal was not made in vain for while there were 5,000,000 men on strike, not a shot was fired and England made industrial history that would be well for others to emulate. There was the recommendation, as distinct from the imperative instructions as to the ceasing to work in general by the men called out, that there would be no interference with the health and food services."

Mr. Swartz told of the dissemination of news by the British Broadcasting Company as follows:

"To every owner of a wireless set in Great Britain the voice of the Government gave news, advice and information as to the country's need of help. Of all the measures taken, none was more effective than this in maintaining the spirit of the people. In the first days before the press recovered a measure of its freedom, wireless meant more than any words can say to innumerable householders.

"Great crises such as this produce unusual methods for dealing with them. A wholly novel achievement at the London Offices of the Dictaphone Company, Ltd., is well worthy of note.

"The Wireless Strike Bulletins issued daily by the British Broadcasting Company were received in the Company's offices and from a Burndept Ethophone Loud Speaker were recorded direct on the Dictaphone. Then they were transcribed by typists practically simultaneously with their reception and within a very few moments of the termination of the message the complete bulletin, neatly typed, was being exhibited in the windows of the Company's show room.

"The whole process of reception and transcription was carried on in full view of the public and naturally the novel experiment attracted enormous attention.

"Within a few minutes of the exhibition of the news in the windows the Company issued the bulletin in the form of typed sheets, neatly headed and reproduced by a special duplicating process. These 'Wireless News Bulletins,' thanks to the speed at which the messages were transcribed and typed, were far ahead of the newspapers and were eagerly received by the public."

252,330

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

May, 1926

The average net paid circulation of **THE SUNDAY SUN** per Sunday for the month of May, 1926, was **192,051.**

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

Planning Illinois Weekly Tabloid

The Washington (Ill.) Printing Company has been dissolved and the Illinois Valley Herald Printing Company has been formed to succeed it. A new Duplex press and several linotype machines are being installed in the plant, which has been remodeled and enlarged preparatory to the publication of the *Illinois Valley Herald*, a tabloid newspaper devoted to the Illinois valley interests. The paper will be issued early in June.

SCHOLZ JOINS U. S. DAILY

Former Butterick Man Named Fie Circulation Manager

E. A. Scholz, for the past seven yea circulation director for the Butteri publications, was this week named fie circulation man ger of the *Unit States Daily* Washingto D. C., by Dav Lawrence, pre dent. Scholz h established hea quarters at Vanderbilt Av nue, New Yor and opened number of bran offices in oth parts of the cou try.



E. A. SCHOLZ

Years ago M Scholz was circ lation manager of the *Chicago Record Herald*, and later business manager o that paper. Following that he came t New York to organize for the Crowe Publishing Company its system of bran sales offices and became circulation di rector of that organization.

He is a brother of Emil M. Scholz former publisher of the *New York Evening Post* and now president of the Worl Wide Advertising Corporation, and o Charles Scholz, for years circulation manager of the *Sacramento Bee* and now assistant circulation manager of th Crowell Publishing Company.

Better Business Bureau in Orlando

Organization of a Better Business Bureau in Orlando, Fla., is being planned under the leadership of Carl Hunt, executive secretary of the Orlando Chamber of Commerce. Mr. Hunt was formerly manager of the Associated Advertising Clubs of the World, with headquarters in New York.

The INDIANAPOLIS NEWS

In March and again in April, The Indianapolis News established new national linage records — the largest two months in the 56-year history of The News. Always first! Increasing leadership!

Dan A. Carroll
110 E. 42nd
NEW YORK

J. E. Lutz
Tower Bldg.
CHICAGO

Frank T. Carroll,
Advertising Director

You may deal with these 28 Iowa daily newspapers as with one publication. Under the "Iowa plan," they pledge uniform cooperation throughout the state in marketing your goods.



Your advertising dollars work *overtime*—in Iowa

By every test, this responsive market is one of the most desirable that you can cover.

Nearly two and a half million of the most typically American people in the Nation. Over 91% are native whites.

Iowa ranks 51% above the Nation's average in per capita, taxable wealth. Average taxable wealth for U. S. A. is $2731. That of Iowa is $4146. (Latest U. S. Census Bureau Financial Report.)

Iowa has the smallest percentage of illiteracy of any state in the union—a good criterion when judging living standard.

Iowa people are engaged in many pursuits—about 42% in agriculture. Yet there is one common denominator for Iowa people. That is the daily newspaper. Through their local dailies they keep up every day with the baseball scores, the stock market, the newest thing in the auto field, the latest beauty cream.

The logical, economical way for you to tell your story to these people is with the 28 leading daily newspapers which comprise this association.

Their combined circulation covers the state very effectively. (Total circulation —571,151. Families in Iowa—550,000.) Our "Iowa plan" of merchandising help is of especial value for an initial sales campaign in this market.

Full information and rates on request.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT. IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

Yes! *The All Star Sunday Com*
Build Circulation to

An average increase of 33 per cent

is the record of newspapers that buy the ready printed comic supplements which are produced under the same editorial direction responsible for the enormous growth of the Hearst Sunday editions.

Although the yearly average increase in POPULATION in American cities is only five per cent, the CIRCULATION increase of the 42 typical newspapers listed shows that they had a total of 378,750 readers in May, 1924, and 502,550 readers in May, 1926. The gain of 123,800 readers, or increase of THIRTY-THREE PER CENT in two years, followed the publication of KING FEATURES READYPRINT COMICS.

Newspaper	May 1st, 1924 Circulation	May 1st, 1926 Circulation	Circulation Increase in Two Years	Newspaper	May 1st, 1924 Circulation	May 1st, 1926 Circulation	Circulation Increase in Two Years
Akron, O. Times	27,500	39,000	11,500	San Bernardino, Cal. Sun	9,000	10,000	1,000
Amarillo, Tex. Globe News	10,500	17,750	7,250	Texarkana, Ark. 4 States Press	8,000	10,000	2,000
Athens, O. Messenger	10,500	11,300	800	Walla Walla, Wash. Union	3,500	4,200	700
Denison, Tex. Herald	5,000	5,250	250	Asheville, N. C. Citizen	13,750	17,000	3,250
Dubuque, Ia. Telegraph-Herald	7,300	8,650	1,350	Danville, Va. Register	8,000	10,000	2,000
Fargo, N. D. Tribune	12,000	14,000	2,000	Norfolk, Va. Ledger Dispatch	8,000	9,000	1,000
Harrisburg, Pa. Courier	5,000	6,250	1,250	Petersburg, Va. Progress Index	8,000	9,000	1,000
Jackson, Miss. Clarion Ledger	7,700	8,700	1,000	Portsmouth, Va. Star	4,500	6,300	1,800
Lima, Ohio News	9,000	18,000	9,000	Daytona, Fla. News	5,000	8,000	3,000
Mansfield, Ohio Journal	5,000	8,500	3,500	Ft. Lauderdale, Fla. Sun	2,500	6,500	4,000
Pine Bluff, Ark. Graphic	4,500	5,000	500	Ft. Meyers, Fla. Tropical Sun	1,500	5,000	3,500
Pomona, Cal. Bulletin	3,000	3,400	400	Miami Beach, Fla. Tribune	2,000	20,000	18,000

241 W. 58th STREET
New York City

KING FEATURES

Pages of King Features Syndicate Newspapers EVERYWHERE

Newspaper	May 1st, 1924 Circulation	May 1st, 1926 Circulation	Circulation Increase in Two Years
Orlando, Fla. Reporter Star	6,500	11,000	4,500
Pensacola, Fla. Journal	7,000	8,500	1,500
St. Augustine, Fla. Record	2,200	4,000	1,800
West Palm Beach, Fla. Post....	6,000	16,500	10,500
West Palm Beach, Fla. Times ..	4,500	11,500	7,000
Ashland, Ky. Independent	7,500	9,000	1,500
Bridgeport, Conn. Herald	12,000	17,500	5,500
Clarksburg, W. Va. Exponent ...	11,500	14,250	2,750
Marion, Ohio Star	12,950	14,550	1,600
Springfield, Ohio Sun	13,000	15,250	2,250
Zanesville, Ohio Times Signal....	8,300	8,800	500
Allentown, Pa. Morning Call ...	21,000	25,000	4,000
Atlantic City, N. J. Press	15,000	20,000	5,000
Clarksburg, W. Va. Telegram....	12,300	15,500	3,200
Danville, Ill. Morning Press.....	9,500	10,500	1,000
Kokomo, Ind. Dispatch	10,000	11,000	1,000
Lima, Ohio News (state ed.).....	17,450	22,400	4,950
South Bend, Ind. News Times....	23,000	26,000	3,000
Total, 42 Papers	378,750	502,550	123,800
Percentage Increase 33%			

Get the best in comics—they are the cheapest. Order now the pages that have demonstrated their circulation-building power!

Examine the four and eight page combinations of readyprint comics drawn by world famous artists available to your newspaper. Select the combination you prefer—and WIRE TODAY—for reservation and price.

KING FEATURES SYNDICATE READYPRINT COMICS

will solve your circulation problem at a minimum of cost and mechanical work. They relieve your plant of trouble with colored inks, registry, paper, stereotyping and press work. Study the following four and eight page combinations before making your selection.

Page 1—Bringing Up Father
2—Barney Google
3—Polly and Her Pals
4—Katzenjammer Kids

Page 1—Polly and Her Pals
2—Elmer
3—Toots and Casper
4—Abie the Agent

Page 1—Polly and Her Pals
2—Elmer
3—Just Kids
4—Barney Google

Page 1—Boob McNutt
2—Tillie the Toiler
3—Elmer
4—Barney Google

Page 1—Bringing Up Father
2—Barney Google
3—Little Jimmy
4—Katzenjammer Kids

Page 1—Boob McNutt
2—Toots and Casper
3—Elmer
4—Barney Google

Page 1—Bringing Up Father
2—Mr. Dough and Mr. Dubb
3—Little Jimmy
4—Katzenjammer Kids

Page 1—Bringing Up Father
2—Mr. Dough and Mr. Dubb
3—Just Kids
4—Polly and Her Pals

Page 1—Polly and Her Pals
2—Elmer
3—Toots and Casper
4—Barney Google

Page 1—Bringing Up Father
2—Barney Google
3—Mr. Dough and Mr. Dubb
4—Katzenjammer Kids

Page 1—Bringing Up Father
2—Mr. Dough and Mr. Dubb
3—Dumb Dora
4—Katzenjammer Kids

Page 1—Tillie the Toiler
2—Elmer
3—Just Kids
4—Barney Google

Page 1—Barney Google
2—Tillie the Toiler
3—Dumb Dora
4—Little Jimmie

Page 1—Felix
2—Freddie the Sheik
3—Just Kids
4—Polly and Her Pals

Page 1—Felix
2—Freddie the Sheik
3—Tillie the Toiler
4—Dumb Dora

Page 1—Boob McNutt
2—Tillie the Toiler
3—Elmer
4—Barney Google

Page 1—Barney Google
2—Tillie the Toiler
3—Polly and Her Pals
4—Elmer
5—Just Kids
6—Freddie the Sheik
7—Abie the Agent
8—Felix

Page 1—Dumb Dora
2—Toots and Casper
3—Just Kids
4—Elmer

Page 1—Polly and Her Pals
2—Elmer
3—Bringing Up Father
4—Dumb Dora

Page 1—Polly and Her Pals
2—Felix
3—Bringing Up Father
4—Dumb Dora

Page 1—Bringing Up Father
2—Freddie the Sheik
3—Abie the Agent
4—Felix
5—Polly and Her Pals
6—Dumb Dora
7—Elmer
8—Thimble Theatre

Page 1—Polly and Her Pals
2—Elmer
3—Just Kids
4—Dumb Dora

Page 1—Thimble Theatre
2—Felix
3—Just Kids
4—Dumb Dora

Page 1—Felix
2—Freddie the Sheik
3—Tillie the Toiler
4—Dumb Dora

Page 1—Bringing Up Father
2—Dumb Dora
3—Little Jimmy
4—Katzenjammer Kids
5—Toots and Casper
6—Thimble Theatre
7—Boob McNutt
8—Tillie the Toiler

Wire or write NOW for full information, price, and reservation

YNDICATE, INC.

M. KOENIGSBERG
President

"NAMES" BEST ONE-WORD FORMULA FOR SMALL CITY NEWSPAPER SUCCESS

An "Old-Time" Policy But One Which Still Attracts and Holds Readers, Uniontown Editor Says—They Please Both Subscribers and Advertisers

By J. FRED SHEAN
Editor *Uniontown* (Pa.) *Herald-Genius*

REFERENCE has been made from time to time in EDITOR & PUBLISHER to the importance of "locals" in the newspapers. I wonder if the experience of two newspapers which have emphasized this department with much attendant success would be of interest?

Some years ago, a syndicate house organ sent out a questionnaire asking editors and news editors to name the most important feature of a newspaper. I returned the card with the single word "Names." It drew a request for an article elaborating upon the thought. Subsequent experience as news editor, managing editor and editor has only served, in my humble estimation, to emphasize the importance of that one-word formula.

We pay much attention to our society and local columns. One young woman handles society news exclusively. Another handles locals and personals exclusively. The latter works entirely on a space basis. In order to earn her salary she works for it. We never publish less than two columns of personals daily, the average is nearer two and a half. Set in solid eight point, without slugging, it is easy for any editor to estimate the number of names contained in that department alone.

Local baseball leagues and sand-lot games are a prolific source of names. It is unnecessary to add that a box score has an irreducible minimum of 18 names of players.

Names of those present at social functions add to the grand total.

No newspaper omits publication of names of high school graduates. We go a step further and insist upon lists of eighth grade graduates from local and township schools. Experience has shown that the superintendent who fails to get that list to our newspapers hears from the eighth grades and their families.

One advertiser took the lists of high school graduates in the county and sent the graduates themselves a personally addressed letter concerning a special shoe design. Three hundred sales were made in a few days.

Our merchandising establishments are careful readers of our personal columns. Our managing editor, who has been with us only a brief time, was married the other day. When he returned, he had a deluge of congratulations in the form of invitations to furnish his new home from this and that store.

These examples may tend to the impression that we publish these columns as a service to our advertisers; that they are more commercial than news. The young woman who handles the personals column has a regular "beat" which she covers each day; stores, clubs, hotels and telephones to a selected list of women. There isn't a person upon whom she calls but who shows especial pleasure when he or she is able to report a half dozen or more newsy local items.

It seems to me that the secret in this careful attention to publishing names accurately is in the friends it makes for a newspaper. Seeing one's name in print —with certain notable exceptions—has an undisputed fascination; call it vanity, if you please, but it pleases, just the same, and makes friends for your paper. Friends mean subscribers; subscribers mean circulation; circulation means advertising—the whole means a deep-rooted prestige that cannot be undermined.

There is no truculence in this policy of printing names. Names are news. If John Smith and his wife take an automobile trip; if they visit the Sesqui; if they merely call on friends—those trips have an intimate personal interest to them. It is something they talk about to their friends. And if they see mention of it in their favorite newspaper there is a bit more personal interest to them in that newspaper. As I write this a prominent minister calls by phone to say that he and his wife are planning a little visit to the Sesqui and it might be an item for the personal column. You bet it is.

More personal phone calls are received by the society and personal reporters than any two other members of the staff. Isn't that a proof that people like to see their names in print?

Citizens called for jury duty in the courts are performing an important duty. Could you say that publication of the lists of jurors for civil as well as criminal courts and the names of jurors as they are chosen for trial cases are not news?

Some newspapermen say this policy smacks of the old-time weekly style. They say that readers are more interested now in the "big news" and press association reports. Readers *are* more interested in world-news than ever before; but that, in our experience here, does not mean that they are less interested in the local news as well. There is a place for both. We try to give them both. And I am constrained to believe that if circumstances should eventuate whereby we would be forced to discontinue either the world news or the personal and society columns we would hesitate many thoughtful hours before the personal columns would go into the discard.

We do not minimize importance of general news, foreign and domestic but "names," our personal columns are "must" copy.

Dailies' Merchandising Work Surveyed

A report on "Merchandising Service by Newspapers" has just been published by the Policyholders' Service Bureau, Metropolitan Life Insurance Company. The report traces the history of the development of merchandising service, citing specific examples of the growth of local and national advertising accomplished through merchandising service. Accomplishments of the *Columbus Evening Dispatch, Boston Herald, Milwaukee Journal, New York Journal, Chicago Tribune, New York World,* and other newspapers are described.

Daily Backing Water Carnival

The *Richmond* (Va.) *News-Leader* will hold a city-wide water carnival at Shields' Lake, Richmond, June 25 and 26.

No dull *Summer* IN Los Angeles!

Keep your schedules active—in *June, July, and August!*

Los Angeles Examiner

TRENTON EDITOR HONORED

Men of National Prominence Attend Testimonial Dinner to James Kerney

James Kerney, editor of the *Trenton Times,* was given a testimonial dinner Thursday night, May 27, at which 400 guests were present, among them a number of men of national prominence. The dinner was arranged by the Trenton Press Club to welcome Mr. Kerney home from a trip in Europe, and, at the same time, to compliment him as the author of "The Political Education of Woodrow Wilson," which came from the press while he was abroad.



JAMES KERNEY

Included in the list of speakers were Dr. Henry van Dyke, of Princeton, former Minister to the Netherlands; Senator Pat Harrison, of Mississippi; Senator Key Pittman, of Nevada; Joseph P. Tumulty, secretary of the late Woodrow Wilson; former Governor Silzer, of New Jersey; Vice-Chancellor Vivian M. Lewis, and Dr. Herbert Adams Gibbons, noted Princeton writer on international affairs.

Former Governor E. C. Stokes, of New Jersey, was toastmaster. Charles L. Swem, confidential secretary to President Wilson throughout his administration, and now editor of the *Gregg Writer,* came to Trenton to report the testimonial speeches.

Comstock Leases Cranston News

The *Cranston* (R. I.) *News,* weekly, has been leased to Clarence H. Martin, dating June 1. Jonathan F. Comstock, publisher, is traveling through the West, and next winter will go abroad. The News, which has been a sectarian publication, will be managed by Martin as an independent newspaper. Martin was for many years with the *Providence* (R. I.) *Journal* and *Fall River* (Mass.) *News.*

TAIT TO LAUNCH DAILY

St. Louis Agency Man Resigns to Start Columbus (Miss.) Discoverer

John L. Tait has resigned as vice-president of the Fisher-Brown Advertising Agency effective June 1, and on July 1, will establish a morning paper at Columbus, Miss., to be known as the *Discoverer.* Mr. Tait owns a majority of the stock of the publishing company and will be president and general manager. He was with the agency for ten years and for 14 years previously was with the *Memphis Commercial Appeal.*

Other stockholders include thirty business men of Columbus.

George Y. Banks, president of the First National Bank of Columbus is vice-president J. S. Marx, a local capitalist, will be treasurer and cashier. Jack Senter, former newspaperman of Columbus and assistant manager of the St. Louis office of the American Type Founders Company will be secretary and business manager.

About $35,000 in new equipment is being installed.

The new paper will be issued seven days a week.

Ludlow Laureate

EXPERIENCED Compositors buy
36 Point

NEW EQUIPMENT Printing costs less by
30 Point

SCHEDULES Produce more work with this
24 Point

EXTENDED Measures can be set by this method in no
18 Point

FOR advertising and job composition --- The Ludlow system of matrix composition provides new, clear-cut printing faces on slugs for every job. Its speed, versatility, 6 to 60 point range in a wide variety of quality typefaces, including bold and extended, ranks it first for display and job work. Because you set matrices, not type, you secure your slug lines immediately, never running short of sorts for any job.

Ludlow Typograph Co.
2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
New York: 63 Park Row
Boston: 261 Franklin Street

LUDLOW QUALITY COMPOSITION

ANOTHER BROKEN RECORD!



ON MAY EIGHTEENTH, 1926

Oakland Tribune

Exclusive Associated Press Service
United Press
Consolidated Press Association

PUBLISHED

120,050 AGATE LINES

OF

PAID ADVERTISING

IN A 64-PAGE PAPER

LOCAL ADVERTISING . . .	99,526 AGATE LINES
NATIONAL ADVERTISING .	8,288 AGATE LINES
CLASSIFIED ADVERTISING .	12,236 AGATE LINES

This total of 120,050 agate lines represents the greatest volume of paid advertising ever printed by any newspaper in Northern California in any regular week-day issue!



Oakland Tribune

Exclusive Associated Press Service
United Press
Consolidated Press Association

Oakland, California

ONE OF THE WEST'S GREAT NEWSPAPERS

Oakland's only locally owned and locally controlled daily

THE HOME OF RADIO STATION KLX

National Representatives

WILLIAMS, LAWRENCE & CRESMER CO.

285 Madison Avenue, New York City
360 North Michigan Avenue, Chicago



SIMPLICITY ESSENTIAL TO GOOD LAYOUT IN GRAVURE SECTIONS

Over Ornamentation Impairs Faithful Reproduction—Half-Page Pictures Preferred—Arrow Indicators Difficult to Use Attractively

By E. LESLIE WATHEN
Rotogravure Editor, *Buffalo Courier*

MUCH thought and energy is given to the selling of rotogravure advertising, selection of pictorial copy and the writing of captions, but the layout of the pages is without question the most neglected of all and it is one of the most important steps in producing a first class gravure section.



Mr. Wathen demonstrates an example of good layout

With gravure, you may select the finest pictures available, write the best captions possible and present them to the public in a poorly laid-out section and they are lost. Your competitor can have inferior material and a good layout that is pleasing to the eye, and his section will prove the most popular. There is something about a poor layout that jars the nerves; it has somewhat the same effect that you get when you see color combinations that are not harmonious—it irritates. If you were to show one of your readers two roto sections, one poorly arranged and the other a well-planned and balanced section, and ask him which he liked best, he would pick the latter. Then ask him "why?" He would say, "I don't know why, I just like this one the best." It is merely the reaction of something that he found was easy to look at and rythmic in appearance.

It is quite essential, in my mind, that the rotogravure editor have a thorough knowledge of the principles of layout. He does not have to be an artist; if he is, so much the better, but he should be able to make a dummy indicating just what he wants. The artist submits his pencil drawing of the layout to the editor. The editor should know at a glance if the layout is right or wrong and tell the artist just what to do. Many newspapers are fortunate in having roto editors who are able to select pictures, write captions and make their own layouts.

The first step in laying out a page of gravure is to select the pictures you want to put on that particular page. From these photographs select one to be played up, a picture that is interesting and that has the tone quality and detail to stand enlargement. If this picture is not the proper proportions to occupy the top half of the page, it should be played up in the top corner away from the fold. The picture that is secondary in importance should go in the upper corner near the fold, or the lower corner away from the fold. In short, the balance of the page should be away from the fold.

A common fault that I have noticed in many rotogravure sections is the wasting of space. By this I mean too much white space between pictures and the use of large and unnecessary ornamentation. A well-planned page should be compact and the pictures tied together, proper caption space, etc. Don't have any pictures that look as if they were floating off into space.

It is good policy to adopt a conservative style of layout, using very little decoration. Let the grouping of the pictures give the section its beauty, not a lot of ungainly floral decorations and scrolls.

The reason that gravure has become so popular as a newspaper supplement is that photographs can be reproduced in the soft sepia tones of the intaglio process and retain their original tone values and detail. Too much fancy work on the layout detracts from the pictures. Look at the rotogravure sections of some of the leading newspapers in the United States. You will find that their roto sections are conservative in layout, with little or no decoration.

There is still another type of layout that I have not mentioned that helps to ruin an otherwise beautiful gravure supplement. That is a page of pictures that are well selected and probably well balanced, but silhouetted and cut into many peculiar shapes and crowded together in such a way that the reader has to figure out how many pictures he is looking at, and then has to grope around to find the caption that belongs to the various pictures.

You can never go wrong by playing a picture up to a half-page size, provided the picture will stand enlargement and has the pictorial merits to warrant such a display. The *New York Times* presents an excellent example of the use of half-page pictures. A page in gravure should average from seven to twelve pictures, except on special pages. I have known a double-truck in gravure to contain as many as 188 photographs. Of course, these were all portraits. I had a page recently that had 47 pictures. It showed all the officers of a fraternal order, covering all the districts in a county. It is not advisable to do this very often. If you do, the foreman of the gravure plant will be gunning for you. It is a big job to strip in 47 negatives on one page.

Avoid the use of arrows on the layout to indicate the picture the caption goes with. It is much better to use the words (Left) and (Right). This, however, is not an important detail, and is optional. The main reason for avoiding arrows is that so many layout artists make them too big or too crudely. If they are used, they should be small and neatly drawn.

This is the third and last article on Rotogravure by E. Leslie Wathen, written especially for EDITOR & PUBLISHER. *His next article will be on the topic of Staff Photographers.*

CIRCULATION BUILDING SUPREMACY

We opened 1926 with the greatest newspaper campaign ever conducted, and secured over $300,000 in prepaid subscriptions for The Cleveland Plain Dealer. We can attain similar success for you!

THOUSANDS OF NEW, PREPAID, BONA-FIDE HOME-DELIVERED SUBSCRIBERS SECURED IN TEN WEEKS' TIME

HOLLISTER'S
Circulation Organization
Wire or Write us at 717-718 Commercial Exchange Bldg., LOS ANGELES

MACY BUYS IN PORT CHESTER

T. J. Blain Sells Interest in Item But Continue as President

Thomas J. Blain, owner of the *Port Chester* (N. Y.) *Daily Item*, announced on June 1 that J. Noel Macy had become associated with him in the publication of that newspaper. Mr. Macy is actively interested in the *Yonkers* (N. Y.) *Statesman* and the *Tarrytown* (N. Y.) *Daily News*. He is the son of V. Everit Macy, prominently identified with numerous Westchester County public interests, including the County Park System.



T. J. BLAIN

The Daily Item was established by Mr Blain in 1899. In February, 1911, Mr Blain incorporated the business under the name of the Daily Item Press, Inc.

Mr. Blain remains as president of the Daily Item Press, Inc., and will continue active in the management of the business.

The sale of this interest was made through Harwell & Cannon of New York.

Mr. Blain has for many years been active in New York newspaper associations and has been a regular attendant at conventions of the National Editorial Association.

Davis Heads Kansas Group

E. D. Davis, editor of the *Whitewater* (Kan.) *Independent*, was elected president of the Eighth District Editorial Association at the recent annual spring meeting in Sedgwick. Mrs. Lela White, editor of the *Clearwater News*, was re-elected secretary-treasurer and Raymond Cline, *Conway Springs Star*, vice-president.

The Pittsburgh Post
THE PITTSBURGH SUN

"We are pleased to enclose herewith trial test acceptance agreement properly executed and to start with the issues of THE PITTSBURGH POST and THE PITTSBURGH SUN of June 1st, 1926.

The inquiries we have made concerning the service being rendered by your bureau, we are glad to say, reveal a very high degree of satisfaction with the manner in which you are handling this work."

The Advertising CHECKING BUREAU Inc.
538 So. Clark St. CHICAGO — 79 Madison Avenue NEW YORK

After several years of investigation and experimentation, the Mergenthaler Linotype Company announces the introduction of a new newspaper body face. This new Ionic is an exceptionally readable face. The openness of the rounded letters—the height and width of the lowercase—the clearcut capitals—the size and fullness of the figures—the absence of marked contrast between thick and thin strokes—the well-fitted letter-count—all of these things go to make this new type a most desirable newspaper face. There are no "pin holes" or sharp corners to fill up with ink; no fine lines to break down in stereotyping. The even color of the characters is particularly adapted to the "roughness" of newspaper stock. The outstanding advantage of the new face is its conservation of vision. The even tone throughout is restful to the eyes without being monotonous. There is enough variation to avoid tiresomeness, yet not enough to be disconcerting. A happy medium has been effected. It is easier to read than seven point faces, yet gives the same word-count to the column as six point. Various degrees of leading can be used to advantage, or the lines may be cast on a solid six and a half point body. The comparative shortness of the ascenders and descenders gives good legibility even when set solid. Cast on seven point body, the 6½ Point Ionic gives the effect of being well leaded—and with a decided gain in word-count over the seven point faces. The first paper to adopt the new face was the Evening News, of Newark, N. J. After a trial of several weeks, the management of the paper is more enthusiastic than ever about it, and readers continue to send in words of commendation daily. One of the most appreciative is Dr. Joseph H, Salov, a leading optometrist, and past president of the New Jersey Optometric Association. Says Dr. Salov, addressing the editor of the Newark Evening News: "It would be unfair for me or any one else who realizes the amount of good that will result from your recent change in the style of type you use in the makeup of the News if this was not recognized, appreciated and so acknowledged by every one interested in the conservation of vision; for it is the accumulated unnecessary strain on the eyes, due to the extremely small and poor type used in many newspapers, that hastens the day when artificial aid must be sought. Although not versed in the nomenclature of the type you have been using for the last few days, it is of a style and character that immediately makes itself felt, and is far more readable and comfortable than the former style. I am sure that there are many thousands of readers who, possibly unknowingly, feel the added comfort." 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LINOTYPE MARK

maximum le… things go to mak… desirable newspaper … "pin holes" or sharp c… with ink; no fine lines … in stereotyping. The ev… aracters is particularly … oughness" of newspap… tstanding advantage … s conservation of … throughout is … being …

Study the design of this NEW face

Linotype 6½ Point Ionic No. 5

See how perfectly it meets the difficult requirements of modern newspaper printing conditions. Notice the full, round contours of the letters; no "pin holes" or sharp corners to fill up with ink; no fine lines to break down in stereotyping.

Ask the nearest Linotype Agency for copies of newspaper set in this face and compare it with the body type you are now using both for legibility and word count. You will find it easier to read than 7 point faces and that it gives the same word count as a 6 point.

The 6½ Point Ionic is made with italic and small caps and also in combination with Bold Face No. 2.

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

CORPS OF EXPERTS NEEDED TO PREPARE EVENING DAILY'S FINANCIAL PAGE

Each Tabulator Handles a Fifth of a Mile of Ticker Tape Daily While Compositors Set and Correct Quotations by Hand

HOW an evening newspaper prepares its daily financial page was told a radio audience Tuesday night by Paul Willard Garrett, financial editor of the *New York Evening Post,* from station WGBS, New York.

Methods of handling the complicated stock and bond lists and the other financial tables were described by Mr. Garrett as follows:

"For the Evening Post to get its Wall Street edition on the street within half an hour after the markets close, its clerks, tabulators and reporters must each, under the stress of pressure of a very rigid routine, do their appointed tasks promptly and accurately as the dead lines approach. On their shoulders rests the responsibility of putting out the first record of the day in Wall Street. In setting up the complicated statistical tables and quotation sheets they have nothing to go by. They must build up the financial pages from the raw material. Such a joy as a leisurely luncheon is not theirs.

"A morning newspaper is not under such a strain since it is not obliged to build up its tables from the raw state. It very often does not begin its compilations until after the market has closed when completed records of the day's transactions are available.

"The Evening Post keeps a crew of tabulators at work on the stock and bond tables all day, a task that does not fall upon the morning newspaper. These Post tabulators sit beside stock tickers from ten o'clock in the morning when the New York Stock Exchange and New York Curb Markets open until three in the afternoon when they close. Through the fingers of each tabulator flows one-fifth of a mile of ticker tape every day. At intervals of about an inch on this tape are printed abbreviations by which the alert tabulator instantly can tell what stock has just been bought and sold down at the stock exchange and at what price. If, for example, the tabulator sees the flash '3 A 146' he knows that 300 shares of Atchison Topeka and Santa Fe Railroad shares have just sold at $146 a share. Each tabulator is responsible for a certain section of the list. The man responsible for the first section of the list must take down the Atchison transaction. By that time he probably will see several others of his stocks bobbing out on the ticker and these too he must record without for a moment losing his head or making an error. The tabulators, by constant application, make a record on the sheets before them of the day's transactions. But how to get the record from the tabulator's sheet into type and this into the newspaper is another problem.

"Opposite each tabulator stand two compositors. These compositors are expert in the handling of hand type. As the tabulator reads his prices from the tape, and calls them out to the compositor, the compositor corrects his type. The tabulator spends the whole day making his record and correcting it as new sales appear. The compositor spends the whole day putting the record into type and correcting it as new changes appear. The tabulators and compositors several times each day check their results in the interest of accuracy. That is how these experts are able to have a completed record of the day's transactions by the time the market closes. As the last sale appears on the tape the compositors rush to the composing room with their type and soon thereafter the presses start. Within a little while the papers are off the press, the distributing wagons and messengers pick up papers on the run and before the early crowd in the financial district starts homeward the Post is on sale at the stands.

"The financial writer has to be well equipped. First he must be a man of high character; absolutely trustworthy. In the ordinary course of his day's work he often comes into possession of confidential information that would lose thousands of dollars to somebody if it were known. He must know just how his duty to his paper coincides with his relationship to his news source. He must know when he is privileged to write the news and when he isn't.

"The financial reporter's value is his connections and these connections he often holds sacred even before his editor. Wall Street is a very small world. News develops at a few important points. Any breach of confidence on the part of the reporter at one point would immediately close other news sources to him and his usefulness to his paper would cease.

"The successful financial writer is subjected to all the demoralization brought about by rubbing shoulders with great wealth. He must be a likeable fellow and a good mixer; able to mix socially with the wealthy man in the Street—without losing his balance.

"The financial reporter must have all the ability of a general reporter plus a training in economics. He must have a nose for news and he must be able to write news. He must be able to see the 'Human interest' side of the Street without descending to cheap, flashy language which would offend Wall Street men.

"The most important asset a financial reporter has is personality. Without it he could never succeed. He is dependent for his news on what others tell him. If they did not like him and trust him they would not tell him anything."

Public Relations Contest Announced

Forbes Magazine announces a public relations contest among members of the American Electric Railway Association to close Aug. 10. Three awards will be made. The company having the best public relations record during the past year will receive a cup and certificate of award. Engraved certificates will be awarded companies finishing second and third. Judges will be: James O'Shaughnessy, secretary American Association of Advertising Agencies; Louis Wiley, business manager New York Times; J. C. McQuiston, publicity manager Westinghouse Electric Manufacturing Company, East Pittsburgh; T. J. McManus, manager of publicity General Electric Company, and B. C. Forbes.

Prizes for Newspaper Music Ads

Winners in a prize contest for the best newspaper advertisements promoting music will be announced in New York June 8-9 at the annual meeting of the Music Industries Chamber of Commerce. Several thousand newspaper advertisements have been judged.

Our Customers Write Our Ads

San Francisco, Calif., Chung Sai Yat Po Says—

"We are *perfectly pleased* with our DUPLEX FLAT BED press. It is running smoothly like a sewing machine."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

Weekly to Enter Daily Field

George Wood, editor and owner of the *Eureka* (Kan.) *Weekly Herald,* has announced that he will issue the Herald as a daily Oct. 1. New mechanical equipment has been ordered.

QUINCY HERALD AND WHIG-JOURNAL MERGED

Publishing Economy Cause of Illinois Consolidation—Owners of Separate Dailies Are Incorporators of New Herald-Whig

(*By Telegraph to* EDITOR & PUBLISHER)

QUINCY, Ill., June 2.—The publication on June 1 of the *Quincy* (Ill.) *Daily Herald-Whig* marks the consolidation of Quincy's two daily newspapers, the *Quincy Herald* and the *Quincy Whig-Journal.*

The Quincy Herald established in 1835 is the oldest daily newspaper in point of continuous publication in Illinois. The Quincy Whig was established in 1838 and the Quincy Journal in 1883 the latter papers consolidating six years ago.

The Quincy Herald-Whig is published by Quincy Newspapers, Inc. All editions will be printed in the present Herald building on Herald Square. Plans are now under consideration for additions and improvements to the plant.

The Herald-Whig will print evening, morning and Sunday editions. All editions will have morning and evening Associated Press service.

Incorporators of Quincy Newspapers, Inc., are: Charles F. Eichenauer, former editor of the Herald; Ray M. Oakley, former general manager of the Herald, Charles W. Gay of Quincy, A. O. Lindsay, former editor of the Whig-Journal, and Frank M. Lindsay, general manager of the *Decatur Herald.*

The editorial, advertising, circulation and mechanical staffs have been chosen from employees of the two papers.

Charles F. Eichenauer is editor of the merged papers; Ray M. Oakley, manager, and Arthur O. Lindsay, director of sales. Charles W. Gay is office manager and John Hart, advertising manager. Robert Switzer associate editor of the Whig Journal becomes associate editor of the Herald-Whig. Arthur Higgins becomes news editor; Helen B. Osborn, city editor; Fred Gray, former city editor of the Whig Journal, sporting editor.

In a statement published last week, announcing the merger the Daily Herald said: "The consolidation was made necessary primarily by the present economic conditions in the business of newspaper making. Two seven-day daily newspapers in Quincy's newspaper field, each publishing also morning edition, could not continue to be sound business propositions. The managements of the two newspapers competing, even to the point where the soundness of the investment seemed imperiled, were reluctant to make the reductions which the conditions demanded, but which they believed would have been a step backward for the newspapers and for Quincy. The consolidation which was the result of many months of negotiations, was the only solution."

MONTREAL TABLOID ASSURED

L. M. Roberts States World Will Start Publishing About July 1

Leslie M. Roberts, secretary-treasurer and managing editor of the Montreal World Publishing Company, has announced his company will publish a daily tabloid paper about July 1.

The president of the new firm is John H. Roberts, former publisher of the *Montreal Morning Sun.* A. St. Martin, formerly of the *Toronto* (Ont.) *Star* and the *Halifax* (N. S.) *Herald,* is press room superintendent.

The World will operate a feature syndicate handling United States features for Canadian papers.

A building has been leased at 220 Lagauchetiere street. Builders have completed necessary adjustments and the presses are now being installed.

"The Boss of the Press"



The Boss of the Press

Of what use would be your editorial writers and reporters, your advertising solicitors, compositors and pressmen—if you were not able to get your paper printed—and out on time?

Everything in your organization depends, at the last, on your presses—and your presses depend on their electrical control apparatus.

Cline System is unfailing. Safely and surely it controls the power which makes possible the publication of hundreds of newspapers throughout the United States. Specify Cline equipment for your printing requirements.

CLINE ELECTRIC MFG. CO.

Eastern Office
Marbridge Bldg.
47 W. 34th St.
New York

Conway Bldg.
111 W. Washington St.
CHICAGO

Western Office
First Nat'l Bank Bldg.
San Francisco, Calif.

CLINE SYSTEM

Metropolitan Dry Mat

The Philadelphia Inquirer

JAMES ELVERSON, JR., Publisher

May 25th, 1926.

My dear Mr. Wood,

It is now nearly six months since The Inquirer began using dry mats and the immediate results were so satisfactory that we definitely adopted your new process after the first few days trial and are now permanently on the dry mat basis.

Your Wood Flong dry mats have eliminated the blistering and sticking which a year or so ago was a serious difficulty.

Seven hundred and sixty-eight plates are required to equip The Inquirer's presses with thirty-two casts from each mat on a sextuple run and we have had no difficulty in getting the full complement of plates.

With two moulding machines we handle two forms a minute regularly and have moulded seven forms in three minutes, when rushed, with a saving in time of ten to fifteen minutes in getting started in the press room.

We have no hot forms to handle and there is a consequent saving in the composing room in making quick lifts.

We use the same number of men in packing out but are able to get deeper and better printing plates than before.

There will also be a saving of over two hundred feet in floor space as soon as our steam tables have been taken out.

We have cut one inch off our full roll width, which is now 71-1/2", and this brings a saving in excess of 1-1/3% in newsprint cost with a proportionate reduction in freight bills.

We are well pleased with the results obtained through the use of dry mats, which is undoubtedly another step forward in the efficiency and economy of newspaper production.

Yours sincerely,

(Signed) James Elverson Jr.

Mr. Benjamin F. Wood, President,
Wood Flong Corporation,
501 Fifth Avenue, New York, N. Y.

President & Publisher.

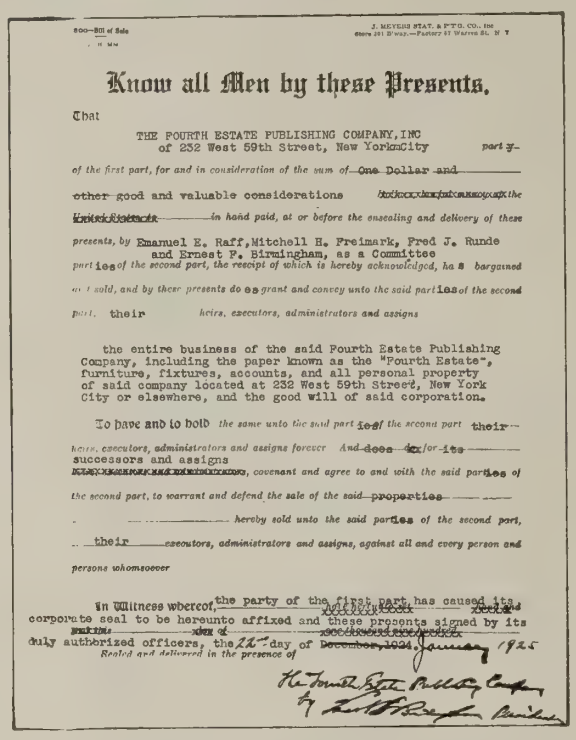
WOOD FLONG CORPORATION

501 Fifth Avenue, New York

"What has happened to THE FOURTH ESTATE?"

As asked by Ernest F. Birmingham in EDITOR & PUBLISHER, May 29, 1926

HE SOLD IT



Bill of Sale

Know all Men by these Presents,

That THE FOURTH ESTATE PUBLISHING COMPANY, INC of 232 West 59th Street, New York City party of the first part, for and in consideration of the sum of One Dollar and other good and valuable considerations in hand paid, at or before the ensealing and delivery of these presents, by Emanuel E. Raff, Mitchell H. Freimark, Fred J. Runde and Ernest F. Birmingham, as a Committee parties of the second part, the receipt of which is hereby acknowledged, has bargained and sold, and by these presents do grant and convey unto the said parties of the second part, their heirs, executors, administrators and assigns

the entire business of the said Fourth Estate Publishing Company, including the paper known as the "Fourth Estate", furniture, fixtures, accounts, and all personal property of said company located at 232 West 59th Street, New York City or elsewhere, and the good will of said corporation.

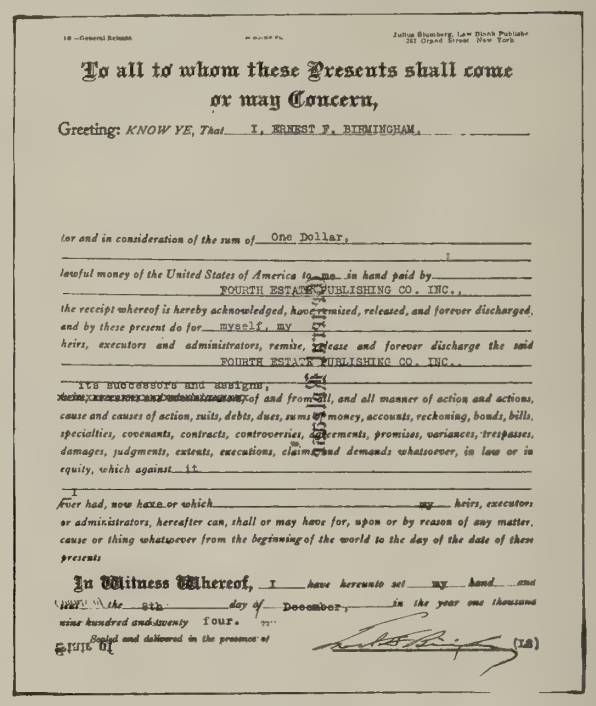
To have and to hold the same unto the said parties of the second part their heirs, executors, administrators and assigns forever And does for its successors and assigns, covenant and agree to and with the said parties of the second part, to warrant and defend the sale of the said properties hereby sold unto the said parties of the second part, their executors, administrators and assigns, against all and every person and persons whomsoever

In Witness whereof, the party of the first part has caused its corporate seal to be hereunto affixed and these presents signed by its duly authorized officers, this 11th day of December, 1924. January 1925

Sealed and delivered in the presence of

The Fourth Estate Publishing Co.
By Ernest F. Birmingham

GENERAL RELEASE



Julius Blumberg, Law Blank Publisher 241 Grand Street New York

To all to whom these Presents shall come or may Concern,

Greeting: KNOW YE, That I, ERNEST F. BIRMINGHAM,

for and in consideration of the sum of One Dollar, lawful money of the United States of America to me in hand paid by FOURTH ESTATE PUBLISHING CO. INC., the receipt whereof is hereby acknowledged, have remised, released, and forever discharged, and by these present do for myself, my heirs, executors and administrators, remise, release and forever discharge the said FOURTH ESTATE PUBLISHING CO. INC., its successors and assigns, of and from all, and all manner of action and actions, cause and causes of action, suits, debts, dues, sums of money, accounts, reckoning, bonds, bills, specialties, covenants, contracts, controversies, agreements, promises, variances, trespasses, damages, judgments, extents, executions, claims and demands whatsoever, in law or in equity, which against it I ever had, now have or which my heirs, executors or administrators, hereafter can, shall or may have for, upon or by reason of any matter, cause or thing whatsoever from the beginning of the world to the day of the date of these presents

In Witness Whereof, I have hereunto set my hand and seal the 8th day of December, in the year one thousand nine hundred and twenty four.

Sealed and delivered in the presence of (L.S.)

Decision of Justice Proskauer, March 12, 1926

"Matter of Birmingham (Fourth Estate Pub. Co.)—The motion is denied. . . . There is no satisfactory proof that the petitioner, Birmingham, has any real interest in the corporation or is one of the directors having the management of the concerns of the corporation. . . . There was filed against this corporation a petition in voluntary bankruptcy. As a condition of withdrawing the petition the petitioner herein, Ernest F. Birmingham, caused a Creditors Committee to be formed, to which was transferred a substantial portion of the stock which Birmingham and his associates had refused to transfer on the books of the company, but since this time the corporation has been in actual control and management of this committee of creditors. There are judgments against Birmingham, and he has sworn in Supplementary Proceedings that he does not own any of the stock, and there is a serious question whether Follmar's stock is not his and subject to be taken for the satisfaction of this judgment against Birmingham. While the present status is exceedingly informal and would be open to attack on the part of any creditor having a real interest, it is obvious that the creditors are the only persons who are really interested and none of them complains."

Decision of Justice Lydon, Law Journal, April 29, 1926

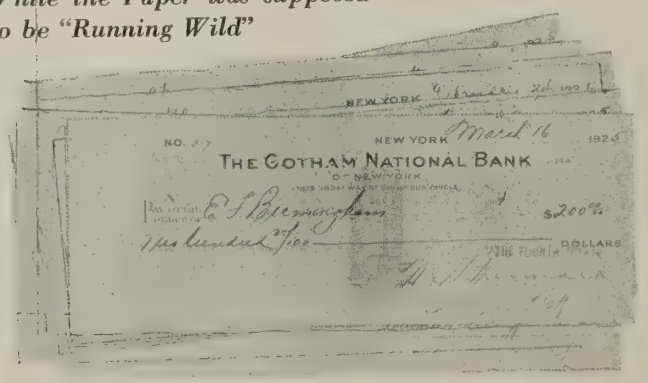
Runde vs. Fourth Estate Pub. Co.,—Motion is granted in all respects. There is no doubt as to the ownership of the stock held by the Creditors Committee, and there is every reason why the books of the corporation should be returned to the officers of the corporation. If there is objection to the distribution of any of the funds received on the sale of the business the respondent may take proper steps to protect himself if advised. Settle order on notice.

Decision of Justice Tierney, Law Journal, May 10, 1926

Motion for injunction to restrain the sale of the corporate assets pending appeal from Order of Justice Lydon.

Runde, as stockholder, etc., v. FOURTH ESTATE PUB. CO., et al.—Motion is denied and the injunction contained in the order to show cause is vacated. There seems to be no merit in this application, nor does there seem to be any likelihood of success on the appeal from the order made at Special Term by Mr. Justice Lydon. The controversy has been before several justices of this court, who have expressed opinions in writing regarding it. The stockholders meeting under the Special Term order is to be held May 8, at 10 o'clock A. M. To restrain that would seriously prejudice the sale of the corporate assets about to be consummated. These papers were submitted this afternoon (May 7). Even if there were sufficient time to elaborate the reasons for this determination it would serve no useful purpose to do so.

While the Paper was supposed to be "Running Wild"



Examination of Ernest F. Birmingham in Supplementary Proceedings to Collect Runde Judgment Which Still Remains Uncollected

Q. Have you any stocks or bonds? A. I have not.
Q. Have you any personal property of any kind? A. I have not.
Q. Have you no income then at the present time, Mr. Birmingham? A. No.
Q. Do you own any real estate? A. No.
Q. Do you own any stock in any other company than **The Fourth Estate** Publishing Company? A. No.
Q. Are you in business? A. No.
Q. None since July last? A. No.
Q. Are you engaged in any way in the publishing business? A. No.
Q. You gave him, Follmar, all of the capital stock of the corporation, Fourth Estate Publishing Company, except one share held by your wife, one share held by John D. Mason, two hundred shares held by Fred J. Runde and eighty shares held by the Estate of Fremont W. Spicer? A. Yes.

WE SOLD IT May 11, 1926

Creditor's Committee *(formerly operating)* **THE FOURTH ESTATE**

FRED J. RUNDE, M. H. FREIMARK, E. E. RAFF

——and *That* is what happened to THE FOURTH ESTATE

WHEN The Fourth Estate was offered for sale in January of this year to the present owners, an offer was made subject to the clean transfer of the property. The matter was then handed to attorneys who were requested to recommend the purchase if it was found to be as represented, or to reject it, if not. The Fourth Estate was purchased some five months later.

We are not interested in the quarrels between the Creditors' Committee, which operated The Fourth Estate prior to our purchase, and Mr. Ernest F. Birmingham.

We are engaged in a sincere effort to render an honest service to the field The Fourth Estate has always served.

THE FOURTH ESTATE PUBLISHING CORPORATION
25 West 43rd Street
New York City

MERGED WILLIAMSPORT DAILIES NOW PRINTING FROM REMODELLED PLANT



Williamsport Sun and Gazette & Bulletin plant

OPERATIONS are now on a routine basis in the remodelled plant of the *Williamsport* (Pa.) *Sun* and *Gazette & Bulletin,* the latter a morning paper purchased by the Evening Sun about two months ago. Press and stereotyping equipment are housed on the ground floor of a mechanical department annex recently completed on land purchased a year ago by the Sun adjacent to its building. The Gazette & Bulletin was acquired shortly after the annex was completed and is now published as the morning edition.



GEORGE E. GRAFF

The present Sun building, illustrated above, was erected in 1910, six years after the accession of George E. Graff to the general managership. The paper now occupies the entire building, with the general and business department offices on the first floor, the editorial department on the second floor and mechanical operations in the annex. Mr. Graff is now preparing plans for remodelling the first floor of the main building.

The building and plant of the Gazette & Bulletin have been sold and all assets not taken over by the Sun have been liquidated, it is said. The morning paper was established 125 years ago and is the seventh oldest newspaper in the state. To date, according to Mr. Graff, the results of consolidating the operations of two papers under one roof have been satisfactory in every way.

Consideration is now being given to a pension and old-age benefit system for all employees of both newspapers. Co-operative company insurance has been in effect for a number of years and practically every employee who has been with the company for three years or more is a stockholder in the business. The stock ownership plan was established in 1922, employees being enabled to purchase the common stock at par, and the company financing the purchase on convenient terms. Cash and stock dividends were paid to employees while the installment payments were being carried. Results cited by the management are low labor turnover, long periods of service by employees and general production efficiency in all departments of the paper, including one of the lowest page-costs of composition in the country.

The sun is politically independent, upholding principles and candidates whom it deems will best serve the public interest. The Gazette and Bulletin continues as a Republican newspaper, as it has been since the inception of the Republican party in 1856. The independent editorial policies of the two newspapers permits expression to both Republican and Democratic parties—and precludes any "monopoly of opinion."



Halvorsen Newspaper Stuffing Machines

are now being used by many of the leading newspapers from coast to coast and border border. In one plant the machine has saved one-fifth of its cost in six months. ¶Papers can be delivered in better condition to distributors and to the readers.

After a thorough investigation you will want to invest
Write for full particulars

NONPAREIL MACHINE COMPANY
36 S. Throop Street, Chicago

Capt. Patterson's Daughter Weds

Miss Elinor Medill Patterson, daughter of Capt. Joseph Medill Patterson, co-editor of the *Chicago Tribune* and publisher of the *New York Daily News,* was married to Russell Sturgis Codman, Jr., of Boston, May 25, it was announced at an "elopment party" given by Capt. Patterson for the bride at the Ritz Carlton Hotel New York, June 1. Miss Patterson is 22. She played the part of the nun in the "Miracle" in Chicago, and intends to keep up her stage career.

PEKIN (ILL.) TIMES SOLD

Gundersen and Quanbeck Buy Property From Don McGiffin

The *Pekin* (Ill.) *Daily Times* was sold May 18 by W. J. and Don McGiffin to G. N. Gundersen, of Englewood, N. J., and C. W. Quanbeck, of Chicago. The amount involved in the transaction was not made public.

Quanbeck will be the editor and Gundersen will assume the business management. The transfer was effected June 1.

The Pekin Times has been owned by the McGiffin brothers, Iowa newspaper operators, for the past two years. The McGiffin brothers will confine their attention to their newspaper properties in Iowa, located at Ft. Madison, Fairfield, Albia, and Shenandoah.

The sale of the Pekin property was made through the H. F. Henrichs Agency, Litchfield, Ill.

DAILIES IMPROVE PLANT

Hagerstown (Md.) Herald and Mail Have New Press in Annex Building

The Hagerstown (Md.) Herald-Mail Company has installed a new 32-page Hoe two-unit press. The *Morning Herald* and *Daily Mail,* morning and afternoon papers published by the company, have both been changed from seven column to eight column papers.

The new press is housed in a brick and concrete building just completed, built next to the present newspaper office building. The new building will accommodate the advertising offices as well as the press and stereotyping outfits. The main building, erected about five years ago, is being remodeled; editorial offices are to be changed from the third to the second floor, a new telegraph room installed, and the main business office on the ground floor has been enlarged.

Tampa Times to Build Annex

The *Tampa* (Fla.) *Daily Times* has purchased a site upon which a three-story building to house the mechanical department of the paper will be erected. A new Duplex press will be installed. The building will be 70 by 105 feet. D. B. McKay is publisher.

Pettit Handling Foreign Accounts

P. R. Pettit has been appointed manager of foreign advertising of the *Cincinnati Post.* Lynn O. Roark, continues as advertising manager.

CANTON, ILL., DAILIES MERGED

U. G. Orendorff, Ledger Publisher, Buys Register from C. E. Snively

U. G. Orendorff, multi-millionaire head of Parlin & Orendorff Company, and owner of the *Canton* (Ill.) *Daily Ledger,* has purchased the *Canton Daily Register,* consolidating the two papers under C. E. Warwick, formerly of Keokuk, Ia., who since November, 1923, has had charge of the Orendorff newspaper properties. The consolidation was effective June 1. C. E. Snively, who has owned the Register the last 48 years, retains the publication building, but the Ledger is understood to have an option on it. Mr. Snively is now postmaster of Canton.



U. G. ORENDORFF



C. E. WARWICK

Both papers were established in 184 as weeklies, the Register entering the daily field in 1890, but the Ledger continuing as a weekly until Oct. 3, 1912 when it was purchased by Mr. Orendorff The owner is prominent in the agricul tural implement field. Mr. Snively pur chased the Register from James K Magie, June 7, 1878, and has since pub lished it.

The Allen Klapp Company, which ha represented the Ledger, will continue th representation of the Daily Ledger an Register in the national field.

NEW TABLOID BUYS PRESS

Newark Jersey Transcript to Begi Publication Soon

The *Newark* (N. J.) *Jersey Transcrip* new tabloid which is to appear in th near future, has ordered a $22,500 Ho press. The editorial, art and photo de partments are now ready, and Unite Press and Universal Service have bee contracted for.

R. H. Reed, formerly of the *New Yor American* is president of the publishin company, William Steinke, newspap cartoonist is secretary, and Rex Cas formerly of the *Newark Ledger,* treasurer.

Skippy Says:

"I feel as good as I look ever since I've been going out on Certifieds."



By Courtesy of
Johnson Features, Inc.

Why the Steamtables?

IF you are still baking wet mats on your forms—consuming valuable time and incurring considerable expense in doing so, it will repay you to find out about Certified Cold stereotyping.

There's no obligation

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue New York, N. Y.

for wet mat printing with DRY MAT facility—use Certifieds

MADE IN THE U. S. A.

At Your Service

Sturtevant

Atlanta, Ga.
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Charlotte, N. C.
Chicago, Ill.
Cincinnati, O.
Cleveland, O.
Dallas, Texas.
Denver, Colo.
Detroit, Mich.
Hartford, Conn.
Indianapolis, Ind.
Kansas City, Mo.
Los Angeles, Cal.
Minneapolis, Minn.
Montreal, Canada
New York, N. Y.
Pittsburgh, Pa.
Portland, Ore.
Rochester, N. Y.
St. Louis, Mo.
Salt Lake City, Utah
San Francisco, Cal.
Seattle, Wash.
Toronto, Ont.
Washington, D.C.

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Atlanta, Ga.
Baltimore, Md.
Birmingham, Ala.
Boston, Mass.
Brooklyn, N. Y.
Buffalo, N. Y.
Charlotte, N. C.
Chicago, Ill.
Cincinnati, O.
Cleveland, O.
Columbus, O.
Dallas, Texas
Davenport, Ia.
Denver, Col.
Detroit, Mich.
Duluth, Minn.
Grand Rapids, Mich.
Harrisburg, Pa.
Houston, Texas
Indianapolis, Ind.
Jacksonville, Fla.
Kansas City, Mo.
Los Angeles, Cal.
Memphis, Tenn.
Miami, Fla.
Milwaukee, Wisc.
Minneapolis, Minn.
Nashville, Tenn.
Newark, N. J.
New Haven, Conn.
New Orleans, La.
New York, N. Y.
Norfolk, Va.
Oakland, Cal.
Omaha, Neb.
Philadelphia, Pa.
Pittsburgh, Pa.
Portland, Ore.
Providence, R. I.
Richmond, Va.
St. Louis, Mo.
St. Paul, Minn.
Salt Lake City, Utah
San Antonio, Texas
San Francisco, Cal.
Savannah, Ga.
Seattle, Wash.
Spokane, Wash.
Syracuse, N. Y.
Tacoma, Wash.
Tampa, Fla.
Toledo, O.
Worcester, Mass.
Youngstown, Ohio



Hot, stale air saps vitality—slows up work!

Fight hot-weather fatigue with fresh, invigorating air—keep things moving!

Fresh air—good ventilation—is good business. It keeps things moving—it keeps news-writer, compositor, stereotyper, pressman, delivery-room gang geared to their jobs—particularly during the hot summer months.

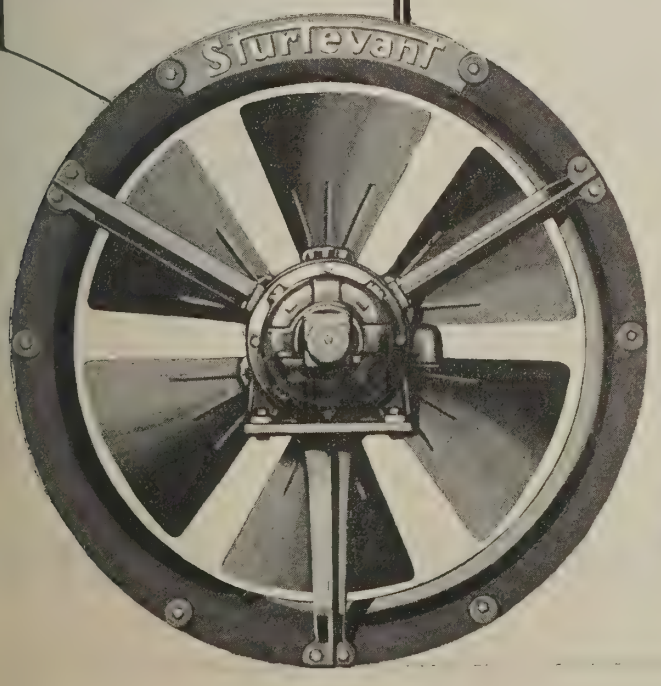
Hot, stale air means tired, listless workers—it slows up work. Drive it out.



Sturtevant Ventilating Fans for Newspaper Plants drive out the hot, stale air of the inside—bring in the fresh, invigorating air of the outside. They can be secured at once—can be quickly and easily installed at very little expense and without interrupting your operations.

The Sturtevant and Graybar Electric Company offices listed in the panel are at your service. Phone or write to the nearest one. Or show this advertisement to your electrical contractor.

B. F. STURTEVANT COMPANY, HYDE PARK, BOSTON, MASS.
Distributors: Graybar Electric Company and Leading Electrical Contractors Everywhere



The most efficient fan of its type ever developed

The Sturtevant Ventilating Fan shown is the latest Sturtevant achievement.

The fact that this fan is more efficient—that size for size it will deliver more air—than any other similar fan on the market, is a Sturtevant advantage that speaks for itself.

The Sturtevant is a fan that you can depend on—there is not a single piece of flimsy construction in it. Sturdy—efficient—dependable—backed up by the largest manufacturer of ventilating equipment in the world.

If the name STURTEVANT is on a fan you can install it with confidence.

Sturtevant
Ventilating Fans

How Wide is the D

ARE you satisfied to permit presses and press crews to stand idle waiting for plates to trickle through slou hand boxes

?

ARE you satisfied to permit your stereo room to continue to be the neck of the bottle and limit production, economy, increased circulation and progress

?



The Pony A

WOOD NEWSPAPER MACHINERY CORPO

r of Your Foundry?

THE AUTOPLATE opens wide the door of your foundry. It removes the limitations and delays of hand-made plates. It permits maximum production of presses and men. It enables the making and keeping of definite schedules with late closings, early starts and quick finishes. It helps build circulation and very definitely reduces production costs.

There is an AUTOPLATE Machine to meet the requirements of every publisher—large or small. And it is a fact that the publisher who is *not* on an Autoplate basis works under a costly handicap. He must close his forms earlier than need be, he must devote unnecessary space, labor and time to plate making, and he must needlessly accept defective printing and frequent paper breaks.



There is no more popular tool in the newspaper office than the AUTOPLATE Machine.

ON, 501 Fifth Avenue, New York City

EDITORIAL

WILLIAM BYRON COLVER

ABLE craftsman, idealist to the marrow, ruggedly honest, tireless and fearless defender of worthy causes, good citizen, friend and inspiration of thousands of newspaper makers, glowing spirit, warm heart throbbing for all mankind.

This is no mere formal eulogy to fit an occasion when written of "Bill" Colver. It is but a scant outline of his noble character. Shirt-sleeve newspaper men scattered over the length and breadth of the country, knowing him and loving him for his acts, have long paid tribute to his depth of soul and brilliance of mind. His death at Washington, following a prolonged and anguishing illness, cast a shadow of personal grief over a wide circle in journalism.

For more than 30 years rich vitality flowed into newspaper columns from Bill Colver's fingertips. He was a man of action, throughout his career combining the enthusiasm of a zealous cub and the skill and sagacity of a veteran campaigner. No newspaper under his control could possibly be drab, passive, mean or published merely to furnish white spaces to be let out to advertisers. "Do something, even if it's wrong," was one of his familiar spurs. Out of his fiery soul truth poured, in terms direct and unadorned. The great quest was justice, . . . justice for the multitude that knew not how to wrest it from greedy, organized minorities.

Bill Colver preached the time-worn gospel of applied democracy, equal opportunity, self-improvement, banishment of ignorance and superstition to set hearts and minds free, brotherly love—the simple creed of American "rights," unmixed with any "ism," though in economics he had long subscribed to the principle of Henry George's theory of a single tax. His liberalism was no shallow sentiment. It was a calculated, balanced program for rational, satisfying national life. He spun it into the fabric of all that he wrote and did, consistently and persistently, when it was in and out of fashion, for more than a quarter of a century.

Tell us of a people's fight against political, social or economic oppression and we shall show you the imprint of Bill Colver's tireless hand. No individual accomplished more than he in stamping character and efficiency into the newspapers and services that have become the Scripps-Howard organization of this day. As a writer of bright, terse, informative news and editorial copy he had few equals. Patient, sympathetic, sensitive to the calls of the public, believing ardently that the truth can set men free, he was one of the great editors of the generation. Articles by him, appearing in EDITOR & PUBLISHER, on questions of advertising and publisher technique, revealed profound penetration of those subjects, and in a publisher's chair or in the world of commercial propaganda he would have registered a notable success. As H. N. Rickey, his life-long associate remarked to this writer this week, Bill Colver was great by any test.

Colver's two flings outside of journalism revealed capacity. He was one of "Tom Johnson's boys" and in the heat of the famous Ohioan's historic civic experiments in Cleveland he resigned his newspaper post and took to the political battlefield. On a later occasion he accepted an appointment by President Wilson as Chairman of the Federal Trade Commission. He used new weapons in these adventures, but his fire was directed at ramparts which he had a hundred times shelled with printers' ink. Tom Johnson gave to Cleveland civic standards which make it notable among all cities, and Colver had a hand in it, the mayor often glorying in the quality of his public spirit. In recognition of his intelligence and valor in setting up in the Federal Trade Commission, despite terrific opposition, principles of fairness in trade competition, some of which appear to stand up even under the present régime's submissive reaction, Woodrow Wilson sent to Colver, when his work was finished, a stirring letter of appreciation to compensate for four years of abuse and powerful politico-commercial resistance.

Bill Colver was the disciple of the late E. W. Scripps' journalism, strongly influenced in his youth by Robert F. Paine. As a boy he studied law, but loathing the chicanery and deceit of much that passes for "legal practice," reached into the free field of newspaper work for his heart's desires, first on the *Cleveland Leader*, then the *Plain Dealer* and finally the *Cleveland Press*. Within a few weeks he was out "stirring up the animals" with stories of the "bludgeoning of little oil men by the Standard octopus." Paine raised his salary and gave him additional space in which to "blow 'em up" when a Standard fixer tried to bribe the paper with an advertising contract for Ajax Axle Grease, which is another story.



Who shall ascend into the hill of the Lord? or who shall stand in His holy place?
He that hath clean hands, and a pure heart; who hath not lifted up his soul unto vanity, nor sworn deceitfully.—Psalms. XXIII; 3, 4.

The aggressions of organizations of capital, through political privilege, gave Colver a topic throughout his life. He was a persistent thorn in the side of reactionaries. Since Thomas Jefferson's day no man has had greater contempt than he for gaps in the system of government which opened the way for class preferment and injustice.

The subject of this sketch was one of the organizers of the NEA Service and was long its editor and manager. He "took a hand" in starting many new Scripps papers and services, and latterly, until ill-health weakened his body, was editorial director of the Scripps-Howard newspapers. When E. W. Scripps died recently, Mr. Colver wrote for EDITOR & PUBLISHER:

> Circumstances threw me into the newspaper field and chance brought me into "The Concern" (as we called it then) only shortly before it was in such financial security that he (Scripps) could set up his journalistic laboratory. After a brief apprenticeship at straight newspaper work, it was my luck to have close personal association in a series of big and little experiments that spread over nearly a quarter of a century.
>
> "I don't know of anybody who got more of a lifetime of fun out of journalism than Mr. Scripps. He hated and avoided humdrum and detail and, I think, more than any of my associates, I escaped the routine and treadmill by being in the laboratory.
>
> "He said to me once that he liked to do the impossible and so did I, with the difference that when an experiment failed, he had to pay, and when it succeeded I wanted an increase in salary."

Seven months ago while in Florida, Mr. Colver's illness intensified. Diagnosticians finally located a deep-seated, virulent growth in his back and the patient suddenly divined the hopelessness of his case. Taking the hand of a friend he gazed for many minutes out of the hospital window and then cheerily said: "Well, it has been a wonderful, beautiful life." He uttered no complaint, but with amazing vitality and courage fought the hopeless battle for months beyond the maximum limit that the best medical talent had set.

The end of the mortal story came on Tuesday when his family and friends, newspaper men and public officials, followed the body to a shaded nook in Maryland's rolling hills and tearlessly said farewell to the apostle of wonderful and beautiful life for all God's children.

Edsel Ford says Mussolini is doing an excellent clean-up job in Italy; we'll say that he has cleaned up every editor that has dared to criticize his dictatorship.

OUR LANGUAGE REFORMS

ERUDITE members of the newspaper and advertising fraternity in such encouraging numbers have adopted EDITOR & PUBLISHER's suggestion that the silly and futile first "e" be dropped from the word "lin(e)age," that we are tempted to essay an even higher flight in the realm of lexicographic reform.

There are two common ways of pronouncing the word advertisement. As indicated in this tower of pure English last week, the wrong way harshly stresses the third syllable, whereas the very nicest people of our tongue gently accent the second syllable—adver'-tisement—and in so doing are upheld by the highest authorities.

Frank H. Vizetelly, America's eminent lexicographer, who agreed with EDITOR & PUBLISHER that the "e" should be eased out of linage, again ag that the advertising fraternity should bring order of chaos in the pronunciation of our favorite w advertisement. We have the honor herewith to sent his authoritative opinion:

> Thank you for your kindly reference to me in dis cussing the pronunciation of the word *advertisement* Every educated and cultured American places th stress in this word on the antepenult instead of upo the penult.
>
> The pronunciation *advertisément* was advocated b Walker in 1791 before he had thoroughly investigate the subject, for he revised his own opinion of thi in a later edition, and indicated the stress upon th second syllable, the antepenultimate, as the correc pronunciation of the cultured people of his later day The last edition of Walker's "Pronouncing Diction ary" published before his death was issued in 1806
>
> How mistaken Walker was is proved by Jame Buchanan's "Standard of Pronunciation of th English Language," published in 1766, in which wor the author indicates *adver-tisement* as the prevailing pronunciation of the educated people of Scotland This was repeated also by Perry in a later diction ary, "The Royal Standard," published in 1775. Sub sequently, Sheridan, who issued his dictionary i 1780, indicated this pronunciation as the preferre pronunciation of the cultured Irish people of his time *Adver-tisement* is the pronunciation recorded down the centuries by Ash, 1775; Jones, 1798; Fulton an Knight, 1802; Walker, 1806; Jameson, 1820 Knowles, 1835; Smart, 1840; Reid, 1844; Noa Webster, 1845, Worcester, 1859, and all the moder dictionaries.
>
> Furthermore, the Advisory Committee on Disputed Pronunciations of Funk & Wagnalls New Standar Dictionary decided in favor of this pronunciation b majority vote of 24 to 1, and it is the pronunciatio found in the "Encyclopedic," the "Imperial," Stor month, the "Century," Murray's "New English Dictionary," as well as in the modern Webster.

In the light of this knowledge, EDITOR & PUBLISHER's readers may proceed with confidence to st America out of accenting the penult. From t virtuous beginnings other language reforms ma undertaken. For instance, it is not improbable we may some day venture to attack such ugly pronunciations as "linneotype," "roto-gray-vure" "stair-o-type."

The horrors of demon rum include a third per cent editorial space apportionment, in th average newspaper, to discussion of the effec of the Volstead Act.

BALTIMORE CONTEMPT CASES

THE theory of newspaper reporting of court ceedings is that the busy outside world may proper concern with this department of the p business. Information is conveyed in the mo newspaper both by the medium of language an graphic display.

Judge Eugene O'Dunne, of Baltimore, has sente five newspaper men to a day in jail and a $5,000 for Managing Editor Harold E. Elliston, of *E more News*, for the alleged contempt in their ac making photographs in the courtroom of a noto criminal on trial for his life. The judge said tha decorum of his tribunal had been disturbed and the newspaper men, in violating his command to n no pictures, had challenged his authority. His is that the work of the editors and reporters merely for profit.

Judge O'Dunne erred when he forbade orderly tographing; the newspaper men erred when they tempted to override his order, even though mista The judge believes that his sentences cannot be pealed from and that important question is to be cided. Judge O'Dunne indicates uncommon zea protect what he regards as the dignity of his be his sentences were harsh and his cynical views cerning newspaper commercialism betrays a su ficial examination of the subject.

The judge was surprised by the "refreshing can of the Hearst men. He could find plenty of newspaperdom, usually encouraged by publis though often at great financial sacrifice. It i active virtue that ultimately will make the juc system as responsive to popular will as are the l lative and executive branches of government.

New York tabloids show remarkable circu lation gains, but it must be remembered tha this year the gods smiled upon them with th Rhinelander, Stillman and Earl Carroll bumpe crops.

PERSONAL

ʃHUR BRISBANE, Hearst edi-rial writer, was honor guest at a lon tendered by the *Indianapolis* ecently.

elph Ochs, publisher of the *New Times,* returned this week from a trip abroad.

ry J. Allen, editor of the *Wichita) Beacon,* was one of the principal rs at the thirty-sixth annual con-in of the Missouri Bankers Associa-t Excelsior Springs, Mo., recently.

l Maurice Scholz, president of the Wide Advertising Corporation, turned from Havana, Cuba, where nt recently on business.

n W. Dafoe, editor of the *Winni-ee Press,* has received the honorary of Doctor of Laws from the Uni-r of Manitoba. He has also been a Fellow of the Royal Society of za.

). Butler, publisher of the *Mankato n.) Free Press,* and Mrs. Butler ar-in New York May 29, from a ean tour. They left April 3.

ph L. Bristow, who sold the *Salina) Journal* last fall after owning the for many years, has returned to s from Virginia, where he has a plantation. Mr. Bristow, former l States senator, was connected he Journal for nearly 40 years.

ward Kahn, editor of the *St. Paul News,* entertained 30 members of aff at his bungalow on Lake St. May 27.

rles Sessions, managing editor of peka *Daily Capital* and postmaster peka since 1921, has resigned the astership. Sessions some months otained a leave of absence from his l appointment to resume his duties e newspaper.

. Marilla Stone, publisher of the *City* (Minn.) *Post,* has been made ent of the Chisago County Lincoln

old Daane publisher of the *Austin n.) Daily Herald,* is making a three-s' tour of Spain, contributing ptive letters to his paper.

N THE BUSINESS OFFICE

R. LONGCOPE has been named classified director of the *Boston rtiser,* daily and Sunday, and the *n Evening American.*

ies E. Mullins, formerly national rising manager, *Trenton* (N. J.) r, and recently of the advertising *Easton* (Pa.) *Express,* has joined advertising department of the *non-Salem* (N. C.) *Journal.*

on D. Denison, Jr., of Des Moines, raduate of the University of Wis-and a former member of the *cago Herald-Examiner* advertising has joined the staff of the *Hutchin-* Kan.) *News-Herald.*

C. Fuller, after a year's newspaper at Moberly, Mo., has returned to *Minot* (N. D.) *Daily News* and the advertising department.

tephen G. Berger, of the advertising ment of the *New York World,* is ng to go to London and Paris in on a vacation trip.

Dothy Gorman, the dean of the *New World's* advertising men, has been ri on a pension after a service of ars.

rles E. Ader, formerly secretary easurer of the Carolinas Circulation gers Association, has recently been circulation manager of the *Winston-* (N. C.) *Journal.*. Ader formerly his position, but has recently been ted with the advertising depart-

N THE EDITORIAL ROOMS

ʃHUR CHAPMAN, formerly of *ew York Herald Tribune* Sunday ment, with his wife, Kathleen r, assistant to Arthur Folwell, Sun-day editor, left Thursday for a four months' motor camping trip through the United States.

W. G. Hale, associate manager editor of the *Des Moines Evening Tribune* who two months ago went to the Iowa Lutheran hospital to take a complete rest, has left the hospital and will return to his duties within a few weeks.

Arthur G. Sheekman, dramatic critic of the *St. Paul Daily News,* is spending two weeks in New York following a visit to the Sesquicentennial exposition, Philadelphia, William Marzolf, literary editor, is handling Sheekman's work.

Marville Gill, former assistant, has succeeded Bob Bennett as sports editor of the *San Antonio Evening News.* Before he left for Kerrville, Tex., to reside Mr. Bennett was given a dinner by his fellow workers.

Claude Brodhecker, manager and editor of the former *Jeffersonville* (Ind.) *Bulletin,* has gone to Florida.

Leo A. Moore, cameraman of the *St. Paul Daily News,* recently toured northern Minnesota in connection with that paper's campaign to boost tourist travel in the state.

Ray A. Baldwin, who has been editing the *McGregor* (Minn.) *Pilot Review,* has joined the *Woodsville* (N. H.) *Times.*

J. Kenneth Jones, formerly of the Associated Press, has joined the staff of the *New York Herald Tribune* as a reporter.

Mrs. Cass Baer Hicks, for more than 15 years dramatic editor of the *Portland Oregonian,* has resigned, effective next September.

David Lidman, formerly on the copy desk of the *Richmond* (Va.) *Times-Dispatch,* has gone to Bethlehem, Pa., where he will manage a string of motion picture theatres.

P. W. T. Ross has resigned from the staff of the *Newark Star-Eagle* to join the Federal Title & Mortgage Guaranty Company, of Orange.

Frederick McPherson of the *Brooklyn Daily Eagle* and Robert Hereford of the United News staff, New York, are sailing for Europe June 5.

Col. T. G. Pownall, special writer for the *Cumberland* (Md.) *News,* made the principal address at Memorial Day ceremonies held by Reno Post, G. A. R., Hagerstown.

Mary Jane Ellis is the new society editor of the *Leesburg* (O.) *Citizen.*

H. G. Lee, managing editor of the *Huron* (S. D.) *Evening Huronite,* has resigned to join the *Watertown Public Opinion.*

W. N. Randolph, *Tulsa* (Okla.) *Tribune* reporter, has announced his candidacy for the post of common pleas judge of Tulsa county.

Miss Florence Wells, Meridian, Kan., a graduate of the Journalism department, K. S. A. C., Manhattan, has been made woman's editor of the eastern section of the Capper Farm Press, Topeka,

Ray Blank, reporter on the staff of the *Des Moines Register* has resigned.

Clifford Hull, make-up editor, *Miami* (Fla.) *News,* is now on the desk of the *Des Moines* (Ia.) *Register-Tribune.*

E. H. Jolly has joined the editorial staff of the *Des Moines Evening Tribune.*

(*Continued on next page*)

FOLKS WORTH KNOWING

THE story of Harold P. Bentz, blind newspaper man of Picher, Okla., should serve as a mental tonic for the fellowmembers of his profession.



HAROLD P. BENTZ

Bentz arrived in Picher four years ago with a dime as his only material asset and his physical handicap as an almost overwhelming liability. Today he is a correspondent for several metropolitan newspapers, owns three houses in Picher and one in Springfield, Mo., and rides in his own automobile.

Bentz's eyesight began to fail in 1904 while he was editor of a little weekly newspaper at Richland, Pulaski County, Missouri. After six months' treatment, surgeons informed him he would never have more than four-hundredths normal vision.

Discouragement almost overbalanced determination during the next 17 years of Bentz' groping for success. Then he came to Picher. When E. E. Sanders, publisher of the *Picher Leader,* a weekly, agreed to employ the blind man as news writer and "hustler" for his paper, Bentz received the first boost toward his goal.

The new reporter devoted himself whole-heartedly to his job. He learned the touch system of typewriting and he trained his memory so that he could retain a long list of facts in his mind. In a short time he could remember scores of names and figures without taking notes. When he became adept in these preliminary phases of news gathering, he branched out into free lance work, and employed a young woman to correct typographical mistakes in his copy and read his correspondence. Newspaper editors in larger cities near Picher soon discovered that Bentz could be depended upon to cover special stories.

Part of Bentz' first earnings, and a considerable portion of later pay checks, were invested in Picher property.

DURING the fourth week in May the following newspapers signed yearly contracts for the Central Press Association's complete general illustrated service:

Clinton, Iowa, Advertiser
Huntington, West Va., Herald Dispatch
Vincennes, Ind., Commercial
Marshalltown, Iowa, Republican
Anderson, Ind., Herald
Hornell, N. Y., Tribune Times
Sharon, Pa., Herald
Jewish Forward (New York and Chicago)
Ridgway, Pa., Record.
Bloomington, Ill., Pantagraph
Waco Times Herald
Fort Myers Tropical News
Muncie, Ind., Star
Alameda, Calif., Times Star

This list does not include contracts for the World's Best Picture Page, or till forbid contracts for the general service.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Editor and Manager

METROPOLITAN FEATURES

COMICS
GAS BUGGIES
or
HEM AND AMY
DAILY STRIP

DOWN THE ROAD
WEEKLY
By Frank Beck

ELLA CINDERS
DAILY STRIP
ELLA CINDERS
COLORED PAGE
(*First Page Release Sept.* 19)
By Bill Conselman and Charlie Plumb

DICKEY'S DOGS
By Robert L. Dickey

A. A. MILNE
In Verse or Prose
Once a Week
Drawings by Bert Salg

JUVENILE
SECKATARY HAWKINS
With New Club Page
Weekly

SPORTS
FEG MURRAY
Cartoons and Comment
Daily

FASHIONS
ELEANOR GUNN METROPOLITAN
Each Daily and Sunday

DAILY SERIAL
MILDRED BARBOUR
With Illustrations

WEEKLY WINNERS
STEPHEN LEACOCK
PINNACLE FICTION
ZENITH FICTION
EXPLOIT & ADVENTURE
and
PRE-EMINENT ARTICLES

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager — *Earl J. Hadley, Associate*

150 Nassau St., New York City

(*Continued from page 37*)

Chanler A. Chapman, of the *Springfield* (Mass.) *Union* staff, and Mrs. Chapman are parents of a son. Chapman is a son of John Jay Chapman of New York.

Miss M. MacCorquodale, editor of the fine arts department of the *Houston* (Tex.) *Chronicle,* has returned home after spending several weeks with friends in Chicago.

Miss Dorothy Faye, editor of the club department, *Chicago Evening Post,* will accompany her father and sister on a three months' trip to Europe this Summer. While away they will spend several weeks in Scotland as the guests of Sir James Urquhart.

William Westlake, known in Chicago as the "flying newspaper man since he pilots his airplane when not at work on the *Chicago Evening Journal,* has recently been appointed assistant city editor of that paper.

MARRIED

HERBERT J. BASSMAN, manager of the *Riverside* (Ill.) *News,* to Miss Miriam Marshall, reporter for the *Elgin* (Ill.) *Daily News,* June 5.

Walter Myers of the *Danville* (Ill.) *Commercial-News* staff, to Miss Gladys Hackney, proofreader for that paper, May 23.

William Sharpe, managing editor *Winston-Sales* (N. C.) *Journal,* to Miss Sallie Herring of Goldsboro, N. C., in Raleigh, May 11.

Clarence Mugge, advertising solicitor, *Des Moines Register* to Miss Hazel Reisinger of Cummings, Kan.

Thomas G. Michelmore, of the copy desk, *St. Paul Daily News,* to Miss Florence G. Brown, feature writer of the News, recently. They have taken a cottage for the summer at Bald Eagle lake.

NEW PLANTS AND EQUIPMENT

BORGER (TEX.) HUTCHINSON COUNTY HERALD has let the contract for the construction of a new building and work has already started. The building will be 25 by 50 feet. with a stucco finish. Additional equipment has been ordered.

Cleveland (O.) *Shopping News* is installing new twinned Duplex tubulars, giving them a page capacity of 32-pages.

HOLDING NEW POSTS

E. M. FULLER, from advertising manager, *Moberly* (Mo.) *Monitor-Index,* to *Minot* (N. D.) *News* as advertising manager.

John Gavin, from police reporter, City News Bureau, Chicago, to police reporter, *Chicago Herald and Examiner.*

CHANGES OF OWNERSHIP

JEFF TAYLOR, for several years an Emerson, Neb., newspaperman, has purchased the *Winnebago* (Neb.) *Chieftain* from D. L. Crelin and assumed control.

South Boston (Va.) *News,* one of the oldest weeklies in Halifax county, Virginia, has been leased by R. C. Beezley, the owner, for a number of years to Carroll Headspeth. Headspeth, who was connected with the *Halifax Record-Advertiser,* has resigned, and took charge of the South Boston plant June 1.

Roe Chase, owner and editor of the *Anoka* (Minn.) *Herald* has bought the *Bethel Banner* and merged it with the Herald.

T. C. Anderson has taken over the *Falls City* (Ore.) *Enterprise.* It has been published since February by the Falls City Chamber of Commerce with Mrs. A. W. Watt as editor.

Will McNeal, Lawrenceburg, Mo., has sold the *Everton* (Mo.) *Journal* to J. R. McVey, of Joplin, Mo.

Salina (Kan.) *Leader,* weekly, has been sold by Fred J. Fraley, owner and editor, to C. W. Wheeler, former business manager of the *Salina Daily Union* and now general manager of the General Printing Company, Salina.

ON THE MECHANICAL SIDE

BENONI CRIST, for 32 years foreman of the composing room, *Middletown* (N. Y.) *Times-Press* is now in charge of make-up of the *Newburgh* (N. Y.) *Sunday Herald.*

SPECIAL EDITIONS

GALESBURG (Ill.) REPUBLICAN-REGISTER, Better Homes Week edition, May 24.

Ottawa Evening Citizen, Home Beautiful number, May 20.

Bloomington (Ill.) *Telephone,* 32-page National Publicity edition, telling industrial advantages of Bloomington, May 26.

Joliet (Ill.) *Herald-News,* 16-page section, including four pages in rotogravure, heralding Greater Joliet Week,

Carthage (N. Y.) *Republican-Tribune,* 66th anniversary edition, May 20.

St. Paul Sunday Pioneer Press, annual outing edition, May 23.

Aurora (Ill.) *Beacon-News,* 18-page Annual Better Homes-Experience Section, May 27.

SCHOOLS

ALPHA MU CHI, local advertising fraternity at Oregon Agricultural College, has been granted a charter by Alpha Delta Sigma, national advertising fraternity. Installation took place June 3 by members of the University of Oregon chapter of Alpha Delta Sigma.

For the fourth consecutive year, students in the department of journalism, University of Colorado, took complete charge of all editorial departments of the *Rocky Mountain News and Denver Times,* Wednesday, May 26, collecting, writing and editing all news and making up the paper.

Russell H. Reeves of Cleveland has been appointed editor in chief of the Ohio State University *Daily Lantern* for next year. A reunion of members of the journalistic fraternities Sigma Delta Chi and Theta Sigma Phi will be at a luncheon at Ohio State University Saturday, June 12. Eight courses of journalism will be given in the summer quarter of Ohio State University by Professors J. S. Myers and L. C. Getzloe. The Lantern will be issued twice a week.

Members of the senior class of the department of journalism, Baylor College for Women, Belton, Tex., under direction of D. Q. Riddle, recently spent several days as special reporters on the *Houston Post-Dispatch* staff, the work counting as credits toward their degrees.

Pittsburgh Alumni Chapter Sigma Delta Chi, honorary professional journalistic fraternity, recently elected Chester L. Smith, sporting editor, *Pittsburgh Gazette-Times* and William Morrell, University of Pittsburgh, publicity man to associate memberships. Theodore Meier, of the Gazette-Times, and Samuel Braemer, of the *Pitt Weekly* staff were initiated as members. Charles E. Lewis, editorial writer, *Pittsburgh Sun,* was elected president.

ASSOCIATIONS

ADVERTISING CLUB of Denver recently elected Ralph A. Faxon president. W. F. McClure, president of the National Advertising Commission of the Associated Advertising Clubs of the World was a speaker at the club meeting.

Thomas F. Kane was re-elected president of the BOSTON TYPOGRAPHICAL UNION No. 13 at the annual election of officers held last week.

CHAMPAIGN (Ill.) ADVERTISING CLUB has elected E. E. Stanford president to succeed Milton Dreyfus.

May Frank Norman, was recently elected president of the OKLAHOMA AUTHORS LEAGUE at the annual election in Oklahoma City.

Members of the NORTHERN MINNESOTA EDITORIAL ASSOCIATION will go to Winnipeg, Canada, for their summer outing, June 24-26.

EASTERN INTER-COLLEGIATE NEWSPAPER ASSOCIATION recently held its annual convention and election of officers at Hanover, N. H. C. W. Cole of Amherst College was elected president; E. T. Richards of Brown, vice-president; I. F. Maider of Amherst secretary-treasurer.

Charles E. Griffin, of the Hastings Sales Company, was elected president of the ADVERTISING CLUB OF KANSAS CITY at the annual election following last week's luncheon. He succeeds Earl E. Barker. Other officers include; Jerome G. Galvin, vice-president; Miss Gladys Rose, second vice-president; M. S. Munson, secretary; W. R. Snodgrass, re-elected treasurer.

Prof. H. H. Maynard, of Ohio State University, has been re-elected president of the COLUMBUS ADVERTISING CLUB. Other officers are: W. E. Putnam and H. H. Holderle, vice-presidents; C. S. Anderson, treasurer; Delmar G. Starkey, secretary; Miss Harriet E. Fisher, librarian.

Isaac Van Dillen, for the last five years treasurer of the NEW YORK EMPLOYING PRINTERS' ASSOCIATION, has been nominated as president of that organization. Van Dillen, is secretary of the Bartlett Orr Press, New York.

William P. Merry has been elected president of the PORTLAND (Ore.) ADVERTISING CLUB. Of a field of 16 directors the following 11 were chosen: Stanley Banbury, J. T. Crossley, E. W. Fenton, Roy Heath, Warren C. Katey, V. C. Hibbard, H. P. Nunn, H. B. Robinson, Guy A. Rogers and Charles Sanders. Other officers elected were: Vice-presidents, George B. Grayson and G. A. Rebentisch; secretary-treasurer, Harry Fischer.

INTERNATIONAL STEREOTYPE AND ELECTROTYPERS UNION OF NORTH AMERICA will hold its annual convention in Los Angeles, July 19-24.

NEW YORK NEWSPAPER WOMEN'S CLUB, at the annual meeting on May 5, elected Miss Theodora Bean, of the T-Bean Newspaper Syndicate, president.

Triennial meeting of the CANADIAN WOMEN'S PRESS CLUB will be held Toronto June 22 to 24.

PRESS ASSOCIATION NOTES

CHESTER KRAUSE, formerly sp writer for the *Muskogee* (Okl *News,* is now with the United Press Kansas City, Mo.

Charles A. Grummich, correspond of the A. P. at Wichita, has joined staff of the *Kansas City Times.* R. Patterson, Kansas City, has been m correspondent at Wichita.

M. A. White, general night ed of the Associated Press, left N York headquarters this week, on an spection tour of bureaus and mem newspapers between New York Kansas City. T. H. O'Neill, gen early editor, is taking over Mr. Whi work temporarily, while C. E. Honce, the Chicago office, has come to N York, to take Mr. O'Neill's position.

William Hillman, of the New Y office of Universal Service, will sail England next week to join Univers London bureau to work under H. Stansbury, former managing editor of *New York American.*

Barry Faris, associate editor of In national News Service, returned to N York headquarters this week, from automobile vacation trip.

Laura Knickerbocker, Moscow co spondent of Universal Service, is spe ing a month's vacation in Paris.

Cosmos Mideleff, copy editor in U versal Service's New York office, spending his vacation at Carmel, N.

A. W. Elliott, formerly of the *York American,* has joined the New Y staff of International News Service.

Jack Meddoff, of the Indianap bureau of International News Ser has been placed in temporary charge the I. N. S. Cleveland bureau, repla Jack Sejner, who is ill.

Robert James, of the Internati News Service's Kansas City Bureau spending his vacation on an auto t

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EDITOR & PUBLISHER ANNUAL DIRECTORY OF SYNDICATE FEATURES

General Appeal, Sports, Art Features—Directory of Artists and Writers—List of Syndicates, Mat, News and Photo Services

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KEY:—Daily (d); weekly (w); twice a week (2w); thrice a week (3w), etc.; column width indicated by figures (1) to (8); full page (fp); half-page (hp); tabloid (tab).

GENERAL NEWSPAPER FEATURES

(*Continued from page 3*)

FEATURE	AUTHOR	SYNDICATE
Blue Ribbon Serials (d-w)	Various	Chicago Tribune Newspapers Syndicate
Blanket Service (w)		Editor's Copy
Blanket Service (d)	Staff	Editors' Feature Service—Johnson Features, Inc.
Blanket Service (d)		Graphic Syndicate
Blanket Service (d)	Staff	NEA Service, Inc.
Bo Broadway (d) (1)	Van Raalte	Editors' Feature Service—Johnson Features, Inc.
Bobbie and His Pa (3w) (½)	William F. Kirk	International Feature Service, Inc.
Bobs and Lip Sticks (w)	Delight Evans	T-Bean Newspaper Syndicate
Bond Market News (N. Y.) (d) (¼)		Post Syndicate
Book Chat (d) (¼)	Staff	Wheeler-Nicholson, Inc.
Book Review (w) (1)		NEA Service, Inc.
Book Reviews (w)	Fanny Burcher	Chicago Tribune Newspapers' Syndicate
Book Reviews (w) (1)	Tom Masson	Cosmos Newspaper Syndicate, Inc.
Book Reviews (w) (tab)		New York Herald Tribune Syndicate
Brain Tester (w)	Dr. Winston Mitchell	National Newspaper Service
Bridge Whist (w)	A. R. Metcalf	Chicago Tribune Newspapers' Syndicate
Bright Bits (w) (4)		Keystone Feature Syndicate
"Broadway," (theatrical) (w) (2/3)	Bushnell Dimond	Newspaper Feature Service, Inc.
Broadway's Current Success (w) (3)		Putnam Syndicate
Buffalo Bill Life and Adventures	Julia Cody Goodman	New York Herald Tribune Syndicate
Burgess Bedtime Stories (d) (¼)	Thornton Burgess	Cosmos Newspaper Syndicate, Inc.
Bug-a-Boos (d) (½)	"Bugs" Baer	International Feature Service, Inc.
Business Charts (d) (2)	Staff	Cambridge Associates
Business Day by Day (d) (ill)	Ralph E. Couch	Couch-Grimes Publishing Company
Business Features	Various	Holmes Feature Service
Business, How's (w)	Staff	Cambridge Associates
Business Letter (d-w) (1/3)	John T. Flynn	U. P. C. News Service, Inc.
Business Review (w) (1)	Wilfred S. Cousins	King Features Syndicate, Inc.
Business Today (d) (½)	Paul Willard Garrett	Post Syndicate
Business Weather (w) (1)		Publishers' Financial Bureau
Business News Service (d)		Ledger Syndicate
Business, Your (d) (1)	A. W. Shaw Company	Associated Editors, Inc.
Butler, Gen. Smedley D.	Gen. S. D. Butler	Bell Syndicate, Inc.

C

Cambridge Business Charts (d) (2)	Staff	Cambridge Associates
Canadian House Plans (ill) (w) (3)	H. G. Holman	Star Newspaper Service
Canadian Magazine Page Service (w) (4fp, 1 hp)		Star Newspaper Service
Canadian Radio Exchange (w) (1)	J. Montagnes	Star Newspaper Service
Card Index Cooking Recipe Service (d)		U. P. C. News Service, Inc.
Care and Training of Dogs (d)	Robert S. Lemmon	United Feature Syndicate
Careers for Women (d) (¾)	Business Women	Houghton Mifflin Syndicate Bureau
Carroll's Washington Dispatches (d)	Raymond G. Carroll	Ledger Syndicate
Cars and Stars (auto) (w) (3)	Ray McNamara	Christy Walsh Syndicate
Character Close-Ups (d) (1/6)		Ledger Syndicate
Charades (d-w) (¼)	William Bellamy	Houghton Mifflin Syndicate Bureau
Charleston Lessons (d) (ill)	Gilda Gray	Imperial News Service
Charts, Business (d) (2)	Staff	Cambridge Associates
Charts, Business (d)	Ralph F. Couch	Couch-Grimes Publishing Company
Chatty Talks (d)	Alma Whitaker	McClure Newspaper Syndicate
Cherub, The (d)	Rebecca McCann	George Matthew Adams Service
Child Training (3tw) (¼)	L. Lamar Matthews	King Features Syndicate, Inc.
Children's Club "Many Happy Returns" (d)		Republic Syndicate, Inc.
Children's Dot Puzzles (3w) (2)	Various	International Syndicate
Children's Dot Puzzles (d) (1)		Keystone Feature Syndicate
Children's Features—Dot Cartoons (d)	George Bell	Bell Syndicate, Inc.
Children's Features—Hart's Puzzles		Bell Syndicate, Inc.
Children's Features—Nat'l Sunshine Club (w)		Bell Syndicate, Inc.
Children's Page (w)	Various	International Syndicate
Children's Page (w) (fp)		World Color Printing Co.
Children's Poems—"Muvver and Me" (d-w) (¼)	Robert Livingston	Houghton Mifflin Syndicate Bureau
Children's Serial (d)	Florence Smith Vincent	Central Press Association
Children's Story, "Jack Rabbit"	David Cory	George Matthew Adams Service
Children's Story "The Nickledicks" (d)	Wm. Donahey	Chicago Tribune Newspapers' Syndicate
Children's "Teepee Tales" (d)	El Comancho	Republic Syndicate, Inc.
Children's Stories — "Tiny Tot Tales" (d) (1.4)	Martha Hart	Register and Tribune Syndicate
Children's Stories—"Toby Tinkle" (w) (½)	Martha Hart	Register and Tribune Syndicate
Children's Stories ("Twin Stories") (d) (½)	Lucy Fitch Perkins	Houghton Mifflin Syndicate Bureau
Children's Supplement Weekly, Junior (w) (4p)	Various	Daily Feature Newspaper Syndicate
Children's Vogue (3t-a-w) (¼)	Conde Nast	United Feature Syndicate
City Editors' Service (d)	W. B. Morgan and Others	Associated Editors, Inc.
Club Ethics (w)	Maud Swalm Evans	Chicago Tribune Newspapers' Syndicate
Club, National Sunshine (w)		Bell Syndicate, Inc.
Coffee Market (N. Y.) (d) (¼)		Post Syndicate
Coded Limericks (d)		Cosmos Newspaper Syndicate, Inc.
College Comics (d) (1¼)	College Comics Magazine	Wheeler-Nicholson, Inc.
College Humor (w) (hp)		Cosmos Newspaper Syndicate, Inc.
Column "The Conning Tower" (d)	F. P. A.	N. Y. World Syndicate
Column, Humor (w)	Frank Sullivan	N. Y. World Syndicate
Column, "It Seems to Me" (d)	Heywood Broun	N. Y. World Syndicate
Columns—"Line O'Type"	"R. H. L."	Chicago Tribune Newspapers' Syndicate
Column—"Telling the World"	Neal O'Hara	N. Y. World Syndicate
Column—"The Once Over"	H. I. Philipps	Associated Newspapers
Column—"The Way I Feel About It" (d) (1)	Wilbur Sutton	Editors' Feature Service—Johnson Features, Inc.
Column—"Today" (d) (1)	Arthur Brisbane	International Feature Service,
Columns "Way of the World" (d)	Grove Patterson	Republic Syndicate, Inc.
Combination News Service (d)		Ledger Syndicate
Common Sense Investing (3w) (½)	John K. Barnes	D. P. Syndicate
Conduct and Common Sense (ds)	Vogue	Conde Nast Newspaper Servic
Confessions of Authors (w)	Various	Chicago Tribune Newspapers' dicate
Conning Tower, The (d) (1)	F. P. A.	New York World Syndicate
Cook's Cook-Coos (d) (1) (ill)	Ted Cook	International Feature Service,
Cookery Articles (d-w)	Jane Eddington	Chicago Tribune Newspapers' dicate
Corner, Zoe Beckley's (d) (½)	Zoe Beckley	Famous Features Syndicate, I
Correct English (d) (1/6)	Charlotte Brewster Jordan	Ledger Syndicate
Cosmos Editorial Board (d)	Various	Cosmos Newspaper Syndicate,
Cotton Market Review (w) (2/3)		Post Syndicate
Cotton Market (N. Y.) (d) (½)		Post Syndicate
Criticism, Literary (w)	H. L. Mencken	Chicago Tribune Newspapers' dicate
"Crossed Wires" (w)	John T. McCutcheon	Chicago Tribune Newspapers' dicate
Crossword Puzzle (d)	Selected	Wheeler-Nicholson, Inc.
Cross Word Puzzle (d) (2)		Graphic Syndicate
Cross Word Puzzles (d) (2)	Various	International Syndicate
Cross Word Puzzles (d) (2)	J. C. Boyd	King Features Syndicate, Inc
Cross Word Puzzles (d) (2)	Walter B. Gibson	Ledger Syndicate
Cross Word Puzzles (d)	Richard Tingley	McClure Newspaper Syndicate
Cross Word Puzzles (d-s)		New York Herald Tribune S cate
Cross Word Puzzles (w) (3 and 4)		Premier Syndicate, Inc.
Cross Word Puzzles (d) (2)		Star Newspaper Service
Financial Curb Market News (N. Y.) (d) (¼)		Post Syndicate
Curious Facts (d) (1/3)	Prof. G. Samuels	Keystone Feature Syndicate
Current Fiction (d)	Various	NEA Service, Inc.
Current Health News (d) (1)	Dr. Morris Fishbein	Current News Features, Inc.
Current Radio (d) (¼) (ill)	American Radio Relay League	Science Service

D

Daddy Dusk (d)		Graphic Syndicate
David Lloyd George (Fort) (2)	David Lloyd George	United Feature Syndicate
Daily Mirror of Washington (d) (½)	Clinton W. Gilbert	Ledger Syndicate
Daybook of a New Yorker (d) (1)	Burton Rascoe	Editors' Feature Service-Jo Features, Inc.
Dear Caroline (d)	Various	Editors' Syndicate
Derringforth (serial)	Frank A. Munsey	Service for Authors
Detective Story Serials (d)		Ledger Syndicate
Detours (d-w) (½)	Philip S. Marden	Houghton Mifflin Syndicate B
Diet and Health (d)	Dr. Lulu Hunt Peters	George Matthew Adams Serv
Diet Service (d)		U. P. C. News Service, Inc.
Dial's Diary, The (w) (radio) (1)	Staff	Ullman Feature Service
Diary of a Fashion Model (ill.) (3tw) (½)	Grace Thorncliffe	Newspaper Feature Service,
Dish a Day, A (d) (¼)	Staff	Wheeler-Nicholson, Inc.
Do You Mean What You Say	Christine Holbrook	Register and Tribune Syndic
Doctor Talks, The (d) (½)	Dr. Frederick Damrau	Wheeler-Nicholson, Inc.
Dorothy Dix Service (d) (1)	Dorothy Dix	Ledger Syndicate
Dog's Life A (w) (1) (ill.)	Leon F. Whitney	Science Service
Dog Hill Paragrafs (d)	George Bingham	George Matthew Adams Serv
Domestic Economy (d) (½)	Staff	Wheeler-Nicholson, Inc.
Domestic Science (3w) (½)	Hannah Wing	International Feature Service
Doris Blake Chats (d-w)	Doris Blake	Chicago Tribune Newspapers dicate
Double Truck Feature (serial) (w) (2p)	Various	International Feature Service
Dramatic Criticisms (w)	George Jean Nathan	Bell Syndicate, Inc.
Dramatic Events in Bible History (w) (6)	Harlowe R. Hoyt	Publishers' Syndicate
Dramatic Letter (w)	George Halasz	Continental Features
Dramatic Letter (w)	Burns Mantle	Chicago Tribune Newspapers' dicate
Dramatic Letters	Alexander Woollcott	N. Y. World Syndicate
Dreamland Adventures (d) (½)	Arthur W. Stace	Ledger Syndicate

E

East Side West Side (d)	Jack O'Donnell	George Matthew Adams Se
Economy Kinks (3w) (¼)	L. B. Robbins	Houghton Mifflin Syndicate
Editorial, Inspirational (w) (ill.)	Arthur Brisbane	International Feature Service
Editorial Paragraphs (d) (½)	Tom Sims	NEA Service, Inc.
Editorials (d) (½)	Rogers Wickes Wamboldt	Wheeler-Nicholson, Inc.
Editorials (d) (1)	Col. Henry W. Bunn	Editors' Feature Service-J Features, Inc.
Editorials (d) (½)	Dr. Frank Crane	Associated Newspapers
Editorials (d)	Dr. Frank Crane	McClure Newspaper Syndica
Editorials	Paul V. Collins	Paul V. Collins Editorial Sy
Editorials (d) (⅜)	John Carlyle	Associated Newspapers
Editorials (d-w)	Glenn Emmons	Arco Newspaper Feature an tion Service
Editoriol (d)	Mary Stewart	Current News Features, Inc
Editorials (w)		Editor's Copy
Editorials (d)	Various	Cosmos Newspaper Syndicat
Editorial Paragraphs (d) (1)	Robert Quillen	Publishers' Syndicate
Editorials for Women (d) (½)	Florence Davies	New York Herald Tribune cate
Editorials—Women's (d) (1)	Sophie Irene Loeb	Editors' Feature Service-J Features, Inc.
Efficient Housekeeping (d) (2)	Laura Kirkman	George Matthew Adams Se
Enemy, The	Channing Pollock	Continental Features
Epigrams (d) (¼)	Wayne Haisley	Wheeler-Nicholson, Inc.
Etiquette (d) (¾)	Katherine dePeyster	Premier Syndicate, Inc.
European Events	Sir Philip Gibbs	United Feature Syndicate
European Letters (series) (1)	Strickland Gillilan	International Syndicate
Evening Story, The (d) (1)	Selected	Associated Newspapers
Everyday Poems (d)	George Elliston	Associated Newspapers
Every Day Questions (d) (1)	Dr. S. Parkes Cadman	New York Herald Tribune cate
Expert Bridge (w) (1) (ill.)	Sidney Lenz	Premier Syndicate, Inc.
Exploit and Adventure (w) (fp)		Metropolitan Newspaper Ser

F

Fables in Slang (ill.)	George Ade	Bell Syndicate, Inc.
Fairyland Tales (w) (tab)		World Color Printing Co.

(*Continued on page 42*)

ERIAL FICTION

by Beatrice Burton
Author of "Love Bound," "Her Man," "The Petter."

VOMAN'S PAGE

Editorials
by Sophie Irene Loeb
Fashions
by Sally Milgrim
Health Talk
by Dr. Andrew F. Currier
"The Daybook of a New Yorker"
by Burton Rascoe
"Bo-Broadway"
by Joseph Van Raalte
"Just Among Us Girls"
by Kathryn Kenney
"Her Day of Work and Play"
by Amy Abbott
Daily Poem

EDITORIAL PAGE

News Cartoons
by Satterfield
by Thiele
Washington Letter
by Frederic William Wile
Column of Comment
by Wilbur F. Sutton
"Kellygrams"
by Fred C. Kelly
Editorials
by Henry W. Bunn
by Joseph Van Raalte

NEWS PICTURE PAGE

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COMIC PAGE

"Skippy," comic strip
by Percy L. Crosby

"The Old Home Town"
by Lee Stanley

"Pippin Junction" Cartoon
by Russell Cole

"Etta Kett" strip
by Paul Robinson

"Campus Cowboys" a strip of campus antics
by Dow Walling

"Girliettes"
by Roy Grove

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GENERAL NEWSPAPER FEATURES

(*Continued from page* 40)

FEATURE	AUTHOR	SYNDICATE
Famous Fiction (d) (1½)	Various	Famous Features Syndicate, Inc.
Farming and Finance (w) (1)		Publishers' Financial Bureau
Farm & Garden (d-w)	Frank Ridgway	Chicago Tribune Newspapers' Syndicate
Farm Gossip (w) (1)		Editor's Copy
Fashion Art Layout (w) (1)	Margery Wells	New York World Syndicate
Fashion and Household Service (d-w)	Mary Marshall	McClure Newspaper Syndicate
Fashions (w) (1)	Henri Bendel	NEA Service, Inc.
Fashions (d) (ill.)	Marie Belmont	International Feature Service, Inc.
Fashions (d) (⅜)	Helen M. Emery	Associated Newspapers
Fashions (d-w)	Eleanor Gunn	Metropolitan Newspaper Service
Fashions (d)	Lucille Lorraine	Cosmos Newspaper Syndicate
Fashions (3tw) (ill.)	Mildred Lodewich	New York World Syndicate
Fashions (d) (¼) (ill.)	Sally Milgrim	Editors' Feature Service-Johnson Features, Inc.
Fashions (w) fp)	Ruth Stuyvesant	New York Herald Tribune Syndicate
Fashions, Children's (3tw) (ill.)	Vogue	Conde Nast Newspaper Service
Fashions—Dear Caroline (d)	Various	Editors' Syndicate
Fashion Doll Cut-Outs (w) (4)		World Color Printing Co.
Fashion Etiquette (d) (ill.)	Clare Standish	Bell Syndicate, Inc.
Fashion Hints (w) (½)	Louisa	Editor's Copy
Fashion Hints (d) (1)	Mabel Whitney	International Syndicate
Fashions, Men's (d-w)	A. T. Gallico	Chicago Tribune Newspapers' Syndicate
Fashions, Men's (3tw) (ill.)	Vanity Fair	Conde Nast Newspaper Service
Fashions, Men's (d) (½)	Sylvester Martin Zinns	Wheeler-Nicholson, Inc.
Fashions—"Modes Miniature" (d)	Margette	National Newspaper Service
Fashion Page (w) (fp)	Edith M. Burtis	Ledger Syndicate
Fashion Page (w)	Sally Milgrim	Editors' Feature Service-Johnson Features, Inc.
Fashion Page (w)	Various	International Syndicate
Fashion Page (w) (fp)		World Color Printing Co.
Fashion Paris Letter (w)	Anne Somerhausen	T-Bean Newspaper Syndicate
Fashion, Paris (w) (fp) (c or b)	Unsigned	International Feature Service, Inc.
Fashion Sketches (3tw) (3)	Julia Boyd	McNaught Syndicate, Inc.
Fashions "Vogue" (d) (½)	Conde Nast	United Feature Syndicate
Fashions, "Vogue" (d) (ill.)	Vogue	Conde Nast Newspaper Service
Fashions, Women's (d-w)	Corinne Lowe	Chicago Tribune Newspapers' Syndicate
Fashions, Women's (d) (½)	Selected	Wheeler-Nicholson, Inc.
Famous Fortunes (ill.) (2tw) (½)	Mark Stuyvesant	Newspaper Feature Service, Inc.
Famous Sweethearts (d) (½)	Blanche Greer	Ledger Syndicate
Fatty Lewis (ill.) (w)	Arthur F. Killick	McNaught Syndicate, Inc.
Feature Letter (w)	Staff	Arco Newspaper Feature and Fiction Service
Feature Page (w)	Various	International Syndicate
Feature Page (w) (fp)		World Color Printing Co.
Feature Stories	Various	Holmes Feature Service
Fiction	Popular Authors	Houghton Mifflin Syndicate Bureau
Fiction	Various	Service for Authors
Fiction, Famous (d) (1½)	Various	Famous Features Syndicate, Inc.
Fiction—"The Enemy"	Channing Pollock	Continental Features
Fiction Page (w) (fp)		Ledger Syndicate
Fiction Serials (d)		Ledger Syndicate
Fiction Service (d-w)	A Hundred Novelists	D. P. Syndicate
Fiction—Short Stories	Henrique R. France	Arco Newspaper Feature and Fiction Service
Fiction—Short Stories (d-w)	Various	Chicago Tribune Newspapers' Syndicate
Fiction—Short Stories (w)	Various	Bell Syndicate, Inc.
Fiction, Tabloid Short Story (d) (1)	Selected	Wheeler-Nicholson, Inc.
Fillers	Staff	Handy Filler Service
Fillers (d)	C. E. Brown	Cosmos Newspaper Syndicate, Inc.
Figures of Speech (d) (¼)		King Features Syndicate, Inc.
Film Folk (d) (1/3)	Thelma L. Ferguson	Famous Features Syndicate, Inc.
50 Famous Monuments (w) (4)	Hendrik Van Loon	Christy Walsh Syndicate
Financial Articles (d-w)	B. C. Forbes	Premier Syndicate, Inc.
Financial—Common Sense Investing (3w) (1.2)	John K. Barnes	D. P. Syndicate
Financial ("The Investor") (d)		Post Syndicate
Financial—Investor's Aid Service (d) (½)		Chicago Journal of Commerce
Financial (London Daily Radio) (d)	Arthur W. Kiddy	Post Syndicate
Financial Markets (d) (½)		Post Syndicate
Financial, Money at Work (d) (1)	Various	Associated Editors, Inc.
Financial News Service (d) (13)		Post Syndicate
Financial—Stock-a-Day (d) (ill.)		Bell Syndicate, Inc.
Financial Tables (d-w)		Chicago Journal of Commerce
Financial—"What's Behind Your Stock" (d)		Cambridge Associates
Financial, Your Business (d)	A. W. Shaw Company	Associated Editors, Inc.
Finding Your Job and Making Good (d)		Graphic Syndicate
First Jobs of Big Men (d) (¼)	Philip Nowlan	King Features Syndicate, Inc.
Flapper's Notebook (d) (1)	Constance Talmadge	Cosmos Newspaper Syndicate, Inc.
Foreign Exchange (N. Y.) (d) (¼)		Post Syndicate
Foreign News Service (d)		Ledger Syndicate
For the Woman Reader (w) (2½)	Florence Riddick Boys	Woman's Page Copy
Food Service—"Let's Go a Marketing" (d-w)	Winifred Worth	Harland H. Allen Feature Service
Fun in Black & White (w) (fp)		World Color Printing Co.
Fun Shop (d)	M. F. Judell	George Matthew Adams Service
Frank Sullivan (humor) (w) (1)	Frank Sullivan	New York World Syndicate

G

FEATURE	AUTHOR	SYNDICATE
Galli-Curci Travels (w) (fp)	Galli-Curci	Cosmos Newspaper Syndicate
Garden, Farm and (d-w)	Frank Ridgway	Chicago Tribune Newspapers' Syndicate
Gardening for the Amateur (ill) (w) (2)	T. H. Rand-McNally	Star Newspaper Service
General Features	Various	Holmes Feature Service
Gentleman From—, The	The Benton Howard	Editors' Syndicate
Get Fit Quick (d) (½)	Wm. J. Herrmann	Ledger Syndicate
Gibbs (w) (2)	Sir Philip Gibbs	United Feature Syndicate
Gilbert's Washington Dispatches (d)	Clinton W. Gilbert	Ledger Syndicate
Girl About Town, The (w) (½)	Margery Dykeman	Wheeler-Nicholson, Inc.
Gloria, the American Girl (w) (fp) (c)	Penrhyn Stanlaws	International Feature Service
Goodhousekeeping (w) (ill)	Various	International Feature Service
Good Manners (d) (½)	Mrs. Cornelius Beeckman	Premier Syndicate, Inc.
Good Night Stories (d) (2/3)	Blanche Silver	Newspaper Feature Service,
Goops (d)	Gelett Burgess	Chicago Tribune Newspapers' Syndicate
Grain Market (N. Y.) (d) (1/3)		Post Syndicate
Greatest Thing in the World, The (d)	Laurel Gray	National Newspaper Service
Grin's Fairy Tales (d) (½)	Gregory Grin	Ledger Syndicate
Gross Exaggerations (w) (1) (ill)	Milt Gross	New York World Syndicate

H

FEATURE	AUTHOR	SYNDICATE
Hadleys, The (w)	Inez Haynes Irwin	McClure Newspaper Syndicat
Handicraft in the Home (3w) (2-3)	Alice U. Fewell	International Syndicate
Handy Fillers	Staff	Handy Filler Service
Handy Headed Fillers	Staff	Handy Filler Service
Haskin Letter (d) (1)	F. J. Haskin	Frederic J. Haskin
Health Articles	Dr. James W. Barton	Bell Syndicate, Inc.
Health Articles (d)	Dr. W. A. Evans	Chicago Tribune Newspapers'
Health Articles (d) (1)	Dr. A. F. Currier	Editors' Feature Service—Jo Features, Inc.
Health Articles	Paul J. Veatch	Graphic Syndicate
Health, Diet and (d)	Dr. Lulu Hunt Peters	George Matthew Adams Servi
Health, Heart, and Home (w) (fp)	Various	International Feature Service
Health News (d) (1)	Dr. Morris Fishbein	Current News Features, Inc.
Health Talks (d-w)	Dr. William Brady	National Newspaper Service
Health Talks (d) (1)	Royal S. Copeland	Newspaper Feature Service,
Health Talks (d) (½)	Dr. Chas. A. L. Reed	King Features Syndicate, Inc
Health—"That Body of Yours" (d)	Dr. James W. Barton	Bell Syndicate, Inc.
Health, Your (d) (¼)	Dr. Woods Hutchinson	Houghton Mifflin Syndicate
Helen and Warren (w)	Mabel Herbert Urner	Bell Syndicate, Inc.
Her Own Way (d) (½)		NEA Service, Inc.
Herold's Humor (w) (¼) (ill)	Don Herold	New York Herald Tribune
Hints for the Motorist (3w) (2)	Albert L. Clough	International Syndicate
Holding Your Husband (d) (½)	Lorene Bowman	Wheeler-Nicholson, Inc.
Hollywood Holidays (d) (¼)	Staff	Wheeler-Nicholson, Inc.
Home-Building (w) (fp)		New York Herald Tribune
Home Dressmaking (3w) (½)	Mildred Ash	International Feature Service
Home Harmonious (w)	Anti de Campi	Chicago Tribune Newspapers

(*Continued on page* 44)

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TRAILING THE NORSE EXPLORERS

Three Women Will follow Leif Ericson

McNaught Syndicate is able to announce an extraordinary feature. The MacMillan Expedition is setting out June 19 for the Far North. For the Field Museum, Chicago, it will endeavor to trace the old Norse adventurers who first discovered North America, hunting for remains and records more than a thousand years old. It will be a thrilling expedition, and important to history.

For the first time, women are going to report a great exploration in the North. Miss Maude Fisher, of New York, now a student at Wellesley College, Mrs. Rowe Metcalf, of Providence, R. I., and Miss Marion Smith, of Wiscasset, Me., are the women.

Miss Fisher will write a diary, which will be sent by radio from the ship. This diary will be released through McNaught Syndicate in twelve weekly installments. From 2,000 to 3,000 words to each release.

It will be the big newspaper feature of this summer. Wire for rights or for particulars.

CRAIG KENNEDY

A new daily strip. Not comic. Detective story interest replaces the comic factor. Stories by Arthur B. Reeve himself. Art work by Harry J. Flemming, who works with Reeve.

Each detective story in this series features Craig Kennedy, the scientific detective. Each story runs through from two to three weeks. But each day's strip carries the sustained mystery interest.

This feature is beautifully executed. It is utterly unlike anything else that is being offered to newspapers. It is sold already in Chicago, Boston, Baltimore, Albany, Buffalo, Cincinnati, Wheeling, Erie, Milwaukee, Rochester, Syracuse, Toronto, Passaic, Hamilton, O., and Union City, N. J.

"SAID BY MARK TWAIN"

Here is a new daily feature that is a big success already, although only just released. A little group of paragraphs and wise and humorous sayings by the Master Humorist. Never before printed in newspapers. Fully protected by copyright. Daily, with thumb-nail cut of Mark Twain. Here's a feature that has its audience waiting for it. Everybody loves Mark Twain.

"FORE!"

A new daily one-column golf feature; art and humorous text, by Kent E. Straat. It takes little space, but it is dear to the hearts of the golfers.

ELLISON HOOVER

In September we will begin releasing a series of three-column daily cartoons by this well-known artist. If you look at them you'll smile.

RUBE GOLDBERG
Daily cartoon strip

H. J. Tuthill, daily and Sunday
The Bungle Family

Carolyn Wells, daily
Funny stories

The Two-Way Pulpit, weekly
John Roach Straton and H. C. Herring

Roe Fulkerson
Andrew and Imogene, daily
Hotel Stenographer, daily
Sunday Morning Breakfast, weekly

WILL ROGERS
Daily and weekly

GUS MAGER
"Oliver's Adventures"
Daily Strip

O. O. McINTYRE
Daily and weekly

Irvin S. Cobb, daily
Favorite stories

Clifford McBride, weekly
Wordless Side-splitters

Albert Payson Terhune, weekly
"Tales of Real Dogs"

Fatty Lewis, weekly

Julia Boyd Fashion Service
Three times a week

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V. V. McNITT, *President* F. J. MURPHY, *Treasurer* C. V. McADAM, *Vice-President*

GENERAL NEWSPAPER FEATURES

(*Continued from page 42*)

FEATURE	AUTHOR	SYNDICATE
Home Interest Page (w) (fp)	Florence Brobeck	New York Herald Tribune Syndicate
Home Kitchen (3tw) (½)	Jeanette Young Norton	Newspaper Feature Service, Inc.
Home-Making Helps (3tw) (½)	Wanda Barton	Newspaper Feature Service, Inc.
Home Notes (d) (1/6)	Jenny Wren	Ledger Syndicate
Home Sewing (d)	Ruth Wyeth Spears	George Matthew Adams Service
Horoscope (d)		McClure Newspaper Syndicate
Horoscope (6tw) (⅓)	Genevieve Kemble	Newspaper Feature Service, Inc.
Horoscope, Scientific (d) (¼)	Mme. Alpha	Science Service
Horoscope Service (d-w)	Mary Blake	Bell Syndicate, Inc.
House and Garden (d) (ill)	House and Garden	Conde Nast Newspaper Service
House and Garden (d) (½)	Conde Nast	United Feature Service
House Organ "Ad-route" (m)	W. S. Ball	International Syndicate
House Plans (d)	George E. Fowler	George Matthew Adams Service
House Plans (w)	"House and Garden"	United Feature Syndicate
House Plans (w) (3)	W. W. Purdy	International Syndicate
Household, The (d) (ill)	Lydia LeBaron Walker	Bell Syndicate, Inc.
Household Economy Series (3tw)	Ida Bailey Allen	New York World Syndicate
Household Hints (d)		Keystone Feature Syndicate
Housewife's Economy Calendar (d)		McClure Newspaper Syndicate
Housewife's Idea Box (d) (1/6)	"The Housewife"	Ledger Syndicate
Hotel Stenographer (d) (1/3)	Roe Fulkerson	McNaught Syndicate, Inc.
Howe About Everything (w)	Ed Howe	Bell Syndicate, Inc.
How's Business (w)	Staff	Cambridge Associates
How Do They Do It? (w) (interviews)	Alice Rohe	T-Bean Newspaper Syndicate
How it Started (d)	Jean Newton	Bell Syndicate, Inc.
How to Achieve Beauty (d) (¼)	Mme. Helena Rubenstein	Editors' Feature Service—Johnson Features, Inc.
How to Break into the Movies (w) (ill)	Inez Wallace	Bell Syndicate, Inc.
How to Earn Money at Home (d)	Sara Spence	Graphic Syndicate
Hughes, Rupert (w)		Bell Syndicate, Inc.
Human Discoveries (w)	Preston Wright	Republic Syndicate, Inc.
Humor, College (w) (hp)		Cosmos Newspaper Syndicate, Inc.
Humorous Anecdotes (d)	Carolyn Wells	McNaught Syndicate, Inc.
Humorous Letter (w) (ill)	Ring Lardner	Bell Syndicate, Inc.

I

"I and George" (w)	Nina Wilcox Putnam	Republic Syndicate, Inc.
Illustrated Story (w) (fp)		World Color Printing Co.
I'm the Gink (d)		Republic Syndicate, Inc.
In and About New York Society (w)	"Marionette"	Continental Features
In New York (d) (½)	Gilbert Swan	NEA Service, Inc.
In the Garden with Burbank (d) (⅓)	Luther Burbank, editor	C. C. Powell Newspaper Features
Indoor and Outdoor Gardens (d) (½)	Jane Leslie Kift	Ledger Syndicate
Information Bureau (d-w) (½)	R. H. Lecraw	Thompson Feature Service
Inspirational Editorial (w) (ill)	Arthur Brisbane	International Feature Service, Inc.
Inspirational Talks (4tw) (2/3)	Winifred Black	Newspaper Feature Service, Inc.
Interior Decoration (d) (¼)	Staff	Wheeler-Nicholson, Inc.
Interpretation of Foreign Affairs (d)	Frank H. Simonds	McClure Newspaper Syndicate
Interior Decoration (3w) (¼)	Christine Holbrook	Des Moines Register and Tribune Syndicate
International Sunday School Lesson (w) (1)		Editor's Copy
Interviews	Paul V. Collins	Paul V. Collins Editorial Syndicate
Interviews	Various	Holmes Feature Service
Interviews (w) (2)	Bradley Kelly	Imperial News Service
Interviews (w) (1)	Drew Pearson	U. P. C. News Service, Inc.
Interview—Editorials (d) (1/3)	W. J. Ballinger	U. P. C. News Service, Inc.
Into the North with Commdr. Mac Millan (d)	Ross Coles	McClure Newspaper Syndicate
Into the Light (d) (½)	Helen Keller	Famous Features Syndicate, Inc.
Investor's Aid Service (d) (½)		Chicago Journal of Commerce
Investor, The (d)		Post Syndicate
Isn't it Odd (w) (½)	William Atherton DuPuy	Science Service
It Seems to Me (d) (1)	Heywood Broun	New York World Syndicate

J

Jack Rabbit Stories (d)	David Cory	George Matthew Adams Service
John Smith and His Car (w) (½)	F. C. Russell	Ullman Feature Service
Jokes (d) (ill) (1)		Associated Newspapers
Jubilee's Pardner (d)	Judd Mortimore Lewis	George Matthew Adams Service
Just Among Us Girls (d) (½)	Kathryn Kenny	Editors' Feature Service—Johnson Features, Inc.
Just Folks (d)	Edgar A. Guest	George Matthew Adams Service
Justice Series (w)		Chicago Tribune Newspapers' Syndicate
Junior Weekly Supplement (w) (4p)	Various	Daily Feature Newspaper Syndicate

K

Kellygrams (d) (1)	Fred Kelly	Editors Feature Service—Johnson Features, Inc.
Kiddie Klub (d) (¼)	Eleanor Schorer	New York World Syndicate
King Fuzzy-Paws (d) (¾)	Gleb Botkin	Editors' Feature Service—Johnson Features, Inc.

L

Labor Articles (w)	James M. Lynch	McClure Newspaper Syndicate
Lait, Jack—(story) (w) (ill.) (fp)	Jack Lait	International Feature Service, Inc.
Latest from Paris (ill.) (d) (ill.) (2)	Paris Staff	International Feature Service, Inc.
Laughs from Life (d) (2)		Life Syndicate
Stephen Leacock (w)	Stephen Leacock	Metropolitan Newspaper Service
Let's Plan a Party (w) (½)	Susan Gardner	Des Moines Register & Tribune Syndicate
Literary Criticism (w)	H. L. Mencken	Chicago Tribune Newspaper Syndicate
Life and Times of Buffalo Bill (w)	Courtney Riley Cooper	Bell Syndicate, Inc.
Life of Christy Mathewson (d) (ill)	Bozeman Bulger, Mrs. Mathewson	Bell Syndicate, Inc.
Lights of New York (d)	Pierre Van Paasen	Bell Syndicate, Inc.
Limericks, Coded (d)		Cosmos Newspaper Syndicate, Inc.
Line O'Type (d-w)	"R. H. L."	Chicago Tribune Newspaper Syndicate
Listening In on the United States (2w)	Robert Heinl, D. Heinl	Radio News Syndicate
Listen World (d-w) (1)	Elsie Robinson	King Features Syndicate, Inc.
Literary Criticism (w) (1)	Tom Masson	Cosmos Newspaper Syndicate
Little Benny's Notebook (d-w)	Lee Pape	George Matthew Adams Service
Little Stories for Bedtime (d) (⅝)	Thornton W. Burgess	Associated Newspapers
Living Inventions (d) (1/6) (ill)	Gaylord Johnson	Science Service
Living to Live (d)	Herbert M. Shelton	Graphic Syndicate
London Lights (w) (personalities)	Marion Ryan	T-Bean Newspaper Syndicate
London Daily Radio (financial) (d)	Arthur W. Kiddy	Post Syndicate
Louisa's Letter (w) (½)		Editor's Copy
Love Confessions of Great Men (w) (¾)	Joseph Kaye	Wheeler-Nicholson, Inc.
Love Notes (d) (1/6)	Kay Kean	Ledger Syndicate
Love Trap, The (Serial) (d)	Idah McGlone Gibson	National Newspaper Service
Lyrics of Life (d)	Douglas Malloch	McClure Newspaper Syndicate

M

Ma (Gov.) Ferguson Says (w)	Steve Stevenson	T-Bean Newspaper Syndicate
Magazine Features (w) (tab)		New York Herald Tribune Syndicate
Magazine Page (w)		Editors' Feature Service—Johnson Features, Inc.
Magazine Pages (w) (fp)		World Color Printing Co.
Magazine Pages (w) (fp)		Ledger Syndicate
Magazine Pages Sunday (w) (fp)		Ledger Syndicate
Magic Motifs (w) (½)	Various	Cosmos Newspaper Syndicate
Maiden Meditations (w)	Sara Moore	Chicago Tribune Newspapers Syndicate
Make Your Own Toys (w) (tab)		World Color Printing Co.
Making Modern Menus (d) (1)	Kathryn Kenney	Editors' Feature Service—Johnson Features, Inc.
Making the Most of Your Looks (d) (1/3)	Dorothy Stote	Ledger Syndicate
Manhattan Aisles (w) (1)	Staff	Wheeler-Nicholson, Inc.
Manhattan Days & Nights (d) (¾)	Herbert Corey	Associated Newspapers
Man Nobody Knows (d) (series)	Bruce Barton	Bell Syndicate, Inc.
Many Happy Returns (d)		Republic Syndicate, Inc.
Maps (News) (d) (2)	Clinton R. Thompson	International Syndicate
Market Leads (N.Y.) (Bonds, Curb, Foreign Exchange, Grain, Cotton, Coffee, Sugar) (d)		Post Syndicate
Marriage Game (d)	Mr. and Mrs. Arnold Hatton	National Newspaper Service
Married Life Serial (w) (ill)	Connie and Bert	Bell Syndicate, Inc.
Married Life Serial (d) (1)	Ann Lisle	King Features Syndicate, Inc.
Married Life Serial (w) (ill)	Mabel Herbert Urner	Bell Syndicate, Inc.
Matrimonially Speaking (d) (1/6)	Mr. and Mrs. Hugh McKay	Ledger Syndicate
Medbury Says (d) (¾)	J. P. Medbury	King Features Syndicate, Inc.
Meditations of a Married Woman (4tw) (½)	Helen Rowland	King Features Syndicate, Inc.
Melting Pot, The (w) (½)	Staff	Wheeler-Nicholson, Inc.
Men and Markets (financial) (d) (1)		Publishers Financial Bureau
Men and Women (d)	Rudolph Valentino	National Newspaper Service
Men's Fashions (d-w)	A. T. Gallico	Chicago Tribune Newspapers Syndicate
Mental Daily Dozen (d) (½)	A. L. Wilbert, M. A.	King Features Syndicate, Inc.
Menus (d) (⅜)		Associated Newspapers
Menus (d)		Keystone Feature Syndicate
Menus, Making Modern (d) (1)	Kathryn Kenney	Editors' Feature Service—Johnson Features, Inc.
Merry Go Round of the Drama, The (w)	Jessy Trimble	T-Bean Newspaper Syndicate
Milady Beautiful (d) (½)	Lois Leeds	Ledger Syndicate
Milgrim Fashion Page (w)	Sally Milgrim	Editors' Feature Service—Johnson Features, Inc.
Mind and Body Talks (d) (½)	H. Addington Bruce	Associated Newspapers
Mind Meter, The	Dr. J. Lowell Henderson	Bell Syndicate, Inc.
Mind Tests (d)	Dr. Winston Mitchell	National Newspaper Service
Miniature Magazine (ill) (d) (1½)		King Features Syndicate, Inc.
Minute or Two With Books, A (3tw) (1)	Ruth Snyder	New York World Syndicate
Modern Problems In Bible Study (w) (½)	R. W. Thompson	Des Moines Register & Tribune Syndicate

(*Continued on page 46*)

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299 Madison Ave., New York *THEODORA BEAN, Editor*

...ore than sixty fea-
...res daily by out-
...anding artists and
...nd writers.

The Syndicator

"A Feature Paper For Newspapers"

Tentative Release Date For Contents of This Issue, July 5, 1926.

...r-Nicholson, Inc NEW YORK, JUNE 5, 1926 Entered as second ... Post Office, ... York

...EATURE PERIODICAL LAUNCHED

...ME : WHEELER-NIC...



...ars ago it was decided to add a dozen or so ...cars to take care of ...increasing traffic. ...ter the elevated lines ...with their curious ...rives—but transporta... in a jam. The sur... filled to their capac... ...teds not having any ...nce and yet they, too, ... Then the first sub... ...gurated running only ...ace. This did not re... ...sation and other sub... ...structed. These, too, ...ome congested with the ...ng crowds. So today ...subway construction ...at will be the most ...ransportation feat ...nsion of the national ...from the Mississippi ...e Coast. Hundreds of ...to be spent to rush ...of souls to and from ...And I venture a guess ...ew years additional ...ve to be employed to ...the city's transporta...

...how that over sixty ...people attend the ...rew York City. These ...ach the subways on ...me at just the same ...llion others from shop ...As a result there is ...ed a "subway jam." ...ci in subway coaches ...on a can. If you accid... your elbow in a fel...'s eye you must leave ...ll the next station ...rill be a slight change ...he gentlemen who is ...ely on your back may ...another will take his place. The fat lady who has been standing on your bunion from 42nd to 72nd may decide to stand on your other foot for a while. As soon as the transportation question is solved in New York the sale of corn cures will fall off fifty per cent in the city.

At 191st Street the subway is some twenty stories underground. To reach the trains one is forced to use an elevator similar to a lift in a mine. Two hundred feet, and more, below the earth's surface are express trains rushing through their narrow tunnels at a mile-a-minute clip. New Yorkers think nothing of this engineering feat, but at the same time they will get a real kick out of a sidewalk magician who carries a butcher knife stuck through his fore-arm.

In practically every subway station is a licensed peddler of pencils, shoe strings, and other whatnots. Their incomes vary according to locality. Contrary to the usual first thought the best paying locations for such sales are in the poorer sections of the city. Shop girls are most susceptible to the supplications of the crippled or blind.

One vendor of pencils on the East Side subway downtown, has educated three children, and owns his home. He is brought to his stand each morning by the youngest of his children, a boy now in first year college. Then in the late afternoon his son calls for him and pilots the way home. The father is totally blind. He says that he will never retire, even though offered a life of comparative ease by his children. The sound of hurrying feet to and from the subway, and the clatter of the turnstiles have become a part of his life.

...LY HEALTH TALKS

FREDERIC DAMRAU, M.D.

...tely one person in ...s so deaf that he can... own living. Accord... Harold Hays, there are ...ine hundred thousand ...ew York City suffer... ...fness sufficient to in... ...em socially or eco... ...urthermore, probably ...f us are afflicted with ...e of impairment of hear... ...er both ears. So pro... ...ct of deafness is one ...ctical importance.

...e a patient that he had ...ion of his middle ear. ...that he had only two ...g and a left one. ...if you were to push ...o your ear canal, a ...uld never try, it would ...nor a distance of about ...a quarter and then ...mbrane. That mem... ear drum. On the ...e the ear drum is the ...

...id ear is an important ...hearing apparatus. It ...the tiny bones, linked ...form a lever. When ...ves set the ear drum ...vibrations are mag...darried by these tiny ...internal ear, the or... ...ceives the sound and ...ssages to the brain. ...e majority of cases of ...due to disease of the ...When this part of the ...on inflamed, the little ...ted within it may be ...d, as it were, by ad... ...middle ear cavity itself ...on swampy with mucus ...on abscess may form ...the ear, burst through ...and destroy the three ... It is small wonder, ...circumstances, that the ...not hear well!

...ear cavity is con... ...the back of the nose ...y means of a tube, ... *eustachian tube.* It ...derstand why Nature ... the eustachian tube ... to the top of a high ..., a will find the atmos...ere rarefied. On the ...of you pass through a ...n the air will be con... ...ou had no eustachian ...ear drum would be ...hen you climbed the ...d pushed in when you ...tunnel. The eustachian ...o air from the outside ...middle ear, with the ...he pressure on both ...or drum is equalized. ...nly the eustachian ...germs as well as air ...ough it. If you have ...head, the germs lodged ...f your nose are given ...ry tickets.

...the openings of the ...tube at the back of the nose do not stand wide open. Only when you swallow or blow your nose do they open their portals.

If you have a cold in the head, you must be extremely careful not to encourage the infection to travel to the middle ear. Forcible blowing of the nose is sure to blow some of the mucus and pus from the back of the nose through the eustachian tube and into the middle ear. Douching of the nose, a most dangerous practice, is only too likely to wash some of the germs on their destructive journey to the seat of deafness. Bathing with the head under water while one has a cold is another way of taking a chance with the odds against you.

Influenza, pneumonia, and the childrens' diseases are other conditions commonly followed by inflammation of the middle ear. The infection follows the same route from the back of the nose.

If you have a cold in the head or a bad attack of the "flu," some of the germs are apt to travel to the middle ear in spite of all precautions But to blow your nose like an army bugle or rinse it with salt water is to give every germ in the back of your nose an engraved invitation to spend a week end in your middle ear.

PAIN IS FELT IN THE BRAIN

From Missouri. My brother, who lost a leg in France, tells me that he suffers from pain in that foot. I can't see how the foot can hurt him when it isn't there any more.

A. Your brother is telling the truth. All pain is really felt in the brain. If the nerve coming from the foot is irritated up in the thigh, brain says that the foot hurts, even though that foot is over in France You can try it out for yourself by rapping your funny bone at the elbow. In doing so, you stimulate one of the nerves coming from the hand. After knocking the funny bone, the numb sensation goes all the way down into the ring and little fingers.

EPILEPSY NOT INHERITED

D.N. Is epilepsy hereditary?

A. No. Many medical men have said that epilepsy is hereditary; but, where careful statistical studies have been made, this statement has not been borne out.

BE SURE FIRST

Worried. I have been told that I have lung disease. As I work in an office now, they say that I must lead my life in the open air. Do you think I could cure myself by driving a taxicab for a living, so as to be in the open?

A. If you have tuberculosis, driving a taxicab would be the worst thing for you. It is entirely too strenuous. Rest is even more important than fresh air. You had better see your doctor and be guided by his advice. Who told you that you have "lung disease?"

Beauty Hin...

By Peggy Hopkins ...

"THE PERMANENT ...



How many hideous wool... we saw last season. H... tales of havoc, left in ... of last year's permanen... lated over bridge t... these are just enoug... "permanents" seen, ... proposition puzzling ... "We'll be frank," ... know, "the 'perm... certain amount of ... only in proportion ... which the hair and ... both before and afte...

A healthy head of ... ter what the textur... ways takes a good ... wave. Color calls in ... scalp, are not destro... process. Split ends a... which result, are easil... But the process is str... constant care must be ... the hair afterwards.

First Make Test

To play really safe, one ... persuade the hair dresser to ... a lock of one's hair as a ... first. Then the result won... such a gamble. Oily hair ... rally takes a good wave b... hair is often stronger and ... less during the process. ... if your hair is dyed! Ce... oring stuffs react like ... the permanent wave pr...

Choose your shop wit... be sure your hair is in ... dition before you tak... manent" step.

Remember those ... mops you've seen? ... at all necessary, no... fault of the process ... ent wave will get ... too frequent washing ... hair brush, instead. ... with long, soft, pliab... and brush with upward... ward strokes. This not on... the hair, but it brings ... down from the scalp. Th... manent" dries it out of th...

Wash your brush frequen...

Cotton For Tonics

Oils and tonics, if you ... needs them, should be appl... cotton. Be sure your s... sorbs them. Don't let t... main on the surface.

Split ends should be ... off, not singed. Treat th... oil, applied with the finger...

Last but not least—let me ... courage those frequent and expe... sive trips to the hair dresser for ... water waves. Do it yourself. Just ... get some nice long, broad, combs ... or even hair pins. It's easy to ... learn to slip them into place. Tie ... a little net over the ensemble, then ... do what you please about the ... house for a half hour till the ... waves emerge all trim and gleaming. One of the worst things for your permanently waved hair is the artificial dryer.

Your best shampoo is a castile soap and olive oil solution, but let me reiterate, you with the permanent wave, your best friend is your hair brush. Use it.

TESTED RECIPES FOR LONG LIFE

By Alumni of the Three-Score-and-Ten Society

By George Haven Putnam, Famous Publisher.

"I have no actual recipe for long life. I follow the practiced prescription of Teufelsdrockh in 'Sartor Resartus'; 'Do the thing that lies next and the thing will take care of itself.'

"The work by which a man earns his living should not be permitted to monopolize his thoughts and his interests.

"The day, or the work, should include a proper allowance of physical activity. My own routine has been, during the winter, to walk about four miles a day. In summer there is less walking but opportunity has been made for tennis and surf bathing among other things.

"A man's obligations may be classed as, to himself, to develop his ideals and shape his life as far as he may find it practicable in accordance with those ideals. To fulfil his duty to those for whom he is responsible; to fulfil his duty to the community he lives in, to his city, his State and his nation, not simply by refraining from breaking the law, but to share in securing better law.

"It is my conclusion that the prospect of securing a fairly long life is probably furthered by the maintenance of a well-ordered and balanced activity."

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"College Comics"

"The Syndicator" also contains six pages of features for women, a daily fashion feature for men, two complete pages of sports features, a page of daily editorials, with editorial cartoon, a crossword puzzle page, and a page of news pictures.

Subscribers using "The Syndicator" service will clip printed matter, two copies being sent each subscriber for this purpose. Mats of picturized novels and short stories, as well as mats of all other cuts or illustrations, are forwarded promptly to all subscribers, and mats of the daily picture service are sent daily by fast mail.

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Publication Radically Lowers Cost and Raises ...ality of Features—Unique Combination of Clip Service and Mats

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Wheeler-Nicholson In Announcement ...ns Details of System Expected to ...evolutionize Feature Marketing

...YORK, June 5.—Major Malcolm Wheeler-... President, Wheeler-Nicholson, Inc., today an... inauguration of a new syndicate service. The ...mber of the new weekly feature paper, the ...TOR, was issued today. "Syndicate service as ...e newspapers up to now is basically faulty," he ...here is no reason in the world why syndicate mate... ...continue to be so low in quality and so high in ...nly the newspapers of this nation are well able ... material at lower cost if someone will inaugu... ...r system.

...Nicholson, Inc., offers this system. This offer ...erious study and hearty co-operation of news... ...s publishing the SYNDICATOR which starts as ...t will eventually be converted into a daily syndi..., packed and crammed with a wealth of artistic ...ry material of highest quality, sold at absolutely ... price in the mrket.

Old Evils Corrected

...YNDICATOR at one blow removes all the very ...ils of the present syndicate system. These evils ... As regards the syndicates, they have become ...ng entities rather than creative forces They ... lacking in originality. Their prices are out... there are too many syndicates bidding up the ...riters and artists. Too many expensive salesmen ...ained. Syndicates indulge too much in costly ad... promotion. They should devote vastly more energy ...ng and originating. They have not yet grasped th... of the word 'service.' They indulge in wastefulness. ...cation of features, in trying out unsalable matter and ...g poor material. It is difficult for a syndicate, ...nder the old plan, to show originality. It is too ... a matter to try out new features. Syndicates are ... with the best artists and writers who will not ...n syndicate work, prefering to sell outright to ... Syndicates cannot afford to buy good stuff for ...s, not knowing whether costs will be met by suffi...s. These are a few evils from the syndicate side ... editorial side are the evils of high prices and the ...kmanship they receive from syndicates, the smudgy ...aphed copy, the slip shod work, the harping on one ... Editors give syndicate writers and artists publicity ...h are forced to pay higher prices because of this ...y. Editors do not receive first rights on good mate... ...nd are forced to tag along behind even mediocre maga...s. The editor is dependent upon syndicates and can only ...oose the least of the evils offered. Syndicates raise prices whenever and however they can. After a feature has been established by one paper it is very liable to be sold out at a higher price to a competitor. The whole wasteful, clumsy game reacts to the newspaper in the form of mediocre material at the highest price. Today, throughout the country, the newspaper reading public is subjected to third and fourth rate material whereas they are entitled to the best that can be found in the market.

"Wheeler-Nicholson, Inc., has broken entirely away from old syndicate methods. It strives for originality. It knows from experience that good material will sell itself without heavy sales expense. It specializes on high quality rather than an expensive sales force and returns the savings to the editor in phenomenally low prices. By publishing a syndicate paper it immediately frees itself from the necessity of depending upon the itinerant and inept or the artist and writer who demand long contracts and heavy percentages. It buys new, timely, interesting material in the open market, in the same manner as Life, Judge, Liberty, the Saturday Evening Post, Collier's, and other publications.

"Not being committed irretrievably to any artist, writer or feature, except of course such continuous serials or strips as are sold on contract, it can offer an immense assortment of good material to its subscribing papers. The service is kept growing and improving by discarding those features that do not meet with favor and by providing a constant new selection. Wheeler-Nicholson, Inc., features are designed to aid the editor by making his pages sparkle with the best literary ar... artistic work to be found in America.

Mediocrity Is Shunned

"...e steadfastly refuse to handle the trite, the banal and the mediocre. To give a well rounded service it is necessary for us to handle some stock features but even these are marked with an unusual freshness and vigor. None of our features is retained after it has passed its prime but the service is constantly freshened with new ides. We are constantly on the look out for new things.

"We shamelessly admit that our best ideas come from where they should come—the newspaper editors themselves. We have developed a most ideally flexible system, a system that is slowly but surely building up a group of selected features, the finest in America. This is due to the fact that we put the burden of selection upon the editors of our subscribing papers. We do the preliminary work choosing a few of the best from hundreds of features offered us every week. These are listed as trial features in the SYNDICATOR and are sent out to the editors for their approval or disapproval.

(Continued on Page 2)

CAPITAL STOCK IS INCREASED $185,000

Wheeler-Nicholson, Inc., is solidly founded on a secure financial basis. It recently has increased its capital stock by $185,000.00 to finance the publication of "The Syndicator." It banks with the Guarantee Trust Co. of N. Y., where inquiries in reference to it can be made. It already has a large and ever growing list of papers using its various features, listed in "The Syndicator."

GENERAL NEWSPAPER FEATURES

(*Continued from page* 44)

FEATURE	AUTHOR	SYNDICATE
Modes Miniature (d)	Margette	National Newspaper Service
More Truth Than Poetry (verse) (d)	J. J. Montague	Bell Syndicate, Inc.
Morgue Mat Service (s-m)		Central Press Association
Mother-Child Rhyme Feature (d)	Winifred S. Gibbs	McClure Newspaper Syndicate
Mothers and Their Children (d) (1)	Helen J. Millar	Associated Editors, Inc.
Motion Picture Service	Various	Holmes Feature Service
Moulton Articles (d) (¼)	Roy K. Moulton	International Feature Service, Inc.
Movie Letter (w)	Rosalind Schaeffe	Chicago Tribune Newspapers Syndicate
Movie Page (w) (fp)		World Color Printing Co.
Moving Picture Album (w) (2)	R. E. Sherwood	Life Syndicate
Music Column (w)	Olga Samaroff	Post Syndicate
Mutter and Mumble (w) (1)	J. P. Medbury	King Features Syndicate, Inc.
Muvver and Me (Poems for Children) (d-w) (¼)	Robert Livingston	Houghton Mifflin Syndicate Bureau
My Favorite Stories (d)	Irvin S. Cobb	McNaught Syndicate, Inc.
My Idea of Happiness (d) (½)	Various	Cosmos Newspaper Syndicate, Inc.
My Mother (3-w) (¼)	Joseph Kaye	Wheeler-Nicholson, Inc.
My Neighbor Says (d) (⅜)		Associated Newspapers
Mystic Maze (d) (2)	Walter B. Gibson	Ledger Syndicate
Myth and Magic (3tw) (¼)	R. H. Tingley	New York World Syndicate

N

Nature Articles (w) (1) (ill.)	Thornton Burgess	New York Herald Tribune Syndicate
Nature's Notebook (d) (1/6) (ill.)	Dr. Frank Thone	Science Service
Nature Notes (d) (¼)	John Burroughs Nature Club	Houghton Mifflin Syndicate Bureau
Needlework, Practical & Fancy (w)	Clotilde	Chicago Tribune Newspapers Syndicate
New Automobile Inventions (w) (½)	R. H. Lecraw	National Feature Service
News Features (w) (ill.) (fp)	Various	International Feature Service, Inc.
News Feature Stories (d) (1-2-3)		Editors' Feature Service-Johnson Features, Inc.
New York Day by Day (d) (½)	O. O. McIntyre	McNaught Syndicate, Inc.
New York Letter (d)	Herbert Corey	Associated Newspapers
New York Letter (d)	Jack Doherty	George Matthew Adams Service
New York Letter (w)	George Halasz	Continental Features
New York Letter (w)	Mark Hellenger	Chicago Tribune Newspapers' Syndicate
New York Letter (d)	Karl K. Kitchen	New York World Syndicate
New York Letter (d)	"Mann Hatton"	Post Syndicate
New York Letter (d) (1)	Burton Rascoe	Editors' Feature Service-Johnson Features, Inc.
New York Letter (d)	Charles Hanson Towne	United Features Syndicate
New York Letter (d)	Walter Winchell	Graphic Syndicate
New York Letter (d) (½)	Gilbert Swan	NEA Service, Inc.
New York Society (w)	"Marionette"	Continental Features
New York Society Letter (w)	Grace Robinson	Chicago Tribune Newspapers' Syndicate
New York Stage Review (w) (1)	Gene Cohn	NEA Service, Inc.
New York Theatre Letter (w)	John Anderson	Post Syndicate
New York Theatrical Letter (w)	George Halasz	Continental Features
News-in-Views in Gravure (w) (tab.)		National News Service
Nickledicks, The (d)	Wm. Donahey	Chicago Tribune Newspapers' Syndicate
Notes and Comments (w) (1)		Editor's Copy
Novelettes	Various	Service for Authors
Novelette (d) (¼)		Keystone Feature Syndicate
Novels	Various	Bell Syndicate, Inc.
Now You Tell One (d) (¼)	Staff	Wheeler-Nicholson, Inc.

O

Of Interest to Women (w) (⅛)		Keystone Feature Syndicate
Old Gardner Says, The (d) (⅛)		Associated Newspapers
Once Over, The (d) (½)	H. I. Phillips	Associated Newspapers
Once Overs (d) (¼)	J. J. Mundy	International Feature Service, Inc.
150 Years Ago Today (d) (¼)	Jonathan A. Rawson, Jr.	Putnam Syndicate
O. O. McIntyre's Articles (ill.) (w) (½)	O. O. McIntyre	McNaught Syndicate, Inc.
Optimistic Outbursts	Nosmo King	Arco Newspaper Feature and Fiction Service
Odd Facts (6tw)		Newspaper Feature Service, Inc.
Our Children (d)	Angelo Patri	Bell Syndicate, Inc.
Our Common Road (d) (½)	Agnes Edwards	Houghton Mifflin Syndicate Bureau
Our Family Food (w)	Winifred S. Gibbs	McClure Newspaper Syndicate
Our Government (d) (1/3)		Audio Service
Ourselves and Our Children (d) (1/3)	Helen Harrington	Famous Features Syndicate, Inc.
Outline of the Arts (d-w)	H. G. Wells	McClure Newspaper Syndicate
Over Life's Hurdles (d) (½)	Dr. Louis E. Bisch	Premier Syndicate, Inc.

P

Parent-Child Feature (d)	Shirley R. Williams	McClure Newspaper Syndicate
Parents (w)	Dr. Arthur Dean	National Newspaper Service
Porking with Peggy (d)	Frank Ellis & Laura Lou Brookman	Register & Tribune Syndicate
Paris Fashions (d) (1/3)	Eva A. Tingey	Ledger Syndicate
Paris Fashion (w) (fp) (o or b)	Unsigned	International Feature Servi
Personalities in the News (w)	Susie Sexton	T-Bean Newspaper Syndica
Personality in Dress (¼)	Marion Metzer	Wheeler-Nicholson, Inc.
Physical Culture (w) (fp) (ill.)	Unsigned	International Feature Servi
Picture Page Service (d) (fp)		Star Newspaper Service
Picture-Word Puzzle (d) (2)	Walter B. Gibson	Ledger Syndicate
Pinnacle Short Fiction (w) (fp)		Metropolitan Newspaper Se
Poems I Love (d)	Charles Hanson Towne	Central Press Association
Poems (d)	Miscellaneous	Editors' Feature Service-Features, Inc.
Pointed Paragraphs (d) (⅛)		Associated Newspapers
Political Reviews (4tw) (1)	Mark Sullivan	New York Herald Tribune dicate
Political—"The Gentleman From—"	Benton Howard	Editors' Syndicate
Popular Fallacies (d)	E. F. Wagner	National Newspaper Service
Popular Science (d) (¾)	Garrett P. Serviss	International Feature Servi
Popular Superstitions (d)	Frank Ellis	Des Moines Register & Syndicate
Portraits (d) (1)	Various	International Syndicate
Potash & Perlmutter Stories	Montague Glass	Bell Syndicate, Inc.
Potters, The (ill.) (w) (hp)	J. P. McEvoy	King Features Syndicate, I
Practical & Fancy Needlework (w)	Clotilde	Chicago Tribune Newspape dicate
Pre-Eminent Articles (w) (4 to fp)		Metropolitan Newspaper Se
Problems of Every Day Behavior (1)	Janet Paige	Wheeler-Nicholson, Inc.
Pure Food Articles (2tw) (2/3)	Royal S. Copeland	Newspaper Feature Service
Puzzles (Cross Word) (d)		Associated Newspapers
Puzzles (Cross Word) (d) (2)		Bell Syndicate, Inc.
Puzzles—Cut Outs (3w) (2)		International Syndicate
Puzzles—Dot (3w) (2)	Various	International Syndicate
Puzzles—Dot, for Children (d) (2)		Keystone Feature Syndicat
Puzzles, Hart's		Bell Syndicate, Inc.
Puzzlette (d) (1/6)	Alan S. Foster	Ledger Syndicate
Puzzlicks (d) (1/6)		Ledger Syndicate
Puzzlefacts (d)	William Stevens	George Matthew Adams Se
Puzzle Pictures (d) (1)		Associated Newspapers
Puzzles, Sam Loyd's (d)	Sam Loyd	Sam Loyd Syndicate
Puzzles—"Snappy Thinking" (d)		Republic Syndicate, Inc.

Q

Queen's Counsel (d) (1/3)	Her Majesty, Marie, Queen of Roumania	Famous Features Syndicate
Queer Life (d)	R. M. Williamson	Des Moines Register & Tr Syndicate
Question Box, Ed Wynn's (w)	Ed Wynn	Bell Syndicate, Inc.
Questions and Answers (d-w) (2/3)	F. J. Haskin	Frederic J. Haskin

R

Racing Service (d)	J. B. Snodgrass	Post Syndicate
Radio (d) (2)	Frank Chapman	International Syndicate
Radio—Around the Dial (d) (1/3)		Audio Service
Radio-By-The-Clock (d) (1)		Audio Service
Radio, Current (d) (½) (ill)	American Radio Relay League	Science Service
Radio Doings (d) (¾)		Audio Service
Radio Features (w) (tab)		New York Herald Tribune dicate
Radio—Fifteen Minutes of Radio Each Day (d) (½)	Joseph Calcaterra	United Feature Syndicate
Radio—John Smith and His Radio (w) (½)	F. C. Russell	Ullman Feature Service
Radio—"Listening In on the United States" (2w)	Robert D. Heinl	Heinl Radio News Syndica

(*Continued on page* 48)

Among The Newspapers Publishing

Constance Talmadge's Flapper Series

Chicago Journal — Philadelphia Sun
Detroit News — Buffalo Times
Toledo Blade — Louisville Courier J'l
Omaha Bee — Oakland Post Enquirer
Peoria Star Journal — Memphis News Scimitar
Newark Jersey Transcript

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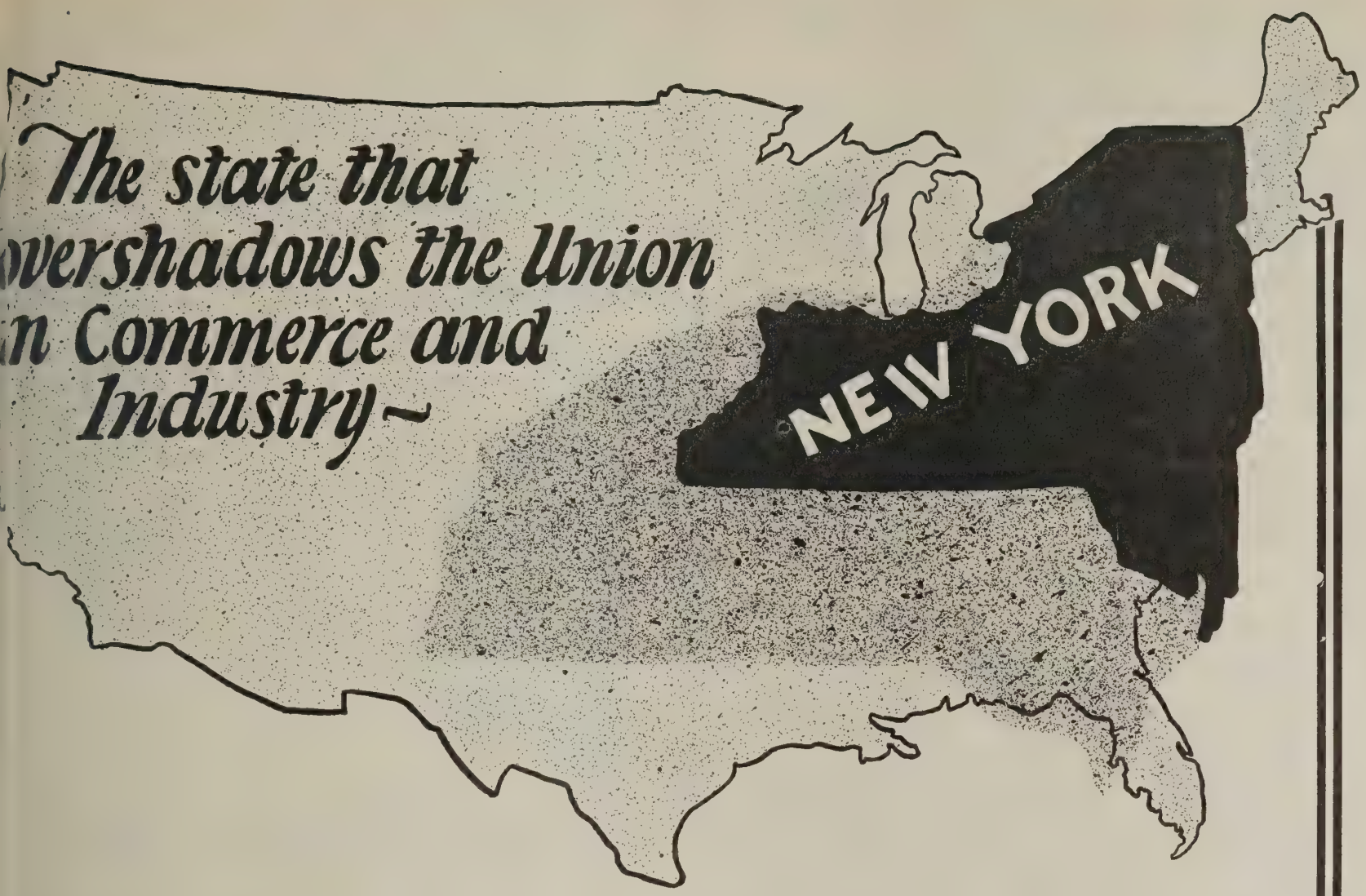
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		Circulation	2,500 Lines	10,000 Lines
**Albany Evening News	(E)	34,444	.10	.10
**Albany Knickerbocker Press	(M)	34,018	.11	.11
**Albany Knickerbocker Press	(S)	56,924	.16	.16
**Amsterdam Recorder-Democrat	(E)	7,810	.04	.04
††Auburn Citizen	(E)	6,389	.065	.055
**Brooklyn Daily Eagle	(E)	73,764	.22	.22
**Brooklyn Daily Eagle	(S)	84,997	.22	.22
*Buffalo Star and Enquirer	(E)	30,134	.13	.09
*Buffalo Courier	(M)	58,083	.17	.13
*Buffalo Courier	(S)	104,303	.27	.22
**Buffalo Evening News	(E)	138,294	.25	.25
**Buffalo Evening Times	(E)	102,562	.21	.21
**Buffalo Sunday Times	(S)	108,219	.21	.21
**Buffalo Express	(M)	53,254	.14	.12
**Buffalo Express	(S)	59,243	.18	.14
††Corning Evening Leader	(E)	9,339	.05	.05
**Elmira Star-Gazette Advertiser	(E&M)	33,487	.11	.11
**Freeport Daily Review	(E)	7,991	.05	.05
††Geneva Daily Times	(E)	5,040	.04	.04
**Gloversville Leader Republican	(E)	7,238	.035	.035
††Ithaca Journal-News	(E)	7,751	.05	.05
*Jamestown Morning Post	(M)	11,636	.04	.035
**Middletown Times-Press	(E)	7,127	.04	.04
*Mount Vernon Daily Argus	(E)	9,871	.05	.05
**Newburgh Daily News	(E)	12,132	.06	.06
††New Rochelle Standard-Star	(E)	8,598	.04	.04
**The Sun, New York	(E)	257,067	.60	.56
**New York Times	(M)	356,471	.80	.784
**New York Times	(S)	610,041	.95	.931
††New York Herald-Tribune	(S)	345,484	.693	.672
††New York World	(M)	287,682	.595	.58
††New York World	(S)	582,929	.595	.58
††New York Evening World	(E)	294,442	.595	.58
**Niagara Falls Gazette	(E)	20,629	.07	.07
**Port Chester Item	(E)	4,732	.03	.03
**Poughkeepsie Star and Enterprise	(E)	12,824	.06	.06
††Rochester Times-Union	(E)	70,406	.21	.20
††Syracuse Journal	(E)	65,326	.16	.16
**Troy Record	(M&E)	22,679	.06	.06
**Watertown Times	(E)	17,334	.08	.08

* A. B. C. Statement, Sept. 30, 1925.
** A. B. C. Statement, March 31, 1926.
††Government Statement, March 31, 1926.

GENERAL NEWSPAPER FEATURES

(*Continued from page* 46)

FEATURE	AUTHOR	SYNDICATE
Radio News (w) (3)	Thomas Stevenson	Stevenson Radio Syndicate
Radio News Notes (d) (¾)		Audio Service
Radio Programs (d) (1½)		Audio Service
Radio Programs (w) (1)		Editor's Copy
Radio Programs (d)		United Press Association
Rambler, The (d) (column)	Norman W. Ralston	Urbana Feature Service
Real Life Serials (d) (1)	Winifred Van Duzer	King Features Syndicate, Inc.
Recipes, Bettina's (d) (¼)	Louise B. Weaver	Des Moines Register & Tribune Syndicate
Red Magic (w) (tab) (4pp)	Houdini and Staff	New York World Syndicate
Revelations of a Wife (serial) (d) (1)	Adele Garrison	Newspaper Feature Service, Inc.
Review of London Markets (w) (½)	Arthur W. Kiddy	Post Syndicate
Rhymes of the Road (w) (½)	Dudley Glass	Premier Syndicate, Inc.
Rhyming Optimist, The (d) (⅛)	Aline Michaelis	International Feature Service, Inc.
Right Word (d) (⅜)	W. Curtis Nicholson	Associated Newspapers
Rippling Rhymes (d)	Walt Mason	George Matthew Adams Service
Romance of Words (d) (1¼)	Staff	Wheeler-Nicholson, Inc.
Romeo's Twins (d) (ill)	Charles Livingston Bull	Bell Syndicate, Inc.
Rubicam Serials (d)	Marion Rubicam	George Matthew Adams Service

S

Said by Mark Twain (d) (¼)	Mark Twain	McNaught Syndicate, Inc.
Sally's Sallies (d) (1)	Scott	Editor's Feature Service—Johnson Features, Inc.
Salome Sun (S) (4)	C. G. Putnam	C. C. Powell Newspaper Features
Sam Loyd's Daily Puzzle (d)	Sam Loyd	Sam Loyd Syndicate
Sam Loyd's Puzzle Gymnasium (w) (3)	Sam Loyd	Sam Loyd Syndicate
Sayings of Mrs. Solomon (2tw) (½)	Helen Rowland	King Features Syndicate, Inc.
Science and Invention (ill) (w) (fp)		Newspaper Feature Service, Inc.
Scientific Features	Various	Holmes Feature Service
Science for Home and School (w) (2) (ill)	Staff	Science Service
Science News Bulletin (d) (i ¼)	Staff	Science Service
Science, Popular (d) (¾)	Garrett P. Serviss	International Feature Service, Inc.
Science Shorts (w) (1)	Emily C. Davis	Science Service
Science Specials by Telegraph (d) (½)	Watson Davis and Others	Science Service
Science, Ventures Into (d) (1.2)	Watson Davis	Science Service
Scientific Horoscope (d) (¼)	Mme. Alpha	Science Service
Scrambled Zoo (d or w) (1)	C. V. Fry	Des Moines Register & Tribune Syndicate
Scrap Basket, The (w) (1)	Selected	Wheeler-Nicholson, Inc.
Screen Door, The (w)	Delight Evans	T-Bean Newspaper Syndicate
Secretary Hawkins Club Page (w)	Robert F. Schulkers	Metropolitan Newspaper Service
Secretary Hawkins (w)	Robert F. Schulkers	Metropolitan Newspaper Service
Second Love (d) (serial)	Malcolm Duart	Eugene MacLean Newspaper Features
Second Thoughts on First Nights (theatrical) (1)	Alexander Woollcott	New York World Syndicate
Secrets of the Stars (d) (1/3)		Audio Service
Seen on 5th Avenue (ill) (2tw) (½)		Newspaper Feature Service, Inc.
Semi-News (ill) (w) (3fp)		Newspaper Feature Service, Inc.
Sentence Sermons (d)	Rev. Roy L. Smith	Chicago Tribune Newspapers' Syndicate
Serial, "Sylvia" (d) (2)	Ninon Romaine	Wheeler-Nicholson, Inc.
Serials (d)	Virgania Swain	NEA Service, Inc.
Serials (d)	Various	NEA Service, Inc.
Serials (d)	Hazel Deyo Batchelor	Ledger Syndicate
Serials	Glen Emmons, Lilah Thompson, and Others	Arco Newspaper Feature and Fiction Service
Serials (d)	Idah McGlone Gibson	National Newspaper Service
Serials (d)	Jane Phelps	George Matthew Adams Service
Serials (d)	Popular Authors	Houghton Mifflin Syndicate Bureau
Serials (d)	Marion Rubicam	George Matthew Adams Service
Serials (w) (fp) (ill)	Various	International Feature Service, Inc.
Serials (d)	Various	Service for Authors
Serial (w) (2p)	Various	International Feature Service, Inc.
Serials (d)	Winifred Van Duzer	King Features Syndicate, Inc.
Serials (d)		McClure Newspaper Syndicate
Serials "Blue Ribbon" (d-w)	Various	Chicago Tribune Newspapers' Syndicate
Serials (d)	Malcolm Duart	Eugene MacLean Newspaper Features
Serials (d)	Various	Famous Features Syndicate, Inc.
Serial, Children's (d)	Florence Smith Vincent	Central Press Association
Serial, "Crossed Wires" (w)	John T. McCutcheon	Chicago Tribune Newspapers' Syndicate
Serial Love Story (d) (¼)	Fay Stevenson	New York World Syndicate
Serials—Women's (d) (ill)	Lucille Van Slyke, May Christie, Winifred Hopkins, Mildred Barbour Mark Allerton	Bell Syndicate, Inc.
Serials "The Taxi Dancer" (d) (1)	R. Terry Shannon	International Feature Service, Inc.
Sermons, Sentence (d)	Rev. Roy L. Smith	Chicago Tribune Newspapers' Syndicate
Shopping Economy (d)	Mrs. Harland H. Allen	Harland H. Allen Feature Service
Shopping Notes (d) (⅛)		Associated Newspapers
Short Furrows (w)	Kin Hubbard	National Newspaper Service
Short Stories	Various	Service for Authors
Short Stories (d)		McClure Newspaper Syndicate
Short Stories (Fiction) (d) (1)	Various	International Feature Service, Inc.
Sid Said (d)	Sidney A. Silberman	National News Service
Sideshows of Science (d) (⅛)		King Features Syndicate, Inc.
Side Talks (d) (2)	Ruth Cameron	George Matthew Adams Service
Signs & Charms the World Has Believed In (d) (¼)	Staff	Wheeler-Nicholson, Inc.
Silver Lining (d) (½)	Fullerton Waldo	Ledger Syndicate
Sketches from life (w)	Harry J. Westerman	McClure Newspaper Syndicate
Smiles (d) (1) (ill)	Various	International Syndicate
Snappy Thinking Puzzles (d)		Republic Syndicate, Inc.
Snuggle Pups-Promotion Feature (d)	Hop	National Newspaper Service
Society and Fashions (w) (1)	Betsy Schuyler	NEA Service, Inc.
Society Letter (New York) (w)	Grace Robinson	Chicago Tribune Newspapers' Syndicate
Something to Think About (3tw) (¾)	Bruno Lessing	King Features Syndicate, Inc.
Special Auto Article Service (w) (1)	William Ullman and F. C. Russell	Ullman Feature Service
Special Features	Paul V. Collins	Paul V. Collins Editorial Syndicate
Spectator, The (3w) (½)	Unsigned	International Feature Service, Inc.
S. S. McClure Says (d) (1)	S. S. McClure	Famous Features Syndicate
Star Map (m) (2) (ill)	James Stokley	Science Service
Starr Sterling's Adventures (juvenile) (w) (3)	Bert Reed	Star Newspaper Service
Starry Skies (m) (1)	Prof. S. G. Barton	Keystone Feature Syndicate
Statistical Surveys	Staff	Arco Newspaper Feature and Fiction Service
Stock-A-Day (d) (ill.)		Bell Syndicate, Inc.
Stories (w) (ill) (fp)	Jack Lait	International Feature Service
Stories That Must Be Told (d) (½)	Evelyn Norton	Wheeler-Nicholson, Inc.
Story Behind the Story, The (w) (1) (ill)	J. J. Geller	New York Herald Tribune cate
Story of Home Making, The (d) (¼)	Mary E. Wright	Wheeler-Nicholson, Inc.
Story Telling Philosopher, The (d) (¼)	John Pilgrim	Associated Newspapers
Straight Talks to Women About Money (d)	Mary Elizabeth Allen	Harland H. Allen Feature S
Strenuous Americans (d)	R. F. Dibble	Continental Features
Sue to Lou (ill)	Gettier	Bell Syndicate, Inc.
Sunday Articles (5w) (3)	Ada Patterson, N. P. Babcock, et al.	International Feature Service
Sunday Magazine (w) (10pp) (tab)	Staff	New York World Syndicate
Sugar Market (N. Y.) (d) (¼)		Post Syndicate
Sunday Morning Breakfast (w) (1)	Roe Fulkerson	McNaught Syndicate, Inc.
Sunday Motorist, The (w) (1)	William Ullman	Ullman Feature Service
Sunday Benny's Notebook	Lee Pape	George Matthew Adams Se
Sunday Magazine Features	Staff	Arco Newspaper Feature an tion Service
Sunday School Lessons (w)	Dr. Wm. T. Ellis	McNaught Syndicate, Inc.
Sunday School Lesson, International (w) (1)		Editor's Copy
Sunday School Lesson (w)	William Sothern, Jr.	Republic Syndicate, Inc.

T

Table Manners for Auction Bridge Players (d) (1)	Marie Van Riper Watts	Imperial News Service
Tales of Real Dogs (ill) (w)	Albert Payson Terhune	McNaught Syndicate, Inc.
Talks to Girls (w) (ill)	Kathleen Norris	Bell Syndicate, Inc.
Talks to Mothers (d) (½)	Lucy M. Wheelock	Houghton Mifflin Syndicate
Taxi Dancer, The (serial) (d) (1)	R. Terry Shannon	International Feature Servic
Teasers (d) (1/6)	Walter B. Gibson	Ledger Syndicate
Tell It to Elsie (d) (¾)	Elsie Robinson	Premier Syndicate, Inc.
Telling the World (d) (1)	Neal O'Hara	New York World Syndicate
Teepee Tales (d)	El Comancho	Republic Syndicate, Inc.
Test Yourself (d) (¼) (ill)	Watson Davis	Science Service
Tested Recipes for Long Life (d) (¼)	Staff	Wheeler-Nicholson, Inc.
That Body of Yours (d)	Dr. James W. Barton	Bell Syndicate, Inc.
That Motor Car of Yours (w) (½)	William Ullman	Ullman Feature Service
Theatre, The European (w)	Staff	Continental Features
Theatrical (Broadway's Current Success) (w) (3)		Putnam Syndicate
Theatrical Features	Various	Holmes Feature Service
Theatrical (N. Y. Letter) (w)	John Anderson	Post Syndicate
Theatrical Letter (w) (2/3)	Bushnell Dimond	Newspaper Feature Service,
Theatrical Letter (w)	George Halasz	Continental Features
Theatrical Letter (w) (1)	Percy Hammond	New York Herald Tribune cate
Theatrical Letter (w)	Burns Mantle	Chicago Tribune Newspaper dicate
Theatrical Letter (w)	Alexander Woollcott	N. Y. World Syndicate
Then and There (w) (ill)	Irvin Cobb	Bell Syndicate, Inc.
Things Never Told About (w) (w)	William H. Crawford	Cosmos Newspaper Syndicat
This Dumb World (ill) (w) (hp)	Bruno Lessing	King Features Syndicate,
This Marriage Business (w) (ill)	Connie and Bert	Bell Syndicate, Inc.
Through a Woman's Eyes (3-w)	Jean Newton	Bell Syndicate, Inc.
Three Minute Journeys (ill) (2tw) (¼)	Temple Manning	Newspaper Feature Service,

(*Continued on page* 49)

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—*Boston Transcript, Oct. 29,*

HOTALING'S NEWS AGENCY, 308 WEST 40th STREET, NEW YOR

GENERAL NEWSPAPER FEATURES

(*Continued from page* 48)

FEATURE	AUTHOR	SYNDICATE
...y Tot Tales (d) (¼)	Martha Hart	Des Moines Register & Tribune Syndicate
...y Topics (w) (1)	"Tip" Bliss	Wheeler-Nicholson, Inc.
...y Tinkle (w) (½)	Martha Hart	Des Moines Register & Tribune Syndicate
...ay (d)	Arthur Brisbane	International Feature Service, Inc.
...ay's Fashions (2tw) (1)		Newspaper Feature Service, Inc.
...ay's Great Birthdays (d) (1/6)		C. C. Powell Newspaper Features
...ay's Talk (d)	George Matthew Adams	George Matthew Adams Service
...n Masson on Books (w) (1)	Tom Masson	Cosmos Newspaper Syndicate
...morrow's Menu (d)		McClure Newspaper Syndicate
...tical Articles (w)	Arnold Bennett	McClure Newspaper Syndicate
...tical Articles (w)	Sir Philip Gibbs	McClure Newspaper Syndicate
...e Stories (d)	Various	Bell Syndicate, Inc.
...e Stories (d)	Various	Graphic Syndicate
...e Stories (short) (d)	Various	Graphic Syndicate
...e Life Stories (d-w)	Various	Chicago Tribune Newspapers' Syndicate
...th, The (2tw) (1/3)	Elinor Glyn	King Features Syndicate, Inc.
...nty Years on Broadway and ...e Years it Took to Get There	George M. Cohan	Bell Syndicate, Inc.
...n Stories (d) (½)	Lucy Fitch Perkins	Houghton Mifflin Syndicate Bureau
...-Way Pulpit, The (religious) ...w) (2)	Rev. John Roach Straton and Hubert C. Herring	McNaught Syndicate, Inc.

U

...ommon Sense (d)	John Blake	Bell Syndicate, Inc.
...le Ray's Corner (d) (2)	Ramon Coffinan	Publishers' Syndicate
...le Sam's Cook Book (d-w) (¼)	R. H. Lecraw	National Feature Service
...le Sam Says (d)	R. H. Lecraw	Thompson Feature Service
...and Down Broadway (d) (1)	Karl K. Kitchen	New York World Syndicate
...less Information (d) (1/3)		Audio Service

V

...ity Fair (3tw) (¼)	Conde Nast	United Feature Syndicate
...tures into Science (d) (½)	Watson Davis	Science Service
...se (w)	A. A. Milne	Metropolitan Newspaper Service
...se—Daily Poem (d)	Miscellaneous	Editors' Feature Service—Johnson Features, Inc.
...se—"Everyday Poems" (d)	George Elliston	Associated Newspapers
...se—"Goops" (d)	Gelett Burgess	Chicago Tribune Newspapers Syndicate
...se—"Just Folks" (d)	Edgar A. Guest	George Matthew Adams Service
...se—"Lyrics of Life" (d)	Douglas Malloch	McClure Newspaper Syndicate
...se—"More Truth Than Poetry" ...i)	S. E. Kiser	International Syndicate, Inc.
...se—"More Truth Than Poetry" ...i)	J. J. Montague	Bell Syndicate, Inc.
...se—"Muvver and Me" (d)	Robert Livingston	Houghton Mifflin Syndicate Bureau
...se—"Poems I Love" (d)	Charles Hanson Towne	Central Press Association
...se—"Rippling Rhymes"	Walt Mason	George Matthew Adams Service
...se—"Rhyming Optimist" (d) ...s)	Aline Michaelis	International Feature Service, Inc.
...ws and Reviews (w) (1/3)		Editor's Copy
...nettes of Life (w) (fp)	Frank Godwin	Ledger Syndicate
...orous Health (d)	Paul J. Veatch	Graphic Syndicate

W

...ke of the News (d)	Harvey Woodruff	Chicago Tribune Newspapers Syndicate
...lks in New York (w)	Winifred James	T-Bean Newspaper Syndicate
...ll Street Paragraphs (d) (½)		Post Syndicate
...nt Ads (d)	G. M. Adams	George Matthew Adams Service
...shington Letter (d) (½)	C. P. Stewart	NEA Service, Inc.
...shington Letter (d) (2)	Frederick Wm. Wile	Editor's Feature Service-Johnson Features, Inc.
...shington News Letter (d) (2)	Robert Barry	New York World Syndicate
...shington News Service (d)		Ledger Syndicate
...shington Notes (w)		Editor's Copy
...ter Nymph Club (d) (½)	Merze M. Seeberger	Des Moines Register & Tribune Syndicate
...y I Feel About It, The (d) (1)	Wilbur Sutton	Editor's Feature Service-Johnson Features, Inc.
...y of the World (d)	Grove Patterson	Republic Syndicate, Inc.
...Women (d) (⅜)	Betty Brainerd	Associated Newspapers
...ather, The Probable (w)	A. D. Elmer	Cambridge Associates
...ek in Finance (w) (2/3)	Paul Willard Garrett	Post Syndicate
...ekly Dozen Shorts (auto) (w) ...1)	Staff	Ullman Feature Service
...ekly Sermon (w) (1)	Rev. T. B. Gregory	Newspaper Feature Service, Inc.
...ekly Story (w)	Fannie Hurst	McClure Newspaper Syndicate
...at Do You Know About Your ...overnment? (d)	C. E. Brown	Cosmos Newspaper Syndicate, Inc.
...at Does Your Child Want to ...know? (d) (ill)		Bell Syndicate, Inc.
...at Every Woman Knows (d) ...½)	Gabrielle Forbush	Wheeler-Nicholson, Inc.
...at Today Means To You (d-w)	Mary Blake	Bell Syndicate, Inc.
...at's Behind Your Stock (d)	Staff	Cambridge Associates
...at's In a Name (d) (¼)	Leslie Gray	Wheeler-Nicholson, Inc.
...at's It All About (d)	Paul Allen	Graphic Syndicate
...at's What (d) (1/3)	Helen Decie	Ledger Syndicate
...en I First Met (d)	Wm. Tilden 2nd	Bell Syndicate, Inc.
...ere Are They Now (3-w) (½)	Joseph Kaye	Wheeler-Nicholson, Inc.
...o—Why—What—When—Where ...d) (1/6)	W. N. Taft	Ledger Syndicate
...y the Weather (d) (1/6)	Dr. Charles F. Brooks	Science Service
...ide's Letters to Bernhardt (w) ...fp)		Cosmos Newspaper Syndicate, Inc.
...ll Rogers Articles (ill) (w)	Will Rogers	McNaught Syndicate, Inc.
...llie Willis (d) (1)	Robert Quillen	Publishers Syndicate
...lson, Woodrow (ill)	William Allen White	Bell Syndicate, Inc.
...nning the Game (d)	James Hay, Jr.	Current News Features, Inc.
...t Bits (w)	George Halasz	Continental Features
...man of It, The (5tw) (1)	M. M. Marshall	New York World Syndicate
...man's Editorial (d) (½)	Cynthia Gray	NEA Service, Inc.
...man's Page (w) (fp)		World Color Printing Co.
...men's Page Articles	Edith Johnson	Republic Syndicate, Inc.
...men's Page-Domestic Science ...3w) (½)	Hannah Wing	International Feature Service, Inc.
...man's Page-"Economy Kinks" ...3w) (¼)	L. B. Robbins	Houghton Mifflin Syndicate Bureau
...man's Page Feature (w) (fp)	Kathleen Norris	Bell Syndicate, Inc.
...man's Page Feature (d-w)	Mabel Grace	Arco Newspaper Feature and Fiction Service
...men's Page-Home Dress Making ...3w) (½)	Mildred Ash	International Feature Service, Inc.
...men's Page "Our Common Road" ...d) (¼)	Agnes Edwards	Houghton Mifflin Syndicate Bureau
...man's Serial (d) (1)	Mildred Barbour	Metropolitan Newspaper Service
...man's Special Page (w)	Various	Chicago Tribune Newspapers Syndicate
...men, Careers for (d) (¾)	Business Women	Houghton Mifflin Syndicate Bureau

(*Continued on page* 50)

I am pleased to announce the following additions to the personnel of our organization;

VERNE PRIDDY
formerly of N. W. Ayer & Son
and
The Butterick Publishing Company

STEPHEN BOURNE
formerly of the Brandes Products Corp.
and
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MR. PRIDDY AND MR. BOURNE
will be associated with the staff of our New York Office

H. WINTHROP TAYLOR
formerly with the Condé Nast Publications
and
The New York American

MR. TAYLOR
will be associated with our Boston Office

FRED H. SALSMAN
formerly of the National Advertising Dept.
of the Hearst Publications

JOHN H. POUGHER
formerly of Robert E. Ward,
Publishers Representatives

MR. SALSMAN AND MR. POUGHER
will have their headquarters in our Chicago Office

PAUL V. HANSON
formerly Associate Manager of our Boston Office will, henceforth, be associated with the staff of our New York Office

Paul Block

NEW YORK CHICAGO BOSTON DETROIT PHILADELPHIA

GENERAL NEWSPAPER FEATURES

(*Continued from page 49*)

FEATURE	AUTHOR	SYNDICATE
Women, Chats To (d-w)	Doris Blake	Chicago Tribune Newspapers Syndicate
Women, Famous and Otherwise (w)	Martha Coman	T-Bean Newspaper Syndicate
Women, Notes of Interest to (w) (½)		Keystone Feature Syndicate
Women's Editorials (d) (1)	Sophie Irene Loeb	Editor's Feature Service-Johnson Features, Inc.
Word of Comfort, A	F. G. Budlong	Republic Syndicate, Inc.
Words of Wise Men (d)		Newspaper Feature Service, Inc.
World on Broadway, The (w)	George Halasz	Continental Features
World Peace (w)	Eight Leaders of World Thought	McClure Newspaper Syndicate
Worst Story I Have Heard Today, The (ill) (d)	Will Rogers	McNaught Syndicate, Inc.

Y

Ye Towne Gossip (d) (⅛)	K. C. Beaton	International Feature Service, Inc.
Yes or No (d) (¼)		King Features Syndicate, Inc.
You Said It, Marcelline (d) (¼)	Marceline D'Alroy	Premier Syndicate, Inc.
Your Baby and Mine (d) (¼)	Myrtle Meyer Eldred	Des Moines Register & Tribune Syndicate
Your Boy and Your Girl (d)	Dr. Arthur Dean	National Newspaper Service
Your Birthday (d)	Stella	Graphic Syndicate
Your Broadway and Mine (d)	Walter Winchell	Graphic Syndicate
Your Beauty (3tw) (¾)	Mme. Jeritza	Premier Syndicate, Inc.
Your Business (d) (1)	A. W. Shaw Company	Associated Editors, Inc.
Your Child and You (d) (¼)	Elizabeth West	Wheeler-Nicholson, Inc.
Your Children (d)	M. Watson Kamm	National Newspaper Service
Your Folks and Mine (d)	Claud Callan	George Matthew Adams Service
Your Health (d) (¼)	Dr. Woods Hutchinson	Houghton Mifflin Syndicate Bureau
Your Lucky Hour (d) (ill)	"The Veiled Priestess"	Premier Syndicate, Inc.
Your Marriage Problems (d)	Patricial Lee	Graphic Syndicate
Your Marriage Problem (w)	Fifteen Women of International Fame	McClure Newspaper Syndicate
Your Problems and Theirs (d) (¼)	Frank Wright	C. C. Powell Newspaper Features

Z

Zenith Short Fiction (w) (fp)		Metropolitan Newspaper Service
Zoe Beckley's Corner (d) (½)	Zoe Beckley	Famous Features Syndicate, Inc.

NEWSPAPER ART

(Cartoons, Comic Strips, Magazine Covers and Sketches)

A

FEATURE	AUTHOR	SYNDICATE
Abie the Agent (d-w) (6) (fp) (c)	Harry Hershfield	International Feature Service, Inc.
Adventures of Mr. A. Worm (w) (2)	Charles Sarka	T-Bean Newspaper Syndicate
Amateur Etiquette (d) (1)	Dick Calkins	National Newspaper Service
"Ambitious Ambrose" (d) (5-6)	Oscar Hitt	Wheeler-Nicholson, Inc.
And He Did (d) (1)	Various	Keystone Feature Syndicate
Antics of Arabella (d) (5)	L. M. Bull	Graphic Syndicate
Around the Dial (radio) (d) (1)		Audio Service
Art Masterpieces (w) (3)		Publishers Syndicate
Assorted Nuts (d) (1)	Ray Hoppman	Columbia Newspaper Service
Auto Sense (w) (5-6)	Jack Williamson	Associated Editors, Inc.

B

Barney Google (d-w) (6-7) (fp) (c)	Billy De Beck	King Features Syndicate, Inc.
Believe It or Not (d) (3)	Robert L. Ripley	Associated Newspapers
Betty (w) (fp) (c)	Voight	New York Herald Tribune Syndicate
Boob McNutt (w) (fp) (o)	R. L. Goldberg	International Feature Service
Boots and Her Buddies (d) (6)	Martin	NEA Service, Inc.
Bound to Win (d) (6)	Edwin Alger, George Storm	Bell Syndicate, Inc.
Boy Friend, The (d) (1)	Marjorie Henderson	Ledger Syndicate
Boys' and Girls' Page (w) (fp)	W. Boyce Morgan	Associated Editors, Inc.
Bringing Up Bill (d) (6)	Jack Farr	Columbia Newspaper Service
Bringing Up Father (d-w) (6-7) (fp) (c)	George McManus	International Feature Service
Brothers-In-Law (d) (6)	Jacquin	Premier Syndicate, Inc.
Bughouse Fables (d) (2)	Unsigned	King Features Syndicate, Inc.
Bungle Family (d-w) (6) (fp)	H. J. Tuthill	McNaught Syndicate, Inc.
Butter & Eggs (d) (3)	Norcross	Wheeler-Nicholson, Inc.

C

Campus Cowboys (d) (6)	Dow Walling	Johnson Feature Service, Inc.
Cap Stubbs (d) (6)	Edwina	George Matthew Adams Service
Captain and the Kids (w) (fp) (c)	R. Dirks	New York World Syndicate
Cars & Stars (w) (3)	Ray McNamara	Christy Walsh Syndicate
Cartoons (Automobile) (w) (3)	Pete Keenan	International Syndicate
Cartoons, Human Interest (d) (5)	Fay King	International Feature Service, Inc.
Cartoons, Romantic (3w) (3-7)	Nell Brinkley	International Feature Service, Inc.
Cartoons, Topical (w) (fp)	Joseph McGurk	International Feature Service, Inc.
Cartoon (News) (d) (3)	Staff	Wheeler-Nicholson, Inc.
Cartoon, Sport (d) (3)	Joe Archibald	Wheeler-Nicholson, Inc.
Cartoons (h-i) (d) (3)	Ripley, Fields, Scar Terry, Batchelor, Sid Greene	Associated Newspapers
Cartoons (All Year Sports) (d) (2)	Staff	George Matthew Adams Service
Cartoons (d) (2-3)	Bruce Bairnsfather	Ledger Syndicate
Cartoons (h-i) (d) (4)	Clare Briggs	New York Herald Tribune Syndicate
Cartoons (d) (3)	J. N. Darling	New York Herald Tribune Syndicate
Cartoon (edtl.) (d) (3)	Jess Cargill	Central Press Association
Cartoons (d-w)	John T. McCutcheon	Chicago Tribune Newspapers Syndicate
Cartoons (h-i) (3)	Ketten	New York World Syndicate
Cartoons (nameless) (w) (2-3)	Ed LeCocq	Des Moines Register & Tribune Syndicate
Cartoons (news) (d) (3)	Ed LeCocq	Des Moines Register & Tribune Syndicate
Cartoons (news) (d) (3)	W. C. Morris	George Matthew Adams Service
Cartoon (political) (d) (3)	Cassell	New York World Syndicate
Cartoon (political) (d) (3)	Rollin Kirby	New York World Syndicate
Cartoons (political) (d-w)	Carey Orr	Chicago Tribune Newspapers Syndicate
Cartoon (political) (d) (3)	Satterfield	Johnson Feature Service, Inc.
Cartoon (political) (d) (3)	Thiele	Johnson Feature Service, Inc.
Cartoon (Sports) (d)	Knickerbocker	NEA Service, Inc.
Cartoon (Woman's Page) (3-w) (4)	Ethel Hays	NEA Service, Inc.
Cartoons (d) (3)	Albert T. Reid	Bell Syndicate, Inc.
Cartoons (romantic) (3-w) (3)	Juanita Hamel	Newspaper Feature Service
Cartoons (sports) (d)	Robert L. Ripley	Associated Newspapers
Cartoons (d) (3)	C. H. Sykes	Ledger Syndicate
Cartoons (d) (3)	H. T. Webster	New York World Syndicate
Cartoons (h-i) (d-w)	Gaar Williams	Chicago Tribune Newspapers Syndicate
Cartoons (d) (h-i) (3)	Gluyas Williams	Bell Syndicate, Inc.
Cat Tales (d) (4)	Pusey	United Feature Syndicate
Champions Past & Present (3-w) (2)	Joe Archibald	Wheeler-Nicholson, Inc.
Character Sketches (w) (hp)	Russell	World Color Printing Company
"Charley the Chump" (d) (5-6)	Jim Navoni	Wheeler-Nicholson, Inc.
Children's Story Cartoon) (d) (6)	A. W. S.	Keystone Feature Syndicate
Cicero Sapp (d-w) (6) (fp) (c)	Fred Locher	New York World Syndicate
Comic Page (w) (fp) (c)	H. T. Webster	New York World Syndicate
Clarence (w) (fp) (c)	Cady	New York Herald Tribune Syndicate
Craig Kennedy (d) (6)	Arthur B. Reeve	McNaught Syndicate, Inc.

D

Daffy Demonstrations (d) (2)	Ray Rohn	Ledger Syndicate
Dan Smith (w) (fp) (c)	Dan Smith	Newspaper Feature Service, Inc.
Danny Dingle (d) (5)	Dib	King Features Syndicate, Inc.
Darius Dubb (d) (6)	Doylie	Keystone Feature Syndicate
Detective Strip (d) (6)	Arthur B. Reeve	McNaught Syndicate, Inc.
Dicky Dippy's Diary (d) (5)	Sinnott	Associated Newspapers
Dickey's Dogs (w) (3)	Robert L. Dickey	Metropolitan Newspaper Service
Discontinued Stories (d) (2)	Dow Walling	Johnson Feature Service, Inc.
Doodlebugs (w) (5)	Claude Shafer	George Matthew Adams Service
Dot Puzzle (d) (7)	Cobb Shinn	World Color Printing Company
Down the Road (w) (3-4)	Frank Beck	Metropolitan Newspaper Service
"Duckville Doings" (d) (5-6)	Bill Bly	Wheeler-Nicholson, Inc.
Duffs (d) (5-6)	Batsford	United Feature Syndicate
Dumb Bells (d) (1)	"Gar"	Ledger Syndicate
Dumb Dora (d-w) (6) (fp) (c)	Chic Young	Premier Syndicate, Inc.

E

Eddie's Friends (d) (3)	Unsigned	International Feature Service
Ella Cinders (d-w) (6) (fp) (c)	Bill Conselman, Charlie Plumb	Metropolitan Newspaper Service
Elmer (w) (fp) (c)	A. G. Fera	Newspaper Feature Service, Inc
Embarrassing Moments (d) (2)	Unsigned	King Features Syndicate, Inc.
Etta Kett (d) (6)	Paul Robinson	Johnson Feature Service, Inc.
Everett True (d) (2)	Condo	NEA Service, Inc.
Eve's Epigrams (d) (1)	Agnes Huck	Ledger Syndicate
Everyday Movies (d) (3)	Wortman	New York World Syndicate

F

Famous Fans (d) (3)	Hendrix	Columbia Newspaper Service
Famous Short Story Series (d) (5-6)	Nicholas Afonsky	Wheeler-Nicholson, Inc.
Felix (w) (fp) (c)	Pat Sullivan	King Features Syndicate, Inc.
Feminisms and Fashions (3-w) (fp) (c)	Annette Bradshaw	Newspaper Feature Service, Inc
Fifty Famous Monuments (w) (4)	Hendrik Van Loon	Christy Walsh Syndicate
Flapper Fanny (d) (1)	Ethel Hays	NEA Service, Inc.
Folding Fun (w) (3)	Honti	Cosmos Newspaper Syndicate
Freckles & His Friends (d) (6) (w)	Blosser	NEA Service, Inc.
Freddie the Sheik (d-w) (6) (fp) (c)	Jack Callahan	King Features Syndicate, Inc.
Fritzie Ritz (d) (6)	Ernie Bushmiller	New York World Syndicate

G

Gas Buggies, or Hem and Amy (d) (6)	Frank Beck	Metropolitan Newspaper Service
Gasoline Alley (d-w) (c) (6) (fp)	Frank King	Chicago Tribune Newspapers Syndicate
Gentlemen Prefer Blondes (d) (16)	Anita Loos	Bell Syndicate, Inc.
Geography at a Glance (3-w) (1-2)	E. C. Countryman	Putnam Syndicate
Girligags (d) (2)	C. R. Gettler	Bell Syndicate, Inc.
Girliettes (d) (2)	Roy Grove	Johnson Feature Service, Inc.
Goldberg Comic (d) (6)	Rube Goldberg	McNaught Syndicate, Inc.
Good Scout Andy (d) (6)	Booth	Cosmos Newspaper Syndicate,
Goofy Golf (d) (1)	H. C. Weagand	King Features Syndicate, Inc.
Goo-Gags (d) (1)	Pat Pending	King Features Syndicate, Inc.
Great Little Lovers (w) (4)	Grace G. Drayton	D. P. Syndicate
Gross Exaggerations (d) (6)	Milt Gross	New York World Syndicate
Grouches (d) (3)	Hendrix	Columbia Newspaper Service
Gus and Gussie (d) (6)	Jack Lait	King Features Syndicate, Inc.
Gumps (d-w) (6) (fp) (c)	Sidney Smith	Chicago Tribune Newspapers Syndicate

H

Hairbreadth Harry (d-w) (6) (fp)	Charles W. Kahles	Ledger Syndicate
Hambone's Meditations (d) (1)	J. P. Alley	Bell Syndicate, Inc.
Hank & Pete (d) (6)	Ray Hoppman	Columbia Newspaper Service
Happy Hunch (d) (5)	H. L. Kruckman	Graphic Syndicate
Harold Teen (d-w) (6) (fp) (c)	Carl Ed	Chicago Tribune Newspapers Syndicate
Helpful Henry (d) (2-6)	Paul Arnot	International Feature Service
Hen & Em (d) (2)		Republic Syndicate, Inc.
Highlights of History (d) (6)	J. Carroll Mansfield	Ledger Syndicate
Hi-way Henry (d) (2)	Oscar Hitt	Wheeler-Nicholson, Inc.
How Do They Do It (d) (6)	Paul Arnot	International Feature Service

I

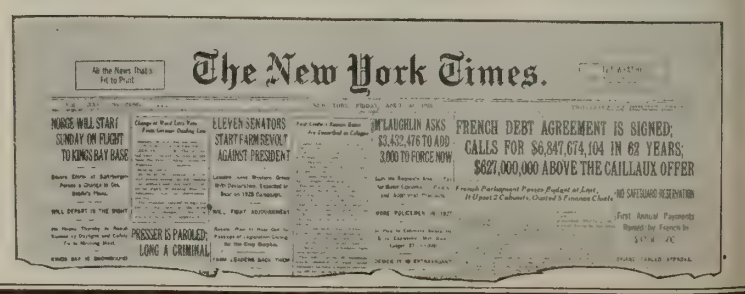
Illustrated Jokes (d) (1)		Associated Newspapers
Illustrated Jokes (d) (1)	Various	Keystone Feature Syndicate
Indoor Sports (d) (4)	"Tad" T. A. Dorgan	International Feature Service
In Rabbitboro (d) (6)	Albertine Randall	George Matthew Adams Service

(*Continued on page 51*)

No Standardized Intertype Has Ever Become Obsolete

50 INTERTYPES

are being used by



NEWSPAPER ART

(*Continued from page* 50)

J

FEATURE	AUTHOR	SYNDICATE
...po Jones (d) (6)	G. W. Walker	Columbia Newspaper Service
...r on the Job (d) (6)	Walter Hoban	International Feature Service
...nown Weekly (w) (2-4)	Barrie Payne and Check Stafford	Associated Editors, Inc.
...l Jingles (w) (7-8) (tab)	Dudley F. Fisher, Jr.	National News Service
...nets (d) (6)	Al Posen	Chicago Tribune Newspapers Syndicate
...c (d) (6)	Vic	New York World Syndicate
...end Asbestos (d) (6)	Ken Kling	Bell Syndicate, Inc.
...l Jingles (d) (4-6)	Graham Hunter	Ledger Syndicate
...l Jingles cover page (w) (fp-t)	Fisher	World Color Printing Company
...p Arden (d) (6)	Gladys L. Ripley	Editors Syndicate
...p (d) (6)	Hollman	New York Herald Tribune Syndicate
...e Humans (d) (2-3)	Gene Carr	Ledger Syndicate
...e Kids (d-w) (3-5-6) (fp) (c)	Ad Carter	King Features Syndicate, Inc.
...e Like a Man (d) (2-6)	Jean Knott	International Feature Service

K

...enjammer Kids, The (w) (fp) (c)	H. H. Knerr	International Feature Service
...bble Kabaret (d) (2)	Harry Hershfield	International Feature Service
...ing Up with the Joneses (d) (6)	Pop Momand	Associated Newspapers
...r Kids (w) (7-8)	Lyman Young	National News Service
...l Kids (w) (fp) (c)	Lyman Young	World Color Printing Company
...cDuggan (d) (6)	Frank Best	Bell Syndicate, Inc.
...dle Kapers (d) (2)	Bill Bailey	Columbia Newspaper Service
...dies Can Do It (2)	Cobb Shinn	World Color Printing Company
...d in Our Block, The (d) (5)	Louis G. Ferstadt	Graphic Syndicate
...ty Kat (d-w) (2-6)	George Herriman	International Feature Service

L

...l Bountiful (w) (fp)	Gene Carr	Ledger Syndicate
...th and Learn (d) (5)	Kerry Conway	Graphic Syndicate
...e We Forget (d) (2)	Joe Archibald	Wheeler-Nicholson, Inc.
...itthe Wedding Bells Ring Out (2)		King Features Syndicate, Inc.
...fs Little Comedies (w) (7-8-hp)	Frise	Star Newspaper Service
...ts Jimmy (d-w) (6) (fp) (c)	James Swinnerton	International Feature Service
...ts Mary Mix-Up (d) (6)	Brinkerhoff	New York World Syndicate
...ts Napoleon (d) (6)	Bud Counihan	New York World Syndicate
...ts Nemo (w) (fp) (c)	Windsor McCay	New York Herald Tribune Syndicate.
...le Otto" (d) (5-6)	H. T. Elmo	Wheeler-Nicholson, Inc.
...y News Strip (d) (5)	Kolliker	Graphic Syndicate
...oy Land (d) (1)	Navoni	Wheeler-Nicholson, Inc.
...e Leaves of History (d) (2-3)	P. E. Sumner	Premier Syndicate, Inc.

Mc

...ride, Clifford (w) (tab-hp)	Clifford McBride	McNaught Syndicate, Inc.

M

FEATURE	AUTHOR	SYNDICATE
Magazine Cover (w) (7-8)	Various	Johnson Feature Service, Inc.
Magazine Cover (w)		Ledger Syndicate
Magazine Pages (w)		Ledger Syndicate
Magic Pictures (d) (1)		National Newspaper Service
Making the Grade (d) (3)	Kessler	Graphic Syndicate
Man in the Brown Derby (w) (fp) (c)	H. T. Webster	New York World Syndicate
Mazie the Model (d) (5-6)	Unsigned	King Feature Syndicate, Inc.
May and June (d) (5)	H. A. MacGill	Graphic Syndicate
Men Who Made the World (d) (5)	Dr. Eliot Shoring	National Newspaper Service
"Mike" O'Kay (d) (5-6)	Roberts	Wheeler-Nicholson, Inc.
Minute Movies (d) (6)	Ed Wheelan	George Matthew Adams Service
Miss Information (d) (1)	Hy Gage	Ledger Syndicate
Modish Mitzi (fashion) (d) (6)	Jay V. Jay	George Matthew Adams Service
Mom'n Pop (d) (6)	Taylor	NEA Service, Inc.
Moon Mullins (d-w) (6) (fp) (c)	Frank Willard	Chicago Tribune Newspapers Syndicate
More Sports (w) (2)	H. F. Vorhees	National Newspaper Service
Mother Goose (w) (4)	Eleanor Schorer	Columbia Newspaper Service
Movie Strip (d) (7)	Link	World Color Printing Company
Mr. & Mrs. (w) (fp) (c)	Clare Briggs	New York Herald Tribune Syndicate
Mr. Dough and Mr. Dubb (w) (fp) (c)	F. B. Opper	International Feature Service
Muscle Movies (d) (1)	Staff	Wheeler-Nicholson, Inc.
Mutt and Jeff (d-w) (6) (fp) (c)	Bud Fisher	Bell Syndicate, Inc.
Mystery & Adventure Series (Ivanhoe, etc.) (d) (5-6)	Nicholas Afonsky	Wheeler-Nicholson, Inc.

N

Nebbs, The (d-w) (6) (fp) (c)	Sol Hess	Bell Syndicate, Inc.
Newlyweds, The (d) (6)	Charles McManus	King Features Syndicate, Inc.
News Comic (d) (3)	Haenigsen	New York World Syndicate
News Comic (d) (3)	Tom Johnstone	New York World Syndicate
Noozie (d) (1)	Hanny	International Syndicate

O

Oh! Margy (d-w) (1) (5-7)	John Held, Jr.	United Feature Syndicate
Old Home Town (d) (3)	Lee Stanley	Johnson Feature Service, Inc.
Oliver's Adventures (d) (6)	Gus Mager	McNaught Syndicate, Inc.
Once Upon a Time (d) (6)	W. J. Enright	Ledger Syndicate
Orphan Annie (d-w) (6) (fp) (c)	Harold Gray	Chicago Tribune Newspapers Syndicate
Otto Watt (d) (1)	Barrie Payne	Associated Editors, Inc.
Our Boarding House (d-w) (3) (fp)	Ahern	NEA Service, Inc.
Out Our Way (d-w) (6) (fp)	Williams	NEA Service, Inc.

P

"Pa and Abie" (d) (3)	Russell	Wheeler-Nicholson, Inc.
Papers Say, The (d) (2)	Knickerbocker	NEA Service, Inc.
Pa's Son-in-Law (d) (6)	Wellington	New York Herald Tribune Syndicate
Pa's Son-in-Law (w) (fp) (c)	Wellington	New York Herald Tribune Syndicate
Pa and Ma (d) (6)	H. F. Vorhees	National Newspaper Service
Pete (d) (5-6)	Charles Voight	New York Herald Tribune Syndicate.
Peter Rabbit (w) (fp) (c)		New York Herald Tribune Syndicate

(*Continued on page* 52)

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NEWSPAPER ART

(*Continued from page* 51)

AUTHOR	FEATURE	SYNDICATE
Pippin Junction (d) (3)	Russell Cole	Johnson Feature Service, Inc.
Polly and Her Pals (d-w) (6) (fp) (c)	Cliff Sterrett	Newspaper Feature Service, Inc.
Problems of Conduct (d) (1)	Dick Calkins	National Newspaper Service
Puzzle Pictures (d) (1)		Associated Newspapers
Puzzlers (d) (3)	A. W. Nugent	New York World Syndicate

R

Radio Rhymes (d) (6)	Dan Napoli	Continental Features
Reg'lar Fellows (d) (6)	Gene Byrnes	Bell Syndicate, Inc.
Reglar Fellers (w) (fp) (o)	Byrnes	New York Herald Tribune Syndicate
Roger Bean (d) (6)	Chic Jackson	George Matthew Adams Service
Romance of America (d)	Radner	NEA Service, Inc.
Russell Sketches (w) (7-8) (tab)	A. Russell	National News Service

S

$alesman $am (d-w) (6) (fp)	Swan	NEA Service, Inc.
School Days (d-w) (3) (fp) (o)	Clare V. Dwiggins	Ledger Syndicate
Science and Invention (w) (fp)	Various	Newspaper Feature Service, Inc.
Sketches	Lambert Guenther	T-Bean Newspaper Syndicate
Sketches from Life (d) (3)	Temple	World Color Printing Company
Sketches from Life (w) (7-8)	Temple	National News Service
"Skippy" (d) (6)	Percy Crosby	Johnson Feature Service, Inc.
Slim Jim (w) (fp) (c)	Armstrong	World Color Printing Company
Slim Jim (w) (7-8) (tab)	Armstrong	National News Service
S'Matter, Pop (d-w) (6) (fp) (c)	C. M. Payne	Bell Syndicate, Inc.
Smiles (d) (1)	Various	International Syndicate
Smitty (d-w) (6) (fp) (o)	Walter Berndt	Chicago Tribune Newspaper Syndicate
Snoodles (d) (6)	Cy Hungerford	George Matthew Adams Service
Snuggle Pups (d) (6)	Hop	National Newspaper Service
"Something New for Tots to Do" (d) (1)		Audio Service
So This Is Married Life (d) (6)	Zere	King Features Syndicate, Inc.
Somebody's Stenog (d-w) (6) (fp)	A. E. Hayward	Ledger Syndicate
Sonny Sayings (d) (1)	Fanny V. Cory	Ledger Syndicate
Splinters (d) (1)	Jack Farr	Columbia Newspaper Service
Squirrel Food (d) (1)	Heck	Wheeler-Nicholson, Inc.
Striebel (d-w) (1-3-5)	John H. Striebel	Associated Editors, Inc.

T

Telling Tommy (d) (6)	Paul Pim	Cosmos Newspaper Syndicate, Inc.
Texas Slim (w) (fp) (c)	Ferd Johnson	Chicago Tribune Newspaper Syndicate
That Little Game (w) (3)	B. Link	National News Service
That's Not Half of It (d) (2)	Elmer Messner	Johnson Feature Service, Inc.
Then the Fun Began (d) (2)	Fred Faber	International Feature Service
They Never Do This But Once (d) (2)	Dunning	Wheeler-Nicholson, Inc.
Thimble Theatre (d-w) (2-6) (fp) (c)	E. C. Segar	King Features Syndicate, Inc.
Tillie the Toiler (d-w) (6) (fp) (c)	Russ Westover	King Features Syndicate, Inc.
Toonerville Folks (d-w) (3) (fp) (c)	Fontaine Fox	Bell Syndicate, Inc.
Toots and Casper (d-w) (6) (fp) (c)	J. E. Murphy	King Features Syndicate, Inc.
Tree Top Stories (d) (1)	Florenz Clark	Associated Editors, Inc.
Tubby (d) (6)	Winner	United Feature Syndicate

U

Uncle Eph (d) (1)	Duncan	Wheeler-Nicholson, Inc.
Uncle Wiggily's Adventures (d-w) (4) (fp) (c)	Howard R. Garis and Lang Campbell	Ledger Syndicate
Us Boys (d) (6)	Tom McNamara	King Features Syndicate, Inc.
Us Husbands (w) (fp) (o)	George Herriman	King Features Syndicate, Inc.

V

Vest Pocket Comment (d) (1)	Ed LeCocq	Des Moines Register & Tribune Syndicate
Vignettes of Life (w) (fp-tab)	Frank Godwin	Ledger Syndicate
Vivian Vanity (d) (5-6)	Delevante	Wheeler-Nicholson, Inc.
Vivian Vanity Says (d) (1)	Delevante	Wheeler-Nicholson, Inc.
Voices of the Air (radio) (d) (1)		Audio Service

W

Washington Tubbs II (d) (6)	Crane	NEA Service, Inc.
Wedlocked (d) (5-6)	Leo O'Mealia	Associated Newspapers
When Great Were Young (d) (6)	Robinson & Foley	New York Herald Tribune Syndicate
Who's Zoo (d) (2)	Tom Dibble, Jr.	New York World Syndicate
Why Boys Leave Home (d) (2)	Davidson	Wheeler-Nicholson, Inc.
Wishbone Man, The (d) (5)	Cornell Greening	Graphic Syndicate

SPORTING PAGE FEATURES

(Including Sports Page Cartoons and Art)

A

FEATURE	AUTHOR	SYNDICATE
As Edgren Sees It (3-w) (ill)	Robert Edgren	Bell Syndicate, Inc.
Asparagus Tipps (d) (1)	Gus Edson	Graphic Syndicate
Automobile Hints (3w) (2)	Albert L. Clough	International Syndicate
Automobile Letter (w) (ill) (¾)	H. L. Blanchard	International Feature Service

B

Baseball (d) (2)	George Moriarty	Johnson Feature Syndicate, Inc.
Baseball (Big League & Amateur) (2-w)	Babe Ruth	Christy Walsh Syndicate
Baseball News (w)	Frederick G. Lieb	Christy Walsh Syndicate
Basketball (d)	Noted Coaches	National Newspaper Service
Basketball, How to Play (series) (2)	The Captain	International Syndicate
Billy Evans Says (d) (1)	Billy Evans	NEA Service, Inc.
Boxing Anniversaries (d) (¾)	Staff	Devil Dog Syndicate
Boys' Club (d)	F. Turbyville	National Newspaper Service

C

Canadian Sports News (w)		Star Newspaper Service
Cartoons (d) (1)	Al Demaree	Publishers Syndicate
Cartoon (d)	Gus Edson	Graphic Syndicate
Cartoons (d) (2-5)	Will Gould	King Features Syndicate, Inc.
Cartoons (d) (3)	Quin Hall	King Features Syndicate, Inc.
Cartoon (with article) (w) (3)	Hype Igoe	N. Y. World Syndicate
Cartoons (d) (4)	Burris Jenkins	N. Y. World Syndicate
Checker Column (w) (½)	P. H. Ketchum	Des Moines Register & Tribune Syndicate
Cartoons (d) (3-5)	Joseph McGurk	International Feature Service
Cartoons (d) (2-3-4)	Feg Murray	Metropolitan Newspaper Service
Cartoons (with stories) (d) (3)	Robert L. Ripley	Associated Newspapers
Cartoons (3-w) (3)	John Sords	Central Press Association
Comment on Sports (w) (½)		Editor's Copy
Corbett Letter (w) (¾)	J. J. Corbett	King Features Syndicate, Inc.

D

Dempsey Article (w) (¾)	Jack Dempsey	King Features Syndicate, Inc.
Down the Line (d) (1)	W. O. McGeehan	N. Y. Herald Tribune Syndicate
Doping the Major League Races (w)	Frederick G. Lieb	Christy Walsh Syndicate

F

Fight Game from the Inside, The (d)	Jack Kearns	Christy Walsh Syndicate
Football Articles (w)	Walter Eckersall	Chicago Tribune Newspapers Syndicate
Football Benefits (d) (½)	Football Stars	Devil Dog Syndicate
Football Plays (series) (2)	Various	International Syndicate
Football Reports (d)	Noted Coaches	National Newspaper Service
Funny Reviews of the Baseball News (w)	Nick Altrock	Christy Walsh Syndicate
Full Page Sports (d)	Staff	Johnson Feature Syndicate, Inc

G

Golf (d-w) (½)	Willie Macfarlane	D. P. Syndicate
Golf as Champions Play It (d)	Leading Players	Associated Editors, Inc.
Golf—Her Own Story (w) (½)	Glenna Collett	McNaught Syndicate, Inc.
Golf, Inside (d)	Chester Horton	National Newspaper Service
Golf Instruction (2-w) (ill)	H. B. Martin	Bell Syndicate, Inc.
Golf Instruction (2-w)	Walter Hagen	Bell Syndicate, Inc.
Golf Instruction (2-w)	Francis Ouimet	Bell Syndicate, Inc.
Golf Instruction (w)	Gene Sarazen	Bell Syndicate, Inc.
Golf Simplified (3w)	Charles Evans, Jr.	National Newspaper Service
Golf Strategies That Won (w)	"Bunker"	Republic Syndicate, Inc.
Golf—The Links Referee (d)	Innis Brown	Bell Syndicate, Inc.

H

Horse Race Service (d) (⅓)	J. B. Snodgrass	Post Syndicate

I

In Motordom (d-w)	J. L. Jenkins	Chicago Tribune Newspapers Syndicate
Inside Golf (d)	Chester Horton	National Newspaper Service

(*Continued on page* 53)

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SPORTING PAGE FEATURES

(*Continued from page* 52)

L

FEATURE	AUTHOR	SYNDICATE
ng Post, The (d) (1)	Walter Trumbull	Post Syndicate
ort Strip (d) (5) (photos)		Graphic Syndicate

M

Service—Sports (d)		Central Press Association
ar (d)	Barrie Payne	Associated Editors, Inc.
Sportograph (d) (¾)	Frank G. Menke	King Features Syndicate, Inc.

N

Picker, The (d) (⅛)	Joe Williams	NEA Service, Inc.

O

o Lore (d) (ill)	R. E. Jeanson	Des Moines Register & Tribune Syndicate

P

(art (w)	Chester Horton	National Newspaper Service
n: Races and Question Box		
)	John J. McGraw	Christy Walsh Syndicate
ar Jinxes of Great Batters		
)	J. P. Glass	Republic Syndicate, Inc.
n Proper Plays (3-w) (ill)	Eddie Collins	Bell Syndicate, Inc.

R

n Articles (w) (1)	O'Neil Sevier	King Features Syndicate, Inc.
Says (d) (1)	Damon Runyon	International Feature Service

S

Science (series) (2)	An English Captain	International Syndicate
t la Carte (d) (2)	Roy Grove	Johnson Feature Syndicate, Inc.
olumn (3-w) (ill)	Ed Hughes	Bell Syndicate, Inc.
Pictures (w) (fp)		Central Press Association
dio (d) (1/6)	W. N. Taft	Ledger Syndicate
dio (d) (1-stick)	W. N. Taft	Ledger Syndicate
g Goods, The (d-w)	Westbrook Pegler	Chicago Tribune Newspapers Syndicate
ht	Grantland Rice	N. Y. Herald Tribune Syndicate
Done Brown (d)	Norman E. Brown	Central Press Association
Spoofs (cartoon-poem) (w)		
)	Ed Anthony	Imperial News Service
Whirl (d) (2)	Ed Sullivan	Graphic Syndicate
Thru Sportville (d) (1)	W. F. Kirk	International Feature Service

T

i (2w)	Helen Wills	United Feature Syndicate
i (d-w) (½)	Suzanne Lenglen	D. P. Syndicate
i (2-w)	Helen Wills	United Feature Syndicate
i Dispatches (3-w) (½)	Vincent Richards	Putnam Syndicate
i for Beginners (d) (⅙)	Capt. R. Innes-Taylor	Star Newspaper Service
i How to Improve Your	Wm. T. Tilden	Ledger Syndicate
i Winning (d)	"Baseline"	National Newspaper Service
ittle Game (d) (3)	Link	World Color Printing Company
Sun and Rod (w)	Sandy Griswold	National Newspaper Service
n Years Ago (d) (1)	MacGreen	Graphic Syndicate

W

of the News (d)	Harvey Woodruff	Chicago Tribune Newspapers Syndicate
e Tee (w) (½)	Grantland Rice	N. Y. Herald Tribune Syndicate
r' Out the Green (w) (1)	Walter Trumbull	Post Syndicate
t He Doing Now (3-w) (2)	Maxwell Cosmos	Newspaper Syndicate, Inc.
t Is He Now (d)	William McNulty	Current News Features, Inc.
r We Were Young (d)	James M. Kahn	Graphic Syndicate
ng Tennis (d)	"Baseline"	National Newspaper Service
n.'s Athletics (d)	Mary I. Caldwell	National Newspaper Service

FEATURE AND PICTURE SYNDICATES OF THE UNITED STATES

Name	Address	Editor	Manager
r Matthew Adams Service	250 Park ave., New York	I. H. McHugh	Fitzhugh Green
lad H. Allen Feature Service	440 Riverside Drive, New York	Harland H. Allen	Harland H. Allen
o Newspaper Feature and Fic- or Service	Irvington, N. J.	Glen Emmons	H. R. F. White
ated Editors, Inc	Rm. 930 440 S. Dearborn st., Chicago, Ill.	John H. Millar	John H. Millar
ated Newspapers	270 Madison av., New York		H. H. McClure
li Service	326 Madison st., Chicago, Ill.		V. E. Storey
News Service	255 Canal st., New York	E. J. Edmonds	G. G. Bain J. N. Wheeler, President
Syndicate, Inc	154 Nassau st., New York	Douglas Silver	H. M. Snevily
lidge Associates	174 Newbury st., Boston, Mass.	S. L. Sholley T. F. Tilton	Aaron M. Jones
tl Press Association	Cleveland, O.	H. A. McNitt	H. A. McNitt
Mitchell Chapple Associates,	952 Dorchester ave., Boston, Mass.	J. M. Chapple	C. F. Dillmann
co Journal of Commerce Syn- ice	12 E. Grand ave., Chicago, Ill.	Glenn Griswold	A. A. Judd
clo Tribune Newspapers	Tribune Tower, Chicago, Ill.		Arthur W. Crawford
l V. Collins Editorial Syndi- a	2016 Pierce Mill Rd., Washington, D. C.	P. V. Collins	P. V. Collins
ubia Newspaper Service	799 Broadway, New York	T. A. Webb	T. A. Webb
d Nast Syndicate	19 W. 44th st., New York		Howard Wheeler
ental Features	145 W. 45th st., New York		George Halasz
Grimes Publishing Co	521 Bond Bld., Washton, D. C.	W. H. Grimes	R. F. Couch

(*Continued on page* 54)

The

PREFERRED NEW YORK NEWSPAPER

THE AVERAGE net paid daily and Sunday circulation of The New York Times in New York City and suburbs (50 miles radius) for the six months ended March 31, 1926 was 296,605—larger than that of any other New York morning newspaper of standard size.

TOTAL average daily and Sunday circulation of The New York Times for the same period—392,695—also larger than the circulation of any other New York morning newspaper of standard size.

THE ATTENTION of the large number of families in which The New York Times is read—intelligent, substantial families whose standing, influence, buying power and discrimination are not excelled by the readers of any other newspaper—can be obtained only by announcements in The New York Times. The readers of The Times have the ability to appreciate and the money to buy. In practically all instances they are the men and women who lead in all worthy activities in their particular community.

FEATURE AND PICTURE SYNDICATES OF THE UNITED STATES

(*Continued from page* 53)

Name	Address	Editor	Manager
Current News Features, Inc.	(Edtl.) 63 Park Row, New York (Business) Star Bldg., Washington, D. C.	L. F. Parton	H. R. Baukhage
Daily Feature Newspaper Syndicate	145 W. 45th st., New York	H. C. Trowbridge	Florence Clark
Devil Dog Syndicate	154 Nassau st., New York	J. J. Stewart	T. W. Mack
D. P. Syndicate	Doubleday-Page Co., Garden City, L. I.	Ralph H. Graves	Ralph H. Graves
Editor's Copy	Orangeburg, S. C.	H. S. Sims	H. S. Sims
Editors' Feature Service	1819 Broadway, New York	Clark Kinnaird	W. H. Johnson
Editors' Syndicate	4 White st., New York	E. M. Maher	L. H. Berman
Electrocaster Service, Inc.	308 Baum Bld., Omaha, Neb.	C. F. Wadsworth	C. F. Hodge
Famous Features Syndicate	1819 Broadway, New York	S. S. McClure	Leslie Fullenwider
Gilliams Service	32 Union Sq. E., New York	T. F. Gilliams	
Graphic Syndicate	25 City Hall Place, New York	Peter Finnegan	T. O. Davidson
Handy Filler Service	141 Drumm st., San Francisco		
Haskin Service	Washington, D. C.		Frederic J. Haskin
Heinl Radio News Syndicate	Insurance Bld., Washington, D. C.	R. D. Heinl	
Holmes Feature Service	135 Garrison av., Jersey City, N. J.	G. R. Holmes	M. E. Dollard
Houghton Mifflin Co., Syndicate Bureau	Park st., Boston, Mass.		W. B. Pratt
Imperial News Service	236 W. 55th st., New York	Bradley Kelly	
International Feature Service	246 W. 59th st., New York	Rudolph Block Alexander Black	M. Koenigsberg
International Syndicate	1506-8 Guilford ave., Baltimore, Md.	R. M. Miller	Howard E. Miller
Johnson Features, Inc.	1819 Broadway, New York	Clark Kinnaird	W. H. Johnson
Keystone Feature Syndicate	512 Victory Bldg., Philadelphia, Pa.	E. C. Cassard	A. S. Freed
Keystone View Co., Inc.	91 Seventh ave., New York		
King Features Syndicate, Inc.	241 W. 58th st., New York	Alexander Black	M. Koenigsberg
Ledger Syndicate	Independence Square, Philadelphia, Pa.		John Elfreth Watkins
Life Syndicate	598 Madison av., New York	Robt. E. Sherwood	W. K. Ziegfeld
Sam Loyd Syndicate	246 Fulton st., Brooklyn, N. Y.	Sam Loyd	
Eugene MacLean Newspaper Features	827 Folsom st., San Francisco, Cal.	Eugene MacLean	Harold Matson
McClure Newspaper Syndicate	373 Fourth ave., New York.		Irwin Barbour
McNaught Syndicate, Inc.	1475 Broadway, New York	C. B. Driscoll	V. V. McNitt
National Feature Service	4035 New Hampshire av., Washingt'n, D.C.	E. Parker	
National News Service	1328 W. Lycoming st., Philadelphia, Pa.	S. A. Silberman	M. R. Jacobs
National Newspaper Service	326 Madison st., Chicago, Ill.	John F. Dille	L. V. Miller
NEA Service, Inc.	1200 W. 3 Third st., Cleveland, O.	J. W. Bean Herbert Walker	Fred S. Ferguson Winslow Abbey
Newspaper Feature Service	241 W. 58th st., New York	Alexander Black	M. Koenigsberg
New York Allied Press Bureau	1475 Broadway, New York	W. R. Auman	F. S. Beane
New York Herald Tribune Syndicate	225 W. 40th st., New York		Harry Staton
New York World Syndicate	63 Park Row, New York		F. B. Knapp
Post Syndicate	20 Vesey st., New York		J. E. Watkins
C. C. Powell Newspaper Features	141 Drumm st., San Francisco, Cal.		C. C. Powell
Premier Syndicate	241 W. 58th st., New York	Florence McIntyre	
Publishers Financial Bureau	Babson Park, Mass.	C. F. Hayes, Jr.	E. Oakman Hood
Publishers Syndicate	30 North LaSalle st., Chicago, Ill.	Eugene P. Conley	Harold Anderson
Putnam Syndicate	2 W. 45th st., New York		G. T. Bye
Register and Tribune Syndicate	Des Moines, Ia.		H. P. Martin, Jr.
Republic Syndicate, Inc.	15 E. 26th st., New York		E. S. McClure
Science Service, Inc.	21st and B sts., N.W., Washington, D. C.	Watson Davis	Edwin E. Slosson
Service for Authors, Inc.	33 W. 42d st., New York	Lawton H. Ford	
Star Adcraft Service	241 W. 58th st., New York	Harry S. Bressler	Harry S. Bressler
Star Newspaper Service	18 Kink st. W., Toronto, Canada		Kenneth McMillan
Stevenson Radio Syndicate	710—14th st. N. W., Washington, D. C.	Thomas Stevenson	W. W. Rapley
T-Bean Syndicate	299 Madison av., New York	Theodora Bean	Theodora Bean
Thompson Feature Service	132 W. 31st st., New York		A. L. Fowle
Ullman Feature Service	Star Bldg., Washington, D. C.	William Ullman	W. E. Schaff
United Feature Syndicate	63 Park Row, New York		Howard Wheeler
U. P. C. News Service, Inc.	243 W. 39th st., New York		John T. Flynn
Urbana Feature Service	Urbana, O.	Norman W. Ralston	
Christy Walsh Syndicate	570 Seventh av., New York		J. A. Bihler
Washington Radio News Service	Washington, D. C.		Carl H. Butman
Wheeler-Nicholson, Inc.	373 Fourth ave., New York		Malcolm Wheeler-Nicholson
Western Newspaper Union	210 S. Desplaines st., Chicago, Ill.		
World-Wide News Service	333 Washington st., Boston, Mass.		J. J. Bosdan
World Color Printing Company	701 Lucas ave., St. Louis, Mo.	R. Messing	R. S. Grable
Woman's Page Copy	Plymouth, Ind.	Florence Riddick	
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TRADE PRESS PICTURE SYNDICATES AND NEWS SERVICES

King Editors Features	1170 Broadway, New York	A. Rowden King	A. Rowden Ki
Universal Trade Press Syndicate	522 Fifth ave., New York	T. A. Gallagher	A. P. Sachs

EDITORIAL RESEARCH

Editorial Research Reports	828—18th st. N. W., Washington, D. C.	Cleveland & Perkins B. P. Garnett, Richard Boeckel.	

PHOTOGRAPHIC SERVICES

Acme Newspictures, Inc.	461 Eighth ave., New York	R. P. Dorman	R. P. Dorman
Ewing Galloway	15 E. 40th st., New York		Ewing Gallowa
International Newsreel	234 William st., New York	Vincent J. Palumbo. R. H. Gulick	R. Eugene Bo
Keystone View Company, Inc.	91 Seventh ave., New York		E. P. Van Lo
Henry Miller	Washington, D. C.		Henry Miller
Pacific & Atlantic Photos, Inc.	Tribune, Tower, Chicago, Ill. 25 Park Place, New York	A. A. Sorenson	H. B. Baker
Photo Topics, Inc.	265 W. 54th st., New York	Harold Stein	Harold Stein
Photograms News Photo Service	129 E. 27th st., New York	Alexander Starlight	P. Trenchard
Underwood & Underwood	242 W. 55th st., New York	George J. Kadel	George J. Ka
Wide World Photos, Inc.	Care: New York Times, New York	J. V. Dumont	

NEWS SERVICES

Associated Press	383 Madison av., New York		Kent Cooper
Canadian Press, Ltd.	106 Bay st., Montreal, P. Q.		J. F. B. Live
Chicago Tribune Service	Tribune Building, Chicago, Ill.		Arthur W. Cr
Consolidated Press Association	Evening Star Bldg., Washington, D. C.	Horace Epes	H. R. Bauka
International News Service	63 Park Row, New York	George Shor	M. Koenigsbe
New York World News Service	63 Park Row, New York	R. E. Moyer	C. N. Snyder
United News Service	63 Park Row, New York	Ralph Turner	Karl A. Bick
United Press Associations	63 Park Row, New York	Robert Bender	Earl A. Bick
Universal Service	63 Park Row, New York	Chester Hope	M. Koenigsbe

(*Continued on page* 55)

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nd Times Dispatch Publishing Company
Newspaper Syndicate
i Agricultural Publishing Company
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IRECTORY OF SYNDICATE WRITERS AND ARTISTS

A

Franklin P., New York World.
G. M., George Matthew Adams Service.
Edwin, Bell Syndicate, Inc.
Mrs. Harland H., Harland H. Allen Feature Service.
Ida Bailey, New York World.
Paul, Graphic Syndicate.
J. P., Bell Syndicate, Inc.
Mme., Science Service.
, Nick, Christy Walsh Syndicate.
on, John, Post Syndicate.
y, Ed., Imperial News Service.
song, World Color Printing Company.
Paul, International Feature Service, Inc.
Mildred, International Feature Service,
William L., Chicago Journal of Commerce.

B

k, N. P., International Feature Service,
, Roger W., Publishers Financial Bu-
"Bugs," International Feature Service,
Bill, Columbia Newspaper Service.
father, Bruce, McClure Newspaper Syndi-
W. S., International Syndicate.
er, W. J., U. P. C. News Service, Inc.
ir, Mildred, Metropolitan Newspaper Service.
, John K., D. P. Syndicate.
Robert, New York World.
, Bruce, Bell Syndicate, Inc.
, Dr. James W., Bell Syndicate, Inc.
, Prof. S. G., Keystone Feature Syndi-
n, Wanda, Newspaper Feature Service,
line," National Newspaper Service.
lor, Associated Newspapers.
lor, Hazel Deyo, Ledger Syndicate.
rd, United Feature Syndicate.
, K. C., International Feature Service,
Frank, Metropolitan Newspaper Service.
y, Zoe, Famous Features Syndicate.
man, Mrs. Cornelius, Premier Syndicate.
George, Bell Syndicate, Inc.
y, William, Houghton Mifflin Syndicate
eau.
nt, Marie, International Feature Service,
tt, Arnold, McClure Newspaper Syndicate.
t, Walter, Chicago Tribune Newspapers Syndicate.
am, George, George Matthew Adams Service.
Dr. Louis E., Premier Syndicate.
Winifred, Newspaper Feature Service,
Doris, Chicago Tribune Newspapers Syndicate.
John, Bell Syndicate, Inc.
hard, H. L., International Feature Service Inc.
, Cosmos Newspaper Syndicate, Inc.
Lucrezia, Newspaper Feature Service,
n, Gleb, Editors Feature Service.
J. C., King Features Syndicate, Inc.
Julia, McNaught Syndicate, Inc.
Florence Riddick, Woman's Page Copy.
ord, Ralph, Associated Editors, Inc.

Bradshaw, Annette, Newspaper Feature Service, Inc.
Brady, Dr. William, National Newspaper Service.
Brainerd, Betty, Associated Newspapers.
Briggs, Clare, N. Y. Herald Tribune Syndicate.
Brinkerhoff, R. M., New York World.
Brinkley, Nell, International Feature Service, Inc.
Brisbane, Arthur, International Feature Service, Inc.
Brobeck, Florence, N. Y. Herald Tribune Syndicate.
Brookman, Laura Lou, Des Moines Register-Tribune Syndicate.
Brooks, Dr. Charles F., Science Service.
Broun, Heywood, New York World.
Brown, C. E., Cosmos Newspaper Syndicate, Inc.
Brown, Innis, Bell Syndicate, Inc.
Brown, Norman E., Central Press Association.
Bruce, H. Addington, Associated Newspapers.
Bulger, Bozeman, Bell Syndicate, Inc.
Bull, L. M., Graphic Syndicate.
Bunn, Col. Henry W., Editors' Feature Service.
Burgess, Gelett, Chicago Tribune Newspaper Syndicate.
Burgess, Thornton, N. Y. Herald Tribune Syndicate.
Burgess, Thornton W., Associated Newspapers.
Burtis, Edith M., Ledger Syndicate.
Bushmiller, Ernie, New York World.
Butcher, Fanny, Chicago Tribune Newspapers Syndicate.
Butler, Gen. Smedley D., Bell Syndicate, Inc.
Byrnes, Gene, Bell Syndicate, Inc.

C

Cadman, Dr. S. Parkes, N. Y. Herald Tribune Syndicate.
Cady, N. Y. Herald Tribune Syndicate.
Calcaterra, Joseph, United Feature Syndicate.
Caldwell, Mary L., National Newspaper Service.
Calkins, Dick, National Newspaper Service.
Callahan, Jack, King Features Syndicate, Inc.
Callan, Claude, George Matthew Adams Service.
Cameron, Ruth, George Matthew Adams Service.
Campbell, Lang, McClure Newspaper Syndicate.
Campbell, Walter S., Associated Editors, Inc.
Carfill, Jess, Central Press Association.
Carr, Gene, McClure Newspaper Syndicate.
Carroll, Raymond G., Ledger Syndicate.
Carter, Ad, King Features, Syndicate, Inc.
Cassell, J., New York World.
Chapman, Frank, International Syndicate.
Clark, Florenz, Associated Editors, Inc.
Clotilde, Chicago Tribune Newspapers Syndicate.
Clough, Albert L., International Syndicate.
Cobb, Irvin S., McNaught Syndicate, Inc.
Cobb, Irvin, Bell Syndicate, Inc.
Cohan, George M., Bell Syndicate, Inc.
Coffman, Ramon, Publishers Syndicate.
Cole, Russell, Editors Feature Service.
Coles, Ross, McClure Newspaper Syndicate.
Collins, Eddie, Bell Syndicate, Inc.
Collins, Paul V., Paul V. Collins Editorial Syndicate.
Collett, Glenna, McNaught Syndicate, Inc.
Coman, Martha, T-Bean Newspaper Syndicate.
Conselman, Bill. Metropolitan Newspaper Service.
Conway, Kerry, Graphic Syndicate.
Cook, Ted, International Feature Service, Inc.
Cooper, Courtney Ryley, Bell Syndicate, Inc.
Copeland, Royal S., Newspaper Feature Service, Inc.
Corbett, J. J., King Features Syndicate, Inc.
Corey, Herbert, Associated Newspapers.
Cory, David, George Matthew Adams Service.
Cory, Fanny V., Ledger Syndicate.
Counihan, Bud, New York World.
Countryman, E. C., Putnam Syndicate.
Cousins, Wilfred S., King Features Syndicate, Inc.
Crane, Dr. Frank, McClure Newspaper Syndicate.
Crane, Dr. Frank, Associated Newspapers.
Crawford, William H., Cosmos Newspaper Syndicate, Inc.
Crosby, Percy, Editors Feature Service.
Currier, Dr. A. F., Editors Feature Service.

D

Darling, J. N., N. Y. Herald Tribune Syndicate.
D'Alroy, Marceline, Premier Syndicate.
Davies, Florence, N. Y. Herald Tribune Syndicate.
Davis, Emily C., Science Service.
Davis, Watson, Science Service.
Dean, Dr. Arthur, National Newspaper Service.
De Beck, Billy, King Features Syndicate, Inc.
De Campi, Anti, Chicago Tribune Newspapers Syndicate.
dePeyster, Kathrine, Premier Syndicate.
Decie, Doris, Ledger Syndicate.
Demaree, Al, Publishers Syndicate.
Dempsey, Estelle Taylor, Bell Syndicate, Inc.
Dempsey, Jack, King Features Syndicate, Inc.
Dib, King Features Syndicate, Inc.
Dibble, R. F., Continental Features.
Dibble, Jr., Tom, New York World.
Dickey, Robert L., Metropolitan Newspaper Service.
Dimond, Bushnell, Newspaper Feature Service, Inc.
Dirks, R., New York World.
Dix, Dorothy, Ledger Syndicate.
Donahey, W., Chicago Tribune Newspapers Syndicate.
Donnelly, Antoinette, Chicago Tribune Newspapers Syndicate.
Dorgan ("Tad") T. A., International Feature Service, Inc.
Doylie, Keystone Feature Syndicate.
Drayton, Grace G., D. P. Syndicate.
Duart, Malcolm, Eugene MacLean Newspaper Features.
DuPuy, William Atherton, Science Service.
Dwiggins, Clare V., McClure Newspaper Syndicate.

(Continued on page 56)

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	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Aurora Beacon-News .....(E)	18,694	.06	.06
†Chicago Herald & Examiner.....(M)	385,276	.55	.55
†Chicago Herald & Examiner.....(S)	1,153,360	1.10	1.10
†Chicago Daily Journal.....(E)	123,771	.26	.24
**Evanston News Index.....(E)	6,729	.04	.04
**Freeport Journal-Standard .....(E)	9,613	.045	.045
**Joliet Herald News.....(E)	19,591	.06	.06
††Mattoon Journal Gazette.....(E)	5,712	.03	.03
**Moline Dispatch .....(E)	11,680	.045	.045
**Monmouth Daily Review Atlas...(E)	5,416	.035	.035
**Peoria Star .....(S) 22,497..(E)	29,874	.075	.06
Rock Island Argus.....(E)	11,248	.045	.045
**Waukegan Daily Sun.....(E)	5,213	.03	.03

**A. B. C. Statement, March 31, 1926
†Government Statement, March 31, 1926
††Government Statement, September 30, 1925

DIRECTORY OF SYNDICATE WRITERS AND ARTISTS

(*Continued from page* 55)

E

Eckersall, Walter, Chicago Tribune Newspapers Syndicate.
Ed. Carl, Chicago Tribune Newspapers Syndicate.
Eddington, Jane, Chicago Tribune Newspapers Syndicate.
Edgren, Robert, Bell Syndicate, Inc.
Edson, Gus, Graphic Syndicate.
Edwards, Agnes, Houghton Mifflin Syndicate Bureau.
Edwina, George Matthew Adams Service.
Eldred, Myrtle Myer, Des Moines Register Tribune Syndicate.
Ellis, Frank, Des Moines Register-Tribune Syndicate.
Ellis, Dr. William T., McNaught Syndicate, Inc.
Elliston, George, Associated Newspapers.
Elmer, A. D., Cambridge Associates.
Emery, Helen M., Associated Newspapers.
Emmons, Glen, Arco Service.
Enright, W. J., McClure Newspaper Syndicate.
Evans, Delight, T-Bean Newspaper Syndicate.
Evans, Maude Swalm, Chicago Tribune Newspapers Syndicate.
Evans, Charles S., Jr., National Newspaper Service.
Evans, Dr. W. A., Chicago Tribune Newspapers Syndicate.

F

Faber, Fred, International Feature Service, Inc.
Fairfax, Beatrice, International Feature Service, Inc.
Farr, Jack, Columbia Newspaper Service.
Fera, A. G., Newspaper Feature Service, Inc.
Ferguson, Thelma L., Famous Features Syndicate.
Ferguson, Wynne, Bell Syndicate, Inc.
Ferstadt, Louis G., Graphic Syndicate.
Fewell, Alice U., International Syndicate.
Fields, Associated Newspapers.
Fishbein, Dr. Morris, Current News Features, Inc.
Fisher, Bud, Bell Syndicate, Inc.
Fisher, Dudley F., National News Service.
Fisher, World Color Printing Company.
Flynn, John T., U. P. C. News Service, Inc.
Forbes, B. C., Fremier Syndicate.
Forbes, Edna Kent, George Matthew Adams Service.
Fowler, George E., George Matthew Adams Service
Fox, Fontaine, Bell Syndicate, Inc.
Frances, Henrique R., Arco Service.
Frank, Glenn, McClure Newspaper Syndicate.
Frise, Star Newspaper Service.
Fry, C. V., Des Moines Register-Tribune Syndicate.
Fulkerson, Roe, McNaught Syndicate, Inc.

G

Gage, Hy., Ledger Syndicate.
"Gar," Ledger Syndicate.
Galli-Curci, Amelita, Cosmos Newspaper Syndicate, Inc.
Gallico, A. T., Chicago Tribune Newspapers Syndicate.
Gardner, Susan, Des Moines Register-Tribune Syndicate.
Garis, Howard R., McClure Newspaper Syndicate.
Garrett, Paul Willard, Post Syndicate.
Garrison, Adele, Newspaper Feature Service, Inc.
Geller, J. J., N. Y. Herald Tribune Syndicate.
George, David Lloyd, United Feature Syndicate.
Gettier, C. R., Bell Syndicate, Inc.
Gibbs, Philip, United Feature Syndicate.
Gibbs, Sir Philip, McClure Newspaper Syndicate.
Gibbs, Winifred S., McClure Newspaper Syndicate.
Gibson, Ida McGlone, National Newspaper Service.
Gibson, Walter B., Ledger Syndicate.
Gilbert, Clinton W., Ledger Syndicate.
Gillilan, Strictland, International Syndicate.
Glass, Dudley, Premier Syndicate.
Glass, Montague, Bell Syndicate, Inc.
Goldberg, R. L., International Feature Service, Inc.
Goldberg, Rube, McNaught Syndicate, Inc.
Godwin, Frank, Ledger Syndicate.
Goodman, Julia Cody, Cosmos Newspaper Syndicate, Inc.
Gould, Will, King Features Syndicate, Inc.
Grace, Mabel, Arco Service.
Grant, Jane, D. P. Syndicate.
Gray, Gilda, Imperial News Service.
Gray, Harold, Chicago Tribune Newspapers Syndicate.
Gray, Laurel, National Newspaper Service.
Green, Mac, Graphic Syndicate.
Greene, Sid, Associated Newspapers.
Greening, Cornell, Graphic Syndicate.
Greer, Blanche, Ledger Syndicate.
Gregory, Rev. Thomas B., Newspaper Feature Service, Inc.
Grin, Gregory, Ledger Syndicate.
Griswold, Glenn, Chicago Journal of Commerce.
Griswold, Sandy, National Newspaper Service.
Gross, Milt, New York World.
Grove, Roy, Editors Feature Service.
Guenther, Lambert, T-Bean Newspaper Syndicate.
Gunn, Eleanor, Metropolitan Newspaper Service.

H

Haenigsen, New York World.
Hagen, Walter, Bell Syndicate, Inc.
Halasz, George, Continental Features.
Hall, Quinn, King Features Syndicate, Inc.
Hamel, Juanita, Newspaper Feature Service, Inc.
Hammond Percy, N. Y. Herald Tribune Syndicate.
Hanny, International Syndicate.
Hart, Martha, Des Moines Register-Tribune Syndicate.
Hartt, Helen Harrington, Famous Features Syndicate.
Haskin, Frederic J., Frederic J. Haskin.
Hatton, Mr. and Mrs. Arnold, National Newspaper Service.
Hay, Jr., James, Current News Features, Inc.
Hayward, A. E., Ledger Syndicate.
Heinl, Robert D., Heinl Radio News Syndicate.
Held, Jr., John, United Feature Syndicate.
Hellinger, Mark, Chicago Tribune Newspapers Syndicate.
Helm, Jr., William P., Current News Features, Inc.
Henderson, Dr. J. Lowell, Bell Syndicate, Inc.
Henderson, Marjorie, Ledger Syndicate.
Hendrix, Columbia Newspaper Service.
Herold, Don, N. Y. Herald Tribune Syndicate.
Herriman, George, International Feature Service, Inc.
Herring, Hubert C., McNaught Syndicate, Inc.
Herrmann, W. J., Ledger Syndicate.
Hershfield, Harry, International Feature Service, Inc.
Hess, Scl, Bell Syndicate, Inc.
Hoban, Walter, International Feature Service, Inc.
Holbrook, Christine, Des Moines Register-Tribune Syndicate.
Hollman, N. Y. Herald Tribune Syndicate.
Holman, H. G., Star Newspaper Service.
Honti, Cosmos Newspaper Syndicate, Inc.
"Hop," National Newspaper Service.
Hoppman, Ray, Columbia Newspaper Service.
Horton, Chester, National Newspaper Service.
Houdini, New York World.
Howard, Burton, Editors Syndicate.
Howe, Ed., Bell Syndicate, Inc.
Hoyt, Harlowe R., Publishers Syndicate.
Hubbard, Kin, National Newspaper Service.
Hucke, Agnes, Ledger Syndicate.
Hughes, Ed, Bell Syndicate, Inc.
Hughes, Rupert, Bell Syndicate, Inc.
Hulbert, Mary Allen, Bell Syndicate, Inc.
Hungerford, Cy, George Matthew Adams Service.
Hunter, Graham, McClure Newspaper Syndicate.
Hurst, Fannie, McClure Newspaper Syndicate.
Hutchinson, Dr. Woods, Houghton Mifflin Syndicate Bureau.

I

Igoe, Hype, New York World.
Innes-Taylor, Capt. R., Star Newspaper Service.
Irwin, Inez Haynes, McClure Newspaper Syndicate.

J

Jackson, Chic, George Matthew Adams Service.
Jacquin, Premier Syndicate.
James, Winifred, T-Bean Newspaper Syndicate.
Jay, Jay V., George Matthew Adams Service.
Jeanson, R. E., Des Moines Register-Tribune Syndicate.
Jenkins, Burris, New York World.
Jenkins, J. L., Chicago Tribune Newspapers Syndicate.
Jordan, Charlotte Brewster, Ledger Syndicate.
Johnson, Ferd, Chicago Tribune Newspapers Syndicate.
Johnson, Gaylord, Science Service.
Johnstone, W., New York World.
Judell, M. F., George Matthew Adams Service.

K

Kahn, James M., Graphic Syndicate.
Kamm, M. Watson, National Newspaper Service.
Kean, Kay, Ledger Syndicate.
Kearns, Jack, Christy Walsh Syndicate.
Keenan, Pete, International Syndicate.
Kelleher, Agnes, Des Moines Register-Tribune Syndicate.
Keller, Helen, Famous Features Syndicate.
Kelly, Bradley, Imperial News Service.
Kelly, Fred, Editors Feature Service.
Kemble, Genevieve, Newspaper Feature Service, Inc.
Kenny, Kathryn, Editors Feature Service.
Kessler, Graphic Syndicate.
Ketchum, P. H., Des Moines Register-Tribune Syndicate.
Ketten, Maurice, New York World.
Kiddy, Arthur W., Post Syndicate.
Kift, Jane Leslie, Ledger Syndicate.
Killick, Arthur F., McNaught Syndicate, Inc.
King, Fay, International Feature Service, Inc.
King, Frank, Chicago Tribune Newspapers Syndicate.
King, Nosmo, Arco Service.
Kirby, Rollin, New York World.
Kirk, W. F., International Feature Service, Inc.
Kirkman, Laura, George Matthew Adams Service.
Kiser, S. E., International Feature Service, Inc.
Kitchen, Karl K., New York World.
Kling, Ken, Bell Syndicate, Inc.
Knerr, H. H., International Feature Service, Inc.
Knott, Jean, International Feature Service, Inc.
Kohles, Charles W., Ledger Syndicate.
Kolliker, Graphic Syndicate.
Kruckman, H. L., Graphic Syndicate.

L

Lait, Jack, International Feature Service, Inc.
Lardner, Ring, Bell Syndicate, Inc.
Laurie, Annie, Newspaper Feature Service, Inc.
Leacock, Stephen, Metropolitan Newspaper Service.
Leeds, Lois, Ledger Syndicate.
LeCocq, Ed, Des Moines Register-Tribune Syndicate.
Lecraw, R. H., Thompson Feature Service.
Lee, Patricia, Graphic Syndicate.
Lenglen, Suzanne, D. P. Syndicate.
Lenz, Sidney, Premier Syndicate.
Lessing, Bruno, King Features Syndicate, Inc.
Lewis, Judd Mortimer, George Matthew Adams Service.
Lieb, Frederick G., Christy Walsh Syndicate.
Link, World Color Printing Company.
Link, B., National News Service.
Lisle, Anne, King Features Syndicate, Inc.
Little, Richard Henry, Chicago Tribune Newspapers Syndicate.
Livingston, John, Houghton Mifflin Syndicate Bureau.
Locher, Fred, New York World.
Loderwich, Mildred, New York World.
Loeb, Sophie Irene, Editors Feature Service.
Lofting, Hugh, N. Y. Herald Tribune Syndicate.
Loos, Anita, Bell Syndicate, Inc.
Lorraine, Lucille, Cosmos Newspaper Syndicate, Inc.
Lowell, Lucy, King Features Syndicate, Inc.
Lowe, Corinne, Chicago Tribune Newspapers Syndicate.
Lowndes, Elizabeth, T-Bean Newspaper Syndicate.
Lynch, James M., McClure Newspaper Syndicate.

M

Macfarlane, Willie, D. P. Syndicate.
McBride, Clifford, McNaught Syndicate, Inc.
McCay, Winsor, N. Y. Herald Tribune Syndicate.
McCann, Rebecca, George Matthew Adams Service.
McClure, S. S., Famous Features Syndicate.
McCutcheon, John T., Chicago Tribune Newspapers Syndicate.
McGeehan, W. O., N. Y. Herald Tribune Syndicate.
McGill, H. A., Graphic Syndicate.
McGraw, John J., Christy Walsh Syndicate.
McGurk, Joseph, International Feature Service, Inc.
McIntyre, O. O., McNaught Syndicate, Inc.
McKay, Mr. and Mrs. Hugh, Ledger Syndicate.
McManus, Charles, King Features Syndicate, Inc.
McManus, George, International Feature Service, Inc.
McNamara, Ray, Christy Walsh Syndicate.
McNamara, Tom, King Features Syndicate, Inc.
McNulty, William, Current News Features, Inc.
Mager, Gus, McNaught Syndicate, Inc.
Malloch, Douglas, McClure Newspaper Syndicate.
Mann, Hatton, Post Syndicate.
Manning, Temple, Newspaper Feature Service, Inc.
Mansfield, J. Carroll, McClure Newspaper Syndicate.
Mantle, Burns, Chicago Tribune Newspapers Syndicate.
Marden, Philip S., Houghton Mifflin Syndicate Bureau.
"Margette," National Newspaper Service.
Marie, Queen of Roumania, Famous Features Syndicate.
Marshall, M. M., New York World.
Marshall, Mary, McClure Newspaper Syndicate.
Martin, H. B., Bell Syndicate, Inc.
Mason, Walt, George Matthew Adams Service.
Masson, Tom, Cosmos Newspaper Syndicate.
Matthews, L. Lamar, International [illegible] Service, Inc.
Matthews, L. Lamar, King Features Syn[illegible] Inc.
Maxwell, Cosmos Newspaper Syndicate, [illegible]
Medbury, J. P., King Features Syndicat[illegible]
Mencken, H. L., Chicago Tribune New[illegible] Syndicate.
Menke, Frank G., King Features Syn[illegible] Inc.
Messner, Elmer, Editors Feature Servic[illegible]
Metcalf, A. R., Chicago Tribune New[illegible] Syndicate.
Michaelis, Aline, International Feature S[illegible] Inc.
Miles, John P., Cosmos Newspaper Syn[illegible] Inc.
Milgrim, Sally, Editors Feature Service
Millar, Helen J., Associated Editors, In[illegible]
Milne, A. A., Metropolitan Newspaper S[illegible]
Mitchell, Dr. Winston, National New[illegible] Service.
Momand, Pop, Associated Newspapers.
Montagnes, J., Star Newspaper Service.
Montague, James J., Bell Syndicate, In[illegible]
Moore, Sara, Chicago Tribune Newspaper[illegible] dicate.
Morgan, W. Boyce, Associated Editors, [illegible]
Morris, W. C., George Matthew Adams S[illegible]
Moulton, Roy K., International Features [illegible]ice, Inc.
Moriarty, George, Editors Feature Servi[illegible]
Mundy, J. J., International Feature S[illegible] Inc.
Murphy, J. E., King Features Syndicate, [illegible]
Murray, Feg, Metropolitan Newspaper S[illegible]

N

Napoli, Dan, Continental Features.
Nast, Conde, United Feature Syndicate.
Nathan, George Jean, Bell Syndicate, In[illegible]
Nicholson, W. Curtis, Associated Newspa[illegible]
Newman, Oliver P., Current News Fe[illegible] Inc.
Newton, Jean, Bell Syndicate, Inc.
Norton, Henry Kittredge, N. Y. Herald T[illegible] Syndicate.
Norton, Jeanette Young, Newspaper [illegible] Service, Inc.
Nowlan, Philip, King Features Syndicate
Nugent, A. W., New York World.

O

O'Donnell, Jack, George Matthew Adams [illegible]ice.
O'Hara, Neal, New York World.
Ohl, Molly C., Cosmos Newspaper Syn[illegible] Inc.
O'Melia, Leo, Associated Newspapers.
Opper, F. B., International Feature S[illegible] Inc.
Orr, Carey, Chicago Tribune Newspaper [illegible]dicate.
Ouimet, Francis, Bell Syndicate, Inc.

P

Pape, Lee, George Matthew Adams Servi[illegible]
Patri, Angelo, Bell Syndicate, Inc.
Patterson, Ada, International Feature S[illegible] Inc.
Payne, Barrie, Associated Editors, Inc.
Payne, C. M., Bell Syndicate, Inc.
Pearson, Drew, U. P. C. News Service,
Pegler, Westbrook, Chicago Tribune New[illegible] Syndicate.
Pending, Pat, King Features Syndicate,
Perkins, Lucy Fitch, Houghton Mifflin [illegible]cate Bureau.
Peters, Dr. Lulu Hunt, George Matthew [illegible] Service.
Phelps, Jane, George Matthew Adams S[illegible]
Phillips, H. I., Associated Newspapers.
Plumb, Charles, Metropolitan Newspape[illegible]vice.
Pilgrim, John, Associated Newspapers.
Pim, Paul, George Matthew Adams Ser[illegible]
Pim, Paul, Cosmos Newspaper Syndicat[illegible]
Pollock, Channing, Continental Features.
Posen, Al, Chicago Tribune Newspapers [illegible]cate.

(*Continued on page* 57)

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DIRECTORY OF SYNDICATE WRITERS AND ARTISTS

(*Continued from page* 56)

dy, W. W., International Syndicate.
iam, C. C., C. C. Powell Newspaper Features.
y, United Feature Syndicate.

Q

len, Robert, Publishers Syndicate.
Vive, Mme., King Features Syndicate, c.

R

ton, Norman W., Urbana Feature Service.
dall, Albertine, George Matthew Adams Service.
d-McNally, T. H., Star Newspaper Service.
oe, Burton, Editors Feature Service.
son, Jonathan A., Jr., Putnam Syndicate.
d, Bert, Star Newspaper Service.
d, Dr. Charles A. L., King Features Syndicate, Inc.
d, Albert T., Bell Syndicate, Inc.
, Grantland, N. Y. Herald Tribune Syndicate.
hards, Vincent, Putnam Syndicate.
gway, Frank, Chicago Tribune Newspapers Syndicate.
ley, Gladys L., Editors Syndicate.
ley, Robert L., Associated Newspapers.
bins, L. B., Houghton Mifflin Syndicate Bureau.
inson, N. Y. Herald Tribune Syndicate.
inson, Elsie, King Features Syndicate, Inc.
inson, Elsie, Premier Syndicate.
inson, Grace, Chicago Tribune Newspapers Syndicate.
inson, Paul, Editors Feature Service.
ers, Will, McNaught Syndicate, Inc.
ie, Alice, T-Bean Newspaper Syndicate.
in, Ray, Ledger Syndicate.
vland, Helen, King Features Syndicate, Inc.
enstein, Mme. Helena, Editors Feature Service.
incam, Marion, George Matthew Adams Service.
yon, Damon, International Feature Service, Inc.
ssell, A., National News Service.
ssell, F. C., Ullman Feature Service.
ssell, World Color Printing Company.
th, Babe, Christy Walsh Syndicate.
an, Marion, T-Bean Newspaper Syndicate.

S

naroff, Olga, Post Syndicate.
nuels, Prof. G., Keystone Feature Syndicate.
azen, Gene, Bell Syndicate, Inc.
ka, Charles, T-Bean Newspaper Syndicate.
terfield, Editors Feature Service.
ir, Associated Newspapers.
haeffer, Rosalind, Chicago Tribune Newspapers Syndicate.
horer, Eleanor, Columbia Newspaper Service and New York World Syndicate.
aulkers, Robert F., Metropolitan Newspaper Service.
ott, Editors Feature Service.
eberger, Merze M., Des Moines Register-Tribune Syndicate.
gar, E. C., King Features Syndicate Inc.
ears, Ruth Wyeth, George Matthew Adams Service.
rviss, Garrett P., International Feature Service, Inc.
vier, O'Neil, King Features Syndicate, Inc.
xton, Susie, T-Bean Newspaper Syndicate.
afer, Claude, George Matthew Adams Service.
annon, Robert Terry, International Feature Service, Inc.
elton, Herbert M., Graphic Syndicate.
erwood, R. E., Life Syndicate.
inn, Cobb, World Color Printing Company.
oring, Dr. Eliot, National Newspaper Service.
bley, W. G., Chicago Journal of Commerce.
lberman, Sidney A., National News Service.
lver, Blanche, Newspaper Feature Service, Inc.
monds, Frank H., McClure Newspaper Syndicate.
nnott, Associated Newspapers.
nith, Dan, Newspaper Feature Service, Inc.
nith, Florence Vincent, Central Press Association.
nith, Rev. Roy L., Chicago Tribune Newspapers Syndicate.
nith, Sidney, Chicago Tribune Newspapers Syndicate.
odgrass, J. B., Post Syndicate.
yder, Ruth, New York World.
merhausen, Anne, T-Bean Newspaper Syndicate.
rds, John, Central Press Association.
ence, Sara, Graphic Syndicate.
ace, Arthur W., Ledger Syndicate.
afford, Check, Associated Editors, Inc.
andish, Clare, Bell Syndicate, Inc.
anlaws, Penrhyn, International Feature Service, Inc.
anley, Lee, Editors Feature Service.
ella, Graphic Syndicate.
errett, Cliff, Newspaper Feature Service, Inc.
evens, William, George Matthew Adams Service.
evenson, Fay, New York World.
evenson, Steve, T-Bean Newspaper Syndicate.
tevenson, Thomas, Stevenson Radio Syndicate.
tewart, Mary, Current News Features, Inc.
tokley, James, Science Service.
tote, Dorothy, Ledger Syndicate.
traton, Rev. John Roach, McNaught Syndicate, Inc.
triebel, John H., Associated Editors, Inc.
tuyvesant, Mark, Newspaper Feature Service, Inc.
Stuyvesant, Ruth, N. Y. Herald Tribune Syndicate.
Sullivan, Ed, Graphic Syndicate.
Sullivan, Frank, New York World.
Sullivan, Mark, N. Y. Herald Tribune Syndicate.
Sullivan, Pat, King Features Syndicate, Inc.
Sumner, P. E., Premier Syndicate.
Sutton, Wilbur, Editors Feature Service.
Swinnerton, James, International Feature Service, Inc.
Sykes, C. H., Ledger Syndicate.

T

Taft, W. N., Ledger Syndicate.
Talmadge, Constance, Cosmos Newspaper Syndicate, Inc.
Temple, World Color Printing Company.
Terhune, Albert Payson, McNaught Syndicate, Inc.
Terry, Associated Newspapers.
Thiele, Editors Feature Service.
Thompson, Clinton R., International Syndicate.
Thompson, Lilah, Arco Service.
Thompson, R. W., Des Moines Register-Tribune Syndicate.
Thone, Dr. Frank, Science Service.
Thorncliffe, Grace, Newspaper Feature Service, Inc.
Tilden, William, 2nd, Bell Syndicate, Inc.
Tilden, William, 2nd, Ledger Syndicate.
Tingey, Eva A., Ledger Syndicate.
Tingley, Richard, McClure Newspaper Syndicate.
Tingley, R. H., New York World.
Towne, Charles Hanson, Central Press Association.
Trimble, Jessie, T-Bean Newspaper Syndicate.
Trumbull, Walter, Post Syndicate.
Turbyville, F., National Newspaper Service.
Tuthill, H. J., McNaught Syndicate, Inc.

U

Ullman, William, Ullman Feature Service.
Urner, Mabel Herbert, Bell Syndicate, Inc.

V

Valentino, Rudolph, National Newspaper Service.
Van Duzer, Winifred, King Features Syndicate, Inc.
Van Leon, Hendrik, Christy Walsh Syndicate.
Van Paassen, Pierre, Bell Syndicate, Inc.
Van Raalte, Joseph, Editors Feature Service.
Veatch, Paul J., Graphic Syndicate.
Vic, New York World.
Voight, Charles, N. Y. Herald Tribune Syndicate.
Vorhees, H. F., National Newspaper Service.

W

Wagner, E. F., National Newspaper Service.
Waldo, Fullerton, Ledger Syndicate.
Walker, G. W., Columbia Newspaper Service.
Walker, Lydia Le Baron, Bell Syndicate, Inc.
Wallace, Inez, Bell Syndicate, Inc.
Walling, Dow, Editors Feature Service.
Watts, Mary VanRiper, Imperial News Service.
Wayne, Priscilla, Des Moines Register-Tribune Syndicate.
Weagand, H. C., King Features Syndicate, Inc.
Weaver, Louise B., Des Moines Register-Tribune Syndicate.
Webster, H. T., New York World.
Wellington, N. Y. Herald Tribune Syndicate.
Wells, Carolyn, McNaught Syndicate, Inc.
Wells, H. G., McClure Newspaper Syndicate.
Wells, Margery, New York World.
Westerman, Harry J., McClure Newspaper Syndicate.
Westover, Russ, King Features Syndicate, Inc.
Wheelock, Lucy M., Houghton Mifflin Syndicate Bureau.
Wheelan, Ed, George Matthew Adams Service.
Whitaker, Elma, McClure Newspaper Syndicate.
White, William Allen, Bell Syndicate, Inc.
Whitney, J. S., Current News Features, Inc.
Whitney, Leon F., Science Service.
Whitney, Mabel, International Syndicate.
Wilbert, A. L., King Features Syndicate, Inc.
Wile, Frederick William, Editors Feature Service.
Willard, Frank, Chicago Tribune Newspapers Syndicate.
Williams, Gaar, Chicago Tribune Newspapers Syndicate.
Williams, Gluyas, Bell Syndicate, Inc.
Williams, Shirley R., McClure Newspaper Syndicate.
Williamson, Jack, Associated Editors, Inc.
Williamson, R. M., Des Moines Register-Tribune Syndicate.
Wills, Helen, United Feature Syndicate.
Wing, Hannah, International Feature Service, Inc.
Winchell, Walter, Graphic Syndicate.
Winner, United Feature Syndicate.
Winslow, Barbara, International Syndicate.
Winston, Vera, Newspaper Feature Service, Inc.
Woodruff, Harvey, Chicago Tribune Newspapers Syndicate.
Woollcott, Alexander, New York World.
Worth, Winifred, Harland H. Allen Feature Service.
Wortman, New York World.
Wren, Jenny, Ledger Syndicate.
Wright, Frank, C. C. Powell Newspaper Features.
Wynn, Ed, Bell Syndicate, Inc.

Y

Young, Chic, Premier Syndicate.
Young, Lyman, National News Service and World Color Printing Company.

Z

Zere, King Features Syndicate, Inc.

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WHAT'S WHAT IN THE FEATURE FIELD

Science Service Takes Over Current Radio—"Seckatary Hawkins" Weekly Club Page and Prize Contests Announced—Suzanne Lenglen Signs With McClure

SCIENCE SERVICE, Washington, D. C., has taken over Current Radio, a feature previously distributed by the American Radio Relay League, Hartford, Conn. The change becomes effective, June 7.

The feature, which explains technical angles of radio in simple language, will continue to be the editorial product of the American Radio Relay League, a national organization of radio operators and experimenters. John M. Clayton will continue to edit the service.

Metropolitan Newspaper Service, New York, announced this week the "Seckatary Hawkins Weekly Club Page," to begin June 19 or June 20. The feature occupies space equivalent to a tabloid page and is designed to run in conjunction with the Hawkins weekly juvenile stories. It will include a service of local letters for individual papers and will cover arrangements for prize contests and club insignia. The page will be conducted by Robert F. Schulkers, the author of "Seckatary Hawkins." Mr. Schulkers speaks over the radio weekly from station WLW, Cincinnati.

Suzanne Lenglen, French tennis star, has signed with the McClure Newspaper Syndicate, New York, for a series of 10 weekly tennis articles.

"Radio Rhymes" is the title of a new six-column comic strip announced this week by Continental Features, New York, It is the creation of Dan Napoli.

"Joy," a newspaper serial by Barbara Webb, is now being offered by Famous Features Syndicate, Inc., New York.

Keyes Religious News Service, Peru, Ind., is distributing a "Go-to-Church Sunday" page to newspapers. J. L. Keyes, syndicate owner, claims a list of 32 papers in Indiana alone for the feature.

Dr. and Mrs. Robert Moore Walker, Riverside, Ill., announce the engagement of their daughter, Marion Esther, to Barrie Payne of Chicago, Mr. Payne is author of "McDuffer," "The Jimtown Weekly" and "Otto Watt," all distributed by Associated Editors, Inc.

J. N. Darling, "Ding," cartoonist whose work is handled by the New York Herald Tribune Syndicate, is one of five men elected last week to the board of trustees of Grinnell College, Grinnell, Ia.

W. L. Wardell, vice-president in charge of sales for the Famous Features Syndicate, Inc., New York, will leave June 7 on a four weeks' business trip.

"Ella Cinders," a comic distributed by Metropolitan Newspaper Service, New York, is now being offered in full page form in color for Saturday or Sunday use, as well as in the daily strip.

The International Syndicate, Baltimore, has prepared a full page Fourth of July feature, in honor of the 150th anniversary of the Declaration of Independence. Written by Rene Bach, it will tell the story of the making of the declaration.

Maj. Malcolm Wheeler-Nicholson this week announced that the capital stock of Wheeler-Nicholson, Inc., has been increased to $200,000. He also announced completion of agreements with the Advertisers' Photo-Engraving Company, the Craft Off-Set Printing Company, and the Shaefer Stereotyping Company, all of New York City, which have merged their services into working arrangements with the Wheeler-Nicholson syndicate and have become minority stockholders.

"Sid Said" is the title of a new short daily feature now being distributed by the National News Service of Philadelphia. It embraces an editorial on advertising written by Sidney A. Silberman, president of the service.

INFERIORITY COMPLEX MAKES SALESMEN FAIL

To Cure That "Insignificant Feeling" Think of Your Superior Knowledge of Your "Product," Says Classified Man

An inferiority complex is often the hidden reason why many men fail as salesmen, Charles A. Sargent, classified manager of the *Miami* (Fla.) *Herald* believes.

"We all know the feeling that grips a salesman the minute he steps into a spacious office which is luxuriously furnished, where there is a corps of secretaries that hurry about," he told EDITOR & PUBLISHER. "Many of us can sense the feeling now by simply imagining ourselves in such surroundings.

"I have known would-be salesmen who would actually neglect business rather than approach a man in a luxurious office. The salesman who has this feeling will invent an endless string of excuses for not calling on certain prospects, such as: 'I don't suppose he will have any copy for me this morning, I will call later.' He will persuade himself and will not make the call, but still he realizes that he should have.

"The salesman who has this feeling lives in constant fear that his salesmanager and his prospect will recognize it. In spite of his best efforts to hide this feeling, it stands out like a bandaged sore thumb.

"This feeling retards the ability of a classified salesman, it blocks the channel of clear reasoning and the presentation of persuasive argument.

"There is only one thing to do, that is to bring this feeling out in the open, face it squarely and 'chase it away.'

"It is the result of a foolish type of reasoning, similar to the following: 'I am not financially able to afford the surroundings which my advertising prospect has.' 'I am not able to discuss subjects which he may be able to discuss fluently.'

"Fortunately, ability to sell classified advertising does not depend one particle on the salesman being financially equal, socially equal, or intellectually equal to the prospective advertiser.

"Ability as a classified advertising salesman increases in direct proportion to the development of confidence in yourself as a *classified salesman,* and not in your being socially, financially or intellectually equal to your prospect. Confidence is not founded on your desire to be confident, but is founded on a thorough understanding of classified advertising.

"In reality the man who maintains a spacious office may actually know less about classified advertising than the greasy automobile mechanic who greets you from beneath an automobile, and any one of us would feel perfectly natural talking with the mechanic.

"There is not one business man (outside of newspapers) in 5,000 who knows the fundamental difference between classified and display advertising, the advantages of allied classifications, of consistent advertising.

"You have one definite purpose in calling on a man however large or small his business may be. That is to *sell classified advertising!*

"The time you have spent in selling classified advertising and the knowledge of classified advertising which you have acquired has placed you in a position where you are absolutely superior to 9 percent of your prospects.

"Present your arguments clearly and concisely, don't talk just to be using words. Let each argument have only one point, just like the call on your prospect has but one aim, to *sell classified advertising.*"

features

SINCE 1899

WEEKLY

Camera News, Fashion, Feature and Children's Pages; House Plans; Automobile Cartoon.

3-A-WEEK

Hints for the Motorist; Handicraft in the Home.

DAILY

Cross-word Puzzles, Dots and Cut-outs; Radio; Noozie; Fashion hints; 1 col. Comics; Portraits; Gillilan's Letters; News-Maps., also The Ad-route (house organ)

The International Syndicate

Baltimore, Md.

EUROPEAN PRINTING SHOWN

Exhibit of Books and Commercial Work at N. Y. Times Annex

An exhibition of recent European fine book and commercial printing opened last week in the New York Times Annex, 43 street, with a private inspection of the works by 300 members of the Clubs of Printing House Craftsmen of New York Newark and the Albany district. Henry L. Bullen, curator of the typographic museum of the American Type Founders Company, delivered an address on European fine printing.

The exhibition opened for the public on Monday, May 24, and will continue until June 5. The exhibition is being held under the auspices of the New York Club of Printing House Craftsmen.

Mankato Daily Absorbs Weekly

Col. Oliver J. Quane, publisher of the *Mankato* (Minn.) *Evening Herald,* has acquired the *Ledger,* a weekly, which is merged with the Herald. Col. Quane's father, J. D., was the Ledger's publisher

SHAPE IDEALS THROUGH YOUR CHURCH PAGE

Learn how at the Philadelphia Convention

To sell churches on the use of advertising, you, as a representative of their business interests, should be able to tell them what to advertise and how to do it most effectively.

Advertising employed solely to fill pews and collection plates will not do either permanently.

"Church Advertising," says the Classified Manager of the Oakland Tribune, "should suggest thought, form ideals, and guide conduct for hundreds who may never enter the church of its origin, but who become associate members of that church through the bond of the press."

You are invited to participate in the church advertising sessions at Philadelphia. They will be held on June 22nd and 23rd, as a part of the international convention of the Associated Advertising Clubs.

Church Advertising Department

ASSOCIATED ADVERTISING CLUBS,

383 Madison Avenue

New York, N. Y.

WITH THE GENERAL ADVERTISERS

Rayon Corporation in Trade-Mark Suit—Court Decides Soap Case—Townsend Joins Advertising Staff of Cadillac Motor Car Company

'E American Rayon Products Corporation filed suit in New York i week for an injunction in the Su-e Court against the Hamilton Gar- Company, Inc., New York, alleging ir practices in advertising dresses r the names "Tricosham" or "Trico n," to which names the corporation is exclusive right.

he complaint demands a permanent junction and also an accounting of all cts made through the use of the names ite. It also asks that the Hamilton ent Company be compelled to de- up all catalogues containing dresses rtised under these names.

Jdge Robert A. Inch in United s District Court, Brooklyn, has ated an injunction to the Andrew ens Company, manufacturers of H. Woodbury's Facial Soap, ast the Bonded Products Company, klyn, forbidding the latter from ng "William A. Woodbury's Soap," s the wrappers are clearly marked revent any confustion between the products.

he Jergens Company alleged that the endant was making and distributing for William A. Woodbury, a cousin hn H. Woodbury. It also contended it had been the first in the field to ufacture a Woodbury soap and that nvestment of more than $8,000,000 in national advertising would be rdized if the defendant were allowed ntinue to sell the William A. Wood- variety.

Jdge Inch, in his decision, refused njoin the Bonded Products Com- from continuing to manufacture soap, but required that in the fu- it plainly mark its product so that ould not be confused with the other al.

"he Court should be most careful to interfere, without proper cause, business ventures between indi-uals," the Court said, "and the right man to use his name has rarely prevented. As has been said 'ju-i paternalism should be avoided.'"

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he Food Products Company, Inc., . Wood, president, of Norfolk, Va., become distributors in Tidewater rginia and Eastern North Carolina Mission Distributors, Inc., a North olina corporation that handles the lifornia fruit juices bearing that name dincluding orange, lemon and grape-i An active campaign of advertising d sales throughout the territory is ned. The fruit juices are packed by California Crushed Fruit Corpora- which uses a process by which it packs the juices so they can be ped direct from the California rs to the user.

Eian Townsend, for the past nine al of the advertising staff of Iliffe & r Ltd., printers and publishers, of ron and Coventry, England, has e to the United States to join the rtising staff of the Cadillac Motor Car Company, Detroit. Iliffe & Sons are publishers of English technical magazines including *The Autocar, The Automobile Engineer* and *The Motor Cycle.*

The Chamber of Commerce of the Rockaways, Long Island, N. Y., is planning a $100,000 advertising campaign to promote the peninsula as a Summer and all-year resort. Thurman C. Warren and Harry Lustig are in charge of the joint membership and publicity committee.

Thomas E. Spence has been appointed general sales manager of the Coldak Corporation, manufacturers of Coldak electric refrigerators, 8 W. 40th St., New York City. Mr. Spence was formerly vice-president and general sales manager of the Electrolux Company. Plans are now being completed for an advertising campaign.

RICHARDSON REELECTED

California's Governor Again Heads State Press Association

The Governor of California, F. W. Richardson, has been reelected president of the California Press Association. Justus F. Craemer, of the *Orange News,* and Oren A. King, of the *Jackson Ledger,* were re-elected vice-president and treasurer, respectively. Louis Meyer, of the *Oakville Leader,* was chosen secretary.

The executive committee, as chosen, consists of F. B. Mackinder, of the *Star,* St. Helena; D. J. Reese, of the *Free Press,* Ventura; Will F. Blake, of the *Advocate,* Gilroy; C. O. Dunbar, of the *Press-Democrat,* Santa Rosa; M. F. Cochrane, of the *Independent,* San Rafael; W. A. Shepard, of the *Herald,* Auburn; J. R. Gabbert, of the *Enterprise,* Riverside; G. G. Radcliffe, of the *Pajaronian,* Watsonville; Paul W. Moore, of *Facts,* Redlands, and Clark F. Waite, of the *Pilot,* San Pedro.

Van Lear Black's Daughter Engaged

Mrs. Van Lear Black, wife of the principal owner of the *Baltimore Sun,* this week announced the engagement of her daughter, Jessie Gary Black, to Thomas Buchanan Blakiston. No date has been set for the wedding.

Press Club Bulletin in Roto

The May issue of the National Press Club Bulletin, issued monthly by the National Press Club, Washington, D. C., appeared in rotogravure, 24 pages, celebrating the laying of the cornerstone of the National Press building, April 8.

AD TIPS

Aubrey and Moore, 210 East Ohio street, Chicago. Now issuing additional copy on Citrus Products Co. (Blue Bird soft drink), Chicago.

George Batten Company, Inc., 383 Madison avenue, New York. Has secured account of Galey & Lord, New York, distributors of Aberfoyle cotton and rayon fabrics.

Blaine-Thompson Company, 4th National Bank Building, Cincinnati. Placing account of the Crown Fuel Saver Company, Richmond, Indiana, manufacturers "Crown" fuel saver and smoke preventer.

Thomas M. Bowers Advertising Agency, 304 South Wabash avenue, Chicago. Placing the account of the Schoenhofen Company (Green River), Chicago. Osten Advertising Corporation, Chicago, formerly placed this account.

Chicago, Milwaukee and St. Paul Railway, Chicago. Reported contemplating a newspaper campaign to stimulate development of territory in the Northwest.

Crosby Chicago, 29 Quincy street, Chicago. Will hereafter place the Gold Furniture Company, Chicago.

D'Arcy Advertising Company, St. Louis. Issuing contracts on Gardner Motor Car Company, St. Louis.

Dorrance, Sullivan & Company, 130 West 42nd street, New York City. Are making contracts for United States Shipping Board Fleet Corporation.

Erwin, Wasey and Co., 844 Rush street, Chicago. Issuing schedules on Carnation Milk Products Company, Oconomowoc, Wis. The copy is being received at some far western points from Izzard Company, Seattle, Wash.

Harry L. Fox, Ravenna, Ohio. Now handling account of the Ravenna Furnace & Heating Company, Ravenna, Ohio, manufacturers' furnaces.

J. R. Hamilton Company, 326 West Madison street, Chicago. Receiving contracts on Thompson's Malted Food Company, of Waukesha, Wis.

Kirtland-Engel Company, 646 North Michigan avenue, Chicago. Sending some receiving orders to a few eastern papers on Maybelline Company, Chicago.

Kling-Gibson Company, 310 South Michigan boulevard, Chicago. Handling the extended campaign of Iron Mountain Co., Chicago (Zero Zone refrigerator).

Lord and Thomas, 400 North Michigan avenue, Chicago. Issuing renewals on the Quaker Oats Company, Chicago.

Fred A. Robbins Company, 360 North Michigan avenue, Chicago. Handling the list of newspapers to be used on Burgess Battery Company, Madison, Wis.

Rogers and Smith, 326 West Madison street, Chicago. Issuing contracts on G. E. Conkey Company (poultry food), of Cleveland, Ohio.

Rooney-Soderlund-Rooney Company, Minneapolis. Will hereafter place Luther Ford Company, Minneapolis (Mrs. Stewart's bluing), whose account was formerly placed direct.

Russell M. Seeds Company, Consolidated Building, Indianapolis. Placing account of the Pinex Company, manufacturers' "Pinex."

Charles H. Touzalin Company, 7 South Dearborn street, Chicago. Sending out some copy on Stewart-Warner Company, Chicago.

Fire in Covington Virginian Plant

Fire gutted the basement of the *Covington* (Va.) *Evening Virginian* and for a time threatened the three-story plant, May 19. The newsprint stock was destroyed. Richard H. Beirne is publisher.

New Addition to Tulsa World Plant

Work will start within a few days on the four story addition to the *Tulsa World* building. The present structure is six stories high, and was built with the plan of building additional stories when necessary.

in Detroit—

Free Press city circulation reaches 31,000 more than the total number of families owning their own homes.

THE DETROIT "FREE PRESS"

"Starts the day in Detroit"

For the First Three Months of 1926

THE TAMPA MORNING TRIBUNE

printed 7,355,276 lines of Advertising, and thus moved up from twelfth to SIXTH place among the newspapers of the United States.

The only newspapers printing a greater volume of advertising during that period than The Tribune were the Miami Herald, the St. Petersburg Times, the Detroit News, the Chicago Tribune and the New York Times.

The Tribune covers the rich South Florida territory of 24 counties and 190 cities and towns, with a population of 713,943.

That's Why Its Advertising Volume Grows

The S. C. Beckwith Special Agency, National Representatives.

13,715,779 Lines of Advertising

—were carried by The Miami Herald during the first four months of 1926—a volume which establishes for The Herald another record of world leadership in amount of advertising lineage.

The record-breaking growth of the Miami Market which this tremendous volume so clearly implies is also apparent in comparative statistics of the city's activities. For example:

	First Quarter, 1925	First Quarter, 1926
Building Permits..	$7,375,101	$10,910,411
Postal Receipts...	231,392	442,782
City Construction..	96,650	637,400
Nat'l Cash Reg. Sales	85,025	245,575
No., Telegrams... (Western Union)	1,960,714	4,449,850
Bank Clearings...	151,867,583	261,636,474
Lbs., R. R. Ton. Received	384,331,365	603,835,697
Lbs., R. R. Ton. Forwarded	38,774,693	81,151,532
Bank Deposits....	$105,032,090	$137,414,058

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

Regional Advertising
at
Regional Rates
in
The Christian Science Monitor

An International Daily Newspaper
Publishing SELECTED ADVERTISING
ATLANTIC, CENTRAL and PACIFIC Editions

Rates and Circulation Data Supplied on Request

ADVERTISING OFFICES

Boston	New York	Kansas City
Philadelphia	London	San Francisco
Chicago	Paris	Los Angeles
Cleveland	Florence	Seattle
Detroit		Portland

"Buy What You Can Use"

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation

LOUISVILLE KY

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

0 West 42nd Street New York

ADVERTISING AGENCY AFFAIRS

Consolidation of Lord & Thomas and Thomas F. Logan, Inc. Announced—Osten Corporation Absorbed by Bowers Company—Simmons Now with Gray

ALBERT D. LASKER, chairman of the board of the Lord & Thomas advertising agency, this week announced the merger of his firm with Thomas F. Logan, Inc., New York. The merger is to become effective July 1.

The new company will be known as Lord & Thomas & Logan. Mr. Lasker will be chairman of the board and Thomas F. Logan will be president of the consolidated company. Other executive officers are to be elected from the two companies later.

In announcing the merger, Mr. Lasker said the new corporation would place an annual volume of advertising business in excess of $20,000,000. The new company will have its principal offices in New York and Chicago, with branches in San Francisco, Los Angeles, Washington and London.

Mr. Lasker announced the reasons for the merger as follows:

"The experience of American business has clearly shown that large units in production and distribution make for greater efficiency and broader service. Similar large units in professional service corporations are a necessity of modern business.

"Marketing experience has become so essential to successful advertising that the consolidation of these two strong organizations, each with an established reputation for national service, may be described as an important step in the efficiency of national distribution.

"The new corporation of Lord & Thomas & Logan, in capital, personnel and volume of business, will rank as one of the largest institutions of its kind in the world, placing an annual volume in excess of $20,000,000. It will bring together one of the oldest and one of the youngest among the leading advertising agencies. Lord & Thomas, with a record of fifty-three years of continuous operation, were pioneers in introducing printed salesmanship. Thomas F. Logan, Inc., although organized only seven years ago, has already won a notable position in the advertising field under the management of Mr. Logan, who will become president of the consolidated company."

The Thomas M. Bowers Company, Chicago, has absorbed the Osten Advertising Corporation of the same city. The Bower company will take care of billings for advertising since May 1.

H. H. Simmons, formerly with Advertisers' Individual Service, 9 S. Clinton street, Chicago, has joined Russell T. Gray, Inc., advertising agency in the People's Life Building, Chicago. The following accounts handled by Mr. Simmons have been transferred from the Advertisers' Individual Service to the Gray organization: American Creosoting Company, Louisville, Ky.; Chicago Steel Car Company, Harvey, Ill.; Grindle Fuel Equipment Company, Harvey, Ill.; Haskelite Manufacturing Company, 133 W. Washington Blvd., Chicago; Whiting Corporation, Harvey, Ill.; Massey Concrete Products Corporation, 122 S. Michigan Blvd., Chicago; Swenson Evaporator Company, Harvey, Ill.

Howard Hannegan has formed a new advertising agency at McKeesport, Pa., under the name of the Printing Crafts Advertising Service. This agency will specialize in campaigns for printers and manufacturers of machinery and equipment for printers.

Edward T. Slackford has joined the Buchen Company, Chicago advertising agency, in the copy and research departments. Slackford was formerly connected with the Marion Steam Shovel Company, Marion, O., as advertising manager.

Miss Ruth de Forest Lamb has joined the copy staff of the G. Lynn Sumner Company, New York advertising agency. Miss Lamb was formerly with Ruthrauf & Ryon, J. Walter Thompson Company and N. W. Ayer & Son.

R. H. Bethea has been appointed resident manager for Southern territory by the McLain-Simpers Organization, Stock Exchange Building, Philadelphia. Mr. Bethea's headquarters will be in the Chamber of Commerce Building, Greenville, S. C.

AD WOMEN ELECT

Philadelphia Group Names Mrs. Patten President for Second Term

The Philadelphia Club of Advertising Women recently reelected Mrs. Ellen S. Patten president to serve a second term. Miss Florence M. Dart, convention chairman, was elected vice-president, Mrs. B. Ewing Kempff was reelected treasurer. Miss Mary J. Denton, the year's publicity chairman, was elected recording secretary.

The vote for corresponding secretary was a tie, between Miss Clare V. Fey, the year's program chairman, and Miss Mabel Lux, and by Miss Lux's withdrawal, she has made it a unanimous vote in favor of Miss Fey. The remaining members of the Board are Miss Alice Baum, the year's social chairman; Miss Josephine Hunt, Miss Martha P. Minter and Miss Theresa Walls.

RADIO NAME PROTECTED

WNAC, Boston, Gets Trademark on "Jean Sargent" for Broadcasting

The granting of a trademark for use in newspaper column prints and publications for the name "Jean Sargent" to the owners of broadcasting Station WNAC marks the first successful effort of a broadcaster to protect a pen name, according to John Shepard, manager of the Shepard Stores station in Boston.

Jean Sargent was the name originally used by a writer and radio lecturer for a special feature originated at Station WNAC, and the trademarking of the name was made necessary by the alleged attempt of a middle western station to broadcast a similar feature under the same name when the original Jean Sargent became a member of the staff, it was stated.

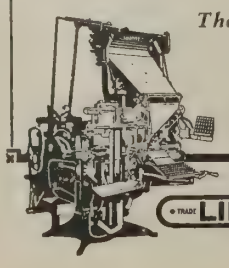
Station WNAC is owned by the Shepard Norwell Company, the trademark patent number being 211,823.

From the Linotype Mailbag

"REAL Service"

"Just a word: I want you to know that I appreciate the service you gave me a few days ago. I ordered a part for the machine at 4 o'clock on Thursday and the piece arrived in our city Friday night. I call that 'Real' service. A man gets lots of 'kick' out of dealing with a firm that furnishes service as well as the best machine that is built."

The Paris Progress
Paris, Ark.



WHAT THEY ARE SAYING

DISADVANTAGES OF "CLUBBING"

"NO newspaper regarded by the public as a premium of a large pap can hope to be considered as strong and independent nor can it co mand respect. The circulation man on the small city paper must pound a pound his field continually for more circulation. He must serve his field co pletely with his paper only. If the paper is to grow with the community, must support that community only and assist to the fullest extent in keepi business at home. It cannot do this by 'clubbing' with a large city paper."—C. L. Pearson, Circulation Manager, *Everett* (Wash.) *News*.

* * *

NEW RETAILERS' AFFLICTION—COMPARATOSIS

"YOU, yourself, seldom realize when you have 'comparatosis' (unbeli able comparatives in ad copy). That is the insidious thing about And even your best customers and nearest competitors won't tell you. Son times, of course, it comes from a deep-seated conviction that it is the only thi the public is interested in. But usually—and fortunately—it is the result o temporary delusion aided and abetted by the fact that 'the others do it.' F comparatosis—use common sense."—Toledo Better Business Bureau.

* * *

THE SPORTS WRITER'S RESPONSIBILITY

"TIMES have changed. The old sports writer who spent his time in saloon and confined his efforts to writing about a few professionals gone. The successful sports writer of today is a college bred man. He wri English and devotes a large percentage of his space to amateur sports. It has been the habit of publishers in smaller cities to employ incompetent spo reporters because they believed younsters coming out of school, who like spo could be obtained for small wages and 'would do.' That is a decided mista You must realize that the sports editor of your newspaper is the man who sha the athletic careers of your boys and girls. What he writes has a greater eff upon the minds of those youngsters than you realize."—Edward W. Cochra sports editor, *Kansas City Journal-Post*.

* * *

"COURAGE AND HONESTY IN JOURNALISM"

"COURAGE and honesty in journalism must be there to win. You n fail for other reasons, but if these qualities are lacking your fight is before you start."—C. P. J. Mooney, editor, *Memphis Commercial App*

A SINGLE ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their respective fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page .....$280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page ..... 82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

Editor & Publisher
1700 Times Building
Broadway at 42d St.
New York, N. Y.

Telephones:
Bryan 3052-3053-3054-3055-3056
Cable Address: EDPUB, NEW YORK

Advertising World
14 King Street
Covent Garden, W. C. 2
London, England

Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON

CARRIERS HAVE A HARMONICA BAND



r-five harmonicas whine in unison when this newsboys' band gets into . The organization is composed of carriers for the *Dayton* (O.) *Daily* and is the only all-harmonica newsboys' band in the country. T. J. naugh, circulation manager of the News, declares. At a recent theater for 1,200 carriers given by the paper, the band led the parade to the eater and also gave several selections after the procession arrived.

TICS JOIN IN WORLD ORGANIZATION

on Drama, Music and Screen im 19 Nations Meet In aris, Where Headquarters Will Stay

By Edward Everett Pidgeon

Music and Screen Critic, New York Journal of Commerce.

ws recently my privilege to attend as one of the most unusual and sng gatherings it has ever been ed fortune to participate in—the r Internationale de la Critique aque et Musicale—convened dur- first week in May in the French land to which I had the honor of he only delegate present from ri—North or South. The confer- om a mere experimental gesture, nd expanded within a few days a world-wide movement of present- rest and future importance; from r social contact to an organization rnised stability that immediately vhout hesitation set about function- wh a certainty and supreme con- cin the mutuality of its aims and nd a supreme assurance in its ccomplishments for the benefit of tge and the drama at large; a l step in journalism.

ne it was a rather remarkable co the manner of the presentation preme cordiality of the invitation ught a response so extensive that ne roll was called at the first ly no less than twenty-four dele- epresenting nineteen different na- nswered "Present." Included in nber were star drama reviewers from Japan, Haiti, Greece, Austria, Poland, and in fact all the representative countries excepting Germany alone, and the fine diplomacy of the Honorable Chairman was shown by the applause of approval which greeted his motion, on the final day of the Congres, that Germany be especially invited to participate in the convention of 1927.

The results of the Congress were successful beyond expectation, as the plans developed daily and without friction under the skilful guidance of President Paul Genisty and the eventual accomplishment was the actual formation of a permanent World's Congress of Dramatic and Musical Critics with the avowed purpose of co-operation and the expansion of its field of usefulness to every city of importance in every country represented, each country to establish its own National Bureau for the dissemination, collection and exchange of literature, data and all forms of informative material that may be of mutual benefit, with the International Headquarters and Chief Bureau of Archives to be located permanently in Paris, from where the contact will be made abroad through accredited correspondents of the foreign press at the French capital.

The effects are soon to be seen as far reaching in their influence upon the ethical and literary, as well as the entertaining and constructive, future of the stage of the world, and the credit is due in large measure to the visional inspiration of the critics of France—which in the arts is Paris.

LOS ANGELES EVENING HERALD
Los Angeles, Calif.
Gained 5,015 Daily Average Circulation
Government Statement, Six Months March 31, 1925, 177,298 Daily. Six Ending March 31, 1926, 182,313 Increase in Daily Average Circula- 1915.
COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
Moloney, 604 Times Bldg., New York.
H. Lederer, 910 Hearst Bldg., igo, Ill.
Norris Hill, 710 Hearst Bldg., San isco, Calif.

Many a newspaper is known by the classified columns it keeps

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building Philadelphia

THIRD ANNUAL DIRECTORY OF FEATURES

(*Continued from page 3*)

swain in the first love affair and after their first post-marital spat. They have remedies of Machiavellian cunning for keeping peace in the home by keeping the "in-laws" out; they know how to cure hubby of spending his nights around the hexagonal green table; they tell madame how she can get a new Spring hat without sending the budget on the rocks. Sometimes they express their advice in emphatic, though always elegant, form for the sinner who has passed the ordinary limits of error. This newspaper confessional is apparently one of the things immune to withering age and staling custom.

All of these elements of the newspaper supplement the many news services covering the general and specialized fields of human activity. The news is drawn from the entire world and is selected at a number of filing points for its availability in varying localities and public tastes. The syndicate man has no such advantage. He assembles his offering in New York, Washington, Chicago, or some other focal city and sends it forth to be printed in ready on the same day in Portland, Me., and Spokane, Wash., in New Orleans and in St. Paul, and he must shape his work to meet the requirements of each and all of his clients. It is no easy task, but it is performed every day by the syndicates which remain active and prosperous. Generally speaking, the mortality rate is not high.

Mathews Changes Address

The Chicago offices of the Julius Mathews Special Agency, Newspaper advertising representatives, have been moved to Rooms 700-701, 30 North Dearborn street.

THE TELEGRAM
now has the largest paid circulation in
CLARKSBURG, W. VA.
13,000 daily
14,000 Sunday
guaranteed.
Member Audit Bureau of Circulations
Represented Nationally by
The Devine-MacQuoid Co., Inc.
New York Philadelphia Pittsburg Chicago

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.
Member A. B. C.
URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representatives:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

Columnist Dines His "Contribs"

The annual contributors' dinner tendered by Stoddard King to those contributing to his "Facetious Fragments" column in the *Spokane Spokesman-Review* was held May 14 at the Davenport hotel. About 70 attended. Ben Rice, former newspaper man, presided.

Monomelt Firm Name Changed

The Printers Manufacturing Company, makers of the Monomelt Single Melting System, have changed the firm name to The Monomelt Company. The Minneapolis factory and the Chicago sales office have been combined in a new fireproof building at 4541 Ravenswood Ave., Chicago.

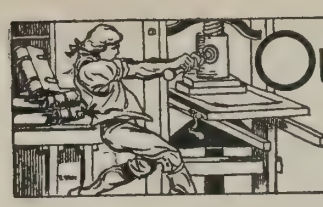
Covert Heads Brooklyn News Men

Marshall H. Covert, *Brooklyn Standard Union,* was re-elected president of the Brooklyn Newspapermen's Club at the annual meeting held June 1.

A paper with the people
The public decides the progress of a newspaper.
The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.
Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.
With a constantly increasing circulation, plus a constant growth in advertising lineage, the New York Evening Graphic offers the advertiser an extremely profitable opportunity.
Published by BERNARR MACFADDEN
NEW YORK EVENING GRAPHIC
H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

If Quality
of circulation is your first consideration
The Evening Star
With Sunday Morning Edition
Washington, D. C.
will have your preference—same as it has the preference of practically everyone in the National Capital.
The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.
New York Office — 110 E. 42nd St.
Dan A. Carroll
Chicago Office — Tower Building
J. E. Lutz

first! in OHIO
7,474,514 Lines
Dispatch advertising record for the first four months of 1926, exceeding other Columbus newspapers combined by 1,092,957 lines. In 1925 the Dispatch published 21,544,376 lines exceeding second largest Ohio newspaper by 2,648,383 lines.
NET PAID CIRCULATION
CITY 55,812
SUBURBAN 26,973
COUNTRY 23,666
Total Daily Circulation.....106.451
Columbus Dispatch
OHIO'S GREATEST HOME DAILY



Our Own World of Letters

By JAMES MELVIN LEE

CHARLES K. HARRIS prints several stories about newspaper men now prominent as columnists in his autobiography "After the Ball" (Frank-Maurice, Inc.). One skit will do by way of illustration:

Bide Dudley, of *The Evening World,* came in to the office of Mr. Harris with a song entitled "I'll Never Hear You Sing Again Comin' Through the Rye." After Bide had left, the well-known publisher and author of the song-hit, "After the Ball Is Over" and many others, said to his manager:

"I am going to save a first-class man for the newspaper world. It would be too bad to lose him."

"How is that?" asked the other.

"By publishing Mr. Dudley's song."

* * *

HOUGHTON MIFFLIN COMPANY will publish in the fall "Main Currents in American Journalism" by Willard Grosvenor Bleyer, Director of the Department of Journalism, University of Wisconsin, Madison, Wisconsin. Professor Bleyer has written a number of books relating to journalism including "Special Feature Articles," "Newspaper Writing and Editing," and "Types of News Writing."

* * *

E. W. HOWE in the current issue of his monthly devoted to indignation and information has on his first page a column over which he puts the head "Big Man Brisbane."

* * *

NORMAN J. RADDER, whose book "Newspapers in Community Service" (McGraw-Hill Company) was recently reviewed in this department, contributes to *The Epsilog*—the official organ of Pi Delta Epsilon, the honorary journalism fraternity—for June an article entitled "The New Country Journalism." In this article Professor Radder, a member of the faculty at Indiana University, outlines the opportunities in rural newspaper work and notes the growing prosperity and influence of community newspapers.

This same issue of The Epsilog contains a sketch of Oswald Garrison Villard, formerly president of the *New York Evening Post* and now editor and owner of *The Nation.* The Epsilog is edited by Robert H. McNeil of Colgate University.

* * *

SOME one, presumably the editor John Farrar, chats in *The Bookman* for June about the change Harry Hansen has made in moving his desk from the *Chicago Daily News* to the *New York World.*

Mention is made of somewhat similar migrations made by Burton Rascoe, Stuart Sherman, Henry Sell, Percy Hammond, John V. A. Weaver, and others. Of Mr. Hansen the prophecy is made that he "like his Viking ancestors will remain indomitably himself and cherish his own view point" so far as his work on the World is concerned.

* * *

ARTHUR JUDSON BREWSTER who teaches advertising at Syracuse University will soon publish through A. W. Shaw Company of Chicago "An Introduction to Retail Advertising." Professor Brewster before he became connected with Syracuse University was Advertising Manager of L. C. Smith & Bros. Typewriter, Inc.

* * *

THE Atlantic and Pacific seemed to have joined hands in the production of "Principles of Publicity" (D. Appleton & Co.) by Glen C. Quiett and Ralph D. Casey. The Atlantic author is Quiett who is officially connected with Tamblyn & Brown of New York City and who was largely responsible for the tremendous amount of newspaper space obtained for the publicity of the Cathedral of St. John the Divine. The Pacific author is Casey who is Associate Professor of Journalism at the University of Oregon, Eugene, Ore.

Books on publicity have been somewhat frequent in recent years. The present volume, however, differs from these in that it presents its subject matter from a more detached point of view. In addition, its authors have made a sincere attempt to stress the ethics which should govern the publicity agent in his relations with the public in general and the newspaper in particular.

The authors in their preface clearly set forth that the newspaper and other informational agencies, because of the heavy burdens already carried, cannot be expected to seek out and interpret to the public every worthwhile cause. They make a clear distinction between desponsible and reliable publicity on the one hand and on the other the irresponsible and unreliable information that circulates as propaganda. They also draw a sharp distinction between the functions of publicity and those of advertising and insist that legitimate newspaper publicity is not concealed advertising. On this point the authors are very specific:

> Commercial advertising has its own definite field as an agency for selling commodities, service, or good will. Advertising is a commercial transaction by which the newspaper becomes the paid agent of the advertiser in his direct or indirect effort to obtain sales for his product, clients for his service, or good will for his institution. Because the newspaper depends for its life on paid advertising, it is unethical and downright dishonesty for commercial advertising agencies to attempt to insert in news columns material that has no value to the newspaper or its readers and that benefits only the advertiser himself. Yet in many instances this is exactly what is attempted. It is such efforts that have earned for much so-called publicity the disapproval of American newspaper publishers.

In a certain sense "Principles of Publicity" consists of two sections. In the first section the authors outline methods of informing the public through news stories, feature stories, pamphlets, house organs, exhibits, motion pictures, and news pictures. The second section is more specific and deals with the publicity for business, public schools, universities and colleges, eleemosynary institutions, churches, civic associations, etc.

To make the volume meet the requirements of the class room, the authors have added several appendices devoted to a bibliography and questions and suggestions are offered to help the person upon whom the reporter calls for news:

> When a reporter calls, know as much as possible of the story you are trying to tell.
>
> If all of the material for the news story is not in your possession, know where the remainder of it may be obtained.
>
> Don't forget the names and be sure they are accurate. Bill Jones is not sufficient. The *Christian Science Monitor,* for example, insists always on even the middle initial. Write it William E. Jones.
>
> Remember that in most cases you are seeking to obtain publicity for your organization and not for any salaried officer in its personnel. It is more effective if you give the president or some member of the elective board credit for a particular piece of work than to "hang the story" on a salaried employee.
>
> Be always ready to see a reporter; don't be too busy to see him; don't let him stand about cooling his heels in an outer office.
>
> If the reporter who covers your association or institution is at all capable, don't go over his head to an editor with a story.
>
> Do your complaining on a badly written story to the man who wrote it, not to his superior. If the writer of the story does not appreciate this courtesy, you may then make your complaints higher up.
>
> Study the differences between the morning and evening papers as to content, method of displaying the news, and news style.
>
> Do team work with the reporter. The friendship of a newspaperman in a valuable asset. If an individual has been friendly with newspapermen in the past, if he has given his time to provide them with information when they have asked for it, they will be willing to give him space for stories with news interest when he requires it. That does not mean that friendship for a newspaperman or a publication will cause the city editor to permit an organization an undue amount of space or to suppress stories which are unfavorable to the interests of their friend, but it does mean that the organization will have its case properly presented.
>
> Establish yourself in the good graces of the newspapers so that when they want information on what is going on in your particular field, they will naturally turn to you. Sometimes you may have to tell them that if the news is printed they must not use your name, and they will respect your wishes. At other times you may be able to give them "tips" on news that must not be printed at the moment. An individual should not violate good ethics, however, in giving out such information. Reporters will appreciate the courtesy of "tips" on news stories and will keep the information for use at such a time as will be agreeable to the person giving the information, or they may use it as the basis for other investigations if the consent of the individual giving the tip has been granted.
>
> Reporters of wide experience know that the more responsible position a man has, the more courteous and affable he is likely to be to newspapermen. No one can hope to obtain favorable publicity either for himself or the organization he represents who feels that he cannot be bothered with talking to representatives of the press, who resents their intrusion into his privacy, or who does not care to answer their questions. He rightfully earns the dislike or contempt of those covering the news.

The authors have tried in their text to produce a volume which would make it still harder for fakers and irresponsible persons to break into print. On the other hand they have aimed to be of real service to the cause of legitimate publicity. Throughout the volume they are continually seeking to interpret the newspaper to the publicity agent who is not familiar with the routine of the city room. They have sought to lighten the burdens of the city editor by suggestions on the preparation of copy, the securing of photographs, etc. Indeed, the professional reporter may well read certain pages to advantage. Possibly the managing editor after perusing the volume may see how costs in newspaper production have been lightened through the co-operation of publicity workers. It is extremely doubtful whether he knows how much he is depending upon hand-outs for the material he prints. He should be reminded, however, that this co-operation by publicity workers does not relieve him from the responsibility of research and special investigation. The trouble today with publicity is that it is being put into type without being carefully checked for the correction of errors —often unintentionally made but sometimes, I regret to say, deliberately inserted.

One feature of the book deserves special commendation. When the authors have dealt with a subject with which they are not thoroughly familiar they have gone to the expert for an opinion. Such a policy has given a distinct touch of authority to the volume. The material which has been inserted for purposes of illustration is helpful but its usefulness would have been still greater if the authors had given their reasons for their choice, since the book is prepared primarily for the novice rather than for the professional worker. Some of the credit for quoted matter should have been more specific.

But on the whole the authors have produced a well organized volume in view of the extensive field they have attempted to cover. They have had in mind the preparation of a volume that should be helpful to the worker. With considerable care they have avoided any attempt to sell to the public the services of the professional in public relations. They have kept to the theme of principles and left theories to others. But in this comment I cannot help adding that the volume would have been more valuable had it contained more quotations from the articles which EDITOR & PUBLISHER has printed on the same topic.

* * *

CLARENCE S. BRIGHAM, Librarian of the American Antiquarian Society at Worcester, Mass., prints in the current issue of *Proceedings of the American Antiquarian Society* a sketch of the newspapers published in Tennessee, Texas and Vermont before 1820. The sketch of the *Knoxville Gazette,* the first newspaper in Tennesesee, is remarkably complete.

Under the head of Texas Mr. Brigham has only one entry—the *Texas Republican* which was started at Nacogdoches on Aug. 14, 1819. When Thompson compiled my "History of American Journalism" I knew about this paper but was unable to determine the date of its first appearance. Mr. Brigham while admitting that Horatio Bigelow may have been the editor of the Texas Republican asserts that the name of Eli Hall appeared in the imprint. No copies of the Texas Republican, however, have been located.

For the date of the first paper in Vermont Mr. Brigham suggests December, 1780, as a date on which the *Vermont Gazette and Green Mountain Post* appeared in Westminister. By way of authority he quotes "The Vermont Almanac" for 1796 in which this is given as the first newspaper in Vermont to be mentioned. If that date be the correct one there must have been several other issues in weekly publications, for the date of the earliest issue that has been located is that of April 2, 1781, and is labeled Vol. II, No. 8. This earliest known issue is now in the possession of The Vermont Historical Society.

After Mr. Brigham has completed his bibliography in Proceedings of the American Antiquarian Society, it will be published in book form along with a historical introduction. Meanwhile the author will welcome additions and corrections. These should be sent to him at the American Antiquarian Society, Worcester, Mass.

* * *

INTERESTING historical data on the Negro press will be found in an article which Eugene Gordon contributes to *The American Mercury* for June. Mr. Gordon has been a member of the editorial staff of the *Boston Post* since 1918.

The first example of Negro journalism was *The Freedom's Journal* which was started in New York on March 16, 1827. It was followed by such other papers as *Rights for All* (published at New York), *The National Reformer* (published at Philadelphia date line), *The Voice of Liberty* (from Columbus, Ohio) and *The Herald of Freedom* (also from Ohio). Today there are over one hundred journals published in 36 states read by five million colored readers.

Mr. Gordon then chats about

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BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, RICHMOND, ATLANTA, BUFFALO, PITTSBURGH, CLEVELAND, DETROIT, CHICAGO, CINCINNATI, ST. LOUIS, MILWAUKEE, MINNEAPOLIS, KANSAS CITY, DES MOINES, DENVER, LOS ANGELES, SAN FRANCISCO, PORTLAND, SPOKANE, WINNIPEG

dencies of the Negro press which is marked by a certain yellow- inted as a badge of progress. At- is called to the fact that there was when the ordinary colored Ameri- ghed at the suggestion that he gro newspapers. But of late a onary change has taken place. By proof Mr. Gordon reprints the g full page announcement of *The Defender*:

at is the demand for the *Chicago De-* became necessary to secure the best of distribution in New York City, ton, Baltimore and other large cities. necessary to engage the services of na- stributors. Our distributor, the Inter- News Company, of New York City, vers 6,700 newsstands in Greater New Distributors in other cities are covering stands and places of business.

he Negro newspapers—220 to be —Mr. Gordon says that 197 may ped as being little more than waste Of the remaining twenty-three he at ten while mediocre are of suffi- fluence to qualify for notice, even their editors use the paste pot and instead of printing original matter. ng the papers of what might be merit he mentions *The Afro- an* of Baltimore, *The Defender* of o, *The Amsterdam News* of New *The Courier* of Pittsburgh, *The l and Guide* of Norfolk, *The Argus* Louis, *The Tribune* of Philadelphia, *ribune* of Savannah, *The Tribune* shington, *The Age* of New York, *all* of Kansas City, *The Whip* of o, and *The Bee* of Chicago. About he following general comment is

ze and makeup these papers greatly re- their more yellow daily contemporaries. ave, like the dailies, tiers upon tiers of ternating with black, headlines; con- tions of photographs of "society" folk, ats, footpads, pugilists, bootleggers, rs, school teachers, poets, politicians and s; comic strips, cartoons, and patent e advertisements; and women's, chil- sports, theatrical, and radio pages. In they have "race" syndicate features of ariety for every shade of taste.

* * *

column which Stoddard King nducts in the *Spokane Spokesman- w* is one of distinction from the int of press humor. But this para- is to call attention to his recent le, "What the Queen Said, and Fur- Facetious Fragments." These so- facetious fragments often strike a imaginative note in verse and have arkable variety in mode of treat- Mr. Stoddard's reputation as a nist is outshadowed by his fame author of that song entitled "The Long Trail."

* * *

book, "Newspapers in Community ervice," written by Norman J. Rad- ho is connected with the School of alism at the University of Indiana blished by McGraw-Hill Company ot by D. Appleton Company.

* * *

E article which opens *Scribner's Magazine* for June is from the pen Villam Allen White, editor of the ria (Kan.) *Gazette*. It tells how the high hat phalanx killed the progressive party, or—to use magazine language—it tells the story of the passing of the apostles of liberalism in the United States.

Mention is made in the opening paragraph of the editorials which Theodore Roosevelt wrote for the *Kansas City Star*, editorials through which Roosevelt "was feeling his way toward a platform for the party which he expected to lead." According to Mr. White, there was evidence in these editorials that Roosevelt was eager to get back to the old issues—back to Armageddon. This article ought to be read with considerable interest by editorial writers on political subjects.

GUTENBERG MUSEUM PROGRESS TOLD

Edwin E. Bartlett Says Precious Records of Early Printers Now Properly Arranged—U. S. Contribution Untouched

The past year has seen great progress in the administration of the Gutenberg Museum in Mainz, Germany, according to Edwin E. Bartlett, president of the Bartlett Orr Press and director of Linotype typography for the Mergenthaler Linotype Company, who recently returned from a visit to the Museum.



Officials of the Gutenberg Museum, Mainz, Germany, standing before the main portal of the building. They are (left to right, rear row): Herr Tolg, Karl Emil Gottelmann, Aloys Ruppel, Dr. W. Cunz (middle row) Dr. Rudolph Wolf, E. E. Bartlett (bottom row) Gustav Mori, J. W. Muller, and David Stempel.

"I visited Mainz in order to see what the Gutenberg Museum authorities had accomplished since I had last visited the institution a year ago as the bearer of a donation of 20,000 gold marks subscribed by American printers and book lovers to maintain and develop the international activities of this center for typographical research," he said. "Knowing the stress to which the city had been subjected as the after-effects of the war, I was amazed and delighted to find that by dint of intense personal efforts of directors and members, and through generous assistance of the city authorities, it has been possible in this short time to re-create an institutional work of the highest value and dignity. The precious records of the work of Gutenberg, Fust and Schöffer and their successors of the fifteenth century have been arranged in a manner that again makes the collection one of the best of its kind in the world. That indefatigable and unselfish friend of typography, David Stempel, head of the Schriftgiesserei D. Stempel of Frankfurt, has made it possible to erect a replica of a print shop of Gutenberg's period, complete with type-founding equipment, full fonts of the forty-two line bible type and the Fust and Schöffer Psalter types, and a wooden screw press built for the Museum by Frankenthal Albert & Co., whose director, Dr. Richard Ganns, is an enthusiastic supporter of the Gutenberg Society's efforts. The types are splendid examples of the typefounding art. They are not only astonishingly meticulous replicas. They are technically interesting because they were made as Gutenberg and his immediate successors are believed to have made theirs, and the Stempel type foundry produced them in exact accordance with the methods which their historical expert Gustav Mori has worked out in many years of research. With these types and on the wooden press the Museum has succeeded in producing replicas of such typographical masterpieces as the splendid Fust and Schöffer Psalterium of 1457, with its famous great B initial and other ornament, printed in red, blue and black at one impression in the same manner used in the original work.

"Another enrichment has been the establishment of a room for the permanent exhibition of modern typography, donated by the great type founding establishments of Germany as their united offering.

"By strenuous economy and hard individual work the city authorities and the museum officials have succeeded in bringing the institution to its present good condition without drawing on American contribution of 20,000 gold marks. There is already on the press an interesting volume, Das Gutenberg-Jahrbuch (The Gutenberg Year Book), which will be furnished to the members of the Gutenberg Society this month. Dr. Adolph Tronnier, chief librarian of the Mainz Stadt Bibliothek, has completed chart which illustrates how the printing art expanded through Europe in its first century.

"The society also has in course of completion about 100 lithographic plates of the splendid liturgical color printing of Erhard Ratdolt. The magnificence of these early achievements still stands without peer; and only those fortunate enough to possess the Ratdolt portfolio realize what an enrichment it will be for the whole printing world when this contemplated series can be finished."

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO EMPLOYERS

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Ninety-six percent of The Sun's readers live in New York City and its suburbs.

Advertisers can reach the better-class families of the great New York market effectively and economically through the advertising columns of The New York Sun.

The Sun

280 Broadway New York

Still Gaining!

The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.

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You need these papers to cover Baltimore, they reach more than half the City.

Sold separately or in combination.

THE BALTIMORE NEWS

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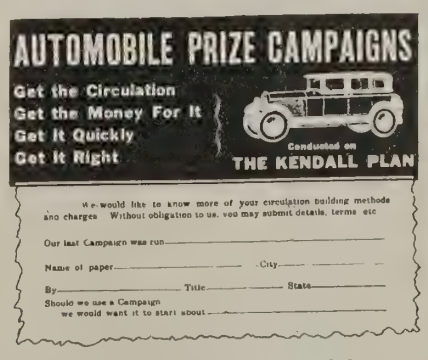
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WE'RE ALWAYS BUSY—WHY?



Eighteen consecutive successful years of "Knowing How." Wire or write for details, references, etc.,

W. S. Kendall Company
104 NORTH BAILEY AVE.
LOUISVILLE, KENTUCKY

At present conducting third campaign within six years upon the WHEELING, W. VA., INTELLIGENCER.

Standardize Your Title To Perfection With Hardened Steel Newspaper Headings That Last Forever

A. J. SOSSNER
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LARGEST WEEKDAY CIRCULATION *in the City*

The Item Tribune

NEW ORLEANS

FRANK MUNSEY'S BODY BURIED IN MAINE

Was Interred May 26 in Family Plot at Lisbon Falls—Private Car Carries Executives from New York With Casket

The body of Frank A. Munsey, late publisher of the *New York Sun*, the *New York Evening Telegram* and magazines, was interred May 26, in the Munsey family plot in Lisbon Falls, Me.

Mr. Munsey died last Dec. 22 and his funeral was held in the Cathedral of St. John the Divine, New York. On the following day his body was placed in a vault in Woodlawn Cemetery, there to repose until spring.

A private car attached to the State of Maine Express carried Mr. Munsey's body and attendants from New York to Lewiston, Me., where automobiles were ready to complete the trip to Lisbon Falls. Those comprising the party from New York were:

Mr. and Mrs. William T. Dewart, Fred P. Shafer, James E. Craig, Fred A Walker, Robert H. Davis, Mr. and Mrs. Gilbert T. Hodges, Mr. and Mrs. Edwin S. Friendly, C. Howard Tate, Robert C. Ferris, E. O. Petersen, Miss Minnie Osterthal, Miss Hilda Neubert and Miss Daisy Sorensen, all of New York; Charles H. Stoddart of Chicago and Wilton J. Lambert and C. H. Pope of Washington.

NEW JERSEY PUBLISHER DIES

Chas. Hamilton Frost, Plainfield (N. J.) Courier-News, Heart Disease Victim

Charles Hamilton Frost, 66, publisher of the *Plainfield* (N. J.) *Courier-News*, died at his Plainfield home June 2, after a week's illness from heart disease.

Mr. Frost was born in Chicago and was graduated from Yale in 1892. In 1904 he became associated with his father, the late George H. Frost, then publisher of the Courier-News. Upon his father's death he became the publisher of the daily. He is survived by his wife and two daughters.

Canadian Agency Man Dies

W. H. Carswell, 47, manager of the Vancouver, B. C., office of McConnell, Ferguson Company, Ltd., advertising agents, London, Ont., died May 23. He was at one time Toronto representative of *Montreal La Patrie*, was later associated with billboard advertising and then went to Vancouver as business manager of the *Sun*, resigning some time ago to join McConnell, Ferguson Company.

Miami Advertising Man Killed

Joseph A. West, 32, assistant advertising manager of the *Miami* (Fla.) *Daily Tab*, was killed in an automobile accident in Miami, May 30. West, up until a few months ago, was advertising manager for the Philip Levy Company, furniture store, of Richmond, Va.

Richard A. Haughton Dead

Richard A. Haughton, 51, for the past two years state editor, *Detroit Free Press*, died Wednesday after illness of six weeks with acute Bright's disease. Haughton was Detroit correspondent of the *New York Times*, *New York World* and *Los Angeles Times*. He was a veteran of the Spanish-American war and for more than twenty years was telegraph operator on the Free Press.

Former News Man Ends Life

Charles M. Welch, 55, whose father was one of the original stockholders and vice-president of the *Syracuse Herald*, shot himself to death June 2, in Denver. Before he committed suicide he visited Denver newspapers, presenting them with a copy of his autobiography and a picture, and promising them a "good story." He himself had been a newspaper man and also the organizer of a printing company. Pinned to the lapel of his coat was a typewritten note which gave the cause of the suicide as inability to compete with modern industrial methods.

Troy (Pa.) Editor Dead

Frank E. Van Keuren, editor of the *Troy* (Pa.) *Gazette and Register* died suddenly June 1. He was born in Hammondsport, N. Y., in 1881 and started as a printer at the age of 17 with the *Steuben* (N. Y.) *Courier*. In 1884 he purchased the *Mansfield* (Pa.) *Advertiser*. In 1905 he become owner and editor of the Troy Gazette and Register. He was a member of the Troy Board of Education and a trustee of the State Normal School of Mansfield, Pa.

C. S. Rigsby, Cartoonist, Dies

Clarence S. Rigsby, cartoonist and illustrator, died May 25 in Seattle. Rigsby was originator of several comic strips, including "Major Ozone" and "Ah Sid, the Chinese Kid." He was a former staff artist for the *New York Herald*, *New York World*, and the *Brooklyn Eagle*, and a contributor to the Sam Lloyd Syndicate.

Perceval Gibbon, War Correspondent

Perceval Gibbon, writer and war correspondent, died on the Island of Guernsey on May 30. In 1917 and 1918, Mr. Gibbon was correspondent with the Italian army for the *New York Times*. His articles vividly portrayed the fighting along the Ionzo, the Piave, the Carso and elsewhere on the Italian front.

Obituary

M. C. Rice, 96, who founded the *Westfield* (N. Y.) *Republican* said to have been the first Republican newspaper, died recently at his home in Lawrence, Kan.

I. W. Parks, 76, who founded the *Western Democrat*, later known as the *Western Call*, and which is now the *Beloit* (Kan.) *Daily Call*, died recently.

J. Q. Converse, 81, who for 40 years had been the representative of the *Columbus Ohio State Journal* at Plain City, O., died a few days ago. He was a civil war veteran.

Martel B. Bryan, 58, who had been connected with the *London* (O.) *Madison County Democrat* all his life, died suddenly a few days ago.

Wilson Blue, 47, until recently telegraph editor of the *Toronto Telegram*, died suddenly May 27. He began his newspaper career on the *Toronto Globe*, then was connected in various capacities with the *Winnipeg Free Press*, *Winnipeg Telegram*, *Victoria Colonist* and *Vancouver News-Advertiser*. In 1918 he served on the staff of the Canadian Press.

John M. Hubbell, 56, former business manager of the *Columbia* (Mo.) *Tribune*, hanged himself in his room at the home of his sister, Mrs. N. H. Hickman, Columbia, Mo., May 22. Mr. Hubbell had been in poor health for several years.

Henry B. McIntyre, 71, father of O. O. McIntyre, writer of a New York column for the McNaught Syndicate, died at his home in Plattsburgh, Mo., Monday night.

Martin A. Delaney, 52, physical director and formerly "Keeping Fit" editor of the *Chicago Evening American*, fell dead June 1, while running for a street car.

Fred Hutchinson, pressman for the *Chicago Herald and Examiner*, died suddenly May 22 while standing near one of the Herald and Examiner presses.

Right to Remove Signs Challenged

The right of the Iowa State Highway Commission to remove advertising signs in its State-wide campaign has been challenged by the General Outdoor Advertising Company, which obtained a temporary injunction order last week against employees of the commission in Pottawattamie County. Harry Fitch, of the advertising company, claimed the Commission was removing signs on private property. The charge was denied by B. J. Conlon, of the Commission. The advertising agency has declared that if the injunction is not sustained the case will go to the supreme court.

Daily Building Model Home

Work has been commenced by the *Staten Island Advance* on a model home of the English cottage type to cost about $12,000. It is the first of three model homes to be erected by the paper this year.

MICHIGAN
and the
BOOTH NEWSPAPERS
THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
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NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
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The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined*.

THE PITTSBURGH PRESS
A Scripps-Howard Newspaper
Member of the A. B. C.

have
you been
following the
remarkable
growth
of the
Detroit Times



Do you know what percentage of errors are made in your Composing Room?

We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.

Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.

When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.

Matrix Contrast Corp.
33 W. 42d St., New York City

The DES MOINES CAPITAL

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best Advertising buy in the midwest

O'Mara & Ormsbee
Special Representatives

The DES MOINES CAPITAL
Lafayette Young
Publisher

FORMER SPHINX CLUB PRESIDENT DEAD

Preston P. Lynn, General Manager of the John Wanamaker New York Store, served as Head of Old Advertising Society

Preston P. Lynn, former president of the Sphinx Club, oldest advertising society in the country, and general manager of the John Wanamaker New York Store, died May 28, at his New York home.

Mr. Lynn was born in Danielsville, near Allentown, Pa., on Nov. 5, 1868. He was one of a large family of Pennsylvania Dutch stock. After attending the public schools of Allentown he entered the employ of John Wanamaker in Philadelphia.

He came to New York as a member of the executive staff under the late Robert C. Ogden and succeeded to the position of general manager upon the retirement of Mr. Ogden, holding it until his death.

R. F. R. Hunstman, *Brooklyn Standard Union,* and also active in Sphinx Club affairs was an honorary pall bearer at the funeral held in Allentown.

GIRLS' TEAM DEFEATS EDITORS

California Press Association Members Vanquished in Baseball Game

A number of California editors will never print another joke about the way a girl throws a baseball, for a team of editors was defeated 14 to 5 by the girl's baseball team of Humboldt Teachers' College at Arcata, Cal., Tues., May 18. The girls made nine runs in the first inning. The game was part of the entertainment for members of the California Press Association on their thirty-eighth annual excursion when the editors visited Arcata and Humboldt Teachers' College.

Governor Friend W. Richardson of California, president of the association, pitched the first ball. Ralph W. Bull of the *Eureka Times* and Fred P. Falkenberg, secretary, Arcata Chamber of Commerce, formerly a big league pitcher, umpired.

Newspaper men who played on the team defeated by the girls were:

J. E. Olmsted, *Petaluma Argus;* W. A. Shepard, *Auburn Herald;* Paul G. Jasper, *Fortuna Beacon;* M. R. Henry, *Livermore-Herald;* Paul W. Richardson, *Berkeley Gazette;* H. W. Amphlett, *San Mateo Times;* W. S. Clawson, *Exeter Sun;* George G. Radcliff, *Watsonville Pajaronian;* F. D. McPherson, *Santa Cruz Sentinel;* G. Lansing Hurd, *Santa Rosa Republican;* W. L. Murphy, *Sonoma Index-Tribune;* E. C. Stowe, *Woodland Mail.*

First British A.A.C.W. Delegate Here

The honor of being the first delegate to arrive in this country from England to attend the 22nd annual convention of the Associated Advertising Clubs of the World must go to Sinclair Wood, who reached New York from London this week. Mr. Wood is director of Advertising & Publicity Limited of London. He plans to visit several cities in this country before going to Philadelphia.

There are 40 newsprint mills in the United States, with a total capacity of 5,506 tons daily.

COMPLETE WIRE REPORTS FOR EVENING AND SUNDAY PAPERS

International News Service

"Get It FIRST but First Get It RIGHT"

63 Park Row
NEW YORK CITY

FLASHES

And when she reads about the publicity that Miss Joyce Hawley has received and is receiving for her static immersion one wonders whether a telltale tear does not course down the cheek of Miss Gertrude Ederle.—*F. P. A. in New York World.*

Ten office boys went on strike in the Illinois Central headquarters at Chicago. How can science tell, we wonder, whether an office boy is on strike or on duty?—*The New Yorker.*

Prohibition is so young yet that there is still some doubt about the social standing of the bootleg rich.—*Toledo Blade.*

The need of the times is a vehicle you can ride down-town and then fold up and carry into the office.—*Newcastle* (Ind.) *Courier.*

Optimism is what you have when you have almost everything else.—*New York Telegram.*

At last America has trimmed Norway for the pole vaulting championship.—*St. Louis Star.*

We're gittin' too much service an' not enough o' what we buy fer our money these days.—*Kin Hubbard.*

African giants jump seven feet high. What couldn't they do with a little training at busy intersections!—*Baltimore Sun.*

We understand that a prominent woman author began writing "movie" scenarios when she was twelve years old. After witnessing many movies we had come to the conclusion that most of them were written by people even younger than that.—*New York Herald Tribune.*

BOISE DAILY SOLD

Capital-News Purchased by Mrs. Scripps, B. H. Canfield and Associates

(By Telegraph to EDITOR & PUBLISHER*)*

BOISE, Idaho, June 2.—The *Boise Capital News,* evening, morning and Sunday paper, has been sold by E. H. Dewey and W. C. Dewey of Nampa, to the Western Scripps newspapers. The purchase was made by Leroy Sanders of Pasadena, Cal., in behalf of Mrs. Josephine Scripps.

The new corporation named its officers as follows: Leroy Sanders, president; H. A. Lawson, vice-president; Mrs. Josephine Scripps, treasurer; and R. E. Webster, secretary.

The new management announced that H. A. Lawson would continue as managing editor, and John W. Veatch as business manager. Plans are being made for a new plant as well as equipment improvements.

The Capital News was established in 1902 by R. S. Sheridan. It was acquired by the Deweys three years ago.

MERCHANT & EVANS CO.
PHILADELPHIA

Producers of . . .

SPARTAN TYPE METAL
Since 1866

LINO • MONO • STERO
INTERTYPE
COMBINATION

Stocks in Principal Cities

SUIT FOR $2,000,000 IS DISMISSED IN COURT

Judge Erlanger Throws Out Libel Complaint of Atlantic City Chamber of Commerce Against New York Graphic, for Beauty Show Probe

Justice Erlanger in New York Supreme Court June 3, dismissed the complaint of the Atlantic City Chamber of Commerce for $2,000,000 libel damages, against the *New York Evening Graphic,* growing out of the Macfadden tabloid's exposé of the 1925 bathing beauty pageant.

The Graphic in its exposé charged that the winner of the pageant was named by pre-arrangement. The Atlantic City Chamber of Commerce filed its libel suit Nov. 27, last year, alleging the reputation of its city had been damaged and that visitors would stay away from there and not spend their money there because of the Graphic's articles.

Attorney Schultz for the Graphic argued that the Chamber of Commerce, being a non-profit organization, legally could not sue for libel.

Secondly, he asserted, nothing libellous had been printed anyway. His third point was that the Pageant Committee had a perfect right to sell out to motion picture or theatrical interests if it wished. His fourth contention was that the exhibition was public and was therefore open to fair comment and criticism.

Alexander Visits Chicago

E. M. Alexander, vice-president of the *New York American* and director of nation advertising of the *Chicago Herald and Examiner* and New York American was in Chicago the week of May 23. He presided at a meeting of the national advertising staff during his visit.

The Bible continues to be the world's best seller, even tho no effort is made to suppress it.—*Wichita Falls Record-News.*

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

creating Impression!

nearly half the 2013 national advertisers using the Cleveland Plain Dealer in 1925 used it *exclusively.*

The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it

J. B. Woodward
110 E. 42d St.
New York

Woodward & Kelly
360 N. Mich. Ave.
Chicago

FIFTY YEARS A DRAMATIC CRITIC

J. S. Metcalfe, Wall Street Journal, Honored by "The First Nighters"

James S. Metcalfe, critic of the *Wall Street Journal,* was guest of honor at a luncheon given May 21, by "The First Nighters," an organization of dramatic critics and editors of New York and Brooklyn newspapers. Mr. Metcalfe has been a reviewer of plays for almost 50 years.

Among those who attended the luncheon were:

Alexander Woollcott, *New York World;* Gilbert W. Gabriel and Stephen Rathbun, *New York Sun;* John Anderson, *New York Evening Post;* E. W. Osborn and Bide Dudley, *New York Evening World;* Burns Mantle, *New York Daily News;* and Arthur Pollock, *Brooklyn Eagle.*

There Are No Other Newspapers Covering South Jersey Completely

From the Standpoint of the National Advertiser

CAMDEN COURIER
The MORNING POST

60,000 Circulation
Combination Rate

National Representatives:
STORY, BROOKS & FINLEY

DOMINANT!
in
Pinellas County, Florida
Daily News
ST. PETERSBURG'S PICTURE PAPER
Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall

America's Biggest Tabloid
Florida's Fastest
Growing Newspaper

To be assured of Complete Coverage—
USE THE NEWS

The only paper in St. Petersburg, Florida, whose application has been accepted by Audit Bureau of Circulations.

Represented by
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

Peoria
The Try-Out City
THE PEORIA
JOURNAL Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

Supplies—Equipment

Don't "Pig" Metal
It Wastes Money

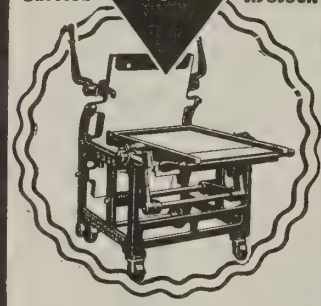
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER

Eliminates the Metal Furnace

The Monomelt Co.
4509-19 Ravenswood Ave.
Chicago Illinois
World Bldg., New York City

GOSS STEREOTYPING MACHINERY *Carried in Stock*



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Rebuilt GOSS & HOE PRESS BARGAINS

ALL TYPES
SEND for LIST

THE GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

GOSS 24 and 28-page presses good for black or color work, also Goss Sextuple.

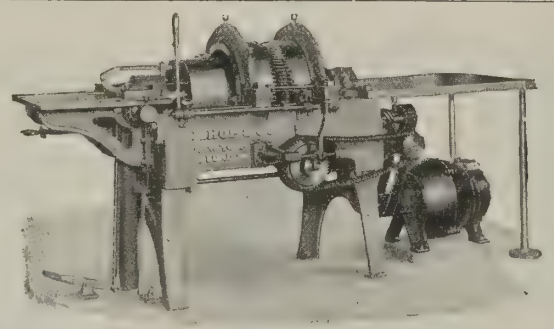
HOE Pony Quadruple, Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.

DUPLEX Metropolitan Quadruple stereotype presses—print up to 32 pages.

Available For Early Delivery

WALTER SCOTT & COMPANY
Main Office & Factory.....Plainfield, N. J.
New York Office..Brokaw Bldg., 1457 Broadway
Chicago Office.....Monadnock Block

Hoe Automatic Curved Plate Trimming and Shaving Machine



A Machine that will trim, tail-cut and shave five or six Stereo Plates a minute efficiently and economically. Arranged with Motor Drive connected by a Silent Chain.

R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street CHICAGO, ILL. | also at DUNELLEN, N. J. | 7 Water Street BOSTON, MASS.

ALWAYS IN DEMAND

Newspapers provide a market for Equipment and Supplies that demands constant touch between the Manufacturers and the Buyers. Not always is it possible to have a salesman on the spot, but always available is a copy of

Editor & Publisher

If it carries your message you are well represented

Classified

EDITOR & PUBLISHER
Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)
1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS (Cash with Order)
1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE.

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 1841 Broadway, New York City.

BUSINESS OPPORTUNITIES

Brokers

Evening Paper that I can recommend—Location, Ohio; field exclusive; equipment modern; circulation 6,500; gross receipts over $100,000; present net earning over $15,000, can easily be increased by change in management; price $140,000, half cash. J. B. Shale, Times Building, New York.

Two Important Newspapers, located respectively in Illinois and Texas, are available for purchase in a private way on a basis of capitalizing profits at 15%, involving from $300,000 to $500,000 on each property. Please give financial references. The H. F. Henrichs Agency, Litchfield, Ill.

PRESS CONTROL C-H
"Safest System in the World"

For large and small plants

Cutler-Hammer Controllers for presses of every size and for every type of motor-driven machine.

Address all communications:
The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1203 St. Paul Avenue, Milwaukee, Wis.

CUTLER-HAMMER

Modern Composing Room Furniture

as made by us will speed up production and reduce costs—A *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

Brokers

Omar D. Gray, who sold a quarter of a million dollars' worth of newspaper properties last year and who is the only man in the world who makes a specialty of consolidating newspaper plants in the same city and who has been very successful in this work, visiting all sections of the United States in this line of endeavor, writes us from Sturgeon, Missouri, as follows:

"I have been so busy meeting newspaper men in conventions in Iowa, Missouri and Illinois and shaping up newspaper deals that I have had to neglect preparing my ads. I have three nice deals just ready to close and I hope to close at least two of them before I go with Dean Walter Williams to Jackson, Mo., June 5-6, to be with the Southeast Missouri editors and then motor on down to Jackson, Miss., to be with the Mississippi editors in convention. Dean Williams and I will stop at approximately fifty newspaper offices enroute to these two conventions.

"I have newspaper offices listed in forty-four states. Most of them are priced right and if you want to buy a newspaper plant, write and tell me how much money you have to pay down, and about what you want and I will try to find just the office that suits you.

"I have a small weekly in Indiana which can be purchased for a very little money down because the owner was compelled on account of ill health to leave that state.

"I have two wonderful weekly newspaper propositions in Missouri which can be purchased for about $15,000 down—balance on easy terms.

"I have a money making daily in North Dakota which together with building is priced at $160,000. Another good daily in this same state with building for $65,000—half cash.

"Can sell half interest in Illinois daily for $5,000—half cash or the whole plant for $10,000—half cash.

"I have a morning daily paper making money in Oregon with building for $100,000—$40,000 cash.

"I have two newspaper plants in Oklahoma owned by the same man, one is a daily priced at $23,000 with only $7,500 down; the other a weekly priced at $20,000, reasonable payment down. Large job business.

"I have an Oklahoma weekly netting $4,000 which $2,000 down will buy—balance on good terms.

"I have a daily in Alabama clearing $1,000 per month and a weekly in Texas clearing equally as much which should sell quickly.

"I have a number of good newspapers listed for sale in Arkansas, one in a city of 3,500, clearing $5,500 per year, which can be bought for $43,500 cash and terms on balance.

"You can pay $2,500 down and get $1,000 credit on an Oklahoma weekly.

"Good Nebraska weekly which can be bought for $4,000 down.

"Missouri Catholic weekly making a lot of money and can be bought right.

"$50,000 buys a Florida daily. $50,000 buys a Republican afternoon daily in city of 25,000 with a wonderful press and equipment and a chance to make plenty of money. $25,000 cash will handle.

"Two afternoon Republican dailies in a state capitol of 20,000 people. Can consolidate and make wonderful field. It will take $40,000 cash to handle, balance on easy terms.

"I can sell you for $20,000 down a $40,000 newspaper proposition in Ohio which is clearing better than $20,000 a year. The man who owns it has not had a day's vacation in years and he must let loose. No better proposition on this earth in the newspaper game.

"Fine proposition near St. Louis—running four papers with good job patronage. Takes very little money to handle.

"Will sell a half interest or all in Iowa weekly which is making good money.

"Clayton T. Rand, president of the Mississippi Press Association, has just written me asking if I will deliver an address at the June meeting of the association in Jackson, Miss., on "The Advantages That Come With Newspaper Consolidations." And I have written him today I will do this. I like to kill newspapers. I commit newspaper murder regularly about every sixty days. I am working on seven newspaper consolidations right now. I am rendering real service to the communities and to newspaper men when I succeed in my work. I get calls to go all over the United States. If you want my services better write quickly because I am dated up pretty well until the first of August and I am going to Europe early in September, 1926, to tour with the Press Congress of the World and I will not be back before some time in November. I have been working hard and it is about time to play a little.

"On May 30 after I had written and mailed the lines above I received a letter from a client in Paris, France, asking me to help him select and purchase a good weekly or daily paper in California. I want to list at once a dozen California newspapers which are for sale. Kindly give full information in first letter.

"$2,500 cash will put you in full control of a good weekly in Oklahoma, balance easy terms."

Interest For Sale

Interest in Daily for sale; in exclusive field; carrying position of manager. Applicant should have ten thousand dollars. Address A-542, Editor & Publisher.

Partner Wanted—For live Iowa daily newspaper in town of 8,000. Must have $15,000. This is a good opportunity for an ambitious and experienced young man. Address A-531, care of Editor & Publisher.

Employment—Equipment—Services

BUSINESS OPPORTUNITIES

Newspapers For Sale

nall Afternoon Daily for sale in fast growing astern Carolina town. Only daily in five unties. Unlimited opportunities. A-553, ditor & Publisher.

ewspaper and Job Printing Plant for sale at al bargain; desirable location New York State. rice $3,000, half cash. A-550, Editor & Pubsher.

CIRCULATION

Premiums

remiums of every description. Your Publisher kes no risk. C. R. Bailey, Hoboken, N. J. ormerly New York. Estab. 1888.

Promotion

rculation—When quick, additional circulation verage becomes necessary, remember that our enty years in this one line of endeavor is ur proof against experimenting. Write or re Pacific Coast Circulation Service, Bell ock, Cincinnati, Ohio.

rculation Builders—Blair & Austin, 1504 Cene Ave., Reading, Penn. Originators of Salesanship Club Campaigns.

rculation Promotion—Get our quotations on nner ware for premium use. Plans, assistnce and canvassers outfits gratis; also excelnt material for R. F. D. promotion. The lbright China Co., 104 W. 5th street, Palyra, N. J.

EDITORIAL

Syndicate Features

ansas City Kansan and Lorain, Ohio, Journal, e the new customers this week. Write for mples of a live, alert, up-to-date service, to he Graphic Syndicate, 25 City Hall Place, ew York.

EMPLOYMENT

Help Wanted

dvertising Salesman and Copy Writer wanted leading semi-weekly newspaper, forty inutes from Pennsylvania station. Excellent portunity. A-526, Editor & Publisher.

dvertising Solicitor wanted immediately for stest growing daily in Westchester County, ew York. Must be go-getter. Write, stating perience, salary expected and when available. 545, Editor & Publisher.

ssistant City Editor, morning newspaper ew England city of 100,000. Capable of ndling telegraph. A-552, Editor & Publisher.

rculation Manager—Central States evening ily in city of 15,000. Able to install A. B. , build city circulation personally. Write full tails, age, experience, salary and how soon uld report. A-532, Editor & Publisher.

ty Circulation Manager for morning newsper in highly competitive field. Unusual portunity for able, energetic circulation man th ability. Must be used to hard competition d be able to make a success in city work. ve information as to experience, newspapers which applicant has been employed and in at capacity; salary expected, age, and when n accept position. A good opportunity for a ungster to make an established future with a od newspaper. A-535, Editor & Publisher.

oreman in Composing Room wanted by morng newspaper in a Texas city. Must be a st class make up man and able to work n. References required. Address A-527, litor & Publisher.

ewspaper Advertising Man who knows how get business himself and can direct work of ner salespeople. For such a man who can rnish satisfactory reference and who can make od, a position as manager of Western Branch fice of Syndicate will soon be open. Tell all out yourself first letter. All replies conential. Salary to start $3,000 and bonus. 524, Editor & Publisher.

o Display Salesmen wanted; one for genal accounts and one specializing in realty deopment. Must be able to make lay-outs and ate and hold new accounts for progressive ly in fastest growing section of Michigan. ecutive experience valuable. Write immedily giving salary now receiving; experience, mples of work, references and when available. dress Leader-Press Co., Mt. Clemons, Mich.

A Circulation or Advertising Service can fiction without changing your present staff.

EMPLOYMENT

Help Wanted

Printing Plant Manager Wanted—An opportunity for a man of sterling character and proven ability as Production Manager in one of the oldest printing businesses in the South. The plant is splendidly equipped and has regular customers, which supply a large part of its work, but the business is in a position to expand under proper conditions and in a very marked degree. There is an opening for a trained executive, familiar with modern practices, to develop twice the business that is now being done and this is the reason for this advertisement. The reputation of the company as to honor, integrity and fair dealing is second to none in the country. In its selection of a man of the type required, character will be considered first. Address with all essential particulars as to fitness, including age of applicant. A-537, Editor & Publisher.

Situations Wanted

Advertising Salesman desires connection where result-producing effort will win advancement. General newspaper experience. A-529, Editor & Publisher.

Advertising Manager of 12 years' experience wishes to connect with wide-awake newspaper as advertising or business manager. Have worked on Philadelphia and Washington papers. Am a real business getter. Not afraid of hard work or long hours. Married. Age 32. Could be available some time in June. If you are interested in securing the services of a man with real ability. Address B-999, Editor & Publisher.

Advertising Manager—87% increase in earnings; 16,077 ads gained; 56% increase in rate; 60% more contracts signed, all in 4 years as advertising manager on last paper, morning and Sunday, in city of 300,000. Facts and figures to prove past accomplishments. Congenially employed but lack of activity in other departments forces me to look for connection with live, wide awake organization. Prefer evening and Sunday paper. A-533, Editor & Publisher.

Advertising Manager—Desires place on Southwestern paper. Prefer Oklahoma. Will go elsewhere. Young, aggressive, experienced copy and layout man. Knows national and merchandising field. Good personality. Splendid references. Married. Available June 15th. A-536, Editor & Publisher.

Advertising Solicitor, with executive experience, wants to connect with newspaper where there is a chance to build special advertising. All-around newspaper man. A-1 references. A-548, Editor & Publisher.

Cartoonist: Young artist with five years' experience in art departments on newspapers in the East desires new connections with paper in fair sized town. Will go anywhere as long as there is an opportunity to make a name for himself. Samples of work on request. Courtney Dunkel, care Baltimore News, Baltimore, Maryland.

Circulation Manager—If I were your circulation manager

—I'd need no prodding, for I'd travel every possible avenue for development.

—Your competitor would rarely if ever get the jump on anything old or new in sane circulation promotion ideas or methods, and when he did I wouldn't sleep well until it was paid back double.

—I wouldn't merely buy circulation. I'd build it and build it as solidly, quickly and economically as it could be built.

—I'd constantly look for leaks in the department and plug them.

—I'd turn savings effected by elimination of waste and lost motion into circulation by diverting the savings to promotion.

—I would, above all, view things always from your angle, and would conduct myself and the department in such a manner that nothing but credit could be reflected to your own judgment in engaging me.

If you are a publisher in a city of 100,000 or more, and believe that a top-notcher at $6,500 is a better investment than a mediocre man at $4,000, and you are looking for the former, I am sure it will pay you to investigate if you are in the market for a circulation manager. Twenty-one of my 33 years have been spent in and around the circulation department of newspapers. My record of clean accomplishment in twelve years of circulation management qualifies me as a safe investment for any publisher. I am employed at present, but contemplate an immediate change. You can address me in absolute confidence for further information. A-554, Editor & Publisher.

Circulation Manager, successful, is seeking new connection. Experience from ground up, always up, and never a failure. No floater. In present position. six years. A-540, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Circulation Manager—Mr. Publisher, can you use exceptionally good circulation man with clean record, proven ability as producer, with maintenance at low cost. A circulation business man with thorough knowledge of circulation work. References: Present and past employers. If interested, wire or write Ivan C. Moore, 1314 State & City Bank Building, Richmond, Virginia.

City or Managing Editor with twenty years' experience, available June 20th because of sale. A news executive with successful record. Best of recommendations. A-543, Editor & Publisher.

Experienced Circulation Man—Where results count. Thoroughly familiar with boy and men methods and all phases of circulation promotion. Will take charge of carriers, suburban or district. Live wire, can produce the goods. Thrive on difficult tasks and opportunity. References exchanged. A-541, Editor & Publisher.

Editorial, Desk Work or Copy Reading, wanted by experienced newspaper man who knows all angles of newspaper making. New York or vicinity. Prefer magazine or book work. A-522, Editor & Publisher.

Editor—Man of 16 years' experience in reportorial, desk and editorial work wants position as editor or editorial writer east of Mississippi. Is 40, democrat, married; has two college degrees and legal training; now associate editor leading daily in city of over 100,000. Could make change in four or six months. A-534, Editor & Publisher.

Editorial Department Man—Thoroughly experienced editorial department executive, who has held posts as city, telegraph and news editor and head of universal copy desk. A No. 1 on make-up. Thirty-six, married. Employed, but can leave on reasonable notice. A-551, Editor & Publisher.

Field Representative—Widely experienced, energetic man wishes to join publisher's staff as confidential research man or field secretary. Has original plans for this work. Twenty years connection with publishing, writing, advertising, promotional work, newsprint paper. Executive capacity, but available for subordinate connection to demonstrate qualities. Has published own small magazine for several years. Holds substantial public position; confident public speaker; has addressed scores of varied gatherings. Served in U. S. Army and Navy, holding executive rank. Widely traveled, matured; seasoned. Highest type commercial and personal references. (Ability as amanuensis.) Right man to relieve overburdened general manager of many problems. Wishes to engage exclusively with magazine or newspaper publishing enterprises. A-544, Editor & Publisher.

General Manager—Some Newspaper Publisher in a city of 250,000 or more, needs a new General Manager. If you are that Publisher or Owner you can now get the man you want. He has brains, youth (33 years old) experience, ability and personality. A wire or letter addressed to A-539, Editor & Publisher, will bring him for an interview.

Managing Editor, with tried and successful record, voluntarily seeks change for best of reasons. Strong executive, good organizer, knows news and can handle men. Experience touches metropolitan and smaller field. No failures in record of 15 years constant employment. College man, 39, with no bad habits. Aggressive, yet safe, and strong editorial-writer. Minimum salary $65. Details gladly supplied. A-519, Editor & Publisher.

Managing Editor or News Editor—Must make change because of wife's health. 35 years old with record of uncommon achievements in daily field. Desires city under 100,000 where there is opportunity to build downtrodden paper. 15 years' experience. Address A-528, Editor & Publisher.

Managing Editor—Fourteen years on largest metropolitan dailies, thoroughly competent if given co-operation. A-549, Editor & Publisher.

Mechanical Superintendent, technical and practical. Experience covering a number of years as supervising erector for R. Hoe & Co. Any size daily considered. E. J. Preston, 1495 Newton street, N. W., Washington, D. C.

Mechanical Superintendent or foreman desires position. Capable executive and organizer. Familiar with all mechanical requirements. Well recommended. Afternoon paper preferred. Interview at your convenience. East preferred. Address A-509, Editor & Publisher.

News Executive position on small city afternoon daily desired by college graduate with six years' experience on telegraph and city desks with papers of 12,000 to 35,000. A-538, Editor & Publisher.

Office Manager, now connected with a New York suburban newspaper, will be available about July first. Has been in charge of business management. A-546, Editor & Publisher.

Reporter:—Experienced, specialties sports and features, desires position near New York. Excellent references. A-547, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Reporter and Proofreader—Young man, 28 years of age, University graduate, with two years' experience desires position with live newspaper. Available June 20. References. D. H. Taylor, 297 Hancock Ave., Athens, Georgia.

Superintendent of Mechanical Department desires position. Best of references. Employed at present but wife's health demands change of climate. A-512, Editor & Publisher.

MECHANICAL

Equipment for Sale

Cox Duplex eight page perfecting press for sale; with motor and 16 chases, type-setting machines and complete equipment for small daily. Also some job printing equipment. For sale in whole or in part. This plant was lately in operation. Can be seen by appointment. Low price for quick sale. P. O. Box 1005, Fall River, Mass.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner Fendler Branch, A. T. F. Co., New York City.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

FOR SALE

Florida bi-weekly newspaper with job plant. City has 12,000 population, county seat. Circulation, 3,000; advertising rate, 50 cents an inch. Weekly revenue, $500 for newspaper. Job plant does $15,000 annually. Price for both, $25,000. Terms to suit.

PALMER,
De WITT & PALMER
Newspaper Properties
350 Madison Ave., NEW YORK

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

EDITORIAL AND FEATURE WRITER, with over three years' experience on large city daily, is seeking new connection. Ready to go anywhere for right position. "Unusually bright; well educated; great student; will make extraordinary writer." Age 26; college graduate. Mention our No. 5340-B.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Publishers!

Secure your Executives through the Classified Department of

Editor & Publisher

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

HABERDASHERS, men's clothiers, hatters and gift stores should be excellent prospects for cooperative local ads just before the 20th of June. This date has been reserved for Fathers' Day this year and haberdashers are preparing to take advantage of it, saying it with neckties.—C. M. L.

"Greater Milwaukee" was the title of a full page co-operative advertisement that appeared in the *Milwaukee Journal* recently. The ad asked "Do you know Milwaukee?" Then followed a list of many of the industries that Milwaukee led in or is near the top in. A short story on the progress of Milwaukee was contained in the advertisement. Then in another column were the names of some of the leading industries in the city who had made the advertisement possible. Such an advertisement boosts the city and is possible in an industrial community.—Wilbur Polson, Milwaukee.

Here's a novelty that can be varied to suit local conditions. An Indiana paper had the following box on page one:

"TEN ITEMS AND THEY SAVE YOU $50

"In this issue, are advertised a number of savings for readers. Just ten of these, selected at random will save you $50 over the regular cost. These items have been numbered—one in each advertisement—for your convenience to show the point. Hunt them out for it will be well worth your time."

Then in each of ten advertisements, one particular item was picked out and given a consecutive number. The stunt gave a contest flavor to the regular advertising and at the same time drew the readers attention to all of the advertisements.—B. A. T.

Where in a radius of 50 miles of your city can all-night automobile service be obtained? Such information would be mighty valuable to those of your readers who go away on week-end trips and who get into trouble coming home. Run a half page or page of ads of concerns in the fifty mile radius giving all night auto service.—F. H. Williams.

Reduction in the number of heads written by copy readers and which went to the composing room with too many units to a line, was accomplished by one newspaper by the posting daily of the original copy on all such heads, with the actual amount of time wasted by the compositor and the copy reader on the heads. The amount of lost time made a real impression and since the plan was first inaugurated, wonderful results have been accomplished.—B. A. T.

Now is the time to play for big classified copy on the sale of used cars. Used car companies welcome the opportunity to tie up with a good sales campaign. Front-page boxed cut and story calling attention to bargains listed is good sidelight. Land the first big ad and the others follow.—C. W. Myers.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

PREPARE a blank with spaces for the essential facts regarding weddings, such as time, place, minister, bridegroom and attendants, bride and attendants, parents of both, with perhaps a few other facts. Supply all your ministers with pads of the blanks. Ask them to fill them in for each wedding and then send or telephone them. If they fill in the blank and then 'phone they will be more apt to get in the essential facts. This will furnish a basis for such further coverage as the importance of the parties warrants. —Guy M. Chase.

What is the income of the professional beggar? Failing to get accurate information by interview a reporter on a Northwestern paper bought dark glasses, pencils and shoe strings and posed as a blind beggar.

The "blind man" peeked every time a coin was dropped in his cup and was thus able to determine the relative generosity of men and women. The material gathered by the experience and a cut of the reporter garbed as a beggar made an interesting feature lay out.—E. J. Fitzharris.

In June many young hopefuls are let loose upon the world. Where do all the college graduates go and what becomes of them? Do all the technical grads go into technical work? What happens to the girl graduates, do they all get married? Here is a live and timely feature subject that is sure to be not only interesting but amusing as well.—C. E. Pellissier, Boston.

The *St. Louis Times* catches and holds the interest of women readers with a daily feature under a two-column art head, "What St. Louis Women Are Doing." Feminine civic, community and club activities form the basis of the content. Society news is excluded to a separate department.—C. W. Myers.

What are some of the plans devised by insurance men in your city to assist clients who pay instalments of only a few cents a week? Many local family heads carry insurance as low as $100 and have difficulty in scraping together the payments. A good story may be obtained regarding the trials of collectors who tramp many blocks to receive ten cents a week. What about car-fare?—F. D. Van Luven.

There is a code of etiquette often violated by the average business house, public building superintendent and householder who uses the American flag in a variety of ways on July 4 as well as other national holidays. Why not run information prior to Independence Day on the correct method of using the flag? The A. G. O. office of the War Department at Washington, D. C., can supply the necessary text to describe in a box the proper use of the flag for your local folk.—C. M. L.

A new feature of the *Hartsdale* (N. Y.) *Herald* that seems to supply a local need is a department "I Should Like to Know," wherein questions of fact, as to local government or officials, local historical events, local individuals or any other perplexing matters of local import asked by residents are answered by authorities.—G. Harris Danzberger.

The *Ironton* (O.) *News* heads a first-page column of editorial comment "Station NEWS—The Editor Broadcasting." This is additional, of course, to regular editorial matter.—C. W. Myers, *Dayton* (O.) *News*.

The *Montreal Daily Star* and *La Patrie*, English and French evening papers of that city have started a daily feature entitled "Learn French" in the English paper and "Learn English" in the French paper. It is prepared by the chief city librarian and in the English paper gives each day a few sentences in English with the French translation and the pronunciation of French words to suit English ears. The French daily handles the feature vice versa. The papers point out that the lessons offer an opportunity to earn increased salaries and to help in any present occupation, particularly where both languages are mutually recognized.—F. D. H., *Montr* *Star*.

George W. Hedden, Buffalo fire ch says the character of fires has chan within the past few years. Forr causes have been removed by increa vigilance and improved methods, greater use of gasoline, fuel oil and ot inflammables has created new risks wh are responsible for many serious fi What has been the experience of y fire chief? A warning from him n prevent serious conflagrations.—E. V.

In connection with the weather fc cast printed in the "ear" each day, *Toledo Blade* also runs two additio lines telling which was the coldest which was the warmest city in Uni States the preceding day. The inforr tion is obtained from the daily weat table furnished by the Toledo weat station. This is a feature which the p lic talks about.—Max Hahn.



THOS. W. BRIGGS CO.
Columbian Mutual Tower
MEMPHIS, TENN.
CREATORS OF LOCAL DISPLAY FROM A NEW SOURCE
Our Business Review and many other feature pages now running in more than 80 leading American and Canadian newspapers. Write or wire for our representative.

BY UNITED PRESS
AROUND THE WORLD AROUND THE CLOCK
UNITED PRESS ASSOCIATIONS
World Building New York

RADIO
PROGRAMS
NEWS NOTES
FEATURES
Used and Praised by More than 200 Newspapers
Send for samples and prices
AUDIO SERVICE
326 West Madison St.
Chicago

The Morning Telegraph
Is the giant influence on the Turf, in Society, Music, Theatre, Motion Picture and Finance, having the largest circulation of any Daily in the United States at a ten-cent Price.
Circulated in every State in the Union and the principal capitals of Europe. An exclusive market for its advertisers.
The Morning Telegraph
50th St. & 8th Ave., N. Y. City

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION
Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.
Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.



INDUSTRY *now rivals cotton as* KING *of the* SOUTH!

Cotton is still the big industry in the South, but other industries will soon rival cotton as King.

The low cost of manufacturing steel products, because of the abundance of coal, iron ore and limestone in Alabama, is attracting Northern business men with capital and vision.

Already every type of industrial enterprise is producing goods in the South and its workers have never experienced such prosperity.

Get in on the fertile market. Reach the better class of workers through the Daily papers listed below.

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
*Mobile News-Item (E)	11,993	.05	.05
*Mobile Register (M)	20,427	.08	.08
*Mobile Register (S)	32,096	.10	.10
FLORIDA			
†Daytona Beach News (ES)	5,731	.04	.04
*Florida Times-Union (M) 49,903 (S)	59,239	.12(S.15)	.12(S.15)
*Lakeland Ledger (E)	5,173	.03	.03
*Miami Herald (M)	48,108	.11	.11
*Miami Herald (S)	60,006	.12	.12
*Orlando Reporter-Star (E)	8,502	.06	.06
*Orlando Sentinel (M&S)	10,655	.06	.06
*Pensacola News and Journal (E&M)	9,805	.06	.06
†St. Petersburg Independent (E)	11,917	.055	.055
Tampa Telegraph (M) 12,850 (S)	25,280	.06	.07
*Tampa Times (E)	23,325	.08	.08
†Tampa Tribune (M) 34,841 (S)	53,762	.09(.118)	.09(.118)
*West Palm Beach Post (M)	12,243	.06	.06
GEORGIA			
*Augusta Herald (E)	14,246	.05	.05
*Augusta Herald (S)	14,547	.05	.05
*Macon Telegraph (M)	24,035	.08	.08
*Macon Telegraph (S)	24,439	.08	.08
**Savannah Morning News (M), 21,015. (S)	22,204	.06(.078)	.06(.078)
KENTUCKY			
*The Lexington Leader (E)	19,640	.06	.06
*The Lexington Leader (S)	19,531	.06	.06
**Paducah Sun (E)	9,255	.04	.04
NORTH CAROLINA			
†Greensboro Daily News (M)	27,485	.08	.07
†Greensboro Daily News (S)	31,505	.09	.08
†Raleigh News and Observer (M)	33,515	.08	.08
†Raleigh News and Observer (S)	36,318	.09	.09
†Winston-Salem Journal (M)	13,702	.05	.05
†Winston-Salem Journal (S)	13,720	.05	.05
*Winston-Salem Sentinel (E)	18,259	.07	.07
SOUTH CAROLINA			
**Columbia State (M)	23,663	.07	.07
**Columbia State (S)	24,838	.07	.07
**Greenville News (M)	21,704	.075	.07
*Spartanburg Journal (E)	4,613	.05	.05
*Spartanburg Herald (M) 6,860 (S)	9,856		
TENNESSEE			
**Chattanooga Times (M)	30,203	.10	.10
**Chattanooga Times (S)	30,230	.10	.10
*Memphis Commercial Appeal (M)	100,934	.18	.18
*Memphis Commercial Appeal (S)	129,219	.21	.21
*Nashville Banner (E)	54,519	.11	.11
*Nashville Banner (S)	56,007	.12	.12
VIRGINIA			
*Danville Register and Bee (M&E)	14,313	.05	.05
*Danville Register (Sunday)	9,065		
*Newport News Times-Herald (E)	7,968	.05	.05
*Newport News Daily Press (S&M)	5,413		
*Roanoke Times & World News (M&E)	25,772	.08	.08
*Roanoke Times (S)	16,076	.07	.07
*Staunton News-Leader (M), Leader (E)	6,855	.035	.035

* A. B. C. Statement, March 31, 1926.
** A. B. C. Statement, September 30, 1925.
† Government Statement, March 31, 1926.

WORKS NOT WORDS

NOT mere volumes of words has placed a few successful newspapers in the twenty-million linage class, or others in the group printing more than ten million lines annually.

Not mere volume of words has won the place for Consolidated Press writers in those successful papers.

You will find C. P. A. writers in the dominating papers of all the way from ten-thousand circulation to a half-million daily.

You will find these distinctive dispatches in papers whose copy desks winnow C. P. A. from a grist of hundreds of thousands of words from half a dozen wires.

You will find them in complete and successful newspapers in which C. P. A. supplements a single spot news wire.

Like the papers they serve, they are *selected;* the writers *selected* from their professional competitors; their terse and authoritative dispatches *selected* from the mass of copy that pours over the desks.

By their *works* they are known: *authoritative, distinctive, interpretative dispatches,* essential to the *complete newspaper,* and for only one newspaper in each city.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Third Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Bulletin Building	19 Rue d'Antin

THIS ISSUE:—COMPLETE REPORT OF CIRCULATION MANAGERS' CONVENTION

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1926

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 3 **NEW YORK, JUNE 12, 1926** By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign **10c Per Copy**

JOURNALISM LIBRARY
Not to be taken from this room

A Renewed Vote of Confidence



In the cabinet form of government in operation in many of the leading nations of the world, the prime minister, as the head of the government, continues in office only as long as he retains the confidence of a majority in the popular branch of the parliament.

and by a Still Greater Majority

YEAR after year the department stores of Chicago have placed the preponderance of their advertising in The Daily News—*and* in the first four months of 1926 they have placed a still greater proportion in The Chicago Daily News.

This is, and should be, of particular significance to other advertisers at this time. It is *a renewed vote of confidence and by a still greater majority* from that group of advertisers who are the shrewdest appraisers of every factor that enters into the cost—and the returns—of newspaper advertising in Chicago.

Total Department Store Advertising Lineage in Chicago Daily Newspapers

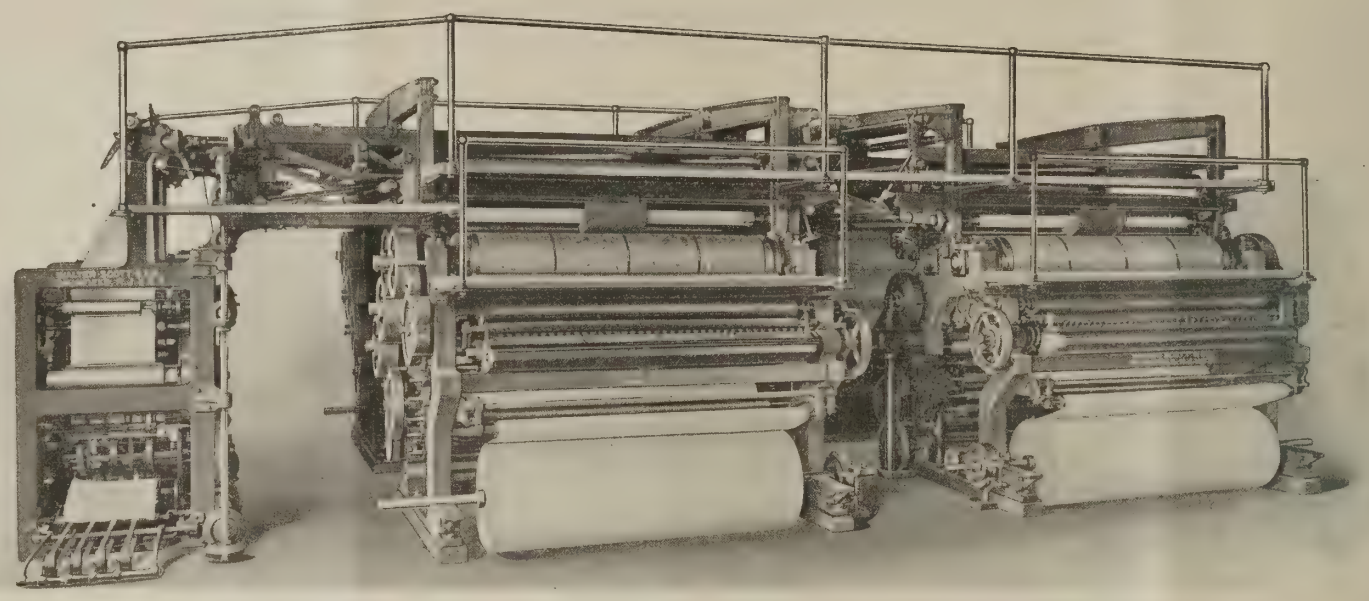
	First Four Months of 1926	First Four Months of 1925	Comparison Gain—Loss
The Daily News	2,428,633	2,214,829	213,804 Gain
Second paper	909,665	1,065,411	155,746 Loss
Third paper	704,964	668,636	36,328 Gain
Fourth paper	488,491	565,760	77,269 Loss
Fifth paper	325,698	292,709	32,989 Gain
Sixth paper	224,370	232,271	7,901 Loss

A detailed analysis of the department store advertising situation in Chicago, showing the lineage used by each store in each newspaper, will be sent upon request.

There is no safer guide for advertisers than to "Follow the Department Stores." They *know* the returns from a given expenditure in each of the newspaper advertising mediums of a city, and in Chicago show their "confidence" by concentrating in

THE CHICAGO DAILY NEWS

First in Chicago



SCOTT *"Multi-Unit"* FLOOR FED OCTUPLE PRESS

INDEPENDENT ADJUSTMENT

An Important Feature of Every Scott Folder

The folding blade of a Scott Folder, driven by chrome nickel steel gears, can be adjusted regardless of the cut. The folder can be set to fold square under any and all conditions and at any given speed.

The blade motion is transmitted through plain spur gearing. There are no internal gears or other complicated parts to cause trouble.

The folding rollers can be widely separated without pulling the gears out of mesh, thus facilitating the handling of high speed production.

Scott Folders are built to the same and undeviating standard as Scott Presses—"One Quality—The Best."

Scott

"Multi-Unit" and "Straight-Unit" Presses

WALTER SCOTT & COMPANY

Main Office & Factory - Plainfield, New Jersey, U. S. A.
New York Office - - - - - 1457 Broadway
Chicago Office - - - 1441 Monadnock Block
Cable Address: WALTSCOTT NEW YORK

A thousand swing into action

¶ Twice a day on weekdays—once on Sundays—there are 93 square miles of Baltimore to be covered.

¶ When the signal comes (and that signal is the first run of the first city editions) a thousand men swing into action.

¶ To every corner of the city and the suburbs they carry the Sunpapers. But they do not stop on the corners! The Sunpapers these Sun Carriers take out are delivered right at the doors of regular Sunpaper subscribers.

¶ Street sales are another story—an important one, too! But the thing we want to impress on you now is that a force of over one thousand men is required to make deliveries of the Sunpapers to the homes of Baltimore.

¶ When your advertisement appears in the columns of the Sunpapers, this flying column of a thousand comes under your command—detailed to carry your message to the homes you want to reach in Baltimore.

May Average Net Paid Circulation

Daily (M. & E.) . . 252,330
Sunday 192,051

A Gain of 7,468 Daily and 6,526 Sunday Over May, 1925

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

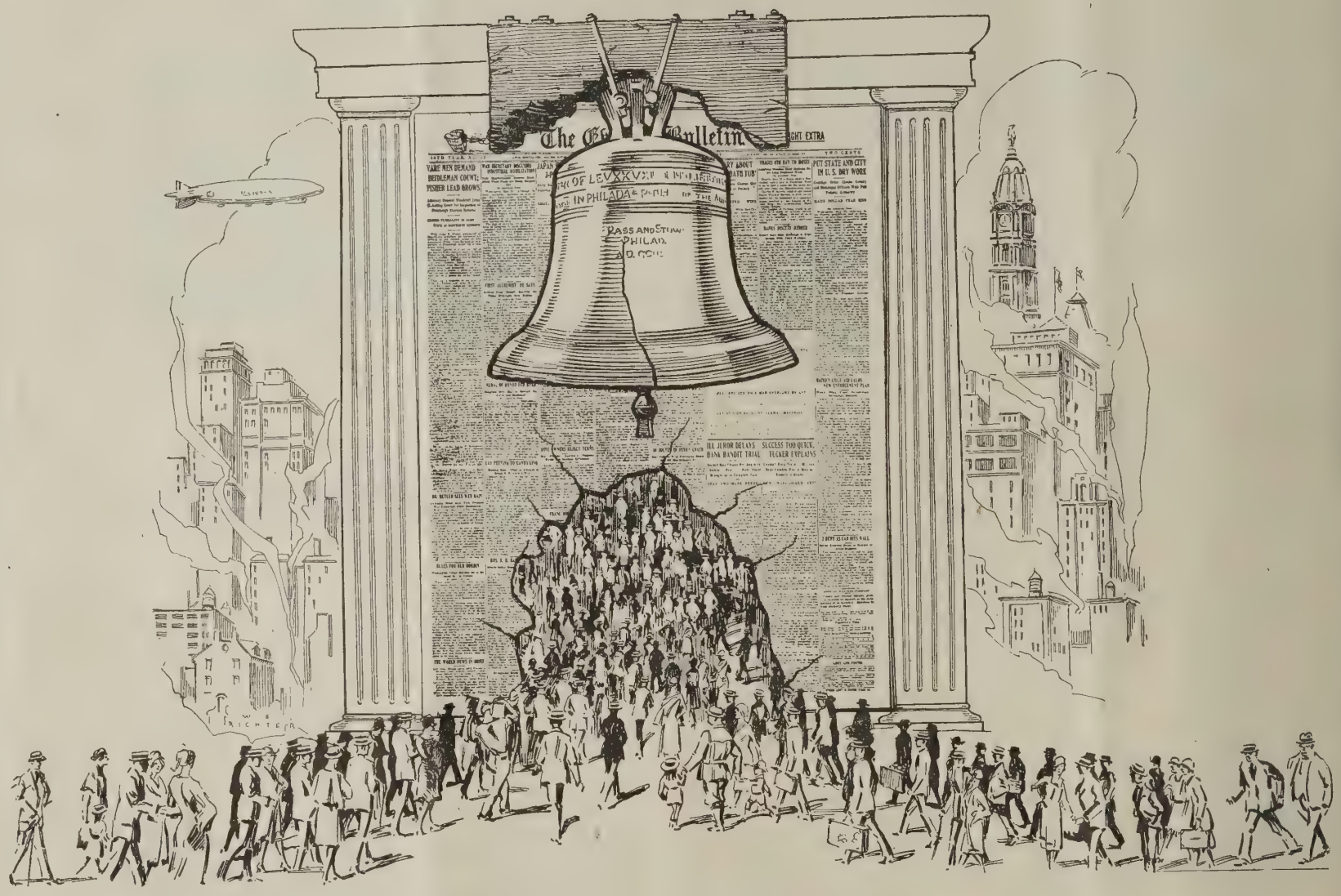
Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"

The Door to Philadelphia
Is through
The Evening Bulletin



HERE is your chance to analyze a great newspaper's circulation at first hand. When you come to the Advertising Convention you will see that The Bulletin *is* the door to the Philadelphia market.
In homes where you are entertained—wherever you go—you will notice that "In Philadelphia nearly everybody reads The Bulletin."

Philadelphia's city and suburban population exceeds 3,300,000.
A copy of The Evening Bulletin reaches practically every family in Philadelphia, Camden and Suburbs daily.

The Evening Bulletin.
PHILADELPHIA

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 59 NEW YORK, JUNE 12, 1926 No. 3

Billions the Tax Collector Doesn't Touch Can Buy Nationally Advertised Goods

Fallacy of Coincidence Between Circulation Figures and Income Tax Roster Exposed by Bureau of Advertising Analysis of Market Cultivation Through Daily Papers

This clear and masterly exposition of the elasticity, range and penetrative quality of newspaper advertising is taken from a book to be issued next week by the Bureau of Advertising of the American Newspaper Publishers Association. The book was written by William A. Thomson, director of the bureau. Extensive statistics supplement the chapter quoted on this page, several pages being credited to EDITOR & PUBLISHER *International Year Book. A survey of the Canadian market by Arthur Partridge, manager and secretary of the Canadian Daily Newspapers Association, is also included.*

"MARKET CULTIVATION" has become a standardized phrase in national selling.



WILLIAM A. THOMSON

It marks a comparatively recent realization that it pays to sell merchandise where and when people want it—and have the money to buy it.

Changes in national advertising methods have come with this newer objective in distribution. The sales manager who searches the continent for good markets, works with the advertising man who seeks the best means of "covering" these markets.

Those who sell advertising, quick to grasp the needs of the hour, turn their energies toward compilations that prove "market coverage" for their several mediums.

Economists encourage careful market study as a means of combating higher selling costs. Secretary Hoover gave weight and impetus to the idea by declaring to the National Distribution Conference that one notable cause of economic waste was expenditure of "effort and money in advertising and sales promotion without adequate information on which to base" the effort.

Experience with competition constantly spurs the national advertiser to intensify his search for "logical markets."

Advertising, therefore, like selling, goes on a specific rather than a general mission today. Its job is to sell the goods where the goods are offered for sale.

It may be argued that many advertisers still use advertising for "general results" to "impress the trade," to "influence the dealer." Yet this advertising usually is made to represent a very definite consumer objective. It may appear to be merely a gesture for the retailer's benefit, a "flash" to arrest his interest in a product he is asked to stock. Yet it is interpreted to him in figures purporting to show its influence upon portions of his trade—his own customers. Sometimes he is induced to "tie in" with it in his own advertising.

A few years ago there began much discussion of the "trend toward newspapers" in national advertising. This trend has gone hand-in-hand with the movement in merchandising toward market cultivation. One after another, national advertisers have admitted the soundness of basing sales activity upon market analysis and have called upon newspaper advertisements to sell their goods in the sections chosen for their operations.

Whatever differences of opinion may exist among national advertisers concerning mediums, the value of newspaper advertising is universally recognized. Whether the advertiser buys newspaper advertising or urges his dealers to buy it, he sees in it the almost indispensable medium in the modern program of market cultivation.

In 1925, approximately $220,000,000 was invested by national advertisers in newspaper campaigns.

Important as newspaper advertising has been in the development of this modern idea in selling, it is becoming even a greater factor as the study of markets progresses and as distributors learn more about buying habits and buying power.

A new army of purchasers is abroad in the land. Old indices showing the ability to buy are constantly being revised. Great groups of the population, classed in the past as non-purchasers of articles once considered luxuries or semi-luxuries, are now absorbing impressive quantities of this merchandise.

Now more than ever it pays the advertiser to reach newspaper readers because—

The vast majority of all who buy is included in the millions who read a newspaper every day, and because

The localized character of newspaper circulation permits market cultivation (a) in the sections where sales resistance is least (b) at the time when the market is able to absorb the product.

There are many ramifications of this situation which emphasize the unique character of the newspaper as a modern advertising medium. It may be interesting to discuss some of these in detail.

It is safe to assume that the people who pay income taxes also read newspapers. But it is dangerous to proceed on the theory that only this portion of the newspaper reading public does all the important buying.

Economists generally agree that the income tax payer was never a true index to the buying power of the population. And yet, a great deal of advertising has been sold on the suggestion that the circulation offered represented "an income-tax-paying clientele." As a matter of fact, there is more than a suspicion that the income tax payer as an index to buying power was largely the invention of advertising solicitors who saw a numerical similarity between the circulation of their publications and the number of income tax payers in certain localities.

An early awakening to the "income tax index" fallacy was the fact that there were over twice as many automobile owners as there were income tax payers. The possession of an automobile in itself suggested a purchasing power that could not well be overlooked.

Perhaps a more specific revelation came through studies of states and market groups. Some of these studies showed that certain states listed as poor markets according to the number of income tax payers stood very high in average individual earning power. Furthermore, it was clearly demonstrated that the buying power of the family with less income than the taxable minimum depended somewhat upon where that family lived. This was particularly true of rural communities in which any attempt to judge purchasing power by the number of tax payers resulted in a very inaccurate picture of true conditions.

It is obvious that the farmer's dollar of income may well go farther than that of the city dweller, whose expenditure for things which the farmer gets for little or nothing adds to his overhead and reduces his budget for fluctuating expenditures. Also it is difficult for the average farmer properly to compute his income. With approximately 48 per cent of the people living in the rural districts, an index to buying power which does not clearly reckon with this element of the population cannot be worth very much. And in passing, let us remember that the farmer, like the city dweller, is a newspaper reader.

With the new income tax law in effect, which exempts individuals with $1,500 incomes and families with $3,500 incomes the number of income tax payers promises to be reduced by about 2,500,000 or about one-third of the previous total. This still further discounts the income tax report as a buying index.

Returns based upon 1923 income tax payments showed that the estimated total income of tax payers was something over $24,000,000,000, while the estimated total income of individuals, tax-payers and non-tax-payers, was approximately $70,000,000,000.

A consideration of these figures in the light of the above mentioned facts has turned the attention of market analysts to

MAY ADVERTISING REACHED RECORD TOTAL

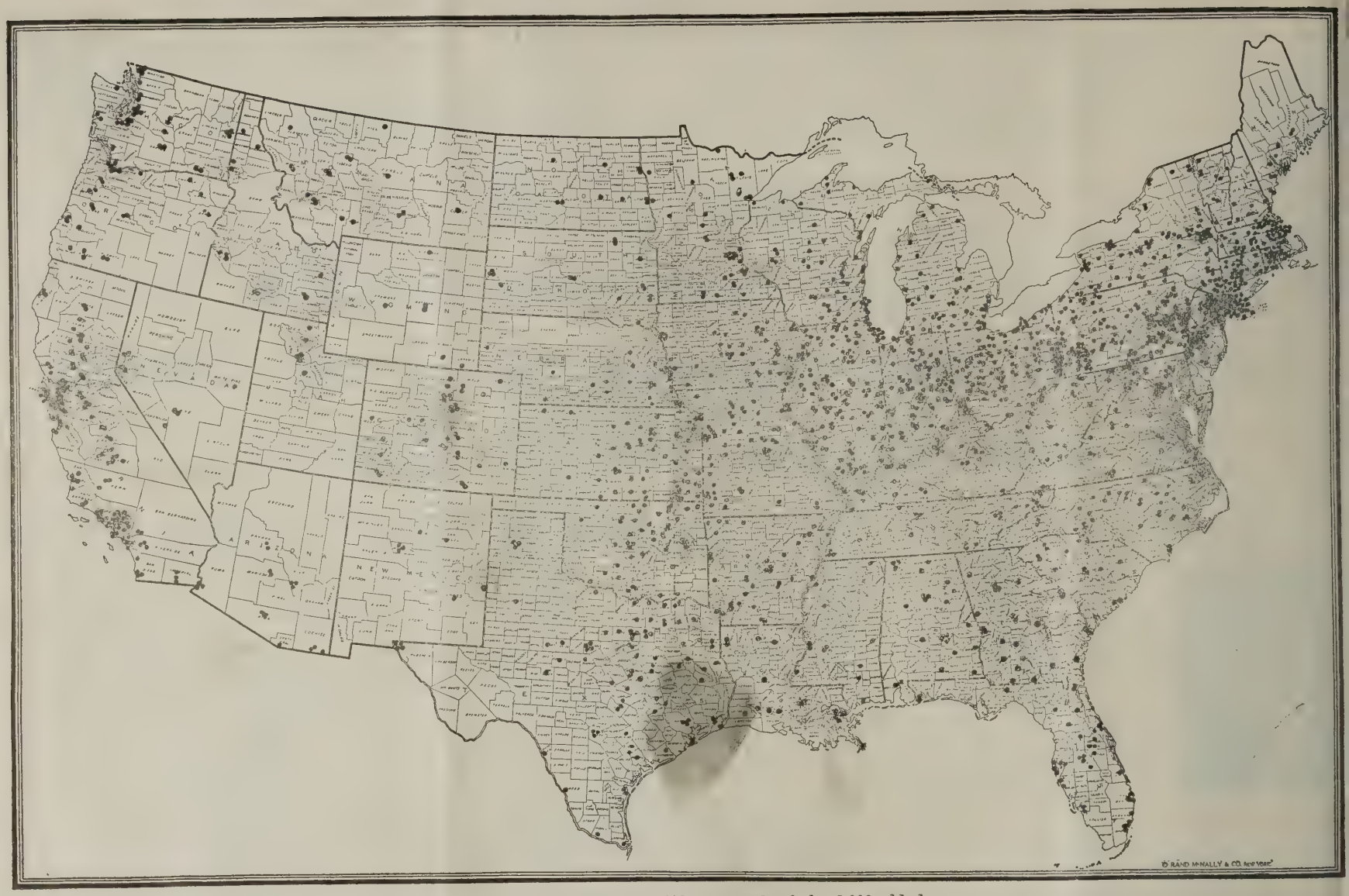
MAY advertising in Greater New York newspapers totaled 16,324,002 agate lines, a gain of 1,484,650 lines, of 10 per cent over the same month in 1925. All records for the month were broken by the grand total and by the linage of seven papers. Losses were shown by six of the 15 papers listed. Comparative tables follow.

Pages 1926	Pages 1925		Percentage of total space	1926	1925	Gain	Loss
1,432	1,436	American	7.6	1,246,514	1,305,710	.....	59,196
1,720	1,440	Herald Tribune	10.8	1,755,726	1,420,874	334,852	.....
2,208	1,870	Times	17.2	2,804,854	2,468,638	336,216	.....
1,532	1,342	World	10.6	1,741,064	1,517,238	223,826	.....
844	832	*Mirror (Tabloid)	1.8	297,460	342,240	.....	44,780
1,428	1,212	News (Tabloid)	4.1	671,102	560,910	110,192	.....
1,144	1,222	*Evening Graphic	2.0	328,988	†286,218	42,770	.....
1,178	1,220	*Evening Journal	8.0	1,300,282	1,306,756	.....	6,474
804	888	*Evening Post	2.6	417,030	439,756	.....	22,726
818	726	*Evening World	5.2	840,992	758,388	82,604	.....
1,102	906	*Sun	8.5	1,379,052	1,224.2/4	154,778	.....
606	586	*Telegram	3.1	510,600	614,762	.....	104,162
1,362	1,282	Brooklyn Eagle	11.2	1,834,446	1,613,980	220,466	.....
740	608	Brooklyn Times	4.0	655,606	425,146	230,460	.....
510	598	Standard Union	3.3	540,286	554,462	.....	14,176
17,428	16,168	Totals		16,324,002	14,839,352	1,484,650 Net Gain	.....

* No Sunday edition.
† Sunday Graphic discontinued September 1, 1925; 146,790 lines for 5 Sundays included.

	1926	1925	1924	1923	1922	1921	1920
American	1,246,514	1,305,710	1,373,016	1,098,586	953,808	976,780	1,046,262
Herald	.....	.....	.....	1,020,026	1,002.640	1,172,520	1,214,588
Herald Tribune	1,755,726	1,420,874	1,155,880	879,172	768,392	863,320	1,005,858
Times	2,804,854	2,468,638	2,327,628	2,261,944	2,162,080	2,092,816	2,315,637
World	1,741,064	1,517,238	1,509,218	1,659,338	1,459,432	1,355,588	1,748,420
Mirror (Tab.)	297,460	342,240	.....	.....	.....	.....	.....
News (Tab.)	671,102	560,910	520,318	369,148	283,848	225,780	146,922
Evening Graphic	328,988	286,218	.....	.....	.....	.....	.....
Evening Journal	1,300,282	1,306,756	1,326,084	1,255,888	1,092,622	972,914	857,792
Evening Mail	.....	.....	†.....	539,638	540.384	526,602	608,468
Evening Post	417,030	439,756	381,770	394,472	347,628	507,784	539,344
Evening World	840,992	758,388	672,730	765,230	808,762	766,590	919,444
Globe	.....	.....	††.....	782,358	642,466	572,700	725,218
Sun	1,379,052	1,224,274	1,176,648	966,206	945,362	758,274	748,400
Telegram	510,600	614,762	815,722	642,230	672,700	632,960	769,612
Brooklyn Eagle	1,834,446	1,613,980	1,656,552	1,639,608	1,450,720	1,336,286	1,334,474
Brooklyn Times	655,606	425,146	379,998	358,436	314,752	291,874	295,894
Standard Union	540,286	554,462	642,554	713,394	706,818	595,898	783,090
Totals	16,324,002	14,839,352	13,938,118	15,345,674	14,152,412	13,648,686	15,059,423

†† Sun and Globe combined June 4, 1923; name changed to Sun March 10, 1924.
† Telegram and Mail combined January 28, 1924; name changed to Telegram May 18, 1925.



Location and number of daily newspapers in the United States—each of the 2,000-odd dots represents a newspaper.

the wage earner. Merchandising study is more and more directed toward this all-inclusive group which takes in not only the artisan and the clerk, but the executive who draws a salary.

The vastly improved condition of the wage earner since the war, the steady increase in wages paid, brought with it the creation of a new class of buyers who had the desire to enter certain fields of purchasing and the ability to gratify that desire.

In this connection consider for a moment a few significant figures from the booklet "Installment Buying" by the Farmers Loan & Trust Company.

In 1920 there were 20,915,612 savings bank depositors. In 1925 this number had increased to 43 850,127—more than one-third of the entire population. The total amount of life insurance in force in 1920 was $35,091.538,279 as against an estimated $72,000,000,000 in 1925. The total wages and salaries paid by all branches of industry in the continental United States in 1918 amounted to about $32,-076.000,000 as against $40,000,000,000 in 1925.

It is estimated that in the past ten years the number of persons holding stock in the United States has been increased by 3,500,000 and the number of persons holding bonds by 2,500,000, so that today it is believed more than 15,-000,000 persons own securities.

It is said that 7,000,000 families live in homes which they own free of encumbrances, while 4,000,000 are purchasing homes on which they still carry mortgages. The building and loan associations are credited with assets of $5,-000,000,000.

Out of the improved position of the wage earner has grown one of the most important factors in modern merchandising—installment buying. Whether or not installment buying as practised today represents a sound economic condition for all products need not be discussed here. The fact remains that it is a condition which must be reckoned with by the manufacturers and sellers in an ever-increasing number of fields.

It is estimated that 17 per cent of all merchandise sold at retail is now sold under the installment system. But this general percentage only remotely suggests the enormous sales on credit in certain lines of industry.

*The following table shows the sale of products during 1924 in eight important industries, including necessities, semi-necessities, and luxuries, together with the estimated percentage of sales made under the installment plan:

	Retail Value	Sold on Installment	Per centage Installment
Automobiles.	$2,910,082,505	$2,182,561,878	75
Wash'g mach.	88,000,000	66,000,000	75
Vac. cleaners.	69,000,000	44,850,000	65
Phonographs.	70,000,000	56,000,000	80
Furniture...	.....	765,000,000†	..
Pianos.....	100,000,000	40,000,000	40
Jewelry.....	400,000,000	100,000,000	25
Radio.....	300,000,000	39,000,000	13
	$3,937,082,505	$3,293,411,878	

*"Installment Buying"—The Farmer's Loan & Trust Company.
†Estimated.

Automobile sales in 1925 amounted to $3 750,000,000, as compared with sales of $2,791,000,000 in 1920. Just what percentage of the 1925 sales were made on the installment plan is not determined as this book is printed but it is believed that more than 75% were so disposed of.

Newspaper advertising has played an important part in building up the enormous consumer sales in all these lines. This is particularly true of the automobile industry. The past two years have seen a concentration of advertising appropriations by the leading manufacturers in newspaper advertising, so that today the bulk of all money invested in motor car advertising goes to daily and Sunday editions. And it is doubly significant to note that this policy has been adopted by the makers of the highest priced cars, as well as those who produce the inexpensive lines.

The policy of the General Motors Company is interesting in this connection. This vast enterprise, which turns out motor cars to meet every class and income, has steadily increased its investment in newspaper advertising because the newspaper advertisement fits its policy of market investigation and cultivation and drives for sales timed to meet the market's ability to absorb cars. The importance it places upon newspaper advertising is perhaps best illustrated by the following figures, which show the amount spent in advertising some General Motors lines in the newspapers during 1925:

†Chevrolet	$1,500,000
Buick	900,000
Oldsmobile	600,000
Cadillac	500,000
General Motors (Institutional)...	300,000
	$3,800,000

†Includes dealers' co-operating advertising.

A very large increase in newspaper advertising appropriations has also been noticeable among manufacturers of vacuum cleaners and washing machines. Manufacturers in these lines have relied upon careful market analyses for the development of a volume of sales and are using newspaper advertising extensively to cover the markets they selected.

The Maytag Company, which is estimated to have spent $1,000,000 in newspapers in 1925, has this to say on the subject:

"One of the greatest values we have found in newspaper advertising, as far as the sale of washing machines is concerned, is in the fact that we can control the distribution of our national circulation to those areas where we have a dominant distribution of machines. Newspaper advertising also is very flexible, making it possible for us to cope with certain situations requiring more or less than the average amount of pressure and special attention.

"The first factor that has been especially valuable is our ability in newspaper advertising to localize all of the newspapers coming in to a certain section or town by listing at the bottom the local dealer's name as the dealer for that vicinity.

"In some papers the list of our dealers' names at the bottom takes up almost as much space as the ad itself. This shows the prospective purchaser whom the nearest dealer is, in addition to carrying the impression that it is a well represented and widely distributed product."

Among the successful radio manufacturers, market analysis goes hand in hand with newspaper advertising. The wise radio maker has searched not only for markets able to absorb his product, but for localities in which his set gives the best service.

It was inevitable in this newest of industries that a few companies should make rather costly mistakes in trying to "nationalize" their goods without regard to sectional conditions. They "advertised to the map," apparently ignoring local factors governing "reception" and broadcasting, as well as market potentiality. They anticipated sales by overproduction and the results have been seen in many cities in the "bargain offers" of radio sets announced by department stores in the newspapers.

But the leaders in the radio industry are building substantially. In this connection a significant statement by the Stromberg-Carlson Company, with special reference to its use of newspaper advertising, will prove interesting:

"One marked advantage which newspapers seem to have over general magazines is that newspaper advertising seems to have a stronger appeal to the dealer than other forms of advertising. This is obvious, considering that a dealer always is willing to co-operate with you on a newspaper advertising campaign, whereas there is little opportunity of getting co-operation on a general magazine campaign. Some advertisers have ob-

(*Continued on page* 44)

CLAGUE CHAMPIONS "NEWSIES" BEFORE I. C. M. A.

Constant Turn-Over of Boys Is Hurting Newspapers, A. B. C. Director Asserts—Charles Payne, Indianapolis Star, New President—A. N. P. A. Offers Aid—Clubbing Resolutions Tabled

AN earnest plea for better treatment of the American newsboy was made this week by Stanley Clague, managing director of the Audit Bureau of Circulations, addressing the 28th annual convention of the International Circulation Managers' Association in Philadelphia.

Charles M. Payne, circulation manager of the *Indianapolis Star,* was elected president to succeed E. R. Hatton of the *Detroit Free Press.* Harold Hough, circulation manager of the *Fort Worth Star-Telegram,* was advanced from second vice-president to first vice-president, in accordance with the association's tradition. Mr. Hough is in line for the presidency a year from now.

A spirited contest ensured for the second vice-presidency between two Pennsylvanians. J. M. Annenberg, circulation director of the Curtis-Martin Newspapers forged to the front on the fifth ballot ahead of Royal W. Weiler, *Allentown Call.*

Atlanta won the convention's approval for the 1927 meeting, the invitation being presented by John T. Toler, *Atlanta Constitution* and John D. Simmons, *Atlanta Journal.* Memphis also invited the I. C. M. A. for next year.

"The constant turn-over of boys is hurting the newspapers seriously," Mr. Clague asserted. "And you all know the reason for this turn-over—the treatment the carriers are receiving in uneconomic efforts to force the sale of papers.

"Subordinates to the circulation managers are chiefly at fault, I admit. But you are directly responsible. You know what is going on. And you should put a stop to it."

Mr. Clague said he had noted himself and had received repeated reports of "padding" the carrier orders. Boys are being made to take out more copies than they can sell and are being refused returns, he claimed.

"Some circulation managers are so zealous to increase their papers' circulations that they slip in two, three, four, five or many more extra copies a day into the bundles of their carriers," he continued. "The boys can't sell them all, but must pay for them. This isn't doing you any good, the paper any good, or the boys any good."

The largest attendance in the association's history, nearly 300, filled the Crystal room of the Benjamin Franklin Hotel, where important circulation problems were discussed during three days of morning and afternoon sessions. The annual banquet was held June 9, with Mayor Kendrick, Cyrus H. K. Curtis, D. B. G. Rose, President Hatton and Sidney Long, *Wichita Eagle,* speakers.

Mr. Curtis traced the history of the *Saturday Evening Post* since its establishment nearly 200 years ago by Benjamin Franklin. He gained control in June, 1897, paying $1,000, when the circulation was around 2,000.

The chief essential of a newspaper, Mr. Curtis said, was its news. And to be of any value it must be accurate.

Wednesday was a busy day on the convention floor.

What looked at first like a fight against magazine clubbing offers fizzled out after a half-hour discussion. Two resolutions on the subject, submitted by John Schmid, *Indianapolis News,* were killed. One was moved tabled, and the second lost by viva voce vote.

L. B. Palmer, manager of the American Newspaper Publishers' Association, made a sweeping offer of service to the circulation managers. He told them about the expansion program of the A. N. P. A., and asked the association to suggest ways in which the growing organization might be helpful.

President Hatton appointed a committee, headed by Royal Weiler of the



Long Live the King! E. R. Hatton, retiring president, greets his successor, Charles Payne of *Indianapolis Star,* who advances from First Vice-Presidency.

Allentown Morning Call, and consisting of Mr. Payne, Indianapolis Star; Harold Hough, Fort Worth Star-Telegram, John M. Schmid, Indianapolis News and Sidney Long, Wichita Eagle, to meet with Mr. Palmer to see if there might be any definite help the A. N. P. A. might provide other than that which they had already received.

Mr. Palmer also told the circulators about the fight being made for the reduction of second class rates, and also discussed the present newsprint situation.

"Paper mills have vastly increased their newsprint capacities," Mr. Palmer said, "but newspaper circulations are growing so rapidly, and more pages are being added, that consumption is keeping up with the supply.

"The increase in consumption of newsprint amounts to 13 per cent, while the production has increased 14 per cent."

While he said there was no danger of any shortage, he urged the circulation managers to guard against wasting their newsprint supplies.

The resolutions regarding clubbing offers, which were last, follow:

"WHEREAS, the Audit Bureau of Circulations does not now require a publisher member to declare the prices received from subscribers for *his individual publication* when sold with one or more other publications in any clubbing offer by mail; and

"WHEREAS, it is the sense of the members of the I. C. M. A. that the price received from subscribers by the publisher for his *individual publication*—when sold with one or more other publications by mail in any clubbing offer be declared in A. B. C. statements;

"THEREFORE, BE IT RESOLVED that the I. C. M. A. in convention assembled at Philadelphia, June, 1926, recommends to the Audit Bureau of Circulations that some adequate rule be adopted to accomplish the purpose and effect of the following resolution:

"1. That, as to his statements to the A. B. C., it shall be made obligatory upon the publisher:

"(a) To declare the range of the amounts paid by subscribers, for his *individual publication* when sold with one or more other publications in any club or combination for one total amount which is less than the sum of the regular yearly prices published in the publications themselves, or is less than the sum of the pro rata rates for odd terms:

"(b) To continue to declare as he now does, the range of the total amounts paid by such readers for such clubs or combinations of two or more publications.

"2. That these requirements shall be made obligatory upon publisher members in all divisions of the A. B. C.

"BE IT FURTHER RESOLVED That this resolution be made a matter of record in the minutes of this organization and copies be sent to the Audit Bureau of Circulations, Chicago."

The second was:

"WHEREAS, the Audit Bureau of Circulations now classifies various articles of merchandise used in the promotion of newspaper circulation as *premiums,* and places *clubbing offers* used in like manner, in a different classification, and

"WHEREAS, the International Circulation Managers Association believes that both 'merchandise' and 'clubbing offers' when used to induce non-readers to subscribe should be classified as *premiums* by the Audit Bureau of Circulation.

"THEREFORE, BE IT RESOLVED that the International Circulation Managers Association in convention assembled at Philadelphia, June, 1926, recommend to the Audit Bureau of Circulation that it classify all *clubbing offers,* made up of publications other than daily newspapers and when offered as inducements to increase or maintain its circulation of newspapers, as *premiums*:

"BE IT FURTHER RESOLVED that this resolution be made a matter of record on the minutes of this organization and copies be sent to the Audit Bureau of Circulations, Chicago."

"For example," Mr. Schmid declared, explaining the first resolution, "if I sell my paper at $5 a year and use four magazines in a clubbing offer, paying $1 each for a year's subscription to the magazines, whose regular price is $9, but in combination are put out at $6, I will show a cut of 33 1/3 per cent. It is unfair to me, I think, to have space-buyers believe that I am cutting my rate, when I am not. The A. B. C. report at present does not make this plain. The resolution is offered as a protection to the newspaper publisher himself. Without it the space buyer will think the newspape price has been cut, when as a matter of fact the onus is on the magazines. No newspaper publisher wants the space-buyer to think he is taking a cut in his subscription price, when he is getting the 100 per cent rate."

Mr. Clague and Mr. Chandler of the Bureau took active part in the subsequent discussion. Mr. Clague plainly showed he was against passage of the resolution, although he said he was glad at all times to receive recommendations from the circulators.

Mr. Schmid said he himself was neither for or against the resolutions. When O. O. Scattergood, *New York Evening Graphic,* rose and declared he believed the circulation managers were overstepping their province, and going into a publisher's problem, both were quickly disposed of.

The convention got under way at 10 o'clock Tuesday morning, with Mr. Hatton presiding. A record-breaking attendance of 187 for a first session was announced.

J. M. Annenberg, circulation director of the Curtis-Martin Newspapers, presented the association president with a gavel made from the wood of the old State House, where the Declaration of Independence was signed. It was the gift of Mayor Kendrick to I. C. M. A., he explained. The Mayor was unable to attend and make the presentation in person, as had been expected. He was represented by Dr. Thomas W. Davis, City Statistician, who welcomed the delegates.

J. A. Mathews, *St. Paul Dispatch and Pioneer Press,* responded, informing Dr. Davis of the history of the association, and telling him that in 1910 an I. C. M. A. convention had been held in Philadelphia.

On the motion of Sidney Long, Wichita Eagle, telegrams were sent to three past presidents, regretting their unavoidable absence.

The president's address was postponed from the morning until the afternoon session, and then Mr. Hatton spoke in tabloid style, in order to permit completion of the delayed program.

Thanking his subordinate officials for the co-operation during the year, he expressed disappointment that the membership of the association had not increased according to expectations. He said he was still hoping to see I. C. M. A. reach the 1,000 mark, and declared he would retire as "general and work hard in the ranks of the privates to interest more circulation men in the association."

J. J. Lynch, *Cleveland Press,* at this session moved that the date of the annual convention be set for later in the month, after school is over for the year, in order that wives and children might accompany delegates. This matter was referred to the board of directors for consideration.

New members elected to the association at this convention included:

E. B. Aberle, Calgary (Alta.) Albertan.
George L. Adams, Seattle Times.
E. F. Armstrong, St. Petersburg (Fla.) Times.
Robert E. Ashley, Lima (Ohio) Morning Star.
Paul M. Black, Tampa (Fla.) Globe.
Dan Brown, Chicago American.
Clyde Burgess, Chattanooga Times.
John T. Calkins, Elmira (N. Y.) Star-Gazette.
J. N. Chevrier, Montreal La Patrie.
Abe Cohen, El Paso (Tex.) Herald and Times.
F. M. Coker, Jr., Montgomery (Ala.) Advertiser.
Roy E. Coker, Clearwater (Fla.) Herald.
William T. Corbin, Greensboro (N. C.) News.
Ralph B. Corn, Asheville (N. C.) Times.
O. L. Cross, Oklahoma City News.
Edward C. Davis, Beaumont (Tex.) Enterprise-Journal.
W. P. Dyer, Houston Press.
Jack Estes, H. L. Beck, Pittsburgh Post.
Joseph A. Finster, Cleveland Press.
Charles H. Gaston, Canton (Ohio) News.
Edward G. Gay, Tucson (Ariz.) Star.
William Giesman, St. Petersburg (Fla.) Times.
F. Goldschmid, Memphis Commercial-Appeal.
John F. Greene, Cleveland Plain Dealer.
W. H. Greene, Tampa (Fla.) Tribune.
James E. Hennessy, Fall River (Mass.) Herald.

(*Continued on page* 36)

SAY TABLOIDS ARE STILL BUT "VOICES CRYING IN CIRCULATION WILDERNESS"

Standard Size Paper Circulators Sit in Haughty Silence While Tiny Gabriels Trumpet Their Doom—Experience of Louisville Herald-Post

TABLOID Gabriels trumpeted loudly at the I. C. M. A. Philadelphia meet this week. And for the most part silence greeted their blasts.



H. W. Stodghill

One man, H. W. Stodghill, *Louisville Herald-Post*, stood up bravely for the standard-sized paper. He alone refused to permit the tiny Gabriels with their shiny new circulations to trumpet his doom. His paper, he said, jumped with much ballyhoo into the tabloid class, and then, after losing many, many readers, jumped back to blanket size to win them back again.

"Make ye the way! Make ye the way!" cried the tabloid men like new voices crying in the wilderness. "The tabloid is the new newspaper, the newspaper of today, the newspaper of the future—the standard sized paper is doomed."

Three "tabloidiers," like Dumas' men, thrust "straight to the heart." Two others were inclined to believe that after all the standard sized papers were not "doomed." The tabloids were simply developing new readers hitherto untouched by the old-fashioned press.

James Sullivan, *New York Daily News;* O. O. Scattergood, *New York Evening Graphic;* and Robert S. Weir, *Buffalo Courier.*

Those discounting doom were: Joseph Rowett, *Washington News,* and Nathan Sherry, *Baltimore Post.*

"The million circulation of the News is the only necessary answer to the question: 'what is the newspaper of the future?' was the contention of Sullivan in a paper read by M. W. Halmbacher, of the *Oklahoma City Oklahoman* and *Times.* Mr. Sullivan was unable to attend.

"They are like airplanes compared with the big gunboat standard newspapers," Mr. Scattergood said.

"Not long ago men were saying man will never fly; but man has flown. When the early automobiles sped along at eight miles an hour the old cry was 'Get a horse.' Now when tabloids are mentioned, you standard size circulators sing that song: 'It Aint Going to Rain No More.'

"Why, it's only begun to sprinkle tabloids."

Mr. Scattergood said he thought tabloidism's success lay chiefly in the small size and its condensation of news features.

"Tabloids are the airplanes of journalism," he concluded, "with enough speed now to carry them to even greater heights."

Rowett said the Washington Post and the Baltimore Post were the first tabloids to feature news over pictures or sex appeal, and have been successful.

Weir, Buffalo Courier, in a paper read, said that a year ago he was not sure that tabloids would succeed in small towns as they had in the larger centers.

"But I have found that they have remarkable sale even in country towns," he said.

Stodghill read the announcement published in the Louisville Herald Times when it changed into a tabloid from standard size Nov. 1, 1925.

This announcement was in effect that the tabloid was as different than the standard size paper as an automobile was from the old-fashioned stage coach.

"Lincoln's Gettysburg speech was a tabloid," the Herald-Post contended. "It will live forever. Long speeches are out of date, so are the long articles."

The Herald-Post lost circulation as a tabloid, and on June 1, 1926, reverted to standard size without saying a word about it, Mr. Stodghill concluded.

TABLOID EDITION DROPPED

Louisville Herald-Post Returns to Standard Size on All Issues

Without previous announcement or subsequent mention in news or editorial columns the *Louisville Herald-Post* last week discontinued its morning tabloid edition and returned to standard size. Circulation of the morning edition after returning to the old form, showed an immediate increase in street sales of several thousands daily, it was stated.

The reasons for the change back to standard size, according to an authoritative source, were that neither readers nor advertisers in Louisville liked the tabloid, and that Louisville was "too conservative" to welcome the new form and that awkward situations were encountered in carrying advertising over from the standard evening edition to the morning tabloid. Immediately after abandoning the tabloid size the Herald-Post added a night "Bull Dog" edition.

THE EARLY BIRDS

Entertained at a Party by Mr. and Mrs. J. M. Annenberg

Early arrivals at the annual convention of the International Circulation Managers Association in Philadelphia were guests at a dinner party June 6, given by J. M. Annenberg, circulation director of the Curtis-Martin Newspapers, Inc., and Mrs. Annenberg.

Those attending included: Charles Payne, *Indianapolis Star,* and association vice-president; Mr. and Mrs. A. Newman, *New York Evening Post;* Mr. and Mrs. L. M. Hammond, *Boston Transcript;* Mr. and Mrs. Tom Dowling, *Cleveland Press* and *Pittsburgh Press;* and Bert Pfaff, *Indianapolis Star.*

RETURN TO RAILROADS PREDICTED BY HIXON

Syracuse Post-Standard Circulator Sees United Effort Ending Excessive Rates by Carriers—Urges Careful Following of Postal Fight

W. C. Hixon, circulation manager of the *Syracuse Post-Standard,* and chairman of the Railway Mail and Postage Committee of the International Circulation Managers Association, this week predicted a lowering of the railroad rate and a return of the newspaper transportation business to the carriers.

He pointed out how the increased railroad rates had caused Philadelphia newspapers to employ trucks and busses to transport their bundles, in this way operating at a lower cost than entailed by railroad transportation.

But he was confident, he said, that the railroads would eventually lower their charges.

Mr. Hixson in concluding his report urged the circulation managers to follow carefully the reports of the publishers postal and railroad rate committees as published in Editor & Publisher.

LEADERS OF THE CIRCULATION WORLD AT PHILADELPHIA



Top Row—1925-1926 officers were (left to right) Clarence Eyster, Peoria Star, Secretary-Treasurer; E. R. Hatton, Detroit Free Press, Preside Charles Payne, Indianapolis Star, First Vice-President; Harold Hough, Fort Worth Star-Telegram, Second Vice-President.

Second Row—I. C. M. A. Philadelphia committee included (left to right) J. J. Abbott, Record; W. C. Cotton, Inquirer; J. M. Annenberg, Cur Martin Newspapers; C. L. Stretch, Bulletin; John A. Young, Inquirer.

Third Row—Past Presidents of I. C. M. A. (left to right) J. N. Chevrier, Montreal La Patrie; J. M. Schmid, Indianapolis News; J. J. Lyn Cleveland Press; E. R. Hatton, Detroit Free Press; W. L. Argue, Toronto Star; J. D. Simmons, Atlanta Journal; Sidney D. Long, Wichita Ea

Fourth Row—Chairmen of Convention Committees (front rank, left to right) T. J. Dowling, Cleveland Press and Pittsburgh Press; J. A. Mathe St. Paul Pioneer Press; J. M. Annenberg, Curtis-Martin Newspapers; rear rank, left to right, J. C. Montgomery, Detroit News; Walter Rau Cincinnati Post; John M. Schmid, Indianapolis News; W. C. Hixon, Syracuse Post Standard; C. O. Reville, Baltimore Sun; Alfred Zimmern New York World.

Bottom Row—I. C. M. A. directors (left to right) Ted Booth, Grand Rapids Press; John T. Toler, Atlanta Constitution; George M. McTagg Toronto Mail & Empire; James A. Mathews, St. Paul Pioneer Press; Wiley B. Baker, Knoxville Sentinel; H. W. Stodghill, Louisville Cour Journal; Vattier Snyder, Pittsburgh Gazette-Times.

POST OFFICE OFFICIAL PRAISES U. S. PRESS

Robert S. Regar, Third Assistant Postmaster General, Notes Many Improvements in Newspaper Field During Last 20 Years—Explains Postal Requirements

TRIBUTE to the American press was paid this week by Robert S. Regar, Third Assistant Postmaster General, addressing delegates to the 28th annual meeting of the International Circulation Managers Association in Philadelphia.

Mr. Regar was introduced by Tom Dowling, circulation director of the *Cleveland Press* and *Pittsburgh Press*.

"There are no words of praise too high for the earnest, high-purposed newspapers and periodicals," Mr. Regar said. "They have done and are doing a great work for the general uplift of the nation. They constantly battle for the right, defend the weak, champion reforms, promote intelligence and inspire patriotism.

"Writers acclaim the last twenty-five years as the most wonderful and epoch-making quarter century in history. Much credit is due the newspapers and other publications of the country for the important part they have taken in bringing about this unusual development and progress.

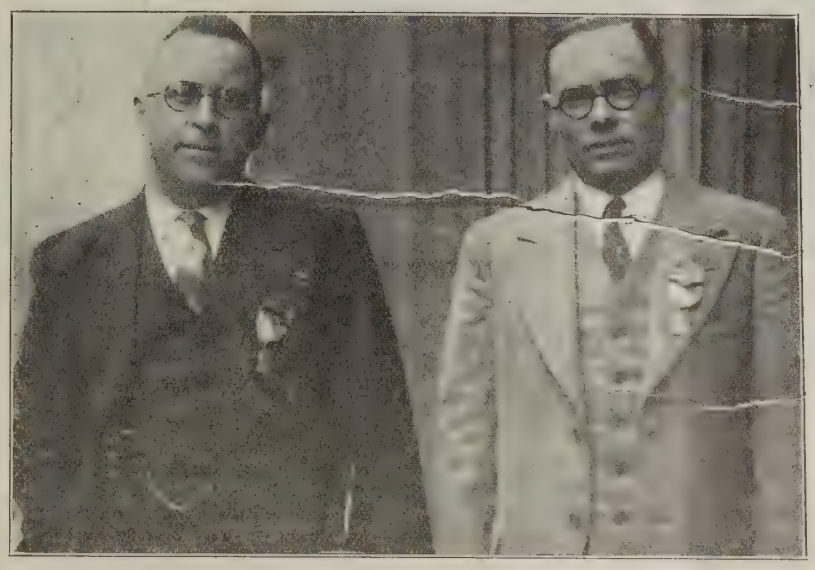
"I have just referred to the progress and development of the last twenty-five years. The press has more than kept the pace in this respect and it is gratifying to note the changes for the better in the publishing field. There has been a noteworthy improvement in the practices and ethics of journalism. This is true not only with respect to the contents of publications generally, both in their reading text and their advertisements, but their methods of circulation and other business practices are on a much higher plane. In portraying the news of the day and disseminating information concerning the multifarious activities of mankind, there is a notable effort to stick to the truth and to curb these tendencies to sensationalism which caused serious concern twenty-five years ago.

"The write-up or free publicity feature is also being greatly curtailed, and many other changes for the better are noted in the editorial and advertising departments generally.

"At the same time there has been considerable improvement in the methods of obtaining and maintaining circulations. Twenty years ago it was a common practice of many publishers to distribute as many sample copies as subscribers' copies; in fact, the postal laws and regulations specifically authorized this. Even with this liberal provision as to the circulation of sample copies, some publishers paid little or no attention to the matter of obtaining paid subscribers, but circulated their publications almost entirely free. As you know, the law governing the mailing of sample copies at the publishers' second-class pound rates of postage now permits the acceptance at these rates of but 10 per cent of the weight of the mailings to subscribers. Nevertheless, this has been found ample for the legitimate needs of publishers, and as a matter of fact many publishers do not mail any sample copies at all, while others distribute merely a fraction of the number they are entitled to mail at the pound rates.

"This is illustrated by the figures showing the weight of the mailings of second-class matter during the fiscal year ended June 30, 1925, during which year the mailings as sample copies at the pound rates aggregated only 6,313,956 pounds out of total mailings of 1,417,491,573 pounds, the sample copies, therefore being less than one-half of one per cent of the total mailings. Similarly, there has been a considerable curtailment of the use of premiums. In days gone by premiums were very largely depended upon to promote circulation. Although their use has not been eliminated, the flagrant abuses formerly incident to the practice of giving premiums to induce subscriptions have been practically done away with.

"All of this has served to elevate the publishing industry as a business, placing it on a more substantial and honored basis than ever before and resulting in continued healthy increase in circulation and influence, as indicated by the fact that the total mailings amounting to 663,107,128 pounds for the fiscal year 1905 have grown to the amazing total of 1,417,491,573 pounds for the fiscal year 1925.



Bruce N. Walker, *Johnstown* (Pa.) *Tribune* and J. T. Calkins, *Elmira* (N.Y.) *Star-Gazette*.

"Today the unprecedented volume of newspapers and periodicals sent through the mails is due very largely to the fact that their circulation is based upon the merits of the publications. As I have already indicated, publishers are coming more and more to realize this. As experience gradually discloses that a successful paper must be made good enough to sell on its merits and that it requires no artificial stimulant or dope to secure and retain a satisfactory class of readers, publishers are as a result discontinuing those practices.

"I take it that you want to hear about those requirements of the postal laws and regulations governing second-class matter which have a bearing on these features. Introductory to the more or less technical phases of some of the points involved along this line, it may be well to state in a general way the principal provisions of the law insofar as circulation is concerned under which the second-class mailing privilege is accorded to publications. These are that a publication shall have a 'legitimate list of subscribers' and shall not be 'designed primarily for advertising purposes, or for free circulation, or for circulation at nominal rates.'

"As to the prohibition of the statute against free circulation and circulation at nominal rates, I may say that a publisher is free to fix the subscription price for his publication. having fixed the price it is expected that he will receive substantially that price. When subscriptions are received at less than 50 per cent of the regular or basic price they are regarded as at a nominal rate. A publisher may, of course, have different prices for different classes of subscribers according to the manner in which they are served, that is, whether by the publishers' own carriers, by mail, or otherwise.

"A publisher is likewise at liberty to have more than one price for mail subscribers, as, for example, for subscribers residing in the farther zones where the graduated zone rates of postage on the advertising portion of his publication make the cost of distribution greater than in the nearby zones. In such cases the regular or basic price, which, of course, should be shown in the publication, must ordinarily be considered to be the one charged for mail subscriptions within the territory naturally served by the publication and to which its circulation is, in the main, confined. To illustrate, let us assume that a daily newspaper within the urban and suburban territory which it naturally serves and the publisher desires to make a lower price for persons in such territory residing on rural routes. Under these conditions $6.00 constitutes the regular annual subscription price, that is, the basic price to which, in considering the effect of reductions in price, must be applied the provisions of section 400 of the Postal Laws and Regulations, which prescribes that subscriptions obtained at a reduction to the subscriber of more than 50 per cent of the regular advertised annual price are at a nominal rate and therefore in contravention of the law governing second-class matter. Consequently, in such case, a price of $3.00 a year for rural route subscriptions would be all right. Anything less than $3.00 would, in such case, be a nominal rate.

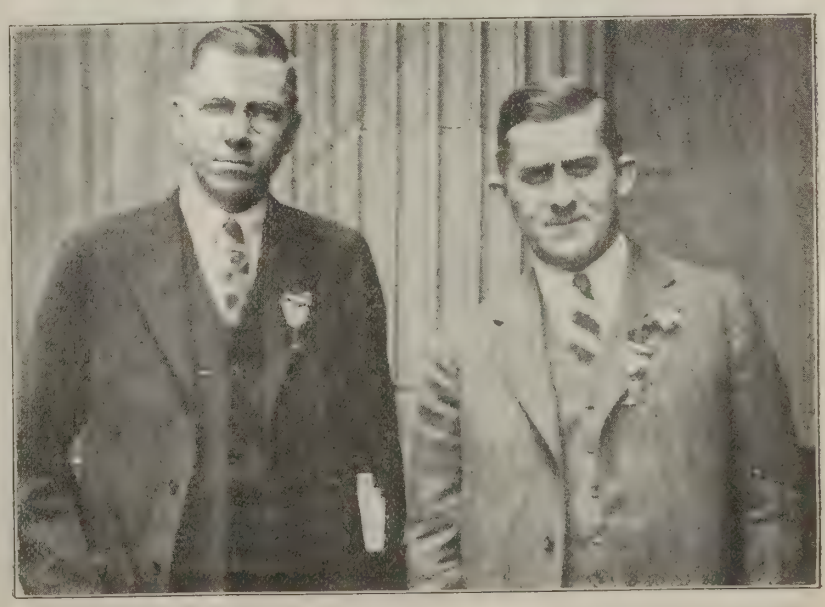
"Although, as I have just stated, a publisher may have several subscription prices and he is at liberty to make certain reductions therein, the basic price is the one to be taken into consideration in determining whether subscriptions obtained at less than such price are in harmony with the requirements of the law. It will be seen, therefore, that when subscriptions are taken within the basic price territory, or elsewhere, at a price, whether regularly advertised or in connection with a special offer or subscriptions campaign, which is less than 50 per cent of the basic price, they are at a 'nominal rate' and consequently are not in harmony with the law governing second-class matter.

"Of course, it is not expected that a publisher will reduce this basic price with the view of increasing the circulation of his publication by conducting a subscription campaign during which the subscriptions will be solicited at a further reduction in such newly established basic price, and after the campaign is over or before the expiration of the subscriptions obtained in the campaign, restore the basic subscription price.

"I wish to say here that in matters of this kind it is the practice and policy of the Department to be as liberal and helpful to publishers as is consistent with the law. In pursuance of this policy, when it is found that a publisher, in entire good faith, enters into an arrangement for obtaining subscriptions which is not in harmony with the postal laws and regulations governing second-class matter, and he shows that it is his purpose to conform thereto by promptly discontinuing such arrangement upon learning that it is the practice to be helpful to the publisher by co-operating with him along correctional lines, rather than to pursue harsh measures.

"Before concluding, I want to call attention to some features in connection with the distribution of publications the observance of which would be helpful to both publishers and the postal service.

"Among these is the addressing of the copies. Some difficulty is experienced in the postal service because of the poor address labels borne by copies of some publications. It will, of course, be realized that when address labels are poorly written or printed, not only is delivery of the copies retarded but in many cases the copies can not be delivered at all, thus resulting in complaints from subscribers as to the non-receipt of the copies. All such cases coming to attention are taken up with the publishers, but there is room for a material improvement along this line."



"They call 'em Sunpapers." Left to right: C. O. Reville, circulation manager, and Frank K. Wilson, city circulation manager, *Baltimore Sun*.

HOW SPORTING PAGE ADDS CIRCULATION

E. W. Cochrane, Sports Editor, Kansas City Journal Post, Tells of Two Experiments Which Sold Papers—Bowling Edition and Baseball

How the sporting page could best be used to add circulation was told recently by E. W. Cochrane, sports editor of the *Kansas City Journal Post*. He was addressing members of the Inland Daily Press Association. He said in part:

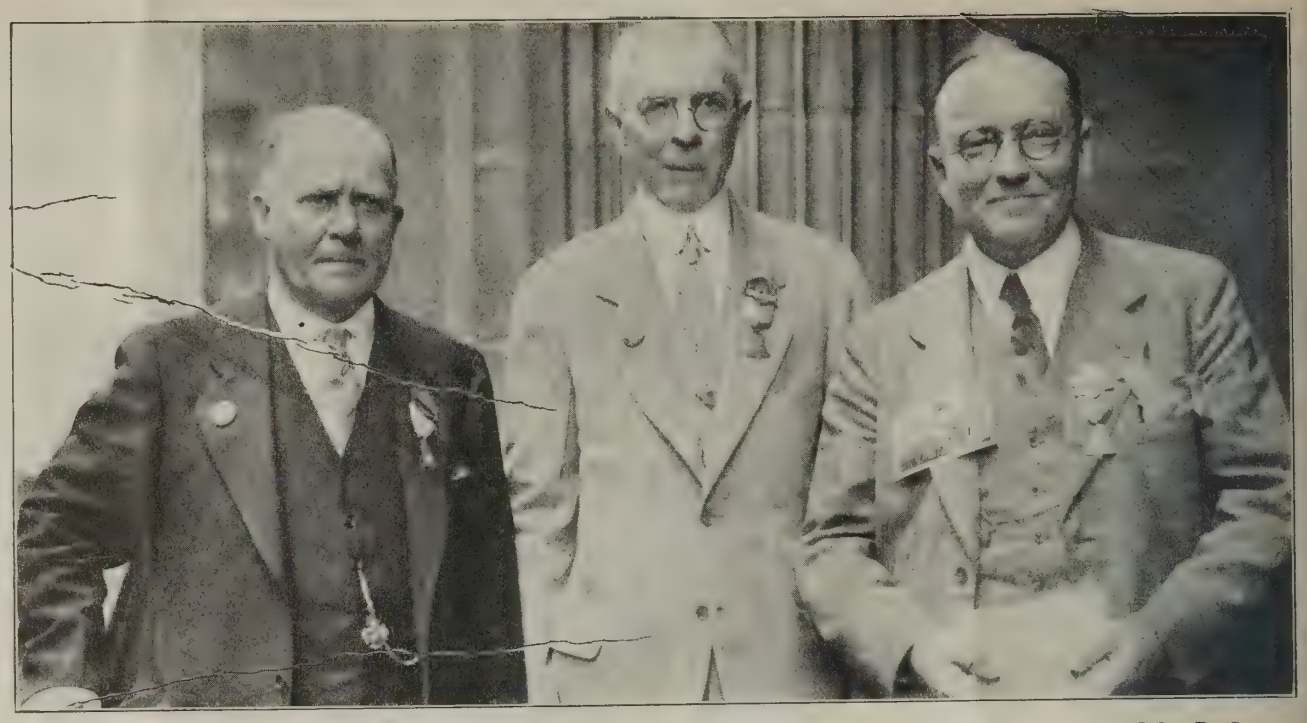
"On the Journal-Post we have tried two experiments the past year that should be of interest to every publisher of a city newspaper because of the success of each. The first was a distinct innovation—a bowling edition. Last fall we found that we needed something after baseball season closed to keep up circulation of the pink editions sold out on the streets. I conceived the idea of publishing on each Saturday afternoon—the afternoon when street sales were lightest, two pages of bowling news, the first and second pages of the pink extra.

"We did not spend one cent to gather the news for it. We made a bargain with the owners of bowling alleys that if they would furnish the news we would devote the space, but stipulated that the news must be written and edited by an experienced newspaper man, not a man employed by us, but working under my direction. They were delighted to do that.

We got out a splendid bowling edition. In Kansas City there are 12,000 league bowlers. On the first Saturday we published that edition the street sales were boosted 1,400 copies. Each week it increased. That means that it put the Post in the hands of thousands of people every Saturday who had not been buying it on the streets. The circulation department immediately solicited every bowler in town, getting the names from the registers of the leagues, and added a large number of them to the regular subscription lists. We believe it was one of the best circulation builders and promotion stunts we have tried.

"This year we decided to try to increase the circulation of the sports extras in the regular baseball season. We added another page, making the first and second page of the pink exclusively sports, also running the regular sports page, making a total of three or four every day.

We used live news on these pages, made possible by having five news services in the office. The pages are well illustrated. The first week our street sales increased about 1,200 daily and steadily has increased."



"We want you to come down to Georgia"—was the greeting from this trio from Atlanta. Left to right: John D. Simmons, *Atlanta Journal*, John T. Toler, *Atlanta Constitution*; and Fred Houser, Atlanta convention bureau.

FEATURE PROMOTION IS TOPIC OF I. C. M. A.

Bands, Reprints, and Other Stunts Used to Tell Public About "Flapper" Features — Impossible to "Circus" News Is Opinion

Circulation imagination runs wild thinking up ways to promote flapper serials, but it is impossible to "circus" news, according to speakers at the I. C. M. A. convention.

Walter Rauck, *Cincinnati Post*, told of using clowns, balloons, and bands to "cash in" on features. Following him, J. N. Eisenlord, *Chicago Daily News*, related experiences he had had promoting serial stories when he was circulation manager of the *Chicago American*.

"In picking features it is wise to look for those that have the widest appeal. Judge the value of syndicate offerings on the popularity of the song-hit the 'Prisoner's Song,' and 'Abie's Irish Rose'" he said.

Mentioning well known syndicated serials of the jazz type, Mr. Eisenlord called them "stories of today." At one time there was a period of two weeks between the running of two different serials he said, and circulation dropped 18,000. When the second was resumed, however, this drop was built up again and held. He said he considered distributing reprints of serial stories bringing the installments up-to-date was a very efficient promotion venture.

An effective box placed at the end of serial installments, Mr. Eisenlord declared read: "How do you like it? You do like it? Well, tell your friends."

The *St. Louis Times* in promoting one serial engaged a band to march up the main streets followed by a girl dressed as a bride in a limousine.

Robert Dyer, *Columbus Citizen*, said it was impossible to "circus" news.

"We've tried it in big murder cases, and it didn't help at all," he said. "The 'extra' is the only possible way to promote news."

Mrs. Annenberg Hostess

The women were well taken care of by Mrs. J. N. Annenberg, wife of the circulation director of the Curtis-Martin newspapers, Inc. A boat ride on the Delaware, furnished by the Mayor, a bus trip to Valley Forge, and a bridge tournament at the Manufacturers' Club were among features of the entertainment program. Dancing followed the annual banquet.

REGULATING BUS RATES EASY, SAYS SCHMID

Indianapolis News Business Head Tells How He Gained Co-operation of Public Service Commission for Standard Charge

Bus rates are easily regulated, John M. Schmid, circulation manager of the *Indianapolis News*, said he has learned, and he passed on his knowledge to other circulation managers at the annual I. C. M. A. convention in Philadelphia this week.

"We were having considerable trouble with our bus rates in Indiana," he told delegates, June 8, during discussion of mail and baggage rates presided over by W. C. Hixon, *Syracuse Post Standard*. "The bus companies were charging anywhere from 50 cents a hundred pounds, to a maximum of $4 a hundred pounds.

"We waited a year, and then we went before the public service commission to ask for a rate corresponding with that in force on interurban lines.

"The result came much more easily and more quickly than we expected. We were granted our request—a standard rate of 50 cents per cwt. for transportation of newspapers by busses, regardless of distance. I am confident that if circulation men in other states are troubled by execessive omnibus rates they will obtain relief in the same manner just as easily."

Mr. Schmid said the bus lines used by the News traveled distances averaging 75 miles. If transfers to other busses were necessary, a second charge of 50 cents had to be paid. He did not, however, object to this extra charge, stating that the mail rate was $2.27 per cwt., and that a bundle of newspapers would have to be sent over a route requiring the services of four busses before this sum would be reached.

Last January the Indiana legislature passed a law requiring all bus lines to adopt the standard rate, Mr. Schmid said.

Newspapers keep track of the tonnage transported by busses and settle with the different carrier companies every month.



Carolina's Triumvirate (left to right): H. L. Strickland, *Charlotte Observer*; W. L. T. Cooper, *Charleston Evening Post*; J. R. Marks, *Asheville Citizen*.

Planning Breakfast for N.E.A. Group

Liberal, Kan., will entertain the National Editorial Association special train for California, where the annual meeting will be held late in June. The Liberal Chamber of Commerce will provide breakfast for the 250 editors on their arrival the morning of June 26.

CIRCULATION MEN FAVOR WELFARE WORK AMONG CARRIER NEWS BOYS

Walter Hoots, Quincy (Ill.) Herald-Whig Presents Results of Questionnaire Answered by 200 Circulators—Fifty Per Cent Co-operate with Y. M. C. A.

RESULTS of a questionnaire announced this week at the International Circulation Managers Convention in Philadelphia showed that the majority of 200 circulators favored welfare work among carrier boys. The questionnaire was sent out by Walter Hoots, *Quincy* (Ill.) *Herald-Whig,* who reported the returns June 8.

Mr. Hoots, in making the report, as chairman of the welfare committee of the association, declared his own opinion was summed up by the reply to the questionnaire sent in by Oliver King, *Phoenix* (Ariz.) *Republican,* and by an editorial appearing recently in EDITOR & PUBLISHER entitled "The Kid at the Back Door."

Answering the question: "What Do You Think of Newsboy and Carrier Boy welfare work?" Mr. King replied:

"A circulation manager should conduct himself in such a way that it will reflect credit to himself and to his institution. To be as honest with the carrier or the newsboy as he expects the newsboy to be with him. To surround the working conditions and environment of the carriers and newsboys with clean and wholesome influence. Give the carriers and newsboys only such entertainment, etc., as is clean, refined, and that will tend to build up character of the highest type. Employ only such men to work with your carriers and newsboys who are wholeheartedly in sympathy with and who will efficiently carry out your views on the subject."

The EDITOR & PUBLISHER editorial follows:

"THERE'S a kid coming day by day to the back door of your newspaper office. A canvas bag is slung over his back and in his pocket is a book which contains a list of your newspaper's best assets—satisfied subscribers. When winter winds nip the ears, when March rains flood the streets, when midsummer sun scorches the pavement, the kid comes each morning or evening to your back door for his bundle of papers.

"The last house on his route looks far away, when other kids are beckoning from the swimming hole. It is a tedious business when added to the tedium of five or six hours in school. But the kid is faithful. His type furnishes one of the finest examples of American business integrity and thrift. The boy may be the ambitious son of well-to-do parents, or his newspaper route may be the slender thread supporting a widowed or neglected mother. The earnings may be for the savings bank or for the day's bread and the youngster may be the product of good or bad home environment, but by loyal, patient service he wins our hearts.

"Some conspicuous instances exist of newspaper managements that have genuine appreciation of the carrier and soundly, with affection like that of a parent, minister to his needs and set standards that shall be the guides of his life. Not only do such publishers perform wholesome social service, but sensibly attend to their own business.

"Every publisher should be conscious of the kid who calls regularly at his back door. He is not a match to be lit and thrown away, another to be found and used when needed. He is an individual, earning a right to considerate treatment and participation in the achievements of the newspaper. It is a crime against future and business folly to put a crowd of sensitive youngsters under the command of a man who does not understand by nature or is merely an exploiter of a child's willingness or a parent's necessity. Select the man to manage carrier boys with as much pains as you would a managing editor, somewhat for his knowledge and somewhat for the example he will set for his subordinates!

However liberal may be the pay of the kid who comes to serve your paper each morning or evening his just due includes recognition as a member of the staff. Do not slight the kid!"

Thirty per cent of the papers replying to the questionnaire have organized carrier associations which meet twice a week, weekly, twice a month, and monthly. Practically all of these carrier associations combine pep and entertainment with sales and inspirational talks, and other interest arousing activities.

Nearly fifty per cent of the newspapers give regular shows and parties for their carrier boys and think it a good investment. Among the high spots in the boy welfare work accomplished during the past year were inspirational talks by prominent business men in the organization of a band; the organization of a basket ball league; camping parties; gymnasium classes; athletic programs and hikes; the teaching of thrift in the home; a savings club; carrier boy and parent banquet; the payment of sick benefits to carriers; the employment of orphans when possible; active co-operation with the Boy Scouts and the out of school gymnasiums. Surely out of this mass of suggestions every member can get a new idea for use with his carrier boys.

The welfare committee found that 75 per cent of the I. C. M. A. members collect for their papers weekly; 15 per cent collect monthly, and that about 10 per cent collect daily.

Approximately 25 per cent require cash deposits, while something over 50 per cent do not require a deposit. About 10 per cent require a bond.

"A very interesting fact to this committee," Mr. Hoots said, "is the names of the newspapers who are systematically using the columns of their newspaper to sell their carrier organization to the public. I have no doubt but that many members of this association will want to correspond with some of the papers listed below, in order to follow in their footsteps, and make the public appreciate more fully the service given by their carrier organization:

"The *Baltimore Sun;* the *Hollywood Citizen;* the *San Pedro News;* the *Danville* (Ill.) *Commercial News;* the *El Paso Herald and Times;* the Oklahoma Publishing Company, Oklahoma City; the *Fond du Lac Reporter;* the *Mansfield* (O.) *Journal;* the *Port Huron* (Mich.) *Times-Herald;* the *Kitchener* (Ont.) *Daily Record;* the *Halifax Herald* and *Evening Mail;* the *Sacramento Union;* the *Long Beach* (Cal.) *Press-Telegraph;* the *Redlands* (Cal.) *Daily Press;* the *Santa Monica Outlook;* the *Chicago American,* and *Pottsville* (Pa.) *Evening Republican.*"



Left to right: Vattier Snyder, *Pittsburgh Chronicle-Telegraph,* and Alfred Zimmerman, special representative of the *New York World,* charter member and former vice president of the Association.

CURTIS MAGAZINES SPEND A MILLION ANNUALLY IN NEWSPAPER SPACE

"And We Never Ask for Free Publicity" M. E. Douglas Tells Circulators at I.C.M.A. Meet—Describes Saturday Evening Post's Carrier System

MAGAZINES published by the Curtis Publishing Company, the *Saturday Evening Post,* the *Ladies Home Journal,* and the *Country Gentlemen* have spent between $500,000 and $1,000,000 annually for the last six years in newspaper advertising, M. E. Douglas, circulation manager of those publications, told members of the I.C.M.A. at their annual convention in Philadelphia, June 8.

"And we never have and never will ask for free publicity," he declared.

For the first four months of 1926, Mr. Douglas disclosed, these magazines have spent $360,000 in the newspapers. He described the daily press as an important medium for the promotion of magazines.

"We do not ask the newspapers to assist us in merchandising our product," he said. "We don't ask for free notices. And we will not ask the newspapers to assist us in distribution of our copies."

Mr. Douglas described for the newspaper circulators the distribution system employed by the Saturday Evening Post and the other Curtis magazines.

He strongly endorsed welfare work among carrier boys, and said that his organization considered it of practical benefit to the magazines. He told of the organization known as the Curtis League of Salesmen, headed by a former teacher and Better Business Bureau secretary.

The League, he explained, was made up of five ranks:—junior, senior, expert, master, and graduate master. To join the League, a boy must be in school, and must be obtaining good marks in his class work. Teachers send in school reports to the head of the League in Philadelphia. A junior must serve one year before he is entitled to be a senior; two years to become a master; and three years to become a graduate master. For graduate masters, the Curtis Publishing Company has pledged itself to loan amounts up to $1,500 to assist them in going to college.

The publishing company also pays Y. M. C. A. dues for League members, opens a bank account for those in the expert class, and guarantees employment to graduate masters.

"Today the League numbers 10,000 members," Mr. Douglas said, "each member selling an average of 44 Saturday Evening Post's weekly and 32 Ladies Home Journals, monthly."

Mr. Douglas maintained that quality and quantity in circulation are more desirable than quantity alone.

"To have quality in advertising," he said, "the publishers' circulation methods must be adapted to the need of the advertising constituency. The conception that one consumer's dollar is as good as another, however true it may be in merchandising generally, is not true in our merchandising."

WHAT SOME CIRCULATORS THINK ABOUT CARRIER WELFARE

CIRCULATION managers expressed themselves as follows about welfare work among carrier and newsboys:

John Schmid, *Indianapolis News:*—"Give the carrier boys a business training. Help them find employment when they leave you. Treat them kindly when sick and see that they are never in need."

J. B. Taylor, *Kitchener* (Ont.) *Daily Record:*—"Welfare work is good, beneficial, and practical."

Harry V. Wheat, *Lexington* (Ky.) *Herald:*—"By intelligent use of welfare work the efficiency of the organization is bettered."

J. N. Eisenlord, *Chicago Daily News:*—"Welfare work helps greatly in maintaining the interest of the boys."

H. J. Smith, *Waterbury* (Conn.) *Republican:*—"We believe in direct personal touch with our boys, keeping as far away from the boss idea as possible."

C. J. Toot, *Grand Rapids* (Mich.) *Herald:*—"Call it promotion work as it really is, and it is very profitable. It is pure bunk to describe it as welfare work."

FRENCH A. A. C. W. DELEGATES GREETED BY N. Y. CITY AND AD CLUB CHIEFS

Busy Program Arranged for Dr. Marcel Knecht, Representing, with Renier of Havas, the French Press—Serious Mission Emphasized

NEW YORK CITY and its advertising and publishing fraternity this week greeted the French delegates to the Associated Advertising Clubs' convention on their arrival aboard the "Paris" Wednesday afternoon. President C. C. Green of the Advertising Club of New York and Paul Meyer of the club boarded the liner at Quarantine, while the general reception committee escorted the ship up the bay on the muncipal steamer "Macom," the police band playing national and popular tunes.

Words of welcome were uttered on the pier by Jesse H. Neal, secretary-treasurer of the Associated Advertising Clubs of the World, representing President C. K. Woodbridge; President Green of the Advertising Club of New York, and H. H. Charles, chairman of the general program committee of the Philadelphia convention.

Dr. Marcel Knecht responded for the French representatives, who included Leon Renier, Jr., (with Dr. Knecht the representative of the press of France); Adrian Muller, Gilles Duroulet, André Kaminker, and Henri Dumay, Jr.

Dr. Knecht declared that he had come on a serious mission and that he felt that one of the short cuts to more complete and perfect understanding between nations was intercourse, and that the more frequent the meeting of minds and personalities, the more mutually sympathetic would be the resulting attitude. He regretted that France had not been represented at the A. A. C. W. meeting in Houston last year, and stated that he and Mr. Renier of the Agence Havas, as the chosen representatives of the French press, came in the expectation they would be able to have fellowship with the leaders of the press of America and those in the forward ranks of advertising. He felt that out of this intercourse much good would come in an international way.

Dr. Knecht has accepted the invitation of the New York City Publishers' Association to speak at the luncheon tendered in his honor at the New York Athletic Club at 1:00 o'clock on Monday, June 14, and also the invitation of Frank T. Carroll, president of the National Association of Newspaper Executives, to address that department of the A. A. C. W. at the meeting in Philadelphia on Monday, June 21.

Dr. Knecht, Mr. Renier, and the other associates of the French delegation were received by Mayor James J. Walker, of New York in the City Hall at noon on Thursday, when a scroll was presented to Dr. Knecht by the Mayor as the representative of the French newspapers.

In turn, Dr. Knecht decorated the Mayor with a medal that had been struck off in his honor, but had not been completed at the time of Mrs. Walker's visit to Paris with the Hotel Association delegates.

Dr. Knecht made the principal speech at the dinner given in his honor by the Advertising Club of New York Thursday evening at which Louis Wiley, business manager of the *New York Times,* was toastmaster.

Dr. Knecht's address at the luncheon at the Advertising Club, at noon on Wednesday, June 16, will be broadcast by WEAF.

He is on the General Sessions Programme of the Associated Clubs, as well as on the International Day Programme, at which Dr. Julius Kline, of the Department of Commerce, will preside.

FALL RIVER PAPERS TO MERGE

Herald and News, Purchased by C. F. Kelly, to Combine June 14

The *Fall River Herald* and *News,* separate evening six-day papers purchased last week by C. F. Kelly, head of the Kelly-Smith Company, special representatives, New York, will be merged with the issue of Monday, June 14, Mr. Kelly announced this week.

The last issue of the News will appear Saturday of this week. The combined paper will be known as the *Herald and News,* and will be printed from the Herald plant.

Frank Almy, publisher of the News before his sale of the paper to Mr. Kelly, has joined the *Fall River Globe* organization.

Sale of the newspaper properties last week was effected by Palmer, Dewitt & Palmer, newspaper brokers, New York.

FRENCH A. A. C. W. DELEGATES ARRIVE IN U. S.



Left to right: Front row:—Adrian M. Muller, Henri Dumay, Andre Kaminker, and back row, left to right: Charles C. Green, President of the Advertising Club of New York; Marcel Knecht, Paul Meyer, Leon M. Renier, Jr., and Gilles Duroulet, advertising and newspapermen of France, as they appeared on their arrival on the S.S. *Paris,* Wednesday.

RICH SUCCEEDS PERRIN ON HERALD TRIBUNE

Financial Department Man Named City Editor Following Latter's Resignation to Join St. Louis Post-Dispatch

Dwight Perrin, city editor of the *New York Herald Tribune,* resigned this week to join the *St. Louis Post-Dispatch* under contract as an editorial executive. He will take up his new duties July 5.



ENDICOTT G. RICH

Endicott G. Rich, veteran New York newspaperman, and a member of the financial staff of the Herald Tribune, was named to succeed Perrin by A. R. Holcombe, managing editor. No successor to Rich in the financial department has been appointed.

With his resignation Perrin terminates three years' service with the Herald Tribune as city editor, and more than 1 years' service on New York newspapers to return to the city where he first started newspaper work as a cub reporter, on the *St. Louis Times.*

After working on the Times for tw years, and spending a year as city edito of the *Reno* (Nev.) *Gazette,* Perrin cam to New York in 1912 and joined the staf of the *New York Evening World* unde Charles Chapin. He met on the Worl staff at that time Endicott G. Rich then a rewrite man, who now succeeds Perrin on the Herald Tribune.



DWIGHT PERRIN

After later service on the *New York Morning Telegraph,* and a period as vice-president of a moving picture concern, Perrin joined the old Tribune as a reporter. He was promoted to the Sunday staff, and later was named nigh city editor. In March of 1923 he becam city editor. In 1924, six weeks befor the *New York Herald* and the Tribun were merged, he joined the Herald a news editor, returning to the Heral Tribune in his old job of city edito after the consolidation.

Perrin's acceptance of the Post-Di patch offer followed negotiations whic had been underway for several weeks, was stated.

Endicott G. Rich, new Herald Tribur executive, is 43 years old, and bega newspaper work as a cub reporter on th *New York Morning World* in 1904 whi still attending Columbia University, fro which he was graduated in 1905. All o his newspaper experience has been o New York newspapers. Leaving th World in 1906 he joined the Washingto bureau of the *New York Times.* In 19(he was recalled to the New York offi to join the rewrite staff. In 1912 he le the Times to join the Evening World.

He returned to the Times in 1914, r maining until December of 1925, when h joined the Herald Tribune. For si years of that period he was on the sta of the *Annalist,* published by the Ne York Times Company.

Fowler Named Promotion Manager

Gene Fowler for eight years with th *New York American and Daily Mirro* has been placed in charge of the promo tion department of the King Feature Syndicate. Before joining the syndica he was managing editor of the America

ANNENBERG RESIGNS FROM HEARST PAPERS

President of New York Mirror and Member of Executive Council—In Hearst Service Since 1900—Plans European Trip

Moses L. Annenberg, who has been associated with the Hearst newspaper and magazine interests since 1900, has announced his resignation as president of the *New York Daily Mirror* and member of the Hearst executive council. Mr. Annenberg came to New York in 1921 to take over the position of circulation director of the Hearst Publications; prior to that he had been publisher of the *Milwaukee Wisconsin News* and for the past year he has been directing the activities of the New York Daily Mirror.



Moses L. Annenberg

Mr. Annenberg is resigning in order that he may take a long needed rest. He plans a trip to Europe with his family July 7, and they are sailing on the Olympic for a three months' stay. On his return he will devote his entire time and attention to his own extensive interests.

YOUNG DANE IN U. S. TO STUDY NEWSPAPERS

Tage Henius, Son of Publisher of Copenhagen Berlingske Tidende, Attended I.C.M.A. Convention—Surprised at Frank Discussion

Tage Henius, son of the publisher of the *Copenhagen Berlingske Tidende,* attended the I. C. M. A. convention, representing his father's newspapers. Henius is in this country to study American newspaper methods. He is 21 years old.

At present he is associated with the *New York World,* going through many of the departments. Since arriving in this country a year ago last March he has found much to interest him.

But the I. C. M. A. convention particularly was an eye-opener for him.

"I never thought that such frank discussion of circulation matters was possible," he declared. "There is no similar organization in Denmark, but I wish there was."

Henius expects to work later on newspapers in Detroit, Washington and Chicago, before returning to Copenhagen. Before coming to this country he had experience in every department in his father's paper from errand boy up. On his return, he is to be appointed assistant publisher of the Berlingske Tidende.

EDITOR & PUBLISHER CALENDAR

June 16-17—New York State Publishers' Assn., summer meeting, Ithaca, N. Y.
June 16-17—New York State Press Assn., summer meeting, Ithaca, N. Y.
June 18-19—Associated Dailies of New York, summer meeting, Ithaca, N. Y.
June 18-19—Oregon State Editorial Assn., annual session, Prineville, Ore.
June 19-24—Associated Advertising Clubs of the World, 22nd annual convention, Philadelphia, Pa.
June 19-26—American Golf Assn. of Advertising Interests, Spring tournament, Cooperstown, N. Y.
June 24-26—Kentucky Press Assn., mid-summer meeting, Pineville, Ky.
June 26-28—New Jersey Press Assn., summer outing, Lake Minnewaska.
June 28-29—Pennsylvania Newspaper Publishers' Assn., convention, State College, Pa.
June 20-July 1—National Editorial Assn., 41st annual convention, Los Angeles, Cal.
July 2-4—Amateur Press Assn., meeting, Philadelphia.
July 5-8—Twelfth District, A. A. C. W., meeting, San Francisco.
July 6-8—Southern Newspaper Publishers Assn., annual meeting, Asheville, N. C.

NO MORE STRIKES PACT SIGNED BY PRINTERS

National Agreement Reached in England Eliminating Danger of Another Sudden Stoppage of Work

(*Special to* EDITOR & PUBLISHER)

Employers and workmen in the British printing industry have signed a national agreement that aims at preventing lightning strikes or sudden stoppages in the future.

On the occasion of the recent general strike the men left work without giving the fortnight's notice called for under the last national agreement, and the consequent disorganization of business was forcibly brought home to the men when the strike was called off for it was not then possible for the same number of men to be re-engaged.

Representatives of the British Federation of Master Printers and the Newspaper Society (provincial newspaper publishers) signed the agreement on the employers' side, with the Printing and Kindred Trades Federation for the printing trade unions.

Briefly the terms of the new agreement are:

That all previous agreements shall remain in force; that there shall be no more lightning strikes or sudden stoppages and no interference by the unions with the contents of any newspaper printed or published by the employers; no chapel meetings during working hours; no interference with apprentices, works or departmental managers during disputes; no stoppage of work in consequence of a dispute in or out of the trade without first exhausting all possibilities of the Joint Industrial Council concilation machinery; with no interference by the unions with the conduct of businesses or the rights of the management to engage, employ, promote or discharge union members.

The post-strike agreement is made without prejudice to the legal rights of either side, and its strict observance is to be regarded as a matter of honor affecting individual employers and workmen.

ORATORICAL WINNER PICKED

Herbert Wenig of Hollywood First in Contest Backed by Dailies

Vice-President Dawes and Walter A. Strong, publisher of the *Chicago Daily News,* were principal speakers at the finals of the Third National Oratorical Contest, held in Washington, D. C., June 4.

The winner of the contest, which was sponsored by 20 daily newspapers in various parts of the country, was Herbert Wenig, of Hollywood, Cal. Miss Myrtle Posey of Washington was runner-up, while Helen Bylond of New York, finished third.

The contest was promoted among school children, and this year it is said 2,000,000 took part.

Newspapers sponsoring the contest this year were: *New York Times; Pittsburgh Sun; Los Angeles Times; Chicago Daily News; Indianapolis News; Philadelphia Bulletin; Washington Star; Atlanta Constitution; Birmingham Age-Herald; Des Moines Capital; Montgomery Journal; Mobile News-Item; Kansas City Star; Mobile Register; Louisville Courier-Journal and Times; Oklahoma City Oklahoman; Chattanooga Times; Seattle Times; Rochester Democrat & Chronicle; Hartford Courant.*

RENAUD NEW MANAGING EDITOR OF N. Y. POST

Herald Tribune Executive Joining Mason, His Former Chief on Curtis Daily—Bond Returns to Ledger

Ralph E. Renaud, in charge of the Sunday edition of the *New York Herald Tribune,* tendered his resignation Thursday of this week to join the *New York Evening Post,* July 1, as managing editor.

He was appointed to his new position by Julian Mason, former Herald Tribune managing editor, who resigned recently to become editor of the Post. Merritt C. Bond, Post managing editor since Cyrus H. K. Curtis purchased the paper early in 1924, will return to the *Philadelphia Public Ledger* in an executive capacity. No successor to Renaud has been named on the Herald Tribune.

Previous to Mr. Mason's resignation, Renaud was assistant managing editor of the Herald Tribune. In the change which followed he was placed in charge of the Sunday edition and coordinate with the managing editor.

Renaud was born in Washington, D. C. In 1899, while still in high school he worked in the Washington bureau of the *New York Tribune.* He attended Leland Stanford University in California, where he was editor of the *Chapparal,* undergraduate humorous magazine, and the college annual. Upon being graduated he joined the *San Francisco Examiner* staff as a reporter. He remained on San Francisco dailies for nine years becoming dramatic critic on the *Bulletin* and also on the *Chronicle.*

After the San Francisco earthquake he came east, and 1912 found him on the staff of the *New York Globe.* Some time later he became a free lance. He wrote short stories and plays, one of which "Behave Yourself" had a lengthy New York run. In 1916, he joined the New York Tribune. In 1922 he was night managing editor of the *New York Herald.* He returned to the Tribune before the Herald-Tribune merger in 1924.

Daily Gives $25,000 to School

The *Atlanta* (Ga.) *Journal,* John S. Cohen, publisher, recently made a gift of $25,000 to the State College of Agriculture, Athens, toward a fund to be used in promoting a national egg-laying contest, and to educate Georgia farmers in poultry raising. It is believed by college officials that returns from poultry will more than offset the farmers' annual losses from the boll weevil.

CAMPBELL MAKES PEACE WITH CANADIAN PRESS

Withdraws Suit and Printed Charges Against Service, Woods, and Imrie—Is Elected to Membership

TORONTO, Ont., June 10.—At a meeting of the board of directors of the Canadian Press the application of Charles E. Campbell on behalf of *Edmonton* (Alta.) *Bulletin* for an evening paper membership in that city was granted unanimously. The president, J. H. Woods, presided, other directors present being E. H. Macklin, honorary president, John Scott, first vice-president, E. J. Archibald, W. J. Wilkinson, W. B. Preston, A. R. Ford and W. J. Taylor.

The Bulletin today published the following statement signed by Mr. Campbell:

"On Dec. 3, last, in a publisher's statement in the Edmonton Bulletin and subsequently in an action for damages in the Supreme Court of Alberta, I made certain charges against the Canadian Press, J. H. Woods, of the *Calgary Herald* and John M. Imrie of the Edmonton Journal.

"These charges were made in good faith on information which I believed to be true but which I have since found was incorrect.

"With reference to the Canadian Press, I have settled my difference with that organization and have applied for membership in it. I have found on further enquiry that the directors of the Canadian Press, in dealing with my application for a morning news service last fall, exercised their functions according to their by-laws and are desirous of facilitating newspaper publication in Edmonton to the fullest extent within these by-laws.

"It has been shown to my satisfaction that the Edmonton Journal and Mr. Imrie personally did not oppose but actually supported my application; also that such conditions as were proposed by Mr. Woods as president of the Canadian Press were suggested in good faith. They were in fact such as to be subsequently approved by the directors of the Canadian Press, as proper under the circumstances, covering an interim news service in advance of consideration of an application for membership. That part of my statement of claim alleging conditions proposed was based in part on memory and I have since found was incorrect in certain respects. None of the conditions suggested had any relation whatever to trades unions or agreement with same.

"I desire therefore to make a complete retraction of the charges made in December last and have instructed my solicitors to withdraw the legal action then taken against the Canadian Press, Mr. Woods and Mr. Imrie."

Mamaroneck Weekly Sold

Raymond Bill, representing publishing interests of New York, who last week purchased the *Mamaroneck* (N. Y.) *Paragraph* from Clara S. Rice, has since resold this property to the Mamaroneck-Larchmont Publishing Company, publisher of the *Mamaroneck Daily Times* and the *Larchmont Times.* For the past year the Paragraph has been operated by Henry T. Price under a lease arrangement with Mrs. Rice, who inherited it from her late husband. Officers of the Mamaroneck-Larchmont Publishing Company are: George Forbes, president; T. Harold Forbes, vice-president; Francis Hunter, secretary-treasurer.

Receiver for Mishawaka Enterprise

Phil L. Nicar has been appointed receiver of the *Mishawaka* (Ind.) *Enterprise* by Judge Lewis W. Hammond in superior court following an argument in that court, during which the defendant company sought to have the motion for receivership ruled out. The present officers of the firm, Stanley Stone, president; James H. Cloetingh, vice-president and treasurer, and Benjamin L. Taylor, secretary, took office Feb. 1.

TEXAS COURT UPHOLDS RIGHT TO COMMENT

Cattleman Connected by San Antonio Papers With Liquor Violation Who Won in Lower Courts, Loses in Highest Tribunal

(*By Telegraph to* EDITOR & PUBLISHER)

AUSTIN, Tex., June 9.—"One of the most helpful means of cultivating a loyal observance and aiding in the enforcement of law is the recognized right of the press to publish a reasonable and fair criticism of crime. It is a public service and makes for order," the supreme court of Texas, Wednesday, declared, in a far-reaching decision of the Texas libel laws, reversing the $15,000 judgment in favor of Claude A. Keeran, wealthy cattle man against the San Antonio Express Publishing Company, and a similar judgment against the San Antonia Light Publishing Company and rendering judgment in favor of the newspapers.

The judgments were given by the trial court and affirmed by the Civil Appeals Court based on a suit brought following the publication of articles concerning an alleged widespread liquor conspiracy and reciting that charges had been filed against Keeran.

"The right of a citizen to have his good name protected from libelous publication is indeed a valuable one," the court said, "and not to be lightly disregarded. But the upholding of the law is likewise sacred and the right of newspapers to make reasonable and fair comment and criticism upon matters of public concern for general information is at all times to be protected and never denied."

The Supreme Court opinion, which is understood to go farther than any previous ruling of the Appellate Courts in defending the zone of privilege of newspaper articles, said:

"There is no doubt but the articles constitute libel *per se* and the judgment therefore warranted, unless it can be said the truth of the statements therein contained has been shown or that such publications are within qualifiedly privileged matters. We do not think the judgment is supported by the evidence. We think, with respect to the defendant in error they are true, and therefore this constitutes a complete defense to the action. This does not imply that defendant in error was guilty technically of the offense or offenses charged to him directly or by implication, but rather that the discovery, investigation and charges made by the officers in connection with the matter as alleged in the articles are true, at least substantially true.

"The proceedings were official proceedings authorized by law and in the administration of the law and any newspaper had the right to publish a fair, true and impartial account of such proceedings. The public is greatly interested in the observance upon the one hand and the enforcement upon the other of all laws, especially the prohibition laws, which affect so directly the public morals. The statute permits reasonable and fair comment criticism as to such matters, published for general information.

"To permit comment or criticism of a proceeding or act is necessarily to allow reasonable and fair latitude. It necessarily carries with it permission to draw from the facts any reasonable and fair inference or conclusion.

"It is too late to quibble over the wisdom of our prohibition laws; all good people irrespective of their views as to their original wisdom respect them for the law's sake. The Court of Civil Appeals has in a measure palliated the defendant in error's offense by referring to it in some of its parts as homely hospitality, but hospitality to one's friends ceases where hospitality to law and society begins.

"There is no more sacred right of government or duty of a citizen than the observance of law of the helpful means of cultivating a loyal observance, and aiding in the enforcement thereof is the recognized right of the press to publish a reasonable and fair criticism of crime. It is a public service and makes for order."

NEWSPAPER MEN INVADE CANADIAN WILDS



Not a group of lumberjacks, but New York newspaper men on a two weeks' fishing trip at Lake Archambault, in the Laurentian Mountains, Canada. They are, from left to right: Frederick F. Van de Water, Curtis Publishing Company, Denis T. Lynch, reporter, *New York Herald Tribune*; Frederick B. Edwards, reporter, *New York American*; Robert B. Peck, reporter, *Herald Tribune*; Clare Briggs, cartoonist, *Herald Tribune*; and Herbert Westen, reporter *New York American*. The other member of the party, Dwight S. Perrin, formerly city editor of the *Herald Tribune*, took the picture.

LIBEL RETRIAL ORDERED

Texas Appeals Court Holds Damages by Wrong Caption Not Proven

(*By Telegraph to* EDITOR & PUBLISHER)

AUSTIN, Tex., June 9.—In the hurry of modern daily newspaper production errors are frequent, particularly those of switching heads on news stories or captions on pictures, and readers are no longer surprised to find such an error in print. The Third Civil Appeals Court of Texas pointed out that such an obvious mistake does not necessarily result in injury to a person whose picture or name is joined with story or caption.

The court reversed the $7,500 judgment awarded by the trial court in favor of Mrs. Gertrude Isensee of Hays County against the Express Publishing Company of San Antonio, publishers of the *San Antonio Evening News*, and ordered the case retried. The opinion said:

"The proof falls short of establishing all the elements of damage alleged and yet the jury was directed to look to the petition and not to the evidence."

Mrs. Isensee's picture according to the suit was printed under a caption, "Held in Death and Over a story Relative to A Beauty Specialist in Los Angeles, Mme. Electra Lynn."

In the necessary haste and volume of detail required to issue the editions of large daily newspapers, mistakes in the placing and arrangement of type forms, captions or pictures are not infrequent, the court's opinion said.

GIRL WINS LIBEL VERDICT

Court of Appeals Upholds $4,000 Award Against New York Daily News

The New York Court of Appeals in Albany, June 8, affirmed the Appelate Division, Second Department, in upholding a verdict of the Kings County Supreme Court of $4,000 in favor of Catherine Broderick against the News Syndicate Company, publisher of the *New York Daily News*, as damages for an alleged libel.

The alleged libel was in the use of a photograph of Miss Broderick, taken as a high school graduate, which was printed under the name of Mrs. Rose Heller in the issue of the News of Nov. 19, 1920. The story was to the effect that Mrs. Heller had been granted an annulment of her marriage and at the trial had testified her husband had represented himself to be a hat manufacturer and later admitted himself to be a pickpocket.

The question raised on the appeal by counsel for the News was that reversible error was committed by the trial justice in admitting evidence of the mental suffering caused by Miss Broderick by what members of her family said to her regarding the incident.

DIVORCE NOTICES $12

Papers of 70's Charged for Copy That Often Makes Page 1 Today

Instead of playing up divorce news on the front page, editors in 1872 charged $12 to print a divorce notice. This information is disclosed by a copy of the *Bloomington* (Ind.) *Weekly Democrat* of April 6, 1872, which was found when an old house in Bloomington was torn down recently.

Advertising rates were $80 a year for one column, $40 for a half column, and $7.50 for a quarter column for six months.

Linotype Operates While Plant Moves

A linotype machine in the office of the *Wallingford* (Conn.) *Times*, weekly, was kept in operation while the building in which it was located was moved four feet last week. A flexible hose was connected to the gas supply line so that the flame under the metal pot would not be extinguished. A worker climbed to the roof of the building and gradually let out the hose while the building was being moved. Morris Levitt, linotype operator, continued his work without interruption.

Canadian Paper Exports

Canada exported in April, 1926, 112,828 tons of newsprint valued at $7,374,021, as compared with 93,882 tons valued at $6,654,303 in April, 1925. For the first four months of the year exports totalled 540,963 tons, valued at $35,689,797, as against 446,804 tons valued at $31,676,848 in the same period of 1925. Pulpwood exports were, however, smaller than in 1925, being 433,615 cords, valued at $3,966,043 as compared with 539,861 cords, valued at $5,040,315 in the first four months of 1925.

New Chicago Special Agency

Inland Newspapers, Inc., a new firm of special representatives has been formed at Chicago with Arthur W. Cooley, formerly vice-president and general manager of Carpenter & Co., special representatives, Chicago, as president. The *Waukegan* (Ill.) *News* has appointed Inland Newspapers, Inc., its representative.

New Weekly in Milltown, N. J.

The *Milltown* (N. J.) *Review*, weekly, was scheduled to make its first appearance Friday, June 11. Daniel Crabiel is head of the publishing organization.

COURT DENIES PRESS AIDS CRIME'S SPREAD

Judge Vause of Brooklyn Takes Issue With Grand Jury Report Blaming Newspapers—Says Publicity Helps Police

Bernard W. Vause, County Judge in Kings County, New York, last week took issue with the Grand Jury which submitted a report to him criticizing the newspapers as one of the "outstanding causes" for the increase in crime because of their presentation of stories about "super-criminals."

"I think the truth is just the reverse of this conclusion," Judge Vause said. "Certainly the cases of Whittemore and Chapman are not in point, for the latter, as the newspaper reports showed, paid dearly for his criminal career and the other is about to pay.

"I can think of no case where newspaper publicity has encouraged crime and very often the newspapers give valuable aid in capturing criminals. I have in mind one specific instance where a young man who had kidnaped a child sent her back home when he noted that every detail of his offense was being reported in the newspapers and followed with interest by the public.

"This man admitted to me that the publicity given to the crime made him pause in what he was attempting to do and to restore the child to her parents. There are countless other cases where newspapers, through printing pictures of criminals and arousing public interest in the search for them, have been responsible for their capture, to a large extent." The report of the Grand Jury referred to the increasing amount of crime among the younger generation, and said that "one of the outstanding causes seems to be that the headlines of our newspapers seem to make heroes of some of those so-called super criminals such as Whittemore and Chapman."

The jurors expressed the opinion that "if the public press would not lay such great stress on their activities, the younger generation would not be led and encouraged to emulate their apparent brilliant achievements."

In commenting on the Grand Jury's opinion, Judge Vause said he knew of nothing brought to the attention of that body to lead to such a presentment.

$15,000 Fire in S. F. Press Club

Loss estimated at $15,000 resulted from a fire in the dining room of the San Francisco Press Club, June 2, which destroyed paintings, art treasures and writings belonging to members.

LIBEL STINGS IN SNAKE-LIKE INSINUATIONS

Judge Edwards in Oklahoma Supreme Court Scores Hypocritical and Sarcastic Word Pictures in Affirming Plaintiff's Judgment in Damage Suit Between Two Editors—Reverses Former Court Rule

By PHILIP SCHUYLER

Sitting in Oklahoma Supreme Court recently, Judge Thomas A. Edwards handed down a decision in a libel case that forms a striking lesson for all newspaper men in the use of words.

The whole case is so pertinent and comprehensive, that it is submitted in full in this the 14th article obtained by EDITOR & PUBLISHER, *stripping the libel law of legal verbiage.*

SARCASM is a delicate instrument, requiring the deft scalpel touch of a surgeon, when used by a writing man. No ordinary reporter or editor would dare don the white gown of a doctor and enter an operating room, lest deadly germs follow to kill him as well as the patient. Libel is the deadly bacillus in the science of news reporting. Libel threatens the man who makes clumsy use of sarcasm or sordid innuendo.

A successful dealer in sarcasm must be a genius. If he is not born to the use of this purple form of expression, he had best leave it entirely alone.

The direct charge is dangerous enough. At least it is manly. It is the slant-lipped whispers, the winks, the shrugs, the nose-holdings, the hissing insinuations in word pictures, that, passing as sarcasm, have double-poison in their stings. Abused by one lacking the skill of a Voltaire, they become ugly, twisting, cowardly snakes, writhing across the printed page. Double-poison lies in them because they strike both the clumsy stinger and the victim stung.

Judge Thomas A. Edwards, sitting in Oklahoma Supreme Court, not long ago recognized this truism in a decision affirming the $10,000 judgment of a trial court in favor of the plaintiff in a libel action brought by Andrew C. Martz, editor of the *Okeen* (Okla.) *Record* against T. J. Lewis, editor of the *Okeen* (Okla.) *Leader,* both weekly newspapers.

Judge Edwards reversed a former ruling of the court to strike a blow at "a sordid, hypocritical, sarcastic insinuation."

"To say that one may injure another through insinuation or inference without being held accountable is to license the assassins of good names to do more effective indirectly without risk, that which he could not do directly," he declared in his decision.

Mr. Martz and Mr. Lewis were beating the keys of their editorial typewriters in a good old-fashioned newspaper fight. Personal journalism had come back to life in Okeen.

Mr. Lewis one day made use of the scalpel of sarcasm. Its result, in the form of an adverse libel judgment, followed. Mr. Lewis had compared his record as a private citizen during the war with the military record of the plaintiff. Here is the instrument he used, the editorial he wrote considered libellous by the court:

"The Okeen Record, the 'germ' of literature and logic, last week in attempting to make a reply in defense of the American Legion, of which he boasts he is a member (however, by the act of compulsory army service only), takes a direct slap at the editor of the Leader.

"He tells the folks through the columns of his paper that he is a member of the American Legion and proud of it, and a little further down states that the editor and owner of the Leader is about the same age as he, intimating that the editor of this paper should have been in Uncle Sam's service during the world's war.

"The first thing we wish to call your attention to, Mr. Martz, is the fact that had Uncle Sam come and demanded our services, such as he did yours, we too could have boasted of a few months' service in a training camp, far away from the sound of the enemy's guns.

"Secondly, the editor of the Leader made no attempt to keep out of the service. Long before the draft bill was passed we conversed with an army recruiting officer at Fairview. He was very frank in his assertions, and in practically these words said: 'I have no d—— time to take up with men who have families, we are after a bunch of these yellow-backed single guys who should be here now volunteering.'

"Later on, Martz, the draft bill was passed. In that bill was a proviso that married men would be the last called to the colors. It caused the marriage license clerk to work overtime, the ministers were doing a land-office business. But you remember it was discovered that the men who were married after the declaration of war would be called the same as a single man, thus causing many to leave their war brides and enter into the service with their more patriotic companions.

"The editor of the Leader was not guilty of any of these acts. We were married several years before the opening of the World's War. Our boy was quite a lad when the draft law came into effect, hence, not like some others, we were not hiding behind the folds of a woman's garments. We made answer to our questionnaire the same as you, all that was required of any American citizen.

"We made no attempt to evade the draft, and had it been our lot to be called we would have done our bit, expecting nothing in return. When we came back we would have also considered one comrade as good as another, whether he was rich or poor, the same feeling would have existed here as did in the front line trenches, for we are not much on 'society lines' as we have never yet found a man so low that we would not clasp his hand in friendship, nor a man so high up in this life that we considered him better than we were.

"There should be a little distinction, however, between the boys who fought 'over there' and the ones who just entered a training camp To our opinion the man who served best should be given preference in the selection of your officers for the American Legion post. The Okeen Post, we believe, would have made a better showing had such men as Floyd Fullbright, Ira Towns, John Adams, Bill Marcoux and others, who faced the enemy over there—really did some fighting, and who did not belong to the commissary department or the mule drivers' brigade.

"You speak of being engaged in a more necessary occupation. We were both, practically speaking, in the same line of industry—both printers. The Leader editor managing a newspaper. Did you attempt to volunteer? Was there anything at any time to prevent you from offering your services? Is it not a fact that your constant aim was to some way, somehow, to get by, and that you were among those who stayed out of the game as long as possible?

"We respect the uniform you wore, you are worthy of some consideration for wearing it, but when it comes down to real patriotism, real Americanism, we consider, we will stand the acid test along with some of those whom Uncle Sam said 'come, I want you,' and would have never served under any other consideration.

"Yes, Mr. Editor of the Okeen Record, you should be proud of your membership in the American Legion Post, to the extent of $15 per month during Trades Day season. That ought to swell you up with pride. . . ."

When the subsequent libel action brought by Mr. Martz against Mr. Lewis went into appeal, the defendant editor based his defense on a former ruling of the court to the effect that it is not libellous *per se* to charge a person of having done that which he might legally and properly have done.

Judge Edwards reversed this ruling in a decision, which, because it forms a striking lesson to all newspaper men in the use of words, is herewith reproduced virtually in full. The court said:

"As to whether the article is libellous *per se,* we must consider in our determination only the thought, idea, impression or opinion conveyed to the reader by the publication, everything appearing in the article, be it inference, insinuation, irony, ridicule, sarcasm, the friendly or unfriendly tone, its arrangement, form and style. The court for such purpose becomes the lay person to whom it is addressed and in arriving at the meaning everything appearing in or from the article which unaided by extrinsic facts or circumstances has a natural tendency to change, color or formulate its meaning must be considered. Conversely, if the aid of innuendo is necessary to make the meaning defamatory it is not libellous *per se.* Innuendo as here used is strictly in its legal application as an averment of the meaning of alleged libellous words.

"If the article, when so considered, engenders in the mind of the reader a conclusion, impression or opinion of the plaintiff that is defamatory and as such tends to expose plaintiff to public hatred, contempt, obloquy or tend to deprive him of public confidence or lower him in the opinion of men whose standard of opinion the court can properly recognize, or tend to induce them to entertain an ill opinion of him, it is libelous *per se.*

"The publication cannot be measured by its effect when subjected to the critical analysis of a trained legal mind, it must be measured by its natural and probable effect upon the mind of the average lay reader. The fact that the thought conveyed is by way of insinuation or inference of false acts or facts is immaterial, for to say that one may injure another through insinuation or inference without being held accountable is to license the assassin of good names to do more effective indirectly without risk that which he could not do directly. . . .

"The purpose of written words is to convey the thought of the author. The tone of written words is subject to as many variations as the tone of spoken words. The use of a given word or phrase often makes the stroke that of the feather adorning the reputation of a man; the use of another may make the stroke that of a hammer, destroying the reputation of a man. Words quite innouous on their face may, by reason of their peculiar setting and relation with other words be cruel, slanderous and vicious.

"The articles here unmistakably portrays that the tone and the mental viewpoint of the author to be unfriendly and contemptuous of the plaintiff. The author compares his record as a private citizen during the war with the military record of plaintiff. Every statement, fact, inference and insinuation in the article refers to the author or to the plaintiff. The plaintiff is repeatedly charged with deliberately avoiding war service as long as was humanly possible. It states the author did not volunteer because a recruiting officer advised him that married men were not wanted, but that it was 'these yellow back single guys that were wanted,' clearly referring and applying such epithet to the plaintiff. It states that many desperately sought to evade the draft and heartlessly entered into hasty and convenient marriages to aid them therein, but that such avenue of escape was in vain. The author, it boastingly says, was guilty of none of these things. He did not hide behind the folds of a woman's garment. It states that the plaintiff, in spite of all, finally had to go, but that after going he purposely managed to get into the Commissary Department to insure his personal safety. The article makes the pointed inquiry:

" 'Is it not a fact that your constant aim was to someway, somehow, to get by, and that you were among those who stayed out of the game as long as possible?'

"The publication concludes by charging that plaintiff belonged to the American Legion for the selfish purpose of making $15 per month out of it and that he ought for that to be swelled with pride. This last, we think rather a sordid, hypocritical, sarcastic insinuation that was intended to picture the plaintiff as an arch hypocrite at the head of a patriotic organization. This thought is made more clear by the reference that deserving members of the Post who had actual service should be placed at the head of the Post instead of the plaintiff. The article naturally conveyed these thoughts and was intended to, and did, have the effect to expose plaintiff to public hatred, contempt, scorn and shame, to deprive him of public confidence and lower him in the estimation of men.

"We pass the facts proven by the record wherein it is shown that plaintiff volunteered five months before the draft, that he did not marry until after the war, that he served honorably in a combat division, and was sincere in his membership in the patriotic organization, the American

(*Continued on page 20*)

POLITICAL WRITER GOES ABROAD



M. E. Hennessy, political writer of the *Boston Globe* and Mrs. Hennessy photographed on the S.S. Baltic when they sailed for abroad recently

ADVERTISERS FIGHTING SUMMER SLUMP WITH NEWSPAPER SPACE

It's "Foolhardy" to Cease Advertising and Lose Momentum Says Agency Man—Slump "Imagination" Says Colgate Co.—California Group Continuing Copy

By HAMMOND EDWARD FRANKLIN

WHEN the temperature is registering 100 degrees in the shade, collars are wilting, and many people are vacationing, must sales take a sharp downward drop?

Many manufacturers, who formerly took the "summer slump" as a matter of course, now have found that by special summer sales and advertising activities they can keep their sales line on their chart moving along reasonably steadily. A changed attitude is evident in many quarters.



Excellent specimens of vacation advertising with coupon to give direct results.

Instead of suspending or cutting down newspaper advertising during June, July and August, a number of far-sighted manufacturers are keeping liberal schedules moving constantly all summer and having their salesmen merchandise aggressively to the trade. "We sell our securities the year round," comments Frank LeRoy Blanchard, director of the advertising department of Henry L. Doherty & Co., New York City. "Our salesmen do not stop work simply because of the summer slump or vacation period. We believe it is possible to keep sales volume up to a relatively high degree through the use of intelligent and forceful newspaper advertising. In other words, there is no let-down in the activities of our securities department.

"In the oil division, a greater proportion of our advertising appropriation is spent during the summer months, almost exclusively in the newspapers and a few regional farm papers. We adapt our advertising to the season, the amount of copy in our securities advertising being the same from one season to the other."

"There has been a great change in the attitude of manufacturers toward what was hitherto known as the "summer slump." Busy brains have been at work to devise ways and means for lessening it. From what I can learn, advertising has materially helped over this period in the year's business. A number of manufacturers have found that their sales have held on remarkably well right on through July and even August.

Of course, it cannot be expected that business will be at as high a peak even through the vacation period as in the colder months. No amount of advertising will change the habits of the American people in buying except in a few lines. Advertising, however, can and does stimulate sales even during the vacation period.

To start advertising in the spring and drop it just when it is gathering momentum is foolhardy in the opinion of Thomas E. Basham, president of the Thomas E. Basham Company advertising agency of Louisville, Ky., who states:

"Some of our largest clients and those of other agencies we happen to know about are going to run straight through this summer regardless of the so-called 'summer slump' season.

"Successful advertisers are fast learning what a foolhardy thing it is to run a campaign for the spring of the year and drop it in the opening of the summer just about when it was gaining momentum, and start it up again in the fall with the same results.

"Some advertisers have been cutting down their copy, with a view to running continuously through the year rather than larger units for a short period."

Colgate & Co., one of the country's largest users of space in newspapers and magazines, has come to this conclusion:

"In general we would say that the 'summer slump' is largely a matter of imagination and is more apt to be caused by the fact that an article is seasonal in use than by the possible lighter consumer buying during the summer months.

"In the case of our staple products, such as Rapid Shave Cream and Ribbon Dental Cream, there is little variance in sales during the year. In the case of talcs and face powders, however, our summer sales are considerably ahead of the sales during the rest of the year, while the sales of perfumes and novelty extracts are greater at the Christmas season than at any other time of year.

"The so-called summer slump in our opinion is very frequently due to the fact that the items involved are those which have a wide use at other seasons of the year and, consequently, a wider sale."

Several mail order firms have found it policy to "resume speed" with heavy copy starting in August. The Pelman Institute of America is one advertiser which last year spent a sizable amount then.

Special summer contests for stimulating dealers and salesmen to accomplish definite tasks are being operated by many manufacturers as one method to keep sales active.

The Pepsodent Company, maker of Pepsodent Tooth Paste, will conduct a test this summer to see what can be done in newspapers. All of the company's copy is keyed with a coupon calling for a free sample. Harlow P. Roberts, the company's advertising manager, reports:

"As a rule, we have not used newspapers during the summer months, as we do not find them desirable. Our advertising during this period is only in magazines. During the balance of the year, we use both newspapers and magazines Test campaigns run during the summer have not proven very satisfactory.

"We are trying another test this summer and hope for better results."

Marcus Conlan, advertising manager of Waitt & Bond, Inc., Blackstone and Totem Cigars, Newark, N. J., points out:

"Our newspaper advertising is not seasonal, but is carried throughout the year. Sales of cigars do not slump in the summer; on the contrary, the summer months are best in the cigar business as outdoor activities conduce to smoking."

The fish industry each year experiences a marked slump in demand on the part of the consumer while Lent is the peak. Yet fish affords the wholesaler more margin of profit on certain popular items in the summer and makes an ideal summer food. The dog-day slump, like Friday as fish day, could be overcome by aggressive methods, in the opinion of Capt. Frederick William Wallace, one of the leaders of the industry.

A live merchant on the western coast is keeping up his sales of radio by featuring it for camp and vacation use and playing up a portable outfit at a popular price.

EDITOR & PUBLISHER already has related how Hollywood, Fla., quickly built a summer business in what had been purely a winter resort through newspaper advertising.

Even more remarkable is the achieve- of the All-Year Club of Southern California, which in five years has completely changed business conditions for its section by advertising largely in newspapers, which has made assets of liabilities.

Previously, the public had looked favorably on California as a place to go in cold weather, but too hot a climate for warm weather visits. This prejudice has been countered with copy which meets it frankly and constructively.

"Yes, *summer* is a California season, too," says the heading of a current advertisement, 15 inches by three columns. The subhead continues: "Light overcoats are worn every evening. The sun shines every day. For 50 years the average mean temperature in summertime has been 69 degrees."

The copy then cites the many different forms of fun people may enjoy, urges a visit to all points on the Pacific coast, explains special rates prevail May 15 to October 31 and closes with a coupon for a 47-page book on vacations.

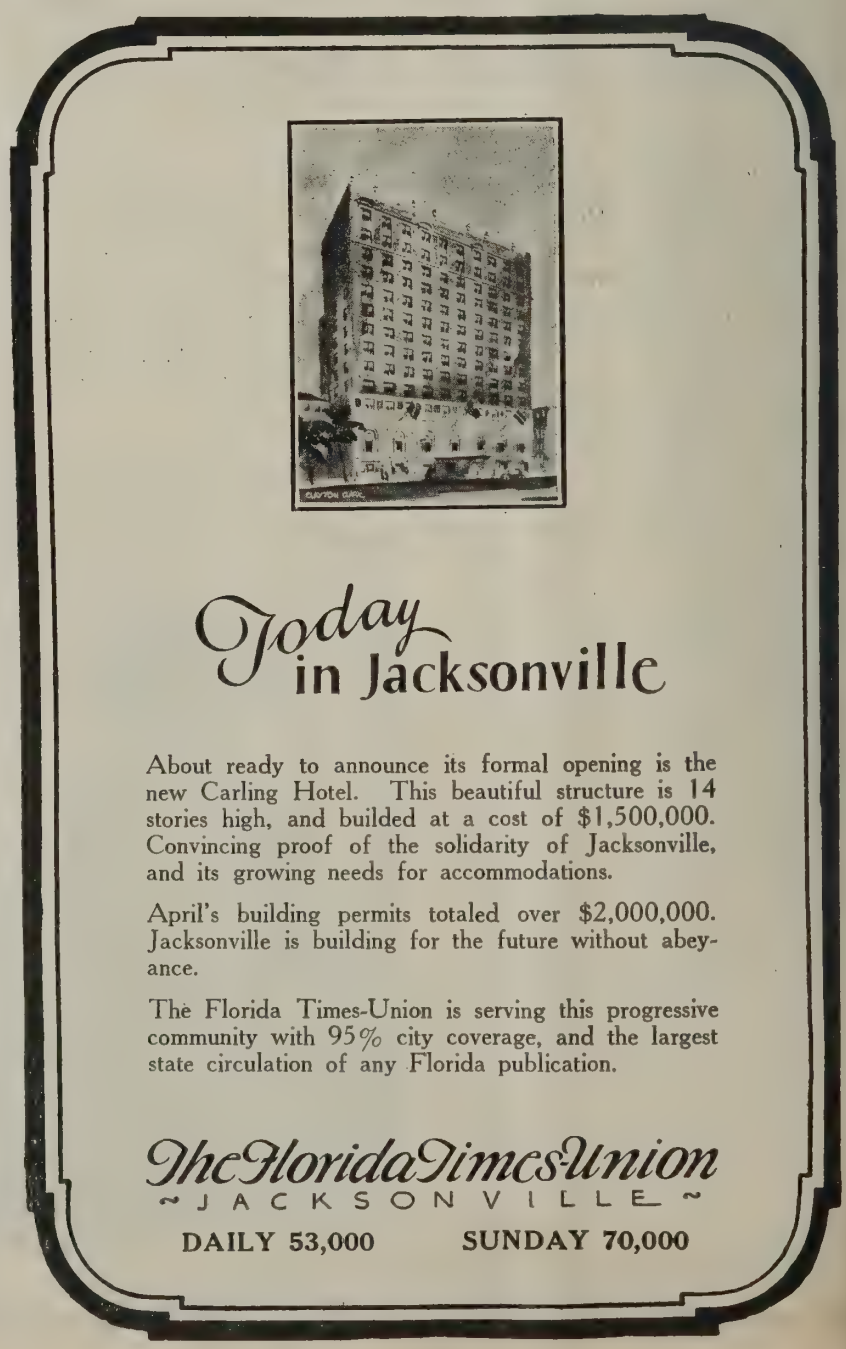
Other advertisements explain further that even if the temperature drops a bit lower occasionally, it is not felt because of the very low humidity. The copy is very suggestive to any advertiser who wants to make a summer appeal.

C. G. Milham, executive secretary of the All-Year Club, has this to say about what has been done:

"Los Angeles and all Southern California formerly suffered from the so-called summer slump. Now, the months of June, July, August and September are practically as active here in a business way as are the other months of the year. This has resulted chiefly, we are told, through the advertising activities of the All-Year Club.

"It is not too much to say that in the last five years our advertising has absolutely changed the business cycle. As one case in point, until our advertising called the attention of the world to our attractive summers, the peak of real estate activity as shown in the records of the County Clerk was reached in March every year. Now, without any diminution in March, there now is a greater peak in October, representing the business accruing from those brought here in the summer. Generally speaking, we will have in California this summer at least two visitors for every one in 1921.

"Since 1921 inclusive, the All-Year Club has spent approximately $700,000 in newspaper advertising. It most assuredly has been good business."





METRO-AREA

The metropolitan district of New York—the country's greatest and richest buying market—concentrates within its boundaries a population of 9,500,000 people, representing over 2,000,000 families. In this metro-area The New York Times holds a commanding position.

This territory offers to all manufacturers of products consumed or used in the home, clothing or other articles for personal wear, automobiles and accessories, sports goods, building material, real estate and investments, their best field for expansion.

AVERAGE NET PAID CIRCULATION OF NEW YORK MORNING NEWSPAPERS FOR THE SIX MONTHS ENDED MARCH 31, 1926

	City & Suburban Week-day	Total Week-day	City & Suburban Daily & Sunday	Total Daily & Sunday
The New York Times.....	285,949	356,471	296,605	392,695
The World	261,064	287,694	295,020	329,860
New York Herald-Tribune..	233,074	285,800	234,524	294,327
New York American.....	204,092	225,081	281,866	347,771

With a net paid circulation larger than that of any other New York morning newspaper of standard size, The New York Times is the leader among all New York newspapers in volume of advertising. In five months of this year The Times published 12,845,318 agate lines of advertising, an excess of 4,767,434 lines over the second New York newspaper and a gain of 1,323,984 lines over The Times record for the corresponding period of last year. This volume was attained despite The Times censorship which excludes thousands of lines weekly.

The New York Times exerts a constructive influence in the homes of its readers. Intelligent, discriminating and progressive, they constitute a large part of the thinking public. In quality of circulation, in the confidence of its readers, in purchasing power, in production of satisfactory results, The Times is not excelled by any other newspaper in the world.

The average net paid daily and Sunday circulation of The New York Times for the month of May exceeded 400,000 *copies.*

FOUR GROUPS FOR GENEVA CONFERENCE AGENCIES TO MEET IN JULY

Delay in Preliminary Plans Laid to Lord Burnham's Opposition, Based on Fear of Propaganda and Dictation by Employees

DEFINITE steps are at last being taken during the Fortieth Session of the League Council (week beginning June 7) for the holding of the International Press Conference, proposed by Senor Yanez of Chile at the September Assembly, after a series of delays and seemingly unexplainable setbacks. The Council, which is under the presidency of Osten Unden, Swedish foreign minister who has a reputation for "putting things over" or "messing things up," will authorize the Secretariat to send out a series of invitations to individuals representing at least three of the groups interested in the conference—the press associations, the working journalists and the Government press bureaus. Whether the publishers will be invited to participate in the preliminaries remains to be seen.

The real reason for the delay of several months in getting the preparatory work under way can be attributed to a single man, Lord Burnham, proprietor of the *London Daily Telegraph,* president of the Empire Press Association and the Newspaper Proprietors' Association of Great Britain.

For some months Lord Burnham's hostility to the proposed conference has not been concealed and it was in hopes that he would be won over—and with him the British publishers, inasmuch as he is the most powerful figure in English journalism since Lord Northcliffe—that the League consented to delays. Even now these delays may vitally affect the pourparlers since several agencies whose interest was at first great have lost considerable enthusiasm.

So far as can be ascertained, Lord Burnham obtained the mistaken idea that the conference was designed to put across some kind or other of propaganda, and secondly might become an instrument whereby "working journalists" as correspondents, reporters, editors and others are known, might make demands for additional advantages from the publishers.

Lord Burnham, it is known, not only refused to take part in the Yanez scheme but used his influence with British publishers and the government to "sabotage" the proposal. Believing his opposition was based upon a misunderstanding League envoys went to London and sought to "convert" him.

At the March Council, the British representative, Foreign Minister Sir Austen Chamberlain, it is known, was "instructed" to block any further progress or bring the program into conformity with the views of Lord Burnham. Overburdened with anxieties as a result of the council seat fight and hitch in Germany's admission, and subsequently with the American Court Reservations and other matters, the British Foreign Secretary completely forgot the Press Conference and the question went over until the present session.

While Lord Burnham's opposition has not yet been removed, League officials and other interested parties will take advantage of his presence in Geneva the second week in June, when he will preside over the second section of the International Labor Bureau Conference, to discuss the matter with him and Sir Austen. It is regarded as certain that Lord Burnham will be convinced of the desirability of British publishers participating.

In case agreement is reached, the Council will suggest that the Secretariat send invitations immediately to representatives of the four groups, as proposed in M. Vandervelde's original report. The press association delegates probably will be called together first, perhaps in July. Two will be invited from each country, the Associated Press and United Press from the United States; Reuters and Exchange Telegraph from Great Britain; Havas and Agence Radio from France; Stefani and another agency from Italy; Agence Americana from Brazil; Tass or the old Rosta from Russia, and so on.

After the press association delegates have met the Government press bureau group will assemble and finally the working journalists and publishers' groups. The advisability of calling all groups together at once is questioned because of the diversity of interests.

The press conference proper probably will be held in 1927.

OCHS GIVEN HONORARY DEGREE

N. Y. Times Publisher Made Doctor of Letters by New York University

Adolph S. Ochs, publisher of the *New York Times* was awarded an honorary degree of Doctor of Letters at the annual commencement of New York University, June 9.

The publisher was escorted to the rostrum to receive his degree by Prof. James Melvin Lee, Director of the School of Journalism of the University.

In conferring the honor on Mr. Ochs, Chancellor Elmer Ellsworth Brown said:

"Adolph Simon Ochs, man of power in the world of Journalism, who have won your power by sheer ability, ideals, and industry, and who make use of your power, not only to the end of extraordinary achievement in journalism, but in the fostering of cognate undertakings for the spread of knowledge and information, honored citizen of America, and of the crowning city of America, the City of New York, as Chancellor of New York University I welcome you to the degree of Doctor of Letters with all of the rights and privileges thereunto appertaining, in evidence whereof you will receive this diploma and the insignia appropriate to this degree."

PERKINS DISCUSSES CLASSIFIED

Chicago Herald-Examiner Executive Addresses Tulsa Realtors

C. L. Perkins, classified advertising manager of the *Chicago Herald and Examiner,* discussed the problem of when and how to use classified advertising before the advertising conference of the national convention of Real Estate Boards at Tulsa, Okla.

Mr. Perkins, formerly president of the Association of Newspaper Classified Advertising Managers and now editor of the *Classified Journal,* emphasized the need for real estate men to choose sufficient means to reach every potential buyer. He warned against spasmodic classified advertising.

"Truth in advertising is not a moral question—it is a business proposition," Mr. Perkins said.

Foreign Paper Plans Special Issues

The *New York Japanese Times,* published semi-weekly by Shozo Midzutani in the Japanese language, will run a series of special issues from June 22 to July 4, celebrating the 15th anniversary of the founding of the paper and carrying historical articles in connection with the Sesquicentennial Exposition in Philadelphia. In August the paper will publish in Japanese a Greater New York Guide for Japanese residents. Y. Fuwa is managing editor.

Oklahoma Plans Ad Campaign

Oklahomans, Inc., representing the non-profit division of the Oklahoma State Chamber of Commerce for advertising Oklahoma nationally, has selected state officers, local and county officers and made plans for a membership campaign. Leading newspaper and business men are sponsoring the plan which includes an extensive campaign of national advertising to begin about Nov. 1. The campaign to raise funds and to interest Oklahomans is now under way. N. R. Graham, Tulsa, is state president.

N. Y. JOURNAL OPENS NEW BRONX PLANT

Luncheon to 500 Business Men Celebrates Opening of Two-Story Structure—New Press and Equipment Installed

The *New York Evening Journal,* June 12, began publication of the Harlem and Bronx Journal in its new Bronx plant, located at One Hundred and Forty-ninth street and Mott avenue.

The plant, two stories high, covers an area of 13,000 square feet and is built on a foundation laid to carry ten stories. The building contains a press room, with capacity of 36,000 papers an hour, circulation department, editorial department, and advertising department.

In celebration of the opening of the plant, a luncheon was given to 500 of the leading business men, public officials and prominent citizens of the Bronx, at the Concourse Plaza, 166th street and the Grand Concourse.

Speakers were Arthur Brisbane, Mayor James J. Walker, Borough President Henry Bruckner and John M. Haffen.

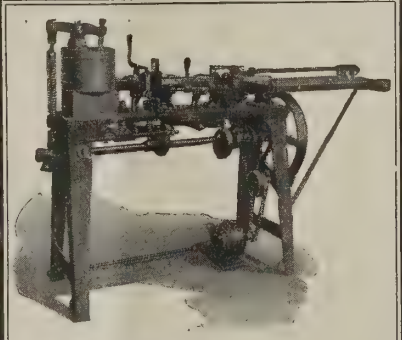
Preceding the luncheon an inspection was made of the new plant. The press room has a new latest model giant, super-speed balcony Hoe Press. It is composed of six units and can print up to 64 pages.

For "Immortals" of Dixie

Harry Stillwell Edwards, Georgia author and newspaper man, and special feature writer for the *Atlanta Georgian,* has announced that he will organize the Southern Institute of Arts and Letters at Luremont, N. C., to perpetuate and individualize the art, music and literature of the south. Ten representative Southern men and women will be selected to organize the institute.

Bands Compete for Daily's Trophy

Eighteen high school R. O. T. C. bands competed June 5 in the annual contest for trophies offered by the *Chicago Daily News.* First place was won for the third consecutive time by the band of Lindblom high school.



The Elrod—
For Big Production

SMALL in size but big in production, the Elrod will tuck away into a corner of your composing room and produce as great a quantity of leads, slugs and plain rules as you can use.

So efficient is this machine that it requires no expert operator and yet its material is of so high a quality that it will stand up under even the severest of press and stereotyping conditions.

You can produce all your own spacing material at but little more than the cost of slug metal—let us tell you how.

Ludlow Typograph Co.
2032 Clybourn Ave., Chicago
San Francisco—New York
Atlanta—Boston

LUDLOW QUALITY COMPOSITION

Quality Faces
for Last Minute Copy

JUST before press time—last minute copy going thru—it's a matter of seconds. Anything goes—battered faces—second-choice type from almost empty cases—no wonder advertisers object—no wonder the paper shows need of the Ludlow.

There's no such thing as a battered face by this modern system. The last ad is as good as the first, and best of all—the deliberate speed with which the Ludlow produces typefaces on sluglines makes the old method slow by comparison.

No matter how revolutionary the Ludlow may seem before it is installed—once in a newspaper plant it is there to stay—there can be no substitute for Ludlow speed and Ludlow quality.

Of course, Ludlow speed plus Ludlow quality is the reason why newspaper plants the world over, in increasing numbers, are equipping their plants with this system.



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
Boston: 261 Franklin Street
New York: 63 Park Row

LUDLOW QUALITY COMPOSITION

AN INTERESTING PARALLEL

The circulation of two San Francisco evening newspapers for the six months period ending March 31, 1926

	San Francisco NEWS	San Francisco Bulletin
City Circulation - -	58,248	37,402
City and Suburban -	66,793	53,391
Total Circulation - -	67,985	63,985
Minimum rate - - -	15c	16c

SAN FRANCISCO NEWS

A Scripps-Howard Newspaper

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York

HOUSEWARMING IN NEW $300,000 PLANT OF DANVILLE COMMERCIAL-NEWS

Morning Contemporary Congratulates Paper and Harrison and Parrett, Its Owners, on Their Successful Quarter Century

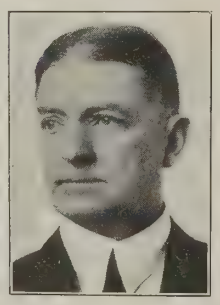


Facade of New Building of Danville Commercial-News

THE new $150,000 home of the *Danville* (Ill.) *Commercial-News* was opened to the public June 5. The new home with its white Bedford stone front houses nearly $140,000 worth of machinery and equipment, the entire plant being valued at nearly $300,000 exclusive of the value of the 23,000 circulation and the good will built up through a quarter of a century of service to the public by the publishers, John H. Harrison and W. J. Parrett.



W. J. Parrett



John H. Harrison

The Commercial-News represents the consolidation in 1903 of the *Commercial*, founded in 1866, and the *News*, established in 1872. John H. Harrison bought the Commercial in December, 1897, and the News in 1903, consolidating the two. Six months after the purchase of the Commercial Mr. Parrett became associated with Mr. Harrison and has been with him ever since, at the present time being business manager and part owner.

The morning of the public opening, the *Danville Morning Press*, only competitor of the Commercial-News, came out with the following congratulatory message on the first page:

"Congratulations

"The Morning Press congratulates the Commercial-News upon the completion of its new home, which the public is invited to visit and inspect today. It does so because its competitor is entitled to felicitations and also because this newspaper in the not far distant future hopes to be engaged in a similar enterprise.

"John H. Harrison and Will J. Parrett deserve the success they have attained. They worked hard, patiently and perseveringly when the going was not so easy for them as it is today and we are glad to see prosperity attend their efforts."

The building, two stories and a full basement, fronts on West North street, a half block from the main business thoroughfare and the heart of downtown.

The private office of Mr. Parrett opens off the lobby, through an ante room in which his private secretary holds forth. The classified advertising department and the business office also open off the lobby, from opposite sides, instant communication between the classified advertising department and the cashier's cage being had by pneumatic tubes. The corridor off the lobby runs back to the display advertising department, a suite consisting of a private office for the manager and a larger room for the staff.

The hall leads on back to the private office of the circulation manager, mailing room and quarters for carrier boys. A belt conveyor brings the papers from the press room in the basement.

A broad stairway leads to the basement, where the pressroom, the stereotyping department and the stock room are located. Rest rooms and lavatories for employes are on the first floor.

The first and second floors are connected by another broad stairway and also by an electric automatic elevator, which also runs to the basement.

On the second floor is found the private office of Mr. Harrison, which, like the office of Mr. Parrett, is fitted with a chenille taupe rug, heavy draperies at the windows, walnut flat top desks, lounging chairs and davenports, fireplaces and artistic lighting fixtures. They are corner rooms with large windows practically covering one side and a large window on the other.

The editorial department is across the hall from Mr. Harrison's office. This is a large, well lighted and well ventilated room, with new metal desks, with batt ship linoleum tops, with three large dra ers on one side and a disappearing ty writer shelf on the other.

There are ten of these desks and a la exchange table in this department, wh is also equipped with five telephones, a metal filing cases.

Rubber-tiled flooring is found in t and all other departments, with the ception of the composing room, where special wood block flooring has been la

Pneumatic tubes shoot the copy from editorial department to the composi room and also carry proofs between composing room and the proof room the second floor.

The composing room, at the rear of second floor, equipped with the lat machinery and all metal cases, with w dows filling two sides, houses eleven ty setting machines and the molding roo

Additional space at the rear of present building has been bought by publishers for future expansion.

With the completion of the new hon several changes have been made in t personnel of the editorial staff. Geor R. Tilton, managing editor, is now ch editorial writer and assistant to the edit

H. C. Gibson, former city editor, is n managing editor, and R. H. Frankeberg for several years police reporter, has be made city editor.

TO GET
RESULTS
YOU MUST
HAVE A
SYSTEM
UPON WHICH
YOU CAN
DEPEND
AT ALL TIMES

Our COMPLETE checking service handles the entire detail work of supplying "checking proofs" to every agency and advertiser promptly—and—efficiently.

WE DO IT ALL

from a few complete copies.

The Advertising
CHECKING BUREAU *Inc.*
538 So. Clark St. CHICAGO — 79 Madison Ave. NEW YORK



The Telephone at the Centennial

ONE hundred years after the signing of the Declaration of Independence, the infant telephone was first exhibited at the Philadelphia Exposition.

Since the dawn of civilization, mankind had sought some means of communicating over distances which unaided human speech could not bridge. Drums, signal fires, swift runners, the pony express, and finally the electric telegraph were means to get the message through. It remained for the telephone to convey a speaker's words and tones over thousands of miles.

"My God, it talks!" exclaimed the Emperor of Brazil before a group of scientists at the Philadelphia Exposition, as he heard and understood the voice of Alexander Graham Bell, demonstrating the new invention.

Today, after a brief half-century, the telephone lines of the Bell System have become the nerves of the nation. The telephone connects citizen with citizen, city with city, state with state for the peace and prosperity of all.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

BELL SYSTEM

IN ITS SEMI-CENTENNIAL YEAR THE BELL SYSTEM LOOKS FORWARD TO CONTINUED PROGRESS IN TELEPHONE COMMUNICATION



The Washington Dispatches of DAVID LAWRENCE

THE dispatches of David Lawrence, famous political writer, appear daily in The New York Sun.

Mr. Lawrence has a world-wide reputation as a keen observer and an accurate interpreter of national and international political events.

His dispatches are noted for their accuracy and their impartiality. He not only relates events as they take place but interprets them as well—explaining the causes and forecasting the results.

Mr. Lawrence writes with the authority that comes with years of experience as a political writer and an intimate acquaintanceship with most of the political leaders in this country and abroad. He covered the peace conference in Paris and accompanied Woodrow Wilson to Italy and Great Britain.

The addition of David Lawrence's Washington dispatches to the already famous political news columns of The Sun makes this newspaper unsurpassed for reliable, unbiased, timely information about political events in Washington and the other principal capitals of the world.

Read David Lawrence's Washington dispatches for authoritative news of the political events of the day.

EVERY DAY IN

The Sun

280 Broadway New York

BOSTON Old South Building
WASHINGTON, D. C. Munsey Building
CHICAGO 208 So. La Salle St.
SAN FRANCISCO First National Bank Building
LOS ANGELES Van Nuys Building
PARIS 49 Avenue de l'Opera
LONDON 40-43 Fleet St.

SAVANNAH NEWS OPENS NEW PLANT



The *Savannah Morning News* plant, showing new four-story modern addition at the right

THE *Savannah Morning News* formally opened the new four-story addition to its plant recently with a special edition chronicling the history of the newspaper from the days of its founding to 1850.

In the pressroom in the basement a new Hoe press has been installed.

The first floor of the addition contains the business offices. On the second floor on the south side of the building are the editorial offices and city room, library and telegraph rooms. Also on this floor is the Morning News Town Hall, designed for use of the public and various local organizations. The composing room is on the third floor. Shower baths have been provided here for employees. A space has been reserved for an engraving department to be installed in the future. The fourth floor has not been put in, although there is ample space provision.

W. R. Neal is editor of the News and F. G. Bell, proprietor and general manager.

URGE TIMBER TAX REVISION

Wisconsin Legislature Hears Lumber Men Predict Evil from Present Rates

A great step towards the conservation of forest lands and towards the assurance of timber in future years for paper mills can be taken by the legislature through a revision of the method of taxing timber areas, the Wisconsin legislative interim committee on taxation was told at a hearing held in Wausau, Wis., recently.

Forest lands are now being assessed for more than they are worth in Wisconsin, several representatives of lumber companies told the committee. W. A. Holt, of an Oconto (Wis.) lumber concern, declared:

"Unless there is a definite assurance that distribution of taxation will be equalized so that the amount of taxes assessed each year does not become so burdensome that owners of timber tracts cannot afford to conserve them for future cuttings, they are going to realize upon their holdings as soon as possible and the country as a whole will be the loser through removal of the timber."

Orlando Club Elects Carl Hunt

Carl Hunt has resigned as executive vice-president of the Orlando (Fla.) Chamber of Commerce to enter business in Orlando. Mr. Hunt, who before going to Florida had been general manager of the Associated Advertising Clubs of the World for several years, was elected president of the Orlando and Orange County Advertising Club last week. Byron W. Orr was elected secretary-treasurer, and other officers named were: First vice-president, Harry Burns second vice-president, Lee Trimble; directors, Blaine McGrath, Sidney Ives, III; Karl Lehman, Adolphine Hein, A. J. Hanna.

LIBEL STINGS IN SNAKE-LIKE INSINUATIONS

(*Continued from page* 13)

Legion, for such facts only go to show the vicious depravity that prompted the attack and could be considered only in determining the amount of damages.

"The charge of being a groom to a 'war bride' for the purpose of a 'slacker'—is to say that he designedly prostituted the most sacred relation known to man; that failing in the true object of his matrimonial venture, he sought and secured a sinecure in a non-combat arm of the service. The reader is forced to conclude that plaintiff is not only without chivalry toward women, but a panicky, fear-stricken, skulking, unprincipled coward, devoid of honor and principle and without feeling or courage for his country's sake. Finally it is charged that having escaped with his contemptible body and soul he is an arch hypocrite, a posing sunshine patriot, and is using the honor and privilege of being the head of the ex-service men's patriotic organization for mercenary purposes. Such being the thought conveyed to us by the article, we say the same tended to lower the plaintiff in the estimation of all honorable men and women.

"This court held a publication to be libelous that accused one of trying to interfere and prevent the success of a county fair, couched in such terms as to picture the plaintiff as being a man devoid of public spirit.

"The article complained of herein far more bitterly makes the same charge, and, in addition, charged the plaintiff with being devoid of every patriotic impulse, and with using his undeserved standing and office in the American Legion for selfish, mercenary purposes.

"No one may doubt the loathing contempt the author held for Martz, and through his article he gave vent to his spleen, expressing himself in defamatory, scurrilous terms.

"This government, through its courts, owes its patriotic sons a duty to protect them from such slander, traducing defamers, who would, by their cynical lies, destroy patriotism, and take that from a man which neither he nor the courts could return—honor and reputation. We feel that a court would be recreant in its governmental duty not to stay the hand of one who would so crucify patriotism.

"The plaintiff has come into court seeking redress for an attack that could have been the moving cause of a tragedy; for this he is to be commended. He has pursued the orderly way to settle individual wrongs as well as the adopted manner of settling wrongs between his country and others. His injury is in a measure the injury of the public; it should be redressed, and those who vilify the honorable service record of a soldier should be warned that they do so at their peril."

CIRCULATION BUILDING SUPREMACY

We opened 1926 with the greatest newspaper campaign ever conducted, and secured over $300,000 in prepaid subscriptions for The Cleveland Plain Dealer. We can attain similar success for you!

THOUSANDS OF NEW, PREPAID, BONA-FIDE HOME-DELIVERED SUBSCRIBERS SECURED IN TEN WEEKS' TIME

HOLLISTER'S
Circulation Organization

Wire or Write us at 717-718 Commercial Exchange Bldg.. LOS ANGELES

TRADE LINOTYPE MARK

6½ pt. Ionic No. 5

COMBINES

The word count of 6 point and the legibility of 8 point

The British delegation of trade-union representatives, who came here on Tuesday at the invitation of "The London Daily Mail" to study reasons for the disparity between the high wages and prosperous living conditions of the American worker and their own lower wage standards, gained considerable light in a tour of several industrial establishments in Brooklyn yesterday.

They had been curious to know how it was that the average wage of the American toiler virtually doubled that of his British brother, and how it was possible for industries here to offer such fat envelopes to their employees and at the same time compete successfully in world markets.

American More Productive

After a study of the Brooklyn Edison plant and the factory methods of the Mergenthaler Linotype Company in Brooklyn, the delegates remarked that one of the vital reasons for the disparity was that the American worker was capable of producing and actually did produce more than the British toiler in a given time.

This he was enabled to do, they learned, because of the high standards of efficiency obtaining here, mass-production methods, the utter perfection of organization for which the American industrialist seems always to be striving, and labor-saving devices evident on every hand.

The comments of the delegates were voiced by Sir Percival Phillips, special correspondent of "The Daily Mail"; Fenton MacPherson, of the same newspaper, and William Mosses, J. P., who had a prominent part in the British Labor Ministry during the war.

MERGENTHALER LINOTYPE COMPANY
Brooklyn, New York
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Representatives in the Principal Cities of the World

In 1925 Texas, Oklahoma and New Mexico Produced

$3,000,000,000

In Agriculture, Live Stock, Minerals and Lumber---

The Great Empire of the Southwest Is Literally Spending

MILLIONS OF DOLLARS

This Organization Can Help You, Your Salesman, Your Distributor, and Your Sales

We can help you because we know this market from top to bottom, and we know how to get results from money spent for advertising.

COVERAGE

We represent 325 Weekly Newspapers in these three states. A complete coverage with no duplicate circulations.

MARKET INFORMATION

Complete Market Information of this Territory and the only source of Market Conditions in smaller towns. All this is yours for the asking.

MERCHANDISING ASSISTANCE

Merchandising help that is second even to no metropolitan daily newspapers because of personal acquaintance between publisher and merchant, and because of the effectiveness of the manner in which it is handled from the executive offices at Dallas. In fact, you'd be surprised at just how really effective it is.

CHECKING and BILLING

A complete organization does the billing and checking, you can with one transaction deal with from one to 325 and more Weekly Newspapers. Thus the cost of handling a campaign in the Southwest is materially lowered and the effectiveness of the campaign is materially raised.

Here's a new angle on how to get this business:

Merchandising and sales plans that work in other markets, often times do not succeed in Texas-Oklahoma and New Mexico—HERE'S WHY:—

This is a vast territory, bigger than anything you ever thought of, and while Southwesterners read Daily Newspapers, Magazines and other publications, just as other people do in more thickly populated markets.

Their thoughts, their actions and their buying habits are influenced by their

WEEKLY NEWSPAPERS

BECAUSE IN THOUSANDS AND MORE OF CASES the Weekly Newspaper is the only newspaper to which they subscribe—and these people have money to spend, they're prosperous, in fact, they are wealthy people.

The Weekly Newspaper is the only advertising medium with absolutely no waste or lost circulation, it is the only medium that is absolutely 100 per cent purely local, and it is an advertising medium where the publisher and the editor know the majority of their subscribers.

THE WEEKLY PAPER PAYS FROM THE START

Because in These States Rural and Small Town Life Predominate. The communities, villages and smaller size towns in the Southwest, for the most part are situated a great distance apart. This is the reason community interest is so strong. It is necessary for each community to entertain itself. There are but few and very few instances in the Great Southwest where you can jump in your car, drive a few miles and see the great white way. What you do is jump in your car (and in many cases it sold for over $1,200.00) drive a long distance and arrive at the main street of some village or town. Now then, what is it that keeps up this wonderful community interest, what is it that furnishes the life of the small town, what is it that keeps everybody posted, and upon what does the interest of the small town center?

IT IS THE WEEKLY NEWSPAPER!

Maybe your sales in America's most fertile, most receptive and practically untouched market, are not just as you would wish them to be—then let us show you how at a small advertising expense they can be greatly increased, and we mean sure enough increased.

Others Find It Highly Profitable

A letter to our Dallas office will bring you some very interesting figures and we can show you where there are more sales with less sales resistance.

THE H. L. GRABLE CO.

"National Advertising Representatives of Weekly Newspapers"

TEXAS—OKLAHOMA—NEW MEXICO

NEW YORK
25 East 26th St.
Phone Ashland 9127

PHILADELPHIA
Widener Bldg.
Phone Rittenhouse 9698

CHICAGO
123 West Madison
Phone Central 3021

DALLAS, TEXAS
606 Mercantile
Bank Building

PALMER AND C. F. HART ON N. Y. PROGRAM

A. N. P. A. Expansion and Mechanical Ideas Up for Discussion—Press Association to Combine Institute and Business Meeting

L. B. Palmer, manager of the American Newspaper Publishers Association, will outline the expansion plans of the A. N. P. A. and discuss other matters of general interest to publishers at the annual meeting of the New York State Publishers Association at Ithaca, June 17. Charles F. Hart, mechanical superintendant of the New York Times, is also on the publishers' program. At the dinner the previous evening addresses will be made by President Livingston Farrand of Cornell University and Kent Cooper, general manager of the Associated Press.

A newspaper conference will be held in connection with the summer meeting of the New York Press Association, also at Ithaca on June 17, 18 and 19. This association is made up of the weekly papers of the state, and it will combine a newspaper institute and some business transactions with its regular summer outing. The program begins with a get-together dinner at Willard Straight Hall, after which there will be an evening of entertainment provided by the University.

The business session will take place on Friday, June 18 and the afternoon of that day will be given up to an automobile tour, and at 6:30 that evening the annual banquet will take place.

On Saturday, June 19, there will be an executive breakfast of the active members of the New York Press Association and after that an exhibit and analysis of the weekly papers of New York State by Bristow Adams, in charge of journalism courses at Cornell. This meeting is not only the annual gathering of the press association, but it is the first of a series of newspaper conferences scheduled to be held at Cornell University each year, taking the place of the annual February institute which has been a feature of Farmers' Week for the past seven years.

HONORARY DEGREE FOR "DING"

Noted Cartoonist Given LL.D. by Drake University, Des Moines

Ranked as "a person of outstanding attainment," J. N. Darling, cartoonist for the New York Herald Tribune Syndicate, was awarded the honorary degree of Doctor of Laws at the commencement exercises of Drake University, Des Moines, Ia., on June 8.

"Since it is the duty of universities not only to train scholars but to recognize and to promote cultural attainment, it is our honor to thus recognize Mr. Darling's achievements," said Dr. Herbert Martin, of the Drake faculty in presenting Mr. Darling his honor. Praise for his writings, his place in cultural circles and his refreshing philosophy of life were detailed by Dr. Martin, who characterized Mr. Darling's optimism and gentle humor in both his drawings and writing as unique.



Willard Straight Hall at Cornell University, where New York publishers will meet

PAPER COMPANY ISSUES BONDS

Fort William, Ont., Firm Raising $3,500,000 for Expansion Plans

Bonds totalling $3,500,000, representing additional financing for the Fort William Paper Company, Ltd., Fort William, Ont., were offered in New York this week by Peabody, Houghteling & Co., Inc. The bonds were first mortgage 6 per cent sinking fund gold bonds, Series A.

The proceeds will be used to retire the outstanding 7 per cent serial gold bonds, to complete additions to the plant at Fort William and to purchase $1,000,000 6 per cent collateral trust notes of the Fort William Power Company, Ltd., which are to be additional security for the bonds. The bonds were offered at 98½ and interest, to yield about 6.13 per cent.

McCutcheon Heads Zoological Society

John T. McCutcheon, cartoonist of the *Chicago Tribune,* is president of the Chicago Zoological society, which plans a zoological park in the Chicago forest preserve, to be ultimately developed into one of the largest zoos in the world.

N. C. Press Committee Meets

The committee of the North Carolina Press Association appointed to act in the matter of retaining a full time field secretary for the organization met at Charlotte this week to prepare a report which is to be submitted to the Association at its meeting in July. Members of the committee present were: J. D. Bivins, of Albemarle; W. C. Dowd, Jr., of Charlotte, and L. M. Hollowell, of Hendersonville.

RETAILERS CAN DRAW NATIONAL LINAGE

W. P. Milligan Would Enlist Their Aid for Newspapers Through Co-operative New England Campaign —Present Typical Ad

A co-operative advertising campaign by New England daily newspapers addressed to retail merchants asking them to demand advertising aid from national advertisers whose goods they carry, was urged at the recent meeting of the New England Daily Newspaper Association by Wendell P. Milligan, treasurer of the *South Norwalk* (Conn.) *Evening Sentinel.*

The following was presented by Mr. Milligan as a typical piece of copy:

AN OPEN LETTER TO RETAILERS
INSIST THE MANUFACTURER ADVERTISE

When you buy nationally advertised merchandise, do you INSIST on getting every possible co-operation from the manufacturer?

INSIST through the salesman that your local newspaper receive advertising to create local sales. Often the manufacturer will do this when asked for by the retailer.

Your jobber is the connecting link in most cases between you and the manufacturer. When his representative calls to see you, INSIST through him that the product he is selling be advertised in your local newspaper,—preferably over your name.

In this way you are getting the manufacturer with national distribution to pay for some part of your advertising,—with your name on it.

Such advertising is far more effective than general magazine advertising without the retailer's name.

The results are direct,—bringing the public to your door instead of making the public hunt for your door. You wouldn't think of publishing your own advertisement without your name and address.

Therefore, INSIST that your jobber and his salesmen co-operate with you in placing advertising in your newspaper, preferably over your name.

"We are all selling the theory of advertising, but do we do enough direct advertising in this instance addressed to the retailer to help our own business?," he asked.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

A SINGLE
ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their respective fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page .....$280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page ..... 82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

Editor & Publisher
1700 Times Building
Broadway at 42d St.
New York, N. Y.

Telephones:
Bryan: 3052 - 3053 - 3054 - 3055 - 3056
able Address: EDPUB, NEW YORK

Advertising World
14 King Street
Covent Garden, W. C. 2
London, England

Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON

THE LINOTYPE LINE

There are two types of Linotypes, either of which can be equipped with various combinations of interchangeable magazines to give you the machine you need.

MULTIPLE DISTRIBUTION



TWO MAIN MAGAZINES

Model 25

WITHOUT AUXILIARY MAGAZINE

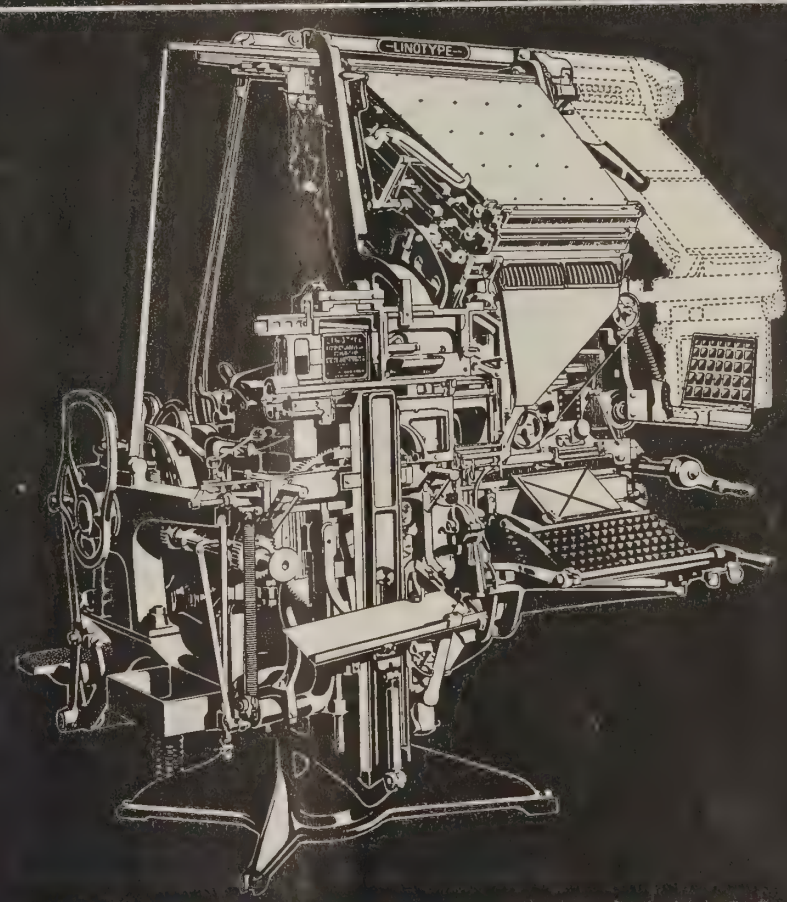
Model 26

WITH TWO AUXILIARY MAGAZINES

CONTINUOUS COMPOSITION

Matrices from all magazines can be mixed in the same line

SINGLE DISTRIBUTION



ONE, TWO OR THREE MAIN MAGAZINES

Model 8

WITHOUT AUXILIARY MAGAZINE

Model 14

WITH AUXILIARY MAGAZINE

Also built as Display Linotypes

Model 21

WITHOUT AUXILIARY MAGAZINE

Model 22

WITH AUXILIARY MAGAZINE

SINGLE OR MULTIPLE DISTRIBUTION

TRADE LINOTYPE MARK

One, two or three main magazines
With or without auxiliary magazine
30 or 42 picas maximum measure

Mergenthaler Linotype Company

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

S20.26.6-F

COMPOSED ON THE LINOTYPE IN THE CLOISTER WIDE AND CLOISTER BOLD SERIES, DISPLAY IN NARCISS

BIGGEST PICTURE

The American War Zone in France, a

1918



Street in Varennes

A complete picture story of American battle scenes in France, with a direct appeal to every newspaper reader.

Pictures 1918 and same spot eight years after in complete battle sequence or localized, showing views in areas over which troops from *your* locality fought.

ACME NEWSPICTURES, Inc

FEATURE IN HISTORY

American Soldiers Knew It and As It Is Today

1926



Same Street Eight Years After

A big picture smash available during the period of battle anniversaries.

For daily and Sunday release.

All pictures in sets—1918 and eight years after.

First releases mid-July.

WIRE FOR RESERVATIONS

461 Eighth Avenue, New York

PAPERS THAT HAVE ORDERED TO DATE

New York Herald-Tribune
Boston Globe
Philadelphia Ledger
Columbus, O., Dispatch
Syracuse, N. Y., Herald
Baltimore Sun
Buffalo Express
Providence Journal
Indianapolis Star
Worcester, Mass., Telegram

All other territory open

EDITORIAL

CREDIT BUYING

ACCORDING to Alfred Reeves, general manager of the Automobile Chamber of Commerce, "credit buying lowers prices." He makes the general statement and supports it by giving statistics concerning the automobile industry.

In the case of the motor car it may cost $80 in interest charges to buy a car on the time payment basis, but Mr. Reeves shows that this easy payment plan has had the effect of increasing the volume of sales to such an extent that manufacturers have been able to reduce prices and he gives the round figure $200 as representing such reduction. On this basis the saving to the consumer would be $120, while still enjoying the partial payment privilege.

In automobile selling the standard terms are one-third down and twelve monthly payments and Mr. Reeves notes that less than one-fifth of one per cent of such purchases have defaulted for any reason, a testimonial both to the integrity and prosperity of the American people.

Mr. Reeves applies, we think mistakenly, this principle to credit buying of articles of high unit value in general, specifically mentioning pianos and homes. He contends that the average individual cannot possess such articles of high unit value except through financing and says the average consumer is merely adopting recognized business standards. Credit, he declares, must be based on the character of the buyer, capacity to pay and capital of the buyer.

Mr. Reeves gives to mass production all the credit for lowered sales prices in automobiles. This might be questioned on a number of obvious scores. But granting that in the case of automobile mass production manufacturing costs have been reduced to a point where interest charges have been more than absorbed, still we do not believe that a general application of the principle is justified or that such propaganda is a wholesome influence in American life. Certainly Mr. Reeves' references to credit buying of homes give an unsound conclusion. Mass production has not lowered the cost of building material, labor or land.

In scores of departments of trade the statistics show that credit buying lies as a dead weight upon the consuming public. One of the most profoundly grave economic questions of the hour in America is the fact that seventeen per cent of our retail wares are being sold on the installment basis, with staggering aggregate banking cost. This business is totaling more than five billions of dollars annually. Material America is today blessed by the gods and the skies seem clear for a continuation of prosperity, but that this huge load of credit has dynamite in it in the event of a sudden depression requires no economist to foresee. It is well for Mr. Reeves to set public opinion right as regards credit buying in the automobile industry of today, without reference to possible conditions to come, but we do not agree with him that the principle is economic *per se* or generally applicable.

Next week—EDITOR & PUBLISHER'S *annual A. A. C. W. convention number, which we hope will reflect some of the brilliance of this great international gathering at the shrine of American press freedom.*

JAPANESE RADIO BLOCKADE

THE Japanese Government is standing in the way of cheap press rates to and from the Far East. It refuses to accept the proposal of the American Radio Corporation whereby press wordage cost would drop from 27 cents to 10 cents, in Japan-American traffic, and materially lower the rates to China where trans-Pacific cabling now mounts to 42 cents a word.

Why any enlightened government will stand in the way of easy exchange of press information in this day and age is beyond understanding. News is the flag of progress through the sound principle of understanding. A free exchange of information across the Pacific would untie a thousand perplexing knots that the diplomats have failed to loosen.

Osaka Mainichi, an influential journal, is attacking the problem of high tolls in Japan and American newspapers are taking up the subject. Our State Department is committed to the principle of cheaper press rates. But Japan continues to stand as a blockade. In the interest of international good will and all its blessings this question deserves agitation.



A good man leaveth an inheritance to his children's children: and the wealth of the sinner is laid up for the just.—Proverbs, XIII; 22.

THREE VALUATION FACTORS

THE other day when some newspaper men were discussing the value of newspaper properties, one of them mentioned a ruling which he said had been delivered by a British Judge early in the present century. The court had held, he said, that a newspaper's value was determined by these three factors, in the order named:

Field, Physical Assets and Management.

No reference to this decision appears in the early files of EDITOR & PUBLISHER, nor was it known to several lawyers whose books were consulted. It is to be hoped that the story of its judicial origin is not apocryphal, for an exposition of the judge's reasoning which led to the above conclusions would be highly interesting in these days when newspaper properties are being bought and sold almost like real estate.

The goodwill element that American appraisers stress so highly is apparently included in all three of the factors cited above. The wealth of given territory is easily determined and its ability to support a given number of competent newspapers is not beyond finding by careful analysis. In the field element we suppose should be included the franchises or special privileges of news-gathering and reception the publication holds or may acquire. Valuation of physical assets is simple accountancy. The third element apparently applies to the ability of the publication to gain its due reward from the advantages of the first two, in other words to create good will.

EDITOR & PUBLISHER would be pleased to hear from any of its readers who have more complete information on this decision or know by what court and when it was rendered.

Only a few years ago the bed-room scene on the stage was attacked as vigorously as is the bath tub in the current revue; time wears down such opposition and what depth of vulgarity the future holds is any man's guess.

BOLL WEEVIL INDUSTRY

WE are indebted to the Better Business Bureau of New York for interesting information concerning the startling increase in so-called business men's "leagues," or "associations," every one of them depending upon newspaper publicity for their existence. Each is promoted by some schemer who is interested in soliciting "members" or "subscribers" and usually such enterprises are backed by the use of the name of some former public official or other person of influence.

The chief objective is to sell memberships and garner profits from advertisements in periodical publications, cooked up for the occasion. Of course, each such organization has a "code of ethics" and travels under the banner of civic service reform or business uplift.

The woods are full of them and the methods of the promoters in pulling in the "suckers" are devious. Investigation of their charters reveals their questionable methods.

These organizations prey on the news and also the advertising columns of newspapers and are a dead weight upon local advertisers who fall for the guff of their publication space sellers. The mill is by no means confined to New York; it grinds a national grist amounting to millions of wasted dollars. Before giving honors to an organization bearing these earmarks investigate its charter and find out if it is a profit-making scheme for a few boll weevils.

THE CIRCULATORS MEET

CIRCULATORS, in the largest number in the history of their organization, met this week at Philadelphia to discuss the inside problems of newspaper technique. They are a notoriously inarticulate faction of the craft, but when they do "speak out in meeting" they say something of vital interest to every department of the industry.

One of the interesting incidents of the week's meeting was the revelation that eighty per cent of the circulators in attendance had started their newspaper careers as newsboys.

On other pages will be found full details of the convention discussion, meriting thorough reading. Publishers will be particularly struck by the amazing advancement of distribution efficiency in the trading areas of numerous states by means of the motor truck and bus line. The farmer's wife now receives her morning and evening newspaper on almost even terms with her city sister. Thus she becomes a city and town, instead of mail-order, trader.

Stanley Clague, managing director of the Audit Bureau of Circulations, administered to certain circulators a rebuke for "padded carrier orders," vigorously denouncing a newspaper that attempted to force circulation showings by compelling a newsboy to draw more non-returnable papers than he could dispose of. He truly said that such practice is harmful to the boys and the newspaper as well.

Naturally the boys have it in their power ultimately to defeat such practices and therefore such padding cannot be very extensive, but we know that it does exist in instances and is a particularly offensive abuse. Such "circulation" is soon found out and there is nothing gained, while much may be lost.

The convention revealed that the circulators are on the right side of many questions in the industry and are the same old valiant crew of hustlers that have carried a major share of responsibility. The city newspaper's distribution is one of the transport marvels of the age. Threatened by intensifying street traffic, embarrassed by large volume of pages creating bundles of huge size, buffeted by the fiercest competition known in trade, still the circulators continue to find the channels to quick delivery to the reading public.

EDITOR & PUBLISHER congratulates the I. C. M. A. on its choice of officers and its interesting and instructive convention. It is a body that sits at the right hand of the father of the newspaper family.

Banker Cheney foresees mass production of materials in such vast volume that the world cannot absorb them and pictures civilization buried beneath a haystack of machine-made goods, but only a fraction of the world's population possesses more than the necessities of life.

VITAL LOCAL NEWSPAPER

THE publisher of the *Doylestown* (Pa.) *Daily Intelligencer* wants the world to know that EDITOR & PUBLISHER was not referring to his paper in its recent rather caustic comment on the modern tendency of editors of many papers in smaller cities to neglect their local fields. He has sent to us a copy of his paper for Friday, June 4, which is complete proof that our shoe does not fit. His paper is a model that publishers in larger cities might well study.

Of 26 items on page one, 17 are of sound local interest, one of them illustrated by a three-column halftone. The telegraph news, which appeared light on that day, was cut to its essentials.

Turning inside the readers found 18 columns of local news and features, including two local editorials. In four columns of type on page seven personal mention was made of hundreds of citizens of the Doylestown trading area.

When the Intelligencer asks a reader to go to all the trouble of turning a page to follow a jumped story it says it with flowers. "Please turn to page ——." Throughout it is a clean, vital, local paper, evidently produced by men of heart as well as mind.

Hundreds of oblique, greedy eyes watch newspaper columns for slips which may give shyster lawyers an opportunity to tell juries their doves were soiled by printer's ink.

PERSONAL

W. Y. MORGAN, editor of the *Hutchinson* (Kan.) *News-Herald,* was renamed by Governor Ben S. Paulen, of Kansas, to the state board of regents for a term of four years. Mr. Morgan is chairman of the board. Charles M. Harger, *Abilene* (Kan.) *Reflector* editor and publisher was alse renamed to the board for a term of four years.

Col. H. L. Opie, managing editor and proprietor of the *Staunton* (Va.) *News-Leader* and *Evening Leader,* who suffered a severe breakdown several months ago, is rapidly regaining his health, and is gradually resuming his business activities.

George F. Booth, publisher and editor of the *Worcester* (Mass.) *Telegram-Gazette,* was honored by the employees of the City Parks and Recreation Commission recently when he retired after 15 years' service as chairman. The employees waited on him in a body at his office in the newspaper plant with a gold watch and chain. Mrs. Booth was presented with a basket of roses.

Earl J. Hadley, one of the owners of the Metropolitan Newspaper Service, and Mrs. Hadley are parents of a son born June 1. Mr. Hadley, before entering the syndicate field in 1921, was assistant managing editor of the *New York Globe* and previously the city editor of the *Evening Sun.*

Rolla Clymer, editor of the *Eldorado* (Kan.) *Daily Times,* and Mrs. Clymer, are parents of a daughter, Catherine.

Frank Appleby, publisher of the *La Grande* (Ore.) *Observer,* visited his brother Paul Appleby and his brother-in-law C. C. Clifton, associate editor and political writer of the *Des Moines Register* in Des Moines last week.

Hammond Fowler, editor of the *Rockwood* (Tenn.) *Times* was the principal speaker at Confederate Memorial Day exercises in Knoxville. Mr. Fowler recently won the "Know Tennessee" oratorical contest conducted by Tennessee newspapers.

Dan R. Anthony, Jr., editor and publisher of the *Leavenworth* (Kan.) *Times,* and the senior congressman from Kansas, has filed to become a candidate for congress from the First Kansas district at the August primaries.

Mrs. Henry J. Allen, wife of Henry J. Allen, editor of the *Wichita* (Kan.) *Beacon* and their daughter Miss Henrietta, who have been touring Europe and the Near East, are expected home the last of June.

Roy G. Watson, former owner and publisher of the *Houston Post,* Houston, Texas, and his mother, Mrs. N. M. Watson of Asheville, N. C., spent last week in Tacoma, Wash. Following Mr. Watson's sale of the Post, three years ago, he and Mrs. Watson started on a world tour. While in Tacoma, the Watsons visited Frank S. Roberts, copy editor of the *Tacoma* (Wash.) *News Tribune,* who was formerly associated with Mr. Watson in Houston.

Victor H. Hanson, publisher of the *Birmingham News* was named honorary publisher of the *Gold and Black,* student newspaper of Birmingham-Southern College, by the vote of the student body on June 3.

Santford Martin, editor of the *Winston-Salem* (N. C.) *Journal,* was recently elected alumni orator of Wake Forest College for the 1927 Commencement.

IN THE BUSINESS OFFICE

ALFRED G. WILLIAMS, for many years a circulation manager on Hearst newspapers in San Francisco, Los Angeles, Chicago and New York, has been appointed circulation manager of the *San Francisco Call,* succeeding John E. Gray, who died recently.

Robert Graham, formerly with the Vanderbilt newspapers, has been appointed manager of the financial advertising section of the *Buffalo* (N. Y.) *Courier.*

Charles Fessler, formerly with the *Canton* (O.) *Daily News,* is now a member of the advertising staff of the *Buffalo Star.*

J. V. Hollett, circulation manager of the *Tulsa* (Okla.) *Tribune* for the past six years has resigned on account of the poor health of Mrs. Hollett. They are taking an automobile trip of about 6,000 miles through Yellowstone Park, Washington, Oregon and California. R. N. Orlopp, who has been with the *Indianapolis News,* has been named circulation manager.

Jos. K. Hughes has resigned from the *Montgomery* (Ala.) *Advertiser* as circulation manager to join the *Columbia* (S. C.) *Record* in the same position. He was formerly with the *Tuscaloosa* (Ala.) *News, Charleston* (S. C.) *American* and the *Pensacola* (Fla.) *News and Journal* in circulation posts.

Boyd E. King, of Knoxville, is now business manager of the *Elizabethton* (Tenn.) *Star.* That new paper is successor to the *Elizabethton Carter County Banner.* Frank H. Lovette is editor and owner.

Ralph A. Webber, of the Thomas W. Briggs Company, of Memphis, Tenn., who two months ago left New York to do special advertising work on the *Allentown* (Pa.) *Chronicle & News* is now in Chicago and Alton, Ill.

Walter Hoots, circulation manager, *Quincy* (Ill.) *Whig-Journal,* has resigned to become promotion manager for the *Baltimore* (Md.) *News and American.*

James M. Kirkham, assistant general manager of the *Salt Lake City Deseret News,* has returned from a trip to Chicago where he made arrangements for the purchase of additional machinery and equipment for the new home of the News on Richards street, adjoining its present building.

Ralph Young has joined the advertising staff of the *Leesburgh* (O.) *Citizen,* of which C. E. Sturm is editor and publisher.

Philip F. Metz, secretary of the *Buffalo Times,* has been elected a director of the Main Street Association of Buffalo.

F. B. Kennedy, formerly circulation manager, *Sandusky Register,* has been placed in charge of suburban and country circulation on the *Dayton* (O) *Journal and Herald.*

Emerson Barr, for the past four years in the advertising department of the *Chicago Herald and Examiner,* has resigned to join the *Motor News.*

Carroll Shaffer, manager of the *Chicago Evening Post,* accompanied by his wife, has returned from an extended trip to California and Japan. They were away about five months.

FOLKS WORTH KNOWING

TO the newspaper fraternity of Canada he is known as "Buck." In "Who's Who" you will find him listed as the Honorable William Asbury Buchanan, member of the Canadian Senate for Southern Alberta. Senator Buchanan, who was advised of his appointment to the Canadian upper house at Ottawa last summer while he was playing—and winning a tournament match of golf at the Lethbridge, Alta., Country Club course, learned his journalism and politics in Ontario and practised them with success in Western Canada.



W. A. Buchanan

Leaving the east in 1905 he established the *Lethbridge* (Alta.) *Weekly Herald* in the heart of the Canadian hard wheat belt. Two years later he made the Herald a daily.

He started newspaper work on the *Peterborough Review* in 1893, was later made city editor of the *Toronto Telegram,* then managing editor of the *St. Thomas Journal.* His favorite recreations are politics and golf, particularly the latter.

IN THE EDITORIAL ROOMS

MARC A. ROSE, managing editor of the *Buffalo Evening News,* will give the address at the graduation exercises of Dunkirk High School.

H. C. Gibson, city editor, *Danville* (Ill.) *Commercial-News,* has been named managing editor, succeeding George R. Tilton, who becomes chief editorial writer and assistant to the editor. R. H. Frankeberger, police reporter, becomes city editor.

Alexander Woollcott, dramatic critic of the *New York World,* sailed for a vacation abroad last Saturday on the liner France.

Roland Kilbon, American correspondent for the Paris edition of the *New York Herald Tribune,* accompanied by Mrs. Kilbon, leaves Friday, June 18 on the Tuscania for a six weeks' visit to the Paris office. Roscoe Ashworth, city editor of the Paris Herald, has come to this country to take Kilbon's place during his absence.

A. I. Harris, former reporter on Minneapolis papers, has joined the *St. Paul Dispatch and Pioneer Press.*

(*Continued on next page*)

DURING the first week in June the following newspapers signed yearly contracts for the Central Press Association's complete general illustrated service:

*Birmingham News
Reno, Nev., State Journal
Chico, Calif., Record
Great Falls, Mont., Tribune
*Williamsport, Pa., Sun
Bremerton, Wash., News-Searchlight
*Portland, Me., Press-Herald
*Watertown, N. Y., Standard
Albany Sunday Telegram
St. Joseph, Mich., Herald-Press
Wichita Falls, Tex., Record-News
East Liverpool, O., Review-Tribune
San Mateo, Calif., Times
Frankfort, Ky., State Journal

*Indicates papers that also use the Central Press daily picture page.

The Central Press Association

V. V. McNitt, President — Central Press Bldg., Cleveland — H. A. McNitt, Editor and Manager

"Nothing Succeeds Like Success"

Lakes to Gulf
Atlantic to Pacific
Across the States Between

Papers Have Found a Proven Puller in Frank Beck's Comic Strip

GAS BUGGIES
or
HEM AND AMY

To indicate wide geographical distribution a few of the papers:

Portland, Maine, Express
Boston, Mass., Traveler
Hartford, Conn., Times
Buffalo, N. Y., Enquirer
Rochester, N. Y., Times-Union
Elmira, N. Y., Star-Gazette
Providence, R. I., News
New York, N. Y., Telegram
Philadelphia, Penna., Record
Pittsburgh, Penna., Sun
Hamilton, O., Journal
Louisville, Ky., Post
Danville, Ill., Commercial News
Racine, Wis., Journal-News
Davenport, Iowa, Daily Times
St. Paul, Minn., News
Phoenix, Arizona, Gazette
Boise, Idaho, Capital News
Butte, Montana, Daily Post
Everett, Wash., Herald
Tacoma, Wash., News-Tribune
Oakland, Calif., Post-Enquirer
Los Angeles, Calif., News
San Diego, Calif., Independent

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager — *Earl J. Hadley*, Associate

150 Nassau St., New York City

(*Continued from page 27*)

G. Edward Pendray, reporter for the *New York Herald Tribune* sails June 12 on the Leviathan for a two months' tour of Europe.

Herman J. Smith, Des Moines, Ia., junior in the college of liberal arts, University of Iowa, has been named director of the news bureau of the *Des Moines* (Ia.) *Register*. He succeeds Charlton G. Laird, who has resigned to head a new department of journalism at Drake University, Des Moines.

Len Schneider, telegraph editor of the *Tulsa* (Okla.) *World*, has returned from San Antonio where he took his annual training camp work at Fort Sam Houston. Schneider is a war veteran.

William B. Ruggles, former sports editor and columnist of the *Dallas News*, has resigned as executive secretary of the University of Texas Ex-Students' Association to return to the editorial department of the News.

R. P. Harriss, in charge of the correspondence bureau, Dyke University, will join the staff of the *Norfolk-Virginian Pilot*. A. A. Wilkinson will succeed him.

Dan Kidney, formerly with the *Milwaukee Journal and Racine* (Wis.) *Journal-Call*, is now police reporter on the *Danville* (Ill.) *Commercial-News*.

E. H. Jolly, of the advertising staff, *Des Moines Register* has joined the editorial staff of the *Des Moines Evening Tribune* as police reporter. Cliff Millen, former police reporter, is now covering state house for the Tribune.

A. H. Van Brocklin, formerly a Watertown, N. Y., newspaperman has joined the staff of the *Worcester* (Mass.) *Telegram*.

Nathan Altrowitz has joined the Sunday department of the *Minneapolis* (Minn.) *Tribune*.

Miss Cora R. Jones, editor of the "Eve Up-to-Date" column of the *New Orlears Times-Picayune*, visited New York this week on vacation.

Frank Phelan, of the editorial staff, *Worcester Telegram* has resigned to make a two months' automobile tour across the country.

Chanler Chapman, of the city staff, *Springfield* (Mass.) *Evening Union*, and Mrs. Chapman are parents of a son.

Raymond A. Fitzpatrick who covers the night beat on the *Worcester* (Mass.) *Telegram* is ill.

Dr. Anders Schon, Swedish news editor of the *Worcester* (Mass.) *Telegram*, who was correspondent with Crown Prince Gustaf Adolf of Sweden when the latter arrived in New York, is ill at his home.

Cyrus A. Tunnell, city editor of the *Blackwell* (Okla.) *Tribune*, has been made secretary of the Blackwell Chamber of Commerce.

Warren A. Fogerty, assistant city editor, *Worcester* (Mass.) *Telegram*, has left to take up the practice of law with the Boston Legal Aid Society, having successfully passed the bar examinations.

Dennis J. Naylon, of Pittsfield, Mass., managing editor of the *Berkshire Evening Eagle*, who last week was elected president of the Eastern Baseball League, has relinquished his newspaper duties for the summer in order to devote all his time to baseball.

Charles E. Parker, former Boston sports writer now with the *New York World*, is author of "The Whipper Snapper" published recently. The book is drawn from Parker's experience as a sports writer.

Warren A. Carberg of the *Worcester Telegram* is spending a two weeks' vacation cruising with Fred Hunt, former member of the Telegram staff.

Carter Field, *New York Herald Tribune* Washington correspondent, spent several days in the New York office last week.

George L. Watkins, a member of the *Tulsa* (Okla.) *Tribune* staff was recently sworn in as city water commissioner of Tulsa.

Edward Breen, reporter on the *Worcester* (Mass.) *Telegram* was injured June 7 when he was struck by an automobile while on his way home.

H. LeB. Bercovici, sometime ago on the editorial staff of the *Fourth Estate*, and afterwards engaged in newspaper and motion picture work in New York City, has rejoined the editorial staff of that paper.

Blanche Gouffaut is the new women's page editor on the *Dayton* (O.) *Daily News*.

Norman MacDonald, night city editor of the *Springfield* (Mass.) *Union* and Mrs. McDonald are parents of a daughter, Joan.

Dudley W. Birdsell, reporter on the *St. Paul Dispatch and Pioneer Press* has been named city clerk.

Mallory McDonald, former state capital correspondent for various Texas papers and more recently on the reportorial staff of the *Fort Worth Star-Telegram*, has resigned to become public relations director of the Missouri Pacific Railway, at St. Louis.

Ralph Woodward, Jr., city hall reporter, *Springfield* (Mass.) *Union*, and Mrs. Woodward are parents of a son.

M. Jay Racusin, of the *New York Herald Tribune*, left June 5 for a months' tour of the West.

Larry Farnsworth, of the *New York Daily News* copy desk, has returned from a six-months' trip to Europe.

Everett Ewing, former Norfolk newspaper man and more recently editor of the *Wilmington* (N. C.) *News-Dispatch*, has returned to Norfolk as state editor of the *Norfolk-Virginian-Pilot*.

William L. Oliver, for nearly three years day city editor of the *Norfolk Virginian-Pilot*, recently was placed, at his request, in the newly-created post of Sunday editor of the Virginian-Pilot.

Olin E. Hinkle, Plainsville, Tex., a graduate of the school of journalism, University of Missouri, has joined the *Blackwell* (Okla.) *Tribune-Times*.

WITH THE SPECIALS

GEORGE S. WIERS, formerly with the Chicago office of Gilman, Nicoll & Ruthman, has joined the staff of J. E. Middleton, Chicago manager of M. C. Mobensen & Co., Inc., representing Pacific Coast daily newspapers.

HOLDING NEW POSTS

RICHARD MURRAY, from *Buffalo Times*, to copy desk, *Buffalo Courier*.

Jack Laing, from sport staff, *Buffalo Evening News*, to sports, *Buffalo Courier*.

E. A. Moreno, from reporter, *San Antonio Light*, to *McAllen* (Tex.) *Morning Telegram* staff.

John A. Jones, from associate editor, *Steubenville* (O.) *Press*, to copy desk, *Philadelphia Bulletin*.

Richards Gardner, from copy desk, *Tulsa World*, to Sunday editor. Miss Faith Hieronimus, former Sunday editor, becomes feature writer.

George Douthit, from *San Antonio Light* sports department, to *San Antonio Evening News*.

Clarence Hill, from *Coffeyville* (Kan.) *Morning News*, to staff, *Coffeyville Journal* as telegraph editor.

MARRIED

MISS ISABELLE FRANCES NORTH, society editor of the *Winchester* (Va.) *Evening Star*, to Paul L. Miller, May 29, in Washington, D. C.

James Treneman, of the advertising department, *Ottumwa* (Ia.) *Courier*, to Miss Grace Dyke of Iowa City, June 2.

Merrill O. Calame, assistant director of advertising, *Elgin* (Ill.) *Courier-News*, to Miss Vera E. Mattson of Orangeville, Ill., in Elgin, May 29.

Lyman W. Wallace, formerly of the press department, *Keokuk* (Ia.) *Gate City*, later with the *Chicago Tribune* and now with the *New York Evening Post*, to Miss Betty Florence Trimble of Belmont, Ia., June 3.

William Sharpe, managing editor of the *Winston-Salem* (N. C.) *Journal*, to Miss Sallie Herring, of Goldsboro, N. C., in Raleigh.

Miss Carroll Brown, feature writer and illustrator on the *Cincinnati Enquirer* staff, to Count Jozef A. Orlosky, portrait painter.

P. W. Dixon, editor, *Okmulgee Record*, to Miss Aileen Berry, member of Irene Summerly Players.

Robert E. Cochran, editor of the *Williamson* (W. Va.) *Daily News*, to Miss Martha Hanes, Ottawa, Kan., at the home of the bride.

Jack Hull, editor of the *Clovis* (N. M.) *Journal*, to Miss Lyndell Chastin, May 28.

Paul Gray of the *San Francisco Chronicle* staff to Miss Estella St. George Buttrum at Santa Rosa, June 2.

John Webb Cannon, of the city news satff, *Winston-Salem* (N. C.) *Journal*, to Miss Carrie Norman of Cameron, N. C., June 5.

PRESS ASSOCIATION NOTES

BATES RANEY, of the New York staff of the Associated Press sailed Wednesday for London where he will join the London staff of the A. P. Before joining the New York office several months ago, he worked for the *Oklahoma City Oklahoman and Times* and various other Oklahoma papers.

E. T. Conkle, superintendent of bureaus of the United Press, New York, is ill at his home in Yonkers, N. Y.

Consolidated Press service will be inaugurated by the *Tulsa World* Aug. 1.

Columbia (S. C.) *State* on June 1 inaugurated the printer service of the Associated Press.

Lester G. Posvar, state editor for Kansas for the Associated Press at Topeka has been named correspondent at Topeka succeeding Roderick M. Grant.

CHANGES OF OWNERSHIP

MANITO (Ill.) EXPRESS, weekly, has been sold by Charles O. Shoop to F. D. Ferguson of Kewanee, Ill.

E. G. Chapman and Arch Martin of the *Jackson* (O.) *Herald*, have acquired the one-third interest of their late partner, Volney H. Benton, who died a few weeks ago.

Pilger (Neb.) *Herald* has been sold by C. C. Charles, its publisher the last two years, to A. W. Ballenzer, who has been advertising manager of the *York* (Neb.) *Republican*.

Corbin (Ky.) *Times-Tribune*, weekly, has been purchased by Arthur Morris, Dr. Tilman Ramsey and Herndon J. Evans, from Mrs. Richard G. Williams, of Covington. It has been operated by Mrs. Williams since the death of Judge Richard G. Williams.

SPECIAL EDITIONS

STAMFORD (Conn.) ADVOCATE, 108-page Exposition of Progress Number, May 28.

Minneapolis (Minn.) *Journal*, annual outing edition, Sunday, May 23.

SHAPE IDEALS THROUGH YOUR CHURCH PAGE

Learn how at the Philadelphia Convention

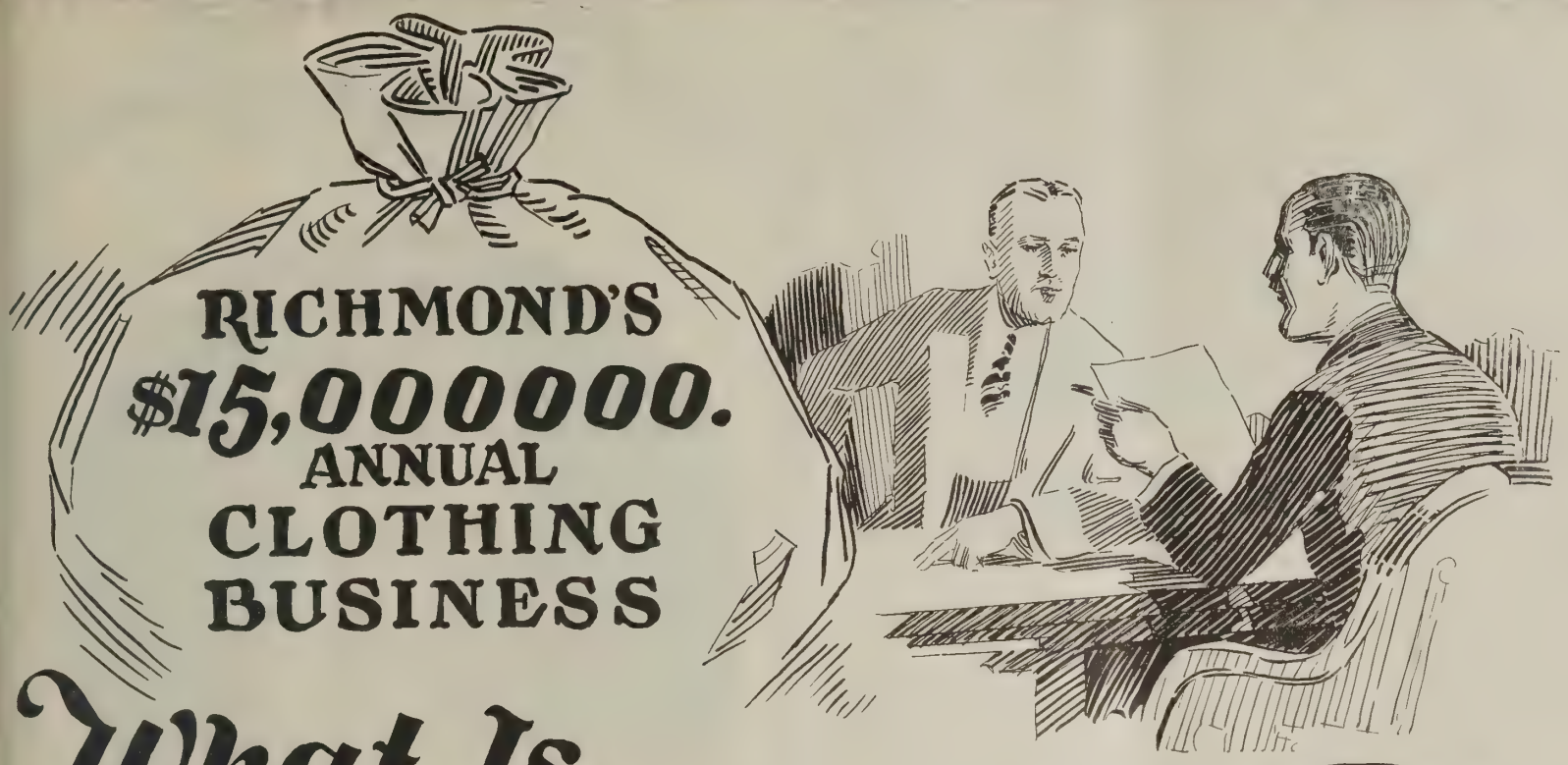
To sell churches on the use of advertising, you, as a representative of their business interests, should be able to tell them what to advertise and how to do it most effectively.

Advertising employed solely to fill pews and collection plates will not do either permanently.

"Church Advertising," says the Classified Manager of the Oakland Tribune, "should suggest thought, form ideals, and guide conduct for hundreds who may never enter the church of its origin, but who become associate members of that church through the bond of the press."

You are invited to participate in the church advertising sessions at Philadelphia. They will be held on June 22nd and 23rd, as a part of the international convention of the Associated Advertising Clubs.

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS,
383 Madison Avenue
New York, N. Y.



RICHMOND'S $15,000000. ANNUAL CLOTHING BUSINESS

What Is Your Share?

Richmond, Va., is a center to which many people throughout Virginia and the neighboring states make regular visits for the purpose of purchasing clothes.

Richmond has some of the most outstanding department and clothing stores in the United States, on which thousands of people depend for all their clothing purchases.

But *Richmonders alone* purchase over $12,000,000 worth of clothing in Richmond every year. Add to this the uncomputed purchases in Richmond of those people who come from a distance, and Richmond's annual clothing sales amount to about $15,000,000 annually.

And this annual clothing purchasing power is steady. It is not way up one year and way down the next. It shows a gradual, healthy increase from year to year.

The reason for this is that Richmond itself is a steady, non-fluctuating market, composed of citizens who are regularly and continuously employed in lucrative occupations. The industries of Richmond are so diverse that great depression is rarely, if ever, experienced. And, too, Richmond has the second lowest living rate of any city in the United States—which allows more money for spending on luxuries.

National Representatives

KELLY-SMITH COMPANY

Marbridge Bldg., New York City. Waterman Bldg., Boston, Mass. Atlantic Bldg., Philadelphia, Pa. Tribune Tower, Chicago, Ill.

J. B. KEOUGH, Atlanta, Ga.

RICHMOND HAS

20 Department Stores selling clothing of all kinds.

56 Clothing Stores.

12 Millinery Stores.

30 Shoe Stores.

In addition to these retail outlets Richmond has several large wholesale houses distributing shoes, millinery, dry goods and clothing.

Richmond Is A Steady Permanent Non-Fluctuating Market

If you have anything to sell—Tell Richmond about it in

The Richmond NEWS LEADER

Covers Richmond Like a Roof

"ON NEWS LEADER SQUARE"

NEW PLANTS AND EQUIPMENT

QUINCY (Mass.) PATRIOT-LEDGER has purchased a Ludlow Typograph and Elrod caster.

Eugene (Ore.) *Register* is now being printed on its new Duplex Tubular press.

Recent installations of Ludlow equipment include the *Birmingham* (Ala.) *Age-Herald, San Francisco* (Cal.) *Bulletin, Vineland* (N. J.) *Journal, Miami Beach* (Fla.) *Life, Waukegan* (Ill.) *Daily News, Charleston* (W. Va.) *Daily Gazette, Philadelphia News.*

Celebrating its seventh anniversary recently, the *Conway* (Kan.) *News,* J. B. Parker, editor and publisher, announced the installation of a new press.

SCHOOLS

A DEPARTMENT of journalism for Lincoln Memorial University, at Harrogate, near Knoxville, Tenn., is to be in charge of Harry Harrison Kroll, B. S., M. A., instructor of rural Journalism at Peabody College, Nashville.

ASSOCIATIONS

NINETEENTH annual convention of the OREGON STATE EDITORIAL ASSOCIATION will be held at Prineville, June 18-19.

ADVERTISING CLUB OF SAN BERNARDINO, Cal., recently elected Albert D. Stetson, resident manager of the West Coast Theater, president. The club has started a series of breakfast meetings as an innovation.

TENTH DISTRICT, Associated Advertising Clubs of the World, will hold its annual convention in Beaumont, Tex., Oct. 25-26.

Summer meeting of the SOUTH DAKOTA PRESS ASSOCIATION is to be held at Brookings, Aug. 12 and 13.

WOMAN'S PRESS CLUB OF PITTSBURGH at their annual meeting June 7, re-elected Mrs. Edith Taylor Thomson, president.

William J. Blake was recently elected president of the BOSTON MAILERS' UNION No. 1.

Mid-summer session of the NORTHEAST MISSOURI PRESS ASSOCIATION will be held July 30 in Monroe City, officers of the district organization announced this week.

SPRINGFIELD (ILL.) TYPOGRAPHICAL UNION last week elected officers as follows: L. A. Freeman, president; Henry Bloomer, vice-president; Robert A. B. Edie, financial secretary; E. B. Kepner, treasurer; W. L. Crowder, recording secretary.

Ray Stewart, Topeka newspaperman, won the championship of the KANSAS EDITORIAL GOLF ASSOCIATION at the annual spring tournament held recently in Topeka. He defeated H. C. Mohler, editor of the state board of agriculture publications, one up on the 19th hole.

JUNIOR ADVERTISING CLUB OF ST. LOUIS has elected the following officers: William J. Lepp, Jr., president; John M. Lamoureux, first vice-president; Meyer E. Sacks, second vice-president; Lee Adler, third vice-president; Martin Mullen, secretary, and Ewald Hencke, treasurer.

E. Sears McCumber has been given the contract to direct the three year publicity program of the ERIE (Pa.) CHAMBER OF COMMERCE, a fund of $60,000 having been raised for the purpose. McCumber is associated with the H. K. McCann Agency.

Members of the ADVERTISING CLUB OF CINCINNATI which recently changed its name from that of the Cincinnati Advertisers Club, held installation of officers June 3 at the Cincinnati Zoo, combining the event with an outing and picnic. H. Clay Rouster, general sales manager of the Streitmann Biscuit Company, is the new president.

SPOKANE (WASH.) AD CLUB has elected the following officers: Claude E. Starling, first vice-president; Mrs. Emelie H. Burcham, second vice-president; Paul L. Scott, treasurer; Joseph Baily, F. M. CeRiemer, Charles J. Kelly, Frank J. Zeorlin, new members of the executive board. The president will be elected by the entire executive board at a later date.

Outing of Northwestern Pennsylvania newspaper men at Conneaut Lake, Pa., June 5-6-7 was attended by several hundred publishers, editors, and their families, as guests of H. O. Holcomb, owner of the Park. At the annual election of officers, the following were elected; President, J. W. Borland, Oil City; vice-president, Capt. H. S. Phillips; secretary-treasurer; M. E. Barton, *Conneaut Lake Breeze.*

CHARLOTTE TYPOGRAPHICAL UNION No. 338, has elected Claude Albea president.

Kenner Joining Ft. Scott Daily

Fred Kenner, for ten years connected with the *Atchison* (Kan.) *Globe* has resigned, effective July 1, to become editor of the *Fort Scott* (Kan.) *Monitor-Tribune.*

ADDRESS WANTED

James Bennett Gordon, former publicity manager, National Republican Committee, Washington, D. C.

AD TIPS

Advertising Industries, Inc., Ellicott square, Buffalo. Placing the following new accounts: Henry Card & Company, Fredonia, N. Y., mfrs. "Grape Ola" Grape Juice Concentrate and Empire Food Products Co., Buffalo, N. Y., mfrs. "Tom Thumb" Jams & Jellies.

George Batten Company, 383 Madison avenue, New York. Placing account for the Pompeian Company, Cleveland.

Brandt Advertising Company, 431 North Michigan avenue, Chicago, will start some new copy on Curtiss Candy Co. (Babe Ruth Candy Bar), Chicago, about June 3.

D'Arcy Advertising Company, Missouri State Life Bldg., St. Louis. Will continue to handle the account of the Coca Cola Co., Atlanta, Ga., although Frank Presbrey Co., New York, has been given about six foreign newspapers in which to place special copy which he had prepared.

Donovan-Armstrong, 1211 Chestnut street, Philadelphia. Now handling account of the American Nokol Company, Chicago, manufacturers "nokol" oil burners.

Erwin, Wasey & Co., 250 Park avenue, New York. Placing account of the Forhan Company, New York.

Erwin, Wasey and Co., 844 Rush street, Chicago. Sending out page copy to a small list of papers on McGown Laboratories (Maison De Beaute) Chicago.

Walter Haehnle Co., Cincinnati. Issuing page copy on Burger Bros. Malt Co., Cincinnati (Buckeye Malt), to a list of newspapers in scattered territory.

Henri, Hurst & McDonald, 58 East Washington street, Chicago. Now handling account of the Nachman Springfield Company, Chicago, manufacturers "Nachman" spring units.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Now handling accounts of the International Millinery Company and the Style Dress Company.

Kohorn Advertising Company, Cleveland. Is sending out schedule on Klinker Mfg. Co. (Peggy Page Toilet Articles), Cleveland, to a small list of newspapers in scattered territory.

Wilson H. Lee Advertising Service, 6 Church street, New Haven, Conn. Is placing the following new accounts: William Schollborn Co., New Haven, mfrs. "Bernard" Fliers and O. F. Mossberg & Sons, New Haven, mfrs. Rifles and Pistols.

McLain-Simpers Organization, Stock Exchange Building, Philadelphia. Has secured the accounts of the United States Asbestos Co., Manheim, Pa., manufacturers of Brake Linings, Clutch Facings and Asbestos Products.

Mumm-Romer-Jaycox Co., Columbus, Ohio. Is adding some southern towns on the account of John Swisher Co. (King Edward Cigar), Newark, O.

Pratt & Florea, Inc., 277 Broadway, New York. Are placing advertising for Riviera Amusement Park in northern New Jersey newspapers.

William H. Rankin Company, 435 North Michigan avenue, Chicago. Is trying out a campaign on Harlequin Golf Balls, Games Balls Co., Tribune Tower, Chicago, in a few metropolitan newspapers in the east.

Richardson-Briggs Co., Payne avenue and 21st street, Cleveland, is handling a special campaign on American Stove Co., Lorain, O., in some Florida towns.

Roche and Weston, 310 S. Michigan avenue, Chicago. Will place the account of Studebaker Motor Co., South Bend, Ind., formerly handled by Lord and Thomas.

Stack Advertising Agency, 29 East Madison street, Chicago. Will use a list of papers in Standard Oil Co. of Indiana territory for advertising of Ethyl Gas.

Williams and Cunningham, 6 North Michigan blvd., Chicago. Sending out copy on Kenton Baking Powder Co., Cincinnati, to some southern towns.

J. O. Young Co., Kansas City, Mo. Sending out schedules on Barbo and Orlex to a large list of newspapers.

Imperial METAL



Large and Small
—IMPERIAL Serves Them All

YOUR newspaper may be housed in a magnificent masterpiece of modern architectural beauty or in a modest two-story building. It may have a circulation of hundreds of thousands or serve a weekly circulation of only a few thousand. But, whatever the size of your plant or the amount of your circulation, the Imperial Plus Metal Plan is ideal for caring for your type metal.

This adaptability of the Plus Plan is the result of many years of effort to produce pure, perfectly-balanced type metal and a plan that would keep that metal in balance, thereby adding many years of working life to the metal. To accomplish Imperial Metal and the Plus Plan we have devoted the effort of years to the study and manufacture of just one product—type metals!

That Imperial has been successful in its efforts is proven by the thousands of large and small publications that have made the Plus Plan standard practice.

Please remember that the Plus Plan is not new or untried. Its reliability and economy have been proven by leading newspapers over a period of many years. Names given upon request.

IMPERIAL TYPE METAL CO.

Manufacturing the following metals:

LINOTYPE MONOTYPE INTERTYPE STEREOTYPE
ELROD LUDLOW LINOGRAPH THOMPSON

Philadelphia Cleveland New York Chicago



You may deal with these 28 leading Iowa daily newspapers as with one publication. Uniform marketing help through the "Iowa Plan."



IOWA Bank Deposits Increase *Ten Million*—January to April!

The deposits in Iowa banks under *State* supervision increased $9,400,000 from Jan. 1 to official call on April 12th, according to information from the State Department of Banking.

In this period there were just 88 banking days.

At the same time, Bills Payable and Rediscount items decreased about three and one-half millions.

Though exact *National* bank figures are not yet available, it is certain they will make the total increase in deposits at least ten million dollars.

And yet, while Iowa made these gains, other sections of the country showed considerable decrease in deposits!

This Iowa market is *always* dependable. Year after year these people are buying all of life's necessities and most of the luxuries.

The quickest and most effective way to reach this market is through the Iowa daily newspapers—the favorite reading material of Iowa people.

The 28 leading dailies comprising this association cover the state thoroughly. Uniform cooperation is given by all, in helping you secure proper distribution with jobbers and dealers.

Full information upon request.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

WHAT'S WHAT IN THE FEATURE FIELD

"Ella Cinders" Film Showing—Sorenson Going Abroad for P. & A.—Chicago Tribune Handling Ederle Swim—McNitt Leaving for Europe—MacDonald of N. E. A. Joins MacLean

NEWSPAPER movie reviewers this week had a chance to comment upon a comic strip character portrayed in the "Ella Cinders" film by Colleen Moore. In



Colleen Moore as "Ella Cinders"

Buffalo, N. Y., it is reported, all local attendance records have been broken by the exhibiting theatre. The strip on which the film is based is drawn by Bill Conselman and Charlie Plumb and is being syndicated by the Metropolitan Newspaper Service.

Arthur A. Sorenson, news editor of Pacific & Atlantic Photos, Inc., sailed for Europe June 2 on the Berengaria to cover Gertrude Ederle's attempt to swim the English Channel, and to temporarily relieve M. H. Wallenstein, European director of P. & A., who is on his vacation. Sorenson will be abroad about two months. While in Europe, he will visit P. & A.5s offices in London, Paris and Berlin.

Chicago Tribune Newspapers Syndicate has obtained the exclusive right to signed stories by Gertrude Ederle during her forthcoming attempt to swim the English channel. Miss Ederle's by-line started appearing this week over dispatches wirelessed from aboard ship en route over seas.

Fred Ferguson, general manager of NEA Service, Inc., is spending two weeks in Cleveland.

"Why I Resigned From The 400" is the title of a series of ten articles, written by Park Benjamin for the International Feature Service of New York City.

Mrs. Eva Fay, well known in vaudeville for 20 years with an act purporting to "answers questions past, present and future," has prepared an entertainment feature for the National Newspaper Service, Chicago.

V. V. McNitt, president of McNaught Syndicate, Inc., New York, with his family will sail June 21, for a two months' pleasure trip to Europe.

W. Aird MacDonald, recently in charge of the art and photographic department of NEA Service's plant at San Francisco, has joined Eugene MacLean's newspaper feature organization, San Francisco. MacDonald will have charge of the photographic and layout work on the MacLean newspaper fiction serials.

Claire Pomeroy has written a new serial "Free Love" for the National Newspaper Service, of Chicago.

The Ledger Syndicate has obtained second serial rights to the "Gray Phantom," by Herman Landon.

Mark Hellenger, of the Chicago Tribune Newspapers Syndicate, is the first syndicate writer to set down the life story of Joyce Hawley, the "Bathtub Queen." He has accomplished it in a series of four articles. Hellenger writes the column "About Broadway."

Rube Goldberg, cartoonist for the McNaught Syndicate, Inc., with his family is leaving June 21, for California.

Helen Keller, who writes a daily inspirational column "Into the Light" for Famous Features Syndicate, left New York, June 11 for a visit to her sister in Montgomery, Ala. She was accompanied South by Leslie Fulenwider, president of Famous Features Syndicate, and her teacher, Mrs. Anne Sullivan Macy.

"The Magic Eye" by John Goodwin, arranged for serial publication in newspapers, is now handled by King Features Syndicate of New York.

After more than 20 years' continuous connection with the *Cincinnati Enquirer*, Robert Franc Schulkers, creator of the "Seckatary Hawkins" stories, syndicated by the Metropolitan Newspaper Service has resigned to attend to his personal affairs. He has established an office in the Provident Bank building, Cincinnati. Mr. Schulkers is publishing his new edition of the Seckatary Hawkins book.

Ledger Syndicate, Philadelphia, is offering interviews with prize fight champions in a series of 54 articles under the heading "The Biggest Moment of My Biggest Fight."

Dr. William Mather Lewis, president of George Washington University, is writing a daily editorial for newspapers through King Features Syndicate.

CORRECTIONS IN SYNDICATE LIST

SEVERAL features in the annual directory published last week were attributed through errors of classification and typography to organizations other than those which handle them, and users of the directory should make the following revisions:

FEATURE	AUTHOR	SYNDICATE
Cartoons (d) (2-3)	Bruce Bairnsfather	McClure Newspaper Syndicate
Highlights of History (d) (6)	J. Carroll Mansfield	McClure Newspaper Syndicate
Jolly Jingles (d) (4-6)	Graham Hunter	McClure Newspaper Syndicate
Just Humans (d) (2-3)	Gene Carr	McClure Newspaper Syndicate
Lady Bountiful (w) (fp)	Gene Carr	McClure Newspaper Syndicate
Once Upon a Time (d) (6)	W. J. Enright	McClure Newspaper Syndicate
School Days (d-w) (3) (fp) (c)	Clare V. Dwiggins	McClure Newspaper Syndicate
Uncle Wiggily's Adventures (dw) (4) (fp) (c)	Howard R. Garis and Lang Campbell	McClure Newspaper Syndicate
Tennis (d) (w) (½)	Suzanne Lenglen	McClure Newspaper Syndicate
Burgess Bedtime Stories (d) (½)	Thornton Burgess	New York Herald Tribune Syndicate
Buffalo Bill Life and Adventures	Julia Cody Goodman	Cosmos Newspaper Syndicate, Inc.

Insert on Page 54 under "Feature and Picture Syndicates of the United States:

Metropolitan Newspaper Service..150 Nassau st., New York.. Max Elser, Jr.....



Florida People Can Afford *Luxuries*

It is natural that Florida, as the winter playground of America, has attracted a class of people whose wealth is above the average. Moreover, Florida's leadership in banning state income and inheritance taxes has also resulted in people of wealth coming to this state.

Florida is characterized by a willingness to spend freely for anything it needs and wants. During 1925, for instance, this state spent nearly a half-billion dollars on the construction of new buildings, not counting the cost of furnishings and equipment. It spends millions annually for new roads and railroads. In 1925 Florida led the country in the increase in its federal tax returns. Its people dress well, live well, spend well, and yet the bank deposits of Florida more than doubled during the past year.

Here, indeed, is a state where your advertising dollar can yield a rich harvest. For test campaigns, for selling summer goods in winter, or for general year-round selling, it will pay to make Florida an important part of your advertising campaign.

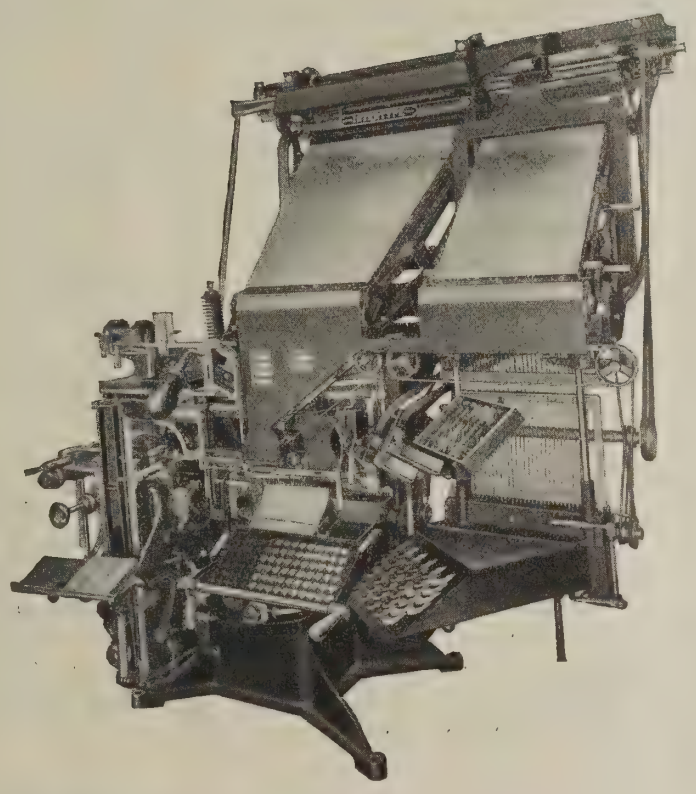
For complete and economical coverage of the Florida market, use the Associated Dailies.

ASSOCIATED DAILIES of Florida

510 Clark Bldg. Jacksonville, Florida

Bradenton News
Clearwater Sun
Daytona Beach Journal
Daytona Beach News
Deland Daily News
Eustis Lake Region
Ft. Lauderdale News
Ft. Myers Press
Ft. Myers Tropical News
Ft. Pierce News-Tribune
Ft. Pierce Record
Gainesville News
Gainesville Sun
Jacksonville Florida Times-Union
Jacksonville Journal
Key West Citizen
Kissimmee Gazette
Lakeland Ledger
Lakeland Star-Telegram
Lake Worth Leader
Melbourne Journal
Miami Daily News
Miami Herald
Miami Illustrated Daily Tab
Miami Tribune
New Smyrna News
Ocala Central Florida Times
Orlando Morning Sentinel
Orlando Reporter-Star
Palatka News
Palm Beach Daily News
Palm Beach Post
Palm Beach Times
Pensacola Journal
Pensacola News
Plant City Courier
St. Augustine Record
St. Petersburg Independent
St. Petersburg News
St. Petersburg Times
Sanford Herald
Sarasota Herald
Sarasota Times
Stuart Daily News
Tampa Times
Tampa Tribune
Winter Haven Chief

"Saving one hour out of each eight" with the Intertype "Mixer"



Now Ready for Prompt Delivery

The demand for Intertype "Mixers" has until now made it impossible for the Intertype Factories to make prompt deliveries, but facilities for increased production have been completed and prompt delivery can now be guaranteed.

Now that Intertype "Mixers" have been in daily use for several months, enthusiastic comments about them are beginning to come in. Here is one:

"It is hard for me to tell you what we think of the wonderful performance of the Intertype 'Mixer' here in the office of The Star. The machine ran Thursday night with only one stop (the distributor). It repeated the performance Friday night, and at the present time (12:30 Sunday morning) we have not had a single stop, and it has been in operation since three o'clock Saturday afternoon. We figure that we are saving one hour out of each eight with this machine, as compared with the regular type two-magazine machine we have been using —and we are producing thirty-three and one-third per cent more heads on the 'Mixer'."—*S. Kelly, Indianapolis Star Composing Room.*

That letter just about tells the whole story. **Fewer stops,** because there is less mechanism; (there is only *one* distributor box for all four magazines). **Time saved,** because the machine is built for practical operating conditions. Instant changes from one face to another. No waiting for the distributor. **More production,** because this "Mixer" is built for speed as well as wide range of work.

Literature about this remarkable machine, with close-up pictures of its special features, interesting specimens of composition, magazine layouts, etc., will be sent on request. If you wish to see our local sales representative, please so state.

Standardized
INTERTYPE
TRADE MARK

INTERTYPE CORPORATION

1440-A BROADWAY, at 40th Street, NEW YORK

CHICAGO MEMPHIS SAN FRANCISCO BOSTON LOS ANGELES TORONTO LONDON

INTERTYPE CORPORATION
1440-A Broadway at 40th St.
New York

Please send literature about the Standardized Intertype "Mixer"

Name .....

Address .....

ADVERTISING AGENCY AFFAIRS

Ransier Joins Randall Company as Production Manager—Joyce Named Manager of Riach Corporation—Ingham Joins Lesan Agency as Vice-President

FRANK F. RANSIER has joined the staff of the Fred M. Randall Company, Detroit, and has been appointed production manager. Ransier has been with the Wolverine Engraving Company of that city for the past eight years. R. D. Hughes has also been added to the copy staff of the same agency. Mr. Hughes was formerly publication editor of the Chrysler Sales Corporation and the Packard Motor Car Company. Prior to this he was connected with the advertising department of the Burroughs Adding Machine Company.

Arthur Joyce, former city editor of the *Philadelphia Public Ledger,* has been appointed manager of the J. A. Riach Advertising Corporation, of Miami, Fla.

V. C. Houser of the Barnes-Crosby Company, and John Ring, Jr., president of the John Ring, Jr., Advertising Company, are chairmen of the advertising committee of the Greater St. Louis Industrial Exposition, which will spend $100,000 in advertising the exposition, which will be held in Forest Park Sept. 4 to 19.

John A. Cleary, formerly advertising manager for the Cadillac Motor Company, has been named head of the Dorland Advertising Agency in Miami. Before going into advertising work, Cleary was a reporter on several Philadelphia newspapers, including the *Public Ledger and Inquirer.*

Henry J. Meyn has joined Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency, as director of research and market analysis. Meyn was formerly with Arthur A. Anderson Company, business engineers, Milwaukee.

Nat C. Wildman, formerly vice-president of the Deatel Advertising Service, Baltimore, and for the past five years president of the Wildman Advertising his interests in that organization to join with James H. Rothschild.

A new company has been formed under the name of James H. Rothschild and Associates, Inc., with Rothschild as president and Wildman as vice-president and general manager. Offices of the new association will be maintained at 33 Fifth avenue, New York City.

Jesse Josephs of the Jesse Josephs Advertising Company, Cincinnati, last week completed an ornate stone front building on Reading Road which the agency will occupy.

E. L. Ludwig is the new space buyer for Yost, Gratiot & Co., St. Louis, Mo. L. A. Gratiot is no longer connected with the company

George E. Ingham has joined the H. E. Lesan Advertising Agency, Inc., as vice-president, in charge of the Chicago office, which is located at 37 W. Jackson Blvd. Mr. Ingham was formerly with the Caples Company, agency, 225 E. Erie street, Chicago.

Miss Margaret Stevens has joined the copy department of Erwin, Wasey & Co., Chicago advertising agency. She was formerly connected with Henri, Hurst & McDonald of the same city.

WHAT THEY ARE SAYING

APPLYING SCIENCE TO BUSINESS

"IN the past few years there has been a rapidly increasing recognition of the necessity of scientific analysis of business problems—of substituting for hope and hunch, facts and reasoning based on facts. The growing volume of business data currently made available, the more frequent discussion of problems of business management, of forecasting and budgeting, of policies and methods of operating and financial control, are manifestations of this. It has become generally accepted that, as Herbert Hoover once said, 'A digger for facts will outstrip a guessing genius.' "—F. Leslie Hayford, Economic Statistician, General Motors Corporation.

* * *

HEADLINE WRITERS CAN FORM OPINION

"IN the molding of public opinion through newspapers editorial writers are forced into second place by headline writers who have the power to convey any impression of a story they desire. It is vitally important that the man on the desk tell the whole story in a few brief words. But the headline must convey the correct interpretation of what the story is all about. Should the writer be opposed to an act of Congress he can by his headline prejudice his readers against the act even before they read the story or his headline can be so worded that the same story will be acclaimed as a progressive movement—according to the view of the editor or the policy of the paper."—Hubert F. Lee, Advertising Manager, *Blease's Weekly* and *Anderson* (S. C.) *Independent-Tribune.*

* * *

HOW TO GET READER CONFIDENCE

"TO gain reader confidence it is of first importance to keep faith with the readers—to print the truth about all things in which the readers have a wholesome right to be interested. That sounds simple, but it very frequently brings a newspaper into a clash with an advertising patron who feels that the wind should be tempered to suit his special case. The newspaper that colors its news to please special interests is betraying its readers and it is difficult indeed to conceal that betrayal. The result is sure to be a weakening of the offending publisher's hold on his readers and that means a loss in dollars and cents to him, for his main merchantable product is that very confidence he is thus diluting. The newspaper publisher who would get and hold business should not lose sight of the fact that he cannot put the matter of news selection on a personal basis without jeopardizing his most important asset."—Marvin Creager, Managing Editor, *Milwaukee Journal.*

They find Editor & Publisher's Space Buyers' Guide "*PRICELESS*"

McJUNKIN ADVERTISING AGENCY
5 SOUTH WABASH AVE.
CHICAGO

May 25, 1926.

Editor & Publisher
42nd St. & Broadway,
New York, N. Y.

Gentlemen:

Your Space Buyers' Guide is a bible to the advertising fraternity, particularly to those having to do with selecting markets for advertising. The data you have included regarding the characteristics of towns and cities throughout the country are priceless. We have eight or ten copies of this book in our office for the use of various plan men working on various accounts.

Very truly yours,

McJUNKIN ADVERTISING COMPANY
F. B. AVERY
Manager, Space Department

FBA--MF

Equally priceless is the Space Buyers' Guide to the farsighted daily newspaper publisher as a medium for his message to space buyers in hundreds of Advertising Agencies and National Advertisers *at the very moment* they are looking up in the Guide the facts about his city and its trading area with a view to reaching the very market his paper covers.

YET IT DOESN'T COST A LOT TO PLACE THAT MESSAGE THERE

Let us tell you about it.
No obligations.

EDITOR & PUBLISHER
1700 Times Building, New York, N. Y.



This Market easily available!

Through the home town papers of the prosperous cities of Pennsylvania one of America's greatest markets is available to you.

The readers of these papers receive their earning power through the steel mills, coal mines, textile plants and other industries that are kept busy all the year filling the wants of every state in the Union.

No national campaign should overlook this splendid market

	Circulation	2,500 lines	10,000 lines
**Allentown Call .....(M)	31,400	.10	.10
**Allentown Call .....(S)	22,349	.10	.10
††Beaver Falls Tribune.....(E)	6,553	.03	.03
††Bethlehem Globe Times.....(E)	13,272	.06	.06
††Bloomsburg Press .....(M)	7,673	.04	.04
**Chester Times .....(E)	18,295	.06	.06
††Coatesville Record .....(E)	6,783	.035	.03
**Connellsville Courier .....(E)	5,928	.02	.02
††Easton Express .....(E)	25,652	.08	.08
**Erie Times .....(E)	28,596	.08	.08
††Greensburg Tribune Review...(EM)	14,883	.05	.05
††Hazleton Plain Speaker.....(E) / ††Hazleton Standard-Sentinel..(M)	19,852	.07	.06
**Mount Carmel Item .....(E)	4,307	.0285	.0285

	Circulation	2,500 lines	10,000 lines
**Oil City Derrick .....(M)	8,588	.04	.04
*Pottsville Republican and Morning Paper .....(EM)	15,857	.08	.07
**Scranton Times .....(E)	43,230	.13	.12
**Sharon Herald .....(E)	7,236	.0357	.0357
**Sunbury Daily Item .....(E)	5,224	.03	.03
*Washington Observer and Reporter .....(M&E)	18,136	.06	.06
††West Chester Local News .....(E)	11,860	.04	.04
**Wilkes-Barre Times-Leader ....(E)	26,204	.06	.06
††Williamsport Sun .....(E) / †Gazette & Bulletin.....(M)	28,000	.09	.09
††York Dispatch .....(E)	19,632	.05	.05

*A. B. C. Publishers' Statement, Sept. 30, 1925.
**A. B. C. Statement, March 31, 1926.
††Government Statement, March 31, 1926.

CLAGUE CHAMPIONS "NEWSIE" BEFORE I. C. M. A.

(*Continued from page* 5)

L. W. Hurt, Royal Oak (Mich.) Tribune.
F. W. Idler, St. Petersburg (Fla.) Daily News.
Ernest H. Jekel, Kingston (N. C.) Free Press.
L. O. Johnson, Vernon (Tex.) Record.
R. P. Jones, Daytona Beach (Fla.) News.
Myrtle Keene, Casper (Wyo.) Tribune.
J. W. Kenney, Detroit Times.
Jacob Killian, Wheeling (W. Va.) Intelligencer.
Max Kreps, Philadelphia Gazette-Democrat.
John McIntosh, Indianapolis Star.
Daniel J. McSweeney, Brooklyn Times.
Ingwald Malwick, Duluth News-Tribune.
J. B. T. Martin, Spokane (Wash.) Chronicle
Willard D. Miller, Washington Post.
Abram Newman, New York Evening Post.
C. R. Nuttall, Calcutta (India) Englishman.
Harry Pearce, Pittsburgh Sun.
C. G. Phares, Springfield (Ohio) Daily News.
B. V. Rafferty, Wheeling (W. Va.) News.
L. L. Ricketts, Des Moines Capital.
Charles M. Ruley, Miami (Fla.) News.
John Shanahan, Chicago Daily News.
Bert C. Smith, Stratford (Ont.) Beacon-Herald.
J. Lloyd Smith, Lima (Ohio) Gazette.
Neil C. Snyder, South Bend (Ind.) Tribune.
Dr. F. A. Stanger, Bridgeton (N. J.) News.
Paul W. Stiles, Piqua (Ohio) Call.
W. J. Stoughton, Daytona Beach (Fla.) Journal.
C. L. Stretch, Philadelphia Bulletin.
Fred J. Tangney, Fall River (Mass.) Globe.
Louis Trupin, Syracuse (N. Y.) Journal-American.
Harry V. Wheat, Lexington (Ky.) Herald.
William E. White, Memphis Press.
V. P. Willett, Akron Times-Press.
J. G. Williams, Bethlehem (Pa.) Globe-Times.
J. E. Wingle, Champaign (Ill.) News-Gazette.
J. Ernest Wren, Lima (Ohio) Gazette.
John L. Young, Philadelphia Inquirer.

Making committee reports at the first session were: Mr. Annenberg, Curtis-Martin Newspapers, chairman entertainment; Thomas Dowling, circulation director, *Cleveland Press* and *Pittsburgh Press,* program; D. G. B. Rose, Louisville, by-laws; W. C. Hixson, *Syracuse Post Standard,* railway and postal affairs; Walter Rauck, *Cincinnati Post,* auditing; J. M. Schmid, *Indianapolis News,* Audit Bureau; J. N. Eisenlord, *Chicago Daily News,* transportation; Charles O. Reville, *Baltimore Sun,* publicity; Walter Hoots, *Quincy Whig Journal,* newsboy welfare; Royal Weiler, *Allentown* (Pa.) *Call,* publishers' association; Clarence Eyster, *Peoria Star,* general welfare and necrology.

Those present were:

J. J. Abbott, Philadelphia Record.
A. V. Ambrose, Trenton (N. J.) Times.
J. M. Annenberg, Curtis Martin Newspapers, Philadelphia.
William L. Argue, Toronto Star.
T. V. Armstrong, Ottawa (Ont.), Journal.
Joe Atz.
Joseph M. Aylward, Pittsburgh Gazette-Times.
Wiley B. Baker, Knoxville Sentinel.
J. L. Barksdale, Jr., Miami (Fla.) Herald.
Charles B. Bayless, Camden Courier and Morning Post.
Murray C. Beck, Lancaster (Pa.) New Era.
H. S. Blake, Capper Publications, Topeka, Kan.
Charles H. Blasser, York (Pa.) Dispatch.
C. C. Bower, Norfolk Virginian-Pilot.
Alfred A. Brandon, Long Island City Star.
M. H. Brandon, Albany Knickerbocker Press.
Frank Brosnan, New York Evening World.
D. H. Brown, Chicago American.
Charles T. Buck, Scranton (Pa.) Republican.
John T. Calkins, Elmira (N. Y.) Star-Gazette.
F. R. Campbell, Frankford (N. D.) Herald.
M. G. Charles, Philadelphia Pennsylvania Farmer.
J. N. Chevrier, Montreal La Patrie.
Will X. Coley, Raleigh (N. C.) News & Observer.
Fred I. Cook, Scranton, Pa.
C. G. Ccoke, Ann Arbor (Mich.) Times-News.
W. L. Cooper, Charleston (S. C.) Post.
William T. Corbin, Greensboro (N. C.) News.
R. F. Corcoran, Lima (Ohio) News.
Ralph B. Corn, Asheville (N. C.) Times.
William G. Cotton, Philadelphia Inquirer.
C. W. Crum, Lexington (Ky.) Leader.
E. J. Cullen, Scranton Times.
Harry W. Cullis, Chester (Pa.) Times.
E. S. Dobson, Brooklyn Times.
E. D. Dolhenty, Worcester (Mass.) Telegram-Gazette.
E. F. Doran, Columbus Citizen.
Thomas J. Dowling, Cleveland Press.
Robert O. Dyer, Columbus Citizen.
W. P. Dyer, Houston Press.
Frank W. Easton, Cincinnati Commercial Tribune.
T. Edson, Rockville Centre (N. Y.) Nassau Review.
John Eisenlord, Chicago News.
William Elder, Toronto Telegram.
O. E. Ellis, Erie Dispatch-Herald.
George Erb, Jr., Buffalo News.
Jack Estes, Dallas News.
Clarence Eyster, Peoria Star.
James L. Farley, Philadelphia.
M. F. Fickinger, Easton (Pa.) Express.
G. W. Finbed, Boston Christian Science Monitor.
A. C. Finley, Atlantic City Press-Union.
John Foley, Mt. Carmel (Pa.) Item.
Louis F. Gautier, New York Morning Telegraph.
Jacob Ginsburg, Louis Weinstock, New York City.
Robert C. Gohl, Harrisburg (Pa.) Telegraph.



Left to right: L. P. Rutherford, *Wilmington Every Evening,* and E. S. Dobson, *Brooklyn Times,* veterans of I. C. M. A.

F. M. Grim, Jacksonville (Fla.) Journal.
Karl T. Hall, Toledo Blade.
M. W. Halmbacher, Oklahoma City Oklahoman.
L. M. Hammond, Boston Transcript.
Arch Harris, Dallas Times-Herald.
H. I. Heffley, Lebanon (Pa.) News-Times.
W. H. Herrington, St. Louis Globe-Democrat.
F. M. Hetrick, Altoona Mirror.
W. J. Hill, Chicago.
A. J. Hilliker, Calgary (Alta.) Herald.
L. J. Hoffman, St. Louis Star.
C. R. Hudson, Winnipeg Tribune.
George H. Hunter, Duluth Herald.
E. H. Jekel, Kinston (N. C.) Free Press.
Edward C. Johnson, Holden, Mass.
H. E. Johnson, Chattanooga News.
T. J. Kavanaugh, Dayton News.
J. P. Kienzle, Springfield Illinois State Journal.
J. J. Killian, Wheeling (W. Va.) Intelligencer.
L. H. Kimball, Jackson (Mich.) Citizen-Patriot.
H. G. Kimber, Toronto Globe.
John J. Kirk, Cleveland Plain Dealer.
H. C. Kloecker, Cincinnati Enquirer.
John H. J. Kuntz, Lancaster (Pa.) Intelligencer.
Hilda Larson, Tarentum (Pa.) Valley News.
Lewis LaVern, Ithaca (N. Y.) Journal-News.
L. Lippincott, Atlantic City Press-Union.
J. M. Litsch, Bethlehem (Pa.) Globe-Times.
J. J. Lynch, Cleveland Press.
S. T. MacDonald, Hutchinson (Kan.) News & Herald.
Robert B. McClean, Consolidated Press Assn.
J. A. McDonald, Saginaw (Mich.) News-Courier.
James McKernan, Brooklyn, N. Y.
Robert McLean, Philadelphia Bulletin.
C. M. McTaggart, Toronto Mail & Empire.
I. Malwick, Duluth News-Tribune.
J. R. Marks, Asheville Citizen.
J. A. Mathews, St. Paul Pioneer Press & Dispatch.
M. F. Mergen, Madison (Wis.) State Journal.
A. R. Michener, Harrisburg (Pa.) Telegraph.
W. Miller, Washington Post.
J. C. Montgomery, Detroit News.
James J. Morrisey, Joliet (Ill.) Herald-News.
Abram Newman, New York Evening Post.
John W. Nolan, Springfield (Mass.) Union.
C. D. O'Rourke.
Charles Payne, Indianapolis Star.
Harry Pearce, Pittsburgh Sun.
Horan Powell, Nashville Banner.
A. H. Pruett, Charleston (W. Va.) Gazette.
B. V. Rafferty, Wheeling (W. Va.) News.
B. W. Reasoner, Terre Haute Star.
Charles O. Reville, Baltimore Sun.
George Reynolds, New Bedford, Mass.
L. L. Ricketts, Des Moines Capital.
George A. Rohn, Cleveland Ohio Farmer.
D. B. G. Rose, Louisville, Ky.
Fred O. Rouse, Bay City (Mich.) Times-Tribune.
J. C. Rowett, Washington News.
L. P. Rutherford, Wilmington (Del.) Every Evening.
O. O. Scattergood, New York Evening Graphic.
J. M. Schmid, Indianapolis News.
J. W. Schuler, Union City (N. J.) Hudson Dispatch.
S. B. Scull, New Haven (Conn.) Register.
E. A. Shearer, Detroit Michigan Farmer.
John D. Simmons, Atlanta Journal.
C. L. Sink, Zanesville (Ohio) Times-Recorder.
Harold H. Sloan, Worcester (Mass.) Post.
Vattier Snyder, Pittsburgh Chronicle-Telegraph.
John Spencer, Newark (Ohio) Advocate.
George W. Stabler, Williamsport (Pa.) Grit.
Paul W. Stiles, Piqua (Ohio) Call.
H. W. Stodghill, Louisville Courier-Journal.
Howard C. Story, president Poor Richard Cl Philadelphia.
C. L. Stretch, Philadelphia Bulletin.
H. L. Strickland, Charlotte (N. C.) Observe
C. F. Stout, Plainfield (N. J.) Courier-News.
H. B. Stowe, Wheeling (W. Va.) Register.
J. F. Sweeney, Winnipeg (Man.) Free Press.
D. W. Tanner, Utica (N. Y.) Observer-Dispatch.
Joseph Taylor, Kitchener (Ont.) Record.
R. W. Taylor, Flint (Mich.) Journal.
George Therrieri, Buffalo News.
John T. Toler, Atlanta Constitution.
M. D. Treble, Buffalo Times.
Louis Trupin, Syracuse (N. Y.) Journal-American.
B. H. Walker, Johnstown (Pa.) Tribune.
C. T. Walker, Philadelphia Bulletin.
J. T. Webb, Jr., Macon (Ga.) Telegraph.
Royal W. Weiler, Allentown (Pa.) Call.
E. C. White,, Houston (Tex.) Chronicle.
V. P. Willett, Akron Times-Press.
J. G. Williams, Bethlehem (Pa.) Globe-Tim
C. S. Wilson, Columbus, Ohio, State Jour and Columbus Dispatch.
W. P. Wilson, Washington (Pa.) Observer Reporter.
William L. Wright, Washington Post.
John L. Young, Philadelphia Inquirer.
Alfred Zimmerman, New York World.
W. S. Zimmerman, Pottsville (Pa.) Republic

From the Linotype Mailbag

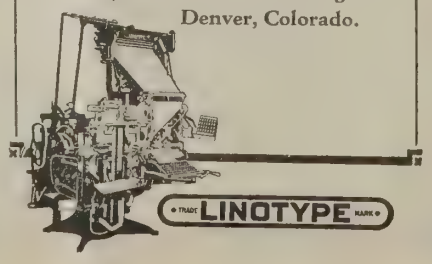
"Ship air mail"

"We wish to compliment and thank you for the exceptional service on our order of the 17th.

"We are running our four Linotypes day and night. On Saturday forenoon one machine broke down; Saturday afternoon we wired you 'Ship air mail, one dynamic thermometer operating coil for serial number twenty-nine hundred and four,' and on Monday morning at 9 o'clock the part was received and 10 o'clock the machine was running.

"Wonderful service. Thank you."

Bradford-Robinson Printing Co.
Denver, Colorado.



Special N. E. A. Invitation Editio

Twenty-thousand copies of the 84-pa "Invitational Edition" of the *Southe California Editor,* official organ of t Southern California Editorial Associatio have been printed and mailed to virtual every newspaper editor and publisher the United States, extending an invitati to attend the National Editorial Associ tion convention, to be held in Los A geles, June 30-July 2.

To Advertise East Colorado

Organized for the purpose of adve tising Eastern Colorado to attract inve tors, homeseekers and tourists, Easte Coloradans, Inc., a nonprofit corporatic was formed recently with R. L. Johns of Holyoke, Colo.; C. C. Bennett Denver, and P. O. Wells of Colora Springs, Colo., as incorporators. Office elected were R. L. Johnson, presiden Will D. Keene, of Pueblo, first vice-pres dent; L. R. Scott of Idalia, second vic president; H. M. Harms of Sterling, se retary and C. C. Bennett, treasurer.

Editor & Publisher
Suite 1700
Times Building
New York
N. Y.

Preserve your copies of
Editor & Publisher

The special articles, compilations and analyses EDITOR & PUBLISHER is giving you right along are too valuable not to be kept in a permanent, get-at-able form.

We have on hand a limited number of attractive, neat, strongly fashioned

BINDERS

made out of a good quality of imitation leather, with the name and trademark of the paper embossed in gold.

A set of two binders, each holding 26 issues, costs but $5, postpaid.

Order your set before they are all gone



Memphis made a bid for next year's I. C. M. A. convention. Left to right: F. Goldschmid, city circulation manager, and W. A. Alexander, country circulation manager, *Memphis Commercial Appeal.*

DAILIES REPORT WIDENING OF SALES MARKET INTO RURAL FIELDS BY AUTO

Farmers Being Brought Into City's Circle by Rural Motor Delivery, Circulators Say at Annual Convention— Country Subscriber Costs $10, But Worth It

REVOLUTIONARY changes are in progress in the newspaper field.

Newspaper circulations aided by the motor-truck are spreading out in ever-widening circles miles and miles away from the city publication offices into the homes of farmers, who, once big mail order customers, are now motoring into the towns to trade in local stores.

This was brought out in discussion June 8 before the International Circulation Managers' Convention in Philadelphia. The discussion was led by R. W. Taylor, Flint (Mich.) *Journal.*

"Because of the rural automobile delivery services being installed by newspapers throughout the country, papers reach subscribers in outlying districts within a few hours of publication," Mr. Taylor said.

"With this fast delivery service local department stores are able to compete with mail order houses that have realized the business of the farmers for some years."

Mr. Taylor asserted, however, that rural automobile delivery offers more advantages to evening than to morning newspapers. Edition times are changing.

"The evening papers are now able to deliver a home edition on the day of publication, and it reaches the farmer at the time when his work is done and he has time to read.

"I have found that the wives of farmers are especially interested in receiving the morning newspaper at 6 a. m. This permits the farmer's wife to note sales to be held in the city, and gives her sufficient time to arrive at the stores."

"The motor service not only keeps down cost, but makes the circulation departments absolutely independent of railway and bus schedules. This method gives the subscribers a better delivery service, is a great advertisement for the newspaper, and is a real builder of circulation, all of which benefits the advertiser.

John Schmid, *Indianapolis News,* said his paper now had 68 rural routes. Old pre-date editions that formerly used to be sent out via R. F. D., are being discontinued, because more complete newspapers now reach the outlying districts by fast motor trucks.

The average rural delivery costs $1,200 a year, Mr. Schmid declared. The average R. F. D. man gets $2,400 a year.

Frank Miller, *Washington Post,* estimated it cost $10 a year to keep a rural reader, but it was well worth the price.

Others who talked on this subject were Ted Booth, *Grand Rapids* (Mich.) *Press,* and John T. Toler, *Atlanta* (Ga.) *Constitution.*

When I.C.M.A. delegates left for their homes, with them went miniature liberty bells, gifts of the Philadelphia committee.

CROWN PRINCE VISITS N. Y. NEWSPAPER

Heir to Sweden's Throne Sees Herald Tribune in the Making— Runs Linotype and Makes Matrix

Gustavus Adolphus, Crown Prince of Sweden, accompanied by Crown Princess Louise and the royal entourage, visited the plant of the *New York Herald Tribune* the night of June 8. The party was directed through the plant by Ogden Reid, publisher of the Herald Tribune and Mrs. Reid; Arthur S. Draper, assistant editor; Everett Kallgren, make-up editor; Grafton Wilcox, assistant managing editor; Henley Hill, night editor, and Porter Caruthers, assistant business manager.

The Herald Tribune was also visited by the Prince of Wales on his last visit to the U. S. The Crown Prince of Sweden sat down to a linotype machine and under guidance of Isaiah Bardsley, superintendent of the composing room, set up one line of type—GUSTAF ADOLF.

The Prince also made a matrix of a completely-set newspaper page on the roller.

The royal visitors began their inspection by becoming acquainted with the night desk and copy desks in the city room, where pages of copy about them have been handled daily since they arrived in America. Escorted by Mr. Reid, the Crown Prince showed particular interest in the telegraph room.

After a flashlight photograph of the group had been taken in the city room the party went to the composing room on the fourth floor and other pictures were taken, including one of Gustavus Adolphus at the linotype.

Post-Intelligencer Using Promotion Ads

The *Seattle Post-Intelligencer* is running a series of 13 full page promotion advertisements telling its merits as a newspaper. Special features of the paper are taken up in the various pieces of copy. The series is elaborately prepared from a stylistic standpoint, the body type being Caslon bold, with hand-lettered signature. Wide decorative borders of scroll-like conventionalized foliage add to the attractiveness of the pages.



WASH TUBBS II
© NEA

Says:

"I've got it. There's one certain way of eliminating the wet mat pasting and steam-table nuisances, and that is, by using the Certified Cold process."

Yes! Certified Dry Mats do eliminate the drudgery from the stereotype department; they improve working conditions in the foundry and show a profit to the publisher.

And all of this is accomplished without sacrificing good printing.

As a matter of fact, with Certifieds, printing of type matter is every bit as good as with wet mats and reproduction of half-tones is even better.

Witness the work of the New York Times, Cleveland Plain Dealer, Detroit Times and several hundred others.

Also, the services of the NEA Service, Inc., and Central Press Association, both known for the high character of their half-tone work.

You can accomplish just as much with Certifieds. Why not get the facts—there's no obligation on your part.

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue
NEW YORK

for wet mat printing with DRY MAT facility— use CERTIFIEDS

Made in the U.S.A.

Our Customers Write Our Ads

BOONE, IOWA NEWS-REPUBLICAN
Says—

"We have seen many presses run, but none with the ease and dispatch of our DUPLEX TUBULAR PRESS."

DUPLEX PRESSES
FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

WE'RE ALWAYS BUSY—WHY?

AUTOMOBILE PRIZE CAMPAIGNS
Get the Circulation
Get the Money For It
Get It Quickly
Get It Right



Conducted on THE KENDALL PLAN

We would like to know more of your circulation building methods and charges Without obligation to us you may submit details, terms etc

Our last Campaign was run——

Name of paper——City——

By——Title——State——

Should we use a Campaign we would want it to start about——

Eighteen consecutive successful years of "Knowing How." Wire or write for details, references, etc.,

W. S. Kendall Company
104 NORTH BAILEY AVE.
LOUISVILLE, KENTUCKY

At present conducting third campaign within six years upon the WHEELING, W. VA., INTELLIGENCER.

Still Gaining!

The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.

The net paid average for the American was 57,503.

You need these papers to cover Baltimore, they reach more than half the City.

Sold separately or in combination.

THE BALTIMORE NEWS
and
Baltimore American

ANNOUNCEMENT
To National Advertisers and Advertising Agencies

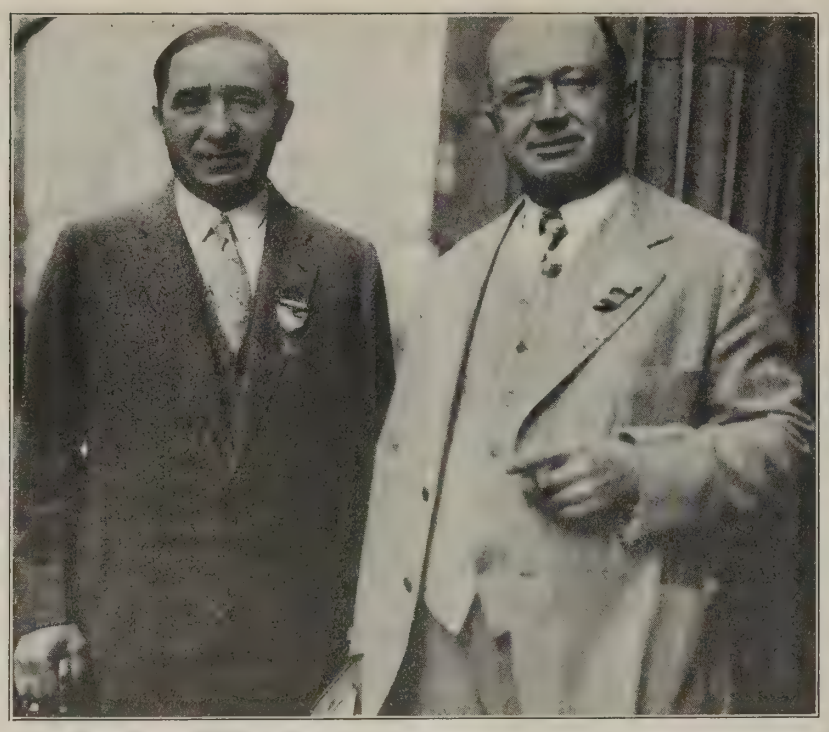
The National Advertising Departments of
New York Evening Journal
Baltimore Evening News
Baltimore American
Washington Evening Times
Washington Herald
Atlanta Evening Georgian
Atlanta Sunday American
are combined with offices in New York—Chicago—Detroit

New York Office:
W. G. HOBSON, *Eastern Manager*
2 Columbus Circle
Telephone: Circle 5400

Chicago Office:
F. E. CRAWFORD
Western Manager
913 Hearst Bldg.

Detroit Office:
FRANKLIN PAYNE
Representative
1351 Book Bldg.

All under direction of:
JAMES C. DAYTON, Publisher
NEW YORK EVENING JOURNAL



A team of big boys from Gotham—Louis Weinstock, Metropolitan Newspaper Association, and James A. McKernan, Morning Newspaper Association. They supervise the trucking of circulations by the millions over New York streets.

WHEN CIRCULATORS GET TOGETHER

MOTOR trucks are important topics of conversation between delegates at this year's I. C. M. A. convention in Philadelphia.

J. M. Annenberg, chairman of the local reception committee boasts 153 delivery trucks now to distribute the *Philadelphia Public Ledger*, the *Evening Public Ledger*, and the *Sun*. The longest run made is from Philadelphia to Cape May, N. J.

This is Mr. Annenberg's second convention in two weeks. He is a Shriner, and was chairman of the local publicity committee, maintaining one of those famous Post-Volstead hotel rooms for the relief of visiting and local news men.

Charles Payne, *Indianapolis Star*, and first vice-president of the association, has one of a fleet of trucks making a 210 mile round trip daily. The Star doesn't own its trucks, but rents them.

The cost for the 210 mile run, Mr. Payne said, was $1.27 a pound daily and 57 cents a pound on Sundays.

The Star's chief means of keeping circulation figures up is by continual contests among carrier boys and division managers, according to Mr. Payne. This Indianapolis newspaper maintains 14 city divisions. In a contest ended recently all but two divisions of the 14 showed gains. Two hundred dollars were offered in prizes to the division managers with small weekly prizes for the carriers.

Mr. Payne came east with Bert Pfaff, one of his assistants on the Star. It was their first visit to New York City. They took in the Woolworth Tower and Coney Island, but both of them balked at a proposal to visit a New York newspaper plant.

"New York circulation problems are not our problems," Mr. Payne explained.

"You're right they're not," agreed Abe Newman, *New York Evening Post*. And Mr. Newman ought to know. When he was knee high to a newsstand, he began selling papers in New York's east side. He was known as Gotham's youngest newsy then. Later, while with the New York Daily News, he organized the Morning Newspaper Association's independent delivery system.

"Circulation is a funny thing," mused Tom Dowling, circulation director of the *Cleveland Press* and the *Pittsburgh Press*. "It will go ahead like a greased pig, and then, all of a sudden, will drop as though the bottom had been pulled out of it."

Dowling is doing a little "greased pig" act himself at present, slipping the 150 miles between Cleveland and Pittsburgh about every other day.

Mr. and Mrs. Dowling stowed their Peerless car aboard a boat at Cleveland, crossed Lake Ontario to Buffalo, and motored the 581 miles to Philadelphia.

All the way from Texas came these cowpunchers to the convention: E. C. White, *Houston Chronicle;* Harold Hough, *Ft. Worth Star-Telegram*, and Arch Harris, *Dallas Times-Herald*.

White won a laugh from delegates when he told them that in Texas busses were "running all over the roads and over everybody else"; and when he said Texans were dense enough already, but that the Chambers of Commerce were already predicting that the population would be denser."

News is a newspaper's basic commodity and should be the basis of most of a paper's promotion, J. N. Eisenlord, *Chicago Daily News*, contended.

A local news feature which recently has been added to the Daily News, he said, is called "Here and There About Town." A reporter is being sent to different sections of the city daily to cover them, just as country reporters cover their towns for the local paper. It hasn't been running long enough yet to determine whether or not it was a circulation booster.

A good point was scored by Nathan Sherry, *Baltimore Post*, on the question of gaining and holding reader confidence:

"When you call an edition complete, be sure it is complete; don't release it with only half the sports covered," was his argument.

The Post has a "green edition" that always waits for final racing and baseball results. It never is put on the street until everything is covered. And the reader confidence thereby established, Mr. Sherry believes, has been a decided benefit to his tabloid.

"This 'green edition' sometimes doesn't come out until six or seven o'clock," he said. "One night the press broke down and we didn't get out until nine. Despite the delay we sold just as many copies as usual. Readers know our paper was complete."

Best simile heard at I. C. M. A.: "As unimportant as a scratch on a ten-year-old Ford." Credit Royal L. Weiler, *Allentown* (Pa.) *Call*, who delivered the most humorous convention report, judging by delegate laughter.

Automatic slot boxes for selling newspapers were praised as efficient circulation boosters for "weak editions and weak corners" by Joseph Rowett, *Washington* (D. C.) *News*. The News has installed these silent salesmen on many street corners and in front of many small office buildings in the Capital, he said. Profits obtained from them go to the men handling the territory. About 9,000 to 1 copies are sold daily by this metho

C. R. Murray, president of the Pareil Machine Company, makers o Halverson Stuffing Machine, found a way to get delegates to come up t room to see his exhibit without lating the Volstead Act. He boug couple of hundred canes. No, weren't hollow, nor did they contain juice of the forbidden fruit. strangely enough, the word about canes spread much faster than the l ball breath. In about half an every delegate was carrying one.

Here's a record. D. G. B. Rose, L ville, has been to every I. C. M convention since the association wa ganized 28 years ago. He got a hand when the fact was announced the platform. William Argue, *To Star*, wins second place. He's beer tending conventions without a miss quarter of a century exactly.

Leading All Other Daily Newspapers in the Albany Area

1st in Paid Advertising Lineage

Circulation With Complete Coverage

The Times-Union
Albany, N. Y.

"SKIPPY"
By PERCY CROSBY

The best juvenile comic strip. Combines great humor, excellent drawing and emphatic adult appeal.

A feature you can't afford to miss

JOHNSON FEATURES, Inc.
1819 Broadway, New York, N. Y.

Among The Newspapers Publishin
Constance Talmadge's Flapper Series

Chicago Journal
Detroit News
Toledo Blade
Omaha Bee
Peoria Star Journal
Philadelphia Sun
Buffalo Times
Louisville Courier J'l
Oakland Post Enquirer
Memphis News Scimitar
Newark Jersey Transcript

Why Not Join This List of Paper
Wire for Terms and Territory

COSMOS NEWSPAPER SYNDICA
Covering the World
NINE EAST THIRTY-SEVENTH STREET NEW YORK

Herbert S. Houston, President and Editor-in-Chief
Myles F. Lasker, Vice-President an General Manager

CLASSIFIED MANAGER

One capable of organizing and handling classified department on fast growing newspaper in southwest. Unlimited possibilities for the right man. Address Box A-567, c/o EDITOR & PUBLISHER.

No dull *Summer* IN Los Angeles!

Keep your schedules active - in *June, July,* and *August!*

Los Angeles Examiner

THE TELEGRAM

now has the largest paid circulation in

CLARKSBURG, W. VA.

13,000 daily
14,000 Sunday
guaranteed.

Member Audit Bureau of Circulations

Represented Nationally by
The Devine-MacQuoid Co., Inc.
New York Philadelphia Pittsburg Chicago

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION

Can supply you with com petent circulation men o capacity and ability capabl to take entire charge of you department or to fill impor tant posts in the department

Address the Secretary Treasurer please, Mr. Clar ence Eyster, care Sta Building, Peoria, Ill.

STEEP GOING TO CHINA FOR HERALD TRIBUNE

Writer of "Chinese Fantastics" Named Permanent Far East Correspondent—Covered Chinese Civil War Last Year

Thomas Steep, author of "Chinese Fantastics," has been appointed by the *New York Herald Tribune* as its permanent correspondent in the Far East. As a preliminary to his mission in Asia, Mr. Steep, with Mrs. Steep, will accompany Carmi A. Thompson, who will visit the Philippines as the personal representative of President Coolidge. Later Mr. Steep will travel in Japan and eventually make his headquarters in Peking with authority to travel in the Far East wherever news develops.



THOMAS STEEP

Resident for almost a year in Peking, Mr. Steep in 1922 covered the Civil war in China fought outside the walls of the Chinese capital between the armies of Wu Pei-fu and Chang Tso-lin. At that time he was acting temporarily as correspondent for the Associated Press in the absence of Walter C. Whiffen, regular correspondent. As a result of his observations Mr. Steep on returning to New York wrote "Chinese Fantastics," a book on odd and amusing phases of Chinese life.

Steep was born in Cincinnati and while a cub reporter saw a man in a show window who professed to be walking around the world, dressed only in wrapping paper. He induced his newspaper to send him on a walking and reporting trip through Kentucky, Tennessee, Georgia and Alabama. At Atlanta, Joel Chandler Harris advised him to go to Cuba, where the insurrection against Spain was arousing interest.

Engaged by a newspaper syndicate to join the Cuban forces, Steep in 1897 campaigned six months with the rebel leader, Calixto Garcia.

When the United States declared war against Spain, Steep, then 19, went to Cuba a second time. He landed at Santiago from a dispatch boat before the arrival of the American troops. He was the youngest of the correspondents, who included Richard Harding Davis, Stephen Crane and John Fox, Jr.

In 1906 Steep went to Russia to "cover" the revolution that followed Russia's defeat in the Russo-Japanese war. He next worked in London on the *Daily Mail*. When Madero started his revolution against the Diaz regime he went to Mexico, where he remained during the subsequent revolts of Villa and Carranza.

Prospects of internal changes in China lured him to Peking in 1922.

Stonier Heads Coast Ad Club

Harold J. Stonier, executive secretary of the University of Southern California, and for ten years director of the Los ANGELES ADVERTISING CLUB, has been elected president of the club. Other officers elected are Carl A. Bundy, first vice-president; J. G. Jeffery, second vice-president and Arthur Lee, secretary-treasurer. Directors elected are: Fred T. Hagelberg, E. J. LaFon and Ross Welch. Mr. Stonier was chosen to address the International Advertising Club convention in Philadelphia on June 22.

Dietz Joins Intertype Staff

August Dietz, head of the House of Dietz, of Richmond, Va., has been added to the personnel of the Intertype staff of designers, in the capacity of typographic counselor. Dietz for several years has been considered one of the foremost printers and type designers.

Convicted of Giving False News

Charged with having given false information to a newspaper, Collins Moses, a 15 year old Indian, was sent to the New York State correction school after a hearing in Children's court at Batavia, N. Y. The youth telephoned a report to the newspaper telling of his marriage to a young woman of the Tonawanda Indian reservation. The report was found to be untrue.

30 Sermons to Open A. A. C. W. Meet

Sermons in 30 churches on Sunday, June 20, by clergymen visiting the convention of the Associated Advertising Clubs of the World will be one of the features arranged by the Committee on Churches of the Poor Richard Club Convention Committee. William J. Eldridge is chairman of the Committee.

Foreign Writers Coming to U. S.

Newspapermen from all parts of Europe are coming to Chicago for the twenty-eighth international Eucharistic Congress, to be held June 20 to 24. It is expected that 500 newspapermen from outside Chicago will cover the great Catholic gathering for their papers. Belgium, Italy, Germany and France will be among the foreign nations represented in the press box.

Women's Ad Club Changes Name

The Woman's Advertising Club of Los Angeles has changed its name to the Advertising Association of Los Angeles, and has made a number of changes in its constitution and by-laws. Gertrude C. Maynard is president, and Gladys Harvey Knight, secretary.

Sues After Slip on Hotel Floor

Francis J. Powers, assistant sports editor of the *Cleveland News*, filed suit at Columbus, O., against the Hotel Deshler of Columbus for $5,000 damages. Mr. Powers asserts that he was injured when he fell on a slippery floor in the hotel on Oct. 24, 1925.

Chicago Specials Plan Golf Meet

The Newspaper Representatives' Association of Chicago will hold its annual golf tournament June 17, at the Wilmette Golf Club. John McConnell, president of the association, is a director of the club.

Prints 56-Page Roto Section

The *San Antonio Express* recently issued a special rotogravure section of 56 pages, tabloid size, depicting Southwest Texas development, celebrating its 61st anniversary.

McCormick Joins Knoxville Sentinel

R. E. McCormick has been made news editor of the *Knoxville Sentinel*, succeeding W. G. Cayce, resigned. McCormick was formerly managing editor of the *Birmingham Age-Herald*.

Monitor Issues British Supplement

The *Christian Science Monitor* on June 1, issued a special 42-page British Industrial Supplement. A special message from Premier Stanley Baldwin opened the British section.

Garland Joins Baltimore Post

Robert Garland, dramatic critic of the *Baltimore American* for many years, on June 14 will join the staff of the *Baltimore Post*, Scripps-Howard newspaper.

Arizona Paper Starts New Plant

The *Coconino* (Ariz.) *Sun*, Col. Fred Breen, publisher, has commenced the construction of a $25,000 building to house the newspaper.

Oakfield (N. Y.) Independent Resumes

Publication of the *Oakfield* (N. Y.) *Independent* was to be resumed by June 9, by a new editor, C. B. Blakley. The newspaper is a weekly.



Automobile registration is your measure of advertising value!

Indiana stands high in automobile registration and increases each year faster than any other state its size.

Practically every home has a car and that is the best measure of buying power.

The people of Indiana can well afford automobiles. They are steady, industrious Americans who spend money carefully, but they have it to spend.

Reach this group of substantial citizens through the daily papers.

	Circulation	Rate for 5,000 lines
**Columbus Republican .....(E)	4,912	.03
††Connersville News-Examiner .....(E)	4,681	.025
††Decatur Democrat .....(E)	3,215	.025
**Fort Wayne Journal-Gazette .....(M)	35,247	.08
**Fort Wayne Journal-Gazette .....(S)	28,468	.08
**Fort Wayne News-Sentinel .....(E)	43,365	.10
**Gary Evening Post-Tribune .....(E)	15,514	.06
**Huntington Press .....(M&S)	4,079	.025
††Indianapolis News .....(E)	128,341	.25
**Lafayette Journal & Courier (M) 7,878 (E) 13,583	21,461	.06
††La Porte Herald-Argus .....(E)	6,726	.04
**Marion Chronicle .....(E)	9,364	.04
†Shelbyville Democrat .....(E)	4,012	.025
**South Bend News-Times.. (M) 9,751 (E) 16,603	26,354	.07
**South Bend News-Times.....(S)	24,500	.07
**South Bend Tribune..(S) 21,431. ..(E)	22,254	.06
††Terre Haute Tribune.....(E&S)	23,442	.06

**A. B. C. Publishers' Statement, March 31, 1926.
†Government Statement, October 1, 1925.
††Government Statement, March 31, 1926.

JOSEPH D. MILNE

Former Editor and Part Owner, Fall River News, Dies at 70

Joseph D. Milne, 70, who had been connected with the *Fall River Evening News* as editor and part owner for approximately 50 years until its sale last week to C. F. Kelly, head of the Kelly-Smith Company, newspaper representatives, New York, died at his home in Fall River, June 8.

He was born in Fall River, Oct. 1, 1845. As a boy he was a carrier for the News, and during school and college vacations worked on the paper. Upon being graduated from Brown University in 1877, he became successively city and managing editor. His father, John C. Milne was one of the founders of the News, which started as a weekly in 1845, and became a daily in 1859. The paper was a father and son concern until the father's retirement in 1913, when Joseph came into half ownership. The other partner was Frank S. Almy.

Joseph Milne was formerly president of the Citizens Savings Bank, a director of the Osborn Mills, Fall River, a director of the Fall River Historical Society and a member of the New England Newspaper Alliance. He is survived by his widow, Mrs. Georgie A. Milne, a daughter, Mrs. Roland H. Ballou of Providence, and a son, John C. Milne, New York.

JOHN D. SPRECKELS

Coast Capitalist and Newspaper Owner Dies in San Diego

John D. Spreckels, capitalist with many interests in San Diego and San Francisco, and owner of the *San Diego Union and Tribune* died in San Diego, June 9. He was at one time owner of the *San Francisco Call.*

His enterprises included the Western Sugar Refining Company, the Spreckels Sugar Company, the Pajaro Valley and San Diego Electric Railway Companies, the San Diego and Arizona Railway, and banking houses and hotels.

Mr. Spreckels undertook many enterprises intended primarily for public benefit.

Among his benefactions was the financing of a wing of the Mercy Hospital in San Diego that cost more than a quarter of a million dollars. He was also one of those who made possible the Panama-Pacific Exposition in 1915 and contributed to it an outdoor organ, on which concerts are still given daily.

Music and yachting were Mr. Spreckels' hobbies. He was born in Charleston, S. C., on Aug. 16, 1853, and educated at Oakland College, California, and at the Polytechnic School in Hannover, Germany. He was a son of the late Claus Spreckels, who branched out of the grocery business to lay the foundation for the Spreckels fortune in the sugar industry. The father became a power on the West coast as a pioneer in the sugar trade in California and the Hawaiian Islands.

P. & A. PHOTOGRAPHER KILLED

His Car Turned Turtle Crushing Him and Injuring Others

George A. Phillips, 26, Los Angeles staff photographer for Pacific & Atlantic Photos, was killed, and three other persons injured, in an automobile last week. Phillips was driving a party of aviators and news photographers back to Los Angeles from an assignment in Pasadena, when his car turned over three times and rolled into a ditch. Phillips got out of the wrecked car, walked around it, and then collapsed. He was rushed to Pasadena hospital, where he died. His chest was crushed.

Miss Dele Tack, stenographer for P. &. A. photos, sustained cuts and bruises. Harry Steiger, manager of the Los Angeles P. and A. office, was the only member of the party unmarked by the crash.

Edmund Wisnewski

Edmund Wisnewski, 67, for six years manager of the Public Utility Department of the G. M. Gest & Co., electrical contractors, New York, died at his home in Cincinnati, June 7.

Mr. Wisnewski's first job was that of a clerk in the business department of the *Cincinnati Enquirer.* He later became business manager of the Enquirer.

PIONEER PRESSMAN DEAD

Terence Gavin of Boston Helped Print Bull Run Extra

Terence Gavin, pioneer Boston pressman and for more than 50 years employed in that trade, and the printer who gave Boston news of the first battle of Bull Run in the first Sunday edition of the *Boston Herald,* died last week at his home in Medford, Mass., aged 88. He retired from active work in 1909.

During the Civil war days it was necessary to post a guard over the Boston Herald pressroom on Sundays to keep out inebriated idlers, a watchman being chosen from among the printers. On the critical Saturday night when the news of the Union rout at Bull Run reached Boston, Gavin was on watch over the pressroom. Early Sunday morning he was startled by a vicious rattling of the grill work outside the pressroom, and upon investigating found Managing Editor Bailey with news of the battle. Gavin was dispatched to roundup some printers to get out an extra. Going into Newspaper Row he soon recruited two compositors and two pressmen, of the Herald staff. Gavin supervised the men as they worked through the early morning hours of Sunday. They printed a four-page edition on the old hand-feed Bullock press. Gavin fed the upper right sheet. At 10 o'clock Sunday morning the paper was out on the street giving Bostonians news of the battle.

J. ROWLAND MIX

Head of Advertising Agency Dies at 70 Years After Brief Illness

J. Rowland Mix, head of the J. Rowland Mix Advertising Agency, New York, died Monday after a short illness at the home of his daughter, Mrs. A. H. Blight, 38 Ridgeview avenue, White Plains, N. Y.

Mr. Mix was born 70 years ago in Atwater, O., and was educated in private schools in Wilton, Conn. Formerly he made his home in Orange, N. J., but for the last 25 years had lived in New York. For many years he was business manager of *Scribner's Magazine.* He was a member of the Lotos Club, St. Andrew's Golf Club and of Hope Lodge F. and A. M.

Martin J. Walsh Dead

Martin J. Walsh, fifty, financial reporter, for more than twenty years engaged in newspaper work in New York died June 4, following a stroke of apoplexy. He came to New York from Albany in 1905 and began work for the New York City News Association. Five years later he was assigned to "cover" Wall Street and the financial district for the news association. In July, 1918, he resigned to go with the New York News Bureau. He was especially well informed on the petroleum industry and was at the head of the petroleum news department of the bureau at the time of his death.

Obituary

T. M. PRYCE, 22, son of W. M. Pryce, managing editor of the *Orlando* (Fla.) *Morning Sentinel,* died at Albuquerque, N. M., May 31.

EDWARD B. PATRICK, 61, former publisher of the *El Campo* (Tex.) *Record-News,* died recently at El Campo.

THOMAS MOGAN who had worked in the composing room of the *Boston Herald-Traveler* for the past 25 years died recently on his way to work.

FREDERICK P. RHELL, 46, news writer on labor subjects, died at his home in Brookline, Mass., after a short illness. Rhell was at one time labor editor on the old *Boston* (Mass.) *Record.*

J. C. JONES, 65, newspaper broker, died recently at his home in Dallas. He formerly was in the newspaper business at Sulphur Springs and at Eagle Pass, Tex. Four daughters and two sons survive him.

EDWIN B. MAYNARD, 70, formerly an editorial writer on New York dailies, died at his home in Worcester, Mass., last week.

ALFRED PHINNEY, long connected with the mechanical staff, *Boston Transcript,* died recently at his home in Boston.

LEWIS MCLAUGHLIN, 62, editor and publisher for 40 years, died in Stafford Springs, Conn., June 4. He was editor and owner of the *Stafford Press,* weekly, until two years ago, when he resigned as editor to become business manager.

JAMES A. HENDERSON, 55, a member of the reference room staff, *Boston* (Mass.) *Herald-Traveler,* for the past 11 years, died suddenly at the home of his brother-in-law at Wells Beach, Me., last week.

HENRY J. HOLMES, 74, who died May 26, in Long Beach, Cal., was a retired newspaper publisher of Glenwood Springs, Colo., and resided there until six months ago.

WILLIAM T. CUTSHALL, 83, former editor and owner of the *Leetonia* (Ohio) *Reporter,* died at East Liverpool, Ohio, June 2. His widow and one daughter survive.

JAMES A. LANE, '66, former Urbana, Ill., newspaperman and for many years in Chicago and with downstate publications, died suddenly May 30, in Urbana. He was best known for his connection with the *Urbana Courier* and *Rossville Press.*

JAMES B. MILLER, veteran Salt Lake City newspaperman and for several years past music and dramatic critic for the *Tribune,* died in Salt Lake City.

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.
Member A. B. C.
URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representatives:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

How to Get More Circulation
1. *Make a good newspaper.*
2. *Sell it in a business-like manner.*
An old formula, but still the best. With my staff of clean, aggressive salesmen I can get you all the circulation you want and with a good product which I can also help you make, you will hold the new business.
No contests, no tricks—just selling.
Let me show you what I have done for other papers and what I can do for you. Write or wire.
F. J. Marks Circulation Service
2524 E. 73d Street, Cleveland, O.

587 NATIONAL ACCOUNTS
out of a total of 607
—selected The Miami Herald as the medium through which to cover the Miami Trading Zone, during the first quarter of 1926.
334 National Accounts
—appeared exclusively in The Herald.
The twenty accounts not in The Herald were mostly business refused for ethical reasons.

MERCHANT & EVANS CO.
PHILADELPHIA
Producers of
SPARTAN TYPE METAL
Since 1866
LINO • MONO • STERO
INTERTYPE
COMBINATION
Stocks in Principal Cities

We shall be pleased to see any newspaper man during the Philadelphia Convention and to talk over with him his classified advertising problems
THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building Philadelphia

creating
Impression!
nearly half the 2013 national advertisers using the Cleveland Plain Dealer in 1925 used it *exclusively.*
The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it
J. B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 360 N. Mich. Ave., Chicago

WITH THE GENERAL ADVERTISERS

Paint and Varnish Manufacturers Spent $2,500,000 for Advertising in 1925—Life Savers Records 16 Per Cent Increase in Net Income—New Brunswick to Advertise

PAINT and varnish manufacturers of the United States spent more than $2,500,000 in various forms of advertising during 1925, according to a report submitted by L. W. Batten, Jr., of the F. J. Ross Company, New York, at the annual Paint and Varnish Advertising Managers' Conference held in Philadelphia Tuesday of this week.

Five classes of advertisers listed by Mr. Batten were: those firms which devote to advertising a sum of less than $10,000, those spending between $10,000 and $25,000, those spending between $25,000 and $50,000, those spending between $50,000 and $100,000, and the final group of those whose advertising runs over $100,000 for the year.

How the various classes of advertisers spent their budgets was shown by Mr. Batten in the following table:

PAINT & VARNISH ADVERTISING EXPENDITURE—1925

Classification	General Average	Less Than $10,000	$10,000 to $25,000	$25,000 to $50,000	$50,000 to $100,000	Over $100,000
General advertising	20	7	6	11	35	40
Newspaper advertising	16	13	20	22	6	18
Outdoor advertising	4	7	4	4	2	1
Sales and advertising helps	35	41	41	40	35	20
Direct mail	18	28	21	13	19	10
Advertising to painters and dealers	6	4	6	9	1	11
Miscellaneous	1	..	2	1	2	..
Total	100%	100%	100%	100%	100%	100%

The data was compiled by the questionnaire method.

Life Savers, Inc., of Port Chester, N. Y., which has been a large newspaper advertiser, recently reported a 16 per cent net gain in income for the first quarter of 1926, as compared with 1925. The net income for this period of 1926 was $300,698 as against $258,000 for 1925. The company will spend about $1,500,000 this year on advertising and sales development, it was stated.

Percy O'Gorman, assistant advertising manager of the Durham-Duplex Razor Company, Jersey City, N. J., has been appointed advertising manager.

A new monthly record was established by the National Cash Register Company, Dayton, when sales of $4,500,000 were recorded in May.

Littleford Brothers, Cincinnati, plate and sheet steel construction, have appointed A. G. Schuette advertising manager, succeeding Herman H. Streitman, resigned.

The New Brunswick Tourist Association, St. John, N. B., has announced it will shortly start an advertising campaign in United States newspapers. A. McKim, Ltd., Montreal advertising agency will direct the account.

Duesenberg Motor Company, Indianapolis, has appointed Douglas Andrews sales manager.

FOUR REGIONAL A. P. MEETS

New York, Michigan, New England and Pennsylvania Groups to Convene

Four regional Associated Press meetings are scheduled for the latter part of this month.

The New York members of the A. P. will meet at Ithaca the night of June 16, coincident with the convention of the New York State Publishers' Association, which holds sessions, June 16-17. Kent Cooper, general manager, will be a speaker.

The Michigan group, of which James Gray, editor of the *Adrian* (Mich.) *Telegram* is chairman, will meet at Adrian, June 19-20. Members will be guests of Stuart H. Perry, publisher of the Telegram, and A. P. director.

The New England group will convene at the Copley Plaza, Boston, June 25, to elect officers and name a New England member to the Eastern Advisory Board of the A. P.

Pennsylvania A. P. members have set June 28, as the tentative date for their meeting at State College, Pa.

Yost Given Honorary Degree

Casper Yost, editor of the editorial page, *St. Louis Globe Democrat,* was given an honorary LL.D. degree by Lincoln Memorial University at commencement exercises held at Harrogate, Tenn., near Knoxville. Mr. Yost delivered an address at the institution on "The Heritage of the Mountains." John Hays Hammond, noted mining engineer, conferred degrees and diplomas.

McEvoy to Cover Magee Trial

W. J. McEvoy, of the Washington bureau of the United Press, has left Washington for Las Vegas, N. M., to cover the trial of Carl Magee, editor of the *Albuquerque State Tribune,* charged with manslaughter. The trial is scheduled to start June 14.

FLASHES

The wages of sin is death, plus whatever the story will bring.—*Florence (Ala.) Herald.*

The modern home is supplied with everything except the family.—*Buffalo Post.*

The insurrection in Poland means added eyestrain for the poor proofreaders.—*J. R. Wolf in Milwaukee Journal.*

A specialist is one who has his patients trained to become ill only in his office hours. A general practitioner is likely to be called off the golf course at any time.—*Kansas City Star.*

The Texas family averages 4.9 persons, and Papa knows who that nine-tenths is.—*Dallas News.*

Dress runs to latitude rather than longitude.—*Wall street Journal.*

The average man's life is now divided between worry over two tubes, radio and inner.—*New York American.*

Professor Hrdlicka is going on a scientific search expedition in Alaska. Here's hoping he finds his missing vowel.—*Boston Transcript.*

Well; when people were more easily shocked they were also more easily fooled.—*Edmonton Bulletin.*

The town of Teller needn't feel so bad about the publicity it didn't get. What was the name of that Montana town that staged the big fight a few years ago?—*F. P. A. in New York World.*

You never know just what a nation is fighting for until it wins and you observe what it takes.—*New York Telegram.*

ROOM 105
BELLEVUE STRATFORD HOTEL
PHILADELPHIA

Here

EDITOR & PUBLISHER

will hold forth

During the

Associated Advertising Clubs

of the World Convention

June 20 to 24

MAKE OUR HEADQUARTERS
YOUR HEADQUARTERS

Help Yourself to
Our Hospitality

—our time

—our stationery

—our stenographic service

—our information service

—our cigars

Let us meet you and greet you often!

EDITOR & PUBLISHER
1884 The Oldest Published and Advertising Journal in America 1926
SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY

NEARLY 100 OCEAN LINERS RECEIVING WORLD NEWS DAILY VIA RADIO

17 Atlantic Passenger Lines Being Served by Chicago Tribune Through N. Y. Correspondent—27 Ships Printing Daily Papers—Headlines and Make-up Radioed

ALMOST 100 ocean passenger ships in the trans-atlantic service are now being served with world and domestic news by the *Chicago Tribune*, it was announced in New York this week by Perley Boone, who is editor of the *Chicago Tribune Ocean Times* in addition to being the eastern editorial correspondent of the Chicago paper and American representative of its Paris edition.

In disclosing the extent of ocean news Mr. Boone sa.d:

"This development in the dissemination of news has been occurring quietly for the last three years, and has now reached the proportions of a large international service.

"The particular aim of the Chicago Tribune in supplying news to ships was to provide American news for American travelers, but the growth of the service to embrace a number of steamship lines flying foreign flags has enlarged the scope of the enterprise. The nightly news report for ships, therefore, is now being made up to contain an impartial digest of the world's news, together with concise stories on American domestic, political and governmental happenings, sporting news, and New York stock market prices.

"Originally, the Chicago Tribune sent its news summary only to ships of the United States Lines, but now 17 Atlantic companies are subscribers, along with two private yacht owners, W. K. Vanderbilt and Richard Howe.

"While the ocean news service has been growing, the Chicago Tribune has also been extending its publication of miniature newspapers on ships in the Atlantic service. Some three years ago a paper was printed and distributed on the United States Lines, but last year the White Star, Red Star, Royal Mail, and Atlantic Transport were taken into the enterprise with the result that the Chicago Tribune Ocean Times is served daily to passengers on 27 ocean liners during their voyages to and from Europe. A total of 65 other ships are subscribers to the news service, and use it in getting out their own newspapers for their passengers.

"One interesting feature of the ocean news dispatch as radioed nightly through a traffic arrangement with the Radio Corporation of America, is found in the fact that pre-prepared headlines are sent out as well as the text of various news items.

"The New York correspondent of the Chicago Tribune, who edits this service, selects four or five leading news stories of the night, 'makes up' an imaginary page 1, and radios the stories in the order of their importance, accompanied by display headlines.

"The radio operators on ships receive the news according to a standard formula and turn it over to the printers aboard ship. The type is then set—some of the ships have linotype machines and others set by hand—and the wireless news is then printed on blank pages left in predated newspapers of 8 to 20 pages. through this system, the printer aboard ship is given his news dispatch already edited and 'made up,' and when the passenger gets his paper at breakfast or lunch he has a complete, although miniature, metropolitan newspaper, edited on land, wirelessed out to sea, and with the wireless news section printed at sea.

"Through this dual enterprise, the Chicago Tribune is furnishing both news and a newspaper to passengers on five steamship lines, and is supplying news to ships of a dozen additional lines. The ships which get the newspaper are supplied with typical American reading and advertising matter, cartoons, pictures and features, prepared and printed in advance in addition to the wireless news fresh each day. The lines now being served with the Chicago Tribune Ocean Times follow:

"White Star Line, Red Star Line, United States Line, Royal Mail Line, Atlantic Transport, Cunard Line, French Line, United American Lines, Anchor Line, Norwegian American Lines, Swedish American Line, North German Lloyd, Pacific Steam Navigation Company, Furness Bermuda Line, Lloyd Sa-Baudo Line, Navigazione Generale Italiana Line, Lamport & Holt.

"The Radio Corporation of America, in transmitting the news to ships at sea, uses 200 kilowatt power and sends on 13,500 wave length through WRQ at Marion, Mass. W. A. Winterbottom, traffic manager of the Radio Corporation, has directed the development and improvement of the transmission. Static and other interference is overcome, so that no traveler on the Atlantic ocean need now be without his morning newspaper and his summary of the worlds news."

Two Tulsa Reporters Honored

George L. Watkins and William N. Randolph, reporters for the *Tulsa* (Okla.) *Tribune*, were recently inducted into important official positions. Watkins, Federal building man, was elected city water commissioner, while Randolph, courthouse man, was appointed a judge of the common pleas court by Governor Trapp of Oklahoma.

Randolph is a law school graduate and has been assistant county and assistant city attorney. He joined the Tribune six years ago to study city affairs before continuing in law.

A. A. C. W. Program Broadcast

All the details of the convention of the Associated Advertising Clubs of the World, to be held in Philadelphia June 19-24, 1926, have been broadcast from radio station WLIT, Lit Brothers, Philadelphia, in a series of talks which started May 12.

News Staff Broadcasts Radio Program

Employes of the *Birmingham Age-Herald* broadcast their own radio program on the night of June 2, from the Age-Herald's broadcasting station WBRC. Motion pictures of the various members of the News staff "doing their stuff" were made and were used at one of the local theaters, giving the public an opportunity to see the entertainers in action. The program included musical numbers and stories by members of the staff.

N. C. DAILY TO BUILD NEW 4-STORY PLANT

Winston-Salem Journal Building to Be of Colonial Design — New Octuple Press to Be Installed

What is said to be the largest single order for a printing press ever placed by a newspaper in the Carolinas, was that given last week by the *Winston-Salem* (N. C.) *Journal* to Walter Scott & Co., of Plainfield, N. J., for an Octuple press of the modern unit type. The press will be installed about the first of January in a new building to be erected on the site recently acquired by Owen Moon, publisher.

Plans and specifications for the new building are now being completed by Harold Macklin, local architect; with Lockwood & Greene of Charlotte and New York, associates; Ruebsam & Stevens of Washington, structural engineers; and Wiley and Wilson of Lynchburg, Va., mechanical engineers.

The building will be of Colonial design, in harmony with the Colonial architecture of Salem and the early buildings of the old Moravian settlement. The front elevation will have something of the style and character of the famous Congress Hall of Philadelphia and over the main entrance will be reproduced in smaller size the beautiful Palladian window from the south side of Independence Hall.

Plans call for a four-story building of brick and fire-proof construction with a 90 foot front and a depth of 75 feet. Provision has been made for future expansion to a depth of 200 feet as conditions require.

The plot of ground purchased some months ago by Mr. Moon for the Journal building embraces the property at the corner of Fourth and Marshall street with an ell extension through to Spruce street. The new Journal building will be erected on Marshall street, between Fourth and Fifth streets, important east and west thoroughfares of the city.

It is expected that work will be started on the new building within the next few weeks and that it will be completed for occupancy shortly after the first of the year.

The Winston-Salem Journal was acquired by Mr. Moon last summer. The paper carries Associated Press service.

A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.

With a constantly increasing circulation, plus a constant growth in advertising lineage, the New York Evening Graphic offers the advertiser an extremely profitable opportunity.

Published by BERNARR MACFADDEN

NEW YORK EVENING GRAPHIC

H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

CLINE ELECTRIC MFG. CO. CHICAGO — CLINE SYSTEM — QUALITY MARK SERVICE PLUS — CLINE WESTINGHOUSE

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

Cincinnati Enquirer

Cincinnati, Ohio

Ask them about it.

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

Regional Advertising
at
Regional Rates
in
The Christian Science Monitor

An International Daily Newspaper
Publishing SELECTED ADVERTISING
ATLANTIC, CENTRAL and PACIFIC Editions

Rates and Circulation Data Supplied on Request

ADVERTISING OFFICES

Boston	New York	Kansas City
Philadelphia	London	San Francisco
Chicago	Paris	Los Angeles
Cleveland	Florence	Seattle
Detroit		Portland

"Buy What You Can Use"

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

Detroit

Fourth
Largest
City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

DOMINANT!
in
Pinellas County, Florida
Daily News

ST. PETERSBURG'S PICTURE PAPER
Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall

America's Biggest Tabloid
Florida's Fastest
Growing Newspaper

To be assured of Complete Coverage—
USE THE NEWS

The only paper in St. Petersburg, Florida, whose application has been accepted by Audit Bureau of Circulations.

Represented by
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO EMPLOYERS

WHAT OUR READERS SAY

Offers Aid to Editors

To Editor & Publisher:

Please accept our sincere appreciation of the story on the Koch Cancer Foundation. It is excellently presented, and will be of great service to the newspapers of the country. We will, of course, be glad to send our material to you from time to time.

In these times when free publicity is being exploited to the utmost, both by good and evil causes, it is well for the newspapers to have a guide in separating the true from the false in medical matters. The headquarters office of the American Medical Association will be glad at any time to answer telegrams from any newspaper as to authenticity of publicity in medical matters.

Morris Fishbein,
Editor, *The Journal of the American Medical Association,*
535 North Dearborn St., Chicago.

Alleged Cancer "Cures"

To Editor & Publisher: You must have received many letters of congratulations on your article, in the issue of May 29th, on the subject of "cures" for cancer, and I would like to add my few words of praise for the work you are doing.

It is not easy for the average man to realize how eagerly the victims of this disease grasp at every straw that floats before them and their mental despair is such that they fall easy victims to exploiters.

The newspaper industry should be very grateful to you for your stand in this matter and it is to be hoped that both the editorial and business sides of newspapers throughout Canada and the United States will take immediate steps to cooperate.

A. L. Dawe,
Canadian Export Paper Company, Ltd.

Denies Polish Story

To Editor & Publisher:

I read with great interest the article entitled "Beating the News Censor at His Own Game" in the May 29 issue of the Editor & Publisher. The trouble with the article is that most of the correspondents have not been beating the news concerning foreign affairs in the various countries of Europe. For example:

You cite the case of Wilbur Forrest, correspondent of the *New York Herald Tribune,* who is alleged to have beaten the Polish censors with a dispatch from Warsaw, via Berlin. Mr. Forrest not only has beaten the Polish censors, but he has beaten the American readers, by sending an absolutely false account concerning the affairs in Poland. The alleged facts in Mr. Forrest's dispatch are to-day known to have been nothing more than an inspired propaganda against Poland by the enemies of Poland and deliberately false. Presenting false news is not "beating" anybody except the readers. Anyone could have manufactured such a correspondence without troubling himself with a trip to Berlin to accomplish it. It could have been done in New York just as well. Watching the affairs in the countries of Europe, I note that the greater percentage of special dispatches "gotten up somehow" are equally as untruthful. To the editors of the foreign papers here most of this exclusive "stuff" from Europe is largely "bunk."

J. C. Ruszkiewicz,
Buffalo (N. Y.) *Polish Everybody's Daily.*

Not a Sectarian Paper

Cranston, R. I.

To Editor & Publisher: In the current issue of Editor & Publisher there appears a news item headed "Comstock Leases Cranston News." Knowing that you want the facts, I am taking this opportunity as owner of the Cranston News to correct a misstatement which we know is so easy to creep in to any publication.

On the walls of my office I have a picture of the late President Harding, under which is printed "The Star Office Creed." I have added to the last paragraph, "Employees of the Cranston News are expected to follow the advice given by President Harding to the employees of the Marion Star." Before leasing the News we had a little difference of opinion between one of the editorial writers and the publisher's office, concerning some of the paragraphs contained in the Creed. Perhaps the removal of one of these men from our staff led him to circulate the story that the News "has been a sectarian paper."

Since its establishment in 1922, the News has been independent both politically and in a religious sense. Being a home paper, and this city having twenty churches of various denominations in it, we have encouraged the publication of church news. No particular denomination has been favored above another. All have been given an equal opportunity. When told to "Treat all religious matters reverently" as ordered by President Harding for his men on the Star, one of our men became a little unruly. The issue at stake contained a Christian Science lecture. Newspapers all over the country occasionally print these lectures. The *Morning Telegraph* of New York City prints them many times during the year, and yet no one would call the Morning Telegraph a sectarian publication.

In the lease which Mr. Martin and I have signed there is a clause which continues the same non-partisan independent policies which the News has pursued since I established it.

Regarding my travels, your article is somewhat at fault. My trip to the West will be as an official to the N. E. A. Convention in Los Angeles, held the first of next month. Next winter, if all goes well, I hope to motor to Florida, where as Vice-President for Rhode Island for the International Press Foundation I hope to be helpful in furthering the plans of this rather visionary project, so that Rhode Island will be in the forefront when practical steps are taken for the building of Press City.

I would appreciate very much if you could print a correction in a coming issue of Editor & Publisher.

Jonathan F. Comstock.

Japanese Trade Papers

To Editor & Publisher:

I have enjoyed reading your short but very interesting article in your journal of the recent issue about Japanese Journal for Newspapermen.

However, I fear, it is somewhat misleading. By that I do not mean you misled your readers purposely. I surmise, rather, you were misled by someone and it reflected in the article.

The plain fact is that there are a number of journals for newspapermen in Japan, and most of them have a history back of them.

The Journal I am connected with is called *"Shimbun No Nippon,"* and in the fifth year of its existence. We publish a monthly magazine and daily report in the form of leaflet dealing with journalism and advertising, and we are enjoying the firm confidence of our subscribers and general public.

Of course, we do not care if "Journal of Scientific Journalism" claims to be the first and only publication of its kind in Japan. But it may hurt the reputation of your valuable and esteemed journal unless the truth is told.

So far as the publication of the Journal by Mr. Hideo Ono is concerned, it is correct. But it is not the first and only publication of its kind in Japan. However, we do welcome the infant and wish Mr. Ono's success as much as or perhaps more than anyone else.

The Shimbun No Nippon Sha,
K. Obara.
Chief Editor.

PRESS AGENTS ELECT

Walter K. Hill Made President of Theatrical Organization

Walter K. Hill was elected president of the Theatrical Press Representatives of America at a recent meeting held at the Burlesque Club, New York. He succeeds Wells Hawks.

Charles Emerson Cook and May Dowling were elected vice presidents. Other officers chosen were George A. Kingsbury, traveling vice president; Harry J. Riddings, Chicago, vice president; Mark Wilson, Philadelphia, vice president; John W. Luce, Boston, vice president; Bert Lang, Canada, vice president; Helen Hoerle, recording secretary; Francis E. Reid, corresponding secretary, and S. M. Weller, treasurer.

The following were elected members of the Board of Governors: S. I. Connor, Willard D. Coxey, Campbell Casad, Dixie Hines, Willard Holcomb, Beulah Livingston, John L. Peltret and A. P. Waxman.

The organization has three hundred and fifty members.

Finnish Paper Suspends

The *North Star*, a Finnish four-times-a-week newspaper, which has been published in Fitchburg, Mass., since 1901, has suspended publication. Arrangements have been made to merge the businesses of the North Star Publishing Company and the Finnish Socialistic Publishing Company, with offices at 48 Wallace avenue. The latter publishes a daily, *Raivaaja,* and a monthly.

ALABAMANS ELECT STANLEY

Greenville Advocate Publisher Named President at Auburn

F. Webb Stanley, of the *Greenville* (Ala.) *Advocate,* was elected president of the Alabama Press Association at the closing session of the annual meeting, Friday, June 5, in Auburn. Stanley's father, Gen. J. B. Stanley, was president of the association twenty-five years ago.

R. B. Vail, of the *Baldwin Times,* was elected vice-president; Horace Hall, of the *Dothan Eagle,* secretary-treasurer; P. O. Davis, Auburn publications, reporter; John C. Williams, *Talladega Daily Home,* historian; Mrs. C. W. Thomas, of *Citronelle Call,* poet; Forney G. Stephens, *Southern Democrat,* Cneonta, editor of the editors' own journal, *Alapressa,* and N. C. Cady, of the Western Newspaper Union, business manager of the latter.

Talladega was selected as the place for the 1927 session.

Do you know what percentage of errors are made in your Composing Room?

We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.

Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.

When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.

Matrix Contrast Corp.
33 W. 42d St., New York City

in Detroit—

Free Press city circulation reaches 31,000 more than the total number of families owning their own homes.

THE DETROIT "FREE PRESS"

"Starts the day in Detroit"

MICHIGAN
and the
BOOTH NEWSPAPERS

THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN, 50 East 42nd St., New York City
J. E. LUTZ, Tower Building, Chicago, Ill.

EVENING HERALD
Los Angeles, Calif.

Gained 5,015 Daily Average Circulation

Sworn Government Statement, Six Months Ending March 31, 1925, 177,298 Daily. Six Months Ending March 31, 1926, 182,313 Daily. Increase in Daily Average Circulation, 5,015.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
John H. Lederer, 910 Hearst Bldg., Chicago, Ill.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

If Quality
of circulation is your first consideration

The Evening Star
With Sunday Morning Editions
Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

N. Y. Office—110 E. 42nd St.
Dan A. Carroll
Chicago Office—Tower Building
J. E. Lutz

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 Daily World — Evening World readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

The **DES MOINES CAPITAL**

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best Advertising buy in the midwest

O'Mara & Ormsbee
Special Representatives

The DES MOINES CAPITAL
Lafayette Young
Publisher

NEW TRADE COMMISSION DIVISION TO HANDLE AD MISREPRESENTATION

Complaints of Misleading Terms and Labels to Be Considered by New Trade Practice Conference Which Will Seek to Eliminate Unfair Practices

By BART CAMPBELL

(Washington Correspondent, EDITOR & PUBLISHER)

OF special interest to advertisers and advertising agencies is the reorganization the Federal Trade Commission has begun of its method of procedure in dealing with business, trade or other concerns against which allegations of unfair or unlawful practices are registered.

Following up new steps taken by it to eliminate the use of misleading advertising matter, brands or labels, and corporate or trade names, the Commission has just established a new division to be known as the Division of Trade Practice Conference.

The new division will take over the trade conference work which has heretofore been scattered among several divisions. A number of successful conferences have been held in the creamery, furniture, knit goods, typewriter, oil, jewelry, music, book, printing and cotton industries. A pamphlet covering these conferences is being issued for general distribution.

The Commission's statement follows:

"These conferences, which are get-together meetings, may be called by the Commission upon its own initiative or by a representative group in any industry. The Commission has found that it not infrequently happens, particularly in highly competitive lines of business, that unfair methods of competition once started have spread rapidly and become generally practiced, and that a situation of this kind can be best handled by a conference rather than by proceeding against individual concerns.

"The trade practice conference procedure provides an expeditious and economical means of eliminating such unfair methods which may prevail in an industry since the industry, under the direction of the Commission assembles and there defines, and on a given date voluntarily and simultaneously abandons the use of such method, thereby putting all competitors on an equal footing. This method also saves the cost of many trials; induces moral support and actual assistance from the industry in the enforcement of the rules adopted; and accomplishes at a minimum of cost and time, one of the chief purposes for which the Commission was created. This extension of the methods of handling trade practices is in accordance with the new policies adopted by the majority of the Commission to adjust and correct trade practices by conferences and agreements rather than by formal complaints wherever it can be done and the interest of the public protected. It is the opinion of the majority that by these methods more cases can be handled more expeditiously and economically rather than by formal complaints in all cases.

"When a trade practice conference is decided upon, a preliminary inquiry is made, the result of which serves as a basis for determination by the Director whether the practices or methods used are unfair to competitors or are against the public interest, and whether the interest of the public is best served by proceeding against individual offenders or by calling a trade practice conference. The Commission is then advised through this division as to the facts and the law, accompanied by a recommendation as to action to be taken with reference thereto. If the Commission determines on a trade practice conference, the industry is assembled at a place and time specified, and when the industry has adopted its rules a full report of the Conference, showing those present, the portion of the total industry which they represent, and other essential data is presented to the Commission by the Division of Trade Practice Conferences and if adopted or sanctioned by the Commission, the action of the industry becomes the rule of business conduct for the industry on the subject covered.

"The findings by an industry condemning a given business practice is available to the Commission for use as evidence in any proceeding directed to an individual member of the industry who fails or refuses to abide by the rules of conduct laid down by the industry, and who indulges in practices condemned by the industry and by the Commission as unfair. The new division will also furnish a means whereby an agreement once entered into may be kept in effect and better attention given to violations."

Continuing its new policy of releasing for publication from time to time statements of rulings where the practice complained of and found to be unlawful has been discontinued by stipulation and without the issuance of formal complaint, the Commission has just made public two additional stipulations involving the use of misleading advertising matter, misleading brands or labels, and misleading corporate or trade names.

One concerned a firm engaged in the business of printing stationery products by special process simulating engraved printing. The firm in their advertisements designated the process as "engraved without plates" and "relief engraving."

The respondents agreed to cease and desist from the use of the word "engraved" or "engraving" either independently or in conjunction each with the other, or in connection or conjunction with the word "relief" in defining or describing their products.

The second firm, a corporation engaged in the sale of hosiery, used the words "linen-silk" in advertisements, when no linen was contained in the products, as well as the word "fashioned" when the hosiery was not fashioned by the trade method.

The firm agreed to cease using these terms in selling its products.

BILLIONS THE TAX COLLECTOR DOESN'T TOUCH

(*Continued from page 4*)

tained dealer co-operation in connection with their general magazine advertising by paying part of the space which their dealers use in newspapers. The Stromberg-Carlson Company, although it has had a tremendous amount of dealer advertising co-operation, has not paid any part of its dealers' advertising expenses.

"As an organization the Stromberg-Carlson Company is very much pleased with its newspaper advertising experience. The newspaper men in various parts of the country have come forward and co-operated in a most energetic manner with our salesmen. Such co-operation has been a wonderful help to us in carrying out our advertising program."

Advertisers who have reckoned with these new buying conditions understand fully the advantages referred to above of the "timeliness" and the elasticity of newspaper advertising. Not only is it advisable today in national merchandising to find the right markets, but it is equally important to reach these markets at the time when people can buy. The increased buying power of the wage earner is obvious, but it must also be borne in mind that his ability to buy products outside of necessities depends upon the health of the industry that employs him.

During an industrial depression in any section, clothing is worn longer, cheaper foods are eaten, the buying of comforts and semi-luxuries is postponed and many economies are practiced. In such circumstances markets that might otherwise attract the advertiser are avoided pending a resumption of normal conditions. Professor Berridge makes this significant comment in his essay, "An Index of the Incomes of Factory Workers in the United States" (published by A. W. Shaw Co.).

"The fact that a period of 'falling market' witnesses slow sales in many lines of consumer goods is due not so much to the psychological fact that many consumers are desirous of awaiting still more favorable terms before purchasing, as to the physical fact that they are very much less able to purchase at such a time owing to severe curtailment of income through unemployment and part time employment, accentuated presently by cuts in wage rates."

There are few periods, however, when all industries and all sections are depressed and so the manufacturer whose advertising program is elastic cultivates the "good ground" and keeps out of unpromising fields. He does not "advertise to the map." He advertises to the market through the medium that best covers the market—the newspaper.

Only One Paper Really Covers Akron District!

National advertisers should bear in mind that the economical way of reaching the great Akron district, rubber center of the world, is through the one DOMINANT newspaper in this district, the

Akron Beacon Journal

Leading Other Northern Ohio Newspapers by Many Thousands in Circulation in this District—Second in Ohio of Six Day Evening Newspapers in 1925 Linage.

DAILY AVERAGE CIRCULATION FOR SIX MONTHS
51,973—GAIN of 4,647 OVER PREVIOUS SIX MONTHS

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

There Are No Other Newspapers Covering South Jersey Completely
From the Standpoint of the National Advertiser
CAMDEN COURIER
The MORNING POST
60,000 Circulation
Combination Rate
National Representatives:
STORY, BROOKS & FINLEY

features SINCE 1899
WEEKLY
Camera News, Fashion, Feature and Children's Pages; House Plans; Automobile Cartoon.
3-A-WEEK
Hints for the Motorist; Handicraft in the Home.
DAILY
Cross-word Puzzles, Dots and Cut-outs; Radio; Noozie; Fashion hints; 1 col. Comics; Portraits; Gillilan's Letters; News-Maps, also The Ad-route (house organ).
The International Syndicate
Baltimore, Md.

Largest Evening Circulation in Largest Market
For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.
NEW YORK JOURNAL
America's Largest Evening Circulation and at 3c a copy

For the First Three Months of 1926
THE TAMPA MORNING TRIBUNE
printed 7,355,276 lines of Advertising, and thus moved up from twelfth to SIXTH place among the newspapers of the United States.
The only newspapers printing a greater volume of advertising during that period than The Tribune were the Miami Herald, the St. Petersburg Times, the Detroit News, the Chicago Tribune and the New York Times.
The Tribune covers the rich South Florida territory of 24 counties and 190 cities and towns, with a population of 713,943.
That's Why Its Advertising Volume Grows
The S. C. Beckwith Special Agency,
National Representatives.

first! in OHIO
9,561,237 Lines
Dispatch advertising record for the first five months of 1926, exceeding other Columbus newspapers combined by 1,378,109 lines. In 1925 the Dispatch published 21,544,376 lines, exceeding second largest Ohio newspaper by 2,648,383 lines.
NET PAID CIRCULATION
CITY 55,812
SUBURBAN 26,973
COUNTRY 23,666
Total Daily Circulation....106,451
Columbus Dispatch
OHIO'S GREATEST HOME DAILY



Our Own World of Letters

By JAMES MELVIN LEE

FROM the *Chicago Daily News* comes "World Chancelleries" by Edward Price Bell, Dean of the foreign staff of that paper. The introduction is contributed by Calvin Coolidge. The dedication is to Victor Fremont Lawson, "Builder, Owner, and Editor-in-Chief of the *Chicago Daily News*, whose understanding and sympathy transcended religious, national, ethnic, and geographic boundaries."

The book is for the most part a collection of interviews of such famous occidental and oriental statesmen as Judge Wilhelm Marx, Post-War Chancellor of Germany; Premier Benito Mussolini of Italy, Raymond Poincaré, the former president of France and great post-war Premier; Ramsay MacDonald, former Premier of Great Britain; Edgar Addison Bancroft, late American Ambassador to Japan; Premier Takaki Kato of Japan, Foreign Minister Baron K. Shidehara of Japan, Manuel L. Quezon, President of the Philippine Senate; Governor-General Leonard Wood, Dr. Tang Shao-Yi, China's former Minister for Foreign Affairs and Prime Minister; and last but not least to use a trite expression, Calvin Coolidge.

Mr. Bell himself furnishes an excellent explanatory article which tells of the genesis and purpose of the remarkable symposium found in his volume.

Not often does the President of the United States review a book—even for such a great newspaper as the Chicago Daily News. But his introduction is really a critical comment of the contents. Such big topics as are discussed in this volume need a big reviewer. Let "Cal" do it through quotations:

> In these carefully wrought statements of sentiment and opinions we have, I conceive, a peculiarly suggestive and important achievement in the field of international conciliation.
>
> It is the distinctive virtue of these discussions, in my view, that they tend to give us such an international mind. One feels their earnestness, their sympathetic quality, their sincerity. One is moved by their eloquence. Almost every major principles and problem of civilized life fall within their range, and their outlook consistently is that of the common interests of mankind. If racial susceptibilities and nationalistic standpoints are urged with vividness and candor, they thus are urged, as I read them, only in the hope that the world, by gaining fuller knowledge of its parts, may be less ignorant of itself as a whole.

A press tradition at Washington reminds one that the President is not to be interviewed. How Bell turned the trick may be seen by those who turn to page 81 and the pages that immediately follow. Opposite page 89 is a facsimile letter from the "official spokesman" of the White House that puts an O. K. on the interview.

Newspaper critics bemoan the passing of the campaign in present day journalism. It would be interesting to have these critics mention some campaign that surpasses in achievement or renders a greater service to the public than printing such interviews as are found in this volume.

DR. JUAN JOSE TABLADA of the editorial staff of *El Universal* of Mexico City opens *The Journalism Bulletin* for June with an article on newspaper ethics. This feature has added interest because it presents a subject from a Spanish-American point of view. James C. Latimer, field secretary of the Press Congress of the World, outlines the plans for the aproaching congress to be held in Geneva and Lausanne, Switzerland, Sept. 14-18. Willard Grosvenor Bleyer of the University of Wisconsin tells about the press in international relations. John O. Simmons who heads the Department of Journalism at Syracuse University points out the benefits of a course or two in journalism for college students who may after graduation enter other fields.

* * *

THE Macmillan Company will bring out very soon "The Duffer's Handbook of Golf" by Grantland Rice who in addition to his newspaper work edits the *American Golfer*. It will be illustrated with some 75 odd cartoons by Clare Briggs of the *New York Herald Tribune*. The work that Briggs has done on that newspaper in painting the portraits of Dufferdom and in portraying the soul of golf as it is played by the millions makes him a good running mate for Grantland in the production of an all-around golf book that promises to be different.

* * *

REPORTERS who want a helpful book on style should not overlook "Narrative, Structure and Style" (D. Appleton Company) by Theodore Goodman. This volume should be especially helpful to reporters who want to break into the short story game.

* * *

NEWSPAPER men who attended the first Pan American Congress held in Washington in April will be glad to know that the addresses by John L. Merrill, president of the All American Cables, Inc., and by Severo Mallet-Prevost, president of the Pan American Society of the United States, have been published in pamphlet form. A copy may be obtained upon application to John L. Merrill, 89 Broad street, New York City.

* * *

WHEN the first number of the Japanese sister of EDITOR & PUBLISHER appeared it was mentioned in this department. The second number has just reached my desk. The title of the publication translated into English is *Journal for the Scientific Study of Journalism*. It is edited by H. Ono of Tokyo, Japan.

The second issue contains articles dealing with the common interest in news, the professional education of the journalist, the success of the illustrated daily paper, the American Sunday newspaper the American local paper, and the anti-fascistic newspaper in Paris. P. S.—The articles are in Japanese.

* * *

IN the June issue of *The Little Times*—the house organ of the *New York Times*—may be found an interesting story about the drama in covering Polar news.

The June issue prints the following announcement about the seventy-fifth anniversary number to be issued on Sept. 19:

> A special rotogravure tabloid section of industrial and historical interest commemorating the 75th anniversary of the New York Times will be published as a part of the Sunday edition of the Times on September 19, 1926.
>
> Advertising for that section will be restricted to firms that have been in business 75 years or more.

* * *

BURGESS JOHNSON who was my immediate predecessor as editor of *Judge* has compiled "Vocational Opportunities in Journalism for Young Women" (Bureau of Publication, Vassar College, Poughkeepsie, N. Y.) This Booklet of nearly 100 pages is based upon the testimony of 200 Vassar graduates who have found practical uses for their skill in writing. Some of these graduates have entered newspaper work. They represent the reportorial staffs of newspapers in Boston, New York, Philadelphia and as far west as Omaha. Two have followed the advice of Don C. Seitz and become owners of a paper in a small community where they made their paper pay financially, but more richly in experience.

Other Vassar graduates have become associated with magazines or with publishing houses. Still others have gone into publicity and the preparation of advertising copy. A few have made free lance writing pay. References are also made to book reviewing and to musical criticism.

The mode of treatment is the same for all chapters: first the task is described and then the training necessary for this work is outlined. The informal way in which topics have been treated makes the booklet all the more valuable and interesting for those who want to earn a living by the pen.

Newspaper publishers might read this booklet to advantage. The Vassar girls have not hesitated to be critical of their bosses and to point out where conditions for women in journalism might be improved.

* * *

THE house organ of the *Chicago Tribune* has for its title *The Trib*. The current issue features the excellence of the short stories which have been appearing in the columns of the Sunday edition of the *Chicago Tribune*. Credit is given to the person to whom it belongs—Mary King. John Kelley continues his interesting chat with stories about John Eastman and some others.

Tulsa World Adds Sports Edition

A six o'clock sport edition has been started by the *Tulsa* (Okla.) *World*.

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined*.

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

Buffalo, The Wonder City of America

Buffalo—A Profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Tribune Tower Chicago, Ill.
Atlantic Bldg. Philadelphia
Waterman Bldg. Boston



have you been following the remarkable growth of the Detroit Times

RADIO
PROGRAMS
NEWS NOTES
FEATURES
Used and Praised by More than 200 Newspapers
Send for samples and prices
AUDIO SERVICE
326 West Madison St.
Chicago

GRAVURE SECTIONS PRINTED
SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK
Standard Gravure Corporation
LOUISVILLE KY

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6th Floor Occidental Bld.
INDIANAPOLIS, IND.

DISABILITY AWARDS CONFIRMED

Springfield Linotype Operator Given Both Partial and Complete Payments

Martin Wind, a Springfield, Mass., linotype operator, is awarded both partial and total compensation for injuries received in the course of his employment, in an unusual claim against the Travelers Insurance Company, insurers of the New England Publishing Company, Wind's employers.

The operator received an injury to a finger during the course of his employment in March, and soon afterward returned to work, receiving partial compensation for the injury. While still receiving this compensation, he suffered a fracture of the arm. Commissioner David T. Dickinson ordered that he continue to receive partial compensation for finger injury and at the same time receive total disability compensation for the injury to his arm. An appeal by the Company to the Massachusetts Industrial Accident Board resulted in the award being confirmed last week.

Williams Takes U. S. Post

Jack M. Williams, federal court reporter for past three years on the *Danville* (Ill.) *Commercial-News*, has been appointed United States Commissioner for four years by Judge Walter C. Lindley of the Eastern District of Illinois. Mr. Williams formerly worked on newspapers in Jackson, Grand Rapids and Kalamazoo, Mich., Toledo, O., and Washington, D. C.

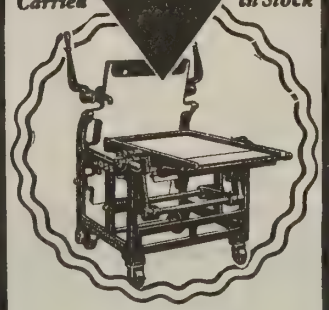
School Named for Newspaper Man

Buffalo's new vocational school, about to be started, is to be named for the late Raymond Bissell, former business manager of the *Buffalo Commercial* according to a resolution offered and accepted by the Buffalo board of education.

Supplies and Equipment

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO—NEW YORK—LONDON

GOSS
STEREOTYPING
MACHINERY
Carried in Stock



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Used or New Equipment can be sold through EDITOR & PUBLISHER

Fight hot-weather fatigue

Fresh, cool, invigorating air — supplied by Sturtevant Ventilating Fans — would keep your men working at top-notch efficiency during the hot summer months.

B. F. STURTEVANT CO.
Hyde Park, Boston, Mass.
Branch Offices in Principal Cities

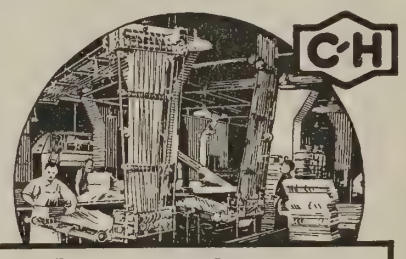
Sturtevant
REG. U.S. PAT. OFF.
Ventilating Fans

Modern Composing Room Furniture

as made by us will speed up production and reduce costs—A *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.



C-H

Newspaper Conveyors

take the papers in a steady stream, as fast as the presses can deliver them, up, overhead, around corners, through a ceiling or a wall to wherever they're wanted for mailing or delivery. Eliminating waste and delay by their speedy, dependable operation they are profitable equipment for papers large or small. Newspaper plants from London to Tokio have been using them for years.

Let us tell you how you can speed deliveries from your presses.

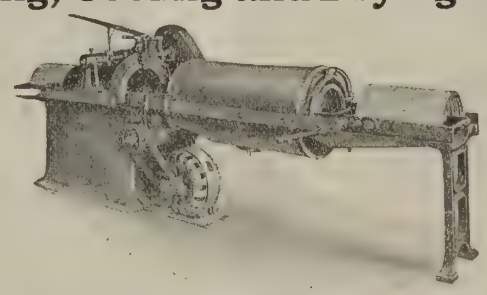
The CUTLER-HAMMER Mfg. Co.
Pioneer Mfrs. of Electric Control Apparatus
1203 St. Paul Avenue
MILWAUKEE, WISCONSIN
CUTLER-HAMMER

Don't "Pig" Metal
It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT
SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

Hoe Automatic Curved Plate Finishing, Cooling and Drying Machine



Trims, tail-cuts, shaves, cools and dries six plates a minute.

R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street CHICAGO, ILL. also at DUNELLEN, N. J. 7 Water Street BOSTON, MASS.

Classified

EDITOR & PUBLISHER
Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)
1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS (Cash with Order)
1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE.

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 1841 Broadway, New York City.

BUSINESS OPPORTUNITIES

Brokers

Omar D. Gray, Sturgeon, Mo., the best known Newspaper Broker in the United States, who specializes in consolidating newspapers and who incidentally tries to assist all the worth while boys and girls of his acquaintance, writes:

"I want to help land a good job for one of the most capable lady graduates of Dean Walter Williams' most excellent Missouri School of Journalism. After six years in the school she graduates this week. Before purchasing a country weekly paper she wants a year or more on a good country paper in the news or advertising game. She is dependable and capable, thoroughly in love with her work and will be worth all you can pay her. Dean Williams tells me she is an exceptional worker in her line. I will refer letters to her address."

Two Important Newspapers, located respectively in Illinois and Texas, are available for purchase in a private way on a basis of capitalizing profits at 15%, involving from $300,000 to $500,000 on each property. Please give financial references. The H. F. Henrichs Agency, Litchfield, Ill.

Splendid Opportunity—Morning paper; exclusive fertile field; new modern $75,000 plant; very valuable lease; over 6,000 circulation; gross business over $120,000; returns to owner $30,000; asking price $175,000; initial payment $75,000; balance easy terms. J. B. Shale, Times Building, New York City.

Interest For Sale

Interest in Daily for sale; in exclusive field; carrying position of manager. Applicant should have ten thousand dollars. Address A-542, Editor & Publisher.

Partner Wanted—For live Iowa daily newspaper in town of 8,000. Must have $15,000. This is a good opportunity for an ambitious and experienced young man. Address A-531, care of Editor & Publisher.

Newspapers for Sale

Small Afternoon Daily for sale in fast growing Eastern Carolina town. Only daily in five counties. Unlimited opportunities. A-553, Editor & Publisher.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Circulation Building successfully conducted with an organized crew of experienced solicitors. Results guaranteed at minimum cost. Reference supplied. J. J. Murphy, 42 Millwood St., Dorchester, Mass.

Circulation Promotion—We serve 34 dailies supplies for R. F. D. promotion. Priced from $0.40 to $5.50. Packed for mailing. Plans. The Albright China Co., 104 W. 5th St., Palmyra, N. J.

Classified Opportunities are read by Wise Executives

Employment—Equipment—Services

CIRCULATION

Premiums

tomatic Dish Dryer—Every woman wants . Not offered to the retail trade yet. Circula- n Managers say it can't be beat for pulling. ices 50 and 60c each. Try a few now. See results. The Steel Co. Box 203, Palmyra, J.

EDITORIAL

Syndicate Features

w Bedford (Mass.) Times and Ogdensburg vance are the new customers this week. samples of a live, alert, up-to-date service, ite The Graphic Syndicate, 25 City Hall ice, New York.

EMPLOYMENT

Help Wanted

vertising Salesman, young and industrious, nted by New York State afternoon daily. rmanent employment. Staff of nine. Oppor- tity for advancement. Reply stating age, perience, etc., to A-559, Editor & Publisher.

Editorial Writer wanted with the erudition Elihu Root and the sparkle of Will Rogers. n't crowd, boys! We don't really expect find him, but the man—or the woman—who nes nearest to filling the bill has a job waiting him on a newspaper with 62,000 circulation a populous Eastern community. Write your n recommendation and enclose some samples your best stuff, that already has been printed. o name the salary you expect. Polly-annas l Edgar Guests need not apply. A-555, itor & Publisher.

y Circulation Manager for morning news- per in highly competitive field. Unusual portunity for able, energetic circulation man h ability. Must be used to hard competition l be able to make a success in city work. e information as to experience, newspapers which applicant has been employed and in at capacity; salary expected, age, and when accept position. A good opportunity for a ngster to make an established future with a d newspaper. A-535, Editor & Publisher.

ssified Advertising Manager wanted for wspaper in New York state, city of 200,000 pulation. This newspaper is a close second in field and with plans the organization has in nd can be made to show very rapid growth der an able manager. It is an exceptional portunity for a man who is seeking a future newspaper Classified advertising. Answer ing age, education, classified experience, mplishments, present salary, reasons for king a connection, to Box A-570, Editor & blisher.

itorial—Man wanted to do some street and signment work and capable of desk work, on ain of Weeklies. Address A-571, Editor & blisher.

gh-class Weekly Newspaper starting soon a charming New York suburb wants a clever istant to a long-experienced editor. Young n unafraid of hard work who will not produce ined English and is willing to help on adver- ing can earn a fair salary, with good oppor- nity to advance himself. Address promptly 564, Editor & Publisher.

ssman wanted to run Duplex sextuple aight-line press; excellent working condi- ns, steady position. Excellent living con- ions. Start in two or three weeks. News- per within one hour and half from New rk. A-576, Editor & Publisher.

Situations Wanted

Advertising Salesman desires connection where rult-producing effort will win advancement. Geral newspaper experience. A-529, Editor &Publisher.

Advertising Manager—My record over 15 rs as an advertising executive will convince a publisher, of my ability. Am seeking con- tion requiring a man accustomed to putting or hard propositions. If you need a proven iness builder, a man who can give results, excuses, write for my record and interview. 73, Editor & Publisher.

Advertising Work wanted by graduate of Missouri University School of Journalism, 24. Can draw, make good layouts. Training in retail and direct advertising, advertising cam- paigns, and copy writing. Dependable. Ref- erences. A-569, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Advertising Man—12 years' experience, effective copy-writer; attractive layout; capable sales- man; possessed with a wonderful personality; broad experience with newspapers; a real busi- ness getter; not afraid of work and long hours; now employed. Exceptional references; age 32; married. Address A-568, Editor & Publisher.

All Around Editorial department man—one who has held virtually every desk, and who can write clear, concise editorials, handle men and get out a snappy, up-to-the-minute news- paper. 36, married. Employed, but can leave on reasonable notice. A-577, Editor & Pub- lisher.

Business Manager or Assistant to Publisher—A man fortified with years of experience, now employed as advertising director, is seeking above position. Can satisfy interested publisher con- cerning ability, energy, and integrity. Trained in the fundamentals governing the administra- tion of the successful newspaper. Address A-572, Editor & Publisher.

Cartoonist: Young artist with five years' ex- perience in art departments on newspapers in the East desires new connections with paper in fair sized town. Will go anywhere as long as there is an opportunity to make a name for himself. Samples of work on request. Courtney Dunkel, care Baltimore News, Baltimore, Maryland.

Circulation Manager—If I were your circula- tion manager

—I'd need no prodding, for I'd travel every possible avenue for development.

—Your competitor would rarely if ever get the jump on anything old or new in sane circu- lation promotion ideas or methods, and when he did I wouldn't sleep well until it was paid back double.

—I wouldn't merely buy circulation. I'd build it and build it as solidly, quickly and economically as it could be built.

—I'd constantly look for leaks in the depart- ment and plug them.

—I'd turn savings effected by elimination of waste and lost motion into circulation by divert- ing the savings to promotion.

—I would, above all, view things always from your angle, and would conduct myself and the department in such a manner that nothing but credit could be reflected to your own judgment in engaging me.

If you are a publisher in a city of 100,000 or more, and believe that a top-notcher at $6,500 is a better investment than a mediocre man at $4,000, and you are looking for the former, I am sure it will pay you to investi- gate if you are in the market for a circulation manager. Twenty-one of my 33 years have been spent in and around the circulation de- partment of newspapers. My record of clean accomplishment in twelve years of circulation management qualifies me as a safe investment for any publisher. I am employed at present, but contemplate an immediate change. You can address me in absolute confidence for fur- ther information. A-554, Editor & Publisher.

Circulation Man, over ten years' experience, capable taking full charge, wishes to connect with live wire Florida paper. Give me a trial and watch your circulation grow. Best refer- ences furnished. A-562, Editor & Publisher.

Circulation Manager—Mr. Publisher, can you use exceptionally good circulation man with clean record, proven ability as producer, with maintenance at low cost. A circulation business man with thorough knowledge of circulation work. References: Present and past employ- ers. If interested, wire or write Ivan C. Moore, 1314 State & City Bank Building, Richmond, Virginia.

Circulation Manager, successful, is seeking new connection. Experience from ground up, always up, and never a failure. No floater, on present position six years. Prefer management several small papers. Nothing less than $6,500 considered. Box A-560, Editor & Publisher.

Circulation Manager wishes to make change. At liberty August 1st. Proven ability and good references. Middle West or Eastern States preferred. A-561, Editor & Publisher.

Circulation Manager—Efficient and energetic young man now employed with nine years of working experience in every angle of circulation work desires change due to reason paper now is about to change hands. Middle or far West desired. One who thoroughly understands delivery, promotion, branch systems, A B C requirements, mail room, and distribution from actual experience. Knows how to handle boys to great advantage. Mr. Publisher if you are looking for such a man answer to A-565, Editor & Publisher.

Circulation Manager—15 years' circulation ex- perience, 10 years as Circulation Manager on largest papers in South. Know Circulation Auditing, Promotion, Office Owned and In- dependent Systems. Have also had experience on combination Morning and Evening Circula- tion. Will be glad to make trip at my expense for personal interview with Publisher desiring services of Circulation Manager. Can furnish satisfactory references from my employer. Inquiries treated confidentially. A-558, Editor & Publisher.

EMPLOYMENT

Situations Wanted

City Circulation Manager.—Ten years of first class experience. Very successful handling boy carriers, also men carriers. Fine record as a promotion man. Real circulation builder. Best of reasons for seeking change. First class refer- ences from past and present employers. Twenty- nine years of age, married. Circulation Man- ager, 1422 Allegheny St., Atlanta, Ga.

City or Managing Editor with twenty years' experience, available June 20th because of sale. A news executive with successful record. Best of recommendations. A-543, Editor & Publisher.

Classified Manager—Healthy, vigorous, neat and refined appearance, possessed with energy and ability to sell and train a staff to sell, now employed, desires a change. Last year's record over 300,000 lines gain. A-556, Editor & Publisher.

Composing Room Foreman or Mechanical Superintendent of the highest calibre will be available after July 1. Efficiency expert, keen executive and maximum producer; Executive experience covering some of largest papers in the country for past 20 years; age 41, married, union. Best of credentials furnished upon re- quest. At present Foreman of paper printing 16 to 48 pages daily. East preferred but will go anywhere remuneration warrants. A-566, Editor & Publisher.

Editorial and Desk work on Republican paper wanted by newspaper man of experience. Ex- amples of headlines, special articles and editorials furnished on request. References. B-992, Editor & Publisher.

Experienced Circulation Man—Where results count. Thoroughly familiar with boy and men methods and all phases of circulation promotion. Will take charge of carriers, suburban or district. Live wire, can produce the goods. Thrive on difficult tasks and opportunity. References exchanged. A-541, Editor & Publisher.

Editorial, Desk Work or Copy Reading, wanted by experienced newspaper man who knows all angles of newspaper making. New York or vicinity. Prefer magazine or book work. A-522, Editor & Publisher.

Editor—Man of 16 years' experience in report- torial, desk and editorial work wants position as editor or editorial writer east of Mississippi. Is 40, democrat, married; has two college degrees and legal training; now associate editor leading daily in city of over 100,000. Could make change in four or six months. A-534, Editor & Publisher.

Managing Editor or News Editor—Must make change because of wife's health. 35 years old with record of uncommon achievements in daily field. Desires city under 100,000 where there is opportunity to build downtrodden paper. 15 years' experience. Address A-528, Editor & Publisher.

Managing Editor—Fourteen years on largest metropolitan dailies, thoroughly competent if given co-operation. A-549, Editor & Publisher.

Mechanical Superintendent, technical and prac- tical. Experience covering a number of years as supervising erector for R. Hoe & Co. Any size daily considered. F. J. Preston, 1495 Newton street, N. W., Washington, D. C.

News Editor, city, telegraph. Hard worker seeks connection with mid'le-west daily. Ad- dress A-557, Editor & Publisher.

Newspaper Executive, practically trained in all departments of newspaper making, provincial and metropolitan, is available for immediate connection, where proven constructive ability, seasoned experience and pleasing personality will find permanency and congenial environment. Formerly business manager prominent New York City daily. Recently, a Hearst business executive. Excellent references. Consider any location. A-574, Editor & Publisher.

Newspaper Press Room executive of wide ex- perience wants position as Foreman or Super- intendent. Will go anywhere. A-575, Editor & Publisher.

News Executive position on small city after- noon daily desired by college graduate with six years' experience on telegraph and city desks with papers of 12,000 to 35,000. A-538, Editor & Publisher.

Office Manager, now connected with a New York suburban newspaper, will be available about July first. Has been in charge of busi- ness management. A-546, Editor & Publisher.

President's Representative—Educated, experi- enced man desires to join publisher's staff as confidential field investigator, research man, or in a promotional connection. Experienced in advertising, publishing, writing, public speak- ing, news print sales. Holds responsible public position, but wishes to engage exclusively and permanently in publishing enterprises. Experi- enced traveler, versatile, and has original ad- vertising and promotional ideas. Has published magazine of his own. A-517, Editor & Pub- lisher.

EMPLOYMENT

Situations Wanted

Reporter—Six years' experience general news and feature writing, also special assignments. High recommendations. At liberty June 15. Address A-563, Editor & Publisher.

Reporter and Proofreader—Young man, 28 years of age. University graduate, with two years' experience, desires position with live newspaper. Available June 20. References. D. H. Taylor, 297 Hancock Ave., Athens, Georgia.

MECHANICAL

Equipment for Sale

Printers', Bookbinders' Outfitters—Modern cut- cost equipment, also rebuilt machinery. Con- ner Fendler Branch, A. T. F. Co., New York City.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

LEGAL

INTERNATIONAL PAPER COMPANY

New York, May 26th, 1926.

The Board of Directors have declared a regu- lar quarterly dividend of one and three-quarters per cent (1¾%) on the Cumulative 7% Pre- ferred Stock of this Company, and a regular quarterly dividend of one and one-half per cent (1½%) on the Cumulative 6% Preferred Stock of this Company, for the current quarter, pay- able July 15th, 1926, to holders of record at the close of business July 2nd, 1926. Checks will be mailed. Transfer books will not close.

OWEN SHEPHERD, Treasurer.

FOR SALE

Florida bi-weekly newspaper with job plant. City has 12,000 population, county seat. Circulation, 3,000; advertising rate, 50 cents an inch. Weekly revenue, $500 for newspaper. Job plant does $15,000 annually. Price for both, $25,000. Terms to suit.

PALMER,
De WITT & PALMER
Newspaper Properties
350 Madison Ave., NEW YORK

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

EDITORIAL AND FEATURE WRITER, with over three years' experience on large city daily, is seeking new connection. Ready to go anywhere for right position. "Unusually bright; well educated; great student; will make extraordinary writer." Age 26; college graduate. Mention our No. 5340-B.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

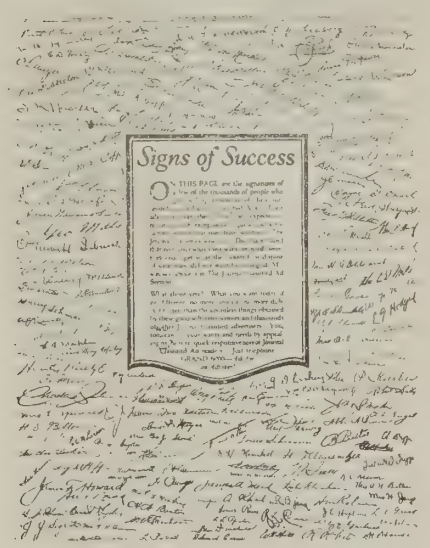
A list of available executives will be furnished to Publishers on request.

EDITOR & PUBLISHER.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

ONE paper has a plan of canvassing one block in the business district regularly for a month for the smaller advertiser; then taking another block and doing likewise. Dealers are seen daily during the week and every effort made to sell them—if only a one inch ad. The theory is—and it has worked out well in practice—that if they once start, they will become regular advertisers and use larger space. The linage increase since the plan was adopted has been considerable.—B. A. T., Springfield, O.



Novel full-page classified promotion ad run by *Milwaukee Journal* using border of facsimile signatures of satisfied classified customers.

"Speedway Used Car Bargains" was the eight-column line over a page of classified ads in the *Indianapolis News* on Monday evening, May 31, the day of the Speedway Races at Indianapolis. Advertisers benefited by the tremendous enthusiasm for automobiles generated by the great racing classic. Most of the advertisers took display headings which were attractively worded. "Drive home from the race in your own car" and other similar appeals were featured. The idea could be adopted by classified managers in other cities that have auto races. Auto races at state fairs, too, might supply the occasion.—Norman J. Radder.

A merchant in a small town in Washington recently got out an effective ad by giving parallel pieces of articles handled in his store and the prices charged by Montgomery, Ward & Co., mail order house. Some of the prices showed the mail order house lower, a representative list of items being selected and the catalog number and page of the latest catalogue being given with each item, but in general the small town store compared favorably. The idea can be worked out in other small towns where the local merchants complain about mail order competition and sometimes fail to see the value of advertising. A representative list of items in the ad follows:

SCREEN DOOR SET

Our Price $0.35
M. W., P394, No. 84D3748 ..... .32

SCYTHE SNATH

Our Price $1.50
M. W., P397, No. 484D6021 ..... 1.55

LONG HANDLED SHOVELS

Our Price $1.50
M. W., P397, No. 484D5725 ..... 1.50

STRAP HINGES

Our Price—
4 Inch $0.20
5 Inch ..... .25
M. W., P413, No. 84D3802—
4 Inch ..... .17
5 Inch ..... .21

—Armin Nix.

COMPLETE WIRE REPORTS FOR EVENING AND SUNDAY PAPERS

International News Service

"Get It FIRST but First Get It RIGHT"

63 Park Row
NEW YORK CITY

WHITTEMORE WRITES HIS LIFE

Notorious Bandit Gives Manuscript Written in Cell to Baltimore Post

The life story of Richard Reese Whittemore, noted Baltimore bandit and murderer, is being run by the *Baltimore Post*.

The story was written in long hand by the bandit while in his cell awaiting trial, and offered to the Post, according to Harold D. Jacobs, editor.

"We never saw the story or made any suggestions until after it was completed," Jacobs told EDITOR & PUBLISHER. "We are running it without changing a comma. There are a few grammatical and dictional errors, of course, but on the whole it is mighty clean copy."

Whittemore was convicted recently of murdering a Maryland penitentiary guard.

Three Illinois Weeklies to Merge

The *Rushville* (Ill.) *Times, Schuyler County Herald* and *Schuyler Citizen*, all weekly publications have been consolidated in the *Rushville Times*, which will make its appearance July 1. The paper will temporarily operate as the Rushville Times and the Schuyler County Herald, but eventually drop the last half of the title. The Times and Herald have purchased the Citizen, the two papers being incorporated by H. F. Dyson and H. E. McLaren, who hold equal shares in the new venture.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

GRADUATIONS are coming thick and fast. Everyone is interested in them. Why not take your local college and with the aid of cartoons and pictures describe the costumes worn years ago, the exercises, etc. Such a story is interesting and not difficult.—C. E. Pellissier, Boston.

The *Merrill* (Wis.) *Daily Herald* carries at the bottom of Page 1, every day, set in six-point, a carefully kept list of "Meetings Tonight." Many readers say it is the first feature for which they look each evening.—Wm. L. Doudna.

How does the waiter react when the diner says he is broke? Under the caption "Will the Smile Come Off" a joint feature contribution by a man reporter and woman reporter who tried this out separately in Seattle restaurants appeared as a two column front page story in a Seattle paper.—C. M. L., Seattle.

Los Angeles Times Sunday auto section is running a series of pictures entitled "Yesterdays of Motordom." They show the kind of cars that chugged along the horse-infested streets 20-odd years ago and are being furnished by the Automobile Club of Southern California.

Mary Marshall
FASHION WRITER
is sending a
COMPLETE DAILY AND SUNDAY FASHION FEATURE
and a
DAILY FASHION NEWS SERVICE FROM PARIS
Authoritative
Entertaining
Full of Ideas
The McClure Newspaper Syndicate
373 Fourth Avenue, New York

RING LARDNER'S
Burlesque Autobiography
Starts in his Regular Weekly Letter on July 4th.
Here are Lardner's own reminiscences—done in his inimitable style and bubbling over with rare humor
The Bell Syndicate, Inc.
JOHN N. WHEELER, Pres.
154 Nassau St. New York City

THOS. W. BRIGGS CO.
Columbian Mutual Tower
MEMPHIS, TENN.
CREATORS OF LOCAL DISPLAY FROM A NEW SOURCE
Our Business Review and many other feature pages now running in more than 80 leading American and Canadian newspapers. Write or wire for our representative.

Nearly every large city has an aut club whose files are probably fu of interesting pictures of other day around which features can be writte —A. Nix, Spokane, Wash.

The *Davenport Times* has a "columr and for some time three or more que tions have been appearing there each da The drift of these questions is to see readers know the "home town." Suc questions as: "Which bank has a strin of flower boxes along its windows? "What store has a sign on one side of showing a 'stovepipe' hat?" Much di cussion has been aroused by these dai questions.—L. G. DeArmand.

An excellent and interesting Saturda "plugger" page for seven-day papers co sists of high lights and chatty inform tion on feature and news matter to a pear in the Sunday issue. This has lor been the practice of The News League Ohio papers.—C. W. Myers, *Dayt (O.) Daily News.*

Wheeler-Nicholson, Inc.
Complete Feature Service
Wire us for samples and prices of the
Largest, Most Original
Most Artistic and Finest
blanket feature service on the market, which includes IVANHOE, VIVIAN VANITY, and the FAMOUS SHORT STORY SERIES, in addition to SPORTS, WOMAN'S PAGE FEATURES, COMICS, FICTION, VERSE, CARTOONS and everything for the newspaper.
Wheeler-Nicholson, Inc.
Malcolm Wheeler-Nicholson, President
373 4th Ave., New York City

How To Play GOLF
By JOHNNY FARRELL
Famous Teacher of That Game
24 LESSONS
Illustrated
For release daily
KING FEATURES SYNDICATE, Inc.
New York City

BY UNITED PRESS
AROUND THE WORLD AROUND THE CLOCK
UNITED PRESS ASSOCIATIONS
World Building New York



Where can you find a greater buying power?

Considered from the standpoint of area, from the diversity of manufacture, and from the wonderful ease with which dozens of thriving cities and towns can be covered in a few hours, no other section has the trade possibilities offered by New England.

New England offers the greatest buying power value today to national advertisers. Here is a market that you can easily reach through the daily papers that are read and absorbed by the better class of New Englanders.

These dailies are ready to assist you in plans of distribution and merchandizing.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun .....(E)	5,845	.03	.03
**Boston Globe .....(M&S)	287,590	.50	.50
**Boston Globe .....(S)	332,282	.55	.55
*Boston Transcript ....(E)	38,807	.20	.20
**Boston Post .....(M)	377,443	.60	.60
**Boston Post .....(S)	349,596	.55	.55
††Fall River Herald ....(S)	17,052	.06	.06
**Fitchburg Sentinel ...(E)	11,828	.06	.045
*Haverhill Gazette ....(E)	15,729	.065	.05
††Lynn Item .....(E)	16,699	.065	.05
††Lowell Courier-Citizen and Evening Leader ..(M&E)	21,918	.07	.07
**New Bedford Standard Mercury (M&E)	33,321	.10	.10
**New Bedford Sunday Standard (S)	28,806	.10	.10
**North Adams Transcript (E)	9,918	.0425	.035
††Pittsfield Eagle .....(E)	17,011	.05	.05
**Salem News .....(E)	21,398	.09	.07
††Taunton Gazette ....(E)	9,279	.05	.04
*Worcester Telegram-Gazette (M&E)	92,314	.26	.23
**Worcester Sunday Telegram (S)	51,096	.19	.16
(E)	4,046	.0214	.015

NEW HAMPSHIRE—Population, 443,683

	Circulation	2,500 lines	10,000 lines
*Concord Monitor-Patriot (E)	5,041	.0375	.025
††Keene Sentinel .....(E)	3,887	.036	.023
†Manchester Union Leader (M&E)	29,422	.13	.10

RHODE ISLAND—Population, 604,397

††Newport Daily News..(E)	6,271	.0336	.0293
††Pawtucket Times .....(E)	27,451	.07	.07
**Providence Bulletin ..(E)	68,815	.18	(B).25
**Providence Journal ..(M)	36,416	.11	(B).25
**Providence Journal ..(S)	70,518	.18	.18
**Providence News ....(E)	29,123	.08	.08
**Providence Tribune....(E)	21,961	.10	.09
*Westerly Sun .....(E&S)	4,476	.025	.025
**Woonsocket Call ....(E)	14,508	.05	.05

VERMONT—Population, 352,428

**Barre Times .....(E)	7,112	.03	.025
††Bennington Banner ....(E)	3,144	.0125	.0125
Brattleboro Reformer ..(E)	3,370	.03	.0175
**Burlington Free Press (M)	13,071	.05	.05
*Rutland Herald .....(M)	11,038	.04	.04
††St. Johnsbury Caledonian-Record (E)	4,055	.03	.0175

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
*Bridgeport Post-Telegram (E&M)	43,008	.15	.15
*Bridgeport Post .....(S)	20,827	.10	.10
**Hartford Courant ....(M)	33,003	.09	.09
**Hartford Courant .....(S)	56,274	.13	.13
**Hartford Times .....(E)	53,121	.13	.13
*Middletown Press ....(E)	8,214	.0325	.03
††New Haven Register (E&S)	46,218	.14	.13
**New London Day.....(E)	12,054	.07	.045
††Norwich Bulletin ....(M)	12,724	.07	.05
*Norwalk Hour .....(E)	6,069	.04	.04
††South Norwalk Sentinel (E)	5,043	.04	.025
**Stamford Advocate ..(E)	10,329	.05	.04

*A. B. C. Publisher's Statement, September 30, 1925.
†Government Statement, September 30, 1925.
**A. B. C. Publisher's Statement, March 31, 1926.
††Government Statement, March 31, 1926.
(B) Combination rate Daily Journal and Eve. Bulletin.

217,779*

people are buying
The New York Telegram
every evening
homeward bound—
and these people
are of New York's
younger element,
whose preferences
are not founded
on the habits of
the early nineties
but upon the vogues
of the moment—
If you would tell
your story to
these happy, active
home-loving people
use the columns of
The New York Telegram

*Average net paid circulation
for month of May, 1926.

EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1926

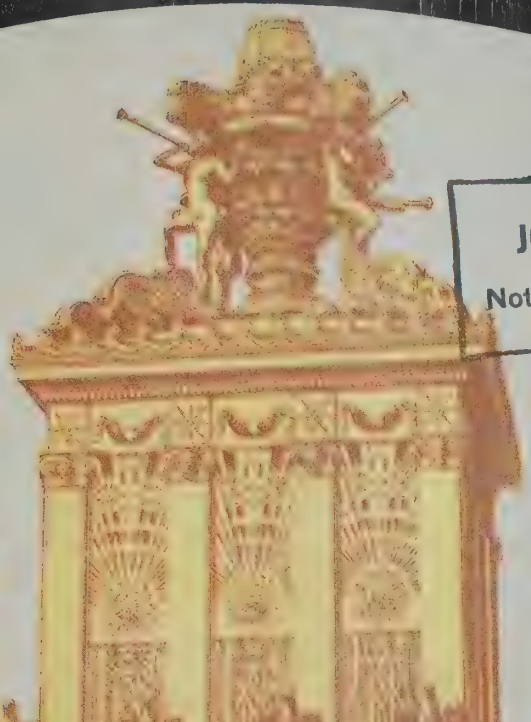
SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 4 | NEW YORK, JUNE 19, 1926 | By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign | 10c Per Copy

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1776 — 1926





ASSOCIATED · ADVERTISING · CLUBS · OF · THE · WORLD ·

TRUTH

Convention number at PHILADELPHIA

SHRINE OF AMERICAN INDEPENDENCE AND PRESS FREEDOM

The One Outstanding Daily and Sunday Newspaper In Philadelphia

The Philadelphia Inquirer dominates Pennsylvania by both the quantity and quality of its circulation and advertising, the timeliness and accuracy of its news and its unique, unfailing, paid carrier service. In Philadelphia, the largest HOME market in the world, The Inquirer is the ONE family newspaper!

Super-Circulation

When a medium's circulation reaches the general public en masse—including **all** classes—it can properly be termed Super-Circulation. This great newspaper's circulation of 303,211 copies daily and 467,192 copies every Sunday is proof of The Inquirer's outstanding reader-interest.

Largest Volume of Advertising

For many years The Inquirer has led all other Philadelphia newspapers in total volume of advertising—Display and Classified. For the year 1925 this publication led all others by 923,700 agate lines and during the first quarter of 1926 The Inquirer outdistanced its nearest competitor in the morning field by 1,296,600 lines! What stronger evidence could be had of the sales power and prestige afforded advertisers by The Inquirer?

GUARANTEE:—The Philadelphia Inquirer absolutely guarantees that every morning of the year, before breakfast is served, over 75% of Philadelphia's worthwhile homes have received their copies of The Inquirer from the hands of never-failing carriers.

The Philadelphia Inquirer

PENNSYLVANIA'S ONE BIG MORNING NEWSPAPER

NEW YORK
285 Madison Ave.

PHILADELPHIA
Broad & Callowhill Sts.

CHICAGO
2002 Harris Trust Bldg.

The Only Newspaper Building
AT THE SESQUI-CENTENNIAL



COURIER-POST BUILDING

The old Indian King Inn, Cradle of New Jersey Liberty, reset in "agate."

Here the New Jersey legislature met when the British took "preferred position" at Trenton, and forced the patriots into r. o. p. 150 years ago.

Of course A. A. C. W. delegates will be "top of column" at this building. Newspaper men and women will find a very interesting exhibit inside.

LOCATED OPPOSITE NEW JERSEY STATE BUILDING

INSIDE YOU'LL FIND

an editorial exhibit — a graphic explanation of the Courier's remarkable growth from 10,000 to 50,000 circulation in 5 years by emulating the independent spirit of the patriots who sought haven in the Indian King Inn.

EVENING COURIER MORNING POST

CAMDEN, N. J.

Cover South Jersey with more than 60,000 circulation at one combination rate

National Representatives: STORY, BROOKS & FINLEY



The Evening Bulletin

NIGHT EXTRA

86TH YEAR, NO. 49 (MAY CIRCULATION: 535,500 COPIES DAILY.) PHILADELPHIA, MONDAY, JUNE 7, 1926 (COPYRIGHT 1926 BY BULLETIN COMPANY) TWO CENTS

IOWA PRIMARIES STIR WASHINGTON

Cummins-Brookhart Vote Seen as Western Attitude on Coolidge and Farm Relief

WET-DRY ISSUE INJECTED

(By Associated Press.)

Washington, June 7.—Washington looked questioningly toward Iowa today, waiting impatiently for the answer to a riddle that has played on the personal emotions and the political sensibilities of many in high places in the Capital.

In the eyes of both Republican and Democratic politicians, unusual considerations have lifted into exceptional prominence the Republican Senatorial contest between Senator Albert B. Cummins and former Senator Smith W. Brookhart. The outcome is expected to decide which of two old acquaintances of Washington officialdom is to carry the Republican standard in a State usually counted as Republican, and may also throw a ray of light on political questions of near concern to Congress and the Administration.

During his comparatively brief tenure in the Senate, Brookhart more than once was a thorn in the side of the Republican organization, and after his aid to the LaFollette independent campaign in 1924 he was formally read out of the party by the Republican caucus. The possibility of his return is looked upon with manifest apprehension by the Old Guard leaders, not only for its immediate effect in enlarging the numerical strength of the insurgent group in the Senate, but because of its possible moral effect on the standing of the Coolidge Administration in the West.

By the same token, a Brookhart victory would be hailed as a vindication by the insurgent group, five of whom have openly appealed to the Republican voters of Iowa to send the former Senator back to Congress.

Although himself an insurgent during the earlier period of his long service here, the veteran Cummins has been looked upon and counted upon for years as a Republican stalwart. On many fighting issues he has been found supporting the Administration, but the organization leaders do not agree that a defeat for him would be in any direct sense a defeat for the Administration.

On farm relief, one of the outstanding talking points of the Iowa campaign, Cummins has disagreed with Secretary of Agriculture Jardine and gone counter to what has been tacitly accepted as the policy of the White House. He has supported the equalization fee, more than once condemned by those close to President Coolidge, and has participated in conferences at the Capitol which were called for the avowed purpose of forcing farm aid on the Republican organization.

It also is emphasized here that the President himself has not uttered a single word to the voters of Iowa in support of Cummins. In all of the primary campaigns of 1926, he has publicly taken a hands-off attitude, and even the defeat of McKinley in Illinois and Pepper in Pennsylvania, have failed to elicit any authorized expression of regret from the White House. Mr. Coolidge's friends say he does not feel that he can afford to campaign for any candidate for a Senatorial nomination.

(Continued on Page Two, Column Five.)

BENEDICKS LONGEST LIVED

Chicago Official Shows Their Advantage Over Divorced and Single Men

(By Associated Press.)

Chicago, June 7.—The wag who asked "why do married men live longer than single ones" and then answered "they don't, it only seems longer," was wrong in only one respect, they do.

Dr. Herman N. Bundesen, city health commissioner, made public records of the health department for 1925 showing that for each age period, married men have lower death rates than single widowed or divorced men.

Out of every 1,000 men from twenty-five to thirty-four, those who die include fifteen who are divorced, five who are single and only four who are married.

Above sixty-five, Dr. Bundesen asserted, the ratio is even more favorable to the espoused group.

BRINGS CANNIBALISM TALE

Trading Ship Captain Tells of Starvation Along Siberia Coast

(By Associated Press.)

Nome, Alaska, June 7.—Bringing a tale of cannibalism and starvation among the natives of Indian Point, Siberia, across Bering Strait from Alaska, Captain Ira Rank, of the motorship Trader, has just returned from a trading cruise to islands along the Siberian coast.

Three hundred natives died of starvation last winter, Captain Rank said. Those who survived had lived on a diet of their comrades, relatives and dogs. Many of the natives killed their wives and children with knives and then ended their own lives rather than resort to cannibalism.

These natives, Captain Rank said, had depended entirely on seals to provide their food and necessities of life. The Soviet authorities took away their ammunition and guns to prevent any possibility of an uprising and also refused to permit trading with foreigners.

MEYER LONDON KILLED

New York Socialist Congressman Victim of Automobile Collision

(By Associated Press.)

New York, June 7.—Meyer London, the first Socialist Congressman from an Eastern State, and who represented the 12th District from 1915 to 1919 and 1921 to 1923, died in a hospital last night of injuries received earlier in the day. A car which struck him had swerved out of its course to avoid colliding with another machine.

Mr. London was born in Russia fifty-five years ago, came to New York at the age of twenty, and worked his way through law school. As legal adviser, he led the Clothiers' Union through a successful strike in 1910, and as a Congressman introduced a measure calling on President Wilson to summon a council of neutral Nations to stop the World War. In his second term he vigorously opposed an increase in the Regular Army.

THE WORLD NEWS IN BRIEF

Brazil and Spain absent themselves from opening session of League of Nations Council at Geneva.

Brookhart says vote will repudiate his unseating and Cummins predicts landslide for himself, as Iowa Senatorial primary begins; daughter of William Jennings Bryan is Democratic candidate in Florida primaries.

Turkey signs Mosul agreement with Britain, acquiescing in protested League of Nations decision.

CHURCH COUNCIL OPPOSES SCHOOL MILITARY TRAINING

Extension of Compulsory Program Held Inappropriate for Youths

(By Associated Press.)

Washington, June 7.—Recommendations against compulsory military training in schools and colleges, which was declared to be foreign to the ideals of the educational system, were made public last night by the Administrative Committee of the Federal Council of Churches.

Coincident with the Committee's appeal was publication of a War Department statement reviewing the growth of the Reserve Officers' Training Corps, showing applications of nineteen universities and colleges and of thirty-five high schools for R. O. T. C. units were on file but could not be approved because of lack of funds.

The Committee's appeal asked church people throughout the Nation to study the whole question of militarism in education and expressed special dissatisfaction over extension of the program of military training of an elaborate and technical character even into the public high schools.

Believing the matter should be judged with a knowledge of facts, the announcement said the Committee has authorized the Federal Council's International Justice to publish a pamphlet of the question of [illegible]. The arguments for [illegible] by Major General C[illegible], Commander of the [illegible] of the United States.

SENATE CO[illegible] UPHOLDS [illegible]

Declares President Entirely Within [illegible] in Issuing [illegible]

CITES COURT

(By Associated [illegible])

Washington, June [illegible]idge, in issuing his or[illegible] employment of State [illegible]bition enforcement a[illegible]ly within his rights [illegible]infraction of the C[illegible] law, either express or [illegible]majority report of a [illegible]mittee submitted to [illegible]committee.

In studying the qu[illegible]mittee acted under a [illegible] of which Senator Ku[illegible] was the author. Th[illegible] of the sub-committee [illegible]minority views hold [illegible] was unauthorized and [illegible]

The sub-committee [illegible] what the President [illegible]"order," but a m[illegible] policy. "It stated i[illegible] the order really "acc[illegible] since the Attorney G[illegible]ternal Revenue Com[illegible]thority to make such[illegible]fore the order was [illegible]

Refraining from e[illegible]ion as to the wisdo[illegible]so employing State of[illegible]mittee majority said: "Nothing said her[illegible]strued as an expres[illegible]proval or disapproval evidenced by the not[illegible] President which has [illegible]discussion.

"The committee ha[illegible]erected in the inquir[illegible]under which it has [illegible]sole question of whe[illegible]acted in the premises [illegible]or invidation of the [illegible] of its provisions, exp[illegible]

On the latter po[illegible] Court decisions and t[illegible]similar import to the [illegible]dent Coolidge were ci[illegible]conclusion of the sub[illegible]President Roosevelt [illegible]in 1907 authorizing f[illegible]accept appointments [illegible]Services of the State[illegible] Wilson issued two or[illegible]ing officers of the Re[illegible]to accept positions [illegible]wardens, and the [illegible] Treasury officers to n[illegible]to State, county or mu[illegible]defense.

WILKINS BACK A[illegible]

May Postpone Arct[illegible] Next Su[illegible]

(By Associate[illegible])

Detroit, June 7 [illegible]fogcy weather, failure[illegible]tours of the airplane [illegible]tion properly and the [illegible]Thomas G. Lanphier [illegible]too long from his po[illegible]of Selfridge Field, are [illegible]today by the board [illegible]Detroit Arctic Expedi[illegible]ruption of the A[illegible] program.

"Owing to the persi[illegible]er" a statement by t[illegible] was considered advisable to have Captain George H. Wilkins, Major Lanphier and Sergeant Charles Wisely return to Fairbanks, Alaska, from Point Barrow for a complete overhauling of the flying equipment and to hold a series of conferences to determine the wisest course of procedure.

"The Detroit Arctic Expedition has been dogged by perverse and uncontrollable circumstances. The board of control, however, has no intention whatever of permitting its original objectives to be set aside.

"Just what action will be taken now is undetermined. It may be decided to request Captain Wilkins to return to Detroit at once for an extensive conference on the best methods of procedure for the immediate future. There is possibility that further work may be postponed until next spring."

PREACHERS' EDITOR TO JAIL

Head of Clerical Magazine Gets Four Years for Fraud

(By Associated Press.)

St. Louis, June 7.—William E. Rutledge, sixty-four, editor of the Preachers Magazine, was sentenced by Federal Judge Faris today to serve four years in prison for use of the mail to defraud in promotion of the Economic Oil Company.

Rutledge was convicted last Friday.

Sesqui Events Today

12-1 P. M.—Organ recital in auditorium.

2.30—Band concert in auditorium.

5.30—Lacrosse match—University of Penna. vs. Syracuse, in stadium.

8 P. M.—Band concert in auditorium.

10 P. M.—Fireworks spectacle.

ASKS FRANCE SPARE AMERICAN MUTINEER

Washington Instructs Paris Envoy to Intercede in Legionnaire's Case

FACES DEATH IN SYRIA

(By Associated Press.)

Washington, June 7.—Myron T. Herrick, American Ambassador at Paris, was instructed by Secretary of State Kellogg today to intercede with the French Government in behalf of Bennie J. Doty, also known as Gilbert Clare, a private in the French Foreign Legion.

He is facing trial and death on charges of attempted desertion.

Both the French Embassy and the State Department were appealed to by Senators Tyson and McKellar, Democrats, of Tennessee, the home State of Doty, to use their good offices.

Senator Tyson made a personal visit to the French Embassy for a conference with the Counsellor, who is in charge in the absence of Ambassador Brouner.

MAYOR ADDRESSING S. A. R. AT LIBERTY'S SHRINE



REVOLUTION SONS HEAR DRY APPEAL

Society's Head Urges Members to Support Prohibition and Immigration Bill

37TH CONVENTION OPENS

A rallying call to the support of the 18th Amendment and the Johnson Immigration Bill of May, 1924, was sounded today in Independence Hall at the opening session of the 37th Annual Congress of the Sons of the American Revolution.

The plea was made by Harvey F. Remington, president general of the society and a former municipal judge at Rochester, N. Y., speaking from the bench of the Supreme Court room in the State House. Today is the anniversary of the introduction by Richard Henry Lee, of Virginia, before the First Continental Congress, of a resolution declaring the colonies "are and of right ought to be free and independent States," a suggestion which was the forerunner of the Declaration of Independence.

WOMEN FUGITIVES CAUGHT

Two Who Fled Reformatory, Dressed as Men, Arrested in Station

Masquerading as men, two fugitives from the Vermont State Reformatory for Women, at Rutland, Vt., who were serving Federal sentences there, were arrested in Broad Street Station last night by McDevitt and McInerney, Department of Justice agents.

The prisoners, who fled the Vermont institution May 29 by sliding down an improvised rope of sheets and climbing a large front gate, are Helen Keahy, eighteen, known as the "Texas Queen of automobile thieves" and "Billie" Wolain, forty-eight, Nashville, Tenn. Both are married. Mrs. Keahy's husband, it is said, is serving a term in the Atlanta Federal Penitentiary for conspiracy with the wife to transport stolen automobiles between States. The older woman was serving a three-year term for peddling "dope."

"We didn't like the joint because we didn't get enough to eat," they told Federal authorities here today. "Why, we got more in two meals at City Hall here than we got at Rutland all the time we were there."

The prisoners, after spending the night in City Hall, were taken to the [illegible]. They will get a [illegible] day.

[illegible]E TAFT ILL

[illegible]ttending Today's [illegible]upreme Court

7.—Chief Justice [illegible]y illness from at[illegible]on of the Supreme [illegible]om, the sixty-eight[illegible], and former Pres[illegible]eeded to the ad[illegible]not to attempt to [illegible]soon, which is the [illegible]old until October. [illegible]f the attack was [illegible]oned. For several [illegible]intermittently suf[illegible]brought on by the [illegible]y depletions result[illegible]life he has led in a [illegible]olic offices.

[illegible]SSING

[illegible]nd three other Railroad train[illegible] The dead are [illegible], and Miss Ella [illegible]ous, of Herrin. [illegible]ar and Thais Mrs. Drye, re[illegible]

[illegible]KES

Alaskan black [illegible]then bringing [illegible]nvestigated by [illegible]sedd aquarium fish, principal[illegible] and are lively [illegible]

[illegible] ONE

[illegible]obably fatally [illegible]a freight tram [illegible]ear here when the casualties.

[illegible] CITY [illegible]RCURY 62

[illegible] Intermittently [illegible]dy Weather [illegible] On

[illegible]AST YEAR

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[illegible]rom behind the [illegible]ernoon and ap[illegible]for brief periods. [illegible]late today. The sixty-two, about [illegible]al.

[illegible]adly this month. [illegible] two days when [illegible]ectable showing [illegible]e of June's tradi[illegible]. there was sun[illegible] of the time and [illegible] But the score [illegible]ro.

[illegible] the month has [illegible]t, sunshine, and [illegible] the season alleg[illegible]ers, weddings and [illegible]

And the fore[illegible] on the "possible" only on the day [illegible] the sun is ex[illegible]

SAYS GAMING HOUSE IS WITHIN 2 BLOCKS OF POLICE STATION

Magistrate Beaton, at Raid Hearing, Hints Gambling Evidence is Being 'Covered Up'—'Liar,' Replies Captain Wagner, Demanding Names and Addresses—Assert Girl, Fifteen, Acted as Lookout

TWO OF 17 HELD IN BAIL; WILL TRY GILCHRIST FRIDAY

Magistrate William F. Beaton, presiding at a gambling hearing today in the 10th and Buttonwood sts. station, started a fireworks display by declaring there was "a big game going on" within two blocks of the station house.

Two defendants out of seventeen arraigned before the magistrate were held for court in $400 bail.

They were arrested Saturday in a raid on a restaurant at 803 N. Marshall st.

Captain George Wagner, commander of the district, a red-headed, square-jawed man, was leaning against the rail in front of the magistrate's desk when Beaton made his charge near the end of the hearing.

The captain's face took on the hue of his hair. He straightened up angrily.

"Why don't you tell us where it is?" he inquired loudly.

"Oh, you know where it is," answered the magistrate.

"There's no place running near here," snapped the police captain. The only place running was knocked off." Presumably he referred to the Mutual Republican Club, 711 Spring Garden st., which was raided May 29.

Magistrate Beaton wanted to know if "this little restaurant is the only gambling joint in this district."

When Captain Wagner told him "we are going after the others," the Magistrate indulged in a short, cynical laugh.

"That's a good one," he said. Wagner insisted police are trying to put down the lid.

"You can get them if you want them," said the magistrate, and he added something about "covering up."

Captain Wagner straightened up and gave his trousers a hitch. He walked away from the desk.

"If anybody says I have covered up anything in this district," said the Captain loudly, "he is a liar."

While the Magistrate was making his charges, announcement came from the District Attorney's office that Dr. Thomas Gilchrist, known in gambling circles as "English Tommy," who was held as proprietor of the Mutual Republican Club gambling room would be tried Friday in room 606 City Hall. Since his arrest Gilchrist, who lives at the Coronado, 22d and Chestnut sts., has several times threatened to "tell the whole truth" about gambling.

The two held for court by Magistrate Benton are Samuel Lees, proprietor of the restaurant and alleged gambling house which was raided Saturday by Captain Wagner and his men, and Phillip Sabolski, Marshall st., near Poplar, who is charged with being a frequenter of the place.

Charles L. Gordon, Assistant District Attorney, appeared to prosecute the case and brought out the fact that Lees' restaurant had been "carried on the rolls" of the 10th and Buttonwood sts. station as a gambling house and had been raided once before on April 10.

After the hearing the magistrate promised to supply Captain Wagner with the name of the gambling house he had in mind.

"Ever since I have been a magistrate I have stood ready to aid the police in their drive against vice in this district" said Beaton.

"Whatever information I have against lawlessness of vice I will give Captain Wagner. The police further know that any time during the day or night that they want warrants signed I am ready to accommodate them.

"During the time Director Butler was here I heard more cases than most

(Continued on Page Two, Column Six.)

305,000 HAVE VISITED SESQUI

Rain and Postponement of Tank Drill Cut Today's Total

More than 305,000 persons have visited the Sesqui-Centennial since it opened a week ago, it was announced today by E. L. Austin, director-in-chief.

The light rain and generally inclement weather which necessitated the postponement of the whippet tank drill by the army in the Stadium kept many away and by noon today only a few had passed through the gates.

On Saturday there were 10,000 persons at the grounds. Of these 5,000 were paid admissions, many which were from school children, and the other 5,000 visited on passes.

RAIN STOPS PHILS AGAIN

Will Play St. Louis Cardinals One Game Tomorrow

Fore the second time in the series the Phillies and St. Louis Cardinals were rained out when the shower of today made the grounds unplayable.

The two teams will play only one game tomorrow, and the postponed game will be made up as part of a double hender later in the season.

OFFICIAL WEATHER FORECAST

Partly cloudy, unsettled and slightly warmer tonight. Tuesday fair. Fresh southwest winds.

Weather Table. Page Three. Column One

THE BULLETIN'S THERMOMETER

A. M.						Today.					P. M.
8	9	10	11	12	1	2	3	4	5	6	
56	56	55	56	61	66	68					

Last year: High, 08; low, 81; hum., 45.

	P. M.					Last Night.					A. M.
8	7	6	5	4	3	2	1	12	11	10	9
65	66	66	66	67	70	75	75	75	75	74	73

LOST AND FOUND

LOST—White wire haired fox terrier with black spot at base of tail, brown & white head; wearing plaid leather collar bearing owner's name. Mon. morning. Rus. Phone Mer. 1[illegible]

LOST—Bag, gray leather, on Bern Mawr or Wyndmoor, containing glasses & Steiner pin. Reward. Phone Cynwyd 292-W.

LOST—Cameo pin, vicinity of 12th and Berks. Sunday evening. Reward. Singer Drug Shop, 12th and Berks sts.

LOST—Small bag cont. jewels & money. Ridge av. car 61 June 7th. Reward. 1115 Ogden.

LOST—Pa. gold filigree, amethyst stone. Set. Reward. Miss Townsend, 3938 Cherry st.

OTHER LOST & FOUND PAGE 37

The Evening Bulletin

welcomes to Philadelphia

the delegates to the Convention of the

Associated Advertising Clubs of the World

and will be pleased to have them visit

The world's largest newspaper printing plant

Convention Headquarters are in The Bulletin Building

Facts About Philadelphia

Third largest city in the United States.
Home of Independence Hall and the Liberty Bell.
Area: 130 sq. miles. The World's Workshop.
Produces one-quarter of all American made goods.
819,000 persons are employed in its industries.
Population of trading (retail) area: 3,300,000.
Factories: 6,500; Stores and Shops: 55,000.
Dwellings in city: 423,404; outside city, 125,000.
Average persons to family (U. S. Census) 5.4.

Divide the total population of the retail trading area by the 535,000 daily circulation of The Evening Bulletin and you will see this newspaper goes daily into nearly every home in the Philadelphia Zone.

The circulation of the Evening Bulletin is larger than that of any other Philadelphia newspaper, and is the third largest in the United States.

By concentrating your advertising in The Evening Bulletin you can cover Philadelphia at one cost, and at the lowest rate per line per thousand copies.

NIBBLES AT THE NEWS

Berlin—Styles and food, two never failing sources of interest. Here the smallest feet in the world after the Chinese and Japanese. More than 25,000 pairs of American shoes recently shipped to Russia, are unsalable because of their large size, narrow pointed toes and extremely high heels, and so they will be sent to Finland, where they are expected to fit.

Paris—Taking up food, do you know what "fluffeck" is. It appears on the bill of fare of all restaurants in France morning and evening. The French imagine it to be the English for beef steak but it covers all shades of steak.

Athens—When you go abroad this summer take along an extra five dollars. The Greek Government is charging this much to tourists desiring to see the famous Parthenon. Sixty per cent. of the visitors are Americans.

About 1025 Help and Situation Want Ad In Today's Bulletin

Westerham, England, June 7.—Winston Churchill, Chancellor of the Exchequer, had a narrow escape this afternoon when his motor collided with a motor van.

Both machines were badly smashed.

The Chancellor was unhurt, but the van driver suffered a broken rib and other injuries.

BARN BURNS, BLAME FIREBUG

House on Same Farm Near Concordville was Destroyed 2 Weeks Ago

Concordville, Pa., June 7.—A large barn on a farm owned by Howard Hey burn, on the Baltimore pike near here, was destroyed by fire last night with a loss of several thousand dollars. The fire is believed to have been incendiary. Two weeks ago last night the house on the farm was destroyed by fire. The house was an old, historic structure, having been the Old Cloth Tavern during the Revolution, where Washington made his headquarters on the way to the Battle of Brandywine. The house also is believed to have been set on fire.

The fire sent flames high into the air and was viewed by hundreds of motor cars passing along the Baltimore pike. There was nothing in the barn. Mr. Heyburn having moved to an adjoining farm, which he owns, when the house burned.

The love story of a sweet girl is told by Ella Wister Haines in The Bulletin's new serial entitled "Mysterious Sweetheart," beginning tomorrow, Tuesday, June 8th.—Advertisement.

American tennis champion, who underwent an operation for appendicitis Friday night, will leave the American Hospital Sunday, her mother said today.

Miss Wills had a comfortable night and her condition was satisfactory this morning, but she will not be allowed to receive visitors before Wednesday.

Mrs. Wills says her daughter probably will go to the Wimbledon tournament in England as a spectator, but that no definite plans will be made until her release from the hospital. She will probably stay in Paris for two weeks.

Her doctor says she can play tennis within a month, and her participation in the Forest Hills tournament is regarded as certain.

Moscow—American styles in footwear and particularly American sizes are not popular in Russia, where women have the smallest feet in the world after the Chinese and Japanese. More than 25,000 pairs of American shoes recently shipped to Russia, are unsalable because of their large size, narrow pointed toes and extremely high heels, and so they will be sent to Finland, where they are expected to fit.

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[illegible]ed Alaskan black [illegible]ed then bringing [illegible]ed investigated by [illegible]ed sedd aquarium [illegible]ed fish, principal [illegible]ed and are lively [illegible]

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And the fore[illegible] on the "possible" only on the day [illegible] the sun is ex[illegible]

BEATEN BY GIRL, 15, IN CHESS GAME

Champion Defeated by Youngster in Simultaneous Contest

Boston, June 7.—Fifteen-year-old Miss Sonia Margolin, of Brookline, defeated Samuel Reshevsky, champion chess player, in a simultaneous contest with 25 players at the Boston Chess Club last night.

Reshevsky, who is 14 years old, won 20 games, drew 4 and lost 1 to Miss Margolin.

[illegible]

[illegible]ed Along with the sunshine shortage there has been a deficiency in the amount of heat. Thus, including yesterday Philadelphia is just thirty degrees shy of the normal figure thus far for the month.

Northerly winds have been to blame for the cold.

Although Philadelphians have been complaining ever since Jun. started the month isn't what it used to be, data at the office of the Weather Bureau show that not until Friday did the months average temperature fall below normal.

Despite all this cold and chilly drizzle George S. Bliss, chief of the Weather Bureau, places no faith in the annual prophecies of a "heatless summer" that have been current.

"There is no scientific method of forretelling weather far in advance," says Mr. Bliss. "The usual method is to base a prediction on recent temperatures, but the plain facts are no one knows enough about them to be able to back up his guesses. They must be thoroughly studied before they will be of any help.

"Whenever we have a spell of unusual weather another old favorite crops up

(Continued on Page Two, Column Seven.)

The Oxford Accent

F. M. Hans, the carman said at a dinner in Worcester—

"The English laugh at our accent. Well, it's time we laughed at theirs.

"One day at Oxford University a coxswain was shot a man, and so he went out and secured a mount. He found a likely-looking student and held him up.

"'I say,' he said, 'are you an oarsman?'

"'No,' said the student, 'I never been on an horse in me life.'"

Seasoit Visitors will find many desirable rooms advertised in The Bulletin today under the classification of Rooms for Rent.—Advertisement.

Matches—Flask on Hip—Man Afire

(By Associated Press.)

Boston, Mass., June 7.—Matches, a bottle on the hip, and the sidewalk, are Boston's most modern improvement on the Indian and his flint.

Thomas Magee slipped and fell in the street last night. He landed on his hip-pocket, simultaneously breaking a bottle and igniting a pocketful of matches.

He rose and ran. Smoke and fire streaked behind him. Patrolman Crowley simulated a fire truck, finally overtaking Magee and extinguishing his clothing.

Today Magee is in the city hospital recovering from painful but not serious burns.

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EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 59 NEW YORK, JUNE 19, 1926 No. 4

OFFICIAL PROGRAM

Twenty-Second Annual Convention

Associated Advertising Clubs of the World

PHILADELPHIA, JUNE 20-24

SUMMARY OF PROGRAM AND CONVENTION FEATURES

Theme of Convention—"ADVERTISING—STABILIZER OF PROSPERITY

SUNDAY

INSPIRATIONAL MEETING

Auditorium, Sesqui-Centennial Grounds

SUNDAY AFTERNOON, JUNE 20TH

3:00 O'CLOCK

Presiding—ROWE STEWART, Business Manager, *Philadelphia Record;* Former President, Associated Advertising Clubs of the World; Chairman, Poor Richard Club Convention Committee.

ORGAN PRELUDE AND FANFARE - *Henry S. Fry*
Organist at St. Clement's, at the console

CONCERT OVERTURE - - - *Rollo F. Maitland*

WEDDING CHIMES - - - - - *William Faulkes*

LARGO - - - - - - - *George F. Handel*

ANDANTINO—D FLAT - - - *Edwin M. Lemare*

SCHERZO SYMPHONIQUE - *Georges Debat-Ponsen*

CHORALE—"A MIGHTY FORTRESS IS OUR GOD"
Sung by a chorus directed by James Hartzell, Conductor of the Tioga Choral Society and the Germantown Choral Society.

INVOCATION—REV. FLOYD W. TOMKINS, D. D., Holy Trinity Episcopal Church, Philadelphia.

HALLELUIAH CHORUS FROM "THE MESSIAH," *Handel*
Sung by the chorus

ADDRESSES OF WELCOME:

The HON. GIFFORD PINCHOT,
Governor of Pennsylvania.

The HON. W. FREELAND KENDRICK,
Mayor of Philadelphia.

HOWARD C. STORY,
President, Poor Richard Club of Philadelphia.

RESPONSE—C. K. WOODBRIDGE, New York, President, Associated Advertising Clubs of the World.

PRESENTATION OF FORMAL PROGRAM—H. H. CHARLES, Chairman, General Program Committee.

KEYNOTE ADDRESS—DR. S. PARKES CADMAN, Pastor, Central Congregational Church, Brooklyn, N. Y.; President, Federal Council of Churches of Christ in America. "Imagination and Advertising."

CHORALE—"O GOD, OUR HELP IN AGES PAST"
Sung by the chorus

ORGAN POSTLUDE.

SUNDAY NOON, JUNE 20TH

1:00 O'CLOCK

JOINT LUNCHEON

Executive Committee, Associated Advertising Clubs of the World

District Chairmen and Chairmen of Standing Committees, Associated Advertising Clubs
At the Poor Richard Club

SUNDAY EVENING, JUNE 20TH

6:00 O'CLOCK

Philadelphia Club of Advertising Women, Mrs. Ellen S. Patten, President; Miss Florence M. Dart, Chairman of Convention.

Reception and Dinner in honor of the Overseas Delegates. Admittance by Card. Ritz-Carlton Hotel. Hostess, Miss Clare V. Fey.

OFFICIAL PROGRAM

MONDAY

GENERAL SESSION

Academy of Music

MONDAY MORNING, JUNE 21

9:00—MUSIC—Strawbridge & Clothier Chorus.

9:30—Convention formally opened by C. K. WOODBRIDGE, President, Associated Advertising Clubs of the World.

Address of Welcome to Delegates from other countries, by President Woodbridge.

Responses by:

SIR WILLIAM VENO, Manchester, England.

DR. MARCEL KNECHT, France (On behalf of the Press of France).

ANDRE KAMINKER, France (On behalf of District 17).

W. B. TINGLE, Montreal, Canada.

GEORGE S. OETTLE, South Africa.

JHR. WILLERT HOOGLAND, Amsterdam, Holland.

GEORGE H. PATTERSON, Sydney, Australia, and others.

10:00—LT.-COL. EDWARD F. LAWSON, *London Daily Telegraph*, London, England.

10:30—SIR HENRY THORNTON, President, Canadian National Railways, Montreal, Canada. —"Agate Lines and Railway Lines."

11:00—MARCEL KNECHT, General Secretary, *Le Matin*, Paris, France.—"Advertising Progress in France."

11:30—BRUCE BARTON, President, Barton, Durstine & Osborne, Inc., New York, N. Y.—"What Is There Left for Advertising To Do?"

12:00—Adjournment.

MONDAY AFTERNOON, JUNE 21

Presiding—SENATOR PAUL DUPUY, Publisher, *Petit Parisiene*, Paris, France.

Presiding—LT.-COL. EDWARD F. LAWSON, President, Advertising Association, London, England.

1:45—MUSIC.

2:00—EDWARD S. JORDAN, President, Jordan Motor Car Co., Cleveland, Ohio.—"My Solution for All the Problems in the World."

2:45—W. FRANK MCCLURE, Vice-president, Albert Frank & Co., Chicago, Ill.; Chairman, National Advertising Commission.—"Educating the Public on the Economics of Advertising—a New Note in the Program of the National Advertising Commission."

3:15—BAYARD DOMINICK, Dominick & Dominick, New York, N. Y.—"Success of the Better Business Bureaus."

3:45—DON E. GILMAN, *Christian Science Monitor*, San Francisco, Calif.; Vice-president, Associated Advertising Clubs of the World; President, Pacific Coast Advertising Clubs Association.—"What the Advertising Clubs Have Done for Advertising."

4:15—MATTHEW S. SLOAN, President, Brooklyn Edison Company, Brooklyn, N. Y.—"Advertising Does Its Part in the Public Utility Service."

5:00—Adjournment.

Reception by Mr. and Mrs. E. T. Stotesbury from 4:30 to 6:00 p. m.

At Whitemarsh Hall
Chestnut Hill

Automobiles will be furnished for the Ladies at the Bellevue-Stratford Hotel at 3:00 p. m.

At 8:00 p. m.

THE PAGEANT OF ADVERTISING

For the first time in history the celebrated New Year's Shooters from the Mummers' Parade are joining with the A. A. C. W. Part of the Atlantic City Beauty Pageant is also in the line of march. The balance of the units are marching corps from the various Advertising Clubs and representation from National and Local Advertisers.

TUESDAY

JUNE 22, 12:30 P. M.

JOINT ASSEMBLY LUNCHEON

At the Bellevue-Stratford Hotel
and under the auspices of the
WOMEN'S ADVERTISING CLUB OF PHILADELPHIA

Luncheon to members of the Federation of Women's Advertising Clubs, preceding Annual Business Session. Penn Athletic Club. Hostess, MISS MARY J. DENTON. also at 12:30

LUNCHEON AND A CHILDREN'S FASHION SHOW

will be given by Gimbel Brothers
9th and Market Streets

AGRICULTURAL PUBLISHERS' ASSOCIATION

Bennett Hall, Room 201, University of Pennsylvania
TUESDAY MORNING, JUNE 22D
Opening at 9:30 o'Clock

Presiding—HORACE C. KLEIN, President, Agricultural Publishers' Association; *The Farmer*, St. Paul, Minn.

Business Session.

TUESDAY AFTERNOON, JUNE 22D
Opening at 2 o'Clock

Presiding—HORACE C. KLEIN.

"Advertising to Farmers"—JAMES O'SHAUGHNESSY, Executive Secretary, American Association of Advertising Agencies, New York, N. Y.

AGRICULTURAL PUBLISHERS' ASSOCIATION

Hare Laboratory, Lecture Room
University of Pennsylvania
WEDNESDAY MORNING, JUNE 23D
Opening at 10 o'Clock

Presiding—GEORGE C. HIRST, Vice-President and Treasurer, The Osborne Company, Newark, N. J.

THE HUMAN APPEAL IN ADVERTISING

I. The Story:

(a) "Advertising Specialties Create Good Will"—SAMUEL C. DOBBS, former President, The Coca Cola Company; for President, Associated Advertising Clubs, Atlanta, Ga.

(b) "Advertisements That Beautify Home and Office"—E. N. FERDON, President, The Blanchard Company, Aurora, Ill.; President, Advertising Specialty Association.

(c) "Little Gifts That Remind You of the Giver"—THOMAS H. SEWALL, Advertising Manager, Ohio Savings Bank & Trust Company, Toledo, Ohio.

(d) "Business Secrets"—G. M. GOTTFRIED, Manager Sales Promotion, Bakeries Service Corporation.

OFFICIAL PROGRAM

II. The Illustrations:
Pictures Speak Louder than Words.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Bennett Hall, Room 301, University of Pennsylvania

TUESDAY MORNING, JUNE 22D
Opening at 9 o'Clock

Presiding—H. E. LESAN, President, H. E. Lesan Advertising Agency, New York, N. Y.; Chairman, Program Committee.

"Scope of the Advertising Agency"—ROY S. DURSTINE, Barton, Durstine & Osborne, Inc., New York, N. Y.

"Developing New Accounts"—R. S. SIMPERS, McLain-Simpers Organization, Philadelphia, Pa.

"The Work of the Media Department"—GUY H. RICHARDS, Erickson Company, Inc., New York, N. Y.

"Getting the Facts Through a Survey"—PAUL T. CHERINGTON, J. Walter Thompson Co., New York, N. Y.

TUESDAY AFTERNOON, JUNE 22D
Opening at 2 o'Clock

Presiding—H. E. LESAN.

"Using Facts to Build the Advertising Campaign"—MILTON TOWNE, Joseph Richards Company, New York, N. Y.

"The Copy"—ROBERT TINSMAN, Federal Advertising Agency, Inc.,, New York, N. Y.

"The Art"—W. H. BEATTY, Newell-Emmett Company, Inc., New York, N. Y.

WEDNESDAY MORNING, JUNE 23D
Opening at 9 o'Clock

Presiding—H. E. LESAN.

"Collateral Service of the Advertising Agency"—FREDERICK J. ROSS, Frederick J. Ross Company, Inc., New York, N. Y.

"The Business (internal) End of an Advertising Agency"—HARRISON ATWOOD, The H. K. McCann Company, New York, N. Y.

"Where Is the Advertising Agency Going in the Future?"—EUGENE MCGUCKIN, Eugene McGuckin Advertising Agency, Philadelphia, Pa.

AMERICAN COMMUNITY ADVERTISING ASSOCIATION

College Hall, Room 110, University of Pennsylvania

TUESDAY MORNING, JUNE 22D
Opening at 9:30 o'Clock

Presiding—CHARLES F. HATFIELD, President, American Community Advertising Association, St. Louis, Mo.

9:30—President's Address, "Conserving Community Funds"—CHARLES F. HATFIELD, Secretary and General Manager, St. Louis Convention and Publicity Bureau, St. Louis, Mo.

9:45—Appointment of Committees.

9:50—"Value of Hotels in Community Advertising"—JOHN C. BURG, Hotels Statler Company, Inc., New York, N. Y.

10:10—"Discussion: Above Paper"—H. B. DICKSON, Convention Manager, The Mayflower, Washington, D. C.
P. G. B. MORRISS, Director of Publicity, The Drake, Chicago, Ill.

10.20—"Bank Advertising and the Community"—T. H. SEWELL, Publicity Director, Ohio Savings Bank & Trust Company, Toledo, Ohio.

10:40—"Legislation to Aid Community Advertising"—MARTIN KEET, Secretary, Chamber of Commerce, Sunbury, Pa.

11:00—"How the Railroads Advertise Communities and Sell Good Will"—C. B. SUDBOROUGH, General Traffic Manager, Pennsylvania Railroad System.

11:20—"Motion Pictures in Community Advertising"—J. KENNARD JOHNSON, Manager, Chamber of Commerce, Bay City, Mich.

11:30—Open Discussion on Papers of Morning Session.

TUESDAY AFTERNOON, JUNE 22D
Opening at 2:00 o'Clock

Presiding—T. H. SEWELL, Vice-President, American Community Advertising Association, Ohio Savings Bank & Trust Company, Toledo, Ohio.

2.00—"Community Research in Building an Advertising Program"—DR. LEONARD P. FOX, Bureau of Research, Pennsylvania State Chamber of Commerce, Harrisburg, Pa.

2:30—"Recreation and Community Selling"—EUGENE T. LIES, Special Representative, Playground & Recreation Association of America, Chicago, Ill.

2:50—"Relation of the Advertising Agencies to Community Advertising"—W. FRANK MCCLURE, Chairman, National Advertising Commission, Albert Frank & Co., Chicago, Ill.

3:10—"Selling Your Community Through the Store Window"—C. S. CLARK, Assistant to President, Edwards & Deutsch Lithographing Company, Chicago, Ill.

3:20—"National Community Advertising"—DON E. MOWRY, General Secretary, Association of Commerce, Madison, Wis.

3:40—"District Community Advertising Projects:
"What Texas Is Doing"—MRS. ROBERT G. COULTER, Coulter & Payne, San Antonio, Texas.
"Virginia's Campaign at Norfolk-Portsmouth"—CAPT. F. E. TURIN, Manager, Norfolk-Portsmouth Advertising Fund.
"Pike's Peak Region"—GIFFORD GILLASPY, Hathaway Advertising Service, Colorado Springs, Colo.

4:10—Open Discussion, Papers of Afternoon Session.

WEDNESDAY MORNING, JUNE 23D
Opening at 9:30 o'Clock

Presiding—DON E. MOWRY, Secretary, American Community Advertising Association; General Secretary, Association of Commerce, Madison, Wis.

9:30—"Part Played by Utilities in Community Advertising"—C. W. CHILES, Manager, Publicity Department, Central Illinois Public Service Company, Springfield, Ill.

9:50—"Creating Community Spirit"—BEN R. VARDAMAN, Editor, National Community Magazine, Chicago, Ill.

10:15—District Community Advertising Projects:
"Maine's Program of State-Wide Advertising"—HARRIE B. COE, Manager State of Maine Publicity Bureau, Portland, Me.
"Advertising the Playground of Michigan to the Country"—J. KENNARD JOHNSON, Manager, Bay City Chamber of Commerce, Bay City, Mich.

OFFICIAL PROGRAM

"Pennsylvania's Plan and Results"—T. C. MIRKIL, Manager, State Publicity Bureau, Harrisburg, Pa.

"Denver's Activity (Visualized)"—JOE E. MOORHEAD, Mountain States Telephone Company, Denver, Colo.

11:05—Secretary's Report.
Committee Reports.
Election of Officers.

ASSOCIATION OF NEWSPAPER ADVERTISING EXECUTIVES

TUESDAY MORNING, JUNE 22D
9:00 o'Clock, Promptly
National Advertising

MISS GRACE WALTON, Advertising Manager, Julius Kayser & Co.—"If Retailers Can Make Newspaper Space Pay, So Can Manufacturers."

ROY S. DURSTINE, Secretary-Treasurer, Barton, Durstine & Osborne, Inc., and President of the American Association of Advertising Agencies.—"Suggestions From the Advertising Agency Angle."

J. M. CLEARY, Sales Manager, The Studebaker Corporation of America.—"Why Is Free Publicity?"

Subjects for open discussion:

"Is a revision of the present Standard of Merchandising Practice for Newspapers, as adopted by the A. of N. A. E. in 1921, expedient?"

"What is the best current experience in defining local advertising and national advertising and what are the best methods of enforcing established policies?"

"What is the best method of handling situations arising when an advertising agency endeavors to cancel a contract that has been in effect for six or eight months in order to place a new contract for one year from its date?"

"How do national advertisers check up on results secured from periodical publication advertising?"

"Recently some newspapers have issued rate cards entirely eliminating cash discounts to agencies and allowing agency commissions only when payment is made in full on or before the 15th or the 20th of the month. Is this good practice for other newspapers to adopt?"

TUESDAY AFTERNOON, JUNE 22D
2:00 o'Clock, Promptly
Local Display Advertising

I. R. PARSONS, Advertising Director, The *New York Telegram* (formerly a department store advertising manager).—"Merchandising a Newspaper."

FRANK B. JENNINGS, Advertising Manager, The May Company, Cleveland.—"Is Circulation Your Chief Merchandise?"

EDWIN S. FRIENDLY, Business Manager, The *New York Sun*.—"Development of Modern Newspaper Advertising."

Subjects for open discussion:

"What are the best methods for selling special editions and what results are secured by the advertiser and by the newspaper?"

"Should special sections or editions at a high rate be encouraged?"

"What program might a newspaper suggest to merchants as a means of causing people to trade at home?"

"Should a newspaper combat merchants who advertise untruthfully?"

"What should be the attitude of newspapers toward requests from periodical publication advertisers urging the newspapers to sell so-called "tie-up" advertising to retailers?"

WEDNESDAY MORNING, JUNE 23D
9:00 o'Clock, Promptly
Classified Advertising

WALTER W. MURDOCK, Classified Advertising Manager, The *Detroit Free Press*.—"Building Classified Advertising."

FRANK MCCABE, Classified Advertising Manager, The *New York World*.—"The Relative Importance of Classified and Display Advertising."

Open discussion of classified advertising problems will follow the two addresses. In case all discussions from previous sessions have not been completed, they will be taken up at this time.

Previous to this session the judges will have considered the various stories of newspaper advertising success that were entered in the competition for the A. L. Shuman trophy. Success stories specified by the judges will be presented at this session.

ASSOCIATION OF NEWSPAPER CLASSIFIED ADVERTISING MANAGERS

Price Hall—Law School, University of Pennsylvania
JUNE 22D AND 23D

Opening promptly at 9:00 o'clock, Tuesday, June 22d; Second Session, 1:30 o'clock; Third Session, 9:00 o'clock, Wednesday, June 23d; Fourth Session, 1:30 o'clock.

Note—As much of program as it is possible will be completed at each session, allowing as much time as seems desirable to each subject. The following session will begin where previous session finished.

Registration
President's Address
Secretary's Report
Treasurer's Report
Appointment of Committees

FUNDAMENTALS OF SALESMANSHIP APPLIED TO CLASSIFIED ADVERTISING

Chairman—WALTER W. MURDOCK, Manager, Classified Advertising, The *Detroit Free Press*, Detroit, Mich.

1. Selecting Employees.
2. Preliminary Training.
3. Getting Most Out of Street Salesmen.
4. Accomplishing Most Through Telephone Sales Work.

DEVELOPING VOLUNTARY BUSINESS

Chairman—HARRY GWALTNEY, Manager of Classified Advertising, The *Milwaukee Journal*, Milwaukee, Wis.

1. Fundamentals and Prerequisites.
2. Promotion in Your Paper.
3. Special Inducements to Advertisers.
4. Relation of Results to Voluntary Business.
5. Service.

PROMOTION

Chairman—C. L. PERKINS, Manager of Classified Advertising, The *Chicago Herald-Examiner*, Chicago, Ill.

1. Under What Conditions Should Promotion Be Directed to Readers, to Advertisers, to Both Advertisers and Readers?
2. Effect on Advertisers of Promotion Directed to Readers.
3. Is Promotion in Your Own Paper Sufficient or Should You Use Along with It Direct Mail Billboards?
4. Definite Policies in Promotion.

OFFICIAL PROGRAM

5. Examples of Outstanding Accomplishments Resulting from Promotion.
6. Possibilities of Preparing Promotion Advertisements Without.
7. The Problem of Getting Space in Your Own Paper for Promotion Copy.
8. Should Novelties, Comic Strips, and Prizes to Readers Be Used, and if so, When?

NATIONALIZED MACHINERY TO PREVENT MISREPRESENTATION AND FRAUD

EDWARD L. GREENE, Manager of the National Better Business Bureau, New York, N. Y.

SERVICE AS APPLIED TO CLASSIFIED ADVERTISING

Chairman—R. E. SEILER, Manager of Classified Advertising, *Los Angeles Examiner*, Los Angeles, Calif.

1. What Is Service in Classified Advertising?
2. Businesslike Conduct and Its Importance.
3. Importance of Expertly Trained and Competent Classified People.
4. Necessity of Keeping Salesmen Enthusiastic.
5. Necessity of Understanding Advertisers' Business.

CREDITS AND COLLECTIONS

Chairman—F. L. TATE, Manager of Classified Advertising, The *Toronto Star*, Toronto, Canada.

1. Routine and Detail of Billing Accounts.
2. Which Is Best Method of Making Collections?
3. Discounts.
4. Verification of Charges or Accounts.
5. Adjustments.
6. How Can Sales and Credit Departments Cooperate?
7. Training for Credit People.

OTHER SUBJECTS TO BE DISCUSSED

1. Censorship of Copy and Control of Agencies to Prevent Them from Offering Copy Repeatedly That Has Been Rejected.
2. Ways and Means of Securing Out-of-Town Advertising.
3. Developing and Handling Church Advertising.
4. What Should Be the Percentage Cost of the Classified Department?
5. Is There Any Particular Way to Build Rental Classifications?
6. Should the Same Rates Apply to All Classifications?
7. How to Handle Birth and Death Notices.
8. What, If Any, Merit Have Special Pages?
9. Are Combination Rates Logical and Do They Constitute Price Cutting?
10. Has Anybody Ever Built Voluntary Business on the Fourth Newspaper of a Metropolitan City?
11. Can We Get All Member Newspapers to Accept and Use the Association Rules on Censorship?
12. Why Can't the Association Conduct an Employment Bureau or Agency for the Benefit of Classified Workers and as a Help to Keep Good Men in the Classified Field.
13. Are Legal Notices Handled as Classified Advertising in Most Papers?
14. Should Classified Rates Be Higher Than Display Rates?
15. How Can We Get the Co-operation of Our Composing Room?
16. Wants Discussion of Typography and Display Classified.
17. Advisability, in View of Reader Interest, of Putting Such Classifications as Death Notices in Slop-over Pages or Near Back of Paper on Sundays.

Election of Officers.

Reports of Committees.

ASSOCIATED RETAIL ADVERTISERS

Logan Hall, Room 17, University of Pennsylvania

TUESDAY MORNING, JUNE 22D

Opening at 9:30 o'Clock

Presiding—SHELDON R. COONS, President, Associated Retail Advertisers; Advertising and Sales Director of Gimbel Brothers, New York, N. Y.

9:30—Report of President.
Report of Secretary-Treasurer.
Appointment of Committees on Nominations and Resolutions.

Note—Important matters necessitate presence of all members at Business Session at 9:30. Your attendance will be appreciated.

10:00—"Advertising Representations and Its Responsibility from a Governmental Viewpoint"—HON. VERNON W. VAN FLEET, Member Federal Trade Commission, Washington, D. C.

10:30—Questions and Discussion.

10:45—"The Functions of the Publicity Department and Its Relation to the Organization Structure"—PAUL M. MAZUR, Lehman Brothers, New York, N. Y.

11:15—Questions and Discussion.

11:30—"Copy and Promotion: Market Street, Philadelphia, Versus Fifth Avenue, New York"—ADAM L. GIMBEL, Executive Head of Saks & Co., Fifth Avenue, New York N. Y.

12:15—Questions and Discussion.

Adjournment.

TUESDAY AFTERNOON, JUNE 22D

Opening at 2:30 o'Clock

Presiding—THOMAS P. COMEFORD, Publicity Director of A. I. Namm & Son, Brooklyn, N. Y.

2.30—"Working with the Retailer"—EDWARD L. GREENE, Managing Director, National Better Business Bureau, New York, N. Y.
To be introduced by H. J. Kenner, Vice-President and General Manager of the Better Business Bureau of New York City.

3:00—Questions and Discussion.

3:15—"The Change in Buying Appeal"—L. E. McGIVENA, Manager of Publicity, *New York Daily News*, New York, N. Y.

3:45—Questions and Discussion.

4:00—"The Graphic Age in Advertising"—LOUIS PEDLAR, Pedlar & Ryan, New York, N. Y.

4:30—Questions and Discussion.

4:45—Adjournment.

WEDNESDAY MORNING, JUNE 23D

Opening at 9:30 o'Clock

Presiding—SHELDON R. COONS, President, Associated Retail Advertisers; Advertising and Sales Director, Gimbel Brothers, New York, N. Y.

9:30—Reports of Committees.

OFFICIAL PROGRAM

9:45—"A Review of Advertising of the Past and Present With Certain Prognostications as to the Future"—IRVING R. PARSONS, Advertising Manager, *New York Telegram*, New York, N. Y.
10:15—Questions and Discussion.
10:30—"Using Direct Mail"—DAVID LAMPE, Advertising Manager, The Hub, Baltimore, Md.
11:00—Questions and Discussion.
11:15—"Style's the Thing"—AMOS PARRISH, Amos Parrish & Co., Cleveland, Ohio.
11:45—Questions and Discussion.
12:00—Election of Officers, Directors and National Commissioners.
Adjournment.

CHURCH ADVERTISING DEPARTMENT

College Hall, Room 200, University of Pennsylvania
TUESDAY MORNING, JUNE 22D
Opening at 9:00 o'Clock

Presiding—DR. CHRISTIAN F. REISNER, President, Church Advertising Department, New York, N. Y.
"What Truths Shall We Advertise?"—REV. T. M. ARMSTRONG, Pastor, Groesbeck, Texas.
"Spiritual Principles in Advertising"—PROF. LEE A. WOLFARD, Marshall University, Huntington, W. Va.
"Using Advertising Experts"—REV. KERRISON JUNIPER, Pastor, First Congregational Church, St. Petersburg, Fla.
"Books the Church Advertiser Should Own"—GEORGE FRENCH, Montclair, N. J.
"Showing the Value of Church Advertising"— E. D. GIBBS, National Cash Register Co., Dayton, Ohio.
"A Sunday School Evening Audience Through Newspaper Publicity"—REV. J. ELMER RUSSELL, Pastor, North Presbyterian Church, Binghamton, N. Y.
"Advertising in Building a Bible Class"—H. V. JAMISON, Advertising Manager, American Sheet & Tin Plate Company, Pittsburgh, Pa.
"Reaching My Own Community"—REV. EARL HOON, D.D., Pastor, Hyde Park Methodist Episcopal Church, Cincinnati, Ohio.
"The Lutherans Advertise"—REV. HOWARD R. GOLD, Chairman, Committee on Publicity, United Lutheran Church in America, New Rochelle, N. Y.
"Ten Pastors' Experiences"—J. A. BUSWELL, Buswell Service, Kalamazoo, Mich.

TUESDAY AFTERNOON, JUNE 22D
Opening at 2:00 o'Clock

Presiding—DR. CHRISTIAN F. REISNER.
"Ten Minutes With Twenty Pastors"—J. A. BUSWELL, Buswell Service, Kalamazoo, Mich.
"Examination of Sample Printed Church Advertisements With Expert Criticism"—(A one hour discussion.) Directed by EVART G. ROUTZAHN, Russell Sage Foundation, New York, Assisted by DOUGLAS C. MCMURTRIE, New York, N. Y.
"Outdoor Advertising"—CLARENCE B. LOVELL, Advertising Manager, General Outdoor Advertising Company, New York, N. Y.
"Sermon Topic Posters"—REV. ORVILLE S. DUFFIELD, Pastor, Cooper Memorial Methodist Church, Philadelphia, Pa.
"Securing Audiences Through Motion Pictures"—GEORGE J. ZEHRING, National Council, Y. M. C. A., New York, N. Y.
"Miscellaneous Plans"—HERBERT H. SMITH, Board of Christian Education, Presbyterian Church in the U. S. A., Philadelphia, Pa.

WEDNESDAY MORNING, JUNE 23D
Opening at 9:00 o'Clock

Presiding—DR. CHRISTIAN F. REISNER.
"The Auditorial We"—JAMES SCHERMERHORN, Detroit, Mich.
"Advertising the Kingdom Through Press-Radio Service"—JAMES WRIGHT BROWN, Editor and Publisher, New York, N. Y.
"The Church Page"—REV. W. A. NICHOLS, Religious Editor, *New York Evening Sun*, New York, N. Y.
"Ideal 'Copy' for Newspaper Advertisements"—REV. G. P. BUTLER, Advertising Department, *New York Times*, New York, N. Y.
"What a Religious Editor Prints"—MISS RACHEL MCDOWELL, Religious Editor, *New York Times*, New York, N. Y.
"The Question of Co-operative Church Advertising"—(A one hour discussion.) REV. W. H. LEACH, Editor *Church Management*, presiding.
(a) "Success in Community Publicity"—E. P. BEEBE, Treasurer, Iron Age Publishing Company, New York, N. Y.

CONFERENCE OF ADVERTISING CLUB EXECUTIVES

Engineers' Bldg., Room 303, University of Pennsylvania
WEDNESDAY MORNING, JUNE 23D
Opening at 9:00 o'Clock

President—NORMAN M. PARROTT, Secretary, Advertising Club of Baltimore, Md.
9:00—"A Message"—From C. K. WOODBRIDGE, President, Associated Advertising Clubs of the World, New York, N. Y.
9:10—"A Well-Rounded Advertising Club"—DON K. THOMAS, Executive Secretary, Advertising Club of Los Angeles, Calif.
9:30—Questions and Discussion.
9:35—"Group Meetings (Departmentals)"—CLIFTON D. JACKSON, Executive Secretary, Advertising Club of New York.
9:45—Questions and Discussion.
9:50—"Announcements and Publicity"—LESTER C. NAGLEY, Executive Secretary, Advertising Club of Indianapolis.
10:00—"How Committees Should Function" —HAROLD M. HASTINGS, Executive Secretary of the Adcraft Club of Detroit.
10:20—"Machinery for Carrying Out Programs"—PAUL S. VAN AUKEN, Executive Secretary, Advertising Council of Chicago.
2:55—"District Conventions"—JOHN W. LONGNECKER, Chairman First District.
3:05—"Budgets"—(Speaker to be assigned.)
3:15—"Departmentalizing the Work of an Advertising Club"—ROBERT A. WARFEL, Executive Secretary, National Advertising Commission, New York, N. Y.
3:25—"A Story From Overseas"—(British speaker to be assigned.)
3:40—"Making Effective Use of the Speakers' Bureau"—(Speaker to be assigned.)
3:50—Recess.
4:00—Free for All Discussion.
This hour has been set aside for discussion of club problems that have not been covered by speakers and in previous discussions; led by Chairman Parrott.
10:35—"Conducting a Club With Volunteers Only"—HENRY F. HAGER, President of the Advertising Club of Muncie, Ind.

OFFICIAL PROGRAM

10:50—Speaker from Great Britain. (Subject and name to come later.)
11:00—"Membership"—Open discussion to be led by Chairman Parrott.
11:20—"Club Work in Canada"—W. B. TINGLE, President of the Montreal Publicity Association.
Thirty minutes for questions on subjects that have been discussed this morning.
12:00—Adjourn for Lunch.

WEDNESDAY AFTERNOON, JUNE 23D
Opening at 2:00 o'Clock

2:00—"Club Finances"—(Ten minutes to full-time secretary and ten minutes to a volunteer secretary.)
2:20—Questions and Discussion.
2:35—"Club Service Department—Associated Advertising Clubs of the World"—ED HUNTER, Director, Club Service Department.
2:45—"Hints of Officers of Small Clubs"—REGINALD COLLEY, former President, Advertising Club of Fargo, N. D.; now Special Field Representative of the Associated Advertising Clubs of the World.

DIRECT MAIL ADVERTISING ASSOCIATION

Zoological Laboratory, Room 10
University of Pennsylvania

TUESDAY AFTERNOON, JUNE 22D
Opening at 2:00 o'Clock

Presiding—FRANK L. PIERCE, Executive Secretary, Direct Mail Advertising Association, Detroit, Mich.
2:00—"Handling Mailing Lists to Get the Best Results"—EDWARD COLEMAN, Publicity Department, Abraham & Straus, Inc., Brooklyn, N. Y.
2:30—Discussion.
2:45—"Using Direct Mail to Make Space Advertising Effective"— S. E. CONYBEARE, Assistant Sales Manager in Charge of Advertising, Armstrong Cork Company, Lancaster, Pa.
3:15—Discussion.
3:30—"Getting Your Message Over to the Other Fellow"—A. M. CANDEE, Advertising Manager, The National Enameling & Stamping Company, Inc., Milwaukee, Wisc.
4:00—Discussion.
4:15—Address—HAROLD HERD, London, England.

WEDNESDAY MORNING, JUNE, 23D
Opening at 9:30 o'Clock

Presiding—ELMER J. ROEPER, Business Manager, *The Postage Magazine*, New York, N. Y.
9:30—"Reducing Sales Costs Through Good Printing"—WATSON M. GORDON, S. D. Warren Company, Boston, Mass.
10:00—Discussion.
10:15—"The Place of a House Organ in a General Advertising Program" —E. R. MANCHESTER, Editor, *DuPont Magazine*, E. I. DuPont DeNemours & Co., Wilmington, Del.
10:45—Disscussion.
11:00—"Better Direction in Direct Mail Selling"—S. ROLAND HALL, Advertising Agency Service, Easton, Pa.
11:30—Discussion.

WEDNESDAY AFTERNOON, JUNE 23D
Opening at 2:00 o'Clock

Presiding—ROBERT E. RAMSAY, President, The Robert E. Ramsay Organization, New York, N. Y., and Past President, the Direct Mail Advertising Association.
2:00—"You Can't Say 'No' to the Ceiling"—STREETER BLAIR, Treasurer, The Havens-Blair-Cartlich Company, Kansas City, Mo.
2:30—Discussion.
2:45—"The Postal Situation from a Government Viewpoint"—HON. ROBERT S. REGAR, Third Assistant Postmaster General, Washington, D. C.
3:15—"The Postal Situation from a Mail User's Viewpoint"—RICHARD H. LEE, National Council of Business Mail Users, New York, N. Y.
4:00—Discussion.

FINANCIAL ADVERTISERS' ASSOCIATION

Ritz-Carlton Hotel, Broad Street

WEDNESDAY MORNING, JUNE 23D
Open at 9:30 o'Clock

Presiding—H. ENNIS JONES, Franklin Trust Company, Philadelphia, Pa.; Chairman, Program Committee.
9:35—Address of Welcome—E. T. STOTESBURY, Drexel & Co., Philadelphia.
9:50—Response by CARROLL RAGAN, United States Mortgage & Trust Co., New York, N. Y.; President Financial Advertisers' Association.
10:00—"Are Banks Advertising Their Community or Should They?"—T. H. SEWELL, Ohio Savings Bank & Trust Co., Toledo, Ohio.
10:25—"Living Up to Your Bank's Advertising"—O. HOWARD WOLFE, Philadelphia Girard National Bank, Philadelphia, Pa.
10:45—"Advertising: The Biggest Financial Issue in the World's History"—JAMES HOWARD PERKINS, Advertising Manager, Goodall, Blackhouse & Co., Leeds, England.
11:00—"Selling Trust Service"—FRANCIS H. SISSON, Guaranty Trust Company, New York, N. Y.
11:40—"Life Insurance Trusts"—CLINTON F. BERRY, Union Trust Company, Detroit, Mich.; 2d Vice-President, Financial Advertisers' Association.
12:10—Announcement by President CARROLL RAGAN.
12:15—Adjournment.
1:00—Luncheons:
"Savings Department"—FREDERICK H. P. SIDDONS. American Security & Trust Co., Washington, D. C.
"Trust Department"—PAUL HARDESTY, Union Trust Company, Chicago, Ill.
"Commercial Department"—GUY W. COOKE, First National Bank, Chicago, Ill.
"Investment Department"—EDMUND BOUSHELLE, A. B. Leach & Co., New York, N. Y.
2:00—Historical Tour of Philadelphia and Valley Forge. Leaving from Headquarters Hotel.

GENERAL MAGAZINE REPRESENTATIVES

College Hall, Room 205, *University of Pennsylvania*

TUESDAY MORNING, JUNE 22D
Opening at 10:00 o'Clock

Presiding—A. M. CAREY, Advertising Manager, International Studio, New York; Chairman, Magazine Group, Advertising Club of New York.
10:00—Organization and General Discussion.

OFFICIAL PROGRAM

10:30—"Cultivating the Advertising Prospect for the Magazine Salesmen"—PHILLIP KOBBE, Phillip Kobbe Company, New York, N. Y.
11:10—"The Present Day Methods of Selling Magazine Advertising"—Three minute talks by magazine advertising specialists.

TUESDAY AFTERNOON, JUNE 22D
Opening at 2:00 o'Clock

Presiding—GILBERT T. HODGES of the Executive Board, Frank A. Munsey Company, New York; President, Magazine Club of New York.
2:00—"The Magazine as a Social Force"—REV. DR. A. RAY PETTY, Pastor, Grace Baptist Temple, Philadelphia, Pa.
2:35—"The Place of the Magazine in the Advertising Schedule"—G. LYNN SUMNER, President, G. Lynn Sumner Company, New York, N. Y.
3:05—"Magazines as Advertising Media in England"—IVOR NICHOLSON, Business Manager, National Magazine Company, Ltd., London, England.
3:50—"Some Recent Developments in Circulation Statistics"—PAUL T. CHERINGTON, Director of Research, J. Walter Thompson Company, New York, N. Y.
4:25—"The Part Played by Magazines in the Educational Development of the Nation"—PROF. HAROLD J. STONIER, University of Southern California, Palo Alto, Calif.

GRAPHIC ARTS DEPARTMENT
Engineers' Bldg., Room 323, University of Pennsylvania

TUESDAY MORNING, JUNE 22D
Opening at 10:00 o'Clock

Presiding—J. LINTON ENGLE, President, The Holmes Press, Philadelphia, Pa.
10:00—"Advertising Ahead of Salesmen and Getting the Salesmen Behind the Advertising"—JACK W. SPEARE, Advertising and Sales Promotion Counsel, Rochester, N. Y.
10:30—Discussion.
10:35—"How the Printer Can Best Help the Advertiser"—BERNARD LICHTENBERG, Assistant Director of Advertising, Alexander Hamilton Institute, New York.
11:05—Discussion.
11:10—"Getting the Advertiser's Point of View Into Typography"—W. ARTHUR COLE, Vice-President, The Corman Company, New York, N. Y.; President, American Institute of Graphic Arts.
11:40—Discussion.
11:45—"Helping to Solve the Merchandising Problem"—DANIEL B. HASSINGER, Art Director, Robert Gair Company, New York, N. Y.
12:15—Discussion.
12:20—"A Message From Overseas"—WILLIAM CONNOR, Artist, Belfast, Ulster.
12:45—Adjournment.

WEDNESDAY MORNING, JUNE 23D
Opening at 10:00 o'Clock

Presiding—J. LINTON ENGLE.
10:00—"What We Expect in the Way of Help From Printers"—VERNE BURNETT, Secretary, Institutional Advertising Committee, General Motors Corp., Detroit, Mich.
10:30—Discussion.
10:35—"Copy and Illustration"—JAMES WALLEN, Advertising Counselor, New York, N. Y.
11:05—Discussion.
11:10—"Shall Printers Become Advertising Men?"—CHARLES AUSTIN BATES, Advertising Counselor, New York,, N. Y.
11:40—Discussion.
11:45—"Why Quality Adds to the Effectiveness of Printed Matter"—DAVID SILVE, Consulting Typographer, New York, N. Y.
12:15—Discussion.
12:20—Departmental Business.
12:45—Adjournment.

INSURANCE ADVERTISING CONFERENCE
Benjamin Franklin Hotel

TUESDAY MORNING, JUNE 22D
Opening at 9:00 o'Clock

Group sessions of the three groups which make up the personnel of the Insurance Advertising Conference:
Life Group—*Presiding*—B. N. MILLS, Advertising Manager, Bankers' Life Insurance Company, Des Moines, Iowa.
Fire Group—*Presiding*—JOHN W. LONGNECKER, Advertising Manager, Hartford Fire Insurance Company, Hartford, Conn.
Casualty and Surety Group—*Presiding*—SIDNEY C. DOOLITTLE, Publication Manager, Fidelity and Deposit Company, Baltimore, Md.
12:20—Luncheon—*Presiding*—EDWARD A. COLLINS, President, Insurance Advertising Conference.
Speaker—CHARLES H. HOLLAND, President, The Independence Companies, Philadelphia, Pa.

TUESDAY AFTERNOON, JUNE 22D
Opening at 2:30 o'Clock

Presiding—WARREN W. ELLIS, Vice-President, Insurance Advertising Conference; Manager of Sales Promotion, Commercial Union Assurance Company, New York, N. Y.
2:30—"Blotter—An Expensive Habit or a Selling Investment?"—FRANKLIN DORCET, Whittet & Shepperson, Richmond, Va.
3:00—"The Insurance Advertising Exhibit"—A group of selected speakers, and discussions under direction of the Exhibit Committee, MISS ALICE E. ROCHE, Chairman.
4:30—Annual Business Meeting and Election of Officers.

NATIONAL ASSOCIATION OF TEACHERS OF ADVERTISING AND MARKETING
Law School, Room 1, University of Pennsylvania

TUESDAY AFTERNOON, JUNE 22D
Opening at 2:00 o'Clock

Presiding—PROF. EDWARD J. KILDUFF, Chairman, Department of Business English, New York University, New York, N. Y.; President, National Association of Teachers of Advertising and Marketing.
"Supplementary Assignments for the Study of Advertising"—NEIL N. BORDEN, Assistant Dean, Harvard University, Boston, Mass.
"Supplementary Assignments for the Study of Marketing"—PROF. NATHANIEL W. BARNES, University of Chicago, Chicago, Ill.

TUESDAY EVENING, JUNE 22D
Opening at 6:30 o'Clock
Benjamin Franklin Hotel

Presiding—PROF. EDWARD J. KILDUFF, New York, N. Y.

OFFICIAL PROGRAM

"What the University Can Do to Prepare Men and Women for Work in Advertising Agencies"—WILFRED W. FRY, President, N. W. Ayer & Son, Philadelphia, Pa.

"What the University Can Do to Prepare Men and Women for the Business Side of Periodical Publishing"—WILLIAM BOYD, Advertising Director, The Curtis Publishing Company, Philadelphia, Pa.

NATIONAL ASSOCIATION OF THEATRE PROGRAM PUBLISHERS

Engineers' Bldg., Room 209, University of Pennsylvania

WEDNESDAY MORNING, JUNE 23D
Opening at 10:30 o'Clock

Presiding—E. E. BRUGH, President, National Association of Theatre Program Publishers, Chicago, Ill.

10:30—Call to order by the President.

10:40—Report of progress of the Association in the past year.

Report of accomplishments of the National Advertising Commission.

11:30—"Selling Advertising"—J. C. CHEVALIER, Secretary, New York Theatre Program Corporation, New York, N. Y.

12:15—Luncheons.

WEDNESDAY AFTERNOON, JUNE 23D
Opening at 1:20 o'Clock

1:30—"The Use of Theatre Programs for Topics and Information of Civic and Community Interests"—CHARLES F. HATFIELD, President, American Community Advertising Association, St. Louis, Mo.

2:00—"Opportunity to Improve Treatre Programs and Broaden Our Service to the Advertiser"—E. E. BRUGH, Clyde W. Riley Advertising System, Chicago, Ill.

2:30—Reports from All Members of Association.

Clyde W. Riley Advertising System—E. E. Brugh, Chicago, Ill.

Arthur M. Levy, Cleveland, Ohio.

Theatre Program Corporation of Detroit, Mich.

James G. Sprecher, Los Angeles, Calif.

L. N. Scott, Minneapolis and St. Paul, Minn.

New York Theatre Program Corporation, Ralph Trier, R. M. Huber, J. C. Chevalier.

The Mills Advertising Company, Omaha, Nebr.

Unique Advertising Company, Rockford, Ill.

National Advertising Company, San Francisco, Calif.

3:00—Election of Officers for Ensuing Year.

3:30—Adjournment.

OUTDOOR ADVERTISING ASSOCIATION OF AMERICA, INC.

Engineers' Bldg., Room 314, University of Pennsylvania

TUESDAY AFTERNOON, JUNE 22D
Opening at 2:00 o'Clock

Presiding—HARRY F. O'MEALIA, President, Outdoor Advertising Association of America, Inc.

Address of Welcome—PRESIDENT O'MEALIA.

"The Influence of Posters on the American Public"—HARVEY CONOVER, Director Creative Bureau, Chicago, Ill.

"The Economic Necessity of Outdoor Advertising"—PROF. A. L. GARDNER, University of Wisconsin, Madison, Wisc.

"Why a National Advertiser Should Use Outdoor Advertising"—MONT H. WRIGHT, Publicity Director, John B. Stetson Co., Philadelphia, Pa.

"The Refinements of Outdoor Advertising"—KERWIN H. FULTON, President, General Outdoor Advertising Co., Inc.

"The Road to More Markets"—SIR WILLIAM HENRY VENO, Advertising Advisor, Veno Drug Co., Ltd., The Woodlands, Altrincham, Cheshire, England.

"Outdoor Advertising and Financial Institutions"—PRESTON REED, Secretary, Financial Advertisers' Association.

"The Art of the Poster"—WILLY POGANY, World Famous Artist and Noted Designer of Stage Settings and Posters.

"Marketing Pennsylvania's Products"—E. ALLEN FROST, Legal Counsel, Outdoor Advertising Association of America, Inc., Chicago, Ill.

Open Discussion.

WEDNESDAY MORNING, JUNE 23D
Opening at 10:00 o'Clock

(In conjunction with Annual Meeting the Pennsylvania Outdoor Advertising Association.)

Presiding—HARRY F. O'MEALIA, President, Outdoor Advertising Association of America, Inc.

"A Better Understanding of America's Markets"—Representative of the United States Chamber of Commerce.

"The Community and the Poster"—DON E. MOWRY, Secretary, American Community Advertising Association.

"A Message from the Advertising Profession of England"—J. K. TRUEMAN, Associated Newspapers, Ltd., London, England.

"Where Outdoor Advertising Gets Its Power"—SAMUEL N. HOLLIDAY, Assistant to the President, General Outdoor Advertising Company, Inc., New York.

"Self-Government in Outdoor Advertising and Community Development"—I. W. DIGGES, Secretary General Outdoor Advertising Company, Inc.

"The Credo of Outdoor Advertising"—CLARENCE B. LOVELL, General Manager, Outdoor Advertising Association of America, Inc., Chicago.

"The Relationship Between Advertising Mediums"—Representative of the Association of Newspaper Advertising Executives.

"Outdoor Advertising for the Church"—W. N. BAYLESS, Bayless-Kerr Company, Cleveland, Ohio.

Open Discussion.

PHILADELPHIA CLUB OF ADVERTISING WOMEN

MRS. ELLEN S. PATTEN, *President*
MISS FLORENCE M. DART, *Chairman Convention*

SUNDAY EVENING, JUNE 20TH, 6 o'Clock

Reception and Dinner in honor of the Overseas Delegates. Admittance by Card. Ritz-Carlton Hotel. Hostess, MISS CLARE V. FEY.

TUESDAY, JUNE 22D, 12:30 P. M.

Luncheon for Women Members of the A. A. C. of W. preceding Annual Business Session. Penn Athletic Club. Hostess, MISS MARY J. DENTON.

Program—

"What the Woman Consumer Wants to Know"—MISS EDITH M. BURTIS, Secretary, *The Silent Partner*,

OFFICIAL PROGRAM

and special syndicate writer for the Philadelphia *Ledger*.

ADDRESS—LT.-COL. EDWARD FREDERICK LAWSON, Assistant Manager and Proprietor, London *Daily Telegraph*.

"The Value of Membership to Advertising Women in Women's Clubs"—MISS HAZEL LUDWIG, Manager Research Department, D'Arcy Advertising Co.; Past President, Women's Advertising Club of St. Louis.

Business Session:
Report—Executive Committee Member.
Report of Officers.
Awarding Toledo Trophy.
Three-Minute Report by Club Presidents.
Election of Officers.

TUESDAY EVENING, JUNE 22D, 9 P. M.

GRAND BALL, to which are invited all the members and delegates, guests of the Associated Advertising Clubs of the World, and affiliated Clubs of this City. Hostess, MISS WILHELMINA KANE.

PUBLIC UTILITIES ADVERTISING ASSOCIATION

Auditorium, Harrison Laboratory
University of Pennsylvania

TUESDAY MORNING, JUNE 22D
Opening at 10:00 o'Clock

Presiding—WILLIAM H. HODGE, Byllesby Engineering & Management Corporation, Chicago, Ill.; President, Public Utilities Advertising Association.

Announcements by Convention Arrangements Committee—J. S. S. RICHARDSON, Director, Pennsylvania Public Service Information Committee, Widener Building, Philadelphia, Pa.

Secretary's Report—DEMPSTER MACMURPHY, Secretary, Public Utilities Advertising Association, Chicago, Ill.

Treasurer's Report—C. W. PERSON, American Gas Association, New York, N. Y.

Geographic Sections Report—W. P. STRANDBORG, Portland Railway, Light and Power Company, Portland, Ore.

Presentation of 1926 Advertising Portfolio, Containing 500 Representative Public Utility Advertisements—IRVING M. TUTEUR, McJunkin Advertising Company, Chicago, Ill.

"Some Costs and Results Figures"—E. PAUL YOUNG, A. E. Fitkin & Co., New York, N. Y.

"Outdoor Advertising for Public Utilities"— J. J. MORAN, Commercial Manager, Chicago Rapid Transit Company, Chicago, Ill.

"Radio Broadcasting in Advertising"—MARTIN P. RICE, Director of Broadcasting, General Electric Company, Schenectady, N. Y.

TUESDAY AFTERNOON, JUNE 22D
Opening at 2:00 o'Clock

Presiding—LEONARD ORMEROD, Vice-President, Public Utilities Advertising Association, Philadelphia, Pa.

President's Address—WILLIAM H. HODGE.

Address by PAUL S. CLAPP, United States Department of Commerce, Washington, D. C.

Address by LOUIS WILEY, Business Manager, New York *Times*, New York, N. Y.

Address by W. N. TEASDALE, Advertising Manager, London & North Eastern Railway, London, England.

REAL ESTATE ADVERTISERS' ASSOCIATION

Philadelphia Real Estate Board
13th and Locust Streets

TUESDAY MORNING, JUNE 22D
Opening 10:00 o'Clock

Presiding—W. EDWIN BLAIR, President, Real Estate Advertisers' Association; President, Blair, Inc., Philadelphia, Pa.

"Promotion of Real Estate as an Investment" —E. T. PURCELL, Advertising Manager, Coral Gables Company, Miami, Fla.

"Advertising and Selling of the Co-operative Apartment House"—FREDERICK CONE, President, Andrew Cone General Advertising Agency, New York, N. Y.

WEDNESDAY MORNING, JUNE 23D
Opening at 10:00 o'Clock

Presiding—MISS GERTRUDE BANKS, Secretary, Real Estate Advertisers' Association; Advertising Manager, J. S. Bradley Company, Toledo, Ohio.

"Building Home Communities Through Advertising"—WILLIAM H. WILSON, President, William H. Wilson & Co.; Past President, Philadelphia Real Estate Board; Past Vice-President, National Association of Real Estate Boards, Philadelphia, Pa.

"Co-ordination of Display and Classified Real Estate Advertising"—HERBERT W. HESS, Ph.D., Professor of Merchandising, Wharton School, University of Pennsylvania, Philadelphia, Pa.

SOCIAL WELFARE ADVERTISING CONFERENCE

Law School Bldg., Room 2, University of Pennsylvania

WEDNESDAY MORNING, JUNE 23D
Opening at 9:30 o'Clock

Presiding—EVART G. ROUTZAHN, Russell Sage Foundation, New York, N. Y.

This conference will include a discussion of the following subjects:
What Advertising Has Done by Social Agencies.
What Help Has Been Given by Associated Clubs.
What Are the Chief Problems in Advertising Social Work?
Is There a Service Opportunity for Advertising Clubs and Advertising People?
Should There Be a Department on Advertising Social Welfare?

WINDOW DISPLAY ADVERTISING ASSOCIATION

Engineers' Bldg., Room 311,
University of Pennsylvania

TUESDAY MORNING, JUNE 22D
Opening at 10:00 o'Clock

Presiding—FRANK C. KENYON, JR., Manager Sales Promotion Congoleum-Nairn, Inc.; Vice-President, Window Display Advertising Association.

"Push vs. Pull in Window Displays"—HERBERT W. HESS, Ph.D., Professor of Merchandising, Wharton School, University of Pennsylvania.

Discussion—Ten Minutes.

"Farm Market Window Displays"—B. J. PARSONS, formerly with J. Walter Thompson Company, now Director of Merchandising, Standard Farm Unit, Chicago, Ill.

Discussion—Ten Minutes.

"Business a Business With Window and Store Displays" —SAMUEL C. DOBBS, former President, Coca Cola Company; former President, Associated Advertising Clubs of the World.

Discussion—Ten Minutes.

OFFICIAL PROGRAM

GENERAL SESSION

Auditorium, University Museum, University of Pennsylvania

THURSDAY MORNING, JUNE 24TH

Presiding—LOU E. HOLLAND, Kansas City. Past President, Associated Advertising Clubs of the World; President, National Better Business Bureau.

9:00—Music.

9:30—HON. WILLIAM M. JARDINE, Secretary of Agriculture, Washington, D. C.—"The Business of Agriculture."

10:10—JUDGE C. E. LOBDELL, Fiscal Agent, Federal Land Bank, Washington, D. C.—"Financing the Farmer."

10:50—LAURICE T. MORELAND, George Batten Company, Boston, Mass.—"The Influence of Advertising Upon the Home."

11:20—DR. GLENN FRANK, President, University of Wisconsin, Madison, Wisc.—"Business and the Social Future."

12:00—Adjournment.

THURSDAY AFTERNOON, JUNE 24TH

2:30—Music.

3:00—Annual Business Meeting.

Report of Secretary-Treasurer, JESSE H. NEAL.

Report of Federation of Women's Advertising Clubs, MISS ETHEL B. SCULLY.

Report of Committees:

Constitution and By-Laws—GEORGE W. HOPKINS, Chairman.

Educational—PAUL T. CHERINGTON, Chairman.

Speakers' Bureau—E. D. GIBBS, Chairman.

Washington Service Advisory Committee—F. M. RANDALL, Chairman.

Exhibit Commitee—CHARLES R. FREDERICKSON, Chairman.

International Advertising Club Relations—FREDERICK M. FEIKER, Chairman.

Reforestation—MALCOLM MUIR, Chairman.

ENTERTAINMENT

WEDNESDAY EVENING, 9:30 *to* 11:30 P. M.

COLLOSAL MUSIC FESTIVAL AND PATRIOTIC PAGEANT

AMERICA

PERIOD ONE

8:30—Grand Procession of Chorus and Band—"American Patrol."

9:00—Massed Chorus—"Song of World Adventurer.

9:04—Tableau and Pantomime—Court of Isabelle and Ferdinand. Isabelle pledges jewels to Columbus for voyage of discovery.

Tableau — Columbus, Isabella, Ferdinand, Cardinal and 14 other characters—18 characters.

Portrayed by Matinee Musical Club.

Ballet—"Espagna"—*Chabrier.*

9:14—Massed Chorus "Gloria" from the Twelfth Mass—*Mozart.*

PERIOD TWO

(Colonial) 1700-1800

9:20—Tableau—Landing of the Pilgrims. Portrayed by the members of Plays and Players. Given under the sanction and support of the Mayflower Siciety.

"Pilgrims' Chorus" from Tannhauser—*Wagner Massed Chorus.*

9:23—Attack on Stockade and Indian Massacre. Red Men.

9:28—Tableau of Penn with Indians. Portrayed by the Poor Richard Club.

9:33—Tableau—Declaration of Independence—Poor Richard Club.

Procession of Colonists—Philadelphia Music Club.

Washington's Reception at Trenton. Staged by Colonial Dames.

Original arch in the picture is in the barracks at Trenton. (See description of reception.)

Minuet—Ballet—"Marchianza."

9:43—Procession—Flags of 13 Colonies.

Coronation March from "The Prophet."

9:53—Betsy Ross—Tableau "The First Flag."

5 characters—Portrayed by Daughters of the American Revolution. At right, the tableau of "The Spirit of '76," by the Sons of the Revolution. 4 characters. At left, tableau of "Minute Men."

Chorus—"Land of Hope and Glory"—*Elgar.*

PERIOD THREE

1800-1876

10:00—Sham Battle—Soldiers, Sailors, Marines—Navy Yard.

10:10—Fort McHenry—Tableau—Flag on Rampart.

Procession of Soldiers—Second City Troop—Captain Kinsley.

10:12—"Largo" from New World Symphony—Massed Chorus.

Scene—Uncle Tom's Cabin.

"Deep River"—Burleigh.

Lincoln Tableau.

Littlefield Pickaninny Ballet.

PERIOD FOUR

10:15—Processional—State Fencibles—2d Troop, etc.

Flags of all States and Territories.

American Medley.

10:25—Drill—Soldiers, Sailors and Marines—"Over There."

10:35—"America For Me"—Massed Chorus.

5 minutes.

10:40—Armistice Day—"Victory Ball"—Ballet.

20 minutes.

11:00—Americanization — Flag Business — Massed Bands.

"Stars and Stripes."

11:10—Penn Athletic Club—Progress of Sport.

11:20—Ensemble—"America."

Curtain—11:26-11:30.

And when you return downtown—the cabaret from 11:30 p. m. to 2:00 a. m., aided by—

PROVIDENCE, R. I. WOMAN'S CLUB, *Bellevue-Stratford*

MILWAUKEE ADVERTISING CLUB.....*Ritz-Carlton*

PUBLIC UTILITIES ADVERTISING ASSOCIATION, *Adelphia*

NEW YORK WOMAN'S CLUB.....*Walton*

LANCASTER ADVERTISING CLUB.....*Arcadia*

NATIONAL INDUSTRIAL ADVERTISING ASSOCIATION, *Sylvania*

NEW STORY OF PHILADELPHIA PIONEER JOURNALISM

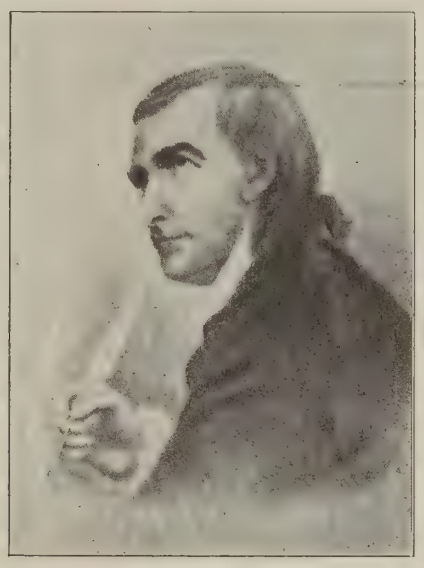
(*Written for* EDITOR & PUBLISHER)

By JAMES MELVIN LEE,

Director of Department of Journalism, New York University, and author of "History of American Journalism"

PHILADELPHIA, bewigged and beknickered, set a swift pace for exhibitions when, in July, 1788, it celebrated the adoption of the Constitution. The Chairman of the Committee on Arrangements, who incidentally in his published works left a most vivid account of this celebration, was Francis Hopkinson.

Mention of Hopkinson in this article, however, will confine itself not to how



F. HOPKINSON,

Intimate of Franklin and close student of Philadelphia's struggling pioner press

he led the parade, but to how he molded without any direct editorial control public opinion in Philadelphia. Thomas Jefferson once spoke of the *National Gazette* as having saved our Constitution "which was galloping fast into monarchy and has been checked by no means so powerful as by that paper." I may well conclude, therefore, a little account of the journalistic activities of Philip Freneau, well known as the "poet of the Revolution," but not so well known as the editor of the National Gazette.

In the history of American journalism no editor has been more severely criticized than William Cobbett whose newspaper career in this country was practically limited to Philadelphia. Yet so careful a critic as Allan Nevins, the official historian of the *New York Evening Post,* lately remarked that Cobbett was the greatest journalist of his time, in England or in America. Consequently, I want to present a little different picture of Cobbett than that which has previously appeared in print in America.

The cradle days of Philadelphia newspapers, having been treated somewhat fully in my "History of American Journalism," may be passed over with only brief mention. The first newspaper in Philadelphia—as any school boy knows, to use Macaulay's pet phrase—was the *American Weekly Mercury* established Dec. 22, 1719, by Andrew Bradford, the founder of the newspaper press in the Middle States of America. Until May 25, 1721, John Copson, a Philadelphia bookseller, seems to have been associated with Bradford in the sale of the Mercury. From the latter date the imprint was "Philadelphia; printed and sold by Andrew Bradford at the Bible, in Second street, and also by William Bradford, in New York, where advertisements are taken in." The William Bradford mentioned in the imprint was the father who on Nov. 8, 1725, published in New York its first paper, the *New York Gazette.* But this is another story that was well told in EDITOR & PUBLISHER in Nov. 1925.

Little local news appears in issues of the Mercury. But the advertisements in this paper and those that followed tell the story of the industrial and commercial growth of Philadelphia. Stationery, for example, is always a pretty good index of station—commercial or social. The daily paper that today carries ads of embossed stationery indicate that some readers have money to spend on luxuries. In a similar way when the American Mercury began to advertise *"very good paper, gilt paper for letters, very nice ink stands of various sorts,"* the proof is rather positive that wealth was increasing in Philadelphia.

For 23 years Andrew Bradford conducted the Mercury. Of course he had trouble with public authorities for printing disagreeable facts and, like other colonial editors, he had inside information about the Philadelphia prison. But his sentence, supplemented by that of his father, gave Andrew Hamilton the background that enabled this great Philadelphia lawyer to defend so ably the cause of John Peter Zenger of New York where the liberty of the press in America was first established by legal decision.

After the death of Andrew Bradford on Nov. 24, The Mercury was continued by his widow, Cornelia Bradford. Just how long she continued publication is not definitely known, but the date of the last issue still preserved is that of May 22, 1746. The Bradford family, however, continues for years to be linked with Philadelphia journalism.

The second paper in Philadelphia, the *Pennsylvania Gazette,* had an unusually long life for a colonial newspaper. It started with an "advertisement" dated Oct. 1, 1728. But the first issue appeared December 24, 1728, with the name of Samuel Keimer in the imprint. On Oct. 2, 1729, B. Franklin, from whom Keimer got the idea of starting the paper, became part owner and on May 11, 1732 he became the sole proprietor. Later he took into partnership David Hall who had a genius for business organization and the two made the Pennsylvania Gazette one of the most influential papers of colonial days. The Pennsylvania Gazette lasted until Oct. 11, 1815, when it was forced to suspend for lack of public support.

The Bradford family reappears in Philadelphia journalism when William Bradford, a grandson of New York's first newspaper publisher, started the *Pennsylvania Journal* on December 2, 1742. If Benjamin Franklin was the victor in the newspaper battle with Andrew Bradford, he had to bow before the genius of William Bradford III whose Pennsylvania Journal pressed to the front and which was, after the passage of the Stamp Act, the most powerful paper in Philadelphia until in turn it yielded to the *Freeman's Journal* when America had obtained its independence from Great Britain. The last known issue of the Pennsylvania Journal is that for Sept. 18, 1793. The story of the Pennsylvania Gazette and that of the Pennsylvania Journal have already been told in a series of articles which I contributed to the EDITOR & PUBLISHER in 1917 on "The Growth and Development of American Journalism." But in that series I did scant justice to the Freeman's Journal.

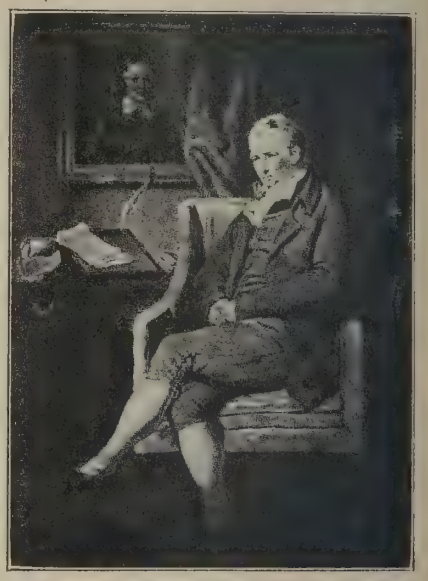
The historical facts about the Freeman's Journal occupy but little space for its life was only a little more than a decade. Established in Philadelphia on April 25, 1781, by Francis Bailey, who had come to Philadelphia from Lancaster, Pa., where he had a printing house on Spring street, it remained under his control until May 9, 1792, when it was sold to James Scott. The latter publisher, however, only printed two issues: his last number was dated May 16, 1792.

At the close of the Revolution it led all other Philadelphia newspapers. To its editorial mast Bailey nailed the following, "To encourage genius, to deter vice, and disrobe tyranny and misrule of every plumage." But what gave the paper its preeminence was its staff of contributing editors for which a definite bid was made, "Open to Queries, Hints, Cards, Satires, Essays, Strictures, Dissertations, Poems, Advertisements extraordinary, etc."

Among these staff contributors and editorial advisers were two of these three men mentioned at the opening of this chat. In its columns appeared many of the patriotic poems of Freneau and some of his best satirical squibs. These contributions from Freneau's pen appeared from 1781 to 1785. Francis Hopkinson divided honors with Freneau in the Freeman's Journal. To them belong the authorship of the satirical pieces to lampoon the Tory editors of New York.

What angered both of these gentlemen was that New York printers during the Revolution had used their presses to flood the country with counterfeit continental money. The counterfeits were so well done that they could not be distinguished from the genuine: they did much to cause the truth of the assertion, "Not worth a continental." Freneau, who had served in the ranks and doubtless had had experience with continental currency, may be excused if at times he was extremely bitter when writing on this topic.

Hopkinson was the son of Thomas Hopkinson who came from London to Philadelphia in 1731, and who ten years later succeeded Andrew Hamilton as Judge of the Vice-Admiralty for Pennsylvania. Hopkinson was the intimate friend of Franklin and they were asso-



WILLIAM COBBETT,

Early Philadelphia editor, often criticized, but by Allan Nevins called the greatest journalist of his time.

ciated together in many enterprises—educational and scientifical in character. The college of Philadelphia—now the University of Pennsylvania—owes its existence to Franklin and Hopkinson.

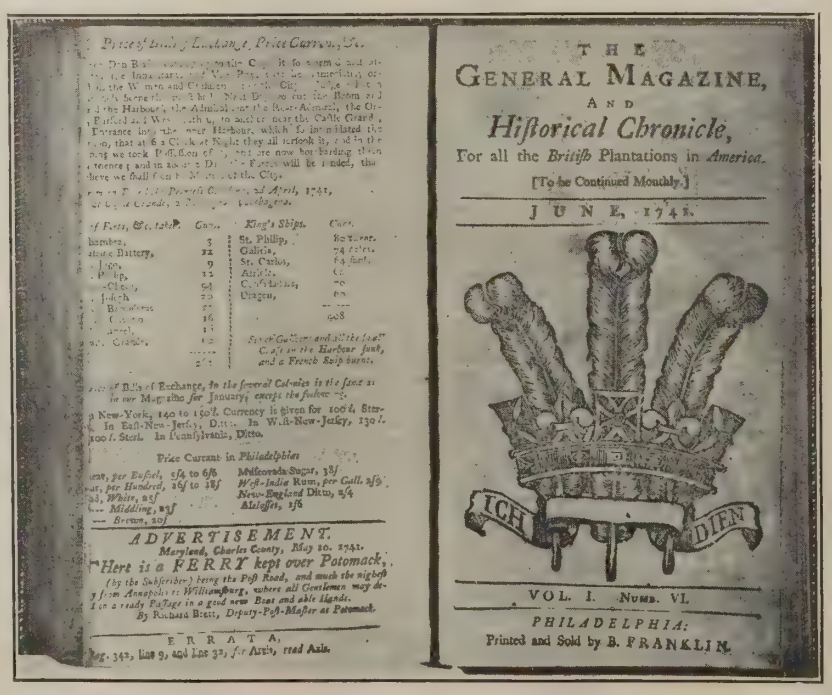
Hopkinson's letters show that he was a close student of the press in Philadelphia. In writing to Jefferson, for example, Hopkinson said that "you will be surprised when I tell you that our public newspapers have announced General Washington to be a Fool influenced & led by that Knave Dr. Franklin who is a public Defaulter for Millions of Dollars, that Mr. Morris has defrauded the Public out of as many Millions as you please & that they are to cover their frauds by this new Government."

The following quotation refers to articles which Hopkinson prepared for The Freeman's Journal and shows how extensively he was quoted in exchanges:

> I had the Luck to discover & bring forward into public View on sufficient Testimony the writer of a Series of abominable abuse, under the Signature *Philadelphiensis,* he is an Irishman who came from Dublin about 3 years ago & got admitted as Tutor in Arithmetic in our University. I am now under the Lash for this Discovery, scarce a Day's papers without my appearance in the newspaper in every scandalous Garb that scribbling Vengeance can furnish. I wrote also a piece stiled *The New Roof* which had a great Run. I would send you a copy but for the Postage. You will probably see it in some of the Papers, as it was reprinted in, I believe, every State.

In much the same way, the patriotic poems which Freneau contributed to The Freeman's Journal were reprinted in other papers throughout the country—often without credit. Of the poems which attacked the Tory publishers of New York possibly the most famous was "Rivington's Last Will and Testament" which first appeared in The Freeman's Journal on Feb. 27, 1782, after having been advertised in the issue for Feb. 20. Freneau was much more bitter toward Rivington than toward Gaine.

In the poem "Rivington's Confessions"



Price of Stocks, Exchange, Price Current, &c.

... Bills of Exchange, *in the several Colonies to the first in our Magazine for January, except the fourth* ...

... New-York, 140 to 150*l.* Currency is given for 100*l.* Ster. ... In East-New-Jersey, Ditto. In West-New-Jersey, 130*l.* ... 100*l.* Sterl. In Pennsylvania, Ditto.

Price Current in *Philadelphia*

..., per Bushel,	5*s.* to 6*s.*	Muscovado Sugar,	3*d.*
..., per Hundred,	26*s.* to 28*s.*	West-India Rum, per Gall.	2*s.* 9*d.*
..., White,	8*s.*	New-England Ditto,	2*s.* 4*d.*
... Middling,	3*s.*	Molasses,	1*s.* 6*d.*
... Brown,	2*s.*		

ADVERTISEMENT.

Maryland, Charles County, May 20. 1742.

"*Here is a FERRY kept over Potomack,* (by the Subscriber) being the Post Road, and much the nighest from Annapolis to *Williamsburg,* where all Gentlemen may depend on a ready Passage in a good new Boat and able Hands.

By RICHARD BEST, *Deputy-Post-Master at Potomack.*

ERRATA.

Page 342, line 9, and line 32, for Asia, read Asia.

THE
GENERAL MAGAZINE,
AND
Historical Chronicle,
For all the *British* Plantations in *America.*

[To be Continued Monthly.]

JUNE, 1742.

VOL. I. NUMB. VI.

PHILADELPHIA:
Printed and Sold by B. FRANKLIN.

Ben Franklin's Monthly newspaper, in its sixth number, carried on its back page the advertisement of a ferry which crossed the Potomac River from Annapolis to Williamsburg, described as "a good new boat" in "able hands."

IMMORTALS OF AMERICA'S FREE PRESS INSTITUTION

—addressed to the Whigs of New York —Freneau thus pays his respects to Rivington and the latter's paper:

My paper is alter'd—good people don't fret—
I call it no longer *The Royal Gazette;*
To me a great monarch has lost all his charms.
I have pull'd down his *Lion,* and trampled his *Arms.*
While fate was propitious, I thought they might stand
(You know I was zealous for George's command).
But since he disgrac'd it, and left us behind.
If I thought him an angel, I've alter'd my mind.
On the very same day that his army went hence
I ceas'd to tell lies for the sake of his pence:
And what was the reason? the true one is best.
I worship no suns when they hang to the west.

On the press of The Freeman's Journal was printed the first collected edition of Freneau's poems (1786). Advertisements of the volume contained the following:

A considerable number of the performances contained in this volume, as many will recollect, have appeared at different times in Newspapers (particularly The Freeman's Journal) and other periodical publications in the different States of America, during the late war and since.

References to Hopkinson and to Freneau, however, should not detract from the journalistic ability of Francis Bailey. At times when a big news story broke he did not hesitate to rip open his front page and print the facts in streamer heads stretching clear across the page. The reproduction of his issue for Oct. 24, 1781, shows how he featured the surrender of Cornwallis to Washington. The story in the first column refers to a Philadelphia magazine which will be mentioned more in detail in another article in this issue.

After The Freeman's Journal was discontinued the most powerful paper in Philadelphia—possibly in the entire country—was the *National Gazette* established in Philadelphia, Oct. 31, 1791, and published by Philip Freneau, who by this time enjoyed wide popularity because of his poems. In its columns Freneau was a strenuous advocate of Jeffersonian doctrines and at the same time he held an appointment under Jefferson in the State Department.

Another rival paper was the *Gazette of the United States* edited by John Fenno, who was a propagandist for Hamilton and held an appointment under Hamilton in the Treasury Department. The latter paper had been established in New York City April 11, 1789. But when the Government had been moved to Philadelphia this Hamiltonian organ went with it.

Space, even in an article devoted to the press of Philadelphia, does not permit a detailed account of the bitter conflict between these two personal political papers of which the more ably edited was unquestionably the National Gazette. Democratic papers all through the country took their cue from Freneau's paper. In the South where but few newspapers had been established the National Gazette had a wide circulation. Its popularity to some extent was due to the fact that Freneau spoke for the masses rather than the classes.

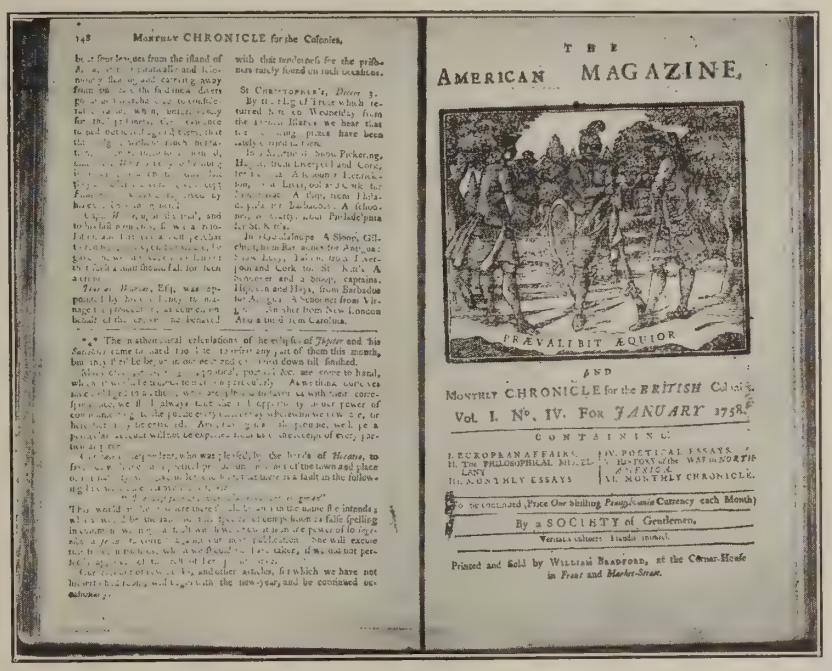
Washington was not often moved to profanity, but the National Gazette, in the language of the street, often "got his goat." Time and time again Washington uttered a string of oaths against that "rascal Freneau who sends me three copies of his paper every day, as if he thought I would be a distributor of his paper." Indeed, Washington wanted Jefferson to fire Freneau. It was when Washington made this request that Jefferson made that reply about how The National Gazette had saved the Constitution, but admitted at the same time that "some bad things have passed through it to the public," yet on the whole that "the good have predominated immensely." Much of the matter, however, that was appearing in Philadelphia papers at the time would not make pleasant reading today for gatherings of patriotic societies.

For the most part Freneau attacked measures which Washington favored: seldom, if ever, did he attack Washington personally. When Washington died press praise was most fulsome. The writers, however, received this rebuke from Freneau:

We grieve to see such pens profane
The first of chiefs, the first of men;
To Washington—a man who died—
Is "Abba, father," well applied!

He was no god, ye flattering knaves,
He "owned no world," he ruled no waves,
But—and exalt it if you can—
He was the upright HONEST MAN.

An epidemic of yellow fever in Philadelphia, possibly supplemented with a period of hard times, put an end to both these political organs. The Gazette of the United States was discontinued Sept. 18, 1793 and the National Gazette Oct. 26 of the same year. (Fenno later started a daily paper in Philadelphia and used the Gazette of the United States as part of the title.)



THE AMERICAN MAGAZINE,

PRÆVALEBIT ÆQUIOR

AND MONTHLY CHRONICLE for the BRITISH Colonies.

Vol. I. No. IV. For JANUARY 1758.

CONTAINING

I. EUROPEAN AFFAIRS.
II. THE PHILOSOPHICAL MISCELLANY.
III. MONTHLY ESSAYS.
IV. POETICAL ESSAYS.
V. HISTORY of the WAR in NORTH AMERICA.
VI. MONTHLY CHRONICLE.

To be continued, Price One Shilling Pennsylvania Currency each Month.

By a SOCIETY of Gentlemen.

Veritas cohortet Fraudis inimici.

Printed and Sold by WILLIAM BRADFORD, at the Corner-House in *Front* and *Market-Street*.

William Bradford's famous American Magazine, as of 1758, contained news for the British colonies, essays, history, philosophy and poetry, contributed by "a society of gentlemen."

Hamilton finding that Fenno was no match for the able editors of the Democratic sheets turned in desperation to William Cobbett.

Cobbett had been born on a farm in the little Surrey town of Farnham in England on March 9, 1763. For a brief time he went to a little school kept by an old woman who taught him his letters. If his education was most meager, his thirst for knowledge was great. In his youth he once sacrificed his supper in order to buy Dean Swift's "Tale of a Tub" for three pence. From that time on, in matters of style, Swift was Cobbett's teacher.

Cobbett landed in Philadelphia in October, 1792. He was first a pamphleteer, then a contributor to the press, and finally editor and publisher of *Porcupine's Gazette and the United States Daily Advertiser* which began on March 4, 1797. A little more than a month later this title was shortened to *Porcupine's Gazette.*

In an editorial salutatory Cobbett said that he would make no professions of being impartial. He regarded such professions not only as useless but as nonsense for "the news-monger who does not relate news as he finds it is something worse than partial." He then continued that one who "does not exercise his own judgment either in admitting or rejecting what is sent to him is a poor, passive tool and not an editor." He frankly admitted that he had not descended from the censorial chair "merely to become a news-monger." "I have not," he said, "taken up that cut and thrust weapon, a daily newspaper, without a resolution not only to make use of it myself, but to lend it to whomsoever is disposed to to assist me." Indeed, one rather admires the frankness with which Cobbett states that he is going to stress views rather than news. But Cobbett's vanity showed itself in his boast that his paper already had more subscribers in every town of note along the Great Post-Road than any other two papers published in Philadelphia.

The last Philadelphia issue of this daily was on Aug. 28, 1799. On account of yellow fever Cobbett left the city for the suburban town of Bustleton, ten miles from Philadelphia, where he brought out ten weekly issues: the last was on Oct. 26, 1799.

For the cure of yellow fever Dr. Benjamin Rush had advocated a system of purging and bleeding. This system was severely criticized both by Fenno and by Cobbett. The latter in his *Porcupine Gazette* spoke of Rush as a poisonous, trans-Atlantic quack and put this head over the article—"Can the Rush grow up without mire?" Rush brought action for libel against both Fenno and Cobbett, but later withdrew the suit against the former because he had the tip that an American jury would hesitate to bring in a verdict against a fellow countryman. Cobbett lost and judgment was entered against him for $5,000. By strange coincidence the judgment was given on Dec. 14, 1799, the day on which Washington died, "in some degree the victim of the treatment prescribed by Rush." To pay the judgment and court costs Cobbett's property in Philadelphia was sold by the sheriff at public auction.

The best picture of the situation may be found not in Philadelphia papers but in a Boston contemporary, The Columbian Centinel, edited by Benjamin Russell who had done so much to promote the adoption of the Constitution. In an editorial headed "The Fretful Porcupine" Russell said of Cobbett, "Success has made this quill-driving animal vain and conceited." By way of apology, Russell added that Cobbett was never supported by the Federalists "as a solid, judicious writer in their cause" but that they kept him merely "to hunt Jacobinic *foxes, skunks,* and *serpents.*"

To complete the picture of Cobbett, and to show the language used by an extremely conservative editor, I want to quote part of the concluding paragraph of the editorial on "The Fretful Porcupine:"

The Federalists found the Jacobins had the *Aurora Argus,* and *Chronicle,* through which they ejected their mud, filth and venom, and attacked and blackened the best characters the world ever boasted; and they perceived that these vermin were not to be operated on by reason or decency. It was therefore thought necessary that the opposite party should keep and feed a suitable beast to hunt down these *skunks* and *foxes;* and *"the fretful Porcupine"* was selected for this business. The imported or transported beast has been kept as gentlemen keep a fierce bull Dog, to guard his house and property against thieves, Jacobins and Frenchmen, and as such he has been a good and faithful dog, and has been fed and caressed accordingly. It is true he has sometimes, as most dogs will, growled at his masters, and as "Sterne's puppy" was wont to do, has darted at the venerable Priestley; but as he has evinced an inveterate antipathy to all Frenchmen, he has been excused. However, as he grows more and more fretful for want of food (as may be seen by his modest, polite, decent, civil, gentlemanlike dunning, or rather bullying advertisement to his feeders), some think we should shorten his chain; or send him home again to England, to starve, or feed on Jacobin vermin there; or else transport the *"Hedge-Hog"* to Boston, where the Board of Health would soon order him to be taken by the tail, and thrown into the dock at low tide, as a common nuisance.

An English caricaturist, James Sayers, knowing Cobbett's fondness for attacking almost every institution thus took off the fighting editor in a humorist skit:

Mr. Cobbett ask'd leave to bring in very soon
A Bill to abolish the Sun and the Moon.
The Honourable Member proceeded to state
Some arguments, used in a former debate,
On the subject of sinecures, taxes, vexations,
The Army and Navy, and old Corporations:—
The Heavenly Bodies, like those upon Earth,
Had, he said, been corrupt from the day of their birth,
With reckless profusion expending their light,
One after another, by day and by night.
And what class enjoy'd it?—The upper alone—
Upon such they had always exclusively shone.

It has been said of Cobbett that he enjoyed "the cut and thrust, the falls, bruises, and dry blows of an argument," but that if he often forgot that others did not equally enjoy sport he never asked for quarter. By way of proof the following words, taken from "The Life of Peter Porcupine" and addressed to American critics, were offered:

Let them write on, till their own pens are worn to the stump; let the devils sweat; let them fire their balls at my reputation, till the very press cries out murder. If ever they hear me whine or complain, I will give them leave to fritter my carcase and trail my guts along the street, as the French *sans-culottes* did those of Thomas Maudit.

When Cobbett first took up his pen in Philadelphia he thus set forth the rules which should govern controversies in the press:

No man has a right to pry into his neighbour's private concerns; and the opinions of every man are his private concern, while he keeps them so; that is to say, while they are confined to himself, his family, and particular friends; but when he makes those opinions public: when he once attempts to make converts, whether it be in religion, politics, or anything else; when he once comes forward as a candidate for public admiration, esteem or compassion, his opinions, his principles, his motives, every action of his life, public or private, becomes the fair subject of public discussion.

(Continued on page 58)

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EDITOR & PUBLISHER

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HOW A. A. C. W. WAS BROUGHT TO PHILADELPHIA

Committee Has Endeavored to Recreate Convention Success of Ten Years Ago—Tried Not to Over-do Entertainment Features, Emphasizing Class Room Atmosphere

By ROWE STEWART

General Manager, *Philadelphia Record*; Past President Associated Advertising Clubs of the World; Chairman Convention Committee of the Poor Richard Club

(*Written for* EDITOR & PUBLISHER.)

TEN years ago Philadelphia was the convention city of the A. A. C. of W. and that convention will be long remembered by the people of Philadelphia for the fine impression made on our city. The entertainment features were the most spectacular; the delegates made a good impression and the program included men of national and international reputation, whose subjects were of interest to every merchant and business man.

Secretary Lane, of the Department of Interior, opened the convention with an inspiring address and President Wilson closed the convention with a stirring message delivered from the steps of Independence Hall.

Our visitors were complimentary enough to say that it was one of the finest conventions they had ever attended and today when we meet advertising men from all parts of the world they still talk about the good time they had in Philadelphia and what a great city it is. Only recently Governor Farrington, of Hawaii, told me in Washington that he greatly regretted he would not be able to be in Philadelphia this June, because the representatives from that part of the United States enjoyed themselves so much here ten years ago.

Three or four years ago when plans were made by Philadelphia to celebrate One Hundred and Fifty Years of American Independence with a Sesqui-Centennial Exposition the members of the Poor Richard Club at the conventions of the A. A. C. of W. expressed the desire to have the convention held here during the Sesqui-Centennial year and at Houston we extended the invitation formally with the result that Philadelphia was voted the convention city for 1926.

On our convention committee are a number of men who were on the convention committee of 1916 and we have tried again to welcome you as guests to the city in a way that will make your stay pleasant and profitable and send you back home with the impression that Philadelphia is a great American city and its citizens are glad to see you and have you as visitors and to show you as well the practical side of the "Workshop of the World."

Again the Association has been honored by having the University of Pennsylvania place at its disposal its buildings and grounds in which the departmental sessions will be held and providing for the exhibit of advertising in Houston Hall, the University students' Club House—a most excellent building for that purpose.

The International Trade Conference will have for its meeting one of the most perfect auditoriums in this country in the University of Pennsylvania Museum and in this building also is one of the finest archaeological collections from Egypt and Central and South America, which will appeal to those who are interested in the study of art, architecture, customs, and beliefs of ancient peoples as shown in their monuments, implements, inscriptions, relics, etc., and how those things can be applied to modern advertising. In the University Library too is one of the finest collections of the printing work done by the great Benjamin Franklin.

The departmental sessions in the college buildings and the general sessions on Thursday in Weightman Hall will throw around these meetings an atmosphere of a class room, which is the proper setting for a convention to which the delegates come for instruction and review.

The Inspirational Meeting on Sunday, June 20th, will be held in the Sesqui-Centennial Auditorium—a great building right at the entrance to the Sesqui-Centennial Exposition and opportunity will be given during the convention for our delegates to visit the other buildings of this exposition, which, while not 100 per cent completed, will furnish many interesting sights and induce our visitors, we hope, to return to Philadelphia during the summer and early fall while this exposition is in progress.

We have tried not to overdo the entertainment features of the convention and yet give our delegates plenty to do in seeing the historic points of interest and to give them the opportunity to get together on a social basis during the hours that the convention is not in session. In this we have been greatly assisted by the people of Philadelphia, who are glad to have the opportunity of meeting the men and women of this and other countries who are engaged in the development and promotion of advertising in its many phases.

The details of the program are printed in other parts of EDITOR & PUBLISHER, and we hope they will be of such diversity that our delegates will find enough of them interesting to please everybody.

The Advertising Pageant on Monday evening and the Music Festival on Wednesday evening, I know, will be long remembered as great events. Many advertising men and women thought that all entertainment should be cut out of annual conventions and that it should be strictly a business meeting. There are many others, however, who are attracted to a convention because they expect to have a good time in taking part in the entertainment features, as they also give one the opportunity for the renewal of friendships and for making new friends. Our program is sufficient for both kinds of delegates.

I do not believe that you can lay down too strict a rule to be followed by any group as large as the 5,000 or 6,000 who will be in attendance at the convention and that you must give them a program well balanced with business on the one hand and pleasure on the other.

In the magnificent new Club House of the Poor Richard Club you will be welcomed any time during the convention and both there and at our convention headquarters on the tenth floor of The Evening Bulletin Building, which has been placed at our disposal by that newspaper, everything that you may need during your visit will be furnished you.

The Mayor of Philadelphia, as a member of the Poor Richard Club, also joins with us in your welcome. We know that the business program will be of great benefit to the cause of advertising and we are happy to have been the hosts in setting the stage for this important gathering.

Welcome To Philadelphia!

Message To Delegates from His Honor, Mayor Kendrick

Written for Editor & Publisher



Mayor Kendrick

To the Delegates
To the Convention of Associated Advertising Clubs of the World.

ON the eve of the Twenty-second Annual Convention of the Associated Advertising Clubs of the World, as Mayor of the great city of Philadelphia, the Work-Shop of the World, I am delighted to welcome you to our city and shall take the opportunity to greet you in person at historic Independence Hall.

Also as an honorary member of The Poor Richard Club I will be glad to place the facilities of our city at your disposal in any way that will make your stay more pleasant and profitable.

Also as President of the Sesqui-Centennial Exhibition Association I especially invite your attention to that great celebration marking the One Hundred and Fiftieth Anniversary of the adoption of the Declaration of Independence, which is now open and at which, on July 4th next, the President of the United States will be the orator.

Enjoy yourself in Philadelphia and come back and see us often.

Very truly yours,
W. FREELAND KENDRICK
Mayor

HOTELS WHERE DIFFERENT CLUBS ARE STAYING

Bellevue-Stratford:
Long Beach, California.
Los Angeles, California.
Montreal, Canada.
Foreign Delegates.
Chicago, Ill. (Adv. Council of)
Chicago, Ill. (Women's Adv. Club).
St. Louis. Mo.
New York City, N. Y.
Greensboro, N. C.
Pittsburgh, Pa. (Women's Adv. Club).
Providence, R. I. (Women's Adv. Club).
Memphis, Tenn.
Fort Worth, Texas.

Benjamin Franklin:
Washington, D. C.
Peoria, Ill.
Indianapolis, Ind.
Baltimore, Md.
Baltimore, Md. (Women's Adv. Club).
Boston, Mass.
Detroit, Mich.
Detroit, Mich. (Women's Adv. Club).
New York City, N. Y.
Insurance Adv. Conference.
Cleveland, O. (Women's Adv. Club).
Adv. Club of Columbus, O., Chamber of Commerce.
Toledo, O. (Women's Adv. Club).
Milwaukee, Wis. (Women's Adv. Club).

Pennsylvania:
Little Rock, Ark.
Davenport, Iowa.
Louisville, Ky.
Binghamton, N. Y.
Ithaca, N. Y.

Elks Club:
San Diego, Calif.
Stanford Adv. Club of Palo Alto, Calif.
Pueblo, Colo.
Colorado Springs, Colo.
Honolulu.
Clarksburg, W. Va.
Charleston, W. Va.

Sylvania:
Toronto, Canada.
Denver, Colo.
St. Petersburg, Fla.
Des Moines, Iowa.
New Orleans, La.
Kansas City, Mo.
New York City, N. Y. (League of Advertising Women).
Buffalo, N. Y. (League of Advertising Women).
Cleveland, O. (Women's Adv. Club).
Johnstown, Pa.
Houston, Texas (Women's Adv. Club).
Dallas, Texas.
Houston, Texas.

Adelphia:
Orlando, Fla. (Orlando & Orange County Adv. Club).
Bethlehem, Pa.
Pittsburgh, Pa.
Lancaster, Pa.
Public Utilities Advertising Association.

Walton:
Miami, Fla.

Ritz-Carlton:
Financial Advertisers' Association.

Vendig:
Nashville, Tenn.
Milwaukee, Wis.

Special Editor & Publisher Rotogravure Section



C. K. WOODBRIDGE
President Associated Advertising
Clubs of the World.

Executive Committee of the Associated Advertising Clubs of the World.



Jesse H. Neal



Miss Ethel B. Scully



E. T. Meredith



Lou E. Holland



W. Frank McClure



William S. Patton

Poor Richard Club Convention Committee Chairmen.



HOWARD C. STORY
President Poor Richard Club

ROWE STEWART
Chairman





LEONARD ORMEROD
Executive Secretary



THEODORE E. ASH
Badges

H. L. APPLETON
Pageant



P. C. STAPLES
Music Festival





KARL BLOOMINGDALE
Entertainment

JACK LUTZ
Publicity





H. ENNIS JONES
Camden

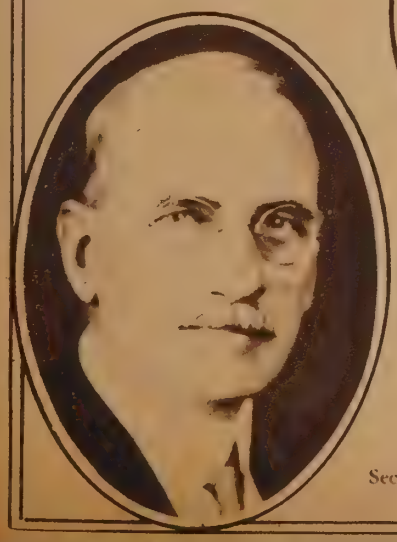


WM. J. ELDRIDGE
Churches





A. C. DELAPLAINE
Hotels



EDWARD S. PARET
Sec.-Treas. Poor Richard Club



Official Badge

JOHN H. SINBERG
Poor Richard Associates



DR. JOSIAH H. PENNIMAN
Provost, University of Penna.

J. B. MACKENZIE
Printing

Ancient Symbols of American Freedom— in Philadelphia.



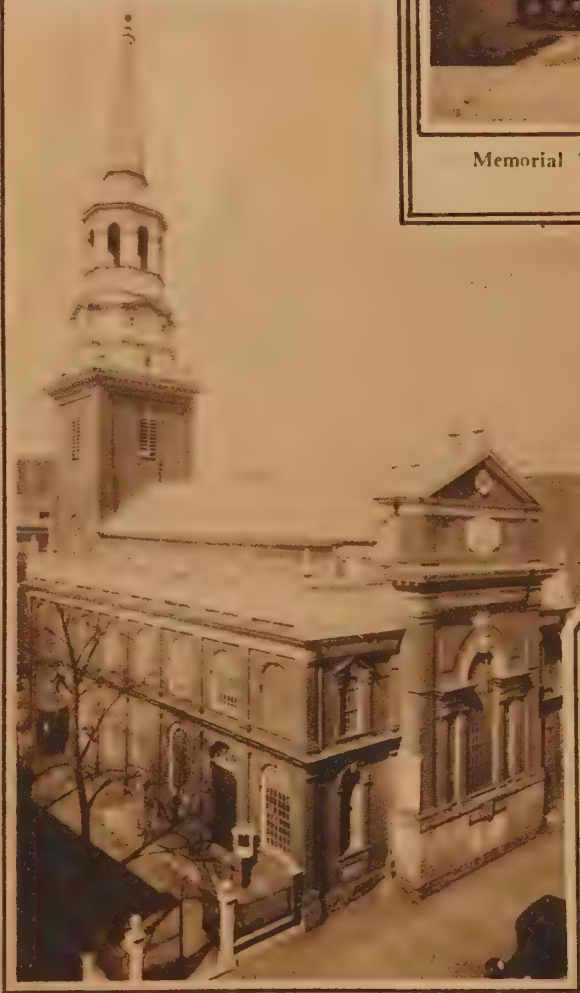
Carpenters' Hall, where the first Continental Congress met in 1774.



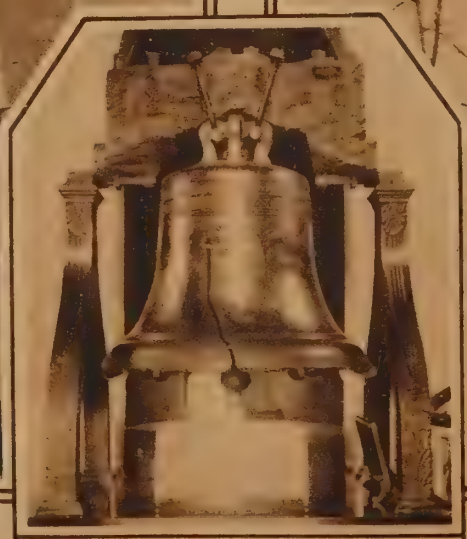
Memorial Tower, University of Pennsylvania, where advertising convention sessions will be held.



Betsy Ross House.
Birthplace of the stars and stripes.



Christ Church. A relic of 1727.



Liberty Bell.



Independence Hall. Best loved building in America.


Week End Edition
SATURDAY SPECIAL SECTION NO. 3
NEW YORK
LATEST PHOTOS IN ROTOGRAVURE
EVE G GRAPHIC
All the News a
Feature Magazine a
SATURDAY, JUNE 5, 1926
PRICE FIVE CENTS
A market rich in possibilities
Every page of the Evening GRAPHIC ROTO-GRAVURE SECTION bristles with pictures depicting the glories of outdoor life and the field of athletics besides unusual illustrations of people prominent in the eyes of the masses.
A unique Pictorial Section with a powerful appeal to a definite market rich in profit possibilities.
With a guaranteed circulation in excess of 200,000 on Saturdays, the New York Evening GRAPHIC through its Saturday ROTO-GRAVURE PICTURE SECTION offers advertisers a rare opportunity. You can secure NOW a fixed rate for a full year based on an ever increasing value.
H. A. AHERN
Advertising Manager
BERNARR MACFADDEN
Publisher
25 City Hall Place, New York City.



ROTO
Prints *Perfect*

ACCORDING TO THE ANCIENT Chinese proverb, reproduced at the right, "One picture is worth ten thousand words." In rotogravure where pictures tell the story, people eagerly read the picture news of merchandise as well as of current events.

Rotogravure is editorially desirable because it holds its readers in the tight grip of natural interest. Its appeal is universal.

These same characteristics make it valuable as a selling force, whether used as the chief advertising or in the form of printed material supplementing the main campaign. Seventy well-known American newspapers provide this feature de luxe—rotogravure, and there are numerous plants where rotogravure printing may be obtained.

We shall be glad to supply newspapers or advertisers with full information about rotogravure.

Kimberly-Clark Company

ESTABLISHED 1872
Neenah, Wis.

NEW YORK: 51 CHAMBERS STREET • LOS ANGELES: 716 SUN FINANCE BUILDING • CHICAGO: 208 SOUTH LA SALLE STREET

Manufacturers of ROTOPLATE, *the perfect paper for rotogravure printing*
REG. U. S. PAT. OFF.

Headquarters at the Benjamin Franklin Hotel for the A.A.C.W. Convention

畫意能達萬言

According
to an Ancient
Chinese Proverb
One Picture is
worth 10,000
words

This picture expresses the thrilling action of Louise Brooks' performance. It has caught the shimmering, foamy bits of silk and lace and pearls and feathers that compose the dreamy frock, beautifully blending them into the swift-moving but dainty charm of this star. Posed by Louise Brooks. Frock by Milgrim, New York and Chicago.

GRAVURE

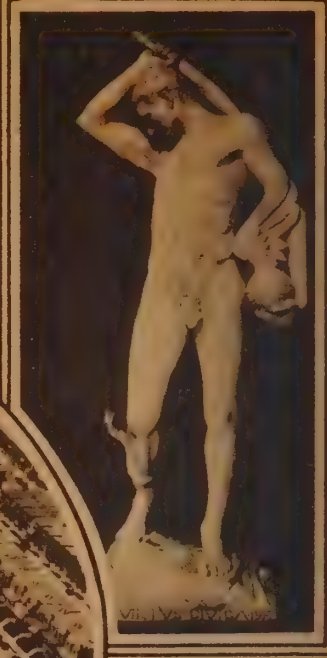
Pictures – the Universal Language

Advance Glimpses of Sesqui Centennial.



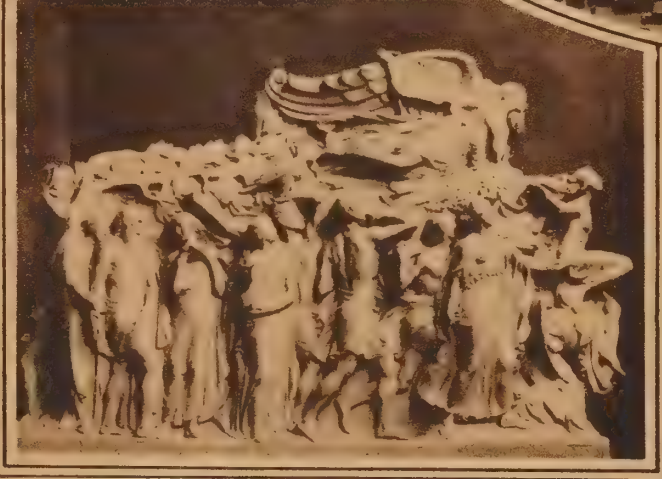
U. S. S. Constellation, old Revolutionary War frigate.





Civic Virtue.

View of huge Liberty Bell containing 26,000 lights



Sculptured Groups representing "Philadelphia Progressive" by Konti.



Persian Pavillion.



Electric House.



Palace of Agriculture.



Sulgrave Manor, the ancestral home of George Washington.

Individuality

Attention

Beauty

Results

GRAVURE PICTURE SECTION

OF THE

NEW YORK

Herald Tribune

RAPID DEVELOPMENT OF VELVETY GRAVURE PRINTING

Seventy Newspapers in the United States Now Employ This Attractive Medium—Spread of Idea to Other Lands—Increasing Linage Records Indicate Appreciation of Advertisers, While Pictures Attract New Readers in Vast Numbers—Remarkable Mushroom Growth of New Art

TO visualize the development of roto gravure during the past decade, it may be likened to the growth and development of an apple orchard from the seed of a single fruit.

The word "blossomed" is advisedly used, because the beautiful brown picture section added the final touch to the symmetry of the tree, with its already developed branches, twigs and leaves. As an editorial feature, par excellence, the rotogravure section was seemingly destined, from the very beginning, to hold major importance. Although this printing process has been, and is being used, for commercial printing to quite an extent, the most marked development has taken place in the newspaper field.

The number has grown gradually and healthily, until today there are 70 regular rotogravure sections issued weekly by newspapers in all sections of the United States. Added to this list might be included three in Canada, two in Mexico, one in Cuba and two in South America. Beside the newspapers which carry a section regularly, there are other newspapers which from time to time use rotogravure for special editions in celebration of various occasions.

In view of the silent growth of this young giant, it is not surprising that attention should be definitely focused by the printing industry as well as newspaperdom upon a feature that is slowly moving into the spotlight.

With its full-tone reproducing qualities, rotogravure was recognized from the first as the perfect medium for presenting the most powerful and best loved material from a reader interest standpoint the picture story. Besides the natural appeal of pictures, rotogravure sections have been rapidly striding forward in the matter of makeup, artistic presentation and diversification of subjects, in order to make a general appeal to readers of all classes and stations in life.

For numerous reasons it is well to recall that rotogravure has been growing and been blossoming and beginning to bear fruit at the same time that the moving picture industry has risen from a place of obscurity and mediocrity to a commanding position in the amusement and educational world.

Therefore, it was but natural that there should follow in the wake of the adoption of the rotogravure section growth in the circulation of newspapers. Today the circulation of regular rotogravure sections in the United States alone totals some 11,000,000. Approximately 51 per cent of the entire Sunday newspaper circulation is covered by rotogravure sections.

The Census Department records that there are four and a fraction persons in the average American family. Conservatively estimating that there are three readers of each rotogravure section, it may be said that 30,000,000 people look at rotogravure pictures every week.

To those unfamiliar with all the facts, it might seem that rotogravure had just arrived. However, to those most closely allied and actively interested in rotogravure, it seems but as a youngster but recently out of swaddling clothes.

Now that the most expensive experimental work has been done and the hazard has been practically eliminated, rotogravure has been added by smaller city publishers. A good proportion of so called small city newspapers are to be found on the list of rotogravure newspapers.



Rotogravure pages in the making.

Figures, in themselves, are always cold and bloodless. Figures show that the orchard produces so many bushels of apples each season. The cold figures do not tell the complete story—the romance, if you please. They are, nevertheless, the measuring stick.

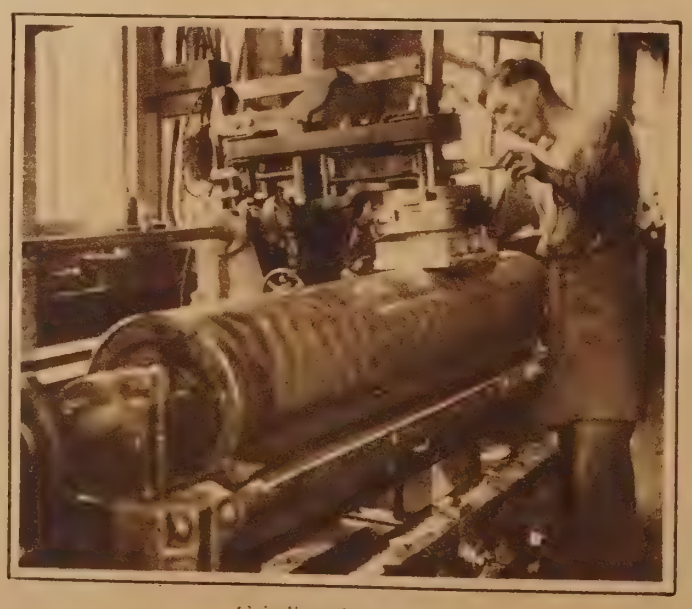
For this reason it is interesting to note that over a period of five years (1921-1925, the post-war era) records show that of 24 large cities all but one rotogravure newspaper has shown an increase in circulation since the addition of this feature to a regular issue, whether it be the Sunday or the Saturday evening, or even a mid-week edition. These are but straws indicating the direction of the breeze.

Now we come to the part of the historical record that is of the greatest interest and of deepest concern. Is the orchard bearing fruit?

As in other branches of commerce, there are leaders in advertising. Consciously or by intuition, these leaders seem to sense the value of new and untried fields. Some of these pace-setters were not slow to see the value of rotogravure for telling a picture story about merchandise. Today, more than ever before, the picture story has a place of its own in modern advertising and merchandising.

Advertisers have learned—then of the power of rotogravure to move goods. That each year more advertisers are making this discovery is evidenced by the yard stick of linage increases for the past five years. The growth in rotogravure has been consistent in the face of fluctuations in other media.

Year	Lines Published	Per cent of Gain
1921	6,330,091 lines	..
1922	8,781,751 lines	38
1923	10,030,383 lines	14
1924	12,865,265 lines	28
1925	14,518,691 lines	13



Grinding the cylinder.

Further substantiating the tendency, a comparison made in the twenty-three chief cities of the United States from which EDITOR & PUBLISHER Year Book has tabulated newspaper advertising linage, shows that the black and white linage made in 1922 showed a 4 per cent gain, in 1923 a 7 per cent gain, in 1924 a 1 per cent loss, and in 1925 a 5 per cent gain. The rotogravure advertising records for the same twenty-three cities show in 1922 a 32 per cent gain, 1923 a 10 per cent gain, 1924 a 29 per cent gain and 1925 a 12 per cent gain.

On the part of both national and local advertiser there has been and is a gradual capitulation to the fact that rotogravure is a medium in itself. Not many years ago the proportion of national linage to the local linage carried in rotogravure greatly predominated. However, there is a closing of the gap as indicated by the 1925 totals showing less than 2,500,000 lines separating local and national. Local linage amounted to slightly over 2/5 of the total linage.

Furthermore, the linage records for the first three months of 1926 show approximately 31 per cent increase in local advertising over the same period of 1925.

Due to the universal reader interest, advertisers have discovered that consistent use of this medium brings satisfactory results. These results are twofold. Not only are there so-called direct results, which in many cases are almost phenomenal, but as a confidence creator, prestige builder and good will developer rotogravure is at its best.

Advertisers have used space in these rotogravure sections to merchandise the highest-priced luxuries as well as necessities. It often happens that the same section carries a pictorial story about merchandise whose unit cost runs into thousands of dollars as well as an advertisement of such necessities as soap with a unit price of five cents.

There are many instances to illustrate the fruitfulness of rotogravure advertising, both to the newspaper and to the advertiser. The growing linage, in itself, indicates that rotogravure is becoming fruitful for the publisher. Of course, the advertiser must find it fruitful if he is to continue and the growing figures indicate that it is true. They do get direct results, also.

There is the real estate company that sold the $60,000 home. There is the shoe store that sold 488 pairs of high-priced women's pumps for one advertisement. There is the ready-to-wear store that sold 400 dresses in one day and a thousand dresses by Friday following Sunday on which the copy appeared. There is the dairy that doubled its business in three years. There is the jeweler who sold a $5,000 diamond bracelet. There is the department store that increased sales the first week of its annual furniture sales 250 per cent and beat the previous year's record for the month by 78 per cent. There are furniture stores, drug stores, banks, florists, men's wear stores, monument manufacturers, tent and awning makers, and all the lines of retailing that have recorded the benefit secured directly from their use of rotogravure.

There are also some national advertisers, who, having used rotogravure exclusively, know the full power of rotogravure as a medium to present merchandise that can have the spotlight of perfect presentation through the eyes of the camera and full-tone reproduction.

FIRST IN ROTOGRAVURE



The New York Times inaugurated the rotogravure process in the United States. The Times has always been first in the perfection of its pictorial representation of all the news of the world, and in volume and quality of rotogravure advertising.

Five beautiful sections of the Sunday edition of The New York Times are now printed by the rotogravure process.

1. Rotogravure-Picture Section—two or three parts, 16 to 24 pages, largest and best rotogravure section in the world. Advertising rate $2.10 an agate line; net paid circulation 625,000.

2. New Jersey Rotogravure Section—Tabloid size, devoted to events in New Jersey and distributed only in that state, 16 pages. Advertising rate 40c an agate line; net paid circulation in excess of 75,000.

3. Brooklyn and Long Island Rotogravure Section—Tabloid size, first issue Sunday, June 20th; 16 pages of pictures of events and personalities in Long Island. Advertising rate 40c an agate line; net paid circulation in excess of 90,000.

(Combined advertising rate for New Jersey and Brooklyn rotogravure sections, 75c an agate line.)

4. The New York Times Magazine—Tabloid size, printed in black and white rotogravure; illustrated articles interpreting important and interesting current happenings. Advertising rate $1.10 an agate line; net paid circulation 625,000.

5. The New York Times Book Review—Tabloid size, printed in black and white rotogravure; deals with books as news. Critical analysis of the latest volumes by recognized leaders in the literary world. Advertising rate for book and magazine announcements $1.00 an agate line; for other advertisements, $1.10 an agate line. Net paid circulation 625,000.

The New York Times has a larger sale among intelligent thinking and substantial people than any other newspaper. In New York City and its suburbs the Sunday edition of The Times has the largest circulation of high quality of any newspaper. More than 425,000 copies are sold in the city and within a radius of 150 miles.

The New York Times published 423,102 agate lines of rotogravure advertising in five months of this year, a gain of 38,324 lines over the corresponding period of 1925 and 199,922 lines in excess of the next New York rotogravure section.

The New York Times publishes more advertising than any other New York newspaper, printing in five months of 1926, 12,843,818 agate lines of advertising, a gain of 1,322,484 lines over the corresponding months of 1925 and an excess over the second New York newspaper of 4,765,934 lines.

The Times censorship excludes all false and misleading advertising and establishes strong confidence among readers.











"FINEST PRODUCTS *from* MODERN FACTORIES"

The AULT & WIBORG CO.

INTAGLIO INKS

MOTOR TRIPS ARRANGED FOR A. A. C. W. WOMEN

Page Morton Gibbons-Neff—He's in Charge of Auto-Transportation to Tea at Stotesbury Mansion, Monday, Visit to DuPont Estate, and Valley Forge, June 23-24

WOMEN delegates to the A. A. C. W. convention, and wives of members attending have been invited to be afternoon tea guests of Mr. and Mrs. E. T. Stotesbury at their famous mansion "Whitemarsh" in Chestnut Hill, June 21. Page Morton Gibbons-Neff, chairman of the transportation committee! He will arrange for automobiles to take you there between 2:30 and 6:30 p. m. Monday. It is one of several trips planned for the women, which include a journey to Valley Forge, and the beautiful gardens of Pierre S. duPont, "Longwood," on the Baltimore Pike, near Wilmington, Del.

Men are not left entirely out of the automobile excursions. They also are invited on a special trip to Valley Forge on June 23, from three o'clock until six; and for a special sight-seeing tour of Philadelphia on Thursday from four until six.



Washington Memorial Chapel, Valley Forge, Pa.

But the best plum of the convention pudding, it seems, has been drawn by the ladies. Philadelphia newspaper men become rhapsodic describing "Whitemarsh."

"Dream palaces of the ages, the famous Tiburtine villa of Maecenas, the Golden House of Nero, residences of royalty everywhere, the quintessential beauties and grandeur of the most lavishly costly private residential structures of ancient times, plus the latest and most ingenious inventions of modern comfort—all, all seem to have contributed architectural ideas which have been brought together and embodied in the wonderful home Edward T. Stotesbury has built for himself atop of Chestnut Hill, at the intersection of Papermill road and Flourtown Pike," is the way one *Public Ledger* reporter begins a lyric word picture of the place. "Nothing else in Philadelphia, nor, indeed, in any other part of the United States is anything quite like it. It is of a composite style, suggestive of an Ionic temple, relieved by sculpture and other decorations, reminiscent of the Italian Renaissance."

Well, as a matter of plain practical fact, it is not so bad at that—this $2,000,000 private home of an American capitalist. The different thoughts it arouses in people's minds is quite another question.

Whitemarsh, one is told, contains 145 rooms. And for all its Gargantuan size, it has been so constructed as to give the impression, at least, of some moderation. This is due to the skill of the architect. He has designed the building to convey the appearance of two stories, whereas in reality it has six. True, three of these are underground, the caretaker explains. And the effectual concealment of an entire upper story is pointed out as "an amazing architectural feat." This one camouflaged story alone contains 39 rooms.

Mr. and Mrs. Stotesbury eat their breakfasts in the basement, when it is not brought to them in their beds. They realized it was entirely contrary to custom to have a breakfast room without sunlight, and accordingly, arranged to have the place flooded with electric lighting, burning from unseen bulbs. Those so minded may like to know that it took 20 workmen more than a year to build this one room.

The first basement floor also contains kitchens—the plural is correct—refrigerating rooms, and a wine cellar which has yet to be raided.

On the opposite side of the building, this same floor holds a large gymnasium, and directly beneath it in a second subcellar is a beautiful swimming pool designed like a Roman bath. In this same part of the house are a squash court and servant quarters. In addition to this Roman bath, the awed whisper is afloat in Philadelphia that Mr. Stotesbury's mansion has 45 bathrooms.

On the second basement floor are many dressing rooms, dismissed by all contemporary writers, as simply "elaborate." On the same floor are also cloak rooms and lavatories.

Ice is manufactured, light generated, and heat supplied from the third underground story—the basement proper.

All this is unseen. When guests at Whitemarsh climb the princely terraced steps of marble to the main entrance, they first enter a vestibule, measuring 27 by 37 feet. On its left is a stair hall, a large smoking room, and a billiard room. To the right is the reception room; Mr. Stotesbury's study, a comparatively tiny affair, and a library, flooded with light, apparently, from all sides.

From the vestibule, these same guests enter a great hall 64 feet long and 34 feet wide—the ballroom. On each side of this ballroom is a gallery leading into circular palm courts, for those who wish to rest after a wearying Charleston. From the palm courts, they may step into a high-ceilinged music room, where a large pipe organ is installed.

Beyond the galleried hall is a great dining room, which those who have seen it say is magnificent. It is from this part of the building that access is had to the wing. In the latter are five men's rooms with baths and lavatories. Here, too, are the pantry, the housekeeper's office, the butler's office, the silver-polishing room, the safe for the silverware and the linen rooms.

On the opposite side of the main building and likewise adjoining the ballroom is a salon and loggia. Access to these rooms can also be had from the palm courts on that side. Adjoining the palm court on the other side is a living room.

All the rooms on this, the main floor, are elaborately decorated with stucco work of the Italian Renaissance. The walls, in restful relief, are painted soft gray and buff.

The more intimate family section of the house is found on the second floor above ground of the main building. There are two suites, here, each consisting of a bedroom, a sitting room, a dressing room, and a bath. One of the suites is for Mr. and Mrs. Stotesbury; the other is for their son. Both suites are almost identical.

The guests' chambers—nine of them—are also on the same floor, as are also rooms for maids, many baths, and a loggia.

The third floor of the main building and the second floor of the wing are occupied chiefly by servants. Fourteen servants' rooms, a secretary's office and living rooms, valets' rooms, clothes-pressing rooms, supplies rooms, additional linen rooms, bathrooms for the servants and trunk and cedar chest rooms are there. This is the portion of the house which is invisible to those looking for it from the outside. Altogether there are 39 rooms on this third floor.

The entire building, including the orangerie, belvederes, pavilions and pergolas, covers a total area of 300 by 240 feet. The main structure alone measures 283 by 101 feet, with a wing 88 by 32 feet.

Whitemarsh in Chestnut Hill is only a short automobile ride from hotel headquarters.

The tour to "Longwood," the duPont estate, to be held Wednesday, June 23, is a seventy-five mile round trip on the Baltimore Pike. Longwood lies between Hamorton and Kennett Square, Wilmington.

The trip is through a rolling farmland section, which, although heavily traveled, can be made in less than two hours from Philadelphia. Starting from City Hall, the motorist proceeds south on Broad street to Walnut; west on Walnut to 49th street to Baltimore avenue, and so into the Baltimore Pike, through Media, Black Horse, Concordville, Chadds Ford and Hamorton to "Longwood."

The principal attraction of the duPont estate is the magnificent greenhouses, where some of the rarest and most highly developed flowers and fruits to be found in this section of the country are grown. Here will be found delightful blossoms, ranging from wistaria to Japanese camellias, in wonderful shades and combinations. Plants ranging from the wood violet to giant azalea bushes will be seen. Among the fruits are full grown banana trees, grape vines, cantaloupes, figs and peaches.

The main greenhouse, with its profusion of "Eastern flowers"—tulips, daffodils and azaleas in the spring—is the first sight to greet the visitor. At the rear of this glass enclosure is a music room, where organ recitals are frequently given. Less ordinary plants will be found in similar conservatories flanking the main one. The profusion of flowers cannot adequately be described. In the hackneyed term, Longwood actually must be seen to be appreciated.

While women delegates are visiting the duPont estate, the men will be taken by automobiles to Valley Forge. On June 24, the women will take their trip to the same historical spot.



"Whitemarsh" $2,000,000 Stotesbury estate, Chester Hill, Pa.

WHAT ABOUT TRANSPORTATION?

A Fleet of 200 Cars Commandeered for A.A.C.W. Delegates

A FLEET of about 200 private automobiles and public busses has been commandeered by Morton Gibbons-Neff, chairman of the transportation committee, for use of A.A.C.W. delegates during convention week. Trains will be met and special excursions in and outside of Philadelphia are on the program.

Mr. Gibbons-Neff has arranged with the Philadelphia police for parking space for A.A.C.W. cars in front of all leading hotels. The cars will be plainly marked "Transportation Committee—A.A.C.W."

When large numbers arrive Sunday, June 20, they will be met by the Philadelphians and brought to their hotels. Other automobile trips, described in detail elsewhere, include a visit to the Stotesbury Marion, "Whitemarsh" in Chestnut Hill, the Pierre S. du Pont estate, "Longwood," near Wilmington, Del., and to Valley Forge.

In the United States Mint in Philadelphia, two-thirds of all currency of this country is minted.

ADVERTISING HISTORY TO PASS IN REVIEW

Origin and Evolution of the Business to Be Shown in Floats in Pageant Parade June 21—E. T. Stotesbury Grand Marshal with T. E. Ash Assistant

ADVERTISING history will pass in review before delegates to the 22nd annual convention of the Associated Advertising Clubs of the World in Philadelphia next week.



ROSS ANDERSON

For the Grand Pageant, scheduled on the program for 8 o'clock in the evening of June 21, will have advertising as its main theme and inspiration.

Led by E. T. Stotesbury, noted financier and prominent Philadelphian, the parade, made up of some eight divisions, each many blocks long, will march to the music of eight bands from Broad and Snyder streets, north to the east side of City Hall, and out the Parkway to Logan Square. Mr. Stotesbury is to be grand marshal of the parade, and Theodore E. Ash, of the Theodore E. Ash Advertising Agency, is to be assistant marshal. The pageant was planned and organized by Ross Anderson, promotion manager of the *Philadelphia Record.*

The expected line of march calls for the appearance of foreign delegates to the convention in automobiles immediately following the Grand Marshal's car. They have asked, and will be granted, the privilege of breaking lines at the reviewing stand, in order to be able to watch the pageant pass before them. The reviewing stand is to be at the City Hall. Grand stand seats, it is planned, will be available for delegates in front of the Bell Telephone Company office building and the Academy of Music on Broad street.

The first division of the parade is called the Governmental Division. In it various departments of the government will be represented in floats.

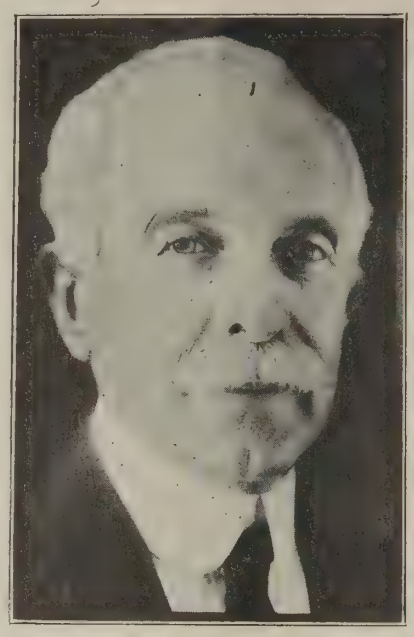
Next will come the Advertising Club division, which will include representatives of the Advertising Club of Ithaca, New York; the Poor Richard Club of Philadelphia; the Advertising Club of St. Petersburg, Fla.; the Advertising Club of Los Angeles, Cal.; the Advertising Club of Milwaukee, Wis.; the Advertising Club of Providence, R. I.; the Advertising Club of Kansas City; and the Advertising Club of Denver. Other clubs at the last moment may get up floats or arrange for costumes and be entered in the parade.

The Civic Division comes next. Put on by the city of Philadelphia, this division will comprise floats depicting historic events for which the city is noted, such as the making of the first flag by Betsy Ross, the signing of the Declaration of Independence, and William Penn receiving the charter from the Indians.

In their costly and spectacular costumes, six clubs winning prizes at the last "New Year's Shooter's" parade will also appear in this division. H. Bart McHugh, originator of the "Shooters," and who has directed their annual parade now for 26 years, is in charge of this section of the parade.

Floats entered by business and fraternal organizations of the city will also be in this division, as will floats prepared by the Chamber of Commerce and the Philadelphia Boosters' Association.

Now comes the fourth and most important division of all, in which the origin and evolution of advertising will be symbolized by nine floats. First will be shown the old smoke signals of the Indians, followed by a float showing the ancient hieroglyphics of the Egyptians. Next will come a float depicting the development of type by the Chinese. The



E. T. Stotesbury

Colonial town crier is to represent the next step in advertising progress. Most important to the development of advertising is the advent of paper. A float reproducing the first paper mill in America, which is situated in Philadelphia and still stands, will mark this epoch, followed by floats representing the advertising media of the present day—newspapers, magazines, billboards and direct mail.

This division of the pageant was organized by R. J. Considine, of the Paper House of Pennsylvania, and member of the Poor Richard Club.

About fifty national advertisers have agreed to place floats in the fifth division. Among them will be the Bell Telephone Company, the Atlantic Refining Company, Texas Oil Company, Delco Light, XI Batteries, Bayuck Brothers, Dill & Collins, and the Baldwin Locomotive Works.

The grand free-for-all advertisement given each year to Atlantic City—the Bathing Beauty Contest will make up the next division. Led by the much advertised Fay Lamphier, "Miss America" of last year, there will be more than a dozen floats brought to Philadelphia from Atlantic City, including the beautiful Dolphin float, swarming with alleged feminine beauties in one-piece bathing suits. Bringing up the rear of this division, will be the rolling chair parade also from Atlantic City, each chair bearing one local beauty from about 20 towns.

Local Philadelphia advertisers, and 100-year-old firms of the city, have entered floats to make up the seventh division. This division alone will have between 35 and 40 floats.

Trade-marks, made known to millions by advertising, will comprise the eighth and last division.

The two noted Smith Brothers will wraggle their beards at the watching crowds, and probably throw out cough drops to those poor souls who have become hoarse from cheering. The Bon Ami chick will toddle pass the stands, chased by the wide-awake dog who heard his master's voice. A diamond of flowers, with Reading Lines in red electric lights, will repreesnt the trademark of this railroad, and there will be many others.

No one need worry about understanding the symbolism to be portrayed in this pageant. Those who know nothing of advertising will learn about it at this time. Any lack of imagination will be made up by 400 local boy scouts who will erect platforms along the line of march and wig-wag signals to each other, communicating the progress of the parade and the meaning of it. With megaphones, the boy scouts will then turn towards the crowd, and explain what each float is supposed to represent.

And that terrible time of waiting before the first drum beats and the music of the bands are heard, will not be without amusement. The committee in charge of the pageant has engaged a number of clowns, who precede the parade, and perform slap-stick tricks for those on hand early.

INTERESTING PLACES IN PHILADELPHIA

INDEPENDENCE HALL, Chestnut Street between Fifth and Sixth. The home of the Liberty Bell and the place where the Declaration of Independence was signed.

CONGRESS HALL, standing in Independence Square, adjoining Independence Hall. Built in 1790. Here the National Congress sat, and here both Washington and John Adams were inaugurated.

CARPENTER'S HALL, rear of 322 Chestnut street, where the first Continental Congress met in 1774.

BENJAMIN FRANKLIN'S TOMB, in Christ Church Burying Ground, Fifth and Arch streets.

GENERAL GRANT'S LOG CABIN. Removed from its original site on the banks of the James River, Virginia, it stands in North Lemon Hill, Fairmount Park.

PENN TREATY MONUMENT, Beach street, north of east Columbia avenue, on the site where Penn made his famous oral treaty with the Indians.

PENN'S COTTAGE, built in 1682, and deeded by William Penn to his daughter Letitia. Removed from its original site near 6th and Market streets, Philadelphia, it has been placed in Fairmount Park, west of the Girard Avenue Bridge.

BETSY ROSS HOUSE, on Arch street, near Third, open daily from 9 to 5. The first national flag of the United States was made here in May, 1776, by Betsy Ross.

FAIRMOUNT PARK. One of the largest and finest parks in the world, situated on both sides of the Schuylkill and along the beautiful Wissahickon Creek. It is easily accessible by the Parkway and by various trolley lines.

MEMORIAL HALL (Fairmount Park), the home of the art collections of the Pennsylvania Museum and School of Industrial Art. Open Sundays, 1 to 6; closed Mondays; other days, 9:30 to 5. These art collections include the famous Wilstach paintings.

MUSEUM OF SCIENCE AND ART of the University of Pennsylvania, 33d and Spruce streets. Beautiful buildings, housing a priceless collection of ancient and modern objects. Open daily 10 to 5; Sundays from 2 to 6.

HISTORICAL SOCIETY OF PENNSYLVANIA, 13th and Locust streets. A fine collection of books, paintings and original documents. Open daily.

ISSUES PROMOTION SERIES

Omaha World Herald Prepares Copy on 20 Newspaper Accounts

The *Omaha World Herald* has just issued its second series of promotion copy "advertising advertising" for use by newspapers, consisting of a newspaper-size folder containing 12 proofs of the series, which is designed to run in full page-space.

The copy has sparkle and liveliness attained by the use of excellent pen and ink illustrations.

Under a half-page drawing which shows two women talking in a beautifully furnished room, one of the ads says:

"My, what an attractively furnished home you have, Clara."

"That clever little table is new, isn't it? And wherever did you find those smart book ends? We need a lot of new furnishings at our house, too, but I simply don't see how we can afford them, right now, at least."

That clever little table and the smart book ends, along with hundreds of other furniture items from complete suites to frying pans, were prominently displayed, and very reasonably priced in the furniture ads in this newspaper. ... Her caller doesn't read the ads ... Clara does, and therein lies the difference.

In a space at the left of the page is a list of furniture manufacturers and dealers who advertised in the World Herald during 1925, while a box at the bottom of the page carries comparative linage in this classification.

The series contains promotion pages on the following newspaper advertising classifications: Food, women's apparel, men's apparel, building materials, accessories, household and electrical, furniture, musical, hotels and resorts, shoes, automobiles, insurance, department stores, jewelry, millinery, radio, hardware, financial, want ads (general), and real estate.

Issues 174-Page Tourist Edition

The *Winnipeg Tribune* recently issued its 1926 Tourist edition in a thick tabloid issue of 174 pages, with a four-color cover and many illustrations. Newspaper stock was used in the body of the edition. The issue carried a heavy quota of resort, hotel, railroad and general advertising from Manitoba, and also from the state of Minnesota. Greetings from the governors of Iowa, Minnesota and North Dakota were give a page in the issue.

Winnipeg to Fete Minnesota Editors

Mayor Ralph Webb of Winnipeg, and T. W. Leslie, superintendent of the Parliament building and T. J. Porter, manager of the tourist bureau, will welcome the editors of northern Minnesota to Winnipeg for their four days' outing, June 24 to 27. A banquet is to be held for the editors on June 27 at which Mayor Webb, W. McCurdy, business manager of the *Winnipeg Tribune;* J. W. Dafoe, editor-in-chief; J. W. Sifton, secretary and treasurer of the *Manitoba Free Press* and others will speak.

Chicago Ad Club Re-elects Buckley

Homer J. Buckley, president of Buckley, Dement & Co. was re-elected president of the Chicago Advertising Club, June 10. Vice-presidents named were G. R. Schaeffer, advertising manager of Marshall Field & Co., and Stanley Clague, managing director of the Audit Bureau of Circulations. Paul S. Van Auken was elected secretary.

CURTIS NAMES HIS EIGHT FAVORITE AD WRITERS

"Almost Impossible," Says Philadelphia Publisher, to Find a Good One—Most Copy Loses Its Vigor After It Is Given the Usual "Shave and Haircut," He Declares

By PHILIP SCHUYLER

"DO you read the advertisements?" I asked Cyrus H. K. Curtis, internationally known publisher of Philadelphia.

I had invited myself to Lyndon, his estate in Wyncott, 15 miles from the city, and we were riding out there in Mr. Curtis' Rolls Royce. In the conversation that followed that first question the publisher gave the names of his eight favorite advertising copy writers, discussed newspaper promotion and his life ambition to become the leader of the publishing field. I had told him I wanted to hear him play the organ, and he had graciously consented.

"Of course I read the advertisements," he smilingly answered my question. "That is my business. I have to.

"But," he gestured through the glass at the passersby on Chestnut street. "Do they? They buy a paper and turn the pages. They are young and are looking for the sports page; or perhaps they turn first to the stock tables. An eye-catcher in an ad attracts them. They read it. How to make advertising pay? That's the hard thing to get at.

"Perhaps they read the Bulletin now. I have a message to give them. If they'd let me, I'd advertise my Ledger in the Bulletin, but they won't let me. But then what I put in the space I bought would be the important thing.

"If I could only find someone that could really write an advertisement. I've been trying for years to find somebody." Mr. Curtis was thinking out loud. "It's almost impossible." He shook his head. "They have no originality, their stuff is ineffective. They hand it to me all shaved and clean and that isn't what I like. Nice type, nice paragraphs, nice illustrations— nice introduction but nothing else original in it.

"Frequently when I look over the copy submitted to me, I run my blue pencil through all of it but the last paragraph. These advertising writers think they must have an introduction, must lead up to the subject gradually. But often I reach the last paragraph and say, 'There's your ad. Don't give them the introduction, give them the ad.'"

"Who are your favorite advertising writers," I asked?

Mr. Curtis warmed up to the question immediately. And recalling short biographies and anecdotes about some of them, gave the list of his eight favorite advertising writers printed at the head of this article.

"Well," he began, "back in Portland when I was a boy—that was all of fifty years ago, there was a drygoods dealer, who made everyone sit up and take notice. I used to buy the paper every day and turn right away to his advertisement. It contained nothing I wanted to buy either. It was for my mother. I can't recall what he wrote, but he had a light flippant style. His copy was different than the others.

"It seems the man writing the copy was the head clerk. A. Q. Leach was his name. Eventually he left the drygoods dealer and set up in business for himself. Finally he attracted the attention of John Wanamaker and came here to Philadelphia. After five years he went back to Portland, where he bought the largest store in the city. He was successful because he knew how to write ads.

"Then there was Tom Lawson. Lawson knew advertising writing. And John E. Powers. He's the man who made Wanamaker's store. Powers was a Scotchman, and awfully hard to get along with,—blunt and outspoken. He struck a new note in advertising. He set it up in a different way.

"He wrote as brusquely as he talked. And he told the plain truth about the goods he sold. If he was writing about seconds, he'd call them seconds. 'These are seconds,' he'd write, 'that's why we're putting a lower price on them, to get rid of them.' At the same time the other fellows were writing about 'Slaughter Sales,' 'Big Sacrifices.' And they weren't doing any such thing. Powers would come out and tell about some circular capes that had been moving slowly, and therefore the price had been lowered to clear the shelves. It was certainly a case where truth won out. And if *anyone* had, Plowers had a blunt way of telling the truth.

"Well, Powers demanded a partnership with Wanamaker. I think, and Wanamaker wouldn't give it to him, so he quit. He became a free lance advertising writer. His son John O. Powers is in the advertising business today.

"And of course there was St. Moire Eaton, of the Book Lovers Library. That was all of 20 years ago. He had a style that was so different that *he* too had a following.

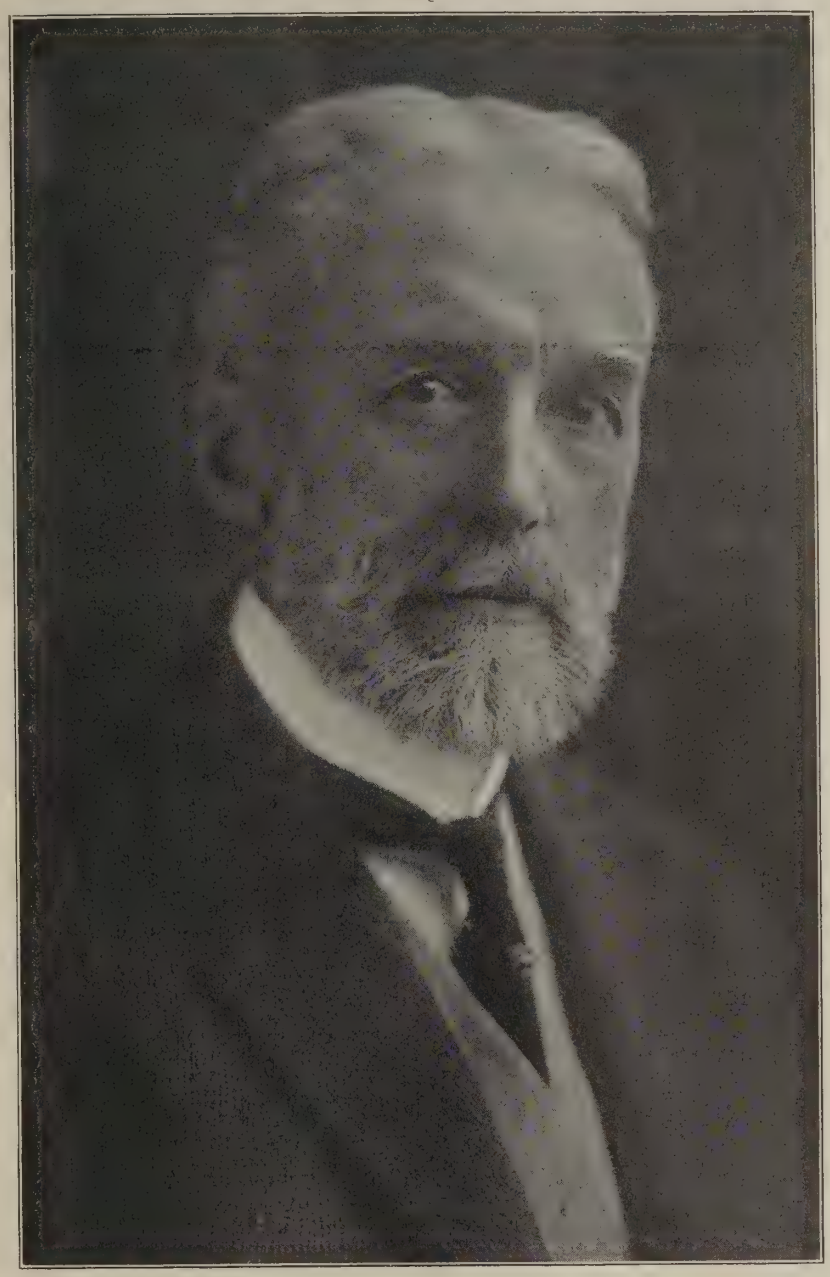
"Arthur Brisbane knows how to write real advertising also; and Ed Howe, of the *Atchison Globe*. They both have the faculty of appealing to the mass of people. They have the quality of writing just as they talk.

"I must add Edward Jordan to this list. He writes about his automobile in a way that just commands attention. He writes simply. He sets down talk, not writing. His copy has the conversational sound.

"Most advertising writers won't do that. I've often said I wished I had a dictaphone handy when people were talking about my advertising copy with me. They'd say, 'Why I'll go right out and write it just the same way.' But they couldnt' do it. They'd bring it back to me with a shave and a haircut. It wouldn't be the same.

"George H. Lorimer can write advertising, but he's too busy to do it all the time. He's written some wonderful advertisements for us several times, real advertisements, good because of their simplicity, and talking style.

"But good advertising is a question of good talking and simplicity. The hardest thing to write is the simplest. Pictures are good things too to catch the eye. But if the copy that follows after doesn't also attract the attention of the reader, he doesn't care a continental for the picture. Of course the first impressions come through the eyes. If you don't catch a reader right away, he will look for the sport pages or the stock markets or whatever he is interested in."



Cyrus H. K. Curtis

Mr. Curtis said he had named all of his favorite advertising writers. Perhaps, he thought, if given more time, he could think of some more. But the eight he had named were sufficient, he said, to make him dissatisfied and hard to please, as far as many others were concerned.

The car was swinging out along a bumpy parkway. Mr. Curtis, reminiscing, was speaking slowly, and I had been taking down what he was saying word by word as it appears above. I paused to rest a few moments and ask questions about the country we were passing through. Then I became inquisitive again.

I wanted to know his ideas about newspaper promotion.

"I have often said," he answered, "that the worst advertisers in the country today are the daily newspapers and the book publishers.

"The advertising for newspapers is often written or at least supervised by the advertising managers. They are interested in one thing and think everyone else is. The trouble is everyone isn't. What they do most frequently is to shout about linage, linage, linage. And about their being the first paper in their town. The advertiser doesn't care a continental about that. Some argue that they do. But I disagree. Linage is his chief interest, and he thinks it's right for others to have the same interest.

"The book people don't know how to write advertising, and what is worse, they won't spend any money. All they do is to print the name of a book, and put under it, 'Excellently written—*New York Times*' or 'Mr. . . . speaks well of this book.'

"That doesn't give me any idea of what's in the book, what it's all about, or why I should read it.

"Mr. Jordan—they tell me he writes his own copy—has the faculty of telling his story in such a way that it excites your curiosity and you read it, and many people are buying his car. A Mr. Jordan is needed by the newspapers and the book publishers."

I pressed him for more specific ideas on newspaper promotion. He has given up entirely his interest in his magazines, and is devoting himself exclusively now to his four newspapers, the *Philadelphia Public Ledger and North American,* the *Philadelphia Evening Public Ledger,* the *Philadelphia Sun,* a tabloid, and the *New York Evening Post.*

"What do you think is the best way to promote a newspaper?" I asked.

"In the first place, you must have something to advertise," he began answering the question. "Only a little while ago I put it up to Mr. Smiley in this way: (David E. Smiley, executive editor of the Curtis-Martin Newspapers, Inc.) Begin by getting a series of articles. Like the one, for instance, on politics, written by Louis Seibold. That series increased the Post's circulation 5,000 to 6,000. When it stopped, the circulation slid back again. What we must do is to map out something to follow a series like that up. People have fixed habits in newspaper reading like everything else. They get these habits slowly. They are introduced to the Post first by a series of articles that attract their attention. They get to feel at home with the Post. The majority drop back to their fixed habit, but a few remain. Then is the time to start a series to start right after the first series ends on an entirely different subject that will interest an entirely different class of reader. In this way, by keeping it up continually, we will keep on adding a few at a time until our circulation is where it should be.

"And the appeal must change with each series. People get tired of ice cream if they have it all the time. Once in a while they want pie."

(*Continued on page* 31)

ADVERTISING GOLF FANS READY FOR TOURNEY

Four Grand Prizes to Be Awarded Winners at Meet to Be Held at Noted Manufacturers' Club, Orelands, Pa., June 25—J. B. Mackenzie, Fox & Mackenzie, Committee Chairman

FOUR grand prizes will be awarded winners of the annual advertising golf tournament to be held at the Manufacturers' Club, Orelands, Pa., immediately after the 22nd annual A.A.C.W. convention, June 25, according to an announcement made this week by J. B. Mackenzie, of the firm of Fox & Mackenzie, Philadelphia advertising agency.

The tournament will be held all day Friday, with 18 holes schedules for the morning and the same number for the afternoon. Prizes will go to delegates turning in the low individual gross score, the low individual net; and to the team with the low gross score, and with the low net.

Individuals and teams wishing to play in the tournament will register with Mr. Mackenzie, who is chairman of the golf committee, at hotel headquarters, during the week.

The Advertising Club of Lancaster, Pa., is sending down a strong team, members of which have handicaps ranging from two to ten. Teams, made up of four members, have also already been entered by the Advertising Club of New York, the Advertising Club of Chicago, and the Poor Richard Club of Philadelphia.

"Those who want to practice for the tournament, and anybody who any day feels overburdened with convention cares, may motor out to anyone of 20 golf courses near Philadelphia, which have extended golf privileges to A. A. C. W. delegates," Mr. Mackenzie told EDITOR & PUBLISHER.

The clubs inviting A.A.C.W. members to come out and play golf, Mr. Mackenzie listed as follows:

The Aranomink Golf Club, Berkshire Country Club, Brookline Square Club, Brookside Country Club, Doylestown Country Club, Green Valley Country Club, the Landsdowne Country Club, the Danerck Country Club, Lu Lu Temple Country Club, Overbrook Golf Club, Pennsylvania Golf Club, St. Davids Golf Club, Tavistock Country Club, Treydyfferin Country Club, Torresdale Country Club, Trenton Country Club, Wildwood Country Club, Woodbury Country Club, and Bala Golf Club. The Manufacturers' Club will also be opened during the week for A.A.C.W. members.

The Manufacturers' Club is about three-quarters of an hour's automobile ride from the center of the city. It has one of the finest golf courses in the country, said to be second only to the noted Merion Club, where many championships are held.

There are a number of interesting points about this golf course, which a casual inspection fails to reveal.

In the first place it was built in record time, just as the club itself was organized, and started functioning in such short order as to rather daze those responsible for it.

On August 6, 1923, the contract for the course was let to Tooney & Flynn of Philadelphia, and on Aug. 1, 1924, the course was ready to use. The course was complete down to the last sand box and hole flag. Never before in the history of golf architecture has a really classy 18-hole course been constructed in less than a year.

In designing the course, William S. Flynn, who has laid out many courses in Philadelphia and elsewhere, has followed a general plan that has been pronounced a success at countless clubs. The first tee, ninth green, tenth tee and eighteenth green are within easy reach of the clubhouse, enabling members to start play on either the first or second nines.

From the back tees, the course measures 6453 yards, or long enough to test the player's game even with the present long-flying standard ball. There is a shorter course for women.



After convention—golf. The Manufacturers' Club, new course at Orelands, Pa., is the scene of the 1926 tournament.

Par for the main course is 71 and 67 for the shorter course. The 71 strokes for the championship course is divided into 35 for the outward journey and 36 for the return.

The first fairway dips down sharply from the west wing of the clubhouse. It is 385 yards long, but a well-built drive will carry and roll so far that the par of four is easily obtainable. A bunker has been placed 190 yards from the tee to catch a slight hook. At the bunker, the fairway turns to the left. The green is open for a pitch and run approach with a bunker on the left, and a pit on the right.

Hooks are costly on the second hole, since it follows the right bank of a creek for the greater part of the way to the green. At the limit of the drive, the fairway swings across the creek, with the green just beyond the water. A good drive and a mashie will get home.

The third hole requires a drive across the creek to a fairway that bends only slightly to the right. The hole measures 440 yards from tee to green, necessitating a brassie or midiron approach to the green set at the top of an easy grade against the woods. A pit guards the green on the left, while a sharp slope on the right wards off sliced approaches.

On the fourth hole occurs a meeting with a stretch of woods. The hole is 165 yards long with a tee set well back in the woods, and a green cut out of a hill some distance below. Pulled tee shots will encounter a sand pit on the left and slices a grass bunker on the right.

The fifth fairway slopes away from the tee. If the drive is well to the right an open approach to the green with either midiron or spoon is possible. If the drive wanders to the left, it will run afoul of a bunker. The green just beyond the creek is surrounded on three sides by a grass pit.

On the sixth hole the creek must be crossed again. This hole is 195 yards long, requiring a powerful midiron stroke to get home. The green towers high above the tee. A straight shot will get home without difficulty, but, if a trifle off the line, will come to grief in the pit on the left of the green or hide itself away in the hollow of grass on the right and behind.

The seventh hole is a three-shotter. Trees border both sides of the fairway for the length of the drive. To obtain an open second shot it is necessary to get good length from the tee. Because the hole is only 474 yards long, long hitters can sometimes reach the green in two shots, but this is endangered by a bunker that cuts into the fairway from the right.

For beauty and severity the eighth hole is excelled by none on the course. It traverses on old quarry with the tee close to the western wall, and the green cut into the solid rock that forms the eastern wall. The distance is 112 yards, calling for a half stroke with the mashie or a short mashie-niblick pitch.

The last hole on the outward trip is 469 yards with a par of 5. From the tee atop a bluff south of the creek, the drive crosses the creek to the fairway that climbs sharply upward to the clubhouse.

On the tenth, the drive is very similar to the tee shot in the first hole. The fairway stretches down into the valley across the entrance road, past an old barn and over the creek. Except for the barn, which stymies a player who slices from the tee, there is no difficulty on the drive.

To reach the 11th tee, the creek must be recrossed. This hole is 204 yards, with the green atop a natural plateau, requiring both elevation and length.

Another dog-leg is encountered on the 12th hole, which is 475 yards long, with a par of five. A carry of 200 yards or more from the tee, will afford a player an open second shot around a bend of the fairway to the right. The green is elevated somewhat, with a pit on the right.

The superstitious among A.A.C.W. golfers will find many reasons for explaining the 13th hole. In the first place it is 228 yards long requiring a wood shot from the tee, and a long one at that. To further complicate play, large bunkers have been placed on the left of the green with pits on the right.

If a drive from the 14th tee strays too far to the right, it will be snapped up by a pit 190 yards away. After a drive along the left side of the fairway, a player is left an open approach to the green, but from the right, the approach must carry a deep and forbidding trap. The 15th hole is 438 yards with a par of four.

From the 16th tee the fairway falls away rapidly, an aid to a drive that is straight, but antagonistic towards a slice, because pits are along the right. A quarry also cuts into the fairway. The green is set at the edge of this quarry, with a sand pit on the left of the putting area.

The 17th affords another drive from an elevated tee. A pit has been cut into the right edge of the fairway to penalize slices. The green is beyond the creek, and is guarded by pits on both right and left.

On the finish hole, the drive must again cross the creek. The distance to be carried is 474 yards. The par is five. Beyond the creek the fairway mounts the rapid slope to the clubhouse. A diagonal bunker scars the left side of the fairway just short of the green. The putting area is protected further by a pit on the right and woods on the left.

The entire course will furnish the A.A.C.W. golf fans with an invigorating three-mile hike over the countryside.

TO TEACH FINE PRINTING

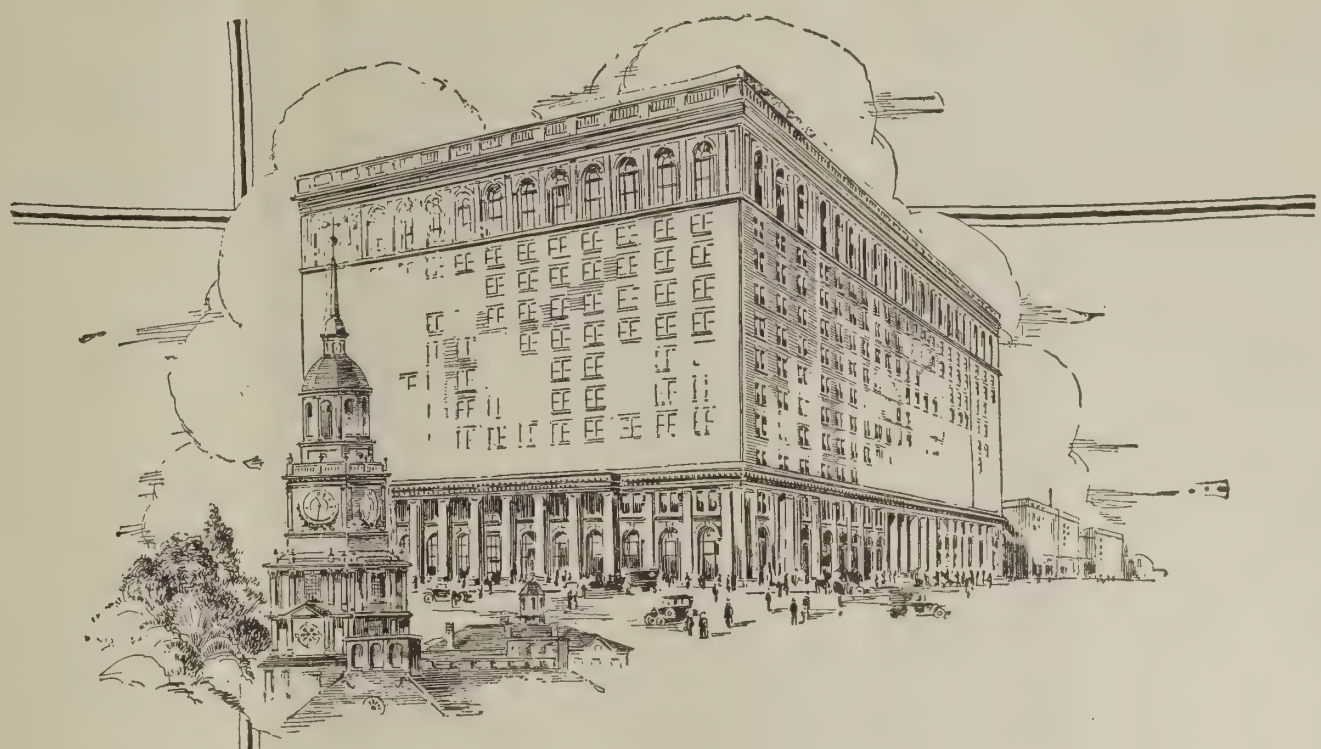
Work Started on U. of Oregon's Journalism Laboratory Building

Ground has been broken at the University of Oregon for a new laboratory building for the school of journalism. It will be used for the study of shop management, printing processes and fine typography.

Classes in fine printing are to be conducted under the general direction of John Henry Nash of San Francisco, a noted producer of fine typography. Newspapers and printers of Oregon have raised a fund to equip this section of the laboratory and the first hand printed edition de luxe will be produced next fall by advanced students in typography. Books produced there will not be for sale but will be distributed to libraries, and to contributors to the fund.

PLACES OF INTEREST IN PHILADELPHIA WHICH ARE OPEN ON SUNDAYS

Independence Hall.
Delaware River Bridge (under construction.)
Broad street subway (under construction.)
Fairmount Park and its buildings.
Zoological Gardens.
Academy of the Fine Arts, Broad and Cherry streets.
Academy of Natural Sciences, Nineteenth and Race streets.
Johnson Art Gallery, 510 South Broad street.
U. S. Navy Yard (if a pass is previously obtained from the captain of the yard).
University of Pennsylvania Museum of Science, Thirty-fourth and Woodland avenue.
Commercial Museum, Thirty-fourth street below Spruce.
Bartram's Garden Park, Fifty-fourth street and Woodland avenue.
Washington Monument, Green street entrance to Fairmount Park.
Smith Memorial Soldiers' and Sailors' Monument, Fairmount Park.



Philadelphia Welcomes the Associated Advertising Clubs of the World

Philadelphia is solidly behind the Poor Richard Club in its endeavor to make the 1926 Convention of the Associated Advertising Clubs of the World a memorable one, and has arranged an elaborate program that will provide against the possibility of a dull moment throughout the entire length of their stay.

The Public Ledger, proud of its close association with the great advertising profession, cordially invites the visiting advertising men to inspect its magnificent new home, in the shadow of historic Independence Hall, and to make the fullest use of its every facility.

PUBLIC LEDGER

INDEPENDENCE SQUARE

PHILADELPHIA

WHERE MODERN RETAIL ADVERTISING WAS BORN

A. A. C. W. Delegates Invited to Reception at John Wanamaker Store, June 22—How Imagination Plus Power of Expression and Purchase of Newspaper Space Aided Great Store's Growth

A VISIT to the birthplace of modern advertising, the John Wanamaker Store, Philadelphia, is on the program for Associated Advertising Clubs of the World delegates for the afternoon of June 22.

Rodman Wanamaker, president, has invited all A. A. C. W. members to a reception and a tour through the famous store that advertising built.

Meeting at the store at 4:30 in the afternoon, June 22, the delegates will be divided into groups and taken through all the various departments from the basement to the roof of the huge building at 13th and Market streets. When the store closes at 5 o'clock, there will be concerts by the store's own employee musical organizations, and exhibition drills by the store's boy and girl cadet corps, numbering 400. The drills will be held in the store's own armory on the ninth floor.

After this, and after the entire building has been inspected, delegates will be served a buffet supper in the eighth floor restaurant.

Executives, who will be on hand to greet delegates, in addition to Mr. Rodman Wanamaker, will be W. R. Nevin, vice-president; Joseph Williams, treasurer; H. S. Conell, advertising manager, and William Dryden, assistant advertising manager.

There will be no speeches. The great store will speak for itself. It will tell of the marvelous power of advertising rightly and honestly used.

John Wanamaker, the store's founder, whose writings are still used in the store's newspaper advertising copy, was the first advertising genius in the retail advertising field.

Advertising, when Mr. Wanamaker started business, was virtually a neglible factor among merchants. He was only 23, when in 1861 with his brother-in-law, Nathan Brown, he opened a men's and boys' clothing business under the name of Wanamaker & Brown in a building called Oak Hall at the southeast corner of Sixth and Market streets, Philadelphia. What he lacked in years and experience, he made up in imagination, and a willingness to risk all to prove his own ideas right or wrong. Bankruptcy within a few months was freely predicted. But young Wanamaker wrote down in his notebook:

"I will allow no one to dissuade me."

He was convinced that if he could get people talking about his store, they would come to his store, and after they had come they would buy. Thus he set about to make the tongues wag.

He plastered the town with posters. He set up huge billboards. His first idea was rather to attract attention, to arouse curiosity, rather than to sell his goods. That would follow inevitably, he reasoned.

Russell H. Conwell, in his book "The Romantic Rise of a Great American," writes as follows about this early advertising:

"On fences, or wherever space could be found, were posters with simply 'W & B' on them in big wood type. Everybody at once inquired of everybody else, what does W. & B. mean?' It soon became known that it stood for the firm at Sixth and Market streets.

"Balloons, 20 feet high, were sent up and a suit of clothes was given free to each person who returned one. Another advertising 'stunt' was carried out, when tallyho coaching was introduced as a pastime for the wealthy. Oak Hall employes, dressed in the height of fashion, were sent out on a fine coach drawn by six horses and, as the tallyho was sounded, they distributed advertising leaflets.

"In addition to these methods, he was advertising as largely as he could afford in the newspapers. Speaking of these first advertising efforts, he said once: 'When this little store (Oak Hall) closed its doors on its first day's business away back in 1861," the sum of $24.67 was found in the old fashioned till under the counter. The sixty-seven cents were left there for making change the next morning, and the $24 were taken out by the founder and spent with the newspapers, which were asked simply to say that the new store was open and doing business and had a good stock of goods useful to the public. He also spent immediately for advertising all the profit from the order for uniforms of the Custom House Guards.

"In addition to the novelty of his advertising, he kept persistently at it. He said once:

"'Continuous advertising, like continuous work, is most effective. If there is any enterprise in the world that a quitter should leave alone, it is advertising. Advertising does not jerk, it pulls. It begins very gently at first, but the pull is steady. It increases day by day, year by year, until it exerts an irresistible power. To discontinue your advertisement is the same thing as taking down your sign. If you want to do business, you must let the public know it. I would as soon think of doing business without clerks as without advertising.'

"Having decided that newspaper advertising was the most profitable, he suddenly took a daring leap and became the most talked-about advertiser in the country. This leap he did not take wildly. He had walked steadily towards it. But when he saw he could take it and that the thing itself was far ahead of anything that had yet been done, he leaped into the full-page advertisement.

"This first full-page advertisement appeared in the *Philadelphia Record* in December, 1879. This, again, was an innovation that startled the business world, for at this time no store had taken so much space for advertising and eventually held to it continuously. Later he startled advertising and newspaper circles by publishing a full page advertisement in the Paris edition of the *New York Herald*. This was especially prepared by a staff of artists and writers in Paris.

"Not only did he attract attention by his methods and his mediums, but the matter published was in itself so interesting that the Wanamaker advertising page became a popular feature of the Philadelphia newspapers. It is no exaggeration to say that many women of the city and suburbs refused to take a daily paper that did not contain the Wanamaker advertisement."

There are some interesting details regarding Wanamaker's early newspaper advertising which are not revealed in Mr. Conwell's book. Mr. Wanamaker's secretary kept an album which contains some specimens of this early advertising. This album is at present on file in the advertising department of the Philadelphia store.

It is very evident that Mr. Wanamaker wanted his advertising to be different. One advertisement for instance, published in a Philadelphia newspaper June 13, 1876, just 50 years ago, ran nine inches in depth, a big advertisement in those days, and set in small type, read in part as follows:

YOU DON'T SAY IT!

You don't say it!

You don't Say it Really? Yes it is an

Actual Fact
Actual Fact

our

FURNISHING DEPARTMENT
FURNISHING DEPARTMENT

FURNISHING DEPARTMENT

has been run down
with customers

WE BOUGHT 600 DOZEN
WE BOUGHT 600 DOZEN
600 DOZEN
600 DOZEN

UNDERWEAR UNDERWEAR
UNDERWEAR UNDERWEAR
UNDERWEAR UNDERWEAR

and now they are nearly all gone.

Down through the nine inches, Mr. Wanamaker talked to his prospective customers in the repetitious way. He wanted to set them talking. He wanted them to remember what he had written.

In his imagination, probably, he heard two housewives talking to each other, like this:

"Well, what do you think, Mrs. Pajinka?

"Why I don't know, what, Mrs. Cadinka?

"Well, what do you think, that Wanamaker's store bought 600 dozen underwear.

"No, you don't say, 600 dozen underwear.

"Yes, really, 600 dozen underwear.

"You dont say it!

"Yes, it's an actual fact.

"Six hundred dozen underwear?

"Yes, 600 dozen underwear, and now they are nearly all gone."

In the same advertisement is a phrase which Mr. Wanamaker wanted to impress on feminine minds, and he repeated it often in the copy. That was "a curiosity for cheapness."

Thus the advertisement informed possible customers that one of the store's buyers had returned from the agents of the works this week, having closed out lines of goods that were opened on Saturday at marvelous bargains to wit: 14 cases assorted summer shirts and drawers,

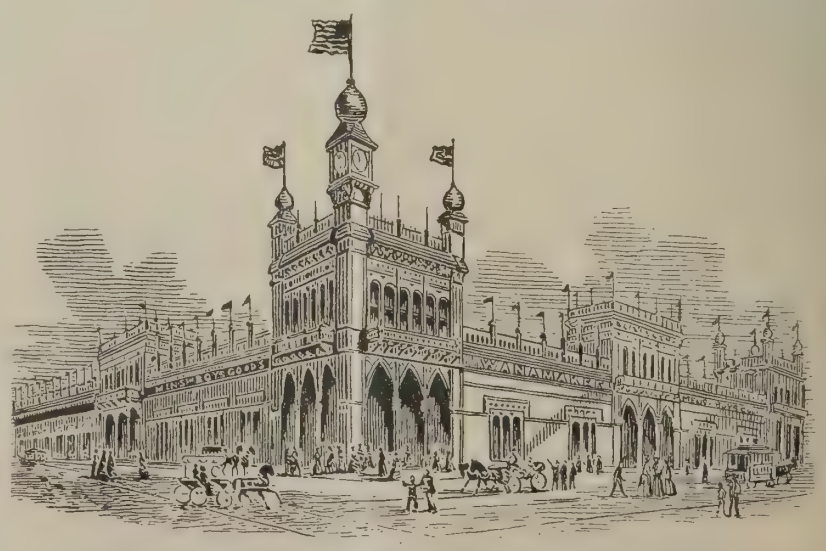
(*Continued on page* 31)



Interior of the Wanamaker store during the Centennial Exhibition at Philadelphia



Original home of the John Wanamaker business, established in 1861. Of the first day's receipts—$24.67—$24 went into newspaper advertising the next day.



Land was less expensive in 1876 and the Wanamaker Emporium expanded in length and width rather than upward. Above is an exterior view of the store of that day.

The

American Scene

UNDER this title we have arranged an exhibition of advertising art and copy prepared by this agency, the same being on view at the home office of Advertising Headquarters, 308 Chestnut Street, Philadelphia.

Please accept this announcement as our very cordial invitation to you to inspect this exhibit at your leisure and convenience when you visit Philadelphia.

N. W. AYER & SON

ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK SAN FRANCISCO
BOSTON CHICAGO

SATISFYING A PUBLIC'S HUNGER FOR DAILY NEWS

Each Day a Relay Race Is Run Through the Largest Pressroom in the World—A Trip Through the Philadelphia Bulletin's Manufacturing Plant

By PHILIP SCHUYLER

IS there a public demand for news? Listen to the roar of any pressroom for an answer. And when you hear the largest pressroom in the world, you will never doubt again.

It was mid-afternoon the other day when I carried that doubt across the plaza near City Hall to the home of the *Philadelphia Bulletin.* I was in time to see the Bulletin's sport's edition made while I walked through the largest press-room in the world.

There I watched an army of men guide giant machines in a race against time, fighting seconds and minutes to put papers into homes to satisfy a public's hunger for its daily news.

What is done daily in that stadium of presses staggers the mind of any man. In much less than the hours of daylight, nearly 28,000,000 pages of news are sped through this one place into 158 trucks to be carried from vantage points by 10,-000 boys into a half a million homes. One stretch of the relay race of news from street to wire to type to mat to press to street to home.

And in the Bulletin's plant another race is under way. What is already mammoth is yet not large enough. Success is racing to keep up with success. Workmen are laying foundations for six more 12 unit presses. There are 104 16-page units now, and when immediate plans are through there will be 130.

The story of both races is told in a walk from the old building under a street to the new, up through five floors and down to truck sheds frowning on three streets.

It is the old pressroom that is being made over now in the second time-defeating race. Presses that in 1908 were the joy of American printers have been scrapped to make way for new. In 1908 a room 80 feet long and 47 feet wide for newspaper press work was amazing. The Bulletin presses to day are 132 feet long, and the room has pushed out the walls of the old building, and has tunneled under street into a seven-story annex nearby.

Experience has taught the American publisher it is cheaper to buy real estate and stretch press units out long, than to follow the old theory of building high. It has been shown that the saving in paper alone buys the extra land. The new system is called the straight-line method and was made possible by the invention of the reel.

Under this method the white paper is fed to the press cylinders for printing from below instead of from above. Each press in the Bulletin's annex uses space on two stories, one for the paper reels and one for the presses.

Walk through the basement reel room of the annex, in the mad roar of an edition on the press. Great spools of white paper are whirling around, unrolling upwards into the presses one flight above. A futurist painting of flashing white against black. The belly of a monster, this basement, 160 feet long and 160 feet wide.

Men on this floor move the paper on trucks along narrow gauge rails to feed the reels. These reels are operated by electric control buttons. Just before one reel runs out, a tender steps forward and marks an untouched roll of paper with glue. He presses a button. The new roll swings slowly forward and is glued to the fast disappearing old. Speed slackens a little to prevent a break but not many seconds are lost in the race with time. A fat fresh roll of paper now speeds upwards to be printed and folded and carried up still another flight without pause to the delivery room on the street level.

Up a flight into the main press room, still beneath the ground. Here are five 12-unit Hoe presses, 132 feet long, each weighing 300 tons. Each press is divided up in such a way as to deliver through four folders four 48-page papers or two 52-page papers simultaneously. On this floor, too, is the electric switch board controlling this factory of presses. Along the length of a city block it stretches, a stable of 3680 electrical horses.

Skip the delivery room for a while, to see how it is fed from above and below at the same time. Pass also the second reel room, much like the one seen before. Once again into the roar of this time four six unit presses. The walls of this room must soon be pushed out over the roof of the bigger room below, in order that more units may be added to the presses.

Above this room are two more floors, where presses will eventually be installed. Now they are being used for paper storage. Big as they are they can only hold enough newsprint to last two days ahead.

So great is a public's demand for news!

And now into the delivery room on the street level, a winding twisting mass of endless belts shunting papers out through doors into the jaws of waiting trucks. Here is the terminal of the printing process and the gateway to the city streets. The white paper has been filled with the world's story and the 58-page paper automatically folded and transferred by electric conveyors to be piled in bundles and tied and marked for delivery miles away. See how fast and sure those hands work, slipping a leather thong about a counted pile of Bulletins.

Outside the door, is the sputter of gasoline motors as one truck, two, three are loaded and swing out into the street to make way for others to be filled. There are four loading platforms, on three sides of the Bulletin Annex, and there is one more platform to receive papers for delivery from the press room in the main building. This last platform is supplied by five octuple presses. At this total of five platforms 50 trucks can stand at a time, backed up against the delivery room doors.

At one platform of the annex is a door which is not the terminus of an endless belt. It is where the ink trucks come and the ink is pumped into tanks to be pushed through pipes to the presses.

While I had thus walked through the largest press room in the world, pausing only while my guide, G. A. Wiedemann, shouted explanations above the din, the sports edition had been finished. The giant presses were still. There was the time and the quiet now necessary for more detailed information.

At 8:30 in the morning, the presses start their work. The first copies are for mailing. With one edition at 11:30 in between, the main edition is begun at 1:44 and by 3:05 is completed. In this hour and twenty minutes the bulk of the paper is printed. Then comes the race to keep up with the news of baseball games and races under way many miles away. Between 4 o'clock and 4:25 the sports edition is printed. The first star final begins at about 5 o'clock and the two star at six. There are many pauses for fudge-lifts.

In speaking of these modern presses, a press capable of producing a 16-page paper is counted as a unit. The 104 press units in the Bulletin plant produce an average of 1,173,000 16-page papers or 391,000 48-page papers an hour. This amazing press capacity means that 39,-100 eight page copies, or 6,517 48-page copies can be turned out every minute.

In June of 1895 William L. McLean, who had been general manager of the *Philadelphia Press,* took over the Evening Bulletin. It then had a circulation of only 5,000. The new owner of this old paper established in 1847 began at once to look far into the future. It is his policy, he has said, to keep 10 years ahead with his production plans.

The one and only old fashioned Bullock press that printed this 5,000 circulation was immediately replaced with a Hoe Quadruple Rotary Perfecting press, capable of producing 48,000 eight-page papers in an hour, a marvelous record in those days. The circulation jumped up in a year to 33,625. By 1908, the Bulletin had eight sextuple presses, and this was so remarkable at that date that Alfred Harmsworth, later Lord Northcliffe, made a special trip from England to see what this man McLean was doing. During the eight following years the press room equipment grew to include thirteen octuples. In 1918, still keeping 10 years ahead, the annex was started. First the basement was finished and filled with presses, then the two upper floors were equipped. The building was finished as it now stands in 1924, but Mr. McLean, still ten years ahead in his race with time, has already ordered more presses from the factory, and has plans drawn for extension of the upper stories of the annex.

Meanwhile that seven-story building rocks each day in the roar of that other race to get more than 500,000 papers spread out over a city of 2,000,000 in 129 square miles laced with narrow streets. These papers must be in subscribers' hands while news is news and advertising valuable to reader and subscriber. So great is a public's demand for news.

104 16-PAGE UNITS IN WORLD'S LARGEST PRESSROOM



View of the *Philadelphia Bulletin's* pressroom, where nearly 28,000,000 pages are printed daily. Immediate plans call for additional installations which will make a total of 130 printing units.

Weird Spanish Censorship

Weird story of the operation of the Spanish censorship was told this week by the Marquis de Valdeiglesias, editor and publisher of *Madrid La Epoca,* who is visiting the United States.

La Epoca was stopped by the board of censorship because a story was published referring to some improvements carried out in Spain, and forgot to name the dictator, Primo de Rivera.

PICK BEST NEVADA PAPERS

Journalism Students Make Award to Weeklies and Dailies

Nevada's most representative newspapers, according to advanced students in Journalism at the University of Nevada, Reno, acting as judges in a statewide contest under the direction of the Nevada State Press association, are:

Weekly—*Fallon Churchill County Eagle.*

Tri-weekly—*Elko Free Press.*

Daily in cities under 10,000—*Ely Times* and *Winnemucca Humboldt Star* (tie).

Daily in cities over 10,000—*Reno Nevada State Journal.*

These newspapers, winners in their respective divisions, will receive prizes offered by the Western Newspaper Union.

Hamilton Resigns in Ft. Wayne

Frank G. Hamilton, advertising manager and vice-president of the *Fort Wayne* (Ind.) *News-Sentinel* has resigned because of poor health and will spend the next few months in traveling. He will continue as vice-president of the company. Mr. Hamilton has been with the News-Sentinel for 15 years.

Offers "Most Useful Citizen" Cup

A "Most Useful Citizen" loving cup is being offered by the *Seattle Post Intelligencer,* which will be awarded yearly to the person living in Seattle deemed most worthy of the honor.

ONE-QUARTER MILLION

Agate Lines

INCREASE

In National Advertising in the
First Five Months of 1926 in the

Pittsburgh Gazette Times

(Morning and Sunday)

and

PITTSBURGH CHRONICLE TELEGRAPH

(Evening Except Sunday)

Sold Singly or Combined

The Answer—It Pays

Thoroughly Cover Fourth Largest Market in America

Evening and Sunday Morning Combined Circulation

270,000

Evening and Morning Combined Circulation

217,000

Chronicle Telegraph (Evening) and Pittsburgh Gazette Times (Sunday) Carry More Automotive Advertising Than Any Other Evening and Sunday Newspaper in Pittsburgh.

E. M. BURKE, Inc.
42nd and Broadway, New York
122 South Michigan Blvd., Chicago
Constitution Bldg., Atlanta, Ga.

URBAN E. DICE
National Advertising Manager
Gazette Square, Pittsburgh, Pa.

R. J. BIDWELL COMPANY
742 Market Street, San Francisco, Cal.
Times Bldg., Los Angeles, Cal.
White-Henry-Stuart Bldg., Seattle, Wash.

AD MEN'S BOSSES PAY THE FARE—YOU CAN WAGER THEY'LL BE THERE

When Sharp Chin Solos Start to Twang You'll Know It's "Over With a Bang"—Four Out of Five Will Come in State; Phillie Will Help Them Celebrate

Written especially for EDITOR & PUBLISHER

By F. D. SCHNITGER

Writer of "Grim's Fairy Tales"—Ledger Syndicate

THE boys and girls who write those cute little fairy stories entitled, "You'll Never Miss the Easy Payments"; "How to Become a Social Lion in Six Easy Lessons on the Saxophone"; "He Loved Her Till She Ordered Chicken Salad," etc., will gather at Philadelphia, June 20th to the 25th for the annual convention of the Associated Advertising Clubs of the World.

There will be plenty of 'em in attendance for these word jugglers can find more reasons for attending a convention than a publisher can for playing golf during business hours.

Trust the discoverers of Halitosis to put the bee on the boss for important expense money. It will be oats for them, and when they come out of the boss's office, whither they have gone to get the official "Okeh," orders on the treasurer will be like pyorrhea—four out of five will have it.

But after the boss has fallen for the annual convention shake-down, like a fat man for a banana peel—what has Philadelphia to offer, in addition to chin solos by world famous advertising men and other sordid business matters? These, after all, are only mere details in the life of a Conventionite. Who ever heard of going to a convention for the purpose of the convention itself? Perish the thought! As well speak of attending high-nose opera for the sake of music.

First and foremost there is the Sesquicentennial. According to old man Webster's son, Noah, "Sesquicentennial" is a fifteen-dollar word meaning—"of or pertaining to a century and a half." It seems that someone with a sardonic sense of humor figured it would be a Wow to pull a street carnival in commemoration of the one hundred and fiftieth anniversary of the signing of the Declaration of Independence, and the consequent alleged independence of America.

Although no one has ever been able to prove it, we Americans know that we are a free country because it says so in the Constitution—and, as one of the French Louis said to the man-in-the-Iron-Mask, you can't laugh THAT off.

As a result of the Sesqui, Philadelphia this year will draw a bigger crowd than an ice wagon in Hades. You really must visit the Sesqui for we are reliably informed that several new riding devices will be introduced and if one is following the advertising profession one must be up on What's What.

Another point of interest is the office occupied by Col. William's good friend and pal—General Smedley Butler during the time he was de-alcoholizing and purifying Philly. As a result of his campaign, the foremost critics have had to revise their list of "The Six Best Hellers" to read something like this—1. General Butler; 2. Mussolini; 3. Kip Rhinelander; 4. Abd-El-Krim; 5. Countess of Cathcart and Moral Turpitude; 6. The Gal who occupied the now famous Bathtub.

Any good bootlegger will be able to direct you to the General's former headquarters which are kept decorated with flowers by the friends of Col. Williams.

Maybe you have heard of a weekly publication nicknamed *The Saturday Evening Pest* sometimes called The Advertising Man's Bible. Considering the fact that it has only been published since about the time George Washington wore short pants, it has built up a very creditable circulation. The plant is located in Philadelphia and, we understand will be open to visiting delegates.

Those with a yen for American history can be kept busier than a mosquito on a wooden leg, for Philadelphia has more places of historical interest than there are dents in Ford fenders. Space forbids enumerating them—but give 'em the inquiring eye.

We have been asked to give a few "Convention Don'ts" as well as the above Do's.

In the light of past experience we would say that the most important one is—Don't try to fill inside straights or three card flushes for even the most elastic expense accounts will sometimes backfire.

Don't believe the guy who tells you it's genuine bottled in bond Scotch—just ask him if he knows any more funny stories.

And finally—Don't fail to come.

Salt Lake City Wants N.E.A. Meet

The Salt Lake City Chamber of Commerce has sent an invitation to the National Editorial Association to hold its 1928 convention in that city. The invitation was written on a giant typewriter and the paper used measured 8½ by 12 feet.

Paper's Correspondents Organize

Correspondents of the *Niagara Falls* (N. Y.) *Gazette,* were guests of the publishers at a dinner and inspection of the plant recently. The correspondents formed an organization with Fred B. Skinner of Medina as president; A. G. Bridge, Stamford, Ont., vice-president; and Mrs. Mabel H. Lewis, Johnson Creek, Secretary.

N. H. Editor Dies on Train

George Kelley, editor of the *Lebanon* (N. H.) *Granite State Free Press,* died June 12, of a heart attack on board the New England Rotary special train bound for the international convention of Rotary Clubs at Denver. Death came as the train was nearing Oakley, Kan.

SALT LAKE CITY DAILY OPENS NEW HOME

Deseret News Celebrates With Housewarming — General Manager Kirkham Master of Ceremonies—Veteran Employes Introduced

The completion of the new home of the *Salt Lake City Deseret News* on Richards street, near the old building, which will be used by departments of the News and the Oregon Short Line Railroad Company was celebrated on the evening of June 7, when more than 300 employes of the paper gathered at the new plant for a housewarming. The entire evening was devoted to the celebration of the completion of the large structure which will house one of the most modern and convenient newspaper plants in the west.

Assistant General Manager James M. Kirkham, was master of ceremonies. Heber J. Grant, publisher of the paper in behalf of the Mormon Church, owners, spoke. A feature of the evening was the introduction by Mr. Kirkham of the veteran employes of the paper. There were several who have been with the paper more than 35 years, one more than 50, one 47.

New 6-Day Paper in Colorado

Under the editorship of Leo H. Bowen, the *Glenwood Springs* (Col.) *Avalanche-Echo* is now being published six days a week, instead of weekly.

Philadelphia's Newest and Fastest Growing Newspaper!

THE Philadelphia Daily News, the most modern newspaper in the third city of the country and unrivalled among tabloids anywhere for newsiness and entertaining, interesting and pictorial features, is still increasing in popularity (circulation) and has reached the heights of advertising power.

The 100,000 mark of circulation probably will have been passed ere this meets your eye for week after week has shown an increase in net paid daily average and the Sesqui has only just begun. Sworn net paid daily average for the week ending May 22, was 82,873.

Advertising in the first year—March 31, 1925, to March 31, 1926—totalled 2,428,291 lines, and it has more than doubled since the second year began.

Eagerness for a live, popular medium in this territory thus is shown to have been supplemented by unstinted approval of the Philadelphia Daily News by advertisers here.

Many national advertisers already have realized that, full of honors among advertisers in its home city, the Philadelphia Daily News cannot be omitted in any campaign that includes Philadelphia.

PHILADELPHIA DAILY NEWS

THE PEOPLE'S PICTORIAL

Fifteenth and Cherry Streets

BEAUTIFUL STORY BEHIND ADVERTISING EXHIBIT OF POOR RICHARD'S SCHOOL

Originated by a "Father" of 129 Boys, Endowed by the Father of One Who Died, the Name George Morris Price Is Becoming Famous in Philadelphia

A "FATHER" of 129 boys and another father of one son who died and an advertising club with nothing to do combine to make a beautiful story behind the George Morris Price School of Advertising and Journalism, the students of which are exhibiting their work next week among other exhibits of the 22nd annual convention of the Associated Advertising Clubs of the World in Philadelphia.



BARTLEY J. DOYLE



MICHAEL PRICE

Bartley Doyle, president of the Keystone Publishing Company, hasn't any children of his own. But he likes to see young boys get along in the world. He has taken a family of 129 sons under his wing. Mr. Doyle is also interested in advertising and in advertising clubs. Some three years ago he was president of the Poor Richard Club of Philadelphia, and responsible for a radical change in that organization.

"See here," he said in effect to the members, "as a hotel our club is all right. We eat here and once in a while we hear some speaker. But that's not my idea of a club. It seems to me rather selfish that we should gather here just to eat and please ourselves. While we are spending our time here, let's accomplish something for others. We're a club that has nothing to do. Let's find something to do."

And Mr. Doyle, with others in the club, went out and organized a small school of advertising and journalism to be taught by Poor Richard members.

A young man named George Morris Price was particularly interested in this seedling school. The first year, when it had fifty members, he was a great help to Mr. Doyle, the principal organizer. Poor Richard's club house was then on Camac street, a quaint little place, with not much room available for teaching young men the fundamentals of advertising and the practical side of the business. But it worked well enough to show that Mr. Doyle's ideals of service were entirely pragmatic.

Not long after the school got under way, Mr. Price went on a trip abroad. He never returned. He was lost overboard one night, while crossing the Mediterranean sea from India.

The father of this young man was Michael Price, president of McNeely & Price, a manufacturing concern. The elder Price had been very proud of his only son, now so suddenly severed from him. He'd always expected his boy would make a name for himself in Philadelphia.

After George's death, he began to think about ways in which he might perpetuate his memory. He considered doing something for Lehigh, his son's University. The thought of the cruel sea was on his mind, and for a while he planned a fund to provide an annual prize for heroism in rescuing lives along the eastern Atlantic shore.

But then he remembered his son's interest in the Poor Richard Club and its advertising school. He began to wonder himself how that school was getting along. George used to mention it a great deal. About this time he had a talk with Mr. Doyle. A $50,000 endowment for the establishment of the George Morris Price School of Advertising and Journalism followed this conversation.

This school last year, now housed in the third floor of the Poor Richard Club's new home, and still operated under its direction, with Mr. Doyle as advisory chairman, had nearly 200 students, who have turned out some really marvelous exhibits of advertising craftsmanship. Its alumni number 100, all of whom are engaged in some form of advertising work.

A two year's course is given by the George Morris Price School for men ranging from 18 to 30 years old, under the supervision of Thomas J. Mulvey, director, and John Lutz, his assistant. A small fee is charged for purchasing books to be used in classes held three evenings a week. A certificate is given on graduation, which helps the bearer considerably in finding employment in Philadelphia agencies. On commencement day a short while ago, a class of 50 was graduated.

The name of George Morris Price is becoming famous in Philadelphia.

"But the demand for the graduates is far in excess of the supply," Mr. Doyle told EDITOR & PUBLISHER this week. "We have three bright, beautifully furnished rooms, but that is not enough. This last year we accepted a class of 150 and turned away nearly 200."

EDITOR & PUBLISHER CALENDAR

June 19-24—Associated Advertising Clubs of the World, 22nd annual convention, Philadelphia.
June 19-26—American Golf Assn. of Advertising Interests, Spring tournament, Cooperstown, N. Y.
June 24-26—Kentucky Press Assn., mid-summer meeting, Pineville, Ky.
June 25-28—New Jersey Press Assn., summer outing, Lake Minnewaska, N. Y.
June 25—New England Associated Press Members, Copely Plaza Hotel, Boston, Mass.
June 28-29—Pennsylvania Newspaper Publishers' Assn., State College, Pa.

WE'RE ALWAYS BUSY—WHY?

AUTOMOBILE PRIZE CAMPAIGNS

Get the Circulation
Get the Money For It
Get It Quickly
Get It Right



Conducted on
THE KENDALL PLAN

We would like to know more of your circulation building methods and charges. Without obligation to us, you may submit details, terms, etc.

Our last Campaign was run _____

Name of paper _____ City _____

By _____ Title _____ State _____

Should we use a Campaign we would want it to start about _____

Eighteen consecutive successful years of "Knowing How." Wire or write for details, references, etc.,

W. S. Kendall Company
104 NORTH BAILEY AVE.
LOUISVILLE, KENTUCKY

At present conducting third campaign within six years upon the WHEELING, W. VA., INTELLIGENCER.

ALLENTOWN, PA.

Make Allentown your test town in Pennsylvania

ALLENTOWN'S large number of retail outlets—over one thousand — allows advertisers to get thorough distribution in this genuinely American city.

The Morning Call's 31,400 circulation gives a complete coverage of the city and trading territory.

The Call carried over ten million lines of advertising during 1925, and the monthly figures this Spring have been breaking all previous records.

Allentown should be on all Pennsylvania lists.

Allentown Morning Call

Story, Brooks & Finley
National Representatives

"Ask us about Advertisers' cooperation"

Annals of the Poor Richard Club

Being a short history of the famous Advertising Club of Philadelphia especially written for Editor & Publisher by a Charter Member and former President.

WILLIAM J. ELDRIDGE



Pleasant face of famous old Poor Richard club, host to Associated Advertising Clubs for second time in 10 years

BENJAMIN FRANKLIN was born January 17, 1706. Just two centuries and one month later—February 16, 1906, there was an informal gathering of men interested in advertising who met in the Bellevue-Stratford Hotel in Philadelphia and discussed the need and possibility of organizing a club that should represent the interests of advertising. The need of such a club was recognized, the possibility was questioned, but it was decided to call a meeting of leaders in this field as buyers, sellers and makers of advertising.

To this end some 50 invitations were issued to the advertising managers of prominent business houses recognized as users of publicity, to leading advertising agencies, to writers and publishers, to meet at the Board of Trade room in the Bourse Building on March 15.

About 20 men responded to this invitation. Charles E. Roberts of Lippincott's Magazine was called to the chair and after some discussion a committee of five was appointed to present plans for a permanent organization.

The committee appointed consisted of Clarence K. Arnold of the Arnold & Dyer Advertising Agency, W. M. Ostrander, well-known real estate man and promoter; William Percy Mills of the *Evening Bulletin,* John C. van Haagan, advertising agency, and Mr. Joseph H. Appel, advertising manager of John Wanamaker's.

The committee soon submitted a plan embodying the formation of a club to be known as THE POOR RICHARD CLUB, using the well-known pen-name of Bejamin Franklin and commemorating him as the Father of Advertising. Thus was born just two centuries and two months after the advent of the first Poor Richard a second that has sought to honor his memory and carry into effect the high and sterling business ethics for which he stood.

It was decided to limit the membership to seventy-five or at the most eighty. The annual dues were fixed at ten dollars for resident members and five dollars for non-resident. Further regulations were adopted as to officers committees and meetings, and an annual dinner or banquet was decided upon as a fixed event.

The Poor Richard Club thus organized was fortunate in enlisting the interest of Thomas Martindale, a well-known business man, prominent in civic affairs and a true disciple of advertising. He accepted the presidency of the club and immediately plunged into an active promotion of its purposes.

From the first the Club has been noted for its social activities. The first event of this kind was a shad dinner held at Washington Park on the Delaware River on the evening of May 1, 1906. Twenty-two members were present and addresses were made by members of the club including Thomas A. Daly, the well known humorist and poet, who had just been elected to the presidency of the American Press Humorists, a national organization.

The Poor Richard Club tendered a dinner to the American Press Humorists at Belmont Mansion in Fairmount Park on June 8, in recognition of the honor confered on its fellow member, "Tom" Daly.

At this dinner there were about 110 present. On June 22, 1906, the club adopted a constitution and by-laws, in which the objects of the club were specifically set forth as follows:

(1.) The scientific study of advertising in a sincere endeavor to promote its best interests.

(2.) The widening and amalgamation of advertising circles, bringing them into a closer and better understood relationship.

For the official management of the club an executive committee of nine was provided. By way of entertainment a formal banquet was to be held at the time of the annual meeting in November and a literary and social meeting was to be held monthly from December to March "at which papers on advertising topics" were to be read, to be followed by a general discussion and informal supper.

The first annual banquet of the Poor Richard Club, the forerunner of the many brilliant annual events that have followed, was held in the Bellevue-Stratford on the evening of November 27, 1906. Mr. Martindale, who had been re-elected at the annual business meeting to serve for another year as President, was toastmaster. The affair was a brilliant success although it lacked the "stunt" features and frolic that have distinguished subsequent banquets. The speeches were largely indicative of the purposes for which the club was organized and prophetic of what the club could become if those purposes were honestly carried out.

The great need of the club was felt to be a permanent place of abode. Meetings were held from time to time in various restaurants and the new born infant was much like a foundling on the doorstep. A committee headed by Clarence K. Arnold was appointed to devise some means by which a club house could be secured, and after some search finally located at 239 South Camac Street. Several other clubs on this street have caused it to be called "The Street of Little Clubs."

The property, an old-fashioned dwelling of two stories and a half, was purchased at a cost of $4,500, and alterations to suit the purposes of the club, together with furnishings made a total cost of about $10,000.

The purchase was financed by each of the seventy-five members purchasing a bond for $100, the balance being cared for by mortgage.

As a property owner the club was under the necessity of incorporating, and a charter was granted, dated July 23, 1907. The charter members were Clarence K. Arnold, Thomas Martindale, J. W. Morton, Jr., Richard A. Foley, Wm. C. Supplee and the following Directors whose names appear on the document: Clarence K. Arnold, Joseph H. Appel, Henry Ferris, H. C. Gara, Charles Westing, W. J. Eldridge, David T. Fleisher, B. J. Wasserman, Louis J. Kolb, W. Percy Mills, secretary and J. W. Morton, Jr., treasurer. The purpose of the club was declared to be: "to foster, protect and promote the welfare and interest of persons engaged in the trade and business of buying and selling advertising space in, and advertising matter for, periodicals and publications of any character, and of producing advertising matter, and for the protection and encouragement of such trade and commerce by combining the intelligence and influence of members against impositions and fraud, as experience may from time to time dictate, by bringing about greater uniformity and certainty in business connections and by establishing closer ties of business association among the members, including the establishment and maintenance of a club house for the above purposes."

The new home was formally opened November 18, 1907, and the event was proudly heralded as the first advertising club in the country that owned its own club house.

There were many difficulties encountered by the club in its management of its new responsibilities. The endeavor to

We Have an Interesting Story to Tell

Concerning the Jewish population of 250,000 in Philadelphia which constitutes one of the largest and richest markets for every type of product.

THE JEWISH WORLD

The Only Jewish Daily Printed in Philadelphia

Plant and General Offices: 223-25 S. 5th Street

Full Merchandising Co-operation

manage a dining room with a three course meal at 35 cents a cover with a Japanese chef and a Japanese waiter plunged the exchequer into a deficit that made a speedy change necessary. The yellow peril was disposed of and Godfrey Brown, a genial African, succeeded him, and for several years satisfied the appetites of the hungry Poor Richardites without seriously embarrassing the treasurer.

The long dining table was a pleasant gathering place for the members at lunch time although the attendance, owing to the limited membership, was necessarily small. However, there were frequent visits from prominent persons and the quaint little club house entertained many visitors of high repute in literature, business, politics, travel, etc.

The second annual banquet was held on January 17, 1908, as it had been decided that this annual event should celebrate the birthday of its Patron Saint, and it has been held regularly at that time every year since except when the 17th falls on Sunday.

For several years the special feature of the annual banquets was the speech-making and on some occasions there have been as many as eight speakers. We cannot undertake to name the many prominent personages who have honored Poor Richard on these occasions. Whether the club has gained or lost in turning these Anniversaries over entirely to entertainment and hilarity may be a debatable question, but the attendance has grown so large that it is difficult for a speaker to hold the attention of the audience, and as the demand for seats exceeds the supply it may be assumed that the participants are satisfied.

Much credit is due to the untiring and unselfish and at the same time self-sacrificing labor that the committee-men put into these occasions, and the ingenuity and ability displayed could be capitalized profitably if directed in other channels. This, however, is largely the Spirit of Poor Richard. There seems to be a wonderful degree of well directed energy expended in the most unselfish spirit imaginable.

The Poor Richard Club was early affiliated with the Associated Advertising Clubs of the World, and delegates attended most of the conventions as held from year to year. A special delegation to the Chicago convention succeeded in capturing the convention for 1916 for Philadelphia. This was considered a great honor although it meant untold responsibility and labor for the active members of the club.

In view of the increasing activities of and interest in the club and the overcrowded condition of the dining room on special occasions, the capacity of the club house was doubled by the purchase of the adjoining property No. 241, the ceremonial "breaking in" being solemnly performed by President Robert H. Durbin on July 1, 1915. The membership at this time was increased to 150.

The management, financing and entertaining of the convention, June 25 to 30, 1916 were admirably cared for under the chairmanship of Rowe Stewart and involved all the members of his committee, with many volunteers, in almost unbelievable labor. The wonderful success of this most spectacular of all the conventions of the A. A. C. of W. but emphasizes the loyalty of Poor Richard to the spirit of its traditions.

The first number of *Poor Richard Club Almanack* was published in November 1912, and as indicated in the title was to be "Published when the Spirit moves." It was printed in colonial style type on a single sheet of blue hand craft paper "made at the Matthews mill just outside of Philadelphia in the year 1836" and presented to the club by Grant Megargee.

The Almanack has appeared with more or less frequency since this first issue, and has assumed different forms and sizes from time to time. It is the medium of the interchange of thought and the communication of news and notices to the members and is now published regularly every month.

For several years a school of advertising was conducted by a few of the club members and classes of young men and women eager to become proficient in this line met at the club house for instruction. The size of these classes and the possibilities of development were handicapped by lack of room, and in 1923 the question of a larger building was agitated.

A most agreeable impetus was given to this movement when Michael G. Price placed $50,000 as an endowment in the charge of Poor Richard Club for the establishment of a Memorial to his son who was formerly a member of the club and much interested in it. On a trip to the Mediterranean he had been lost at sea and Mr. Price desired that the Charles Morris Price School of Advertising and Journalism should be managed by the club.

In order to suitably house and furnish the school the splendid property at 1319 Locust Street was purchased and altered, furnished and decorated so that today Poor Richard Club boasts one of the finest and most luxurious homes with two comfortably equipped school rooms. The financing of this $250,000 Club House required an enlargement of the membership which has been increased to 750 active and 250 non-resident members.

The club is at this writing busy in arranging for the convention of the Associated Advertising Clubs of the World.

The membership of Poor Richard Club has always graded high. Most of the large industrial, financial and commercial houses are represented by their principals, and the newspapers and advertising agencies are members.

Besides the School for Advertising, Poor Richard has sponsored the Junior Advertising Club encouraging young men to associate for similar purposes. The Women's Advertising Club also acknowledges the co-operation of the older organization.

The President whose term expires June 30 is Howard C. Story. The newly elected officers for 1926-1927 will be installed July 1, are as follows: Morton Gibbons-Neff, President; James P. Henry, Vice-President; Edward S. Paret, Treasurer; A. King Aitkin, 1st Vice-President, and George E. Loane, Secretary.

Directors—Theo. E. Ash, John A. Lutz, Lee E. Hood, Charles L. Asam, Rowe Stewart, Harry L. Appleton, Walter P. Dilg, J. B. Mackenzie and Charles Paist, Jr.

SOME PLACES OF WORSHIP IN CENTRAL PHILADELPHIA

Baptist—17th and Sansom streets.
Christian Science—Academy of Music.
Congreational—18th and Greene streets.
Ethical Culture—1324 Spruce street.
Friends—15th and Race streets.
Protestant Episcopal—13th and Spruce streets.
Hebrew, Broad and Green streets.
Lutheran—21st and Chestnut streets.
Methodist Episcopal—Broad and Arch streets.
Presbyterian—Broad and Spruce.
Roman Catholic—13th and Market streets.

LONG ISLAND PRESS TO MEET

Annual Convention Scheduled for Rockaway Beach, June 21

The annual meeting of the Long Island Press Association will be held at Rockaway Beach, Monday, June 21.

The morning session will be a business meeting at which the publishers will discuss advertising rates and various methods of promotion.

In the afternoon members will be guests of the Chamber of Commerce of The Rockaways at a shore dinner. The program for the remainder of the afternoon includes an automobile tour of The Rockaways, visits to the various amusement places at Rockaway Beach, and a theater party in the evening.

THE LARGEST MORNING DAILY CIRCULATION IN PENNSYLVANIA OUTSIDE OF PHILADELPHIA AND PITTSBURGH

* * *

SCRANTON REPUBLICAN

TO adequately cover the rich Northeastern Pennsylvania market, you need the greater selling power of the Scranton Republican, the largest daily morning circulation in Pennsylvania, outside of Philadelphia and Pittsburg, 90% of which is home delivered.

Statistics tell you that the women of the Nation buy 85% of its living necessities and luxuries. The Republican with its splendid daily features of interest to women, and its great Home Delivered Circulation is without a question, the woman's preferred newspaper in Scranton and immediate trading area.

That morning newspapers are wielding an increasingly superior selling power is proven by the new morning newspapers that have come into existence in the country during the past year, with a corresponding decrease in evening publications.

Tell your story in the Scranton Republican and reach the people who make up the bulk of the buying power in the great Northeastern Pennsylvania Market.

34,650 Net Paid Circulation

* * *

Special Representative

Paul Block

New York Chicago Detroit Boston Philadelphia

AN INVESTMENT IN COLOR AND MOTOR TRUCKS

Col. James Elverson, Jr., Philadelphia Inquirer, Starts to Build New Plant to House Color-Gravure Presses and Garage—Story of Paper's Growth Romantic Chapter in Newspaper History

By PHILIP SCHUYLER

EDITOR & PUBLISHER *herewith present first of two articles on the history of the Philadelphia Inquirer and its publisher Col. James Elverson, Jr., a venturesome, far-seeing newspaper maker.*

Next week's article will be entitled: "WHEN A PUBLISHER MAKES HIS PLANT HIS HOME," and will tell hitherto unpublished details of the $10,000,000 *Inquirer plant, which incorporates so many unique ideas that it is being continually visited and studied by newspaper engineers from all over the world.*

"THE *Philadelphia Inquirer* is going to grow."

If that is mere boasting, Col. James Elverson, Jr., is foolishly risking some of his millions on empty vanity.

But Col. Elverson isn't that kind. He is a practical, thorough hard-working publisher, splendidly schooled by a father who made nothing into a fortune in the same business now continued by his son.

His confidence in the future expansion of the Inquirer, therefor, may well be eliminated from the sphere of speculation and put probably in the class of canny investment.

Col. Elverson, whose $10,000,000 newspaper plant, not quite a year old, is one of the show places of the newspaper publishing world, started this week to tear down and rebuild a foundry across the street from the present plant to construct an auxiliary three-story color-gravure printing shop and a two-story garage.

In other words, the Inquirer's helmsman is investing in color and motor trucks,—two unrelated stocks, which today are considered gilt edged securities for newspaper futures by those who look beyond their noses and are a little too shrewd to take a flyer just yet on airplanes for newspaper distribution.

Col. Elverson is among pioneers as far as color-gravure is concerned. He is slightly behind the race in newspaper transportation.

A color-gravure press manufactured by the Tiefdruck Syndikat, Berlin, has been ordered and should be in Philadelphia ready for installation Sept. 1. Many of these presses are in operation in this country today, but only three are being used for newspaper work, although the claim is they reproduce pictures in color at almost the same high speed as the old-line black and white. In addition to the Tiefdruck, the new Inquirer annex will house two Hoe rotogravure presses.

Motor cars are being used by newspapers for long hauls as never before. This is because of boosts in second class mail and baggage rates. The Inquirer is waking up to what has been done already in other large cities, notably in Detroit by the News, and in Indianapolis by the News, in the use of trucks for newspaper delivery to outlying territories. James L. Young, the Inquirer's circulation manager, has now built up 18 long-distance routes, but that is just a thin sprinkle to what he will eventually accomplish. Newspapers are acting on hippodrome stages today, and the paper that wins the big circulation applause seems to be the one that gets out farthest with complete editions in the shortest length of time.

The base for Mr. Young's expected increased motor fleet and also the three new presses will occupy space measuring 305 by 115 feet, with an area of 35,000 square feet.

When the plans were first drawn for the Inquirer's monumental home on Broad street, the foundry across the way was purchased for the purpose of the annex now being built. This, however, is the first general announcement of that fact. There is still room in the main pressroom, but the management is saving that space for additions to the paper's black and white battery.

Because, you see, "the Philadelphia Inquirer is going to grow." And repetition of this assertion, made by H. E. Blackman, Col. Elverson's right-hand man, brings me back to the story of the paper's growth, a story forming a romantic chapter in American newspaper history. Mr. Blackman has been associated with the Inquirer for 36 years and knows the chapter by heart. Since the colonel himself is in Europe now, Mr. Blackman told it to EDITOR & PUBLISHER this week.

Although the Inquirer's first number was printed June 29, 1829, with a hip-hurrah editorial manifesto that would make even a California or Florida booster sick with envy, it didn't become one of Pennsylvania's outstanding newspaper successes until the elder James Elverson bought control in 1890. It had been somewhat fickle about its field in the early days, jumping from morning to evening back to morning. Jesper Harding, a practical printer, was one of its early publishers, and the imaginative may find a relationship between him and the late President.



Col. James Elverson, Jr.

In 1840, the Inquirer accomplished its first real stroke of enterprise. Charles Dickens was the novelist of the day, and the Inquirer made a bid for and obtained the first American rights for exclusive publication of "Barnaby Rudge" and "Master Humphrey's Clock." The harnessing of English writers to pull American newspapers along is common enough practice today, but it was new then and gave old leaders in the field quite a bump. Moreover the Inquirer permitted Dickens to set his own price, an unheard of procedure at the time.

As the Inquirer today is investing in color and automobiles, the big early investments made by James Elverson, Sr., when he bought the paper were in political reform and classified advertising promotion.

Mr. Elverson, Sr., had got his first taste of American politics during the Civil War. He had come to this country from England a young man with plenty of ambition and not much else. He had an uncle in the shoe manufacturing business in Newark, N. J., and went to work for him. He soon tired of this way of making a livelihood and like the late Frank Munsey, studied the great marvel of the day, and became a telegrapher. When North and South fought he had become so expert in his chosen field, that he was appointed official telegrapher for Secretary Seward, war minister of Lincoln's cabinet. Decoding private messages for this important cabinet minister was one way of getting inside information on political matters and at least an interest in how the government was being run.

After the Civil War, Mr. Elverson returned from Washington to Philadelphia and purchased the *Philadelphia Call*, a daily newspaper. Out of this paper grew from Mr. Elverson's cultivation two weekly story papers which rolled up enormous circulations. They were *Golden Days* for boys and girls, and the *Saturday Night* for their parents. These very successful publications laid the foundation for the wealth which enabled Mr. Elverson to purchase the dying Inquirer, put it on its feet, and by entering the political reform movement of the 1890's build up the "Republican Bible" of Pennsylvania. The Inquirer had much to do with smashing the Cleveland Democratic era, and the part played by the paper made its publisher an important figure in the Republican party of Pennsylvania.

The Inquirer is still staunchly Republican, but has lately been showing a strong independent face against "gang" politics in the Keystone state. And even the other day it took a crack editorially at President Coolidge, calling him down for his refusal to spend two days in Philadelphia around July 4 for dedication of the Sesqui-Centennial.

Before becoming the Bible of the Republican party, the Inquirer became the Bible of the unemployed. Mr. Elverson Sr., believed classified advertising was news, and after he purchased the Inquirer, he took particular pains to build up that department of his paper.

The basic need in a man's life is that he have a job, Mr. Elverson reasoned. The economic structure of the nation is dependent upon steady employment. "Situations Wanted" and "Help Wanted" advertisements sell papers as well as being a public service, in the opinion of the elder Elverson, and, for a while, when he first gained control of the Inquirer, he gave away space to those out of work who cared to call up his paper and ask for it. That promotion stunt worked well for Mr. Elverson, and his son today believes so strongly in the circulation building and holding power of the agate set page that the line rate charged for situations wanted is still kept very low. In fact, there's very little margin between the cost or printing and the price charged for insertions in this classification on the Inquirer's classified pages.

Upon entering the daily's big new building, the first thing one sees is the receiving end of the Inquirer's classified department, managed by W. D. K. Shelmaire, a veteran in Mr. Elverson's service. The counter for transaction of general transient business bristles with pneumatic order tubes. At the rear is a mezzanine balcony, where an army of girls is employed throughout the day receiving want ads over Bell telephone lines. Below on the main floor, a similar staff of want ad operators are similarly employed in taking from the direct wires, want ads over the Keystone telephone lines.

And this one department and its efficiency is the keynote of the arrangement of the entire Elverson building, erected by a publisher's son in memory of his publisher father. The Elverson building occupies an entire city square, with a frontage of 166 feet on Broad street, and a rear measurement of 192 feet on 15th street, and a depth of 396 feet on Callowhill street and Pennsylvania avenue.

Work was begun on the Elverson Building in July, 1923, and so rapid was the progress of construction and so carefully had plans been prepared that the building was occupied a scant two years later. The first edition of the Philadelphia Inquirer to be printed in the new building was that of July 13, 1925.

WHERE RETAIL ADVERTISING WAS BORN

(*Continued from page 22*)



The Wanamaker Philadelphia store of today

25, 35, 40, 50 cents each. They are a curiosity for cheapness.

Then the copy went into detailed description of the different priced shirts and drawers, repeating the phrase about every other line.

The year 1879 is given as the date when the Wanamaker "news style" advertising was introduced. But the fact that this advertisement in 1876 gives the unmistakable news of the return of one of the buyers from the wholesalers with a supply of underwear, would seem to warrant the assertion that the date could be set much earlier.

Files of Philadelphia newspapers during the Civil War disclose the fact, not generally known, that Wanamaker publicity in those days was partly in the form of verse.

The little store in Oak Hall prospered. John Wanamaker wanted more space. He bought the old Pennsylvania freight depot on the corner of 13th street. This was in 1875.

"That green John Wanamaker is crazy," other Philadelphia merchants said.

The depot was a long way from the center of town and was considered far too large to be used as a retail store. Mr. Wanamaker got people to know where the spot was by getting behind a project to bring Moody and Sankey, the revivalists, to Philadelphia.

He gave them the use of the building for three months for a compensation of $1.

In May, 1876, the year of the Centennial, Mr. Wanamaker's made-over freight station was opened and named the "Grand Depot," and thousands of Philadelphians crowded in to see and buy. Only a few thought the store would succeed, the majority gave it a year to continue. But the store did succeed, and advertising was Wanamaker's greatest aid.

The same pessimists were about when Mr. Wanamaker bought the old A. T. Stewart store in New York in 1896. It was too far down town, they said.

It would be idle to declare that advertising was solely responsible for the conquering progress of this great business. Quality merchandise, fair dealing, willingness to do the new thing—all have been basic. But it is true that without advertising all the rest would have been useless.

John Wanamaker's vivid imagination and activity were responsible for so many retail innovations, that it would be impossible to list them all and describe them in this article. He was the first merchant to conduct a department store in the modern sense of the word. His was the first store to transmit and receive Marconi telegrams. His was the first store to operate a radio broadcasting station. And this is only a few.

The present advertising staff has been set a remarkable record to live up to.

Today, Wanamaker's stores in New York and Philadelphia, are investing more than a million dollars a year in advertising.

The present executives believe with the founder of the stores, who once said:

"A certain farmer's last advice to his son was, 'don't spend money recklessly—except for fertilizers.' Advertising is the fertilizer of business—don't be afraid to use it liberally."

Colorado Newspaper Organs Merge

Consolidation of the *Colorado Editor* with the *Inter-Mountain Press* was effected with the issue of June 1. The Inter-Mountain Press, edited by George Haubrich, had been for a number of years a magazine devoted to the interests of Rocky Mountain newspaper publishers. The Colorado Editor is the official organ of the Colorado Editorial Association and is published monthly. It is edited and managed by Edwin A. Bemis, secretary and field manager of the association.

Air-Mail Field Named for Daily

Denver's new air-mail field, which places the city on a trans-continental air line, has been named the *Denver Post* Airdrome in recognition of the part played by that newspaper in making it possible for Denver and Colorado to have air-mail service.

CURTIS NAMES EIGHT FAVORITE AD WRITERS

(*Continued from page 19*)

In many ways Mr. Curtis had shown that he was keenly interested in his newspapers. What were his other chief interests? Again I became the nosey reporter and asked. Was he interested in politics? He most certainly was not.

"When I bought the Philadelphia North American," he said, "a paper printed my picture on the front page, and said I had bought it, because I wanted to become Senator. That was ridiculous, of course.

"Why I wouldn't be President of the United States, if I was paid a $1,000,000 a minute for it—no not if it was handed to me on a silver platter. I have told this to some people, and they have said, 'But wouldn't you accept it if it was plainly your duty, if there was a crisis and you were just the man to meet it?' And I enswered 'Applesauce.' I wouldn't fill the bill.

"I can't understand why people get into politics. I asked Mr. Taft once why he was interested in it. He said he didn't know, it was just in his blood, he thought, and he couldn't help it. It's not in my blood, thank goodness, and I can help it.

"If I have ambition or vanity, and every man has," Mr. Curtis concluded, "it is that I want to be the biggest thing I can in my own line—which is publishing."

(*Finish the trip to Lyndon with Cyrus H. K. Curtis in the next article to appear in next week's issue of* Editor & Publisher.

Not Content to Just "Sit Pretty"

Here's a Newspaper in an independent trade area—and one of the most important in Pennsylvania—that for almost 75 years has dominated the field. Today this paper gives *FULL COVERAGE* to advertisers—has the lowest proportionate rate—carries the most news and the most advertising.

But— no efforts are being spared in an endeavor to maintain THE JOHNSTOWN TRIBUNE in the fullest confidence of its Public. News columns—always well up-to-the-minute — eliminate the sensational—and its Staff ever remembers that THE TRIBUNE is a "Home Paper."

A strict censorship of its advertising columns continues as a safeguard for its 160,000 readers who *Know* and *Appreciate.*

Circulation — Now Over 32,000 Net Paid — Steadily Increases without the aid of Premiums, Campaigns or Contests.

The Johnstown Tribune is a *Going*, Growing Newspaper. It Couldn't be Satisfied to Just Sit Pretty.

In Johnstown and Its Trade Territory

It's The Tribune—Everywhere

PHILADELPHIA HAS BEEN "MOTHER OF MAGAZINES"

First American Magazines Published by Andrew Bradford and Benjamin Franklin Appeared There in 1741—Since Then City Has Been Home of Scores of Important Publications

By JAMES MELVIN LEE

Director, Department of Journalism, New York University and Author of "History of American Journalism," etc.

THE honor of being the "Mother of Magazines" unquestionably belongs to the city of Philadelphia. That city in January, 1741, brought forth the first American magazine, to be exact, twins—*The American Magazine* printed by Andrew Bradford and *The General Magazine* printed by Benjamin Franklin. To decide which of the two is entitled to the credit of being first is as hard as answering the question, "Which is the mother, the hen that laid the egg or the hen that hatched the chick?"

Benjamin Franklin, publisher of *The Pennsylvania Gazette* and postmaster of Philadelphia was unquestionably the father of the idea of printing an American magazine. Unfortunately he talked the matter over with John Webbe who was to get together the literary material. The latter taking Franklin's idea, went over to Andrew Bradford, publisher of the *American Mercury,* with whom arrangements were made for printing the magazine. Franklin, having seen his idea of a Philadelphia newspaper stolen from him by Samuel Keimer, determined that in the printing of the magazine he would be first in the field. He was; but Bradford was the first with a published announcement in the Mercury. Franklin followed with a standing advertisement in his Pennsylvania Gazette.

This standing ad is reproduced in one of the cuts used to illustrate my article on the newspapers of Philadelphia. The story is thus told in the concluding paragraph of the advertisement:

This MAGAZINE, in Imitation of those in England, was long since projected; a Correspondence is settled with Intelligent Men in most of the Colonies, and small Types are procured, for carrying it on in the best Manner. It would not, indeed, have been published quite so soon, were it not that a Person, to whom the Scheme was communicated in Confidence, has thought fit to advertise it in The Mercury, without our Participation; and, probably, with a View, by Starting before us, to discourage us from prosecuting our first Design, and reap the Advantage of it wholly to himself. We shall endeavour, however, by executing our Plan with Care, Diligence and Impartiality, and by Printing the Work neatly and correctly, to deserve a Share of the Publick Favour; —But we desire no Subscriptions. We shall publish the Books at our own Expence, and risque the Sale of them; which Method, we suppose, will be most agreeable to our Readers, as they will then be at Liberty to buy only what they like; and we shall be under a constant Necessity of endeavouring to make every particular Pamphlet worth their Money. Each Magazine shall contain four Sheets, of common sized Paper, in a small Character: Price *Six Pence Sterling,* or *Nine Pence Pennsylvania* Money; with considerable allowance to Chapmen who take Quantities. To be printed and Sold by B. FRANKLIN in *Philadelphia.*

The life of both magazines was short. Bradford brought out only three issues and Franklin printed but six. That Franklin's was the more important is shown by the files that have been preserved. The files of Bradford's American Magazine are found in the John Carter Brown Library at Providence, R. I., the Library of Congress at Washington, and The New York Historical Society. Files of Franklin's magazines, however, are found in The American Antiquarian Society at Worcester, The Boston Public Library, the Library of Harvard College, the Library of Yale College, the Library of Congress, the Library Company of Pennsylvania, the Historical Society of Pennsylvania, and the New York Public Library.

The Bradford family has already been mentioned in the article on newspapers. William Bradford, a grandson of New York's first newspaper publisher and the nephew of Andrew Bradford, was the next magazine publisher in Philadelphia. In October, 1757, he brought out the first number of *The American Magazine and Monthly Chronicle for the British Colonies.* Its editorial policy was to support the cause of the Crown against France. Illustrations again show the last page of the issue for December, 1757, and the cover for January, 1758. The editorial "hot air page" instead of being in the front was the last page. To be exact the editorial blurb was often limited to a half page.

The cover is interesting because it contrasts the treatment of the Indian by the French and by the English. In the cut on the cover an Indian is shown in the center. On the left there appears an Englishman reading from the Bible and holding under his arm a roll of woven cloth, doubtless intended to dramatize civilized dress. On the right stands a Frenchman who offers to the Indian a tomahawk and a purse of gold.

This magazine printed by William Bradford lasted just one year and was edited by the Reverend William Smith, the first Provost of the University of Pennsylvania. It had many distinguished contributors, including Francis Hopkinson already introduced to readers of this issue of EDITOR & PUBLISHER, page 14.

In the July and August issue of 1758 appeared the letters by James Logan to establish Thomas Godfrey's claim of being the inventor of "Hadley's Quadrant." Godfrey was a great friend of Franklin: in fact, he once boarded in the latter's house on High Street. He accidentally discovered the principle upon which the famous quadrant is made while working for Logan. In allowing a test of the instrument to be made at sea by an acquaintance he permitted it to be brought to Hadley's attention.

When the articles in The American Magazine were brought to the attention of the Royal Society of England that society handed down the decision that honors of the invention should be divided between Godfrey and Hadley and sent to the former, by way of award, household goods to the value of two hundred dollars. Yet the quadrant continued to bear Hadley's name. The issue of *The Freeman's Journal,* reproduced on another page, has in its first column a story about a number of Philadelphia Whigs who recalled the articles in the American Magazine and who sought to get justice for Godfrey. It will be noticed that this article in The Freeman's Journal requested publishers of newspapers in England to reprint the item—something they did not do—and so the quadrant still bears Hadley's name, though its real inventor was Godfrey.

Ten years later another magazine of the same name appeared in Philadelphia. It began in January, 1769, and lasted until September; its printers were William and Thomas Bradford and its editor was Louis Nichola. Nichola was connected with The American Philosophical Society of which Benjamin Franklin was president. In a certain sense, it was the official organ of that society. The price of the magazine was thirteen shillings—Pennsylvania currency. I may say that I have not mentioned the prices of other magazines because they are printed on the covers reproduced.

Three other Philadelphia periodicals of the eighteenth century ought to be noted a little in detail. The first of these *The Pennsylvania Magazine* was started in January, 1775, by R. Aitken, a printer and bookseller who had his place of business opposite the London Coffee-House on Front Street. Its editor was none other than Thomas Paine who came with letters of introduction from Franklin and who was hired at the munificent salary of twenty-five pounds a year. Hopkinson was again one of the regular contributors.

For two reasons Paine's magazine deserves distinction: it was the first to last more than a year and it was the first to illustrate its pages. The cuts used in the regular department, "Monthly Intelligence," are of great historical value because they illustrated military campaigns. Paine was of course the life of the magazine which ceased publication in July, 1776, because of war conditions.

Francis Bailey, best known as the publisher of The Freeman's Journal, had the courage to start *The United States Magazine* in January, 1779. It lasted for one year and was edited by Hugh H. Brackenridge, a classmate of Philip Freneau at Princeton and joint author with him of a commencement poem, "The Rising Glory of America." The editorial policy of The United States Magazine was "to paint the graces on the front of war, and to invite the muses to our country." Its standing cut represented a triumphal arch with a corridor of thirteen columns—one for each colony.

From a journalistic point of view, the most important contribution in the first issue of The United States Magazine was a satirical skit upon James Rivington, the Royal Printer of New York, from the pen of Dr. Witherspoon who was President of Princeton when the editor and Freneau were students at that institution. In the skit Rivington is represented as expressing the wish that he may be of service to the United States "as a writer, publisher, collector, and maker of news," in spite of the fact that his credit as a news writer had been broken by "overstretching."

Seven years later there appeared in September, 1786, the first issue of *The Columbian Magazine.* It lasted until February, 1790, and had various printers. Mathew Carey was the responsible sponsor and he was the most important magazine editor that America had up to his day. So popular was The Columbian Magazine that occasionally an edition had to be reprinted.

From 1741-1800 twenty-eight maga-

(*Continued on page* 118)

VISITORS WILL PREACH ADVERTISING FROM PHILADELPHIA PULPITS

Delegates to the Associated Advertising Clubs of the World Will take Charge of Services in Many Different Churches June 20

DELEGATES to the Associated Clubs of the World's convention next week will preach the advertising gospel from many Philadelphia pulpits, on Sunday June 20.

Many men well known in the agency and publishing fields will face a congregation for the first time, while other churches will be given the services of clergyman delegates to the convention.

As announced this week in Philadelphia, the Sunday arrangements list the following churches and speakers, where advertising will be the text:

(SUNDAY MORNING, JUNE 20TH.)

10:30 St. George's Episcopal Church, Indiana Ave. and Livingston St.—Mr. E. P. Beebe, Treasurer, *Iron Age,* New York City.

10:30 Chestnut Street Baptist Church, 40th and Chestnut Streets—Dr. A. A. Stockdale, First Congregational Church, Toledo, Ohio.

10:30 Tabernacle Lutheran Church, 59th and Spruce Sts.—Dr. Kerrison Juniper, First Congregational Church, St. Petersburg, Fla.

10:30 Calvary M. E. Church, 48th and Baltimore Ave.—Rev. C. M. Pace, D. D., First M. E. Church, Duluth, Minn.

10:30 Emmanuel Presbyterian Church, 42nd and Girard Ave.—Dr. G. W. Benn, Westminster Presbyterian Church, St. Petersburg, Fla.

10:30 Oak Lane Methodist Episcopal Church, Old York Rd. bel. City Line—Rev. John F. Brabner Smith, World Service M. E. Church, Chicago, Ill.

10:30 Third Baptist Church, Broad and Ritner Sts.—Rev. F. A. Hayward, Federated Baptist Church of Indianapolis, Ind.

10:30 Bridesburg Presbyterian Church, Pratt and Salmon Sts., T. H. Shore, President, San Diego Advertising Club, San Diego Cal.

10:30 First Baptist Church, 17th and Sansom Sts., Mr. Wm. T. Mullaly, William T. Mullaly, Inc., New York.

10:45 Oak Lane Presbyterian Church, Oak Lane and Lawnton Ave.—Dr. B. F. Martin, Davenport, Iowa.

10:45 First Schwenkfelder Church, 30th and Cumberland Sts.—Mr. Frank LeRoy Blanchard, Publicity Director, Henry L. Doherty & Co., New York City.

10:45 Holy Trinity Presbyterian, 11th and Rockland Sts.—Colonel J. K. Groom, Director of National Advertising Northern Illinois Group, Aurora, Illinois.

10:45 McDowell Memorial Presbyterian Church, 21st Street and Columbia Ave.—Professor L. A. Walford, Marshall College, Huntington, West Virginia.

10:45 Northminster Presbyterian Church, 35th and Baring Sts.—Rev. Charles Stelzle, D. D., Metropolitan Tower, New York City.

11:00 S. D. Cooper Memorial Methodist Church, 63rd and Girard Ave.—Mr. J. H. Bushwell, Bushwell Service Co., Kalamazoo, Mich.

11:00 Woodland Presbyterian Church, 42nd and Pine Sts.—Mr. E. D. Gibbs, Advertising Director, National Cash Register Co., Dayton, Ohio.

11:00 St. Andrew M. E. Church, 45th and Walnut Sts.—Mr. Paul T. Cherington, J. Walter Thompson Co., New York City.

11:00 Central Congregational Church, 18th and Green Sts.—Mr. John Clyde Oswald, New York Employing Printers Association, New York City.

11:00 Frankford Presbyterian Church, Frankford Ave. and Church St.—Mr. Herbert H. Smith, Board of Christian Education of Presbyterian Churches, Witherspoon Bldg., Philadelphia.

11:30 Falls of Schuylkill Presbyterian Church, 4510 Ridge Ave.—Mr. John A. Goodell, National Thrift Commission, New York City.

7:30 Union M. E. Church, Diamond above 20th St.—Mr. E. D. Gibbs, Advertising Director, National Cash Register Co., Dayton, Ohio.

7:45 Grace Lutheran Church, 35th and Spring Garden Sts.—Rev. B. F. Martin, Davenport, Iowa.

7:45 Fifth St. Methodist Temple, 5th below Green St.—Mr. W. Frank McClure, Albert Frank Co., Chicago, Ill.

7:45 Scots Presbyterian Church, Broad St. and Castle Ave.—Mr. James Schermerhorn, Detroit, Mich.

7:45 Bickley Memorial M. E. Church, Sixth St. and Chelten Ave.—Mr. J. A. Richards, Joseph Richards Co., New York City.

7:45 Trinity Lutheran Church, 18th and Wolfe Sts.—Mr. S. M. Holliday, Assistant to the President, General Outdoor Advertising Co., New York City.

7:45 Bethany Temple Presbyterian Church, 53rd and Spruce Sts.—Rev. C. N. Pace, Duluth, Minnesota.

7:45 North Presbyterian Church, North Broad and Allegheny Ave.—Dr. Earl Hoon, Hyde Park M. E. Church, Cincinnati, Ohio.

7:45 First Primitive M. E. Church, 26th and Lehigh Ave.—Rev. H. R. Gold, Lutheran Publicity Bureau, New Rochelle, N. Y.

7:45 St. Philip's M. E. Church, F. and Tioga Sts., Philadelphia—Mr. Frank LeRoy Blanchard, Publicity Director, Henry L. Doherty Co., New York.

7:45 Thirteenth Street M. E. Church, 13th below Vine St.—Rev. T. H. Armstrong, D.D., Groesbeck, Texas.

8:00 Sherwood United Presbyterian Church, 56th and Willows Ave.—Rev. John Elmer Russell, North Presbyterian Church, Binghamton, New York.

8:00 Luther Memorial Lutheran Church, 54th and Chester Ave.—Rev. Kerrison Juniper, 1st Congregational Church, St. Petersburg, Fla.

8:00 Messiah Reformed Church, 13th and Wolfe Sts.—Mr. James Wright Brown, Publisher, EDITOR & PUBLISHER.

PHILADELPHIA ILLUSTRATES TWO WAYS OF GETTING TABLOID READERS

Wild Life Features of News of the World in Cameo—Take Your Choice in the Philadelphia Daily News or Philadelphia Sun—Managements of Both Proud of Their Progress in Little More Than a Year

By PHILIP SCHUYLER

PHILADELPHIA, June 18.—Tabloidism has caught hold in Philadelphia. Readers in this city have taken to small paper reading in steadily increasing numbers, and the two tabloids here, the *Philadelphia Daily News,* evening, and the *Philadelphia Sun,* morning, each presenting entirely different editorial products, have won their ways to establish recognition.

But while these tabloids, representative of two distinct types, have found readers, both managements have experienced difficulty in selling local advertisers the advantages of small-sized media, and, therefore, Philadelphia's first year's experiment in tabloidism has been decidedly costly.

The Daily News has spent its money in female figure pictures and racy features to build a circulation of 52,251 in time for the government statement, and a present claim, sent out to advertisers in the form of sworn affidavits, of 82,000. Far more in the Philadelphia tradition, the Sun, owned by Cyrus H. K. Curtis, primly lifts its skirts from the mud, and only occasionally permits a peep at ankles and knees. From some 9,000 in the early days of May, 1925, after returns were disallowed, the Sun's circulation has reached a claim of more than 70,000.

"The Sun is a paper which Mr. Curtis is proud to own," John Martin, his son-in-law, and president of the Curtis-Martin Newspapers, Inc., said this week. And Bernarr Macfadden is doubtless equally proud of his Philadelphia venture.

Mr. Martin said the present apparent advertiser apathy was expected. Philadelphia business men, he declared, are always slow in accepting new forms of advertising, and he is optimistic over the future.

First by several months to get under way, the Daily News had many difficulties to face in March, 1925, which were spared its slightly younger neighbor. To begin with the original plant, where Lee Ellmaker, general manager, started publication with the financial backing of Congressman Vare, was entirely inadequate. Then a delivery system had to be organized, an expensive proposition in this wide-spread city. About 9,000 subscribers, sold on the tabloid before it first appeared, could not all be served for several weeks. The Sun used the plant of the *Public Ledger,* and its copies were distributed by Ledger trucks. Thus the Sun quite early in its career began to boast of home delivered circulation. Today Mr. Martin asserts some 50,000 copies go direct into Philadelphia homes. The News makes a corresponding claim of 15,000. On Jan. 1 of this year, Mr. Macfadden purchased the controlling interest, and by April the News had moved into its present quarters.

"What we are putting out," David E. Smiley, editor-in-chief of the Sun, said, "is a daily news picture paper, a bright, chipper, cheery newspaper, which tells everything quickly, tells it once, and gets through. The Sun is, we think, more like the London tabloids than like those of New York."

Frederick E. Shapiro, managing editor of the News, frankly admits a liking for scandal and crime, vividly portrayed. He is a disciple of the tabloid school established in New York.

Mr. Shapiro is proud of a front and last page reversal plan he has put into operation on the News. He starts his first edition called "The Postscript" at 10:30 in the morning with pictures offered exclusively in the show-window, bannered with the usual scare-heads to inside stories. With changes in heads and pictures as the news develops, pictures are kept in front through four editions, until the "Pink" edition at 7 o'clock in the evening. During these five editions, the last page keeps pace with the sporting events of the day, and by 7 o'clock, with final racing and baseball news in type, the two pages are reversed, and page one carries complete racing returns and box scores, and one spot sports picture.

The first inside pages of the Sun are news pages. People with widely varied interests can gain satisfaction from this 30-page abbreviation of world events. Staff reporters of the Morning Public Ledger serve two masters. All local news coming into the standard sized paper is turned over to be re-written for the Sun. The Sun also gets the complete A. P. report. But beyond the customary double truck of pictures in the middle of the paper and up to the third from last page of sports, and a next to last page filled with comics, the entire space is used for fiction and feature material.

The News is predominately a feature paper. It uses many Hearst features, and has an arrangement with the Mirror of New York for exchange of pictures and news.

The managements of both papers claim the money spent in promotion stunts during the first year has been very little. The News started offering small prizes for letters to the editor, and was followed in this contest by the Sun. It has also used theatre-tie-up contests with show tickets as prizes to the winners. At present, it has quite a number of Philadelphia girls vying with one another to be sent on vacations at the tabloid's expense.

The Sun's main promotion has been accomplished by an insurance policy offer and the Sun club for children. There were no restrictions for membership in the club until the first of this year. The Sun furnished badges free, and was host to thousands of children at many picnics. The club is its own local product, and is not a syndicated feature. Because of the paper's generosity and the lack of strict membership requirements, the enrollment list grew to 13,000 and became unwieldy. Stricter rules for admittance were put in force the first of this year. To be a member, a child had to prove that a Sun went into his or her home. In consequence now the membership has dropped to between 7,000 and 8,000. Mrs. E. F. C. Moore is in charge.



Committee of Philadelphia Club of Advertising Women

Hostess to the visiting women delegates during the Convention. From left to right, sitting: Mrs. Ellen S. Patten, President; Miss Florence Dart, Convention Chairman; Miss Mary Whalen and Miss Josephine Hunt, Auditoriums; Miss Clare V. Fey, Luncheon Committee; Miss Mary Denton, Publicity; and Miss Wilhelmina Kane, Reception Committee.

In addition to the insurance and club, the Sun has three small prize contests, including the letters to the editor. Letter writers have increased from a beginning of 20 a day to 200 a day, and those in charge believe this idea affords a splendid means of maintaining personal contact with readers.

Youthfulness is a characteristic of the editorial executives of both papers. Mr. Shapiro, managing editor of the News, is 30, the same age as Harry B. Nason, managing editor of the Sun. Mr. Nason is a native Philadelphian, and has had no experience outside of this city. Mr. Shapiro, on the other hand, came here only about a year ago from Washington, where he was night editor of the *Washington Herald.* Prior to that he was on the *Washington Post,* was night editor of the *Newark Ledger* and on the copy desk of the *New York Evening Telegram.* He has also worked for the *St. Louis Republic* and the *St. Joseph Gazette.*

Mr. Nason was born into the newspaper business in Philadelphia and grew up in the printer's ink atmosphere. His father is the present Sunday editor of the *Philadelphia Inquirer.* The son was put to work as a reporter first in 1912. He was transferred from the Public Ledger to the Sun, when Mr. Curtis bought the *Philadelphia North American* and started the tabloid.

Charles P. Martyn is night editor of the Sun; Bob Clarke, city editor; W. D. Wolfe, telegraph editor, and Clair Hare, sports editor.

Mr. Shapiro has as his assistants: J. H. Keen, a former night city editor of the Washington Herald, as city editor; Robert Hobbs, news editor, and Irving K. Fagan, early morning editor.

UNIVERSITY OF PENNSYLVANIA EXTENDS GREETINGS TO A.A.C.W. DELEGATES

Provost's Office
University of Pennsylvania

Rowe Stewart, Esq.,
Philadelphia Record, Philadelphia, Pa. **June 7, 1926.**

My Dear Mr. Stewart:

The University of Pennsylvania takes pleasure in joining with all Philadelphia in extending a most cordial greeting to the delegates of the Associated Advertising Clubs of the World, who are to hold their 22d annual convention here, beginning June 19th.

The growing importance of this interesting and valuable organization is to my mind emphasized this year by the fact that the French Government will be represented by an official delegation. Those leaders of thought from all parts of the world who are to assemble here will, I have no doubt, produce results from their conferences that will play a material part in the maintenance of the prosperous condition which mankind in general is enjoying.

The University has particular interest in this convention, because of the fact that many of the important sessions will be held in our buildings. It is fitting that this should be so since the Founder of this institution, the many-sided Franklin, numbered among his accomplishments a fine understanding and appreciation of the art of advertising.

Please extend to the delegates the good wishes and warm welcome of the University.

Faithfully yours,
***(Signed)* JOSIAH H. PENNIMAN**
Provost,
University of Pennsylvania

PHILADELPHIA'S PRODUCTS VALUED AT TWO BILLIONS

PHILADELPHIA comes rightfully by its title of "The World's Greatest Workshop," because it produces a greater number of vitally essential articles than any other municipality. With one-sixtieth of the country's population, this city produces more than one-twenty-fifth of all "American-made goods."

More diversity of products is shown in Philadelphia than in any other city. Year by year the city produces about two billion dollars' worth of manufactured products. Three-fifths of all of the street cars in the country are made here. A locomotive an hour for 31 hours is a record achieved by one plant. In the great shipyards lining the Delaware, America's merchant ships, naval ships and vessels for other countries' marine have been constructed. For a period one yard alone, that at Hog Island, produced an 8800-ton steel ship every 48 hours.

In a single year this city has produced 45,000,000 yards of carpet, 6,669,000 hats, 180,000,000 yards of cotton piece goods, 400,000,000 cigars 250,000,000 pairs of hosiery, 60 per cent of the world's glazed kid, 10,000,000 saws, 365,000,000 pounds of cotton and cotton waste, and 83,862,700 false teeth.

Philadelphia holds first place in this country in production of textiles, locomotives, steel ships, street cars, leather, storage batteries, cigars, dental instruments, talking-machines, carpets, bone buttons, hosiery, saws and felt hats. It occupies second place in production of worsted goods, sugar and molasses, fertilizers, foundry castings, petroleum products, chemicals, druggists' preparations and machine-shop products.

The great textile section, almost a city in itself, occupies the northeastern part of the city. The leather industry also lies in that direction. The great metal concerns form a ring about the northern and western rims of the city.

The League Island Navy Yard possesses nearly 1,000 acres. Also it is the world's largest station, and usually 7,000 sailors and a regiment of marines are on duty there.

The Frankford Arsenal, and the great Quartermaster's Depot of the United States Government, employing several thousand workers, are vitally important phases of the city's industrial life.

The Observer

England's Oldest and Greatest Sunday Journal.

THE OBSERVER is more widely read and quoted in the United States of America than any English Newspaper.

Senator Borah, Chairman of the United States Senate Committee on Foreign Relations, speaking in the Senate on Friday, January 22, 1926, on THE WORLD COURT, said:

"*I pause to read a paragraph from Mr. Garvin, the celebrated Editor of the London OBSERVER, perhaps the most celebrated editorial writer in the world.*"

1791 *Editorial, Advertisement and Publishing Office:* 22, TUDOR STREET, LONDON, ENGLAND. Telephone: CENTRAL 2943. 1926

BRITAIN AND PROGRESS

The Times

SINCE 1785,
GREAT BRITAIN'S
GREATEST NEWSPAPER

IT carries a greater total volume of advertising than any other newspaper published in Great Britain.

In financial, motor car, real estate, classified, and resort and hotel advertising, it easily leads.

It is the regular daily newspaper of statesmen, financiers, society, professional and business men; and the indispensable medium for all seeking to market high-class goods in Great Britain.

THE ADVERTISEMENT MANAGER
PRINTING HOUSE SQUARE
LONDON, E. C. 4., ENGLAND

1927

Daily Mail

(LONDON, ENGLAND)

FRONT PAGE

THE ONLY VACANT DATES for NEXT YEAR—1927

WE publish below a list of the only "DAILY MAIL" Front Pages which are vacant next year. All the other dates for 1927 have been booked. The price of "THE DAILY MAIL" Front Page is £1,400.

August 1, 1927
August 6, 1927
August 18, 1927
August 26, 1927
December 24, 1927

"THE DAILY MAIL" is, in itself, a Complete Advertising Campaign for the United Kingdom.

CARMELITE HOUSE,
LONDON, E.C.4, ENGLAND.

250, PARK AVENUE, NEW
YORK CITY, NEW YORK, U.S.A.

N.B.—The Front Page of "THE DAILY MAIL" is accepted as the best advertising value in the World. The next best is an inside page of "THE DAILY MAIL."

Dramatic Scenes of British General Strike as Seen by A. A. C. W. Chief

Story of the Short-Lived Industrial Upheaval as Viewed by an American Visitor—Britain Better Honored Today Around the World Than Ever Before

By C. K. WOODBRIDGE
President Associated Advertising Clubs of the World
(*Written for* EDITOR & PUBLISHER)

ARRIVING in London on Friday, April 30th, with an elaborate business program mapped out, there was every indication, as far as could be seen, that all the arrangements would be carried through in their entirety. One of the most important objects of the visit was to attend the British Advertising Convention, as President of the Associated Advertising Clubs of the World, scheduled to take place at Blackpool during the following week. So on the day after arrival with 1,000 delegates we traveled by special train to Blackpool, full of high hopes and intensely enthusiastic about what was to be the most successful conference of its kind which had ever taken place in the Old Country.

Many of the preliminary gatherings had actually taken place on the Sunday and the delegates were entering into the spirit of things when suddenly a great national crisis developed. It transpired that though all day long, conference had followed on conference, between the Labor Leaders and the Government, all efforts to avert the strike had dismally failed. While negotiations were in progress the printers of the London Edition of the *Daily Mail* were actually called out. The Prime Minister, Mr. Stanley Baldwin, drew the attention of Mr. J. H. Thomas, M. P. to this fact, but Mr. Thomas denied all knowledge of the "overt act," to which the Prime Minister replied that it was quite obvious that he was not conversant with the actual position of affairs. From that moment the greatest strike in history was decided upon.

At eight o'clock on Saturday Lieut. Col. Lawson, Chairman of District 14 of A. A. C. W., one of the Directors of the *Daily Telegraph* received word to return to London. It was then and there decided to provide for a big Inspirational meeting for Sunday night, and to then decide on the continuance of the Convention program. That gathering proved to be the one and only meeting of what had promised to be a great British Advertising Convention. Brief addresses expressing regret and genuine disappointment, a word from the President of the A. A. C. W., then a demonstration of genuineness of British character—a great crisis faced with courage—determination—with due regard for the merits of the cause which precipitated the strike, and a keen sense of humor. Although there were rumors that some solution would eventually be found, which kept many delegates up till 2 or 3 on Monday morning waiting anxiously for news by wire, nothing came through, and so by common consent, the Advertising Convention was definitely cancelled. On Monday noon all the delegates returned to London. Many purchased the Manchester edition of the *Daily Mail* en route, but were not aware until they reached the Metropolis that the London edition of the greatest daily had not appeared at all. Monday was a day of tremendous anxiety. No one knew what was going to happen. The one thought uppermost in everybody's mind was that at midnight all work would cease. According to the general opinion prevailing at the time the Trade Union Congress had declared war on the British Constitution and were determined to bring into being a Bolshevik regime. There were drawn and sad faces everywhere. It was evident at a glance that this great people realized they were in for a time of real anxiety, when, perhaps, everything they possessed would eventually be thrown into the melting pot, when all the habits of a lifetime would be completely changed—surely Britain could never be the same again.

On the stroke of midnight, exactly as it had been planned, the great strike commenced. By Tuesday morning the old order had truly changed, yielding place to new. No trains, no buses, no trams, no tubes, no newspapers. What a changed land was England. Then something that is typically British happened. In entirely new circumstances the people at once began to adapt themselves to them. The great thing was to "carry on" and to carry on meant getting to business, and so every conceivable form of motor vehicle from a Rolls Royce to a Ford, lorries, wagons, carts, motor cycles, bicycles, many of which were rusty with age, were again brought into requisition. Everybody with a vehicle helped to get people to town, every conveyance was full to overflowing, even dust carts carried bank clerks to city banks and thousands who could not find any means of transport walked to their jobs. This happened day after day during the strike period and as time went on a John Bull spirit of grim determination to see things through, whatever the cost, crept into the face of the people.

Gradually it became apparent that the Government was just as determined to see that democratic government in Great Britain, as it had been carried on throughout the ages, should not vanish. In the first instance, Hyde Park and Regents Park were commandeered by the Government as great clearing centers for the collection and distribution of foodstuffs. Here a vast army of workers took up their headquarters with the one fixed object of saving the nation from starvation and seeing that as far as possible essential services were maintained. Army lorries went to the docks to collect flour, meat, vegetables and other necessary foodstuffs and owing to the threatening attitude taken up by the strikers it became essential to provide these volunteers with the fullest protection. So there emerged from the docks processions, miles in length, of lorries laden with food, manned by soldiers wearing their steel helmets, carrying rifles, and fully equipped for action with armored cars at frequent intervals offering additional support. This protection became a daily necessity in view of the impossibility of deciding how events would shape. In this way the nation's food was conveyed to Hyde Park and Regents Park for subsequent distribution. The Guards Regiment were despatched to South Wales, Glasgow, and other parts of the country where it was feared serious developments were likely to ensue. Submarines guarded the traffic and dock on the Thames, and aeroplanes kept a daily vigil on centres calling for special protection. A special Emergency Act allocating exceptional powers to the Government to cope with revolutionary acts was immediately passed.

The call for volunteers met with a magnificent response. No less than 500,000 special constables were enrolled throughout the country and for every form of service an unnumbered host rallied to the Government side. Members of Parliament took charge of Underground Stations, leading business men worked like Trojans at menial tasks, Oxford and Cambridge University graduates and Medical students from the Hospitals drove Tube trains, worked lifts and assisted like stevedores at the docks. Strikers technically "out" rallied to support the Government. Pirate buses worked by volunteers began to appear on the streets, but these came in for a hostile reception in certain quarters. Some were overturned by the strikers, bricks were thrown through the windows, many passengers were injured, and it became necessary to introduce barriers of wood, and wire netting across the windows to enable the buses to travel in safety. The attitude of the strikers became more menacing as they noted that the transport problem was gradually being solved from day to day.

On the Continent during the strike there was evidence of a certain amount of Continental support. For instance, ships embarking for England were held back. It was reported that Trade Union movements in various parts of Europe gave sympathetic support to the T. U. C., and that Bolshevik money was despatched from Russia. There were unmistakable signs that a hope was harbored for the overthrow of law and order in Great Britain. A returning traveller from Russia reported personal contact with Russian Government officials: plainly indicated their belief that the great industrial upheaval had begun, and they could not suppress their keen disappointment in the failure of the strike.

Of course, there was a humorous side—there always is in England. The nation that played football going into battle could be equally amusing during the worst strike it had ever experienced. This was only to be expected. For instance, when bricks were thrown through the bus windows, the following was chalked on the side of one: "I have no pane, dear mother now, so throw your bricks through here." On another bus run by Guys Hospital Medical Students an announcement was made to this effect: "The driver of this bus is a Guy's student. The conductor of this bus is a Guy's student. The special police on this bus are Guy's students. Anyone interfering with us in the execution of our duty will become Guy's patients." Naturally, every bus was overcrowded yet room was always found for the one passenger more, a quick start and stop provided space. It happened to be an old lady on one particular occasion who was immensely impressed by the great courtesy extended to her on the part of the volunteer conductor. She acknowledged with gratitude the great service he was rendering to his country in its hour of need. On the Underground, it was the duty of a well-known public man to keep the station clean and in order to assist him in his work he exhibited a notice which said "Throw your matches on the line. I have to sweep the platform." On the rail-

(*Continued on page* 42)

BIG THREE ORGANIZERS OF BRITISH ADVERTISING



From left to right—C. Harold Vernon, Lieut. Col. E. F. Lawson and Sir William Veno, snapped at the recent advertising convention at Blackpool, England.

HOW LONDON NEWSPAPERS MET THE GREAT STRIKE EMERGENCY

Improvised Editions in Reduced Type Form or Typewritten Duplication

The Times

No. 44,268. LONDON, TUESDAY, MAY 11, ... PRICE 2d.

PERSONAL

LEGAL NOTICES.

SHIPPING (continued).

NEW YORK AND CANADA BY THE ROYAL MAIL LINE.

LATEST London BULLETIN

Price 2d

No. 21 Tuesday,

STRIKE LATEST NEW

GENERAL OUTLOOK.

The Daily Telegraph

MONDAY, MAY 10th, 1926

THE PRIME MINISTER TO THE FOURTH

PRICE TWOPENCE

SUNDAY EXPRESS

No. 384. LONDON, MAY 9, 1926. ONE PENNY.

TO-DAY

COMMONS OR CONGRESS?

A STEADFAST NATION:

TRADE UNIONISM IN DANGER

"COUNCIL OF ACTION" FOILED

FOOD TRANSPORT ATTACKED

RAILWAY SYSTEM

APPEAL for 30,000 SPECI... CONSTA...

Daily Express

No. 8123. LONDON, SATURDAY, MAY 8, 1926.

TO-DAY

PUBLICITY TRIUMPHS
CHILDISH ARGUMENT
EVERYONE HELPING
UNION LIABILITY

FOOD BLOCKADE T...

PUBLIC SERVICES TO COM... AT ALL COSTS

TO THE ARMED FORCES

THE BRITISH WORKER

STRIKE NEWS BULLETIN

Council of the Trades Union Congress

EVENING, MAY 7, 1926. PRICE ONE PENNY

General Council does Constitution.

enge the Constitution.

seeking to substitute un... utional government.

desirous of undermining arliamentary institutions.

e aim of the Council is to e for the miners a decent ord of life;

ouncil is engaged in an In... dispute.

Constitutional

FAILURE OF THE O.M.S.

Daily Mirror

NEWSPAPER WITH THE LARGEST NET SALE

ONE PENNY

THE BRITISH WORKER

OFFICIAL STRIKE NE...

Published by Th...

STRIKE ISSUE

THE SUNDAY CHRONICLE

MAY 9, 1926

PRICE

...AY MEN RETURN T...

...Y FINDS S...

...BLING

Vol. LXXXV No. 12,791

THE FINANCIAL NEWS.

111, Queen Victoria Street, London, E.C.4.

Telephone: City 6830. Monday, May 10, 1926. Price 2d. 4 pages

Telegrams.

During the Strike, THE FINANCIAL NEWS the present in this abbreviated form, service at the earliest possible o...

This daily circular anyone who sends for the ...

The Daily Telegraph

STRIKE BULLETIN

One Penny

...on, Saturday, May 8th, 1926.

THE GENERAL POSITION.

...d officially on behalf of the Government yesterd... changed since the previous day. As far s... e had been nothing very serious and... situation.

...ations is quite satisfa... Stepney and ... the genera...

PLEASE PASS ON THIS COPY OR DISPLAY IT

The British Gazette

Published by His Majesty's Stationery Office.

No. 5. LONDON, MONDAY, MAY 10, 1926. ONE PENNY.

VITAL SERVICES BETTER EACH | MR. BALDWIN AND THE | TO ALL WORKERS IN ALL TRADES. | NEWS FROM THE DISTRICTS | LORD BALFOUR DEFINES THE

BRITISH EMPIRE WORLD'S LARGEST PARTNERSHIP

Embraces More Than 13,000,000 Square Miles, One-quarter of World's Surface, With Population of 450,000,000 People—Absorbs 40 Per Cent of U. S. Exports

By J. W. T. MASON

New York Correspondent *London Daily Express* and author of "Creative Freedom"

(*Written for* Editor & Publisher)

THE British Empire is the largest partnership in the world and is still growing. It deals in freedom and democracy and is the only government now in existence or that ever has existed which trusts its over-seas dominions to govern themselves as they see fit. Any of these overseas dominions could leave the Empire tomorrow if it wished and no force would be used to hold it an unwilling member of the co-partnership. No other nation can say the same for no other nation gives its colonies complete self-government, just as no other nation has made imperialism pay in terms of democracy. The British Empire is conducting experiments in popular administration in the four quarters of the globe and is a living advertisement of the fact that democracy is not limited to any clime. Wherever the British flag flies, democracy has been made or is in the making.

The British Empire's publicity comes from its accomplishments. It has just given to democracy the best advertisement that form of government has had since the anti-democratic movements developed in Europe with the ending of the world war. The peaceful settlement of the general strike in Great Britain this year, by the sole force of democratic public opinion, has done more to advertise that the world is safe for democracy than any event since the unconditional surrender of the Hohenzollerns.

The British Empire balances the world. It has an area of 13,909,782 square miles, over one-quarter of the entire land surface of the globe. Its population totals 450,094,000 people, or 25 per cent of the world's inhabitants. Of this immense number, only 80,000,000 British subjects are Christians. There is scarcely a creed which does not exist in its native environment, somewhere, under the British flag. It is an old saying that the sun never sets in the British Empire, and it would be equally true to say that every existing human conception of God finds the God of that conception within the British Empire.

The wealth of the British Empire is incalculable. Its imperial sway is by far the richest the world has ever known. Unexploited resources in the British overseas lands cannot be estimated. There is enough coal underground in a single province of Canada to wipe out the whole of the British war debt. In 1917, it was roughly estimated that the British Empire was worth $130,000,000,000. But, this figure was based on the tangible wealth of that period. It did not take into consideration the potentialities of ownership of twenty-five per cent of the world's land surface. If this had been done, other ciphers must have been added to the row.

The British Empire contains seventy-six different governmental divisions. Among them are the seven great self-governing dominions: Canada, New Foundland, South Africa, Australia, New Zealand, Irish Free State and Northern Ireland. Elsewhere, many different ways of administration prevail. In India, the complicated problem of evolving a new dominion is in process of being solved. How it will be solved nobody can say, for one of the many peculiarities of the British temperament is its abhorrence of mechanically planning things in advance. The phrase "muddling through" describes the way the makers of the British Empire do their work. The phrase was made by the British themselves, really in mock self-depreciation before other nations which are always predicing the British Empire's collapse.

The "muddling through" characteristic of the British people means that the British trust themselves to meet a situation after it arrives and are suspicious of trying to outguess fate in advance. Long experience in the art of self-government has convinced them that the human race progresses by slowly evolving its own way out of difficulties, and if it goes too fast, it gets entangled in the labyrinth of life and may expire in exhaustion. Therefore, the British Empire has got a reputation for being slow and ponderous in its movements. So it is; but it never loses its balance. The great Empire builders and democratic statesmen of the British commonwealths thus give nothing for the mere asking. Those parts of the Empire which prove their manhood and show a competence for self-guidance eventually get what they want. But, they have to prove their capacity; and they have to prove that the safety of the Empire shall not be jeopardized in making experiments. Experiments are invited after the responsibility of manhood has been demonstrated but not before.

The British Empire is an industrial enterprise as well as an enterprise in democracy. It was trade that built up the Empire and it is trade that keeps the Empire growing. Not an exclusive trade but trade for the world at large. This is another unique characteristic of the British expansionists. They expand to benefit themselves and to benefit all others who are willing to take advantage of the trade opportunities the Empire offers. Britishers leave home to make their way under the Union Jack overseas knowing that they cannot prosper without inducing prosperity in general among the races with whom they come in contact. If the other races refuse to accept prosperity at the hands of the newcomers, then the recalcitrants succumb or move farther on. The test of the full partnership in the British Empire is the test of life in America—it is the test of efficiency.

Before the British Empire expanded in the nineteenth century, there were undeveloped spaces north, south, east and west where now great civilizations flourish. The wastes of Australia, New Zealand, South Africa and Canada were developed to increase trade and raise the standards of living of the British pioneers who ran all the risks of initial failure and who later invited the world to share the softer fortune of easy progress. Thus, in Canada, today, according to the British Dorland Agency's "Empire Markets," only 55.4 per cent of the total population are of British origin. In British South Africa, German traders have a monopoly, largely, of direct commercial dealings with the natives, while the richest mining agents are Americans. It was, indeed, an American, John Hays Hammond, who as consulting engineer for Cecil Rhodes and the great British gold mining companies showed the British the way to the yellow metal in the African soil. Today, the British Empire is the most prolific gold mine in the world. It produces about 10,500,000 fine ounces annually, of which over seventy per cent comes from South Africa. All the rest of the world together equals only one-half the gold production of the British Empire. About the same proportion holds, too, for diamonds. The British Empire furnishes the world with 1,000,000 carats of diamonds yearly, the remainder of the earth bringing forth between 400,000 and 500,000 carats.

The British Empire is not a closed shop. The United States, in particular, knows this to be true and knows that the British markets are its best foreign customers. Forty per cent of American exports are sold within the British Empire. America made, in 1924, $1,744,600,000 in goods sold to British Empire consumers, divided as follows:

United Kingdom	$983,000,000
Canada	624,000,000
Australia	125,200,000
British Africa	46,600,000
India and Ceylon	36,500,000
New Zealand	29,300,000

The United States, therefore, has acquired its own mighty share of the prosperity which thrives at the ends of the earth under the rule of the British Empire and which is sustained by the pioneer spirit of the Anglo-Saxons who continuously leave their motherland in the service of civilization overseas.

The British Empire is held together by the intangible thread of common culture, tradition and loyalty and by the very tangible cord of self-interest. The British Empire has no fundamental law such as the written constitution of the United States. All the members of the Empire are subject, theoretically, to the will of the Parliament in London. But, no act passed by Parliament extends to any of the Dominions of the Empire unless the Dominion is specifically mentioned. When that is done, the parliamentary enactment is supreme. The legislature of a Dominion cannot pass a law nullifying an act of the Parliament in London any more than a state in the American union can override congressional legislation.

Nevertheless, "state rights" is a more sacred thing in the British Empire than in the United States. That is to say, the Dominion governments are much freer than the legislatures of the American states. By no possibility, for instance, would Parliament ever pass a law enforcing a Volstead act on Canada or Australia or New Zealand or South Africa or Ireland. The imperial rule at London is so mild that one can scarcely detect it. The Dominions do what they wish as long as they do not interfere with one another's own rights of freedom.

Beside the seven self-governing Dominions, there is such a variety of democratic experiments in progress in the British Empire as history has never known elsewhere. The supreme authority governing India is a mixed group, consisting of the Secretary of State for India, in London, who is responsible to Parliament, and the Governor-General and his Executive Council, in India, together with the Indian legislature consisting of the Council of State of 60 members and the Assembly of 144 members—118 elected and 26 officials. The Indian government is largely swayed by the personality of the Governor-General. Thus, one of the last official acts of Lord Reading, who retired as Governor-General this year, was to give the impetus, last February, to the movement for the abolition of the Indian opium trade which has been made effective this month. Under this decision, ten per cent of India's opium exports will be suppressed annually for the next ten years so that by the end of 1935, no more opium will be exported from India except for medicinal use. During the intervening decade, the only exports of opium permitted will be to foreign governments. The suppression of the opium traffic will mean a loss to the Indian government of $7,200,000 yearly, in revenue, over and above $20,000,000 annual loss entailed since 1913, when the Indian authorities prohibited further export of opium to China. This is the sort of moral action which the present method of rule in India permits.

In other parts of the Empire other ways of governing prevail. Malta and Northern and Southern Rhodesia have large measures of self-government with a few powers reserved, for local reasons. Elsewhere, as in the British West Indies, there is government by legislative assembly, wholly or partly elected, and an executive council chosen by the Governor. In still other places, as Ceylon, Fiji, Gibraltar, Trinidad and the Straits Settlements, the Governor acts with a

(*Continued on page* 40)

COMMERCE PAVES WAY TO WORLD PEACE

By Lieut. Col. E. F. Lawson

(*Written for* Editor & Publisher)

IT is a privilege to be able to send a message of heartfelt good wishes for the success of the International Advertising Convention at Philadelphia. The path of international commerce is the surest way to the peace of the world.



Lt. Col. E. F. Lawson

Nothing but good can be served by the friendly intercourse of those who on both sides of the Atlantic are engaged in commercial publicity. We look forward to a good convention, and to a convention which will do good.

ENGLAND'S NEW CONFIDENCE

By SIR WOODMAN BURBIDGE

Written for Editor & Publisher



Sir Woodman Burbidge

THE strike through which the country has just passed has just passed has given us a new feeling of confidence in England, which has to some extent, we think, been shared throughout the world.

A friendlier feeling exists to-day between employer and employee, and we are all looking forward to increased prosperity.

In this connection we do not underestimate the invaluable help that Advertising has to offer.

Let me wish the Philadelphia Advertising Convention every possible success.

GREAT BRITAIN'S RED ENSIGN ON THE SEVEN SEAS



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GEOGRAPHIA LTD 55 FLEET STREET LONDON EC4

An unusual map showing the British possessions marked in stipple. EDITOR & PUBLISHER is indebted to *Christian Science Monitor* and Geographia, Ltd., of London

legislative council, nominated by or on behalf of the Crown. In Zululand, Basutoland and Bechuanaland, legislative and executive powers reside solely in the Governor. Then, there are various forms of protectorates, spheres of influence and mandates, the last under the League of Nations.

Representatives of the Empire come together in London at frequent intervals to discuss mutual problems. These gatherings are called Imperial Conferences. They originated at the visit of overseas premiers to the Diamond Jubilee of Queen Victoria, in 1887. They were first called "Colonial Conferences" but the colonial idea was dropped as being too little associated in the popular mind with self-government, and the imperial idea was substituted. But, imperial does not mean in this association what it is interpreted to represent by those who think of it in terms of "Imperial Rome." It means an over-seas union not for provocative or militaristic purposes but for world progress. Defense is discussed at the Imperial Conferences, but subordinately. Trade and increasing co-operation for the extension of commerce are the principal matters occupying the time of the delegates at the conferences.

Defense of the British Empire predominantly rests with the motherland. The over-seas possessions are rather like members of a large family living at the old homestead and tilling the family acres. They look to father and mother to keep outside trouble from entering, to disturb the family peace. Thus, the following table shows the comparative costs for defending the British Empire for the fiscal year 1913-14, before the outbreak of the World War and for 1925-6. It is interesting to note how differently the figures fluctuate:

	1913-14	1925-6
United Kingdom	$399,174,420	$618,582,530
Australia	19,630,970	25,631,410*
Canada	11,916,000	12,454,000
South Africa	6,233,600	4,373,260
New Zealand	2,727,200	4,592,410*

*1924-5.

The heart of the Empire is London and the United Kingdom as the homeland, and the Empire can never be stronger than its heart. The strength of the heart has been demonstrated by the remarkable power of taxation, self-inflicted by Great Britain during and since the World War, which has restored the pound sterling to par and has saved British financial honor. No other people have stood the torture of the income tax as the British have done, and it is this spirit of rugged honesty that has raised the British Empire to its post-war commanding position. The income tax rate in Great Britain is today on a normal basis of 20 per cent as compared with 2 per cent in the United States. The maximum surtax, in addition, is thirty per cent. So, the British people are paying from one-fifth to one-half of their incomes to the government to keep the heart of the Empire going.

The per capita taxation in the United Kingdom, for 1923-4 amounted to $77.50 for the support of the national government, about three times as much as in the United States. In addition, the British paid a per capita local tax of $20, itself nearly as much as the national taxation in America.

Nevertheless, the saving power of Great Britain exceeds $2,000,000,000 per year, of which $500,000,000 is put in over-seas investments.

The trading genius of Great Britain sends forth its influence to the ends of the Empire and stimulates the overseas colonists as nothing else does. The Union Jack, flying from every port, is a constant advertisement of British trade and a continual reminder of Britain's ever increasing enrichment. The British have a peculiar capacity for shipping management, which exceeds that of any other people and without which their Empire could not hold together. Ships of United Kingdom register for 1925-6 aggregate 19,440,711 tons to which should be added 2,781,487 tons registered in the British Dominions, giving a total for the Empire of 22,222,198 tons. Total American shipping is now 15,377,480 tons. British vessels engaging in international carrying trade do an enormous business for foreign countries which gives to the Empire an invisible trade balance not appearing in the usual statistics but adding greatly to the imperial wealth.

According to the Department of Commerce, at Washington, last year's export and import trade of the United Kingdom amounted to about $10,000,000,000, or more than $220 per capita. The per capita trade of the United States for the same period was about $70, though these figures cannot be accepted absolutely, since there are slight divergences due to differences in reckoning home trade accounts. Nevertheless, Great Britain is far ahead in her per capita over-seas commerce, for the British live largely on foreign trade.

The total imports of the British Empire for 1923-4, the latest year for which aggregate figures are available, were valued at $10,775,000,000 and the total exports were $9,806,000,000. Thus, the Empire does an import and export business of more than $20,000,000,000 annually. Repeated efforts are being made to increase inter-imperial trade, the ideal being to make the Empire as interdependent industrially as the American states, each part stimulating every other part to produce at its maximum so that prosperity can be advanced continuously. Last year 29.7 per cent of imports into Great Britain came from other parts of the Empire. In 1913 it was 24.8 per cent. There is every indication that this movement will increase, encouraged by imperial preferences in tariff rates and otherwise.

The United States, however, is not losing by the development of prosperity within the British Empire. The more prosperous the Empire becomes by each part of the Empire helping each other part, the wider will be the stimulus to

LORD SOUTHWARK GREETS A.A.C.W. DELEGATES

By LORD SOUTHWARK

IT gives me pleasure to send my heartiest good wishes to the representative and enthusiastic delegation from this country to the Philadelphia advertising convention. There is little doubt that advertising by making known and revealing the needs and wants of every country, by stimulating and encouraging trade between each nation, will produce a spirit of co-operation and enlightenment that will do much to foster international wealth and world peace.

extend the imperial markets by selling goods to the United States—a movement which can grow in large measure only by the Empire buying goods from the United States. About one-half of the commerce of the world is now transacted among English speaking peoples and this tendency is expanding, for the English speaking peoples have a common understanding of one another which stimulates commercial intercourse, while the common language is in itself an enormous influence in all matters affecting cordial relations in trade and industry.

The Dorland Agency's "Home Markets" report on Australia, for instance, shows that for 1924-5, imports from Great Britain were $56 per head of population while imports from the United States ranked second, at $32; India being third with about $5.

The same agency's report on Canada shows that last year Canadian imports from America took first place, being valued at more than $53 per head of population, Great Britain coming second with $17 and the rest of the British Empire ranking third at less than $5.

The science of selling is calling to the British Empire today to advertise. There is a more intensive study proceeding in Great Britain concerning efficiency of production and the necessary ways of advertising British goods throughout the world than ever before. A recent example is the selling campaign for British teas recently begun in the United States by Sir Charles Higham, one of whose ambitions is to make the American public as fond of tea as are the British. The Higham tea advertising is increasingly successful and will certainly be followed by other similar efforts to sell more British goods.

In Great Britain many publications are being issued telling the British people how to increase their own home trade as well, and what they should do to stimulate their own prosperity by this means. The most recent of these is called "The Road to More Markets: A Challenge to British Manufacturers," which was issued in connection with the Manufacturers' Session at the Second British Advertising Convention, held at Blackpool, England, in May. The pamphlet points to the fact that the overseas markets for British goods are 25 per cent below their pre-war capacity and urges the exploitation of the home markets of Great Britain to recoup this temporary loss.

"The careful study and scientific exploitation of home markets" by America is analyzed in the pamphlet and the conclusion is drawn that "there is no assignable limit to the capacity of the home-market to buy British goods, for producing-power and purchasing-power are the same thing seen from different sides. The science of selling will enable British producers to supply a continuously expanding home market. This, in its turn, will lead to the recapture of the lost fourth of our export trade."

That summarizes the spirit of Great Britain, facing the critical circumstances of post-war reconstruction, of her own enormous financial burdens and the disruption of those foreign markets which, before the war contributed so much to British well-being and financial success. New times require new methods and Great Britain is developing the new methods.

MESSAGE FROM M. J. CLIFFORD

Looks to Philadelphia for Refreshment of Business Planning

To Editor & Publisher: We send every good wish to the great Advertising Convention at Philadelphia.

The prospect in this country is brighter than it has been for a long time, and we are depending on the delegates who visit Philadelphia from this country, to return to us greatly refreshed in business ideas after their deliberations with the advertising men of all countries, who are to attend the Convention.

GOOCH'S LIMITED,
M. J. Clifford,
Managing Director.

British Delegates Leave London For Convention

Photograph Especially Made For Editor & Publisher Beats Them Across Atlantic By Magic Power of Radio Waves

(*Photograph copyrighted by* Editor & Publisher)



Photoradiogram of British delegation departing for Philadelphia convention. From left to right: Russell Chapman, Sir William Veno, Lieut.-Col. E. F. Lawson and W. M. Teasdale.

Last Saturday the British delegates to the Philadelphia Convention of the Associated Advertising Clubs of the World assembled at the Waterloo Station in London to take the boat train.

A London photographer, assigned by EDITOR & PUBLISHER, made a news-picture of four of the delegates.

One hour later this photograph had been filed for commercial trans-Atlantic photoradiogram transmission.

Five hours later the picture, as reproduced herewith, was delivered to Editor & Publisher's offices, Times Building, New York.

The delegates whose shadows thus preceded them by more than six days across the ocean, are: Russell Chapman, Sir William Veno, Lieut.-Col. E. F. Lawson and W. M. Teasdale.

This is the incredible magic of the highest and newest form of communications science. Imperfect as it may be in the result, yet only time is required to refine its product. Radio experts agree that the day is almost at hand when photograph material will be handled overseas with absolute fidelity to the original.

The environment of the British Empire is the world at large. The aids and appliances of the science of publicity are now at work throughout the world readjusting advertising methods of the past and creating new ones for the future to the British Empire's well-being. American Ambassador Houghton recently predicted that within a few years Great Britain would be in the midst of greater prosperity than has ever been known before. That is the way the signs point. There is one primary reason why they do: In time of grave national peril and distress, Great Britain held her financial honor inviolate, giving to the world an example of material self-sacrifice and spiritual self-discipline which has set a new standard even for "the word of an Englishman."

ENGLAND A BETTER MARKET

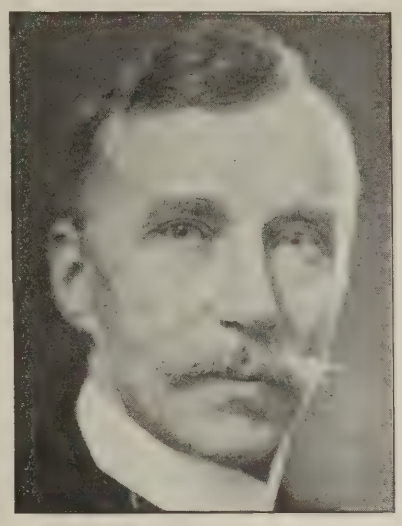
By Sydney Walton

Director of *Yorkshire Evening News, Eastern Morning News* and *Hull Evening News.*

England still is sound and strong. I do not say this for rhetoric's sake, but with exact sense of realities. True, we are changing over from an old industrial order to a new and transitions are not smooth and easy. But the essential England is unshaken, firm, steady, determined. Through March we come to June. And, to be commercial, England is a better market than ever.

ENGLAND FINE MARKET FOR QUALITY GOODS

Salesmanship and Advertising Finding Satisfactory Results in Britain—Message to Convention from Famous English Advertising Agent



Frederick E. Potter.

(*Written for* Editor & Publisher)

IT is with regret that I am unable to attend the convention at Philadelphia. I have old associations with that famous city and am sorry to miss the great exposition which is being held there.

As one who has been for long an enthusiast for Anglo-American amity and co-operation for the peace of the world, I feel the necessity that continued effort should be made to secure mutual understanding and united effort for all high and worthy purposes. The advertising convention will help this desirable end.

Like most other countries we have our commercial difficulties and industrial troubles, but England still offers a fine market for goods of quality. In the advertising agency world we are well equipped to safeguard the interests of firms desirous of doing business here. It would be a mistake to take too seriously pessimistic reports of conditions which appear in the press from time to time.

Feeling to some extent the pulse of business I can state that expert salesmanship and modern advertising are finding satisfactory results at the present time. Having the honor to conduct the publicity of several world-famous American products I am able to write with some confidence on this aspect.

May the convention prove in every way a great success, a time of fraternity and of mutual helpfulness for "Truth in advertising" and for the continual betterment of publicity methods and trading ideals.

I would like to extend the kindliest greetings to my many American friends whom I regret not being able to meet on this occasion.

Yours sincerely,
Fredk. E. Potter.

CONVENTION SLOGANS

By ARTHUR RICHARDSON
Advertising Director The Sunday News of London

(*Written for* Editor & Publisher)

In Great Britain U. S. A. means "Universal Satisfaction Assured."
We want G. B. to mean "Good Business" in U. S. A.
The British business man's message to the Convention is:
Fraternize Freely
Emphasize Excellence
Advertise Always.
Good money awaits Good value!

Convention Greeting from Harry Salmon

To the Philadelphia Advertising Convention:

I am a great admirer of American business methods and organization, and we have learned many valuable lessons from you which we have applied with permanent benefit to our own business.

For this reason I wish it were possible for me to be with you at your great Advertising Convention in Philadelphia, but for many reasons this cannot be.

I have been asked to send you a message. It is this:—

Whatever your business,

1. Produce the best quality goods by the best quality methods.
2. Sell them at a fair price, aiming at a large output at a small margin of profit, rather than a small output at a large margin of profit.
3. Advertising them freely and stand by your slogan, "Truth in Advertising."

HARRY SALMON.
Managing Director, J. Lyons & Co., Ltd.

DRAMATIC SCENES OF BRITISH STRIKE

(*Continued from page 37*)

ways, the roads, and in every department of public service, the good humor prevailed, even during the gravest days of the strike, and how much this contributed to peace can never be estimated, but that it contributed immeasurably there can be no question whatever.

The Prime Minister spoke to the nation by wireless messages. He kept the nation steady during one of the greatest crises in its long history by this means. Then the Government launched its own newspaper *The British Gazette,* the circulation of which crept up to millions within a few days. The Daily Mail printed its daily editions in France and these were conveyed over by aeroplane not only to London, but to every part of the British Isles.

Great crises produce unusual methods for dealing with them. A wholly novel achievement at the London Offices of the Dictaphone Co. Ltd., is worthy of note. The Wireless Strike Bulletins issued daily by the British Broadcasting Company were received in the company's offices and from a loud speaker were recorded direct on the dictaphone. They were transcribed by typists practically simultaneously with their reception and within a few moments of the termination of the message the complete bulletin, typed, was being exhibited in the windows of the company's show room. The whole process of reception and transcription was carried on in full view of the public. Crowds surged round the windows to watch the typists at work and read the news. Within a few minutes of the exhibition of the news in the windows the company issued the bulletin in the form of typed sheets by a special duplicating process. These "Wireless News Bulletins," were easily "first in the field" and were enormously popular.

At the end of the first week of the strike everything looked blacker than ever. There seemed every prospect that it would go on for weeks, perhaps months, and that the crisis would resolve itself into a wearing down process between the Government and the forces arrayed against them. This had every appearance of meaning not only the ruin of industry, but the final eclipse of Britain as a great power. What happened afterwards was that the Prime Minister broadcasted his now famous speech setting forth the Government position, in simple, but stirring language which rang true. He stated that negotiations would immediately be resumed as soon as the general strike was called off, but that that condition must be complied with first. That speech, supplemented as it was by utterances from Lord Grey of Falloden, the Archbishop of Canterbury, Sir John Simon, M. P. and others saved the nation. It was realized that in Mr. Stanley Baldwin the country had a man whom it could trust implicity, whose word was his bond, who was a man of peace, who put his country first. On the following Wednesday, May 12th, the T. U. C. called the strike off and during the next few days the strike was settled so far as the Railwaymen, Busmen, Tramwaymen, Dockers, and Printers were concerned. It now only remains for a solution to be reached with the Miners and the Prime Minister has given such a splendid lead here also that there is every possibility of agreement being reached ere long. The fact that the strike has only cost the Government £750,000 so far as it can be ascertained is eloquent testimony to the wonderful volunteer service which was manifest throughout those terrible nine days.

What the strike cost in loss of trade will probably never be known. Life in the old country is rapidly assuming a normal aspect and there are undoubted signs that it will shortly be entering upon an era of prosperity without parallel in its long history. Once again Britain has triumphed over foes within as it has so often done over foes without. There was no recrimination, no taking advantage of the position created by the strike, masters and men sat down together, drew up a working agreement and work proceeded forthwith. That is the British way and it would be true to say that the name of Britain is more honored and cherished throughout the world to-day than even that name has ever been before.

In the words of Sir Hall Caine—"All this clearly showed that force is powerless: to compose divisions between class and class, man and man, brother and brother: the moral law alone can do that: any attempt to compel a solution by force on either side can only lead to a limitless and fruitless suffering."

The spirit of friendly co-operation must prevail.

MESSAGE FROM SIR CHARLES HIGHAM

British Advertising Expert Comments on Philadelphia Convention "English Speaking Peoples Are Leaders of the World."

Written especially for Editor & Publisher



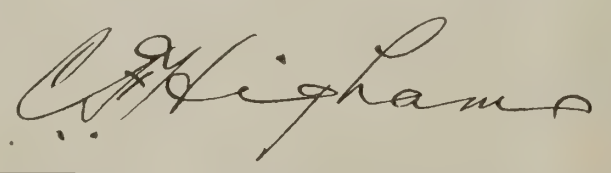
Sir Charles Higham

IT is characteristic of Editor & Publisher, our great and good friend on your side of the water, to think of having another strong British section in the convention number of that admirable paper. These touches of goodwill help to make the path of the English-speaking peoples more pleasant and profitable.

I am sorry that circumstances make it impossible for me to be at the convention this year, because I always learn something at an advertising convention. You have progressed a lot since the first convention I attended in Dallas, Texas, years ago. We are all taking our business seriously and ourselves less so—which is all to the good.

I would like to take this opportunity of congratulating Philadelphia on its enterprise in getting the convention, and even more so on having a big exposition. I hope that both will be an enormous success, as they deserve to be.

I am dictating this in London before I leave in a few days' time to visit your city, and I know the hospitable greeting I shall get, as all English men and women get who come to Philadelphia. I know you will take great care of the British Delegation and extend to them your characteristic hospitality. That they will all benefit by their visit I am certain, and come back enthused to carry on the work of the other side of the English-speaking world, and help to prove once more that in practically every sphere of human activity, the English-speaking peoples are the leaders of the world.



LACK OF NEWSPAPERS SLOWED LONDON LIFE

Indication of How Cities Would Go to Sleep—Stores Empty Because Advertising Columns Were Silent

According to the manager of the Savoy Hotel, London, one of the most aristocratic hostelries of the city, the reason why the big hotels and stores were almost entirely deserted during the recent general strike was not so much for lack of transport, but through the lack of advertising in the newspapers.

"It is doubtful," said the Savoy's manager to London reporters after the strike, "if the strike itself hit a single one of the Savoy's clients. They had their own autos, the American bands still played, there was no dearth of food, even the rarest; inside, things should have been quite normal. But they weren't.

"Why? Just for the same reason that no woman thought of going shopping. Newspapers and particularly the advertisements keep people thinking, making them get out and about.

"On the seventh day of the strike the emaciated news sheets even had to print appeals to the general public to use the emergency transport services that had been organized. There weren't enough people to use what had been provided.

"Nothing could be more significant of the power of newspaper advertising of which London has had to go without for 11 days.

"People didn't come and dance because they never read about anything connected with amusement, the theater, or anything to do with the entertainment world. The stores, except the provision stores, were also empty for the reason that some 500,000 women each morning were unable to read about things that they felt they wanted to buy,—no advertising—no knowledge.

"They still wanted to buy the things, and the things were still there to buy, but the vital medium was lacking.

"The strike has proved, from the point of view of hotels, stores, restaurants, theaters and public amenities generally, that advertising is more effective and even more vital than transport itself.

"The hour the strike was over—the tide rushed back; newspapers printed, advertisements and amusements were crying out, the people heard the wheels of the life of the biggest city in the world begin to whirl as before."

Four A.A.C.W. Spokane Delegates

Four Spokane men are expected to attend the 22nd annual convention of the Associated Advertising Clubs of the World to be held at Philadelphia, Pa., June 20, 21, 22, 23 and 24. The *Spokesman-Review* will be represented by E. Z. Smith, the *Chronicle* by G. W. Roche and F. W. Martin. Jacob Cohn, member of the firm of Ben Cohn and Brothers, jewelers, is also planning to attend the convention.

In England the best advertising always appears in — "PUNCH"

"I consider 'PUNCH' an exceedingly good medium for our advertising, not only because of the peculiar quality of 'PUNCH' from the artistic and literary side, but because the advertisements in 'PUNCH' are of a better class and of a better class of article than can be said of he adver isements in any other paper."

JOHN V. PUGH,
Managing Director, Messrs. Ridge-Whitworth, Ltd. Coventry.

"Punch"—

"the paper that is England"

MARION JEAN LYON
Advertisement Manager. "PUNCH"
80, Fleet Street, London, E.C. 4, Eng.

STURDY PROVINCIAL PRESS COMPETES WITH LONDON'S MIGHTY DAILIES

Weeklies Usually Appear on Fridays — Sunday Papers Mainly Devoted to Sport and Features— Editing Standards High

By H. A. TAYLOR

Director, Newspaper Features, Limited.

Written Especially for EDITOR & PUBLISHER

CONVERSATIONS with American friends whom I have met in England, and in their own country, have led me to the conclusion that it is not easy for an American to appreciate fully the difference between the National and the Provincial Press of Great Britain.

A superficial examination of the newspaper position in Great Britain soon shows that there are five distinct classes of newspapers.

Firstly, there are the papers published in London, and, generally speaking, on sale simultaneously in every part of Great Britain; two of these have subsidiary publishing offices in the North of England, enabling them to publish special editions for that part of the country and to compete, on something like an even basis, with the Northern newspapers. Secondly, there are the London evening papers which, while circulating in a considerable area in the South of England, are unable to get much beyond a hundred miles of London in time seriously to compete with the evening papers published in the Provinces. Next, there are the Provincial newspapers; the morning newspapers competing sturdily with their London contemporaries, and the evening papers enjoying freedom from London competition, but, in some places, involved in brisk rivalry of a local nature.

Outside these three classes are the weekly provincial newspapers, published, usually, on Friday, and devoted almost exclusively to local affairs, and, in some instances, bearing a very strong imprint of the parish pump. And, finally, we have the Sunday press of London and the Provinces, whose competition is largely, if not mainly, concerned with features and with sporting reports.

That position is a fairly simple fact, but, when the visitor comes to examine the various classes of newspapers, he is apt hastily to make the assumption that, when the average London newspaper is placed side by side with the average Provincial newspaper, the public will always prefer the London product. From this assumption he will easily reach the conclusion that, in a very short time, the Provincial morning and weekly newspapers will cease to exist.

To confirm this conclusion, he will point to the numerous expensive feature carried by the National newspaper, and the limited feature-content of its Provincial contemporary, and assert that, news-contents being more or less equal, the man in the street will buy the paper that gives him the greater volume and greater variety of interesting reading matter for his penny or twopence.

Nevertheless, it is not safe to be absolutely logical in delivering judgment on anything appertaining to Great Britain. According to strictly logical reasoning, the British Empire cannot exist, and there are many lesser institutions which, according to the most generous of theories, ought to have been dead long ago, if, indeed, they could ever have been born.

Similarly, in considering the Press of Great Britain, it is most unsafe to venture predictions or to base judgments upon anything but continuous detailed experience. The Provincial press of Great Britain is a very well-established and thoroughly healthy institution. Competition from London, fierce and unrelenting, does not shake it, and will not extinguish it.

The American reader, accustomed to seeing the bright and numerous array of features in even the most modest of newspapers in his own country, is apt to think, when he looks over a British Provincial paper, with its one or two odd features, that such paucity of interesting "magazine" material means either poverty or impending doom, or both.

This state of affairs is, however, readily explained.

We are a conservative people, and although there have been feature syndicates in Great Britain for forty years or more, the syndicate is still something of a cinderella among newspaper organizations. Indeed, there are still to be found editors and proprietors who boast that they have never used a syndicated feature and never will—in much the same way as one may encounter in the country districts old folk who boast that they have never had a bath, and have never used a telephone. The number of such die-hards is, of course, small, and is rapidly dwindling.

The war, with its rationing of paper supplies, and the great post-War depression of trade (from which we are, at last, steadily and surely emerging), acted on the press like a strong wind on an orchard in spring. It cleared away the unhealthy and the insecure newspapers, and blew away the cobwebs that were settling upon certain of the others.

A judicious blending of contents of national interest with an adequate treatment of local affairs, and a steady increase in feature-contents, is being achieved, and the Provincial newspapers are retaining and, in many instances increasing, their hold upon the public.

The reader of a Provincial newspaper is not a a head-line taster. That type of person is more readily satisfied by the National press. The Provincial reader is usually a person of a more serious turn of mind, a person of strong local patriotism and a studious observer of events. Thoroughness, rather than hustle, is his pre-eminent characteristic. He and his kind constitute a public from which most advertisers get a higher return for their money than they do from the newspapers whose readers are very numerous but very casual in their perusal of a newspaper.

One of Mr. Lloyd George's organizers admitted to me a few years ago that, in testing the feeling of the country, he began about a hundred miles outside London; and there are many politicians who declare that the opinion of the country is better represented by the Provincial newspapers than by the more capricious product of Fleet Street. Further, the standard of editing is, in many Provincial newspapers, as high as any to be found in London, for Fleet Street does not retain all the talent that comes to it. Many journalists use it merely as a school in which to graduate for high Provincial appointments.

METHODIST RECORDER

The Leading Methodist Newspaper

Net Sale: Over 56,000

Gipsy Smith, the well-known Evangelist, says:

"I cannot understand how any Methodist can live without the *Methodist Recorder*."

Offices:

161 Fleet Street, London

Advertisement Rates: £25 per page (17" by 11½")

"JUSTICE AND PROGRESS"

King Albert's Tribute to the "Daily News"

The King of the Belgians has sent a special message of congratulation to the "Daily News" on the occasion of the issue of its 25,000th number.

His graciously worded telegram, translated, is as follows:

On the occasion of the publication of the paper's 25,000th number, I warmly congratulate the management of the "Daily News," whose vast influence in the world has always been at the service of ideas of justice and progress. ALBERT.

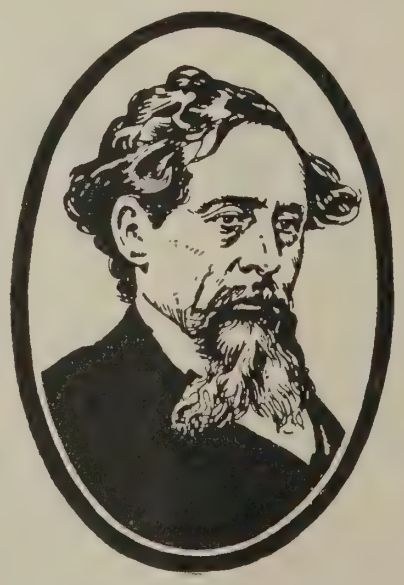
All classes of readers and advertisers testify to the service rendered during 80 years of progress by the London

Daily News

—the paper that pays advertisers and can prove it

Certified Net Paid Sale, April, 1926

647,404 Copies Daily



Founded by CHARLES DICKENS

First Editor 1846

Advertisement Office
Bouverie House,
Fleet Street, E. C. 4
London, England

STUDY BRITISH STATISTICS

Britain is the richest market in Europe. It does more trade, and has a more stable economic condition, a wider distribution of wealth, and a higher standard of living, than any other foreign country.

TRADE. It holds an even bigger proportion of the world's trade than it did before the war, and heads the list of trading nations with a 16·5 % share of the total trade to its credit—more than double that of any other nation except the United States (15·5 %).

ECONOMIC CONDITIONS. Currency is deflated to par and the Gold Standard has been in operation since last year. All creditors are being paid in full and the annual Budget is balanced yearly. The "cost of living" has been stabilised for three years.

DISTRIBUTION OF WEALTH. There are 44,000,000 people in the country, of whom 17,000,000 are wage earners. The total national income is estimated at $16,000,000,000 per annum. Investors in Government securities number 15,000,000.

STANDARD OF LIVING. A recent investigation in the United States showed that the proportion of families in receipt of more than $2,000 income was 18 %. The corresponding figure for Britain is 23 %. Holiday resorts, theatres and places of amusement are crowded to capacity. 1925 was a record year for all the big London retail stores. The profits of companies manufacturing semi-luxury articles are higher than ever before.

To develop trade in this market is a merchandising and advertising problem best advised upon by those who have known it inside and out for a quarter of a century.

SAWARD, BAKER & CO. LTD.

Advertising from A to Z

27 CHANCERY LANE, LONDON, W.C.2

Clients:

California Packing Corporation
Dromedary Dates
Pompeian Beauty Preparations
Ovaltine
Glaxo Baby Food
J. & P. Coats' Threads and Cottons
Clark's Anchor Threads
Gibbs Dentifrice
St. Margaret Hosiery and Underwear
North British Rubber Company (Clincher Tyres)
Reslaw Hats
Nil Simile Shoes
Vulcan Motors
Murray's Mellow Smoking Mixture
Younger's Scotch Ales
Cristolax
Colleen Soap
Fitu Corsets
Jecomalt
Rothman's Direct-to-smoker Service
Iron Jelloids
Walters' Palm Toffee
Bengué's Balsam
Haymills Estates
Barker & Co., (Coachbuilders) Ltd.

FINE POINTS OF TRADE AND ADVERTISING IN ENGLAND

Buyer Wants a Yard Wide and Exact Truth in Sales Talk—No Room for Pessimists on the Tight Little Isle—"Victory of the Pound Sterling"

By C. MAXWELL TREGURTHA

Written especially for EDITOR & PUBLISHER

IN my daily paper as I sit down to write I observe a headline "The Victory of the £." And I find it is a tribute quoted from the *New York World* Yet this tribute comes on the heels of the greatest organized attempt to paralyze Britain by a general strike—the strike that would not flare up because the match had the wrong sort of head.



C. MAXWELL TREGURTHA

The New York World describes that strike as a momentous moral victory for the British people, and says that the achievement of parity for sterling in the wake of the strike is a victory less spectacular but no less real. Not a little of that victory was due to Baldwin and the B. B. C. (British Broadcasting Company).

When you have a prime minister who is a kind of peaceful Mussolini, with a keen insight into the real situation and a firm determination to withstand all efforts to undermine the Government, and when the prime minister addresses the whole country in person through the medium of the microphone with calm, deliberate utterances, the machinations of a few revolutionary spirits are instantly rendered futile.

Truth has a quality which identifies it as the real thing. No amount of camouflage rhetoric can have the same effect on the simple Englishman. Baldwin's sincerity won out, because we know that his sincerity was no veneer. Truth must win in politics and advertising.

To do trade with England you must understand the English temperament. Someone, probably a Frenchman, described us as phlegmatic. Don't be misled. We are not phlegmatic. The men folk of England never grow up—they're just big kids. That is, excepting those who contract indigestion through hustling. The womenfolk try not to grow up—but they worry overmuch. Men don't worry. They have a maxim: "What's done can't be undone. Don't worry over errors, just make sure they don't happen again." Englishmen are simple but not easily imposed upon—they have something of the Scot's skepticism. Englishmen are very emotional—but not on the surface. They can face calamity with the seeming calm of a stoic, but inwardly they are in a tumult. They were like that in France.

There is yet another attribute; the tendency to laugh in the face of trouble and regard it as a jest. If you could have witnessed the cheerfulness of the crowds when faced with a skeleton travel service and the genial cheeriness of the volunteer transport workers you would have got a big grasp of the Englishman's character.

If you can visualize this character, you will understand the spirit that broke the strike.

This is not intended to be a panegyric. It is just a candid examination of a type of buyer. Nor is it out of place here because it concerns trading.

England is really doing very well despite the wailings of the Jeremiahs who say "England is finished." Strikes are but passing phases, merely pot-holes in the road. They give a jolt, but only a jolt.

Trade is too well sprung to suffer damage to its chassis by an occasional rough road on its journey.

"Victory of the £." That surely in itself is all the evidence that is needed of the rightness of trade in England.

At the moment English trade needs more science in the business of marketing. It is evident that the cost both of production and marketing must be reduced. Trades are now realizing the importance of collective effort and various industries are conducting campaigns for the development of their trade as a whole. By increasing demand each individual finds a distinct improvement in his own trade. The idea is not new in America. It is not altogether new in England, but it was quite a while before the "get-together" spirit was appreciated. The English trader is rather loth to show his hand—just a trifle "ca canny."

It is slowly dawning on the minds of the manufacturers and traders of England that the only remedy for high costs is increased demand and that increased demand is best brought about through Advertising. It has needed quite a lot of effort on the part of such men as Sir Charles Higham and Mr. W. S. Crawford to force this truth home.

At the present time a united effort is being made by *all* traders to boost British goods. Two slogans are now in use; the one "Buy British Goods," the other "Sell British Goods." They are part of a mild attempt to encourage the public to buy imperially. But no such anaemic effort will yield any results worth comment. Until much propaganda has been issued and the whole press devotes daily space to "reason why" copy on the subject, the British public is not likely to pay great heed to the purchase of British Goods.

I do not think the movement can ever gain much ground because thinking men and women consider the project fundamentally wrong. "What would happen to our export trade if all other countries adopted this idea?" asks one. "How can we, who depend so much on imports from foreign countries, possibly attempt to ostracize all but British Goods?" asks another.

That Britain makes dependable products none will deny, but Britain cannot be best in everything. I could enumerate quite a number of things which enter into the routine and the leisure hours of my life which are not English—and I would hate to be forced into using English (or British) substitutes for them. I'm fond of the cinema, but if I had to submit to an all-British show I would soon lose my taste for "the pictures." This isn't disloyalty, it is sheer frankness. I dread to think what would happen, too, if I had to smoke British tobaccos!

The people of Britain will never buy otherwise than on value. They will not pay more for a British-made product if they can purchase its equivalent for less money. Many foreign-made things on sale on this market have no British equivalent.

There always has been and always will be a good market in Britain for good American products. The only rival to this market America has to concern herself with is Germany. Germany seems to have a knack of imitating American products and following them into our market at much lower prices. Here is an example: A certain American rouge lipstick sells here at somewhere in the neighborhood of 4/-. A German copy of it retails at about 1/6. Perhaps our slogan should be: "Buy British Goods—or American!" It would be equally fatuous if the German (or other foreign) product was less than half the price. It takes a long vision to see the economic soundness of paying more for the real British article. Most people are not that much concerned with posterity.

But to return to the subject of advertising. Advertising in England has made amazing progress. Not many years ago the contrast between English and American advertising was as pronounced as the difference between a Ford flivver and a Rolls-Royce motor car. Today there is still a contrast, but not on points of craftsmanship or artistry. The contrast is merely that of treatment, necessary difference because the appeal is to different temperaments.

Some of the leading men in Advertising have been able to train the English artist to think advertisingly and to adapt his art to use instead of ornament. Some of our literatary men have been convinced that there is no degradation in using their pen to write alluringly of manufacturers' ware. We have availed ourselves of the many new American type faces (revivals of old European craftsmen). Thus through good art, good copy and good typesetting, English advertising has become a thing of beauty and a greater influence for the betterment of business.

"EYES WEST"

By SIR WILLIAM H. VENO

Written for EDITOR & PUBLISHER



ON June 12th I joined the British party on the "Berengaria." After my experience in New York and Houston last year, it would be hard to stay away from Philadelphia.

An American Advertising Convention exudes an atmosphere which stimulates imagination, creates new ideas, broadens one's vision, and brings one into contact with the best of good fellows. The memory of the amazing hospitality and good feeling shown to the British party last year still lingers with me.

The two great branches of the English speaking family are destined to work together as the leaders of civilization, world progress and world peace, and the more frequently the two families meet, in mutual respect and harmony the better.



GET YOUR

LONDON

LETTER

DIRECTLY FROM

LONDON

If you require British editorial matter of any kind—be it a London Letter, a special news story, or a British feature—do as the leading British editors do, and

WIRE TO "NEWSBOY" FOR IT

In other words, communicate with

NEWSPAPER FEATURES, LTD.

23 FLEET STREET, LONDON, E. C.

CABLES—"NEWSBOY, LONDON"

Sir Charles Higham

invites Correspondence

with

AMERICAN ADVERTISERS

who are now in, or contemplate entering,

THE BRITISH MARKET

I CONDUCT, at Imperial House, Kingsway, London, an efficiently-staffed Service Advertising Agency, on the lines of the best Agencies in your Country. My American clients include

The Parker Pen Company
The American Safety Razor Corporation
The United Drug Company

to whom I refer you as to my capacity.

As to my standing in any respect I refer you to the Publishers of this or any American Newspaper

CHARLES F. HIGHAM LTD.

LONDON—ENGLAND

Cable Address: 'Highamads,' London

Merchant Prince Sees Strike As Great Advertisement



London's famous merchant at his desk in the huge Selfridge store

THE great strike which we have just gone through, and which has been so victoriously terminated in favour of law and order and "live and let live," will probably prove to be one of the best advertising features of this advertising age.

¶ Every paper in every land has given much space to this effort to control the Nation through Trade Unions, and there are probably but few of the fifteen hundred million people in the world who have not discussed it.

¶ To everyone then with intelligence the result has been accepted as vitally important and, as I have suggested, I think will be a tremendous advertisement for the good sense, the strength of purpose, the general good humour, poise, and absence of hysteria of the people of these Islands.

¶ Our British Delegates, while attending the Philadelphia Advertising Convention, will all have reason to know and to feel the influence of this great advertisement.

¶ I hope, too, that they will return bringing back new ideas and even a further knowledge of the science of advertising.

Gordon Selfridge

The Daily Telegraph

enjoys an unrivalled measure of public confidence and esteem, not due to a fleeting popularity, but the result of years of sound journalism and truthful presentation of news.

In addition to its very large amount of displayed advertising, the enormous measurement of "Classified" Advertisements carried every day is a clear proof of its unique value as an advertising medium, and its readers open it each morning with a mind prepared and receptive for its many columns of advertising news.

For Advertising Rates, apply
H. G. REEVES, Advertisement Manager,
"THE DAILY TELEGRAPH,"
138, Fleet Street, London, England.

BRITAIN—BEFORE AND AFTER THE GENERAL STRIKE

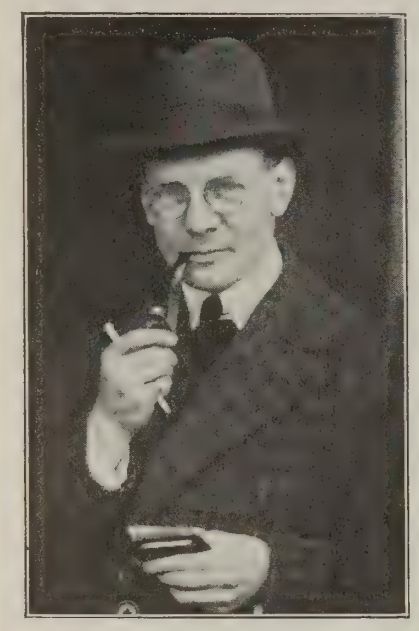
There Is No Bad Blood in England Now—Britain Is Again on the Trade War Path—Strike Left Less Damage Than Most Sanguine Would Have Expected—Statement by Advertising Expert

By W. H. HARFORD

Director of Saward Baker & Co., Ltd.

(*Written for* EDITOR & PUBLISHER)

IN moments of detachment before the general strike I used to picture this, my country, as a man in his prime fighting the battle of life in competition with younger races but handicapped by blows from outside the ring delivered by an unfair fate named War. Yet this man, Britain, was miraculously winning. Oblivious both to the admiration of some sections of the world audience and to the doubting faces of others he was inch



W. H. Harford

by inch pushing onwards. He was whipping himself to the contest with a dogged energy that was almost demoniacal. He was calling up reserve after reserve of latent strength and still there appeared immeasurable reservoirs of vitality untapped. It was epic. And yet! And yet everybody knew that some of the bonds that made his task so enormous and his achievement so astounding could and must be snapped by himself alone!

But passing from difficult simile to cold facts we know that Britain emerged from a war, for which the strongest adjectival descriptions are pale things, with the laurels of victory and the loads of debt. Debt in figures that made the mind reel and the sweets of success bitter sweetness.

We immediately made one great error. We faced the future too swiftly. Instead of first putting our material and mental machinery in order we started the new trade war with a combination of pre-war implementary and the improvised weapons of the European holocaust. Maybe the need for rapid action appeared too strong for us, but could we have realized that the methods of trade had changed so much between 1914 and 1919 we should probably have organized not only our production, but our selling activities in conformity with the new day, instead of slowly and painfully improving them in the succeeding years.

And instead of patching up at intervals the disagreements between employer and workman we should by a patriotic appeal, which, if properly made never fails in this country, have capitalized by unity and understanding, our characteristic will to work. The fact that we were hampered by circumstances for which we were not responsible and by some for which we were in a sense to blame, serves to enhance the magnificence of the achievement we wrought and to place it in a white clear light before the other countries of the world.

Not the least part of the achievement was first the unqualified acknowledgment and second the faithful carrying out of, our financial obligations. We of course recognize that by taking the honorable course, difficult as it was, we have proved that in national matters as in individual matters that attitude was commercially sound in the long run. This part of our achievement is familiar to Americans but it is perhaps less appreciated in the United States that in the years succeeding the termination of war we increased our general standard of living. We improved the social and economic status of our people despite our unemployment figures and despite the other obvious economic disabilities.

It may come as a surprise to many that of the seventeen million people in this country who are in receipt of incomes nearly two and a half millions earn an average of £715 per annum, a further two and a half million earn an average of £225 per annum, whilst the remaining twelve million earn an average of £129 per annum. But a statement of family incomes is probably a better view of our condition. Of the ten million families in the country it has been estimated that upwards of a quarter of a million are in receipt of an income of £1,000 a year and upwards, two million have an income between £1,000 and £400 and seven million have an income of below £400. And it must be remembered that our system of unemployment insurance benefits, trade union benefits and unemployment pay by the state prevented even the poorest classes, which exist in all countries, fall to pre-war level.

These accomplishments were made possible by the gradual improvement of our commercial machinery and it is significant that on the literal eve of the general strike hundreds of manufacturers in the northern area of England—the textile and machinery producing districts—were wending their way to the Second British Advertising Convention to take part in a manufacturers' conference on the subject of efficiency in selling methods. It may be easy in America to assemble five hundred non-advertising manufacturers to attend an advertising convention—I do not know that it has ever been attempted in the States—but in this country, I, who organized this manufacturers' session, fell that practically five hundred responses from one area of the country alone was a significant sign. It was fraught with immense possibilities, but then the long talked of, never really expected menace of the general strike came like—like nothing we have experienced before.

It was decided to postpone the convention because it was obvious that when the strike was over the necessity for a close consideration of how to expand markets would be paramount. There were, however, many delegates who knowing there might be no trains running were anxious to "carry on and walk home."

Throughout the succeeding nine days British good temper and British level-headedness was never more strikingly manifested. If people had normal work to do they went to work, how they got there is now the subject of many humorous stories. If normal work was impossible, then they worked to keep the country going. One of our own office boys walked fifteen miles to the office and was very little late.

Amongst the more serious aspects of the affair was the strike of printers and allied trades which reduced the newspapers to "emergency sheets"—some just facsimile messages—because rarity of authentic news in the first few days led to rumors of rioting and disorder. The facts are that there was very little disturbance and when the press got stronger, as it did, day by day, and as the Government newspaper, born the first day of the strike, began to get big circulation, rumor was killed and the nation accepted with placidity the dual task of defeating the strike and prosecuting business.

The way in which we stood a shock which in most countries would have led to the running of blood, has had a curious psychological effect upon us. For years we have been suffering from an inferiority complex. We have been the world's worst advertisers of a nation as a nation. We have praised the enterprise of other countries and deprecated ourselves. We have seen virtue in others whilst doubting ourselves. But in trams and trains to-day you hear a man say to his neighbor "We are a wonderful people." We are!

Now, we are joking and telling funny stories about the strike which might have meant the end of Britain and of Europe. We are a wonderful people. Whilst we were dealing with the biggest menace we have ever faced, we watched the pound sterling rise to its highest point for many years. Whilst the mines were empty, the factories closing down, the trains being run by amateur drivers, our money value rose and that of some European countries fell. Of course we are a wonderful people.

But to my mind, the most amazing thing of all is the calmness of the recovery. It is as though the Heavens had rained oil upon the stormiest sea. The vast majority of people are back at work as though nothing had happened and we are tired of strike talk. Frankly, it has been wearisome to write that part of this article dealing with the strike itself.

When it comes to talking about the future, however, thoughts and enthusiasms crowd in. Pen cannot travel fast enough. We have finished with pessimism. To the devil with doubt. We who have done these things can do undreamed of other things.

It reminds me of the story told of a gathering of townsmen in a Belgian village, the famous Town Hall of which had been sacked by the first rough rush of the German foe. The discussion centered round the question of whether the Town Hall should be rebuilt or left as a sad relic of an unforgivable crime. Some were for one course and some for the other. But when a young Belgian with a light in his eye cried out "Build again! of course we will build again, but we will build it *three feet higher*" the matter was settled.

The great general strike has left less damage than the most sanguine would have expected. Mr. Winston Churchill says it will not be necessary to impose fresh taxation this year and the cost to the Government was really negligible. Mr. Walter Runciman, M. P., shipowner, manufacturer and banker, estimates the total loss to the country to be thirty millions, and then declared "This country had as great power for a return to prosperity as ever it had in the past. There was a power of co-operation which had not yet been fully insisted upon . . . . a power of enterprise by which men would take risks tempered by knowledge; and a desire on all hands to extend the commerce of this country. Not only within imperial boundaries, but throughout the whole world."

From the issue of "The Times" reporting Mr. Runciman's speech, I have clipped the headlines of reports of various company meetings—just from one issue. They are reproduced here and tell their own story.

There is one final point of tremendous import. The strike was defeated but the settlement was pacific. There is no bad blood in Britain now. The newspaper proprietors who had the most cause to be bitter because the men attempted to censor editorial and interfere with management are printing leading articles breathing the spirit of reconciliation and sounding the note of progress.

Out of the deeps of a national crisis springs the flame of progress. The nation has regained its soul. The spirit of adventure is abroad. New methods will be embarked upon. New energy will be imparted into commerce. Britain is again on the trade warpath. We are a wonderful people.

HEADLINES THAT SPELL BUSINESS

COMPANY MEETINGS.

NORTH BRITISH AND MERCANTILE INSURANCE COMPANY.

GROWTH OF INCOME AND PROFITS.

WORLD-WIDE ...

REVIEW ...

DEP...

ALLIANCE ASSURANCE COMPANY.

PROGRESS OF THE YEAR.

OF WHOLE ...

RANCE.

WHITEAWAY, LAIDLAW, AND CO.,

SUBSTANTIALLY IMPROVED RESULTS.

DIVIDEND INCREASED.

PROGRESS IN CURRENT YEAR.

The EIGHTEENTH ANNUAL GENERAL MEETING of Whiteaway, Laidlaw, and Co. ... was held on ...

BRUNNER, MOND AND CO.

INCREASED PROFIT.

GREATER EFFICIENCY.

IMPORTANT NEW ...VELOPMENTS.

...DENCE IN THE ...UTURE.

... MOND'S SPEECH

...NARY GENERAL MEETIN... Co., Limited, was held ... Hotel ...

...ETT'S SPEECH.

... of the ...

UNION AND ... INSURANCE COMPANY.

SATISFACTORY LIFE FIGURES.

INCREASED INTERIM BONUS

CONSIDERABLE ADVANCEMENT IN FIRE PREMIUM INCOME.

...HUNDRED AND FIRST ANNUAL ...

GRESHAM LIFE ASSURANCE SOCIETY.

INCREASE IN NUMBER OF POLICIES.

FAVOURABLE MORTALITY EXPERIENCE.

...ONAL ENDOWMENT ...

COMMERCIAL UNION ASSURANCE COMPANY.

REVIEW OF YEAR'S BUSINESS.

...TERRUPTED PROGRESS.

...ION ...STRO...

THE YORKSHIRE INSURANCE COMPANY.

FURTHER PROGRESS.

REVIEW OF DEPARTMENTAL ACCOUNTS.

The 102ND ANNUAL GENERAL MEETING of the Yorkshire Insurance Company was held ...

Clipped from one day's issue of *The Times* of London, telling a story of stable conditions in England's economic life.

Facts About Philadelphia

Philadelphia's population is 1,936,932.

Philadelphia makes 60 per cent of the glazed kid produced in the world.

Philadelphia has more than 1,000 churches of all denominations.

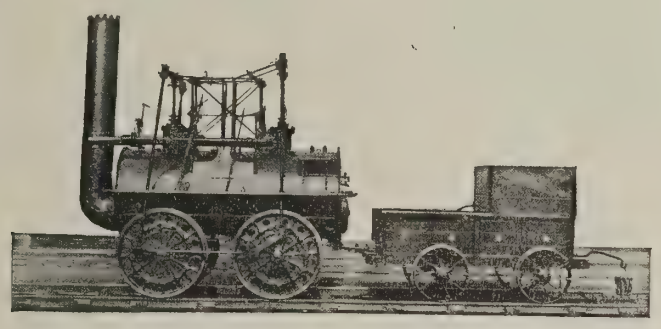
The city's industrial payroll for a year averages about a half billion dollars.

Of the 328,274 workers in industry in Philadelphia, less than 13 per cent are foreigners. Philadelphia has 15 per cent more skilled workers than New York, and 10 per cent more than Chicago.

Invested capital in industrial plants in Philadelphia in 1923 amounted to $1,066,-901,923.61.

British Progress
London & North Eastern Railway

1825



Started by George Stephenson when he constructed the Stockton and Darlington Railway (27 miles), the first public railway in the world, now part of the L·N·E·R.

1923



The London & North Eastern Railway of England and Scotland formed by the merger of seven British Railways into one great Company with nearly 7,000 miles of line. This amalgamation was accomplished without hitch or any interruption of the services rendered to the public.

1926

The L·N·E·R
has for its motto "Forward."
Conveys { 371 Million passengers per annum.
143 Million tons of freight per annum.
Own 38 Docks and 23 Hotels.
Is the Shortest and Quickest Route between London and Scotland.
Provides the money-saving night route between England and the Continent via Harwich.

General Agent for America:
H. J. KETCHAM,
London & North Eastern Railway,
311, Fifth Avenue, New York, N.Y.

L·N·E·R

BRITISH ADVERTISING TRENDS SINCE HOUSTON

Improvement Seen in Technique—Development of Co-operative Advertising—Work to Be Done to Convince Retailers and Buying Public of Value of Publicity Service

By SINCLAIR WOOD
Director, Advertising & Publicity, Ltd., London, Brussels, New York

THE advertising man is, generally, so full of enthusiasm and optimism that he is prone at times to allow his optimism to run away with his judgment. For several years in Great Britain it has been the custom as each year closed for leaders of advertising to review the progress of the preceding twelve months. Were a layman, now, to read those reviews for the past five years, he would, I fear, expect advertising in Britain to be in a healthier, more advanced state than actually it is. Improvements that have taken place in only one or two quarters have been taken sometimes to constitute general improvement; progress has been classed as progress without any consideration of degree, sincerity, or speed, and numerous dark spots have, whether in ignorance or through the spirit of eternal hope, too often been ignored.

Reviewing, as impartially as possible, the state and trends of British advertising during the twelve months since the Houston convention, there are some real improvements to report, but equally there are matters in which it cannot be said that any advancement has been made. The directions in which there is improvement may be more numerous, but it is questionable whether, all things considered, British advertising has advanced far from the state it was in a year ago.

To deal first with the most cheerful aspect, there has, I think, been very real improvement in advertising technique. The movement that began soon after the end of the war to have copy written by people who could use the King's English has gained force during 1925-26. Service agencies, and manufacturers maintaining their own advertising departments, are becoming convinced that to induce several thousand people to make a purchase or an inquiry by means of a few words is a difficult, specialized occupation calling for trained and specially equipped minds, and that such a type of mind must be paid for. And they are paying for it. Advertisers, too, are learning that a five-dollar drawing may not be good enough to focus attention on the argument presented in a thousand dollar-space, and more competent artists are being paid to translate the advertising man's ideas. There has been real progress in this direction, as well as in the details of advertisment preparation. Layout work may not on the whole have shown great improvement, but there has been very considerable growth in the tasteful setting of newspaper advertisements. More and more agencies are inducing their clients to have every advertisement specially typeset, and to supply papers with complete plates, so avoiding the dreadful similarity that had been unavoidable in the case of most papers. Three or four typesetters, at least, are now giving most intelligent, knowledgable service in this direction.

The second bright spot is the development of co-operative advertising. Five or six important campaigns have been added during the past year. Still, much remains to be done—only a very tiny proportion of the industries, trades, and services that could profitably co-operate in advertising have as yet done so. One factor that militates against the spread of co-operative advertising is the scarcity as compared with the United States, of trade associations, and the general ineffectiveness of those that do exist. The British manufacturer and merchant tend to be self-contained, and view their fellow men more as competitors than as co-operators. The very idea that they should pool information about costs and methods scares them. The result is that, even in the case of existing associations, it is difficult to obtain and maintain agreement sufficiently long to achieve results. Advertising people are somewhat to blame for the continuance of this state of mind—they should be preaching more actively the benefits of co-operation. Up to the present, I believe, eighty per cent or ninety per cent of the co-operaive campaigns in Britain have been developed and are being operated by one advertising agency.

The c. o. d. system introduced by the Government a few months ago presented to advertising an opportunity of which advantage is being taken very slowly indeed. The system opened up possibilities for reducing distribution costs by making more accessible the large bodies of people living in districts remote from good shopping centers—the people who raise the advertising cost of almost every successful product in general use. The way for c. o. d. had been well paved by the post-order system run so successfully by the great department stores and mail order houses. But the opportunity has not been seized. Observation suggests that many of the advertisers who adopted the system during its first week gave up because they had not made huge profits within a fortnight. They were not prepared, apparently, for the constant hammering necessary to break down the British distrust of something new.

A factor that has probably affected the nonsuccess, as yet of c. o. d. is the distrust the British public still has of advertisements and consequently of advertised goods. However we may encourage ourselves in our trade papers and at our club and convention meetings, the fact remains that the great majority of the British public still associates advertising with exaggeration and misstatement. The most depressing thing about a review of last year's advertising history is, I think, that practically nothing has been done to change the public state of mind towards advertising. The average British housewife, when she buys an advertised product, firmly believes that she is "paying for the name" and the retailer agrees with her heartily. Nearly every woman believes that advertisements are untrue, and leaders of thought in the country—teachers, lawyers, preachers—are of the same opinion,

The country's clearest thinkers, when they can be induced to discuss adver-

A National Newspaper of Unique Character and Influence

CHARACTER counts with newspapers as with human beings.

The character of a newspaper may be judged alike by its advertisements and its editorial contents.

"The Sunday News" is a National Institution of unique character and influence.

For nearly a century (84 years) this famous old newspaper has maintained its pre-eminent position as the typical British Sunday Newspaper.



For space in
"THE SUNDAY NEWS"
formerly known as "Lloyd's Sunday News")
communicate with
ARTHUR RICHARDSON
Advertisement Director,
3-4-5, Salisbury Square,
Fleet Street, London,
England.

THE SUNDAY NEWS

tising at all, tell you almost to a man that it is a waste of money and manpower, that it increases the cost of living and that it adds to unemployment. Very occasionally, an economist will agree that co-operative advertising, or advertising in support of some great social cause, may be justified, but never that there can be any excuse for advertising an individual proprietary article. It is most difficult to bring them to any appreciation of the part that advertising plays in distribution. The country is not making agement. Before drawing up advertising plans or advertisements, these organizations are making a conscientious study of the market in regard to each individual product, investigating competition, methods, potential and actual demand, consumer habits, needs and prejudices, and trade practices and sentiment. Based on this study they are preparing advertising plans that are sound fundamentally, and more likely to create, not only immediate sales, but repeat sales, and to build good will and successful businesses.



SINCLAIR WOOD

any study of distribution problems. It does not know there is a distribution problem. It expects that somehow goods should walk or fly from the factory door to the consumer, who ought to pay the price that the article costs the manufacturer and no more.

"Down with the middle man" has become a kind of parrot-cry solution for our living cost difficulty.

That is another depressing thing about British advertising. Advertising men are not taking the lead in bringing about serious study of distribution problems. They do not know anything about distribution themselves. Mostly, advertising agencies are still organizations for the preparation and placing of advertisements. Very few are competent to discuss with a client on equal terms the *sale* of his goods—able to go with him into costs, margins, distribution channels, selling plans, and to frame advertising campaigns that are built on a sound foundation. In the great majority of cases selling and advertising are carried on in water-tight compartments, without any conception of the fact that each is nothing but a part of marketing, and that alone either is a nonproductive function. The result is waste of effort and money so-called "advertising failures," with high distribution costs, consequent high cost of goods, and restriction of purchasing.

Just one bright spot appears here—one of the brightest in the last year's history. Five or six advertising agencies have come sincerely to appreciate that their real job is to help their clients dispose of their output at a profit, and that they must become, if not in name then in fact, marketing agencies instead of advertising agencies. These few are staffing their organizations not only with space-buyers and advertising technicians, but with men experienced in sales management.

Some, but insufficient, progress has been made towards bringing about a readier public acceptance of advertising and of advertised goods—towards convincing people that a statement is not necessarily incorrect because it is made in an advertisement. Much public speaking is done by advertising people, but usually to fellow workers with whom they are in complete agreement on the subject in question, or to manufacturers and merchants whom it is desired to convert to advertising. A little, but a very little, free space has been devoted by the newspapers to the advertising of advertising, and that has been almost entirely in the provincial press.

Mention of the work of the newspapers for the good of advertising reminds one of their painfully slow progress towards helping advertising practitioners to make their work more scientific and resultful. The additions to the lists of publications that issue guaranteed net sales certificates is disappointing. But what is worse is the fewness of the papers which issue any kind of analysis of their circulation. This question has an importance in Great Britain which, in the case of newspapers is far greater than in the United States, because in our country the great daily and Sunday newspapers published in London—and some in other cities—circulate from end to end of the country and constitute the cheapest medium for the advertising of most products. Yet only in the case of about two national newspapers is it possible to obtain a dependable detailed statement showing the distribution of the paper's circulation.

Instead of accurate, complete information, advertising men have to work on impressions gathered from coupon redemption, salesmen, and other sources, obviously insufficient and often misleading. The

(*Continued on page* 56)

A hearty welcome is extended to you from the Proprietors of . . .



"THE GRAPHIC"
AND
"THE BYSTANDER"
COMPRISE
Great Britain's "Powerful Pair"

The Leading Publications in the World of Illustrated Journalism

No advertising campaign appealing to the Upper Middle Classes is complete without the use of these two Publications

"THE GRAPHIC'S" reputation is well established and known throughout the British Empire, and deals with Men — Matters — Art and Politics on the best lines.

"THE BYSTANDER" is the Leading Light Society Weekly — A firm favourite with everyone.

Any further information and Scale of Advertisement Charges sent on application to

DIRECTOR OF ADVERTISING
GRAPHIC AND BYSTANDER, LTD.
116-117 Fleet Street, London, England, E.C.4

RAPID DEVELOPMENT OF "QUEEN OF MIDLANDS"

Millions Spent to Improve Nottingham, Situated in Heart of England, Rich in Natural Resources and Center of Thriving Basic Industries

By H. E. Popham

It has been said very truly of the City of Nottingham that if she does not justify her proud title of "Queen of the Midlands" it is not for the lack of a lavish natural dowry to enable her to maintain that Sovereignty of which even the jealous rivalries of competing neighbors have been unable to dispossess her.

Physically and industrially Nottingham is situated in the heart of England, in the midst of the richest coalfields and iron ore deposits in the country. The natural wealth of this area, whose potentialities are almost incalculable, are now being exploited on an enormous scale.

Nottingham is the capital of one of the most important industrial counties of England, and is the leading city in a region with a population of three millions. The city is well served with railways, is on the main lines of two, and is one of the most important centres in the country of both road and water transport.

Nottingham has been a desirable place of human settlement since the earliest days of occupation of the British Isles by mankind, and for over a thousand years it has been a place of recognized importance in the development, political, industrial and commercial, of England. It stands today preeminent with great and rapidly growing textile, engineering, mining, leather, tobacco and chemical manufacturing trades, the names of many of her products being household words throughout the world, and also she has no rival in advantages of site and rich natural resources.

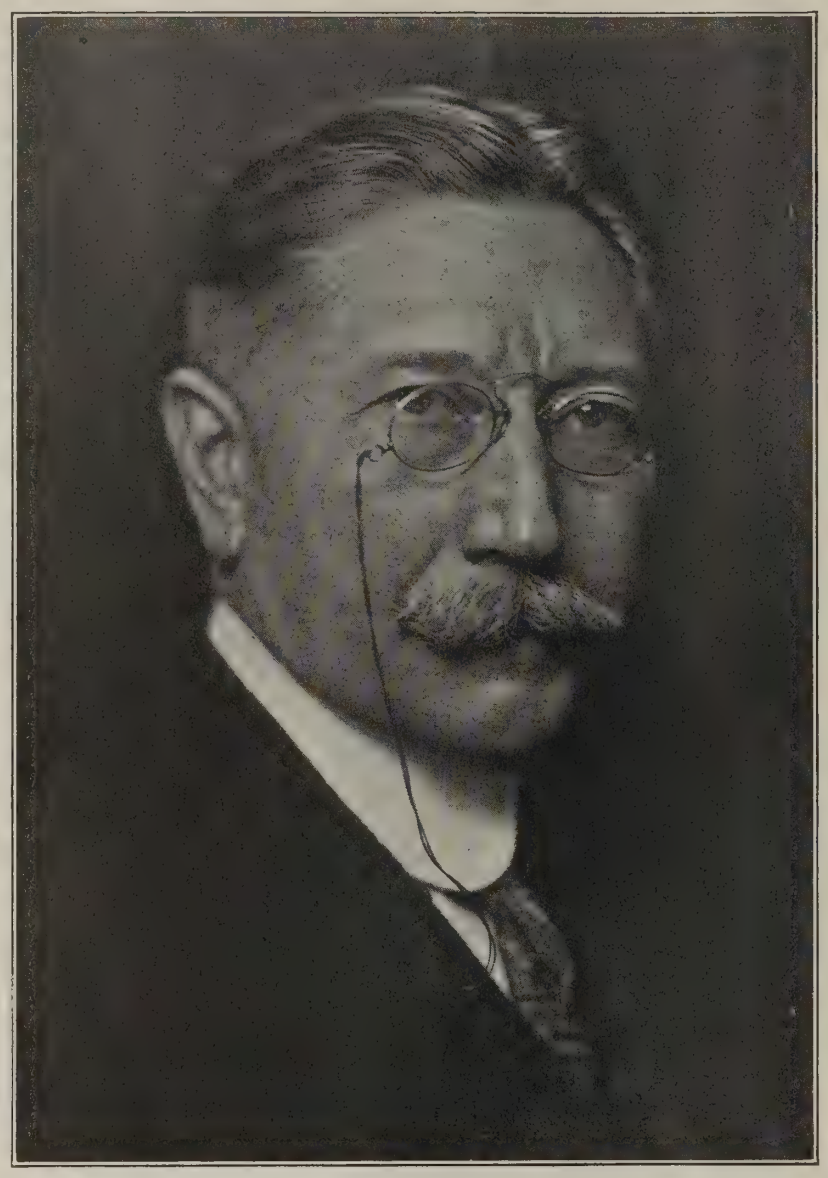
The enterprise and energy of Nottingham's captains of industry, whereby her progress is maintained and her prosperity enlarged, are adequately backed up and supplemented by the foresight and enlightenment of her municipal administration, which may more than challenge comparison with any city in the Kingdom.

As illustrating this phase of Nottingham's development, it may be mentioned that the great electric power station on the banks of the Trent, opened in 1925, at a cost of $4,000,000 is already being extended at a further cost of about $1,250,000; the width of the fine bridge across the Trent has been recently doubled, at a cost of $650,000, the Council is spending over $2,000,000 on canalizing the Trent, so as to make Nottingham approachable direct by craft of good size from the great seaport of Hull; thousands of new houses have been built or are in course of erection upon ideal sites for the accommodation of a huge and growing artisan population. Old slum areas and congested districts are being cleared out and rebuilt; the water supply is pure and abundant; the sanitation of the city has been thoroughly overhauled. Adequate recreative facilities are provided for all ages and tastes in beautiful and spacious parks and playing-fields, Nottingham being unusually well catered for in this respect.

At an outlay of $1,000,000 the city has lately acquired the fine Wollaton estate of some 750 acres, which has given Nottingham possession of a demesne larger than Hyde Park, London; an historical Elizabethan mansion of incomparable beauty, and an ideal housing site of immense extent. New arterial roads are being constantly constructed at a cost of millions of dollars for relief of traffic congestion in the centre of the city. Nottingham's wonderful boulevard-embankment by the Trent, the envy of all inland cities, is having a finishing touch put to it by the provision of a new riverside park, the main entrance to which will be forwarded by a magnificent memorial gateway commemorating the Nottingham men who fell in the Great War.

BRITAIN EMERGING

By PAUL E. DERRICK



Paul E. Derrick

THOSE who knew Britain before the War, during the War, and immediately after the War, will find no better means of expressing her present condition, nor of indicating her future, than by comparing the past eight years to the eight months succeeding the smashing up of an American town by a cyclone.

While the storm lasted there was no time to think of anything but the storm. As soon as it passed, everyone was fighting fire, nursing the disabled, providing food and shelter for those who had escaped death, and the burying of the dead. Then came the salvaging of the ruins, the clearing away of the débris, and the rehousing of the survivors.

As order began to come out of chaos, interest in the outside world—finance, markets, and all the old-time concerns of life began to re-assert themselves; the engrossment of the immediate began to give place to interest in the future. Life began to slow down to a state of introspection and calculated outlook.

Britain is steadily approaching the normal. To an astonishing degree she is rebuilding her national finance, industry, commerce, and her social structure. No other nation has accomplished so much. Her recovery from the War, when considered in relation to her gigantic task, her sacrifices and disorganization, has been relatively as complete, and astonishingly soon, as was the rebuilding of San Francisco after the earthquake, or of any Western American town demolished by cyclone.

Britain still has much to do to wipe out her financial losses, caused by the war—greater, by far, than any other nation ever faced; much to do to heal her wounds—more battle-scarred than any other nation ever was; much to do to re-establish her industry and commerce—a bigger task than any other nation ever undertook.

Americans who measure the post-war enterprise of Britain by counting her unemployed, should realize that as many men are now in steady employment as before the War. Her vast army of unemployed is the measure of her increase in man-power since the War. Her unequalled war losses of men have been more than made up. Restriction of emigration overseas, and particularly the restrictions imposed by the United States, has resulted in a huge army of excess labor which her steadily expanding industry cannot, as yet, absorb.

In her slow and sure way, Britain is steadily emerging from the abyss into which the War plunged her. Her face is set futureward. Who, knowing the facts, can doubt her continued greatness as a nation? Who, with sufficient intelligence to clearly imagine the condition of the world with Britain "down and out," and, knowing what she stands for in the world's future, could complacently consider such a world catastrophe as her elimination from the small group of great powers?

That Britain is the keystone in the arch of European civilization should be patent to anyone acquainted with her historical record, and with present world-wide political conditions. Least of all should Americans lose heart in her future, nor should they envy her return to prosperity. America and Britain increasingly need each other. I plead for a just mutual Anglo-American appreciation, and closer political and social relation; for a cessation of ignorant, jingo judgment, and mischievous pin-prickings. Let us, rather, cultivate mutual understanding.

Only Britain and the United States, *together*, can "make the World safe for Democracy."

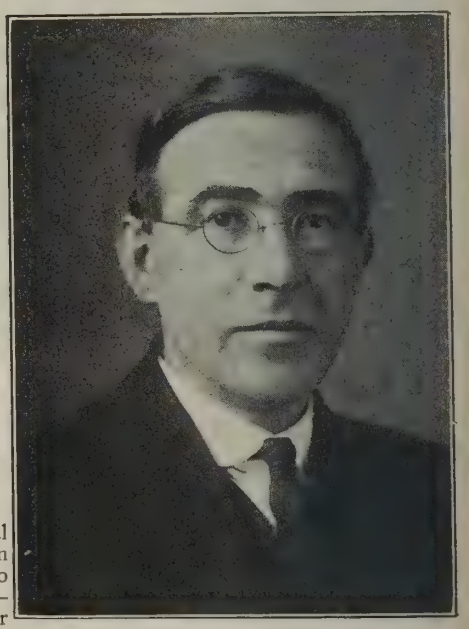
FALSE NOTIONS HERE REGARDING ENGLAND

Famous English Publisher Says We Woefully Misunderstand Economic Position—Hopes Convention Will Recruit Tourists

By Sir Ernest J. P. Benn

(*Written for* Editor & Publisher)

The British delegation to the A. A. C. of W. Convention at Philadelphia will, I hope, be able to do much to correct the poor impression so widely held in the United States of the position of England today. I was in America in the autumn of 1925, and was appalled at the general misconception of our condition. It is the Englishman's privilege to grumble and he has never been known to do anything else, but English grumbling has not mattered very much so long as England was enjoying perfect political and economic health and strength as in the days before the war.

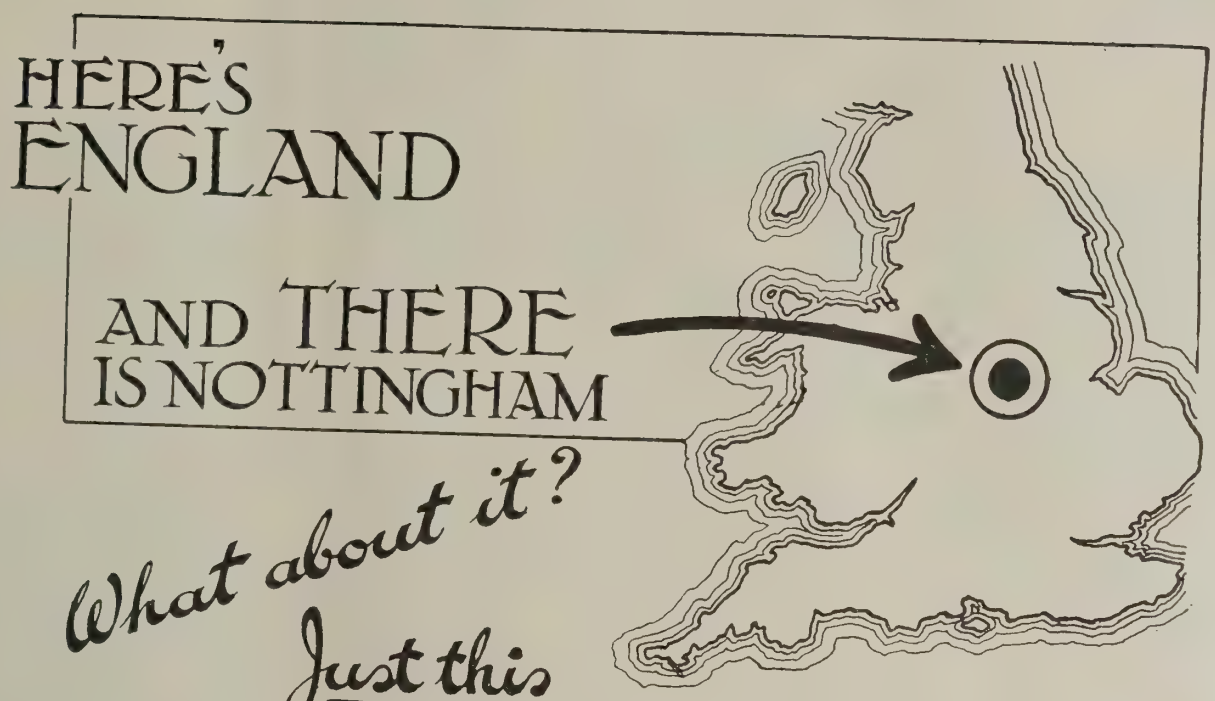


Sir Ernest J. P. Benn

Since 1918, however, the fog that has enveloped the continental countries of Europe has tended in the American mind to spread over England as well, and doles and unemployment, strikes and heavy taxation, have all appeared by the time the news of them got to America to be dire calamities weighing upon this country and bringing us near bankruptcy.

Nothing could, of course, be further from the truth. England has its little troubles, but it is still immeasurably better off than any other country in the world, except perhaps America, in all the things that matter.

I hope that the Advertising Convention will do something to divert the stream of American tourists to England. The American invasion of Europe this year has for the most part missed England. For some reason that I cannot understand everybody is going to the Mediterranean, or getting off the steamer at Cherbourg and doing the Continent, but very few seem to include England in their program. If only Americans would come and look at us as we are, they would discover for themselves how much importance ought to be attached to the English Channel and how mistaken it is to regard the condition of Europe as any criterion of the condition of England.



THAT although the area of England is only fifty thousand square miles, as against the U. S. A.'s three millions, you will find the same differences in district habits and view-points when you come to sell in England as you encounter in the States.

And the moral is?

Try out your campaign before you are committed to a big expenditure.

Where?

In the Nottingham area . . . where North meets South, and East meets West, and there dissolve all those local idiosyncrasies that tend to deflect the advertising needle.

The Average Englishman is to be found *only in the Midlands.*

CHOOSE THE

Nottingham Guardian

For "CLASS" GOODS, and

Nottingham Evening Post

For POPULAR ARTICLES.

Nottingham, London, Derby, Lincoln, Grantham, Mansfield, Loughborough.

London Office: 59, Fleet Street, E. C. 4

BRITISH ADVERTISING TRENDS SINCE HOUSTON

(*Continued from page* 53)

consequence is that almost every manufacturer who advertises a product to the general public pays for waste circulation and—what is probably worse—does not know definitely where his advertising is strongest, and so cannot co-ordinate his sales effort as effectively as he should.

Knowledge of the circulation of the principal provincial papers is equally important, yet such information is available only in three or four cases.

A disappointment too is the small number of women who are entering advertising in the executive grades, or who are graduating to executive work from the routine ranks. Where between seventy per cent and eighty per cent of advertised products are to be bought by women it is surprising that more of the sex are not grasping the opportunity that awaits them in advertising. That is partly due to the fact that "careers for women" is an idea new to Britain, and partly because the Britisher's conservatism extends to a dislike of women in business on any kind of equality with himself. It is to be hoped that, for the good of advertising and the nation's business, a more liberal viewpoint will emerge before long.

The most heralded activities of the year have naturally been those of advertising organizations. Quite a number of new advertising clubs have sprung up in provincial centers, and the organizations concerned with advertising and its allied businesses have been incorporated in a new body known as the Advertising Association. The Association has done some good work, particularly in its appointment of a national vigilance committee, the function of which is to eliminate the dishonest and the exaggerated from advertising. Within the limits to which it has confined itself the committee has had some success, but its efforts so far have not gone beyond the suppression of people using the classified columns dishonestly. If, later, it works with equal success among the numerous powerful advertisers using large display spaces in questionable ways, it will have performed a very great service indeed. The committee has not, unfortunately, the unanimous support of those concerned with advertising, because it has worked with very great secrecy and has not acquainted the members of the advertising business sufficiently with its policies and methods.

Similarly, the Advertising Association is not quite whole-heartedly supported by the people whom it should represent and lead. Some of its methods have given rise to criticism. It has not, in the opinion of many, taken a sufficiently firm stand against many of the blatant malpractices that exist. And it has not announced any very constructive program. One rather serious error it appears to be making is in describing, far and wide and frequently, advertising as a "profession," which obviously it is not, is not likely to be for a very long time, and cannot be in any case while the creators of advertising and the people who sell them their tools—space, printing, blocks, etc.—are associated in one body. As well amalgamate the Bricklayers' Union with the Royal Institute of British Architects and call every member a professional man.

To sum up. There is a growing understanding that advertising is a part of marketing and that the work of the advertising practitioner, if he is to earn his pay, must aid his client to *sell* his goods. Technique is improving rapidly. Some of the dishonest users of advertising are being eliminated. On the other side of the account, the status of advertising and of its workers is practically stationary. Advertising is not believed in by the public or by the retailer. Malpractices, such as commission-cutting, still abound. There is as yet no real training ground for recruits. Women are not entering the work as fast as they are needed. Organized advertising is louder than it is effective.

But we strive and hope.

A Single Advertising Appropriation

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their respective fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page	$280.00 per insertion
Half Page	145.00 per insertion
Quarter Page	82.50 per insertion

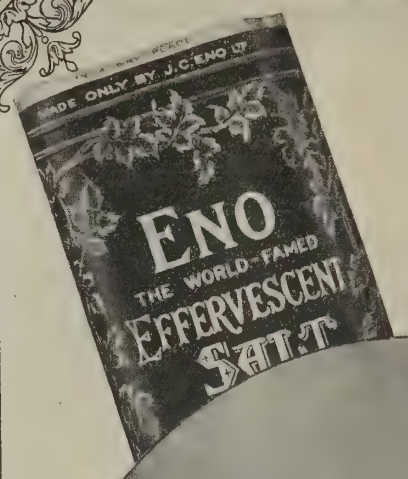
You are cordially invited to communicate with Editor & Publisher, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of Advertising World. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

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1700 Times Building
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Telephones:
Bryan 3052-3053-3054-3055-3056
able Address: EDPUB, NEW YORK

Advertising World
14 King Street
Covent Garden, W. C. 2
London, England

Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON



On board ship, get ENO at the barber's. At home or abroad, at any druggist or chemist. $1.25 *and* 75c. *a bottle.*



ENO

TRADE MARK

THE WORLD FAMED
Effervescent Salt

THE conquest of fear and its unhappy consequences, on the trip across, can very largely be accomplished by close companionship with this sparkling, clean-tasting refreshener. A dash of ENO in a half glass of water, the first thing in the morning, will do much to keep you in spritely mood for thorough enjoyment of the voyage. It tends to dissipate the effects of over-indulgence in the joys of the menu, promotes recovery from fatigue, and helps you refrain from taking the "cradle of the deep" too seriously.

Sales Agents:
HAROLD F. RITCHIE & CO., Inc.,
171 Madison Avenue, New York
Toronto *Sydney* *Wellington*

Prepared only by
J. C. ENO, Ltd., London, England

The QUICKEST and MOST EFFECTIVE means of covering

PRODUCTIVE BRITISH MARKETS

Advertise in these influential KEY JOURNALS



The Group of SPECIALISED PUBLICATIONS of ILIFFE & SONS LTD.

LONDON, ENGLAND.

A specimen copy of any of these journals will be sent on request, together with advertising tariff and any further information required.

THE AUTOCAR.

The acknowledged leader of the automobile Press. Covers the whole field of motoring, and embraces all types of cars. Has a larger circulation than any other journal of its kind, and is the recognised best medium for reaching the British motoring public. Weekly.

THE MOTOR CYCLE.

The Motor Cyclist's Newspaper. Enjoys the distinction of being the most widely circulated specialised journal in the world. Its advertising pages are the market place of the motor-cycling community. Weekly.

MOTOR TRANSPORT.

A practical, well-illustrated journal for all interested in mechanical road transport. Deals with all types of industrial and utility vehicles, their maintenance, operation, and control. Read by business men connected with all branches of trade and commerce. Weekly.

THE AUTOMOBILE ENGINEER.

A technical journal devoted to the theory and practice of automobile and aircraft production, and the development of modern repetition engineering. Issued in the interests of designers, draughtsmen, manufacturers, managers, and heads of departments. Monthly.

MOTOR BODY BUILDING
AND VEHICLE CONSTRUCTION

An old-established trade journal published in the interests of automobile manufacturers, motor body builders, garage proprietors, and motor repairers. The recognised authority on British coachwork. Monthly.

ICE AND COLD STORAGE.

The oldest and largest British journal devoted to the ice-making, cold storage, and refrigerating industries. Its readers include executives connected with cold stores, ice factories, hop stores, public abattoirs, breweries, etc. Monthly.

MODERN SCIENCE.

A magazine of progress, invention and discovery, dealing with current developments and achievements. An excellent medium for reaching a select and cultured public. Monthly.

THE WIRELESS WORLD.

The oldest-established radio journal—the most interesting, the most original, and the most *reliable*. It deals with all wireless matters, caters for all interests, and gives the earliest news of all radio developments. Weekly.

EXPERIMENTAL WIRELESS.

A magazine devoted to the interests of advanced amateur workers, experimenters, and wireless engineers. It contains technical and scientific information relating to every aspect of wireless experiment and research. Monthly.

THE AMATEUR PHOTOGRAPHER.

A very fully illustrated journal catering for all classes of camera users. Recognised as the most productive medium for reaching the British photographic field. Weekly.

EACH A LEADER IN ITS OWN PARTICULAR FIELD

ILIFFE & SONS LTD., Dorset House, Tudor Street, London, E.C.4, England.

STORY OF PHILADELPHIA'S PIONEER JOURNALISM

(*Continued from page* 15)

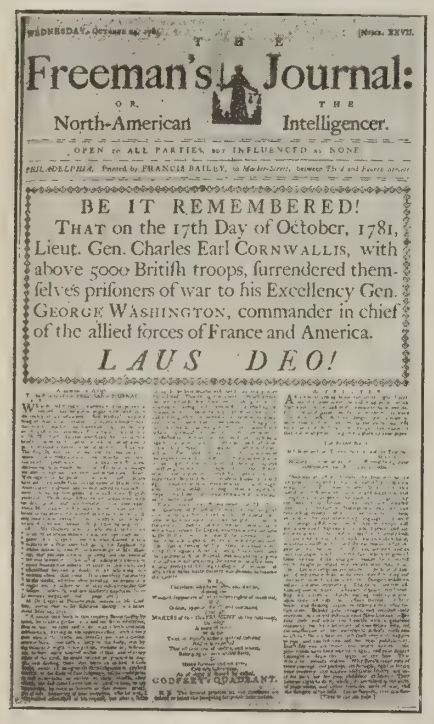
To Cobbett Philadelphia was everything except a "City of Brotherly Love." So long as he lived there—with apologies to a popular song of yesterday—there was "a hot time in the old town." For it Cobbett coined the alliterative phrase, "corrupt and contented." For him it had no "Rural Rides." He and his cohorts were too busy with political feuds.

Cobbett may possibly be entitled to the last word. At least he is entitled to his hearing before final judgment. Just before he sailed for England on June 1, 1800 he issued a farewell address that was published in many American newspapers. In it Cobbett said:

As I have never spoken anything but truth *to* you, so I will never speak anything but truth *of* you; the heart of a Briton revolts at an emulation in baseness, and although you have as a nation treated me most ungratefully and unjustly, I scorn to repay you with ingratitude and injustice.

. . .

With this I depart for my native land, where neither the moth of democracy, nor the rust of federalism, doth corrupt, and where thieves do not with impunity break through and steal five thousand dollars at a time.



THE
Freeman's Journal:
OR THE
North-American Intelligencer.

OPEN TO ALL PARTIES, BUT INFLUENCED BY NONE

PHILADELPHIA: Printed by FRANCIS BAILEY, at Market-Street, between Third and Fourth Streets.

BE IT REMEMBERED!

THAT on the 17th Day of October, 1781, Lieut. Gen. Charles Earl CORNWALLIS, with above 5000 British troops, furrendered themselves prisoners of war to his Excellency Gen. GEORGE WASHINGTON, commander in chief of the allied forces of France and America.

LAUS DEO!

GODFREY DE BOUILLON.

Regular issue of *Freeman's Journal* announcing the surrender of Cornwallis.

With the words just quoted the Cobbett chapter in the history of the Philadelphia press may well be brought to a close. Let Peter Porcupine of Philadelphia drawn in his quills. Still I must a press *Post* script of later years.

After the passing of two decades the poets, Halleck and Drake, were in partnership under the firm name of Croaker & Co.—spoken of as 'the wits of the day and the pride of the age." Their place of business was on the editorial page of the *New York Evening Post*. On Saturday, May 1, 1819 that page contained at the top of the first column a poem signed by Croaker & Co. and entitled "A loving epistle to Mr. William Cobbett of North Hempstead, Long Island." (He was on his second visit to America).

The opening stanza pays this tribute to "Porcupine," who twenty years earlier was such a disturbing element in Philadelphia journalism:

Pride, boast, and glory of each hemisphere!
Well known, and lord in both—great Cobbett hail!
Hero of Botley there and Hemstead here
Of Newgate, and a Pennsylvania jail.

The poem then goes on to tell Cobbett to banish Philadelphia pole-cats from his mind, greets him as "first of scribblers and of men," speaks of him as selling "Grammars and garden seeds in Fulton Street," and then offers to raise a purse to pay his debts. But it concludes:

For this we ask that you, for once, will show
Some gratitude, and, if you can, be civil.
Burn all your books, sell all your pigs, and go—
No matter where—to England, or the devil.

Strange as it may seem a somewhat rare pamphlet published in Philadelphia in 1796, "British Honor and Humanity; or the Wonders of American Patience," written in reply to William Cobbett, is the only contemporary work that sums up the newspaper situation in America about the close of the eighteenth century:

There are considerably above an hundred newspapers in America. In one half of these, their editors very seldom write a line. Numbers of them reside an hundred leagues or upwards from the Atlantic, and think or care but little about the politics of the Old World. Of the remainder, it will be hard to find ten newspapers on the continent which have a marked partiality either for France or against her. The far greater part of them copy such pieces as come in their way without much nicety of selection. The remainder, which professedly espouse a particular party, are, in point of numbers, divided with tolerable equality. *The Boston Chronicle, The Argus* of New York, and *The Aurora* of Philadelphia are ranged on the side of France. Yet even these newspapers, or at least the two latter, give abundant access to the friends of Britain. The letters of Camillus, in favour of Mr. Jay's treaty, were begun, and for some time continued in *The Argus*, till their immeasurable length had tired the patience both of the printer and his customers. Again, Mr. Bache has frequently inserted in his *Aurora* pieces very dissonant to his feelings, and some times the meanest ribaldry against himself. Three other daily prints follow the British standard. These are *The Columbian Centinel* of Boston, *The Minerva* of New-York, and *The Gazette of the United States* published in this city. The last of these three editors, and perhaps the remark suits the two former, is far from inflexible. Mr. Fenno had submitted to be the panegyrist of Mr. Cobbett, but since the publication of the letter already cited from *The Porcupine* to Mr. Bache, another has appeared in Mr. Fenno's paper, declaring that Mr. Cobbett is entirely indefensible.

Clarence S. Brigham, Librarian of The American Antiquarian Society at Worcester, Mass., has nearly completed his "Bibliography of American Newspapers, 1690-1820." He informs me that there were issued in Philadelphia more newspapers which had weekly and tri-weekly editions, in addition to their daily issue, than in any other city. Mr. Winship, who wrote the last report of the Council for the April meeting of that association, made a somewhat detailed analysis of Brigham's "Newspaper Bibliography." I want to quote one paragraph in that report for it lists in a numerical way newspapers published from 1690 to 1820 in Boston, New York, and Philadelphia:

A comparison of the figures for the three leading cities shows how securely New York had established her position as the metropolis before 1820, with 127 papers to her credit, as against 98 for Philadelphia and only 71 for Boston. But that there is a danger in drawing conclusions from such statistics as these, is suggested by an analysis of them, for 55 of the New York papers, 43½ percent, did not live more than a single year, as against 35 short-lived publications in Philadelphia, 35 percent, and 16 in Boston, 22½ percent. The chances for intellectual mortality in New York appear to have been twice as great as in Boston. On the other hand, New York had 44 papers which continued for more than five years, half of which stopped before reaching ten years. Philadelphia had 37 of more than five years, of which 22, only one less than New York, went beyond ten. Boston had 31 of more than five, and 18 of more than ten years.

During those years that Philadelphia was the capital of the nation, however, it was the journalistic metropolis.

Philadelphia gave American journalism its first daily newspaper when *The Pennsylvania Packet and Daily Advertiser* appeared in that city on September 21, 1784. To trace the origin of this paper, however, I shall have to go back to the little weekly which John Dunlap established on October 28, 1771 and called *The Pennsylvania Packet; and the General Advertiser*.

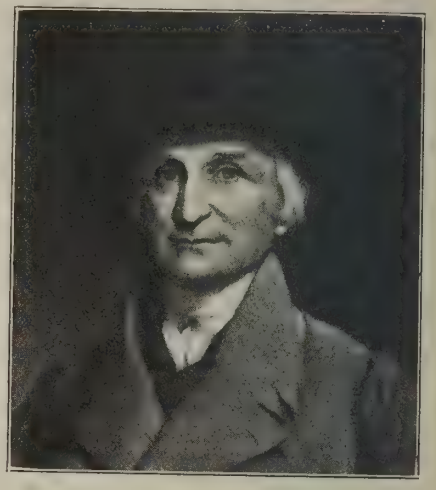
While the British occupied Philadelphia the paper was published at Lancaster, Pennsylvania. The step from a weekly to a daily was a gradual one, for the paper appeared at various times as a semi-weekly and as a tri-weekly. As one turns the file of this paper one frequently finds the name of the owner incorporated in the title. For example, when Zachariah Poulson, Jr. purchased it on September 30, 1800 he called it *Poulson's American General Advertiser*.



Left to right—Azariah H. Simmons, Arunah Shepardson Abell and William M. Swain, founders of *Baltimore Sun* and *Philadelphia Public Ledger*. (From photograph made about 1837.)

The reproduction of the first issue of this first American daily, which illustrates this article, shows the tremendous advance that has been made in advertising. Advertisements, originally confined to the last page, are now put on the first page. As a matter of fact, in this first issue both the first page and the last page were all advertisements. The third page was split fifty-fifty. The only page entirely devoted to text was the second. Indeed, the influence of advertising may be seen in the title. Not only in Philadelphia but in other cities the first daily paper usually had in its title the work *Advertiser*.

No mention of the press of Philadelphia would be complete without passing reference to that grand old man, Zachariah Poulson. When he sold his



ZACHARIAH POULSON
Grand old editor of *American Daily Advertiser*, last link to the days of Franklin.

American Daily Advertiser on December 18, 1839 to *The North American* this tribute to him appeared in The Saturday Evening Post:

No man probably in this country has ever enjoyed so undisturbed a connection with a newspaper as Mr. Poulson. Commencing at a time when competition for public favor was known, he has strictly pursued the even tenor of his way, without departing from the rules which he adopted in the outset of his course. While his younger brethren were struggling and striving with each other—adopting all means to secure patronage—enlarging their sheets, and employing new and extraordinary means to win success—he looked calmly on, and continued as he commenced, nothing doubting that his old and tried friends would adhere to him. Nor was he disappointed in this expectation, since up to the moment of his dissolution *The Daily Advertiser* has neither abated in usefulness, interest, or profit.

Poulson died July 31, 1844, "being the last link connecting the Philadelphia publishing fraternity with that of the days of Franklin." Like his father, his "countenance on which nature had shed its bounty was ever enhanced and lit up by the evidences of a happy train of mental associations." For proof of this assertion see the portrait of Poulson printed in connection with this article.

First place belongs to the press of Philadelphia for excellence of "New Year Verses." These broadsides were distributed by news carriers on the first of the year to their patrons who were expected to remember the news boys. The reason for this excellence may be found in the fact that Philip Freneau, set the standard and was for several years the poet laureate of the Philadelphia press.

The exact date when the first of these broadsides appeared has not been fixed. But by 1783 the practice of publishing had become so well established that Philip Freneau began "New Year Verses, Addressed to those Gentlemen who have been pleased to favour Francis Wrigley, News Carrier, with their Custom" as follows:

According to custom, once more I appear
With the verse you expect at the dawn of the year.

Two lines which open the broadside "addressed to the customers of The Freeman's Journal by the lad who carries it" and written by Freneau (also 1783) describe the mode of treatment:

Let those who will, in hackney'd rhyme
And common cant, take up your time.

The truth of the assertion that these

(*Continued on page* 60)





When advertising to the British Market it is vital to success to observe that Scotland is served entirely by its own daily newspapers, chief of which are:—

The Glasgow Herald

(ESTABLISHED 1783)

The premier newspaper and the largest and leading advertisement medium: occupies a position of unrivalled influence in the homes and business interests of Scotland. No other newspaper there carries so much advertising.

The Evening Times

Certified net sale 280,560 copies per day. This is far in excess of the combined sales of any two other Scottish evening newspapers. It is the home newspaper of the evening and offers exceptionally good advertising value.

The Bulletin & Scot's Pictorial

is the daily picture paper which serves the whole of Scotland exclusively with the pictures and news which are of particular interest to the Scottish people. It is a much praised advertisement medium.

These newspapers are published in Glasgow, the second largest city in the British Isles, and circulate throughout the whole of Scotland. Their readers are ready buyers, quick to respond to advertising.

Advertisement rates and all particulars on application to the Advertisement Manager, 65 Buchanan Street, Glasgow, Scotland, or 112 Fleet Street, London, England.





STORY OF PHILADELPHIA'S PIONEER JOURNALISM

(*Continued from page* 58)

"carrier addresses" were in hackneyed rhyme my own modest collection proves.

Freneau must have had something of a monopoly for a time at least on the production of these broadsides, for he prepared them for *The Pennsylvania Evening Post,* (established by Benjamin Towne, January 24, 1775), The Pennsylvania Gazette, as well as for The Freeman's Journal. He had some outside trade for in 1784 he prepared "a newsman's address" for *The Columbian Herald,* Charleston, S. C. The best of these "New Year's Verses" from Freneaus' pen may be found in a broadside prepared for The Freeman's Journal. This poem began:

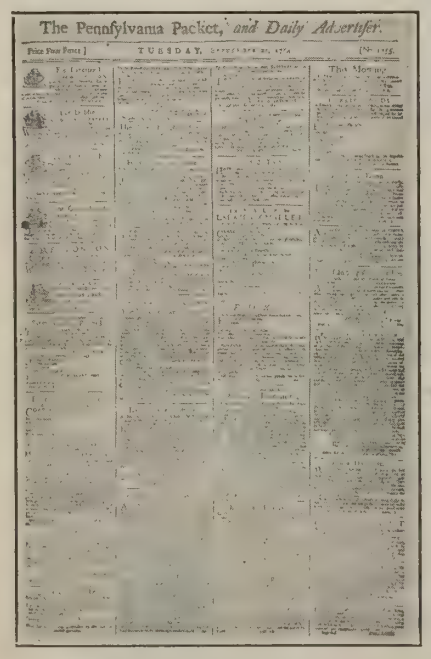
Blest be the man who early prov'd
And first contriv'd to make it clear
That TIME upon a dial mov'd.

Another contribution made to American journalism by Philadelphia was the penny paper. It was called *The Cent* and was established in 1830 by Dr. Christopher Columbus Conwell. For fifteen years I have been searching for one of these press coins from the Philadelphia mint, but without success. That fact explains the briefness in the mention.

The first real penny paper in Philadelphia, the *Public Ledger,* was established in 1836 by three practical printers—Arunah S. Abell, Azariah H. Simmons, and William M. Swain. All had worked for Benjamin Day on the *New York Sun,* the success of which doubtless suggested the Philadelphia enterprise. On February 20, 1836, these three men signed papers which provided for the establishment of the Public Ledger, though the first issue did not appear until March 25, 1836. The purpose to establish such a paper had leaked out and another penny paper, the Daily Transcript, preceded it by a few days. The latter paper, however, soon became one of the numerous newspaper factors in the consolidations which today make up the Public Ledger. The three printers already mentioned later went to Baltimore where they established the Sun on May 17, 1837—a paper which fell exclusively into the hands of Mr. Abell in 1864.

How the Public Ledger in 1864 became the property of George W. Childs, who was editor and proprietor from that date until 1894: how it later became the property of Adolph S. Ochs, the present publisher of *The New York Times*: how it was sold by Mr. Ochs to Cyrus H. K. Curtis—to tell that story would take too much space and is not necessary, for these chapters have already been well written.

For the same reason I am purposely omitting all mention of present day papers. Their history has been well covered in separate chapters. These will be found in the anniversary issues that have been issued from time to time and which are preserved in many libraries.



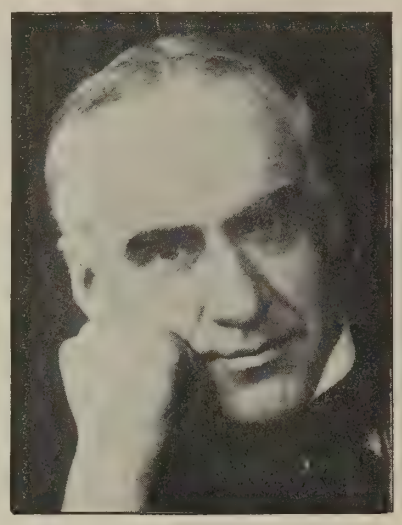
The Pennsylvania Packet, *and Daily Advertiser.*

TUESDAY.

Advertising first page of Pennsylvania Packet & Daily advertiser, published in 1874, being one column spaces announcing ship sailings, merchandise offerings, legal notices and rewards for recovery of lost articles.

FUTURE PROSPERITY LIES IN WORLD PEACE

Message to the Convention from the Director of London Daily Chronicle

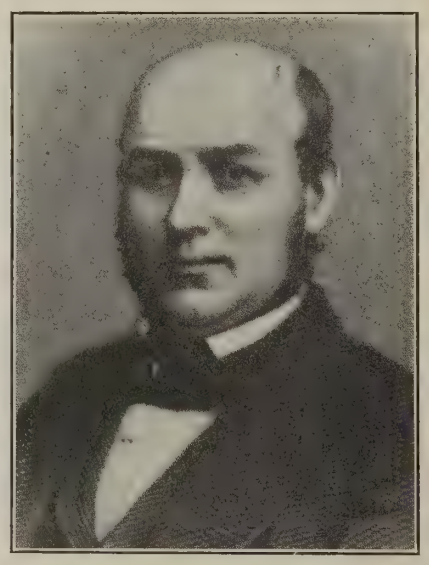


To Editor and Publisher:

I am happy to wish every success to the Advertising Convention at Philadelphia in June.

The frank discussions made possible by such a convention must solve many of the difficulties that face us be they of publicity, trade, policy or peace.

In the prosperity of the English speaking peoples lies the future peace of the world and while the prosperity of your country is patent to all, the seeds of commercial happiness and security are being shown in England today and a spirit of optimism pervades that is leading us to triumph over every difficulty.



GEO. W. CHILDS

Celebrated Philadelphia editor and publisher, once proprietor of Philadelphia Public Ledger.

I have mentioned specifically The Philadelphia Public Ledger because when it united to itself the *Philadelphia North American* it achieved in a way a direct connection that dates back to the first daily newspaper in America and, incidentally, still farther back to the old Pennsylvania Packet to which Hopkinson and Freneau contributed.

Space may be stolen to mention the most popular contribution which Hopkinson made to the Pennsylvania Packet. I refer to his ballad, "The Battle of the Kegs," which appeared in the issue of March 4, 1778. This ballad, later reprinted as a broadside, one of which is still preserved in the American Antiquarian Society, told the story about some American amateur torpedoes invented by David Bushnell. These amateur torpedoes, encased in kegs, were sent down the Delaware where they at least annoyed the British soldiers, even if they did not blow up British ships.

The opening stanzas of the ballad, as printed in The Pennsylvania Packet were:

Gallants attend, and hear a friend,
Trill forth harmonious ditty;
Strange things, I'll tell, which late befell
In Philadelphia city.

'Twas early day, as poets say,
Just when the sun was rising,
A soldier stood, on log of wood,
And saw a sight surprising.

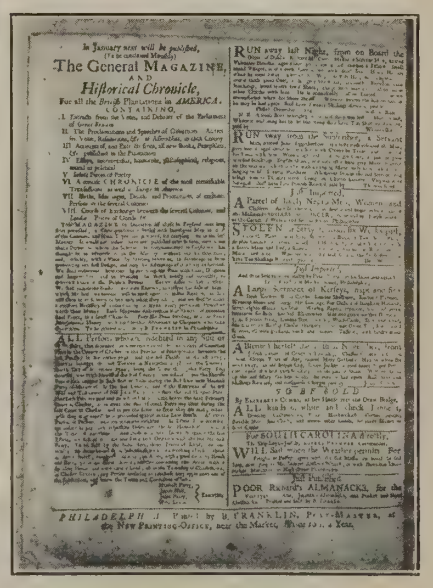
As in a maze, he stood to gaze,
The truth can't be deny'd, sir,
He spy'd a score—of kegs, or more,
Come floating down the tide, sir.

A sailor too, in jerkin blue,
The strange appearance viewing,
First damn'd his eyes, in great surprise,
Then said some mischief's brewing.

These kegs now hold the rebels bold,
Pack'd up like pickled herring:
And they're come down t' attack the town,
In this new way of ferrying.

I opened with a remark about Francis Hopkinson who was the newspaper wit of his day. I have done scant justice to his serious contributions in the interest of American independence. But in mentioning his most popular contribution to the press, "The Battle of the Kegs," I find a convenient place to write "Thirty" for this little chat.

Author's note—Justice demands that acknowledgement be made to Clarence S. Brigham, Librarian of the American Antiquarian Society at Worcester; to Victor Hugo Paltsits, Keeper of Manuscripts of the New York Public Library; to John B. Elliott; and to L. N. Nichols, also of the New York Public Library; for data used in preparing this article and the one on Philadelphia Magazines.—J. M. L.



In January next will be published,
The General MAGAZINE,
AND
Historical Chronicle,
For all the *British* Plantations in *AMERICA.*
CONTAINING,

RUN away from the Subscriber, a Servant

A Parcel of lately imported Negroes, Women and

STOLEN

A Large Settlement of Kittys, Pay and Fee

ALL Persons who have subscribed to any Copy of

A Planter's Servant

WILL Sail when the Weather permits. For

POOR RICHARD'S ALMANACKS, for the

PHILADELPH

Advertising in Franklin's General Magazine, showing paid notices of slave sales, rewards for runaway slaves and general mercantile announcements.

ASSOCIATES OF POOR RICHARD'S CLUB

Famous Organization Elects 500 Non-Advertising Members, Breaking Rule for First Time in 10 Years—Noted Names on List

Poor Richard Club has elected 500 associate members as part of its drive to pay for the A. A. C. W. convention to be held in Philadelphia next week. It is the first time the club's rule prohibiting non-advertising men members has been broken since 1916, when the last advertising convention was held in its city.

Noted Philadelphians are on the list this year. Among them are J. C. Strawbridge, Strawbridge & Clothier; Frank M. Hardt, vice-president of the Philadelphia Trust Company; Charles Edwin Fox, District Attorney; P. H. Gadsen, president, Chamber of Commerce; Lessing J. Rosenwald, vice-president of Sears Roebuck; Henry G. Prengle, president, Philadelphia Trust Company; Agnew T. Dice, president, Philadelphia & Reading Railway; Ex-Mayor J. Hampton Moore; Walter C. Redding, president, Philadelphia Real Estate Board; William S. Vare, Senator elect; Robert J. Brunbred, president, Western Saving Fund Society; Ex-Mayor John Weaver; and E. J. Passmore, president, Bank of North America.

Coast Veteran Dies

Charles Lovelace, well known San Francisco newspaper man died June 9, in hospital shortly after being struck by an automobile. He had worked on most of the big papers on the Pacific Coast. Lovelace, who was on the *Los Angeles Times* at the time of the explosion several years ago clung to a window sill high above the street, but finally lost his hold and dropped to the sidewalk. He was picked up for dead and taken to the morgue, where a spark of life was discovered. He was confined to a hospital for many months but recovered.

Illinois Daily Host to Children

The first get-together of the *Bloomington* (Ill.) *Pantagraph's* Junior Club, with a membership through central Illinois, was held with 3,000 celebrants at the Irwin theater, June 12. A special program of child pictures was given.

Iowa Dailies Protest Freight Rates

A hearing was held in Des Moines, Ia., last week by Examiner Kerwin of the Interstate Commerce Commission on the freight transportation rates for newsprint from northern points to Des Moines. E. G. Wylie, freight commissioner of the Greater Des Moines Committee obtained a continuance until the current week. Mr. Wylie pointed out, in emphasizing the differential in the rates, that International Falls, Minn., has a rate of 24½ cents a 100 pounds on the haul to Cedar Rapids, a distance of 573 miles, on newsprint paper and a higher rate on other papers. From Fort Francis, Can., and International Falls to Des Moines, about 600 miles, the rate is 29 cents, while Moberly, Mo., 192 miles south of Des Moines and St. Louis, 340 miles beyond Des Moines, have a rate only half a cent greater than the Des Moines tariff.

Two Special Issues in 3 Days

The *Danville* (Ill.) *Commercial-News* this week attained a new local record, publishing two special editions in three days. The first, containing 32 pages, commemorated the formal opening of the new home. While hundreds of visitors thronged the plant, the staff was finishing a 46-page Trade Extension special which announced a double-merchandising day sponsored by the merchants of the community.

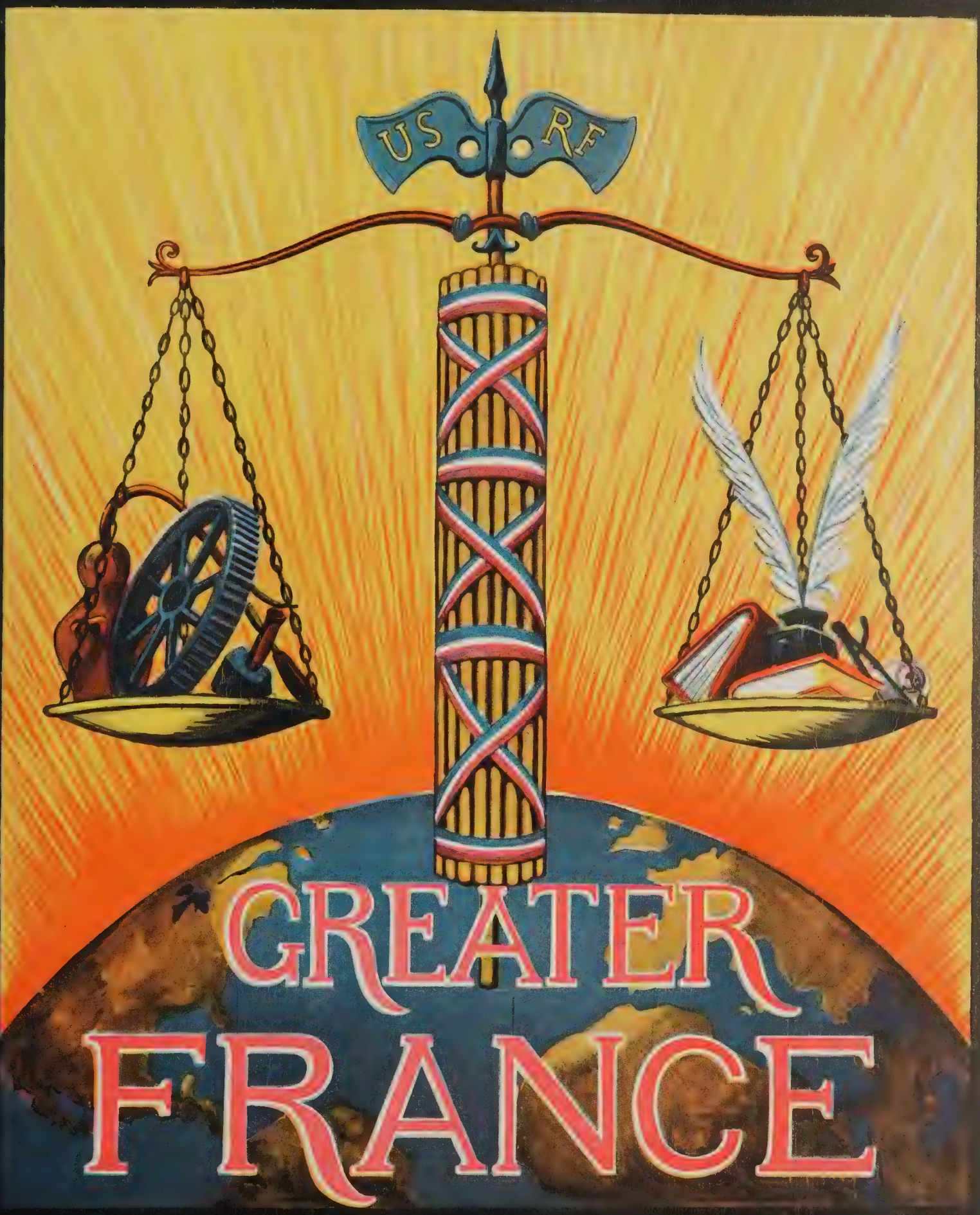
Pantagraph Leases Business Site

The *Bloomington* (Ill.) *Daily Pantagraph* has taken a 99-year lease on the northwest corner of Washington and East streets, exercising an option it has held for several months.

EDITOR & PUBLISHER

1884 The Oldest Publisher's and Advertiser's Journal in America 1926

NEW YORK, JUNE 19, 1926



Cordial Greetings from the French Press

Objects of the "Sister Nations" are Understanding, Increased Commercial Exchange, Improved Advertising Methods—Tribute to the Sovereign Power of the Press

By

Henry Simond

President of the National Federation of the French Press
Director of L'Echo de Paris

IT gives me great pleasure to present the most cordial and affectionate greetings of the National Federation of the French press, whose president I have the honor to be, to the press and the Advertising Clubs of the United States.

How often, in speaking of our two countries, have we all employed that pleasant and friendly phrase, "sister nation." That expression to which France clings with so much sincerity, and which was so magnificently exemplified on the fields of battle must not be allowed to remain a mere literary phrase. This is not the time for theories. The feeling implied in the expression, "sister nations," made itself manifest as a tangible reality when the Advertising Clubs two years ago did us the honor of coming to France. That visit has been a charming memory to us, and it is therefore with the greatest pleasure that we pay this return visit to Philadelphia.

Whether on this side of the Atlantic or the other, the Press is a queen, an attentive sovereign, without conceit, vigilant, thoughtful of the interests of all, but always a sovereign. All sovereigns are to a degree parents; it is more than a conventional visit of politeness which the French press and the Advertising Clubs come to make. It is a visit of affection, of confidence, with some of the characteristics of a family reunion.

However, this is not all. Our desire in France—and we are convinced that we will find the same thought in the United States—is to see our relations more and more closely knit between the two countries in every particular. But if it is beside the mark to emphasize the efforts in this regard which have been made by both American and French newspapers, the benefits which may accrue through this work of publicity, it is nevertheless necessary to point out.

The reason for the existence of advertising is, in effect, to create the desire to buy. In the development of one country, as in another, its object is to make known the articles and products of factories and workshops, to increase appreciation, to stir up contacts, in brief, to encourage a continually increasing commercial development and to constantly reenforce commercial interchange. Thus we are better able to form judgments and estimations. Because of the geographical distance between France and America, our products may serve as instruments of propaganda, may help the people of the two countries to know each other better. Advertising is the essential factor of this exchange.

I must beg you to excuse me if I seem to present self-evident ideas—which do not offer a field for practical discussion, but if these truths are apparent, this is certainly an opportunity where they may well be repeated. And that repetition may serve to give them renewed vitality by recalling them to our minds. The old story of the tortoise and the hare recalls the point. It is always necessary to hammer the nail, and to give these ideas, themselves, the wide advertising which they deserve. In this magazine it would be superfluous to praise their advantages.

Whoever thinks and reasons admits the general interest aroused by French publicity in America and American publicity in France. Even from the individual viewpoint, and I care not how strictly personal the attitude taken, it is the same. The benefits are apparent, to every branch of the profession, that must result from the united efforts of the American Advertising Clubs and the large French agencies. From all viewpoints, the intensification of advertising, in each country, offers the most valuable lessons, helping each nation to understand the mentality of the clientele which it wishes to reach.

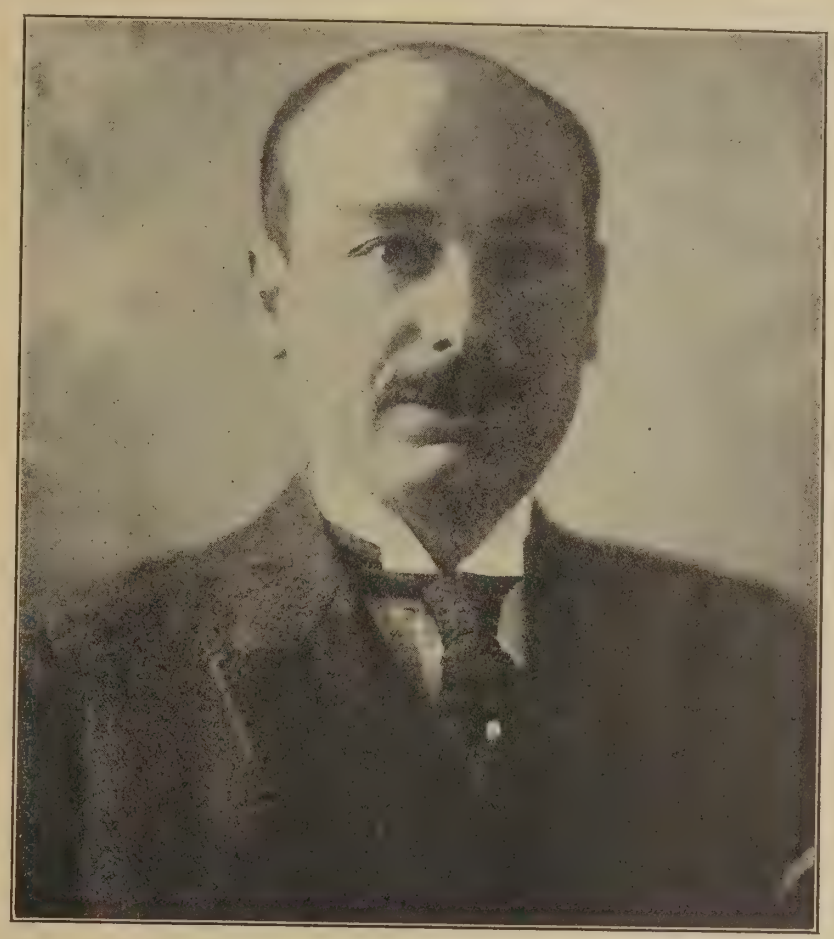
Without doubt we have in France methods and ideas which surprise Americans as you at times disconcert us. We act childishly, and say that certain things are good and others bad. The methods of the two countries have their qualities dictated by the individualities of race and of the people to which they are addressed. They have their differences and their peculiarities which it is important to study and compare in order that we may understand each other.

It is for this which we strive: understanding between men, increased commercial exchange, improvement of the methods of advertising, in fact, the same purposes which brought you to France and which in turn are bringing us to you. It is a great and important work which, if we are ardent and sincere and unsparing of our efforts, will bring forth beautiful and enduring rewards for your country as for ours.

TRUTH IDEA WINS EUROPE'S ADVERTISERS

Famous French Editor and Senator Tells of History and Progress of Advertising in France—American Methods Sane and Simple—Looks to a Greater Future

By SENATOR PAUL DUPUY
Owner of *Le Petit Parisien* and *Excelsior*



Senator Paul Dupuy

WE find today that advertising and the press are so closely connected that it is difficult to think of them separately.

The press existed for many years without advertising, also during that period of time the latter was carried on independently of the former, and it was ignorance regarding the intimate relationship that should have linked together these two forms of furnishing information, that permitted such a state of affairs to continue.

Daily, it is becoming more evident that the press and advertising have united their interests, and are now aspiring to the same ideal—that of spreading the truth.

The reason why they chose different roads during the first years of their development, was due to short-sightedness that led them to follow selfish personal interests, instead of universal interests, thus causing their paths to diverge.

The first newspapers were pamphlets using the newly invented printing press for particular ends. In other words, one employed the press as a means to an end, instead of rendering service to the public through the press. In the field of advertising, conditions were similar. Products of little value were highly praised, as it was thought that in this way buyers would be attracted, and the result of large sales would be the same when articles had found a market through their real worth.

Finaly, when the time arrived when the purveyors of these two methods of disseminating information began to think of uniting, one to spread the news destined to influence its readers, the other to extol products lacking genuine value, the two partners realized that they were ashamed of one another.

When faced by this problem, the editor of a newspaper would say to himself, "if my readers after using the articles recommended by my journal, find that what has been printed regarding them is not correct, not even sincere, will they not be tempted to distrust news of every sort published by me?"

It then happened that after months of discomfort one welcomed with enthusiasm and set up as a principle, the reason formulated by Emile de Girardin, a French political journalist born in 1806. Girardin said to his readers, "We cannot in any way control the advertisements that appear in our columns, whereas to uphold our honor and dignity we cannot permit ourselves to give false news in our paper. Consequently it is necessary to separate that which we know from that of which we are ignorant. Otherwise we would be responsible for that of which we are not responsible."

And as the advertisements were found on the last page (fourth page) of his journal, Girardin set up the following statement:

"The fourth page of advertising is a wall upon which the advertisers put what they please."

Many newspapers in Europe still hold to this formula as above reproach and their highest guarantee. It is in fact a guarantee, but one of want and poverty for those by whom it is employed.

Once again it is the United States of America which has, through their development along this line, traced a path for the whole journalistic world. Though remaining faithful to the theory of the wall they decided to clean their walls throughly. That is to say, they refused to sanction the right of their advertisers to publish anything of a shocking or disagreeable nature.

The value of this discipline was proved by the beneficial results that followed, for in spite of the fiction of the wall, editors were forced to see that, in the minds of their readers, the spirit of the newspapers, and that of the advertisements accepted by them, was one and the same, and any failure on their part to satisfy their subscribers would prove injurious to the interests of all advertisements presented. Those which did not appear to inspire confidence were eliminated, the real value of the products advertised was looked into, they were scrupulously analyzed and finally, the advertising department came under the complete control of the editors. This is an honor to the American press and the real source of its extraordinary prosperity. Some newspapers have made this control so severe that it is almost a certified guarantee for any advertiser or advertisement to be accepted by them.

France and Europe in general are slow in comprehending that the interests of the journal and those of the readers are identical. Little more is asked of an advertiser than that he take a great deal of space and pay for it regularly, slight attention being paid to what will appear in the space.

The coming to France of the Associated Advertising Clubs of the World and their faith in the methods used today in the United States, proved a complete revelation to the greater part of the members of the press and the advertisers. One is especially impressed by the spirit of close collaboration existing between the business firms inserting advertisements and the newspapers.

The service to be rendered and the interests of the public are the only questions to be considered. In Europe unfortunately other factors than these claim attention, and it is the interests of the middleman that still dominate the field of advertising. These middlemen are not as in the United States, possessors of technical knowledge regarding advertising, men who understand the market and are capable of giving sound advice to their customers who confide to them their propaganda.

But through business connections, or selfish motives that frequently arrive at nothing, they monopolize the advertising concessions and distribute according to personal interests. Under these conditions the advertisements are disseminated without intelligence.

The American methods are sane and simple. The marvellous results brought about by their use is evidence of the solid foundation on which they are based, and it is astonishing that Europe has not followed these ideas more faithfully.

Several pioneers, however, have come to the front and are indicating the road to take. The big newspapers and the important advertising agencies are beginning to understand that confidence is the essential element to be considered in the development of the advertising industry.

The convention of the Advertising Clubs of the World in Philadelphia will be visited by a French Delegation, and its work will be followed with the greatest interest in Paris and other parts of France.

Without doubt, before many years have passed, Paris, that from numberless points of view is recognized as one of the most important centers of the world, will in turn be considered as an essential factor in a greater development of advertising. And once again the two great Republics will be associated in a work of social progress.

SENATOR DUPUY'S CAREER

THE United States probably has no better friend on the European Continent than Senator Paul Dupuy, manager of the *Petit Parisien*. Ever since the time when as a mere youngster, fresh from college, M. Dupuy went to America to complete his education, to his latest trip with the Caillaux Debt Mission in September of last year, he has ever been in complete sympathy with the ideals and struggles of our country, and furthermore he has ever had a thorough understanding of our temperament, our accomplishments and our ambitions.

Paul Dupuy was born in Paris in 1878. Until he became of age his education followed the normal course of the son of an upper class Frenchman and at 22, he became actively associated with his father in the management of the Petit Parisien.

For two years he worked in the newspaper plant, and during that time secured a fundamental grasp of the problems of newspaper production, and at the end of these two years, which may be called his apprenticeship in newspaper work, Senator Dupuy's father decided to send him to America.

This visit included a survey of the entire country and resulted directly in young Dupuy's purchasing, largely upon his own initiative, the first complete printing plant ever bought by a European newspaper in the United States. His two years in the plant of the Petit Parisien had shown him conclusively that if the paper was to fulfill its destiny as one of the great dailies of the world it must be equipped to turn out daily editions whose circulation would run into the millions.

Once this plant was set up and in operation, two years later, Mr. Dupuy made another visit to America to make another purchase that has been far-reaching in its influence upon French journalism in general and upon the destinies of the Petit Parisien in particular. He had seen, immediately the new printing plant was in operation, that his newspaper must be absolutely independent of the fluctuating newsprint supply, and that the only practical way of accomplishing this was to produce its own paper. The result was the purchase of a paper mill plant, which in time was established and set in operation at Nanterre, near Paris, equipped with the widest and fastest machines built at that time in the United States.

The effect upon European procedure and manufacture was immediate. Such methods of production as the newspaper plant entailed upset the ordinary methods to such an extent that Mr. Dupuy was forced to import an American manager for his plant together with a foreman and a force of forty workmen. The Nanterre plant today produces more than 100 tons of paper daily.

From that day on, after Mr. Dupuy took charge of the management of the Petit Parisien, he advanced rapidly to his position as one of the most prominent newspaper publishers in Europe and to a place of greatest importance in the political life of his country.

He was elected to the French Chamber of Deputies in 1910 and after serving in this capacity for ten years, succeeded to the seat of his father in the Senate in 1920.

Shortly after the World War, Senator Dupuy made a second voyage of study through the United States, and this time took with him a large portion of the staff of his various publications.

To them he demonstrated both the advantages and the defects of the social structure in America, studied newspaper production at the largest American plants, and brought his men back to France with something more of the understanding and feeling for America and things American as he himself has always had.

Last Fall Senator Dupuy came to Washington as a member of the French Debt Funding Mission which was headed by M. Caillaux, and though in the States only a few weeks, succeeded in cementing the firm friendships he had made years before and in creating others.

SOUNDS KEYNOTE OF FRANCO-AMERICAN UNITY

Urges Sister Republics to Program of Closer Fraternal and Business Association—French Press and Advertising Agencies Prosperous Industry—Cordial Greetings

By Dr. MARCEL KNECHT

Official Delegate of the French Press and Advertising Organizations, General Secretary of *"Le Matin"*

FROM December, 1914, until January, 1922, I had the great privilege of directing the French Bureau of Information in the United States, and from 1919 to 1921 of presiding over the Foreign Press Correspondents Association of America.

It was a joy for me to be in most friendly touch with all the newspapers, reviews and magazines of America, and also to have the opportunity of speaking in many States and cities where I understood the greatness, the good will, and the incomparable future of the American people.

A Frenchman, who has been able to study American public opinion during the great War and to feel, like the beating of a human pulse, the generous efforts of the United States toward liberty and justice, will always keep in his heart a very affectionate spot for the noble land of Washington, of Lincoln and of the soldiers of Chateau-Thierry, of Flirey and of Thiaucourt.

Very few Frenchmen thoroughly understand America and very few Americans understand France. The two Republics, bound by sacred, historic ties, strongly attracted toward each other through the same idealism, the same enthusiasms, the same love of modern progress, are unhappily separated by the difference of language and also by distance.

And still, there is so much likeness between the French and the American farmers, between the little shopkeepers of an American and of a French provincial city, between scientists of the Rockefeller Institute and scientists of the University of Paris! On both sides, the same thirst for more intellectual knowledge, for more efficient organization, for the real family life!

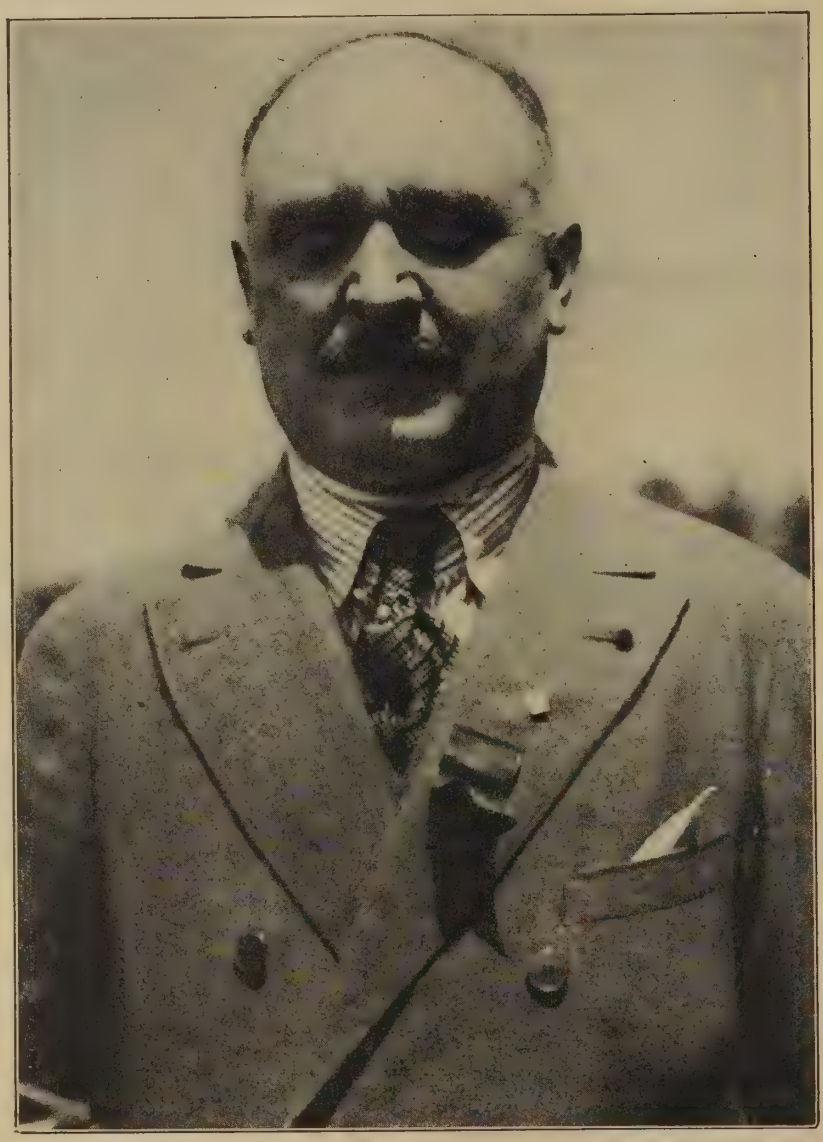
After 1918, France had to go back to work, and especially to strive very hard against gigantic difficulties. We all know that official initiatives are not always inspired by sentiment, nor permanently based on common sense and reciprocal interest. We younger generations of France, we believe, like the American people, in the supreme power of private initiative, of fraternal association between States, between cities, between similar professional, religious, commercial, groups and bodies. Only independent forces of public opinion can improve relations between France and America.

The most powerful and modern dynamic elements are, we may affirm it without mistake, on one side commerce and industry, on the other side the most faithful and devoted instrument of public opinion, the press, and its immediate collaborators: the advertising clubs and agencies.

The supremacy of politics over these forces singularly weakens nations, and sometimes brings them to ruin.

Two years ago, in 1924, the French press and advertising agencies had the great privilege of welcoming and entertaining, on behalf of the French people, in Paris, a large and splendid delegation of the Advertising men of the United States, of Canada, and of the world. The whole of the French press and of its devoted friends, the advertising agencies, fraternally united their resources and their national influence to prove to the 800 American Advertising men their warm desire of establishing lasting relations.

Since 1924, the French newspapers, Paris and provincial dailies, weekly, illustrated reviews, etc., had to struggle hard for their own interest, for the very life of their fellow-countrymen. Few countries in the world have a press more patriotic, energetic, and national in its far-reaching influence than ours. Every Paris daily, either large circulation information newspapers or political newspapers, every provincial daily or weekly, is read all over our territory, and mould public opinion instead of being led by it.



Dr. Marcel Knecht

Photographed especially for Editor & Publisher *on his arrival at New York.*

Every Frenchman and every Frenchwoman has received a perfect instruction, even in our primary schools, and make up one of the most intellectual nations of the World. The daily and thorough reading of a newspaper, especially of our dailies of 6 and 8 pages, means a great deal to the citizen of France.

In France, where administrative and geographical centralization has given an artificial and somewhat tyrannical suprem acy to the executive Government and to the legislative parliament, private initiatives have been discouraged, put aside sometimes, though seldom crushed. Happily for the public opinion and for the independent democracy, the press has emerged leading the way towards truth, progress, and solidarity.

Whenever Governments are slow, narrow-minded, selfish or unimaginative, a French newspaper, sometimes Parisian, sometimes provincial, develops a bold offensive, and always enthusiastically backed by public opinion, and finally supported by the Government and Parliament itself, conceives and realizes what had been declared impossible by the official world.

The French press, still more powerful, more strongly equipped, more fraternally united under the intelligent presidency of a great French newspaper owner and journalist, Mr. Henry Simond, had received with deep pleasure the official invitation of the Advertising Clubs of America and of their eminent President, my dear friend C. K. Woodbridge. In spite of several actual difficulties, the largest and the smallest newspapers, in friendly cooperation with our national Havas Agency and its great leader, Léon Rénier, have voted to send a delegation with full powers to Philadelphia and other leading American cities, and have expressed their absolute desire of establishing on that occasion, not only sentimental but especially practical business relations which will never relax.

Never, in the history of France, all the Paris papers and all the provincial papers united, have taken such a national collective resolution. The most hopeful feature of this vote is that the newspapers' owners and directors assembled for that purpose have voted to act as private forces, acting independently, without any help or support of any kind from their Government.

Our delegation simply represents the millions of copies of our newspapers, and furthermore our hundreds of thousands and our millions of readers and of friends. We bring the affectionate greetings of the whole French public opinion to the American advertisers, to the American press, to the American industries, and to the American public.

It is not propaganda, for France has always opposed propaganda, which is the caricature of loyal and cordial relations between peoples. We come here, neither to criticize, nor to beg humbly any support, that kind of support given by a strong man to a weaker man; we come here on behalf of the strongest, most prosperous and most united industry of France, the press and advertising agencies.

Though we pay for our pulp a heavy price, we are sound financially; we employ thousands of intellectual, technical and commercial collaborators, and our editorials and foreign news have not only far-reaching consequences in France, but all over Europe.

The press of France wishes to be the impartial arbiter which will give to the franc its former prestige and strength.

America has not yet understood the incomparable efficiency of our national institution, the Press. *With our press, with our Advertisers, with your Press, with your Advertisers, we will help your productive industry, and you will help our industry.* Without hurrying our and your greatest production, we have the mission to contribute to a larger and more frequent distribution of American thought and American products to France, of French thought and French products to America.

We must also distribute to our newspapers better cabled and mailed information about American institutions political developments, etc.

When, in a few months, in a few years, fraternally associated together by sentiment and also by business, we shall have accomplished this program, we will have rendered an immense service not only to our two nations, but also to the cause of international peace, which can be only maintained through industrial and commercial prosperity.

On behalf of all my French colleagues, I am proud to express to all our Colleagues of America and of the World our cordial and friendly greetings.

DR. KNECHT'S CAREER

DR. KNECHT was born in 1882 in Nancy, France, and after having obtained his degree for the professorship of English Literature at the University of Nancy, studied at the University of Cambridge and at the University of Berlin.

In 1899 he began journalistic work with the publication of an illustrated weekly, and in 1902 he created an important export firm dealing in agricultural products, principally wheat.

In spite of his business activities, M. Knecht obtained his University degree in addition to writing editorials on foreign politics for Paris and Nancy dailies and delivering lectures at the Nancy Lycée and University.

In 1905 he organized several committees for the betterment of cordial relations between France and England, and France and America, and later, in 1909 played a prominent part in the organization and management of the International Industrial Exhibition at Nancy. In 1912 he organized the great drive for French aviation.

Having been mobilized in 1914 on the staff of General Foch, M. Knecht was, after a long illness in military hospitals,

(*Continued on page F6*)

TELLS OF THE NEW ADVERTISING IN FRANCE

Press Publicity Now Distinguishes Every Branch of French Commercial Activity—Merchants and Manufacturers Recognize Marvelous Results—American Methods an Inspiring Influence

By LÉON RENIER, JR.
Commercial Manager L'Agence Havas

IT may be a little beside the mark for Frenchmen to come here to speak about publicity, above all about publicity by means of the press, in addressing Americans who are masters of that art. Nevertheless, the fact that publicity has assumed in the French press an increasing importance for some years may excuse that temerity.

For this reason I think it may be important to explain as briefly as possible to our American friends what results have been obtained by our press in the matter of publicity during the last few years.

In the beginning, the press among us was almost non-existent. It was little more than a very feeble means of expressing political opinion and, since the first gazettes had nothing to compare with the grand editions of the dailies of today, it is self-evident that in those times there was scarcely an advertisement in the papers.

It was Emile de Girardin, founder of *La Presse* in 1836, who first had the idea of selling his last page to advertisers, in somewhat the same way as the owner of a house sells space for posters on his walls.

From that time really dates newspaper publicity, beginning in an extremely modest way. With the appearance of rotary presses in 1875, the dailies took a more important position and publicity received an equal aggrandizement. But up to the war of 1914 it must be remembered that the importance of this press publicity was in no way equal to that which it enjoys today.

As a matter of fact, a considerable part of the public took no interest whatever in the last page of the daily. Readers were content with the first pages where they found stories, informative articles, novels, etc. On the other hand, the manufacturers and merchants themselves felt it beneath their dignity to publish in the press advertisements praising their products. There was hardly any publicity during that time except for pharmaceutical specialties, a fact which did nothing to increase the dignity of advertising since the greater part of pharmaceutical products were not really efficient remedies, but smacked of charlatanism.

It was to the credit of the forerunners of real advertising that certain scattered workers, full of youth and enthusiasm, were influenced by the English and American methods of advertising and were able to adapt these methods for application in France.

The managers themselves soon took a lively interest in the matter and collaborated with the advertisers, with the result that advertising rapidly became better constructed and above all more sincere, since they understood the force of the expression "truth in advertising" so dear to the Americans.

Considering another side, the first French advertising men made a great effort to increase advertising technique, in giving it the best possible appearance, and introducing artistic touches.

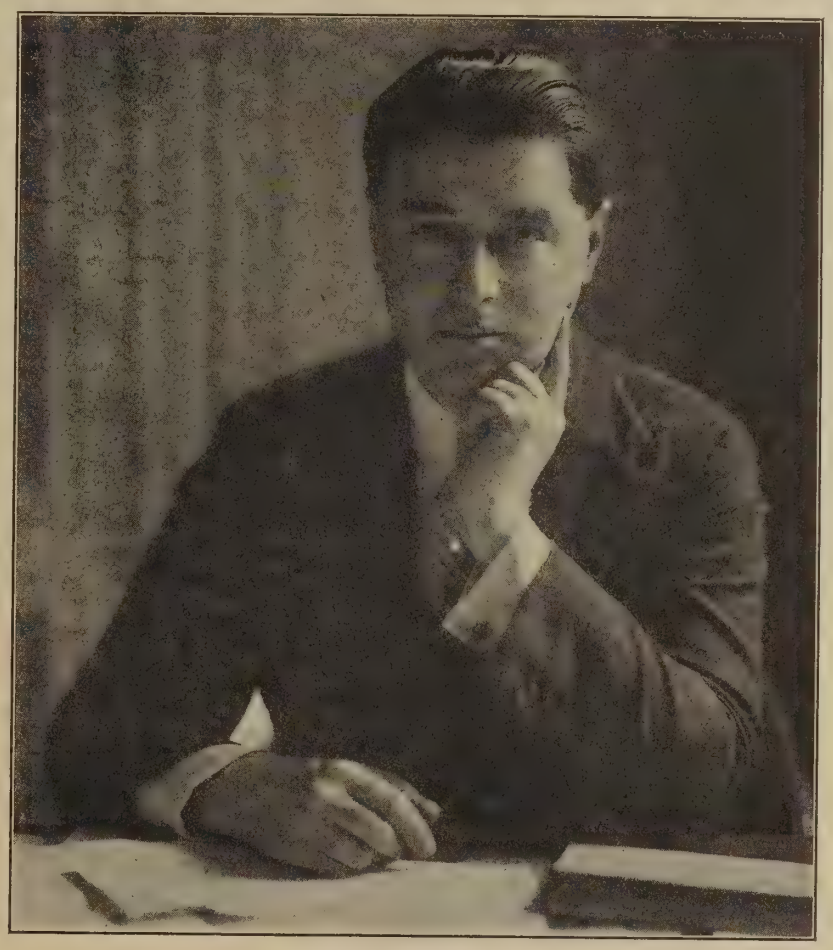
The problem was delicate and difficult because of the fact that these pioneers were opposed on the one side by lack of confidence among the advertisers and on the other side by the distrust of the public.

It was necessary then, as a beginning, to educate the readers and to prove to the merchants and manufacturers that advertising, far from injuring a product, might work for the benefit of commerce and industry.

Conferences were held in several French cities, newspapers published articles, and our French advertising men by dint of individual effort soon saw their work crowned with success.

It may be said nowadays that press publicity in France distinguishes every branch of our activity. Merchants and manufacturers recognize the marvelous results which have been obtained. And those who, but a few years before, attempted only with doubt and misgivings to do a small amount of advertising, do not hesitate to reserve entire pages, and even double pages in the daily and illustrated press to demonstrate the worth of their products.

The great automobile industry, the firms of Renault, Citroen, Peugeot, the great stores, the large provision houses, now take advantage of the press to popularize their products, through which means there has been created in France a sane competition resulting in great advantages for the commerce and industries of our country.



LÉON RENIER, JR.

The very banks turn nowadays to the newspapers in order to address their clientele which is quite as ignorant of their financial issues as of all the banking operations particularly belonging to such institutions.

Finally—and this is not one of the smallest conquests of newspaper advertising—the Rue de la Paix, including its numerous jewelers, dealers in antiques, in perfumery, etc., has come to the newspaper to exploit certain articles which are not always in general use. It may be understood from this development what success has been obtained by press advertising.

If the greater part turned to American and English methods it must not be forgotten that the French advertising men have been marvelously capable in adapting these methods to our country.

French education as regards advertising is not yet entirely complete, and the advertiser must consider both the regional spirit and natural skepticism. That is why French advertising has succeeded in creating a national character of its own.

Numerous American advertising campaigns have been undertaken in the French press with very interesting results but it was necessary to modify them so that they might be put in harmony with the French character.

Repeated experiences have shown that certain American advertisements, technically perfect, certain slogans with an astonishing efficiency on the other side of the Atlantic only obtained a mediocre success in France. The task of the advertising expert of our country, then, has consisted not in blindly imitating foreign publicity but in "Frenchifying" it in order to render it effective. For it is important to remember that French advertising has numerous aspects resulting from the fact that France itself is composed of diverse regions where it is necessary to speak different languages if one wishes to be heard and understood.

It is also important to point out that advertising in our papers would be still more important if certain conditions did not prevent. The dailies have eight or ten pages and would claim a far larger circulation if the price of paper did not obstruct their extension.

The managers of the papers cannot increase the daily issues as they desire since the expense for materials, chiefly for paper, would result in a deficit.

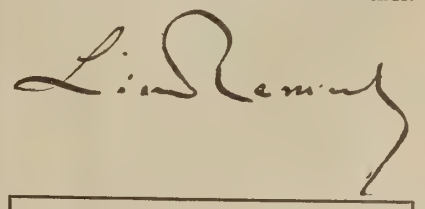
It must also be remembered that the managers of papers, as well as the managers of advertising agencies, are often thrown into great difficulties by the instability of exchange.

During the war the Americans and the French had an opportunity to become acquainted with each other, to judge each other and to love each other. No false shame keeps the French from recognizing that in the matter of advertising the Americans have been their teacher and that in their country press publicity has been advanced to a very great degree of perfection. Such a lesson must not be lost.

In France the different advertising agencies—even the greatest—have understood the value of following American methods. They have gained thereby an organization, in power and in clientele, and the information from the other side of the Atlantic bears fruit.

Nevertheless it was not without legitimate pride that the writer of these lines remembers the visit of the advertisers who in 1924 came to our shores—a visit at the conclusion of which he had the great satisfaction of hearing certain among them say to him: "We know a good deal about advertising but we have learned something by visiting you."

That admission has been a real inspiration for us and we find in it the best encouragement to continue to work in close collaboration with the Americans who are our instructors and our friends.



M. Renier's Career

LÉON RENIER, Junior, must be classed as one of the younger generation of French business men who have come into prominence since the close of the World War, but because of his position in the organization of L'Agence Havas, his personality, and his attainments, he must also be put at the very top of this class.

Born in 1885, M. Renier was a student at the secondary schools of France where he completed the entire course before going into one of the best French colleges of law. Following this he completed his education with a year at an English University supplemented by a year at a German college. At the same time he devoted a great deal of time to the study of the habits, customs and commercial activities of both countries.

His education completed at the age of 20 years, he entered Agence Havas, where his father was already a member of the board of directors, as a simple clerk, and before taking over the responsibilities of his present position several years later, went through every department of the organization as a workman. He thus has a thorough knowledge of the operation of the extensive business both from the news and advertising angles.

When the World War broke out in 1914, M. Renier immediately enlisted in the Infantry on August 2, and served actively with his unit through the early years of the conflict. He was wounded twice, decorated for bravery in action, and was later transferred to the Flying Corps where he further distinguished himself for gallantry.

When the War was finally over, M. Renier was mustered out of the Army and directly thereafter became commercial manager for the enlarged Agence Havas. During the period of remarkable expansion which the organization has enjoyed in the years since the War, M. Renier has proved conclusively that he is "the right man in the right place" and has been of inestimable aid to French trade in both domestic and foreign fields.

As a recognition of and a reward for this service, the French Government recently created M. Renier a Knight of the Legion of Honor.

FRENCH DELEGATES ARRIVING IN U. S. AND RECEPTION COMMITTEE

Especially photographed for "Editor & Publisher"



French delegation and overseas reception committee of Advertising Club of New York on Pier 54 North River on arrival of the S. S. Paris of the French Line at noon on Wednesday, June 9, 1926.

Right to left: Major Adrien Muller, H. H. Charles, Frank LeRoy Blanchard, Clifton D. Jackson, J. W. Brown, L. H. White, Dr. Marcel Knecht, Charles C. Green, W. H. Dodge, Leon Renier, Jr., Robert Remy, Gilles Duroulet, J. S. Erdwurn, Henri Dumay, Jr., Andre Kaminker, Jesse H. Neal, Paul Meyer, Hector Fuller and I. R. Parsons (extreme left).

GLITTERING GEMS IN PARIS MARKET

By Hugues Citroen

President of the Syndicate of Diamond Merchants
Officer of the Legion of Honor

PARIS is the world market for precious stones, including pearls, sapphires, emeralds, rubies and all others except diamonds for which the principal markets are located at Antwerp and Amsterdam.

Ninety per cent of the choice pearls from India are brought to Paris and although they are sorted and classified at Bombay this work is done only preparatory to shipment to the Parisian market where the best workmanship permits the finishing to be done far better than at the source.

Sapphires, emeralds and rubies are cut at Paris where the incomparable stone cutters of the world are found. The modern jewelry work and the reproductions of the more classic forms permitting of the creation of marvels of the jewelers art, produced by these Parisian workmen, attracted the admiration of people from every country of the world at the Exposition of Decorative Arts held in Paris last year.

The United States constitutes one of the greatest markets for French jewelry and precious stones and in America today are to be found some of the most perfect pearls, the most beautiful diamonds and other precious stones of the highest brilliancy and value.

To supply this high class clientele American jewelers usually come to Paris many times a year and it is for us a great pleasure to receive them and we believe it has been a great pleasure for them to come to our country. These buyers of jewels come principally during the month of June and since they are usually accompanied by members of their families it has been an honor for us to make their acquaintance in ways other than business.

It is a great satisfaction to the Syndicate of which I have the honor to be President to see in this relation of seller and customer and the exchange of ideas that naturally grows out of it, that our two groups are working toward better relations between America and France.

Favorable propaganda between the United States and France, a better understanding between the business men of the two nations, will go a long way toward reestablishing our economic position and putting the commercial relations between us on the firm and solid basis they should enjoy.

KEYSTONE OF FRANCO-AMERICAN UNITY

(*Continued from page F4*)

mobilized into the Diplomatic Service and sent first to Switzerland (French Press Bureau) and in October, 1916, to New York and Washington, where, under Ambassador Jusserand, he was at first Assistant-Director, then Director, of the French Information Bureau.

In 1918, at the University of Wisconsin, M. Knecht, who had delivered more than 2,000 speeches and lectures in 18 American States and in Canada, received the Honorary Degree of LL. D.

During his long mission in America, he accompanied, as liaison agent, sucessively Marshal Joffre, Premier René Viviani, M. Henry Franklin-Bouillon, and others.

In 1920, he organized and escorted the delegation of the Knights of Columbus going to present the Lafayette statue to the city of Metz, and the same year, he escorted the Milwaukee delegation to the city of Strasbourg.

In 1921, he escorted the American Legion delegation to France.

In 1922, M. Maurice Bunau-Varilla, owner and director of *Le Matin*, enlisted his services, and gave him the important functions of general secretary, which requires numerous political, international, industrial and business contacts.

Since 1922, Dr. Knecht has especially developed at *Le Matin:*

1—Strong and friendly relations with America;
2—Permanent relations with the recovered French provinces of Alsace and Lorraine, as well as with Belgium, Luxembourg, Italy, etc.
3—The relations of the Press with all the new great industrial forces of France, luxury industries, couture, fashion, hotel industry, touristic industies, etc.

In 1924, Dr. Knecht was elected by all the newspaper directors as general secretary and manager for the reception of the Advertising Clubs of America, and a few months after was elected an Honorary Member of the New York Advertising Club.

In July, 1925, he was chosen by the French Government and the Paris International Arts Exhibition Committee as Chairman of the Reception Committee of a large delegation of American captains of industry sent by Secretary Herbert Hoover.

In the same year, the French Hotel Associations elected him Chairman of the Executive Committee which entertained recently 300 American Hotel delegates.

Recently, President Doumergue and Premier Briand made Dr. Knecht an Officer of the Legion of Honor, to reward the great services rendered by him to the cause of Franco-American friendship. The Honorable Myron T. Herrick, Ambassador of the United States to France, and himself a Grand Cross of the Legion of Honor, acted as sponsor to Dr. Knecht on the presentation of the Order.

Dr. Knecht is also: Grand Officer of the Nichan Iftikhar, of Tunisia; Commander of the National Order of Morocco; Commander of Isabella of Spain; Commander of St. Sava of Serbia; Commander of the Oak Crown of Luxembourg.

The French Minister of Labor and of Social Welfare has conferred upon him the gold medals of Welfare Work; and of Social Assistance.



LE MATIN Building, right on the "Boulevards"

Le Matin

heads the newspapers because of its qualities, of the high grade of its readers, and of its huge diffusion.

LE MATIN is the most complete, the best and most rapidly informed of all the great French dailies; it is also the best illustrated; its ateliers for photo-engraving are famous.

Anxious to give to its readers nothing but real information it secured the services of special correspondents in all the French towns and in every foreign capital. It has then at its disposal a first-class information service.

LE MATIN publishes daily the latest commercial and financial news, and the rate of exchange from all European and American banks.

LE MATIN is the most powerful instrument of Industry, Commerce and Agriculture, and gives them the largest and most efficient co-operation.

LE MATIN has given a great development to photographic reportage . . . . and its photo-engraving ateliers prepare quickly and until the very last minute, the plates necessary to illustrate the newspaper.

LE MATIN always endeavors to publish articles which can be read by anybody; it is a newspaper for family reading.

Because of the exceptional quantity of its information, the deliberate briefness in the presentation of facts, the ingenious light of its titles and sub-titles, and the method which directs the classification of its different items, because of its elite collaborators, LE MATIN is really the newspaper which is the best adapted to our time of haste and progress.

LE MATIN is printed on its nine great rotative machines, which have forty exits; those machines, equipped with all the latest improvements, permit the printing in the shortest time of its different issues which thus come out at the last minute.

Lastly, LE MATIN, always desirous to be at the head of all the technical progress, has secured the exclusivity for France of all which concerns the utilization by the press of the Belinogramme, the admirable invention of the great French scientist M. Belin, which enables the transmission and reception by telephone wires of drawings, hand-written or printed documents, or photographic proofs, with all their precisions and their half-tones.

LE MATIN has opened a beautiful reception-hall for one thousand people, which opens on a great reception-room and an exhibition-room; this hall has its own private entrance.

LE MATIN'S buildings cover an area of four thousand square meters, right on the Boulevards.

LE MATIN, which has a daily circulation of over a million copies, is the only newspaper which has secured not only the quantity but the quality of readers. In all the classes, it is the newspaper of the elite; it is for this reason that its publicity is amongst the more efficient, as it reaches directly those who have the greatest purchasing power.

Lastly, LE MATIN, which always fought for the development of sentimental, economical and political relations between United States, Canada and France, publishes very often editorials signed by famous statesmen and writers who impartially study the great American problems and always try to create a necessary and cordial understanding between America and France.



LE MATIN Exhibition Room

HAVAS WORLD POWER IN NEWS AND ADVERTISING

French Agency Established Eighty Years Ago—Remarkable Development of Its Business in Recent Years—Review of One of the World's Largest Advertising Activities

By ALBERT G. LANEY

PROBABLY everyone who ever worked on a newspaper for any length of time knows of the Agence Havas. Its news despatches come day and night from every section of the globe and are used in thousands of newspapers in practically every country of the world. Literally millions of persons read every day items gathered by Havas, and in a dozen languages. So that one cannot be connected with a newspaper in any important city without coming constantly into contact with Havas.

And yet I have known newspaper men of long experience, even correspondents and editors of English language papers in the French Capital, who were astonished



M. Charles Houssaye, Vice-Chairman of the Board of Directors and Manager of the News Department.

to learn that Agence Havas is probably the oldest, and certainly one of the most important institutions in the world operating as an advertising agency. In point of fact, its news gathering service, extensive and efficient as it is, is no more than equal in importance to its service as an advertising agency.

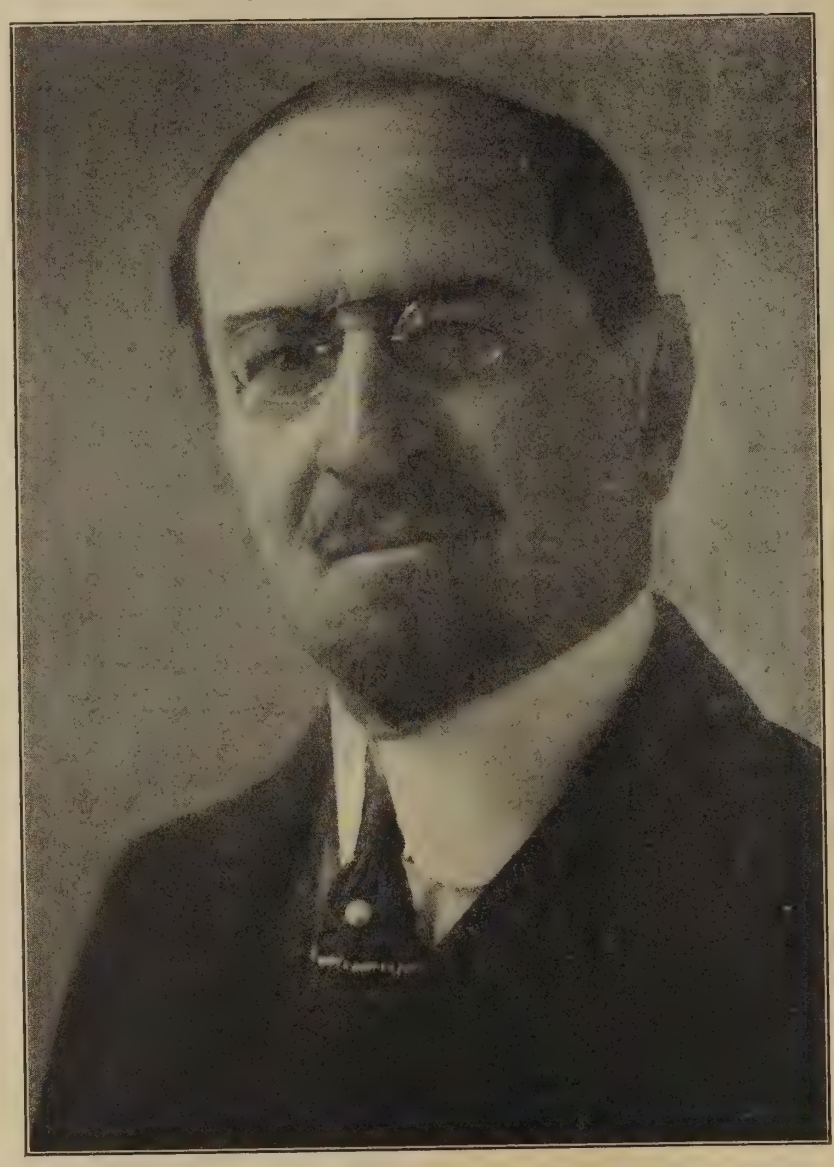
Further, and more important, there was and is back of Agence Havas, the fundamental, basic understanding of advertising in France, the idea that advertising is commercial information just as surely as general news is also information. Thus the recent development of Agence Havas has been in accord with the development throughout the advertising world, and the connection between the news service and the advertising agency, is now one of name and general management only, a fact that must be thoroughly understood if one is to realize the tremendous scope of the entire organization.

The development of special representation of newspapers has been rather that of an intermediary activity connecting the advertising agency with the news service through the fact that most newspapers receiving Havas news service, place their advertising representation in the hands of that agency.

There is a sound historical reason and background for this, resulting in the present organization, a situation which probably never will be duplicated, since the same reason can never exist for its foundation in France or elsewhere.

The story of the development of Havas in both its important functions, is one of the most absorbing to be found in the publication field. It is the story of the development of an idea conceived in 1835, and the realization of a splendid dream which opened before one man as this idea began slowly to develop.

To be speedily and accurately informed, the feverish desire for news, is a development of very recent times, almost of the 20th century. Paris learned of Napoleon's death on July 6, just two months after the great general had died in exile at St. Helena. Nor did Paris care particularly about this lack of news, though it caused concern to a few enlightened minds.



M. Léon Renier, Senior, Chairman of the Board of Directors of L'Agence Havas, and the man directly responsible for the unusual expansion of the organization since the war.

One of these belonged to a young man who had left his native home at Oporto, Portugal, for France, toward the end of the Revolution, with which he was in sympathy. His idea, of which the splendid organization of Agence Havas as we know it to-day, is an outgrowth, had its small beginning in a little office in the rue Jean Jacques Rousseau, from which in 1835, Charles Havas offered to supply daily extracts from English, German, Italian, Spanish and Russian newspapers, to the various Government departments, the Embassies and the few Paris newspapers of that day.

Thus the Agence Havas, probably the first comprehensive news service in the world, was founded.

When the idea of a daily news service took hold almost at once it became immediately apparent to young Havas that the sources of information were wholly insufficient for the needs of his clients. From that day Agence Havas began to grow.

The first result was the settling in motion of an organization to concentrate news from all of France and other European countries into one central bureau, from which it was distributed to the entire French Press, provincial as well as Parisian. At the same time French news was contributed to the foreign press in return for news from abroad. Correspondents were engaged in England, Germany, Italy, Spain and Holland and to them was entrusted the task of collecting and transmitting the news.

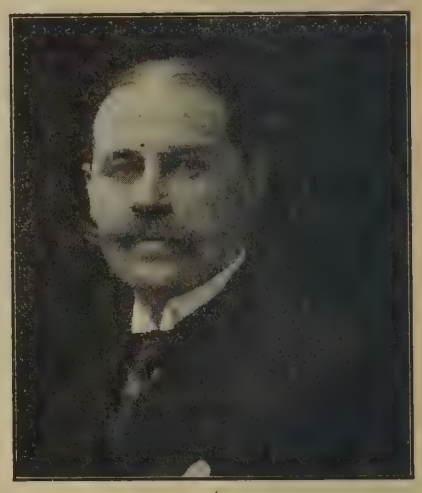
All means of communication, means which seem highly primitive to-day, were used to insure speed. There being no telegraph, Havas at first made use of the Chappe telegraphs, a system of transmitting messages by flashes of light from one tower to another, a method extremely costly and highly unreliable.

In 1840, after five years of apparently fruitless effort, his financial resources all but exhausted in trying to overcome insurmountable odds, M. Havas conceived an idea that amounted to a veritable flash of genius and was to prove that his idea of a news service was no idle dream. He established between London, Brussells and Paris, a regular, daily carrier pigeon service.

Public attention was immediately attracted to him and he was able to have important news from the London morning papers reach Paris in time for publication in the late afternoon editions. The press was quick to appreciate the innovation and subscribers to his service increased immediately.

The growth of Agence Havas from this point was rapid. By 1845 it had prospered to such an extent sub-agencies had been established in Madrid, Rome, Vienna, Brussels and in America. One of the first assistants of Charles Havas, M. Reuter, had already founded the great London agency which still bears his name, and, working in conjunction with the head office in Paris and its branches, there was then hardly a country in the civilized world not covered by the "Bureau Havas" and its news was transmitted to many individuals of importance and the French papers, by the famous "Correspondence Havas."

Agence Havas, with all its connections, was at this time, in 1845, the most important news gathering and distributing organization in the world, but it was strictly a news organization. And the



M. Maurice Depicerre, Administrateur Délégué and Manager of the Advertising Department.

period between this date and 1860, marked the beginnings of the development of Agence Havas as an advertising agency, which has in time, not only equalled the news organization in importance, but grown into perhaps the most extensive advertising agency in the world.

At this time the newspapers in the French provinces had only small financial resources, their revenue being derived solely from subscriptions and the sales of copies. It was therefore, impossible for them to undertake the cost of a regular Paris news service that by this time embraced the entire world.

A few of them, however, had begun about this time, to receive a small revenue from metropolitan advertisers, secured for them by M. Bullier, one of the founders, with M. Mathieu Lafitte, of a rather limited agency known as the Société Generale des Annonces. It was not a going concern and in 1860 M. Havas conceived his second far reaching idea and offered to M. Bullier an amalgamation of the two organizations, an offer which was immediately accepted.

Then, with the same vision that had marked this modest beginning, he offered to 200 of the most important French provincial papers, papers which could not yet afford to subscribe to his news service, a special daily news review covering French and foreign news, in return for the exclusive right to a certain amount of advertising space free on the third and fourth pages of these papers, the agency to derive its revenue from the sale of this space. Such was the origin of Agence Havas as an advertising agency and from that beginning the world organization of today has grown.

Almost without exception the newspapers to which this proposition was made, accepted, and Agence Havas became, through the amalgamation, a combined advertising and news distributing organization.

Shortly afterward electric telegraphy

(*Continued on page F10*)

SOIXANTE-SIXIEME ANNEE. — N° 23645 On s'abonne aux Bureaux du Journal, 5, RUE DES ITALIENS, A PARIS (9e), et dans tous les Bureaux de Poste LUNDI 10 MAI 1926

PRIX DE L'ABONNEMENT

PARIS, SEINE & SEINE-&-OISE ..... Trois mois, 20 fr. Six mois, 36 fr. Un an, 72 fr.
DÉPARTEMENTS et COLONIES FRANÇAISES. — 21 fr. — 40 fr. — 76 fr.
ÉTRANGER { Pays accordant une réduction de 50 0/0 sur les tarifs postaux. — 38 fr. — 74 fr. — 144 fr.
Autres Pays. — 53 fr. — 102 fr. — 200 fr.
LES ABONNEMENTS DATENT DES 1er ET 16 DE CHAQUE MOIS
Un numéro (PARIS et DÉPARTEMENTS) : 25 centimes
Directeur politique : Adrien Hébrard
Toutes les lettres destinées à la Rédaction doivent être adressées au Directeur
Le Journal ne répond pas des manuscrits communiqués
ADRESSE TELEGRAPHIQUE : TEMPS PARIS

Le Temps

PRIX DE L'ABONNEMENT

PARIS, SEINE & SEINE-&-OISE ..... Trois mois, 20 fr. Six mois, 38 fr. Un an, 72 fr.
DÉPARTEMENTS et COLONIES FRANÇAISES. — 21 fr. — 40 fr. — 76 fr.
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Autres Pays. — 53 fr. — 102 fr. — 200 fr.
LES ABONNEMENTS DATENT DES 1er ET 16 DE CHAQUE MOIS
Un numéro (PARIS et DÉPARTEMENTS) : 25 centimes

ANNONCES : AUX BUREAUX DU *Temps*, 5, rue des Italiens, à L'AGENCE HAVAS et dans ses succursales et dans toutes les Agences de Publicité
Le Journal décline toute responsabilité quant à leur teneur
TÉLÉPHONE : CINQ LIGNES, Gutenberg 03.07 — 03.08 — 03.09 — 03.32 — 03.33
CHÈQUE POSTAL : Numéro 60

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chancelier Luther à chercher désormais des appuis à droite. Le parti populiste n'a jamais dissimulé ses sympathies pour les nationalistes, et s'il a dû admettre la collaboration parlementaire de la social-démocratie, afin d'assurer au cabinet la majorité nécessaire à la ratification du traité de Locarno, et la décision de demander l'admission du Reich à la Soc... la situation s'est totalem...

POUR LA FÊTE DE JEANNE D'ARC

Lorsque la proposition d'instituer une fête nationale en l'honneur de Jeanne d'Arc fut présentée au Sénat par Joseph Fabre, et fut ...lée par la haute Assemb... séance 1894, nous di... la simple vérité, l'exactitude des faits n'ont aucune importance dans ce rôle. Mirbeau parle avec respect de Renan, mais pourquoi l'appelle-t-il gymnosophiste? Ce maître n'allait pas tout nu. Pourquoi, louant à bon droit Leconte de Lisle, comme poète, le félicite-t-il de ne jamais avoir mis les pieds ...? Le livre récent de Mme Jean... quente ...nelé qu'il fré... ne fut ...gnement et on... effet...

Les Espagnols sur l'oued Kert

Les Espagnols ont attaqué dans la matinée du 8 sur l'oued Kert en 2 colonnes.

La première débouchant d'Azib-el-Midan a marché dans la direction générale de Tleta-d'Azelef, c'est-à-dire nord-est sud-ouest, sur la rive nord du Kert; elle a atteint la pente orientale du djebel Founzine. A la ... les troupes espagnoles et ...

LE REGLEMENT DE LA PAIX

La réorganisation du conseil de la Société des nations

MM. Paul-Boncour et Fromag...t partent aujourd'hui ... Paris, se rendant à Genève, où ils prend... travaux de la commission ...projets de réorganisa... ...nations.

THE impartial independence of the "TEMPS" originating in a really liberal character and an inviolable respect for the Public, together with its traditional spirit tempered with a prudent but incessant reconciliation of the exigencies of contemporary journalism, have made this newspaper one of the most weighty organs of public opinion of our days.



More than one hundred years have passed since the first "TEMPS" appeared in 1820 but after playing a prominent part in the events of that period, it ceased publication in 1843. The title was restored in 1861 by Auguste Nefftzer who obtained the cooperation of a number of distinguished writers. Louis Blanc the historian, who lived in London, used to send him his letters from abroad and Georges Clemenceau, then a beginner, contributed articles on the life and institutions of the United States where he was traveling at the time. Among the chief political contributors were Challemel-Lacour, Henri Brisson and Jules Ferry. Literature brought Saint Beuve into their ranks and theatrical criticism, Francisque Sarcey, the most popular writer of the Monday feuilletons. Again, in the world of letters, we will only name those who are no longer among us such as Renan who contributed his "Philosophical Dialogues," Jules Simon, Jules Lemaitre, Alfred Mézières, Jules Claretie, Henry Roujon and Anatole France.

Adrien Hebrard, who was numbered among the most eminent personalities in Paris, became the Editor of the "TEMPS" in 1867 and carried out his task in a brilliant manner up to his death in 1914. Control then passed into the hands of his sons, first Mr. Emile Hebrard and now Mr. Adrien Hebrard.

Because The "TEMPS" has continued to develop its foreign correspondent service it occupies today a unique and original position among the great French dailies.

It has its own private correspondents in most European towns with which it is connected by a telegraphic and telephonic system. In the French Colonies and various other countries it has its resident correspondents who are always well informed with regard to the events passing under their eyes. Further, as soon as an event of any importance takes place abroad, a competent journalist is at once despatched to make a special report on it.

Economic, financial and commercial problems which are so closely connected in our times with all foreign political questions, are the constant object of its attention. While devoting an ever-increasing part to the discussion of and information concerning national politics, the "TEMPS" continually increases its universally acknowledged sphere of influence throughout the world by the cooperation of specialists and the most personal, rapid and sure methods of investigation.

SUBSCRIPTION RATES

From June 1, 1926

Paris .....Francs 72
Departments and Colonies 76

Foreign Countries:
Those allowing 50% reduction on mail tariffs 144

Other countries 200

Subscriptions from 1st or 16th of each month.

"LE TEMPS"

PARIS-5, rue des Italiens 9e

Téléphone (Cinq lignes):

Gutenberg 03.07-03.08-03.09-03.32-03.33

Chèque postal No. 60—Régistre du Commerce Paris 70722

ADRESSE TELEGRAPHIQUE—
TEMPS PARIS

ADVERTISING RATES

From June 1, 1926

Annonces Commerciales (Display Ads.)
15 francs per line
Réclames (Display, preferred position)
25 francs per line
Librairie (Book Advertising)
25 francs per line
Avis divers (Reading Notices)
30 francs per line
Information diverses (Same, pref. pos.)
50 francs per line
Petites Nouvelles (Same, pref. pos.)
50 francs per line
These rates do not apply to financial advertising

was perfected for practical purposes, resulting naturally in the further expansion and development of news agencies. Upon the initiative of M. Havas an agreement was made for the exchange of news between the big news agencies that had come into being in all great European capitals by this time, and Havas was tied up definitely with Reuter in London, Wolf in Berlin, a correspondent at Vienna, the Stefani Agency in Rome and the Fabra Agency in Madrid.

The now enlarged and developed Agence Havas was incorporated into a French "Société Anonyme" with a capital of 8,500,000 francs, by M. Charles Havas, his son Auguste Havas, who had succeeded his father as manager of the agency, and by M. Edward Lebey, their associate. In 1897 M. Charles Lafitte was made President of the Board of Directors, a position he occupied until his death in 1924. M. Lebey, in the new incorporation, was made General Manager, and M. Henri Houssaye assisted him as Administrateur Délégué.

The agency acquired control from the State of special telegraph wires connecting the Paris office with the editorial departments of practically every newspaper of importance in France, and the installation of the American ticker service throughout Paris, was a development which followed immediately afterward. This service gave to newspapers, banks, clubs, hotels, cafes etc., stock exchange and commercial quotations, racing results and general news.

Agence Havas has increased steadily since that time until it is unrivalled on the Continent to-day. Through the efforts of M. Léon Rénier, the present head of the organization, its capitalization has been increased from 18,500,000 francs in 1921, to 50,000,000 in 1925.

Since the war, through a series of reorganizations, it has become unique in its field, with no other news agency of anything like the same size and diversity of activities. Its special wires in France have a total length of 3,500 kilometres, over which one million words of news flow daily. It is accepted, and always thought of by newspaper men as one of the really great news gathering and distributing organizations of the world.

This description, however, is preliminary to a description of the activities of Agence Havas as an advertising agency, a subject of considerably more importance to advertising men, and a story which will, I believe, cause every delegate to the convention, considerable surprise.

It will be seen that Agence Havas and the Société Generale des Annonces have had for nearly three quarters of a century, a very close relationship growing out of conditions as they existed in the early days of the development of advertising and the distribution of news. It was M. Auguste Havas and M. Edouard Lebey who, in 1879 first laid down and put into practice the principles of modern advertising in France. From that time to the present day the advertising activities of the organization have increased and expanded rapidly and the complete amalgamation of the Société Generale des Annonces into the Agence Havas by M. Léon Rénier in 1921, and the recapitalization of the agency, was directly due to the development of advertising.

The reason for the development of the advertising and news functions of the agency simultaneously will thus be apparent. There existed in the beginning a practical business to assist the necessary extension of the news service, especially throughout the provinces which was made feasible by the possibility of revenue from advertising, which the agency even then, was in a unique position to supply.

What was possible in 1850, when both the distribution of news and the development of advertising were in their infancy, cannot be done again to-day. Once conceived and developed, the idea of the Agence Havas is destined to remain the only one of its kind in the world. The system and method upon which it was founded is unique and undoubtedly will remain without imitation.

Agence Havas, functioning in its joint capacities, is thus equipped to handle advertising in Europe and throughout the world, outside of the United States and perhaps Canada, as is no other organization or group of organizations working together.

As will be easily apparent to American advertising men from the foregoing description of the growth of the organization, advertising service in France, must inevitably be almost wholly different from advertising service rendered in a market where merchandising and selling customs offer entirely different problems. The Frenchman, considered in the mass, is not ready to-day to respond to the appeal of American methods of advertising and it is a question if he ever will be.

Nevertheless, Agence Havas, which serves the field as no other organization can, has exactly the same object as any other advertising agency, namely, the development of advertising in its service both to the client and the publication.

Merchandising, for instance, has come to be an important part of Havas development during the last few years and inquiry into the organization throws considerable light on the kind, diversity and quality of the advertising services rendered.

In Paris the central office has a selling organization of numerous courtiers, or agency contact men, whose business is to obtain accounts. These extend from local accounts to national and international advertisers.

Back of this work are the copy and art departments and also a complete printing and engraving plant. The courtiers have also the advantages of a technical department for purposes of merchandising, selling and advertising, where advertising plans submitted to the clients are studied, co-ordinated and completed.

Back of this again is the enormous space buying department with its wide and varied connections and its complete information regarding every publication in France and practically every publication throughout Europe. The work of this department has now been extended to a world-wide study of media, including the United States.



Façade of the building at 62 Rue de Richelieu, Paris, which houses the activities of L'Agence Havas. The plant is one of the most complete of its kind in the world. It is located just around the corner from the Paris Bourse.

In addition to the Central Agency there exists in Paris numerous sub-agencies, a development found necessary because Havas has made a specialty of newspaper advertising. That is to say, it deals in particular with the daily publications edited in Paris or in the Provinces. Thus, in order efficiently to cover all branches of advertising, and with a view to facilitating its work, the organization has established these specialized agencies, in billboard, the stations of the underground railway system, outside poster advertising, etc.

Also a special agency has been established, to deal only with periodicals; another with annuals; another embraces technical publications. Special agreements have also been made with international advertising agencies and no branch of advertising is omitted, for Havas realizes that every one of these branches should be dealt with by a special organization. Acting along these lines this agency is fully equipped to handle all advertising matters when and how required.

Outside Paris, Havas has set up in the most important towns, thirty-five special sub-agencies, the business of which is to collect local accounts, to place in the local papers advertising from the central offices, and to handle through the Paris organization, publicity destined for the Paris publications. These agencies, though independent in the radius of their territories, are connected with and controlled by the Paris offices.

Outside France the agency has established twenty-three branch offices which deal in the same manner as the sub-agencies with all problems. Besides these organizations, which it controls exclusively, Havas maintains daily connections with unattached advertising agents or courtiers who place their accounts through the agency.

The situation then is this. Agence Havas operates as a vast technical agency with a small army of courtiers, many of whom render certain technical services of their own, and are even on the basis of advertising agents themselves without facilities or connections other than the prestige of Agence Havas in this complicated market where there are as many as sixty-five daily newspapers issued in Paris alone.

The same applies to foreign advertising agents and foreign firms which have understood that, in the French market, it is better for them to appeal to a French organization. Indeed there is no doubt that Havas, through its perfect knowledge of the market and its long experience, knows what best to emphasize with the French public which, as is the case with all other nations, has its own peculiarities.

Havas has the most important office sites wherever a branch of the agency is situated. The advertising branch in Paris occupies a large modern office building at 62 rue de Richelieu which was inaugurated on July 2, 1921. The building was erected by Havas and the installations of the various departments are most practical and comfortable.

It is thus obvious that no advertising agency in France or elsewhere enjoys a better material equipment or a more highly specialized personnel. Throughout its intricate organization there is the utmost cooperation and cohesion, and even a casual study reveals an advertising organization whose varied activities and far reaching effects are beyond the scope of any other.

During the last two years the money spent by the clients of Havas in the launching of their products, for propaganda in favor of their trade marks, and generally speaking, in the promotion of their businesses through advertising, has amounted to 400,000,000 francs for France alone.

It may be said without exaggeration that no other advertising agency in the world has had a longer, wider or more comprehensive experience in the field of European advertising, nor does any other enjoy so powerful an influence as Agence Havas.

FRANCE

Le Petit Parisien

LE PLUS FORT TIRAGE DES JOURNAUX DU MONDE ENTIER

1,700,000

DAILY

Le Petit Parisien has by far the largest circulation of any French newspapers. It is distributed all over the country and reaches the smallest villages as well as the most important cities.

Le Petit Parisien is noted for the accuracy of its informations and for its strictly neutral attitude where politics are concerned.

Discrimination in the selection of its advertisements is a strict rule with **Le Petit Parisien**. In the course of 1925, contracts to the amount of five million francs were refused for advertisements which were considered as undesirable by the Management.

From 3,000 to 4,000 answers to a single advertisement in **Le Petit Parisien** is not considered as an exceptional result.

No advertising campaign meant to reach the general public can dispense with the services of **Le Petit Parisien**. There is not an important advertiser in France who does not place the largest part of his appropriation with **Le Petit Parisien**.

For all information & advertising rates, apply: 29, Boulevard des Italiens, Paris, France.

CONQUERING FRENCH MARKET A DELICATE TASK

Buyers Shun Standardized Products, Resist Imperative Appeals, and Demand Elegance and Finish in Merchandise—Individual Taste Rules Selection of Purchases

By PROFESSOR CHARLES TOUZOT
General Secretary of the International Fair of Lyons

IN a recent book, M. Jules Cambon, the great French diplomat who for many years represented his country at Washington, tells what is necessary for an ambassador to know who is attentive to the psychology of peoples. The necessity for careful psychological research is as great for business men who pass frontiers to study market conditions and the course of exchanges.



PROF. CHARLES TOUZOT

In this connection, it is an honor for the Advertising Clubs of the World to have proclaimed and demonstrated that all commercial activity is of an intellectual order. We no longer accept today the old Platonic distinction which places intelligence in opposition to the appetites. The specific nature of the material needs of a people, the manner in which they are accustomed to respond to those needs are the traits of their collective character.

An examination of the commercial habits and practices of a nation leads to an understanding as instructive as the study of their literary production or their esthetic creations. In other countries, however, more than in France, the analysis of market conditions is not so closely associated with the consideration of the psychology of the mass.

It may be due to the fact that France, only through long centuries, has attained her republican form of government. The patient conquest of royalty has founded our territorial unity. The régime of centralized administration, the unification of customs, the adoption of the Napoleonic code, the triumph of the ideas fostered by the Revolution, the diffusion of education throughout the country, have tended to bring about our intellectual unity.

Our provinces, of course, conserve with pride their individual traditions, but the collective spirit overshadows regional variations. At the same time there has been a gradual disappearance of the barriers which in other countries rigorously mark off the different social classes.

There is an "esprit Francais," there exists a French flavor to which the man of the people is not a stranger. The recent transformation brought about by the displacement of wealth and the elevation of the social level of the working and peasant classes has had as a consequence the introduction of standard luxuries among the mass of the people. In France, also, the small farmer today possesses his automobile, and the same radio outfit is likely to be found in the home of the worker and in that of the engineer. Under such conditions, it is with temerity we seek to determine the rules which apply to the French consuming public as a whole.

Toward the middle of the last century there was a German who had a passionate interest in liberal ideas. As the climate of Prussia was not very propitious for the rearing of subversive doctrines, he came to Paris to seek light and air. This man, Louis Borne, has given, in a series of letters, his impressions of our capital, and one of the traits which struck him most is the ardent taste of the Parisian people for reading.

Borne shows us, in succession, the elegant strollers of the Palais Royal, the cab drivers, the butcher's boy or the pastry cook, even the vegetable sellers, with a book or paper in their hands. We have, there, a sign of the intellectual curiosity which is so vital in our race.

This taste for reading predisposes the French public to be influenced by written publicity, but of course, it is necessary that the publicity take account of their habitudes or their intellectual needs.

We desire not only to apprehend but to comprehend. The curiosity of the French is much more rational than imaginative or sentimental. We like to know the reason for things, we like to penetrate behind appearances to the deeper realities and we gladly allow ourselves to be drawn by technical research beyond the limits of immediate utility.

Our American friends, who are fond of classification, conclude from this that we are above all attracted by explanatory publicity (the "reason why" copy). And they are right. Whoever explains to us how things are made holds our attention and arouses our interest. Sometimes our curiosity goes as far as indiscretion.

A French merchant who happened to be in New York one day had occasion to look over a new model of a prominent make of American automobile. The salesman waxed eloquent over the qualities of the car, its speed, its suppleness, its strength, its comfort. The French buyer interrupted him continually with technical questions about the motor, the valves, the carburetor, the suspension, until at last the bothered salesman said to him, not without humor, "When you buy pills from a druggist, you don't demand that he make a chemical analysis of them before your eyes."

A French house wished to satisfy that technical curiosity. At each showing of its cars, it presented a machine with all its mechanism exposed, and the circle of interested spectators proved the publicity value of that demonstration.

But, even if we love to hear explanations, we are thankful to those furnishing them not to make them too long nor too involved. The advertising man who addresses the French buying public should not inflict upon it a complete analysis, but should rather indicate only the essential argument. It is necessary to leave something for individual research. During the classical epoch, which was the Reign of Reason, our sermons had three points and our tragedies five acts. Let us retain those traditional figures.

The habit of reasoning and of analysis of the French has developed a critical spirit among them. The old Cartesian maxim, "Do not admit anything to be true that one has never plainly recognized to be so," although it is used not only by philosophical constructors of systems, it directs, consciously or unconsciously, all the ways of our thoughts.

The French buying public will not immediately accept categorical affirmations. The command to the public so often employed by American advertisers, "Do this," or "Buy that," runs the danger of alienating the reader rather than convincing him. For the critical spirit is the base of our individualism.

Even the uneducated man among us despises the sheep spirit. The example of his neighbor rarely serves him as a principle of conduct; he wishes to follow his own devices, sometimes even at the sacrifice of good sense. The imitative suggestion is, with us, a very uncertain advertising method. Such references have value only if they emanate from a person known as a scientific authority or as a professional expert.

The citizen of a French city who learns that already 999 persons own a car of the X make, will not evince any desire to make the number an even 1,000. Quite the contrary, he is likely to show a violent inclination for the make Z and to wish to distinguish himself by buying a car of that make.

A furniture manufacturer would be very ill advised if, in order to induce the public to buy a particular set of living room furniture, he announced that the same set might be seen in a dozen of the most prominent living rooms of the city. The word "standard" is so little familiar to us that we have no French term which translates it. The sale of standardized articles will never have a large development in France. Our colleagues from abroad must not forget that the Frenchman dislikes cigarettes in packages, preferring to roll his own.

Our critical and individualistic spirit is the cause of the distrust which we have for any appearance of cajolement through sentiment. The advertising man should use with a great deal of moderation any appeal to the sentiment of the public. Any too violent effort overshoots the mark, and provokes an ironical reaction. Even the man of the people resists appeals to his emotions for fear of undergoing ridicule.

The task is therefore difficult; either the appeal risks remaining too thin and without effect, or it is likely to become too violent and lose all usefulness.

And there appears the essential quality of the French spirit; measure in all things, that heritage of a secular civilization, that attitude which sometimes crushes grand enthusiasm but which often wards off capital error.

There is nevertheless one form of feeling to which the French public is always receptive, esthetic emotion. We have a tendency to consider things under the aspect of beauty. It seems that the Greeks must have left us their dogma of the identity of the good and the beautiful. Even such a skeptic as Anatole France puts aside all his irony when he speaks of beauty and praises its eternal virtue.

The French buying public will be naturally tempted to draw conclusions from the charm of appearances as to the worth of interior qualities. If moralists recall that it is not wise to judge by appearances their words will not carry conviction. Between two products of the same usefulness and the same quality, the buyer will choose without hesitation the one which is presented to him under the most pleasing aspect. Our perfumers study the shape of their flask not less than the perfection of their essences.

The elegance of the product demands also the dignity of the setting in which it is presented. The International Exposition of the Decorative Arts held in Paris in 1925, showed how far esthetic detail may go in the architecture of shops and the technique of display. There also it is the choice idea which dominates. The display window of a French shop strives less to suggest the abundance of merchandise offered than to emphasize certain characteristic selections.

In the same way, we desire that an announcement or a poster shall be carefully composed, that is to say that it lead up through well chosen devices to a general idea. The disposition of the characters, the introduction of the subject, the choice of the color, the adaptation of the text should join to give an impression of unity, as the elements of a Greek temple harmonize in a perfect whole.

But the rules of esthetics apply not only to the plastic arts; they are capable of guiding every sort of human activity. They are mechanical elegances, and the French are extremely sensitive to them. They like to feel in a machine the judicious economy of material, the strict adaptation of all the parts, the simplicity of transmission, the geometric sobriety of the lines of the whole.

In a word, the French appreciate "well finished" articles. We have behind us a long tradition of skilled artisanship. The craftsman, before becoming a master, had to construct his masterpiece and the masterpiece was the fruit of reflection and of labor through long years.

This taste for "finish" has not disappeared before the advantages of mechanical production nor the appeal of the bargain.

Such are some of the characteristic traits of the commercial psychology of the average Frenchman.

The French buying public will not permit itself willingly to be conquered by pure force. It defies flashy and violent enterprises. On the other hand, it is open to persuasion. It listens gladly to technical explanations and precise information. It likes carefulness in measure, and appreciates signs of good taste. It responds to appeals to its sentiment on condition that they are discreetly presented. It makes its choice with an eye toward pleasant shapes and judicious proportions. It is a stickler for quality.

To conquer the French market is, then, a task which demands delicate adjustments and which carries many difficulties. But the merchant who perseveres in his efforts is assured of a lasting success.

The French buying public, if it shows itself reserved at the outset, afterward practices the virtue of fidelity.

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French Statistics

The Republic of France in Europe possesses an area of 212,659 square miles, with a population of 39,402,739 according to a recent census. On this basis the population per square mile is 184.4. Paris, the capital city has a population of 2,907,000, the fifth city in size in the world.

LE JOURNAL

100, RUE DE RICHELIEU, PARIS





Founded in 1892 by F. Xau, "Le Journal" is the best edited, the most attractive and the most complete of all the great French dailies.

The most brilliant contributors of France meet in its columns: political figures especially well qualified to treat of the questions of the day; special writers sent all over the world to cover big news events and to report picturesque happenings; short story writers and novelists who maintain the brilliant and vivid literary traditions; artists who follow the reality of life from day to day with a sure touch and a biting humor in their commentaries, which make them the court of last appeal in the realms of irony and common sense.

Through a special adaptation of machinery the rotary presses of "Le Journal" can turn out millions of copies a day at a high speed, with designs perfectly reproduced in several colors on each page.

The great business houses and other organizations which seek to influence public opinion, the great thinkers who wish to launch a new idea, know as do the advertisers who wish to launch a product or an enterprise, that the articles, the news and the advertising in "Le Journal" reach every class of society.

Advertising in "Le Journal" always brings the customer sought.

All information, all schedules and estimates, are freely furnished on request by: Société "JOURNAL-PUBLICITÉ," which controls all advertising in "Le Journal." The offices of this organization in Paris are at 102 rue de Richelieu.

The above photos represent: THE RESTAURANT, THE COMPOSING ROOM, and THE JOURNAL BUILDING, rue de Richelieu, close to the Grands Boulevards.

SERVING AMERICAN TOURISTS WITH DAY'S NEWS

How Paris Edition of New York Herald Tribune Caters to Travelers and the American Colony in Europe—Story of the Founding and Progress of Bennett's Foreign Venture

By ALBERT G. LANEY

STATISTICS show that half a million Americans come to Europe annually as tourists, for visits of from a few weeks to several months. In addition there are in Paris, England and on the Continent, at least 50,000 permanent American residents. From these two classes the reading group of the *New York Herald,* European edition of the *New York Herald Tribune,* is made up, and considering the sort of persons included, it represents probably the highest class of readers in any reading group in the world and the most highly concentrated buying power.

Considering these facts it is surprising to find that the New York Herald of Paris, founded by James Gordon Bennett in 1887, but operating as a metropolitan newspaper, serving a highly concentrated and unusual reading and advertising group, is less than six years old.

This seemingly paradoxical statement is easily explained by the fact that Laurence Hills, present Managing Director of the Herald, assumed his position in March of 1920 and during these six short years, has brought the paper from a small organ chronicling the social doings of prominent Americans in Europe in four pages, to its present commanding position in the European field, requiring an average of ten pages daily, and often twelve, fourteen and even sixteen pages, to carry its average of 2,000,000 agate lines of advertising each year, and spending upwards of 1,000,000 francs a year on cable tolls alone.

The story of the progress of the New York Herald of Paris from its inception in 1887 on a whim of the late James Gordon Bennett, to the opening of the tourist season of 1926, is one of the most interesting in the entire field of Journalism.

It is the story of the satisfying of a great man's hobby through many years in the face of tremendous losses, followed by a period of remarkable activity and remarkable achievement during the strenuous days of the World War, which was in turn followed by another period of depression, from a newspaper publishing standpoint, when the paper dropped back into the rut of small and unimportant chroniclings.

This period seemed likely to continue indefinitely in the life of the Herald when the American troops left French soil, and but for the happy circumstance that the right man was chosen for the job of conducting its affairs, it might even today be jogging along in the same rut.

The War history of the Herald under James Gordon Bennett is worth a volume alone. It is not generally known that the Herald was the only newspaper in English, and one of the very few in any language published in Paris during the trying days when the German Army battered at the doors and was finally stopped by Marshall Joffre at the first battle of the Marne.

That it was published, and did not miss an edition during all that time, was entirely due to the determination of Mr. Bennett not to give in before the overwhelming German threat when many publications had moved to Bordeaux. It established a reputation during those days, a reputation that will continue with it as long as it exists.

There is a story told around the Herald office—it has now become a tradition—of how Mr. Bennett came to the city room that memorable night when everyone believed beyond doubt that the German horde would march into Paris on the next day. He found his City Editor gone, out of Paris while it was still possible, only a semblance of a staff left and a mechanical force made up of a mere handful of men.

Mr. Bennett called this little group into the front office for a conference that has become historic. He could blame no one for quitting Paris along with the throngs crowding every exit, he said. It was dangerous to stay. But if enough men would stand by him the Herald would come out next morning and every day until the Prussians came. He would only cease publication, he said, when it could no longer be accomplished free of Prussian domination, and he sent his men back to work, having been assured that they would stick, with a lusty "To Hell with the Prussians."



LAURENCE HILLS

Managing Director European Edition *New York Herald*

In 1918 and the first half of 1919, when France swarmed with American soldiers, the Herald reached its peak of circulation, frequently selling as many as 400,000 copies in a single day. With the departure of the troops, however, it again began to fall back, and when the late Mr. Munsey acquired it along with the New York edition, it was considered, to say the least, a liability likely to eat up a large portion of the profits of the New York edition, and something perhaps to be carried along for the sake of the tradition and the reputation established during the War, but a liability to be operated with the smallest staff possible and at an absolute minimum of expense.

At about this time Mr. Munsey sent Laurence Hills to Europe as correspondent for the Sun in Paris and to cover the Peace Conference at Versailles and the later meeting of the League of Nations Council at Geneva. This done, Mr. Hills was literally shoved into the job of director of the Herald, with instructions to do his best to keep expenses down and the policy of the paper within its scope and possibilities as Mr. Munsey conceived them.

Mr. Munsey's conception, from the first, was at odds with that of Mr. Hills, and one need only glance through any edition of the Herald today to realize that Mr. Munsey, successful as he was as a newspaper publisher, was in the wrong.

He was thoroughly convinced that an American newspaper published in Europe could never be a success and that the mere expense of making it a real newspaper would run into millions of dollars yearly. His ideas on the subject are best illustrated in his clear, though as it afterward appeared, rather faulty analysis of the situation, given to Mr. Hills at the time the latter took charge of the paper in March, 1920.

"The first thing necessary to the wise handling of any undertaking," Mr. Munsey said, "is to see clearly the scope and purpose of that undertaking. Hence let me put you right with regard to the scope and purpose of the Paris edition of the New York Herald.

"First, its purpose is to mirror the whereabouts and doings of Americans in Paris primarily, and in a general way, Americans scattered throughout Europe.

"Eliminate that purpose from the paper and it would have no excuse for existing. In the very nature of the case it cannot be a great newspaper, printed in a foreign language in Paris. Its clientele is of necessity small, very very small, and this means in turn, a small, very, very small revenue, and without a big revenue, big expenditures cannot be made except at a loss to the owner of the newspaper.

"The Paris edition of the New York Herald has always been misunderstood by American travellers abroad. These Americans, without stopping to reason, expect that little paper to carry all the American news, and in a word be practically as complete as is a New York newspaper.

"Well, what would this mean? It would mean that cable tolls alone, reproducing a New York newspaper in Paris, would run into millions of dollars, many millions of dollars annually, and with merely a pittance of revenue with which to meet these tolls. Again, a paper large enough to carry all this American news, and to be the well balanced, complete newspaper that the American would have it, could not be less than twelve pages in size.

"This would mean a large staff of type setters, a large staff of editors, a large staff of reporters, a large staff fore and aft, including stereotypers and printers. Such a paper, with no more revenue than can be squeezed out of the Paris paper, would mean a loss that would run beyond five millions of dollars a year in Paris, and that would hardly look good to some of those Americans who criticize the Paris edition of the New York Herald for not being everything their American papers are.

"Still again, one of the conditions of Mr. Bennett's permit to bring out the Paris edition of the Herald was that his paper should not meddle with political matters in France, and should be altogether neutral in every way in containing no matter that would be disturbing or annoying to France. In the big sense of a fairly developed newspaper, the Paris edition of the New York Herald does not exist and never can exist. The revenue is not there to justify it, the circulation is not there to justify it. There is nothing there to justify it. Consequently it is a question of publishing a paper for the purpose for which it was established, holding strictly to that purpose, or to abandon the enterprise. And all this means, if the purpose is to continue, economy, simplicity, and freedom from pretense and splurge. The readers of the Paris edition of the New York Herald buy the paper primarily to see who's who, where he is and what he is doing. And they buy it in the main, for no other purpose."

When Mr. Munsey made these statements the Herald might be described as being at its lowest ebb. Within six months afterward he was presented with figures to show that his paper, for the existence of which there was in his mind, no justification, had made a profit, and he lived to see it become the most important American newspaper published outside of the continental limits of the United States, absolutely dominating the field within its circulating radius and catering to a more select and highly concentrated reading group probably than any other daily paper in the world.

He saw it, in fact, become the metropolitan daily that he had visualized as utterly impossible, put out by a highly trained staff and a highly efficient mechanical department, on the basis of a cable service which he conceived to be entirely beyond the realms of the possible. And he saw, moreover, a yearly turnover of more than 10,000,000 francs by a paper which, in his own words "does not exist and never can exist" as a fairly developed newspaper.

To Mr. Munsey's credit, however, it must be said that once it was demonstrated his conception was wrong, he lent ready and wholehearted co-operation to the progress of the Herald to its present position, until he relinquished control of both newspapers to Mr. Ogden Reid, in 1924. Otherwise it would have been as he said, utterly impossible.

Comparing the Herald of today with Mr. Munsey's conception of it in 1920 is perhaps the most forceful way of demonstrating its importance in the newspaper field.

Laying down as its primary purpose the mirroring of the whereabouts and doings of Americans in Europe, he said that if this purpose were eliminated the paper would have no excuse for existing. This purpose, naturally, has not been eliminated. Rather it has been enlarged and expanded until today the doings of Americans in every Capital and resort city of Europe are faithfully and interestingly recorded in its columns every day. During the winter, the Herald publishes a daily Riviera Edition and every day in the year a London Edition.

Its clientele, he said, is of necessity very, very small, but the number of readers of the Herald today is limited only

(*Continued on page F16*)



MARSEILLES, The Old Harbor, the Carrier Bridge, and the Church of Notre Dame de la Garde

MARSEILLES The first French harbor
The Colonial Gateway of France
Queen of the Mediterranean

MARSEILLES Second City of France
Unrivalled as a center of commerce, industry and maritime activities

LA PROVENCE Garden Spot of France
Richest, most beautiful, fastest developing region

Published in the largest French Provincial City and circulating through twenty of the most attractive Departments of France,

Le Petit Provencal

is the most important regional daily in the South of France. Printed at Marseilles its special leased wires connect it directly with its offices in Paris and Nice.



Because of its large circulation and great influence in its twenty Departments

Le Petit Provencal

Occupies a leading position among the dailies of the French Provinces
Advertising orders received at the Marseilles offices, 75 rue de la Darse; at the Paris offices, 3 rue de la Bourse; and through the Havas Agency.

SERVING U. S. TOURISTS WITH DAY'S NEWS

(*Continued from page F14*)

by the number of Americans in Europe and it is read daily by thousands of English speaking Europeans.

His ideas on the subject of revenue are strikingly answered by the 10,000,000 franc yearly turnover.

A paper large enough to carry the American news and to be well balanced and complete, Mr. Munsey believed, could not be less than twelve pages in size. Since the Fall of 1925, when the high tide of European travel had finished for the season, the Herald has frequently run over his twelve-page limit in order to carry its volume of advertising and news, both cable and European.

Cable tolls could not possibly be offset, he said, by the pitiful revenue possible to a paper in Paris. The Herald will spend close to 1,000,000 francs on cable tolls in 1926, in addition to its special leased wire, United Press service and its direct wire to London, over which thousands of words of news come each night. This expenditure on daily cable news, by far the largest of any English language paper published in Europe, is possible only because the revenue has mounted steadily since the paper was first put under an efficient business management and an intelligent editorial policy.

But more important still perhaps, and an item not even considered by Mr. Munsey, the Herald's daily cabled stock and bond quotations exceed by forty per cent all other cabled lists in Europe. For this reason it is taken by every large financial institution on the Continent and by foreign holders of American securities.

The growth and expansion of the Herald during these last six years, however, was not unattended by adversities, the most important of which bears recording because it marks an accomplishment in daily newspaper production that is probably unique.

On the morning of February 10, 1922, a little less than a year after Mr. Hills had taken over the Herald and at a time when it was beginning to establish itself upon a firm financial basis, the French Compositors' Union suddenly, and without warning, presented a twenty-four hour ultimatum to both the Herald and the London Daily Mail, demanding a big increase in pay over the differential union rate plus, which they had always been allowed for setting English matter.

The demand was immediately refused and when it became evident that the men would not show up for work that night, even though the ultimatum should have carried over until the following day, Mr. Hills called a meeting with the managing directors of the Mail and together with them worked out a scheme with which the Union was successfully fought and which brought the men back to work at the old scale at the end of six weeks of idleness.

Those first editions of the Herald and the Mail were put out as photographed typewritten manuscript from plates photo-engraved in the Daily Mail plant, and appeared on the streets of Paris next morning as four pages of typewritten matter, entirely without advertising.

This process continued for about a week until gradually the two papers working in conjunction, were able to have an increasing amount of matter set in widely scattered job printing plants throughout Paris, and to run again a few small advertisements. Little by little more printing began to appear, until at the end of the six weeks, when it became evident to Union leaders that their cause was hopeless, both papers were appearing on the streets with a minimum of photo-engraved matter and almost their full quota of display advertisements. The men came back without further arbitration and since that time there has been no dissension in the mechanical forces of either paper.

The growth of the Herald continues today and its possibilities for expansion can hardly be estimated. With the advent of the 1926 tourist army it enters upon the period of its greatest prosperity.

On May 1, 1926, the Herald printed for the first time, a new Mid-European edition, in addition to its regular Paris and London editions. This new venture, leaving Paris by airplane in the early morning of May 1, reached Berlin several hours later and throughout May Day was the only newspaper offered for sale on the streets of the German Capital, due to the annual May Day holiday customary throughout Europe. The Mid-European edition has now become a daily feature of the newspaper.

On Sunday, May 2, the Herald presented the first transatlantic radio-photograph ever printed in a Continental newspaper, a picture snapped at three fifty o'clock on the Friday afternoon before during the third race at the Jamaica, L. I. race track. This feat marked a new epoch in international journalism just as did the Herald's initiative in bringing the first typesetting machine to Europe many years ago.

The Herald followed this feat the next day, Monday, May 3, with the publication of an advertisement of the John Wanamaker stores, transmitted by the newly perfected radio-photographic method from New York.

The French Railway System

France has six great railway systems constructed under various concessions which expire at various dates from 1950 to 1960, when they revert to the State. They represent an installment cost of 25,000,000,000 francs. These with their mileage in 1922 were : Nord, 2,380; Est, 3,124; Paris-Orleans, 4,641; Paris-Lyon-Mediterranee, 6,078; Midi, 2,560; Ouest-Etat, 5,599; total mileage 24,382. The Alsace-Lorraine system of railway has a mileage of 1,384, making a grand total mileage of 25,766.

The Ouest-Etat and the Alsace-Lorraine lines are operated by the State, through the Ministry of Public Works.

Of the main lines, 1,030 miles were destroyed in the war.

All had been rebuilt by May 1, 1921.

GILLES DUROULET

AMONG the delegates who came from France to attend the A. A. C. W. convention in Philadelphia, is Gilles Duroulet, Chief of the Provincial Department of Agence Havas. Gilles Duroulet was born in 1896, acquired his education in the Secondary Schools of Paris and was a student at the University of Paris for the degree of Chemical Engineer when his studies were interrupted by the World War in 1914.



GILLES DUROULET

He entered the French Army as an enlisted man of Infantry in December of that year, although he was still under the military age, and left for the front as a candidate for commission, in May of the following year. He was successively promoted to the grades of Second and First Lieutenant and was later attached to the General Staff of an American Division, in which capacity he remained until the close of the War.

During the War he was cited in orders five times, awarded the Croix de Guerre, and after being wounded was made a Chevalier of the Legion of Honor.

Demobilized in 1919, he entered the service of Agence Havas as Assistant to the General Secretary.

He held this position until February of 1925, when he became Assistant to the Manager of the Lyons Branch, then promoted to his present position.

In April, 1922, Mr. Duroulet was sent to the United States to make a study of advertising conditions and while there attended the Press Congress at the Waldorf-Astoria and later was a delegate to the Ninth Foreign Trade Convention at the Bellevue-Stratford in Philadelphia.

Paris is not the whole of France.

Industrialists, business men and merchants who advertise in Paris may think that they have addressed the entire country.

This is a mistake.

For in France there are many different regions each with its peculiarities and individualities. This fact led to the establishment of the Regional Press of France, each newspaper peculiar to the section in which it is published..

One of the richest of these sections, with dense population and important industries, extending from the Alps on the East to the Rhone on the North and West and to Provence on the South, is the "Alpes Francaises," including seven Departments with 2,200,000 inhabitants.

Its capital unquestionably is Grenoble and its special newspaper is

LE PETIT DAUPHINOIS

LE PETIT DAUPHINOIS, DIRECTOR JOSEPH BESSON (1890-1919)

1st —First as to order of importance and the first to reach its readers throughout the "Alpes Francaises" Le Petit Dauphinois is a great daily which purveys the news impartially. It circulates in a region, far removed from Paris and reaches its readers twelve hours ahead of the Paris newspapers.

First on the street due to its special automobile delivery service.

Special leased wires from the editorial rooms to the great news agencies in Paris. Its great volume of local news makes it the favorite journal of planters, working men, merchants and manufacturers. First as to circulation and first as to returns from advertising.

During the summer season Le Petit Dauphinois has a large clientele of tourists, both French and Foreigners passing through the resort cities of Grenoble, Annecy, Chambery, Valence and Briancon, travelling along the "Routes des Alpes", climbing Mont Blanc and the Alpes, sojourning at the Lakes or at the famous resorts of Chamonix, Aix-les-Bains, Evian, Thonon, Uriage, etc., making for this section a social life corresponding to the life of the Riviera during the winter season.

Le Petit Dauphinois, which brings to them the news of the entire world each morning is the connecting link between them and their home countries.

ADVERTISING IN LE PETIT DAUPHINOIS IS FIRST CLASS ADVERTISING

L'ÉCHO DE PARIS

Henry Simond
Director, Editor-in-Chief

A Daily Morning Newspaper

Henry Simond
Director, Editor-in-Chief

Editorial Rooms and Business Offices, 6 Place de l'Opéra

Founded in 1883, this newspaper has acquired a position of the first rank in the Political, Economic and Literary life of France.

True to its line of conduct for the defense of the National interests, a line from which it has never departed, l'Echo de Paris for many years has seen its circulation constantly increasing. It is actually in the very first rank of the French Press.

Its principal contributors are among those authors and journalists of best reputation held in the highest appreciation by the public:

Général de Castelnau
Henry Bordeaux de l'Académie Française
Charles Benoist de l'Institut
Pertinax
Henri de Kerillis
Franc-Nohain
Marcel Hutin
and others



Paris Headquarters, 6 Place de l'Opéra

Publishes every week full or half pages on the following subjects:

Army and Navy
Colonial Life
Life in Foreign Countries
Religious and Social Life
Sporting Life
The World of Women
Scientific Treatises
Arts, Literature and Music
Children's Section

Advertising in l'ECHO DE PARIS, of a constantly increasing volume, brings particularly important results because of its de luxe clientele representing a vast buying power, because of the great number of newsdealers who handle it in all of the cities, towns and villages of France, and because of its moderate rates, judiciously studied.

HOUSE ORGAN IS POPULAR IN FRANCE

By PIERRE ARGENCE
Manager Agence Havas Branch at Lyons

A mode of publicity much used in the United States and which tends to become popular in France, is the employment of house organs, whose aspects, form and destination, may vary to infinity.

Their most simple shape is that of a periodical bulletin which merely relates the important facts in the industrial or commercial life of the house in question for the periodic information of its sales force, the staffs of its factories, and—in brief, all those who are directly attached to the firm.

Numerous examples of this sort exist in France and an effort has been made also to make through them an influence upon the tendencies and opinions of the workers.

In another direction some firms have edited publications of much less definite aspect, containing matter of less limited character and tending to imitate the review as much by diversity of their information as by a more attractive presentation. These firms, however, have clearly shown what are the purposes of these publications by giving them the name of their firm, such as *Peugeot Revue, Benjamin Revue,* etc. Other firms have created reviews of a more pretentious type along much more general lines and which, to judge at least by their appearance, do not seem to be connected as directly as others to such and such a house. For instance *La Parfumerie Moderne* which was formerly the organ of the Societe Francaise des Produits Aromatiques, but has now become an independent magazine; *Art-Gout-Beaute,* which defends the interests of the silk house of Albert Godde, Bedin & Cie; *Le Chasseur Francais,* whose object is to sell the products of the Manufacture Francaise d'Armes & Cycles de St. Etienne.

Many other examples could be named but it is no doubt sufficient to choose a few and explain their operation, though this would probably not teach anything new to our American friends who are already well informed in such matters.

La Parfumerie Moderne was created in 1908 by M. Gattefosse, and devoted, first, to propaganda in foreign lands for the sale of raw material for perfumery of French and foreign production. It is solely by means of this paper that a very modest firm has now become a rather powerful organization, exporting to all the markets of the world.

The magazine, which has an attractive appearance, still retains some of its original editorial staff but has now become an independent magazine, which, although it always contains the advertisements of the firm which created it, also receives all the advertising which is offered it, even that of firms competing with the Societe Francais des Produits Aromatiques.

One of the most attractive house organs is Art-Gout-Beaute, issued monthly and edited, as we mentioned before, by the firm of Albert Godde, Bedin & Cie., of Lyons. It is of an agreeable format, carefully edited and illustrated with drawings. This organ is issued in French, English and Spanish and is sent to all countries of the world.

The text is devoted exclusively to fashion, not only to frocks and costumes but also to hats and interior decorations for the home. It is said that the firm of Albert Godde, Bedin & Cie. during the first years, appropriated a million francs a year to establish this publication.

It owns its own printing shop, lithographing plant and bindery. The circulation of the magazine has been well handled as it is sent not only to selected addresses but is also for sale at the news stands of the Paris boulevards as well as in prominent French and foreign cities.

Le Chasseur Francais contains the type of advertising well known in the United States under the name of catalog houses, with a great variety of products.

La Manufacture Francaises des Armes & Cycles, produces merchandise in quantities. It sells everything relating to fishing, hunting, cycling and sports in general. It sells clothes, it sells boots, it sells also apparatus for agriculture. In brief, its activity extends to infinity, and it is therefore, I believe, one of the most American organizations that we have in France.

Le Chasseur Francais, whose subscription is priced very low, has a huge circulation amounting to 320,000 copies. This magazine has been incontestably the foundation of the success of the Manufacture des Armes & Cycles. The publication receives also, advertising for different products, on the condition, however, that they do not compete with the merchandise sold by the publisher.

Everybody interested in our business understands how rarely are united, under the direction of a thoroughly competent man, the editors, artists and technicians capable of preparing a perfect number each month, or twice a month.

If one adds to these difficulties of the general order, the difficulties peculiar to France, caused by the instability of the prices of labor and paper, it is apparent that the creation of house organs is a very difficult matter, especially if one considers that the daily and periodical French press offers as much circulation as one could wish for, and that at very reasonable rates.

HOUSE ORGAN EXPERT



Pierre Argence

TRIBUTE TO AMERICAN WOMEN

When the French Delegation to the A. A. C. W. arrived in New York last week they were received at City Hall by Mayor Walker.

Dr. Knecht, responding to an introduction by Louis Wiley, of the *New York Times,* made reference to American women, who, he said, would never be forgotten by France for their work in helping French orphans, hospitals and sick soldiers.

"I want to take this opportunity of paying tribute," he said "to the women of America who were the worthy companions of the great men who came to this country and built it up, despite the greatest of odds, into one of the greatest empires of the world, an empire of achievement and justice."

ANNUAL INTERNATIONAL SAMPLE FAIR OF LYONS

SPRING OF 1927 ~ March 7 to 20

In a Wonderful Building, unique as to its dimensions and conception, the Lyons International Fair presents

SAMPLES OF THE PRODUCTION OF THE ENTIRE WORLD

The last fair was visited by
BUYERS FROM 47 NATIONS

THE LYONS FAIR is a permanent medium through which buyers and sellers of the entire world may come together at any time.

For all information apply to: HOTEL DE VILLE, LYONS
In the United States: M. EMILE GARDEN, 50 Church St., New York





He who merely skims a morning paper

20 centimes — LE PLUS FORT TIRAGE DES JOURNAUX DU SOIR — L'INTRANSIGEANT — Le Journal de Paris — Directeur: LEON BAILBY

will thoroughly read his evening daily





BILLBOARDS BACK NEWSPAPER SPACE IN FRANCE

Average Budget Usually Includes Space on "Palisades" Which Abound in Larger Cities—Relied Upon to Create "Buyer Demand"—Use of Color in Posters Highly Developed

THE general advertising campaign for the exploitation of almost any product in France, from the presentation of the name and trade mark, through the educational and merchandising campaigns, to the business of keeping the name and advantages of the product constantly before the public once it has become known, includes that variety of publicity known as outdoor advertising perhaps to greater extent than in any other country. Posters, painted signs, electric signs and all manner of "affiches" are used extensively in an intensive intermediary campaign of follow-up and form one of the most effective methods of putting a product before the buying group known to the continent.

The procedure in most cases is this. The advertiser, through his agency, once his budget and general plan has been worked out. takes extensive display space in the daily, weekly. and monthly publications, the proportion allotted to each depending on the product itself and the group to which he wishes to appeal.

Through this space he attempts to introduce his product to the trade and to the consumer, explain its merits and to familiarize the general public with the new name and general appearance of the product. In a word, he argues for his product before the public and explains it at length.

Such a campaign of education, which is essential to the introduction of practically every product, may run for a considerable length of time, usually being limited only by the size of the budget and the extent of the follow-up campaigns contemplated. It is, however, invariably followed directly by the campaign of outdoor advertising, which in all cases is made as extensive and as thoroughgoing as possible. For it is upon this more than on anything else that the advertiser depends to create what in America is generally known as buyer interest. There are very few, one might say practically no products put over in a big way in France which have not taken advantage of the opportunity offered of reaching the consumer through this outside poster advertising.

In France one does not find the enormous number of billboards lining the enchanting highways, so much complained against in America, nor do the Grand Boulevards of Paris compare in brilliance with that marvellous stretch of illumination from the old Herald Square up beyond Columbus Circle, the famous Great White Way of New York, but all things considered and speaking comparatively, it probably is well within the truth to say that outdoor advertising is used more extensively in France than in America, is much more depended upon, taking all advertisers into consideration, and is, on the whole, a great deal more effective:

The foregoing is a statement that is, of course, open to question, but I doubt very much if it can be successfully refuted.



Looking up the Champs-Elysées to the Arc de Triomphe, showing on the left a typical "Palisade" for poster advertising, considered by French advertising men as the most effective kind of outdoor advertising. The temporary palisade takes the place of the American billboard.

The object of the outdoor poster campaign following what may be called the introduction and explanation of the product, is, reduced to its simplest terms, merely to recall by means of posters, sign boards, luminous signs, even if you please, the time-honored sandwich man, in fact, all manner of affiches, the product itself to the mind of the public, and to fix the trade-mark indelibly in the memory. In a word, an effective follow-up on the newspaper and magazine advertising.

After this object has been accomplished the advertiser and his agency settle on a permanent plan of advertising through the years, naturally subject to change and dependent on many things, principally the degree of success of the newspaper campaign and the outdoor follow-up to which it leads.

This procedure is followed in perhaps nine cases out of ten and advertising men generally have agreed that it is by all odds the most effective. Without the outdoor poster advertising they believe it would be next to impossible to be sure that absolutely every potential buyer in France has been reached. This belief is embodied in the common phrase among advertising men of France, "l'affichage est une publicité de compliment qui permet la saturation complète du marché."

The permanent advertising campaign to be carried on through the years naturally has its problems and must be worked out on a scientific basis, but that phase of the matter does not concern us in this discussion. It must be remembered however, that everything that goes before leads to the outdoor campaign and everything that comes afterward depends largely for its success upon the effectiveness of the poster advertising.

Let us then, examine a few of these examples of outdoor advertising in France.

Paris, and every other French city and village, is full of blank walls, upon many of which appears the warning "Defense d'Afficher," the good old American "Post No Bills," but there remain thousands where space is rented and these are always covered with the artistic and highly striking posters. These are known as "affiches sur murs" or wall posters, and are used extensively by all kinds of advertisers in their outdoor campaigns.

The various styles and sizes, run from the Colombier, of 80 by 60 centimetres, to the Quadruple Grand Aigle, of 220 by 140 centimetres, the prices depending upon the formats. These posters strike the eye in all parts of the French territory and they combine colors, one of the most important considerations in poster advertising, in an artistic manner that is appropriate, pleasing and distinctive.

The French advertising man has found that color has a direct influence on sales when used with the proper effect and so as to increase the individuality of the product advertised.

In addition to the regular wall space always available, there is also the more or less temporary space offered by the high board palisades, or fences, erected along the sidewalk lines of principal streets, to enclose new construction. There are no bill boards scattered about the cities as we find in almost any American city but these palisades serve the same purpose and are usually of much greater advertising value because of their choice locations.

Paris, though its roots sink back into the centuries, is yet constantly undergoing change and these palisades from time to time line the Boulevards. The extension of the Boulevard Haussmann to connect with the Grands Boulevards, for example, a project which has taken many months to accomplish and is even yet not entirely finished, has offered one of the finest emplacements for advertising posters ever known in France. Needless to say the advertisers and the agencies have taken advantage of this unusual opportunity and the pulling power of advertising placed thereon, has been most unusual.

Palisades of this kind constitute what the French advertising man calls "Hors-Serie" and are both far superior and much more expensive than the wall posters and the palisades situated in other sections of the big cities. This superiority comes first from the fact that they are visible to a greater number of persons and to a class that is ever ready to stop and read, and second, because of the latitude of treatment and the manner in which the advertising is prepared and presented.

The advertising panels may be either of paper pasted upon the board or metal background, or they may, if the palisade is to remain in place through a period of months, be painted directly upon the background itself, and their size, running from 30 metres to 100 metres, permits of the reproduction of advertisements on the grand scale with both perspective and artistic value. They are generally utilized for automobile, steamship or resort advertisements but are used to a certain extent by the larger department stores and commodity manufacturers.

Electric sign advertising, what the Frenchman calls "motifs lumineux," is of necessity reserved for the larger cities, and while it is not developed to the extent found in America, it still occupies an important place in the outdoor advertising campaign and will be found to be handled in a most effective manner, particularly in Paris.

There are, in point of fact, few animated signs along the Boulevards of Paris, but what there are are not only effective but based on a true understanding of the problem of reaching the consumer and holding his attention. The illuminated poster is gradually giving way to the animated sign however, because the latter may be had for about the same price as a sign constructed entirely of lights and the cost of operation is not prohibitive.

And so this form of outdoor advertising may be said to be in the first stage of its development but it gives promise within a few years of taking its place along with posters and palisades, from the point of view of importance.

A large proportion of the advertising coming under this general head consists in what is known as "Candélabre" advertising. That is to say, a square, box-

(*Continued on page F22*)



This gigantic electric sign, combining artistic treatment with effectiveness, was designed and set up in the Place de l'Opéra, in the heart of the French Capital, by:

L'AVENIR-PUBLICITÉ

ALL KINDS OF ADVERTISING

Société Anonyme au Capital de 3.000.000

25, BOULEVARD DES ITALIENS, PARIS - NEAR OPERA

The posters on the Billboards above were designed and posted by the same Agency:

"AVENIR-PUBLICITE," although a general Advertising Agency handling every class of publicity, makes a specialty of outdoor advertising and is the most important organization of its kind in France.

CHICAGO TRIBUNE FORGED PLOUGH FROM SWORD

Story of the Founding of the Famous Paris Edition—Now Successful Daily with Supplements Published at Berlin and on Riviera

By ARVID WESTLING
of *The Chicago Tribune*

"L'EDITION Du Journal Americain Le Chicago Tribune."

This cry shouted through the boulevards of Paris on the morning of July 4, 1917, by the French newsboys greeted the American doughboys just arrived there, announcing the birth of a sheet printed in English and containing news of home.

With the image of countless farewells in his mind, Joseph Pierson, then assistant city editor of *The Chicago Tribune*, and now Cable Editor of that paper, had the happy idea of transporting a bit of the homeland across the seas to cheer our soldiers. He suggested to Col. Robert R. McCormick and Capt. Joseph M. Patterson, co-editors of The Tribune, a few days after America declared war, that a newspaper be founded in France for the American troops. After two weeks' consideration, they heartily approved of the idea, and placed upon Mr. Pierson the task of producing the sheet.

The project was submitted first to Secretary of War Baker, who welcomed the proposal provided the approval of General Pershing and of the French government was obtained. General Pershing unhesitatingly approved the plan and the French government granted permission following the favorable recommendations of Jules Jusserand, the French ambassador at Washington.

First, the problem of getting material into France was investigated. On the advice of Leo Loewenberg, foreman of The Tribune composing room, it was decided to take over mats, etc., and depend for the rest of equipment on the French shops.

The paper situation was the next problem tackled. The Tribune paper mills were unable to get a promise that paper would be delivered in France owing to the congestion of military freight. The paper question was the biggest chance of the whole undertaking. After consultation with the manager of The Tribune paper mills Mr. Pierson decided to depend on John Becker, a leading news print manufacturer of England, and one of the backers of Scott's expedition to the south pole in later years.

On Mr. Pierson's arrival in London after negotiating the German submarine blockade, however, Mr. Becker said it was impossible to send any paper over to France, as the supply was under rigid control in England. However, he suggested two or three possibilities in France, among them Darblay Bros. of Paris. Mr. Pierson arrived in Paris on June 26, 1917. After a careful consideration of the case Darblay Bros. arranged to rush a supply from the interior of France by motor trucks. The paper actually arrived in Paris on July 3.

Meanwhile, negotiations were being pursued for a print shop. This proved more difficult than had been expected, because every paper was short of men, and French women were doing most of the linotype work. Arrangements finally were concluded with Alexis Meunier, Paris magazine printer, for a job shop at 24 Rue Milton, in the Montmartre district. As the job shop had flat bed presses only, it was necessary for Darblays to cut the paper specially for the publication, and they continued to do so for about seven weeks.

There was not much American personnel available in Paris, but a hospitable French flying lieutenant who had been wounded, Pierre Barbou, took charge of all the details and saw that they were promptly executed. To this dapper and alert French gentleman, Mr. Pierson gives most credit for the speed with which the paper was produced.

It was determined to print the first paper on July 4, notwithstanding the shortness of time, as it was desired to take advantage of the fact that it was a great American holiday and also the first American soldiers were marching in Paris on that day. None of the linotype operators understood English, and composition the first night was disturbingly slow.

Considerable difficulty was experienced with the shortness of supply of some of the letters, as the French do not use many Y's or W's. This difficulty was ameliorated by changing words.

The makeup of the paper also developed several difficulties, as the French printers knew little of American newspaper methods. Leads and other paraphernalia failed to fit and numerous alterations had to be made. The proofs were very dirty and had to be read three times. The shop continued working all night, until about 10 o'clock the next morning, when it was decided to go to press.

Just then, however, the French censor called up and killed about two columns of type. It was imperative to go to press at once if the paper was to be sold along the parade, so most of the sheet was leaded with six point slugs and the presses began to whir and slash. The first day also was complicated by the failure of the news cable from Chicago to arrive. Consequently, the paper was filled up with the arrival of Americans in France and other items gleaned from various magnanimous American correspondents.

About 2,500 copies were printed the first day, half of which were sent to St. Nazaire, the first American army camp in France, where the soldiers had landed a few days before. The supply in Paris was sold out within an hour.

The paper experienced a hard struggle the first two weeks, without any staff, getting most of its material from Floyd Gibbons, war correspondent for The Tribune; Hal O'Flaherty, then war correspondent for the *New York Sun*, now *Chicago Daily News* chief in London, and the Associated Press and United Press correspondents. After a few days a staff was employed—Peggy Hull of El Paso, who had arrived as correspondent for the *El Paso Morning Times*. She now is Peggy Hull Kinley of Shanghai, China.

After about three weeks a second member of the staff was employed, Victor Frank, who had lived in Paris practically all his life. About August 1, Lloyd Ross Blynn, a Philadelphia newspaper man, was employed and from then on the office was a constant turnover of young newspaper men from the United States who just had arrived in France or had been there for some time. Most of them got employment on the paper to bridge over the period in which they sought to be transferred from the ambulance service or other armies to active service in the American army. Among these were George Seldes, correspondent for The Chicago Tribune, at present in Syria; Howard Williams, Bert Kiley, Howard Kahn, now of the *St. Paul Daily News*, and others.

About the middle of August the staff was honored with the addition of Ruth Hale, then the bride of only a few weeks of Heywood Broun, then war correspondent for the *New York Tribune*, now columnist on *The World*.

About this time it was decided to get a prominent place for the business and service offices of the paper. Owing to the congestion in Paris, this proved difficult until Gustave Cornuche, manager of Maxims, agreed to rent the second floor of that world famed restaurant and cafe in the Rue Royale.

About Sept. 1 the first serious effort was made to get advertising, and an advertising manager was engaged. The circulation at that time was running about 4,500.

Owing to the secrecy with which the American army was brought into France, nothing could be learned of the location of its units, except by actually touring the country, which was done. A unique scoop was accomplished also about this time when an airplane was engaged to drop large bundles of the paper right into the rifle pits in the front line trenches of the American forces near Verdun. These paper had front page stories about the fighting in this sector, and the troops engaged in a rough and tumble fight among themselves to secure copies.

About November, the Chicago office sent over two important persons, James Sullivan of the circulation department of The Tribune, and now circulation manager of the *New York Daily News*, and Charles Weidman, now in the newspaper business in California. Mr. Weidman was the bookkeeper. Up to the time of his arrival, the books had been kept by shoving deposit slips, cancelled checks, receipted bills, and expense statements in the large two bushel drawer of the French desk.

About the middle of November, the circulation had grown to such a point that changes were necessary. *Le Petit Journal* was engaged to print the paper on a rotary press and to circulate it through its local agents in France.

About this time two carloads of flat news print had wormed their way through the congested shipping to Bordeaux, and, through the courtesy of the American army commander these had been sent to Paris. It could not be used on the rotaries and had to be sold.

After the arrival of Mr. Sullivan and Mr. Weidman and with the increased number of Americans, especially newspaper men around Paris, the management of the sheet became easier. Newspaper correspondents were very free with their assistance, like Junius Wood of the *Chicago Daily News*, Maj. Frederick Palmer of the Army press section, those previously mentioned and others.

About November the American army installed a censorship bureau. The French censorship always had been considered "brutal and intolerant," but under the careful personal direction of Maj. Dennis Nolan, chief intelligence officer of the A. E. F., and now a major general, representing the United States at the disarmament conference at Geneva, the American censorship bureau set the pace, in the opinion of the Paris Edition night editor, for unreasoning cruelty to the product of hard working men.

About Jan. 1, 1918, when the big movement of Americans started into France, the circulation arose correspondingly, and about Feb. 1 about 15,000 papers were being printed daily. About March 1 the circulation reached about 23,000. It attained a circulation about armistice time of about 100,000. The profits of the paper during the war (about $20,000) were donated to the American Army regimental funds.

The paper now is firmly established, and is one of the most influential and widely quoted on the continent. The subscribers include several of the royal families of Europe. Its editorials are circulated by an English syndicate and printed in many English papers. The paper is still being turned out by Le Petit Journal under the contract made by Mr. Pierson in 1917. A supplement also is being published in Berlin, and also one on the Riviera for the benefit of the American colonies there. The managing editor at the present time is Bernhard Ragner. David Darrah, managing editor for several years, is now on the Tribune Foreign News Staff at London.

BILLBOARDS BACK PARIS PRESS

(*Continued from page F20*)

like sign with sides of glass which carry the advertisement, encloses a high voltage electric lamp, which when illuminated, makes a striking display. These "candélabres" line the Boulevards of Paris and other large cities and are used mainly by theatres and other places of amusement, although regular advertisers are coming to use them more and more as their effectiveness is demonstrated. They take the place to a large extent of the enormous illuminated signs we find in American cities, and give a distinctly picturesque and enchanting atmosphere to Paris by night.

These methods of selling through attraction for the eye take in most of the more important divisions of outdoor advertising in France. They are supplemented, however, by a dozen or more less important means, each of which is included under its own sub-head, but which can be touched upon only lightly here.

Along the main arteries of travel up and down and across France, the roads used by automobiles, and bordering the trunk line railroads, one will find advertising signs, it is true, but they are never blatant. They are usually announcements of resort hotels with occasionally an automobile advertisement, but they are usually quite small and seldom out of harmony with the landscape.

In the street cars and buses in Paris and the Provinces, a very effective variety of small advertisement is used to advantage, though these do not properly come under the head of posters. They are generally used to tell the merits of such products as shoe polish or breakfast foods, and are almost invariably for products of national distribution.

Theatre program advertising, an important medium in America, especially in New York, is undeveloped in France. Programs are not given away as in America and during the last few years they have been sold so high not more than half of the audience ever takes the trouble to purchase them. They are confined in the main to announcements of the fact that Mlle. So-and-So's gowns were furnished by such and such a house and that the furniture and fixings of the stage were supplied by another.

Cinema advertising, which is handled by a large organization called "Ciné-Publicité," is at about the stage in France today that it was in America a decade or more ago, but is steadily decreasing. Many firms and products, particularly medicines, are advertised on the screens of practically every moving picture house, except the de luxe palaces in Paris, just as serials are still run, but the French public is coming more and more to demand a straight program of pictures and attractions, and it is believed that the time is not far distant when cinema publicity will be a thing of the past.

The sandwich-man, seldom seen in the principal streets of the cities of the United States any more, often takes on a fantastic aspect in France. If we include all schemes which utilize a human being in the advertisement of a particular product or place of business in the general term Sandwich-Man, then it must be said that this picturesque fellow still flourishes and waxes apace in France.

Absolutely unique as to its widespread circulation, the celebrated French periodical

L'ILLUSTRATION

Carries its advertising every week throughout France and the following countries:

Afghanistan, Albania, Algeria, Annam, Argentine, Austria, Belgium, Belgian Congo, Bolivia, Brazil, Bulgaria, British Indies, Canada, Cambodia, Czecho Slovakia, Ceylon, Chili, China, Cochin China, Colombia, Comorres, Costa Rica, Cuba, Cyprus, Dahomey, Danzig, Denmark, Dutch Indies, Djibouti, East Africa, Egypt, Egyptian Soudan, England, Eritrea, Esthonia, Ethiopia, Ecuador, Finland, French Congo, Gambia, Germany, Gold Coast, Greece, Guadalupe, Guinea, Guiana, Gibraltar, Haiti, Holland, Honduras, Hungary, India, Italy, Ivory Coast, Japan, Jamaica, Latvia, Lithuania, Luxemburg, Madagascar, Martinique, Mauritius, Malacca, Malta, Mexico, Malay States, New Caledonia, New Hebrides, New Zealand, Nicaragua, Nigeria, Norway, Oceania, Palestine, Panama, Paraguay, Peru, Persia, Philippines, Poland, Portugal, Porto Rico, Portuguese Colonies, Republic of Dominica, Reunion, Roumania, Russia, Salvador, Senegal, Seychelles, Sierra Leone, Siam, Spain, Spanish Morocco, Sweden, Switzerland, South Africa, Soudan, Syria, Saint-Pierre Miquelon, Tasmania, Tonkin, Trinity, Tunis, Turkey, United States of America, Upper Senegal, Uruguay, Venezuela, Jugo Slavia.

L'Illustration is classed as the first illustrated magazine of the world. It is preeminently the paper in which to find topical events given with perfect photographic documentation and it also is the most qualified representative of the highest French artistic and literary culture. To each of its numbers is added a free supplement.

Each supplement contains a play or part of a novel or a striking motion picture production. Thus *L'Illustration* publishes annually about thirty new plays by the best authors. These, one is able to read simultaneously with their production in Paris and although in some other country at the time, may in effect take part in the real Parisian life.



L'Illustration, as may be seen by the diagram has subscribers and readers in every part of the world. In consequence its *advertising* has a universal range. Also its effect is permanent, for *L'Illustration*, being a universal source of documentation, is collected and continually consulted and reread.

Advertising in *L'Illustration*, moreover, is persuasive because *L'Illustration* accepts only advertisements from first class firms. The great American firms have clearly perceived how effective it is and not a single number of *L'Illustration* appears without Ford, General Motors, Mobiloil, Palmolive and other pages from firms.

L'ILLUSTRATION

has 133,453 subscribers and this number is constantly increasing.

SUBSCRIPTION RATES FOR THE UNITED STATES OF AMERICA

Till July 1st, 1926—One year $8.50; 6 months $4.35; 3 months $2.25 **From July 1st, 1926—One year $12.00; 6 months $6.20; 3 months $3.15**

ADVERTISING RATES TILL DECEMBER 31st, 1926

Per line *(Column width 2½ inches; minimum space three lines):*

One insertion.. Per line..	24 francs.	Being		$ 0.80
12 inserts or 250 lines	23 —	in		$ 0.76
24 inserts or 500 lines.....	22 —	dollars		$ 0.73
52 inserts or 1,000 lines.....	20 —	approximately		$ 0.66

Serial rates for 12, 24 and 52 inserts, only for advertisements of similar size, appearing in 12, 24 and 52 numbers.

Per page *(Type area 10½ x 14, prorata for half or quarter page):*

Total 1 page in a year .....9.500 francs.			$320.00
— of 2 pages in a year...9.000 —			$300.00
— of 5 pages in a year...8.500 —	Being in dollars approximately		$290.00
— of 10 pages in a year..8.000 —			$270.00
— of 20 pages in a year..7.750 —			$260.00
1 single half page.....4.850 —			$160.00
1 single quarter page .....2.500 —			$ 85.00

Three colour pages on glazed paper, pages in colour rotogravure, in rotogravure, in tinted halftone and advertising by illustration and reading notices mixed with and following the editorial matter are also at the disposal of advertisers. In special numbers of a greater strike off prices are increased by 1,000 to 3,000 francs per page and 2 to 5 francs per line.

Any information required, options and tariff are immediately sent on request addressed to Service de la Publicité de L'Illustration, 13, rue St. Georges, Paris (9°). Cable address: Illustration-Paris.

160,000 copies of ordinary numbers and 220,000 copies for special numbers; such is the weekly output of

L'ILLUSTRATION

Which is periodically certified by l'Office français de Justification des Tirages (French A. B. C.)

FRENCH ADVERTISE TO WOMEN BUYERS WHO RULE HOUSEHOLD EXPENSES

Fashion and Family Magazines Read Largely by Women—Feminine Psychology Must Pervade Ad Copy to Make Sales Mount

By MARCEL DANNAUD
General Manager, Société Nouvelle de Publicité

IT is only natural that all of the big French reviews and magazines are centered in Paris since it is the natural center from which starts all of the intellectual and artistic movement of France. It is also quite natural that they should draw into their ranks of contributors practically every man of importance in France, specialists in Science, Sociology, Politics, Literature, etc., and the subjects of which they treat are not only of intense local interest, but have the whole world for their province. This extensive, documented play of ideas is going on continually in the French magazines and it includes every field of thought.

It is a decidedly wrong idea, but one entertained by a great many foreigners and transient visitors to France, to believe that the French are particularists and only interested in themselves. On the contrary, there is no spirit more affable, more curious and inquiring and finally more universal than the French spirit. And this spirit is reflected directly in the French reviews and magazines of the higher class.

One of the oldest magazines in France, the *Revue des Deux Mondes* has kept up for nearly a century the purpose and program indicated by its title and it is read today extensively in America and throughout the world.

I might also mention, among the literary-scientific magazines, the *Revue de Paris*, the *Revue Bleue*, the *Revue Rose*, the *Renaissance* and many others, about which more anon, but I can only mention in passing such technical magazines as *l'Usine, l'Outillage, La Science et Industrie, La Science et la Vie* and others devoting themselves to special subjects, because they cannot actually be comprised in the field of this study.

Also, unfortunately because of their high merit, we cannot consider the beautiful magazines devoted to the Arts, such as *l'Art et les Artistes, l'Amour de l'Art, Art and Decoration*, and *l'Art Vivant* in which the prominent critics publish most interesting articles illustrated with excellent copies of modern artistic works.

We must look more particularly at the magazines and illustrated reviews which come into direct contact with the public and, therefore, are of great interest to advertisers. In each country the general character of the press, and especially the big periodicals, depend upon and reflect directly the state of mind, the customs and the manners of its inhabitants.

In France, it appears obvious to the close observer that these big magazines and illustrated reviews of wide general interest, are almost exclusively read by women in the homes, a fact which may prove startling to Americans who have not visited the country. This is significant for it must be considered as the primary indication of the choice the advertiser will have to make among the mass of French magazines and reviews.

Another fact too often overlooked by the foreigner passing through France is the existence of the French "home," and it is wrongly believed in most foreign countries that the English word home has no equivalent either in the French language or the French mind. In France we call it the "foyer which means literally, home. The "foyer" is very strongly established in France and the family bonds are drawn more closely probably than in any other country. The whole structure of French life rests upon the home and this peculiarity must be taken into consideration in any view of the French as a people.

Aside from the travellers who come to France only for short visits, even the foreigners residing in our country more or less permanently seem to have small conception of the real meaning of the "foyer" and I believe that few of them appreciate the charm and dignity of the French home life because the Frenchman, in spite of his hospitality and friendliness does not easily welcome new friends into his private life.

Another story too often spread about in foreign countries is that the French woman is essentially frivolous and is interested only in her dresses and things pertaining to fashion. As a matter of fact the French woman is a first class housewife who manages her home perfectly, attending to the work personally and very often helping out with the cooking or doing it entirely.

Nearly every French woman is an excellent cook and it is this individual housewife who, through the centuries, has created the great renown of French cooking.

Much more so than in other countries, the French woman not only goes to the market herself to purchase the supplies for the household but she herself buys her own clothes and her children's and in a great majority of cases her husband's also. This is an almost invariable rule among the middle and lower classes and it holds true generally throughout French life.

All advertising for food, clothing, hygiene, furniture and practically everything used in the home or by members of the family, must be addressed directly to women and with the feminine psychology ever in mind. The French woman is quite naturally very much interested in the fashion periodicals which give to the world the latest innovations of the French creators, since Paris in this respect, sets the pace for the rest of the world.

As a consequence, fashion magazines on the one hand, and what may be classed as family magazines on the other, have a very great influence upon the French public.

Before reviewing hurriedly the larger French magazines it must be pointed out that we have in France no publications comparable to the great American papers such as the *Ladies' Home Journal* and the *Saturday Evening Post*. It is as impossible to compare our magazines with these as to draw a parallel between the immense skyscrapers of New York and the Parisian buildings. Where in France is there a magazine which can certify a circulation of more than 2,000,000 copies each week?

At the same time the make-up and manner of presentation in our better magazines differs widely from that of the great American magazines. With us advertising is constantly, and effectively mixed with text, images and figures reproduced in color and of a high degree of perfection to animate the pages, the most diversified subjects are presented with a pleasant and apparent disorder, short stories and novels, biographies of the most celebrated persons, reproductions in color of the greatest works of art, latest fashions of Paris and New York, news of the world of women, all of which is presented, as in the Saturday Evening Post, without forgetting the realities, sports, industries, finance and commerce.

In short, a program infinitely vast because it is addressed to a vast public which wants to find everything in its favorite magazine.

The French magazines then, a list of the more important of which follows with a brief description of each, are of much smaller circulation, and they are of a more varied and intimate character corresponding to the French mentality, particularly the feminine mentality, because it is, as I say, women above all, who read them. It is to be hoped, however, that the French magazine of the American type will develop as modern life progresses toward a closer relation between American and French manners and modes of living, but actually, such a condition does not yet exist.

It is doubtful indeed, if it will ever come, considering the excessive cost of good stock paper and a certain instinctive dislike for publicity that exists in France. Or perhaps it is simply the fact that the French public is not yet sufficiently educated in that respect. Nevertheless, with their particular tastes and habits the group of French magazines which I shall describe briefly, represents a great force in our life and practically the only means of reaching the élite of the French public.

These publications must be divided into two categories, *Revues de Mode*, or Fashion Magazines, and *Revues Familiales* or what we must call Family Magazines.

Apart from these two classes however, there is *L'Illustration*. This beautiful magazine is surely the most luxurious and the most artistic of all the French publications. It is addressed to the very highest class of readers and envisages practically the whole of contemporary life, the Arts, Literature, Politics, Science, etc. As its name indicates it is a magazine particularly rich in illustrations. The beauty of its paper and the excellence of its printing permits the use of beautiful photographs, reproductions in color to go with its text matter, and allows it to concentrate in each issue the widest number of activities, ceremonies, fêtes, expositions and art exhibitions throughout the world.

As the most important magazine of fashion and elegance we find *Femina* the beautiful woman's magazine read by the highest classes of society in many countries. Femina, because of its de luxe appearance and wide popularity is considered the best organ for the advertising of what we Frenchmen call "commerce de luxe." It carries the announcements of the greatest couturiers and space in its columns is considered essential to success.

This magazine is first of all artistic, and its originality of decoration is produced by first class artists in collaboration with some of our best known writers. It is, in a word the magazine best representative of fashion the world over.

It is perhaps unnecessary to describe *Vogue*, so well known in America, and I shall only say that it serves the same public as Femina and is in almost every respect, its equal.

After Femina one might mention as other fashion magazines which play important roles and are greatly appreciated by French women: *Chiffons, l'Art et la Mode, Le Jardin des Modes, La Mode Pratique, La Femme Chic*, etc., all of them beautifully illustrated and carrying a note distinctly Parisian.

As for *Le Petit Echo de la Mode*, a great deal less luxurious in its presentation and of a much more practical character, it merits, nevertheless, attention and interest because of its wide circulation among the classes which are not reached by the others.

Nos Loisirs, which might be translated "Our Leisure," is probably the best representative of the middle ground between the fashion magazine and the publications we call family magazines. It is widely read among the bourgeois class and is characterized by two qualities which clearly belong to the French woman, elegance and simplicity. Of a very agreeable presentation, Nos Loisirs attracts its readers by the quality of its articles on literature, education, and domestic economy, by the taste of its toilet department and by the thousands of bits of good advice for the mothers of families.

Less specially feminine, but addressed largely to the entire family we find only two magazines, *Lectures Pour Tous* and *Les Annales* which will appear favorably by comparison with the numerous magazines of this class published in America.

The appropriately named Lectures Pour Tous, which must be placed ahead of all other family magazines, is representative of modern life in France in all its aspects, a review of literature, art, the multiplicity of every day happenings, numerous interesting interviews and in all approaches very closely to the French mentality.

As for Annales it seems superfluous to add praise here for its reputation is thoroughly established. It is a family magazine, particularly a literary magazine, of wide circulation, which keeps abreast of contemporary intellectual movement.

I can only mention the beautiful encyclopedic magazines, in the fields of science, agriculture, sports, etc., such as *Je Sais Tout*, and *La Vie a La Campagne*, the latter of which approaches *Town and Country* and *Country Life*. These magazines appeal, not to a specialized group, but to a great public, especially people of wealth and taste.

One cannot conceive of an advertising campaign in France that does not include these magazines which we have sketched so hurriedly. All American advertising men must consider the mentality of the people making up the French market and must realize that the methods applied to selling their compatriots will not hold good on this side of the Atlantic.

A large part of the budget for advertising in France therefore, must be reserved for the periodicals which interest the French woman and her family.

PRESS INFLUENCE IN ART AND FASHION

Head of French Jewelry Syndicate Praises American Newspapers' News Service—Enjoy Favorable Relations

By G. FOUQUET-LAPAR
President of the Chambre Syndicale de la Bijouterie de la Joaillerie de l'Orfevrerie de Paris

There is no manifestation of applied art, in the most widely varying domain, which can escape the attention of the French press. If it is taken into consideration that, in the domain of the applied arts, the industry which has for its object the adornment of womanhood is an industry essentially Parisian, one will readily understand the close association which has never ceased to exist between the press of the capital and one of its most flourishing industries, that of jewelry.

In matters of art and fashion, the press of every variety plays before the public an educational role of the first importance. It is thanks to the Parisian press that the Exposition of 1925, for example, enjoyed so noteworthy a success with the public, already so well prepared for the new orientation in taste by all our publicists and art critics. There was shown at that time a collaboration between producers and the press which it is desirable to see develop more and more, in the interests of each of them: the press supplying its power of news diffusion, the Parisian producer, the excellence of his products, equally noteworthy for good taste and finished execution.

It is only fair to say that the journals representing the American press in France have adopted toward our national industries the same attitude as our French confreres. In America, even, we enjoy the most favorable relations, both with the great news dailies and with trade papers which deal with similar industries beyond the Atlantic. We have invariably been impressed by the carefulness of their news columns, as well as by the warranted homage which they have rendered to Parisian jewelry.

Paris stands forth as the capital of the jewels, and the world comes here to buy modern jewelry as it comes to choose the latest creations of our couturiers and of our modistes.

The enthusiasm with which all the press of America collect the ideas of our masters of the art of adornment would justify an even closer collaboration, but unfortunately the American customs duty rears an impenetrable barrier between the French jewel and the United States market. Perhaps the day will come when all these difficulties will be smoothed out. It will be possible then to determine what fruits may be gathered from the close and intelligent collaboration of the press and that art industry.

PREPARE THE GROUND



THE soil of France is extremely fertile and if the ground is properly prepared your project will surely prosper.

Preparing the ground is our special task. We are the most powerful advertising organization in France. Our thirty-nine branches are at your disposal for a study of your eventual outlets in every section of France.

Our technical services, including the best advertising specialists in Paris, will understand your ideas and accomplish your objects.

The three thousand trained members of our organization will see to the perfect execution of your propaganda.

ONE MAN

will devote his activities exclusively to the proper administration of each one of your accounts.

YOU WILL BE AT HOME WITH US

AGENCE HAVAS

62, RUE DE RICHELIEU PARIS

400 Millions d'Affaires en 1925 Capital 50 Millions de Francs

TRUTH IN ADVERTISING ?...
WELL, HERE IS THE TRUTH
ABOUT ADVERTISING IN FRANCE
...AND ALSO ABOUT

Le Quotidien

WHICH IS PRINTED DAILY AT 25 AVENUE KLEBER IN PARIS

1° *LE QUOTIDIEN* is to-day the fourth most important daily newspaper printed in Paris or anywhere else in France ;

2° *LE QUOTIDIEN*, in less than five years, has built a daily circulation of 360.000.

3° *LE QUOTIDIEN* is still gaining so rapidly that, besides the 10 rotary presses we already operate, we are putting in 4 new ones of the most improved and speedy type known.

4° *LE QUOTIDIEN* does not belong and will not belong to any trust, combine, or ring of newspapers ;

5° *LE QUOTIDIEN* will not enter into any arrangement for clubbing advertising rates... and so befog the advertiser as to what he is paying for ;

6° *LE QUOTIDIEN* has not farmed out and will not farm out its advertising columns to any agent or agency. It stands apart in France — sturdily independent, but ready to do business cordially and fairly with all men.

Le Quotidien

THE FOURTH PAPER IN FRANCE !.. 360.000 CIRCULATION !..
IF YOU WANT TO DO BUSINESS THERE, CAN YOU DO WITHOUT ?..

Two members of our staff : Georges Boris and Henri Dumay Jr, are attending the 1926 advertising convention. They may be addressed : The Bellevue-Stratford Hotel, Philadelphia. Both speak English. They are at your command to discuss advertising conditions and business prospects in France, should you so desire.

ASK FOR THE BOOKLET :
" THE HISTORY OF " LE QUOTIDIEN " IS A WONDERFUL STORY "

ART AND PUBLICITY SCIENCE OF THE FRENCH PLACARD

By LUCIEN SERRE,

President de l'Union de l'Affiche Francaise; President of the Master Printers Association of the Syndicate of Paris Lithographers.

THE Twentieth Century may with reason be called the century of publicity. This designation is not a mere figure of speech since publicity is one of the efficient means by which the great nations are enabled to comprehend better, to appreciate each other more thoroughly, to know what part inventions and labor are playing in their respective territories, and to exchange the accomplishments and the benefits of their progress and of their civilization.



LUCIEN SERRE

Today there is no national or international manifestation to which advertising men are not invited, where publicity is not praised, and where its utility is not recognized and proclaimed. The great expositions, as well as the great fairs, reserve for that medium in the exchange of information and wealth, the high place which is its due.

Among all the methods of publicity with which the modern universe is enriched the placard is one of the most harmonious and at the same time one of the most efficient.

Through its qualities which have continuously improved during the last twenty years, it has shown what important service it is capable of rendering to the civilization of a country. It assists in every domain; that of art, that of science, that of business, etc.

The placard has the merit of being clear and straightforward, of making apparent in a few lines of text with harmonious color and contrast the matter with which it deals, even to those who knew nothing about it up to that moment. It attracts, convinces, holds the attention, creates habit, recreates interest, stirs up the imagination of those who look at it without demanding from them either effort or fatigue. It has the art of suggestion, it causes reflection, it changes its color and form according to the manner, and following the novelty of the brand or the discovery which it proclaims.

It contributes magnificently to the embellishment of street decoration, for it is an instructor, a guide, a counsellor, whose task, increasing day by day, is nobly accomplished.

Publicity, in each country, is controlled by the character of the inhabitants. In France it is then exceptionally apt in assimilating all the resources of the intelligence and art of the country. Delicate processes, charming fancies, an easy abundance of ideas without vulgarity, the charm of nuances—all these are some of the elements which we find united among us to give the placard the particular quality which is genuinely worthy of being called a style.

The French placard is founded in the tradition of our art. The early lithographers who brought their great talents to the service of publicity were of the race of Daumier, of Gavarni, and of that illustrious pleiad of artists, happy to bring to the glory of their country a new and unextinguishable eclat.

In adapting these marvellous gifts of their genius to the placard these artists found, simultaneously, for themselves, new forms of expression. They were able to express, thanks to publicity, the forms of their personality which would have remained unknown without it, and it is no exaggeration to say that if the Cheret, the Willettes, the Forains, had not made placards, they would certainly have offered us fewer masterpieces. Such painters of placards as Watteay and Boucher were formerly painters of signboards, and they revealed to the gaze of the most humble passers-by the sumptuosity of their artistic genius.

To these great names we must add many others, far more than I am able to cite in the course of this article. We must recall the time when Hugo d'Alesi, Pal, Toulouse and Lautrec, were composing placards as if they were pictures, making vibrant upon all walls, the delightful range of their compositions and of our landscapes. It was at this time that the touristic placard appeared, when people began to develop the taste for travelling to appreciate our monuments and sights, formerly somewhat ignored.

Afterward came such artists as Leandre, Grun, Sem, Maurice Neumont, Poulbot and Roubille, who saw and set forth, grace and gaiety wherever their pencils touched; who were able to body forth in bursts of color the charming spirit which animated them.

Contemporaneous with these princes of humor a partner who seemed to have absorbed all the nuances of the Eighteenth Century in Italy and in France, Cappiello, gave to the placard a powerful impulse and contributed to its marvellous efflorescense.

Every artist who is charged with the execution of a design may be allowed to follow his own inspiration, and, without permitting his imagination to draw him aside from the publicity aim which is fixed for him, he may nevertheless, dress up his idea by putting in proper values a thousand colors, a thousand unexpected forms, in order to render the subject after his fancy. In a word, he may become an artistic creator.

The art of the placard is essentially alive and it is possible, for that reason, for it to reflect so well an epoch and a country, for it to translate so exactly all the youthful elements, all the activity and all the formative and dynamic traits.

The task of the creator of placards is a most noble one. To make comprehensible, to clarify, to instruct, to reveal to each one in what manner he may bring to his life modifications which will render it more easy and more agreeable, to put him in contact with new products, with all the forward steps accomplished by humanity and all that is worthy to be known, to be seen and to be used.

Among the other forms of publicity, as among the other forms of art, the placard has conquered a veritable place of its own. In the midst of publicity, itself a unit, the placard is an individual unit, and by its entirely original message as by the results which it obtains, not only for national propaganda but for advertising as well, it is gifted with an incomparable power and exactness of expression.

Its educational value crosses frontiers and, as with books, the placard leaps the seas and goes forth to carry to distant lands the attitude of its country, the atmosphere, the manners. Its picture gallery of information is a most valuable recourse for all those who have not yet become acquainted with France but wish nevertheless to understand how people live there, how work is arranged, how the human spirit is developing there for the happiness of the world at large, and what rural France looks like.

The placard is not content with merely presenting its object. It furnishes the setting also and it appears as a striking manifestation of the trend and qualities of the country. It contributes to bring one nation nearer to all others, to permit them to evaluate it and to make them love it.

PARIS

HOTEL CONTINENTAL

OVERLOOKING THE TUILERIES GARDENS

The center of Paris social, elegant and historical

Telegraphic - Adress
CONTENTAL-PARIS

Same Management:

Hotel Du Lion D'Or, Rheims;
Hotel Continental, Cannes

LONDON CONVENTION PUT CONTINENT IN STEP WITH THE A. A. C. W.

Chairman Damour Writes of Inspiration from "Those Wonderful Sessions"—Advertising Club Organization Problems —Confidence Expressed in Ultimate Triumph

By ETIENNE DAMOUR
President of District Seventeen

IN asking me to accept the Chairmanship of District 17, comprising the whole of the European Continent, the Central Committee of the Associated Advertising Clubs of the World have bestowed upon me an honor of which I feel really proud. I think, however, that in selecting a French advertising man for this honor, my friends had in mind first of all to honor the country to which belongs the first Continental club to seek admission, as far back as 1913, namely, the Corporation des Techniciens de la Publicité.

To be perfectly frank, however, the fact that the club made this very cordial step had only a purely symbolical significance during the first few years of its affiliation. The differences existing between the commercial habits and the advertising process in the States and those prevailing in France and throughout the Continent, were found to be too deep rooted for a mere handful of men over here to play a really important part merely through affiliation.

They believed absolutely in the new advertising gospel as preached by their American colleagues and they tried their best to make those golden rules prevail but their call remained practically without response among the general indifference and the declared hostility of a few men who had everything to lose should the new, honest and scientific advertising principles gain a foothold in the field where their questionable methods had had free play.

Great Britain came into a really close touch with the A. A. C. W. much earlier. The similarity of language was highly favorable to an extensive circulation of the American specialized literature and this probably is the reason why the Big Idea was quickly and quite generally accepted by our British friends and why a great many advertising clubs were founded and conformed to the general rules as fixed by the A. A. C. W.

Then came the 1924 Convention in London, however, and that, beyond question, has brought about the first real progress made by the Associated Advertising Clubs on the Continent.

The proximity of the Convention town, the Wembly Exhibition with its mighty power of attraction, were reasons enough to decide many advertising men from the old countries to go and get in contact with their American and English friends. What they saw and heard at that convention left in them a deep and lasting impression.

As concerns France—I prefer to discuss a subject with which I am thoroughly familiar—the dozens of advertising men who were fortunate enough to attend all those wonderful sessions, to listen to all those interesting speeches, came back to their work with the high ambition to start things going. That ambition was renewed when the American delegates came over to pay their happy visit to Paris.

In the meantime, the continental clubs remained a part of district 14, with headquarters at London. We have never had cause to complain at that for our English colleagues have been most courteous and our association with them has always been delightful. But as the Continent is considered to-day a big enough boy to take care of himself and form a new district, we gladly accepted the task, and personally I feel both happy and proud to have been selected to fill such an important position as that delegated to me.



M. Etienne Damour, head of the Damour Advertising Agency and Chairman of District Seventeen of the Associated Advertising Clubs of the World.

Let me try to explain exactly how far along we really are to-day as concerns the work of advertising clubs on the Continent. I think I am correct in saying that the following countries have established at least the embryo of a real organization as that word is understood in the United States: Belgium, France, Germany, Holland, Italy, Norway, Sweden and Switzerland. I know of clubs existing in these countries and I know also of their intention to hold to the principles of the Associated Advertising Clubs of the World.

Of all of these countries the most advanced perhaps, is Germany, where the V. D. R. (Verein deutscher Reklamefachleute) remains a very powerful body with a great many clubs in nearly every important city affiliated.

I am bound to confess that things are not in such a favorable state in any other

(*Continued on page F48*)



ADVERTISERS

have found that the way to

EXTENSIVE SALES IN EASTERN FRANCE

lies through space in:

L'EST RÉPUBLICAIN

NANCY
Faubourg St Jean

PARIS
36bis Boul. Haussmann

the largest circulation of any daily Newspaper in this great Industrial Region carrying the greatest number of lines of Advertising.

SEVEN EDITIONS DAILY



Right on this side of the Atlantic is Wrong on the other

CERTAIN of our American compatriots attempted to reach the French buyer by applying American principles and advertising methods to French conditions. Naturally they failed.

They forgot the very important fact that between the two peoples there is a spiritual ocean comparable to that which separates the two countries geographically.

To reach the French territory one needs a pilot who knows its channels.

To reach the French clientele one needs a pilot who knows its mentality.

This is thoroughly understood by such firms as MacNeil and Libby, Northam Warren (Cutex Cuticle Company), Tidewater Oil Company, Omega Oil Company, Vivaudou and Company, who, following the universal theory of common sense, in order to adapt their advertising for the reception of the old world, did so through La Société Européenne de Publicité.

The S. E. P. is the mutual friend of the American producer and the French consumer, who best knows how to introduce the one to the other, without a false move and without friction.

LA SOCIÉTÉ EUROPÉENNE DE PUBLICITÉ has functioned for half a century. It has branches and correspondents in all of the principal French and foreign cities.

S. E. P. thus knows all of the markets of the old world and especially the French market.

All details concerning the possibilities of exploiting American products in these markets will be gladly furnished on request. To insure the proper diffusion of such products S. E. P. will study all selling problems, let you know the best outlets, inform you of tariffs, duties, transportation fees, Governmental formalities, eventual competition and opportunity. It will find agents, jobbers, etc. In a word, it will be for you an indispensable and well informed collaborator.

S. E. P. is the most economical intermediary between advertisers and the French and European Press, more economical even than no intermediary of all, because its clients benefit from its important contracts with the newspapers.

S. E. P. puts at the disposition of advertisers a perfectly organized technical service, including a planning department, a copy department, a printing department, an art department, and a department of outdoor advertising

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SOCIÉTÉ EUROPÉENNE DE PUBLICITÉ

ANCIENNES MAISONS JOHN & F. JONES - M & P. MERY - C D. COMMUNAY - JULES FORTIN & Cie - DIRECT PUBLICITY

FRANCO-AMERICAN UNDERSTANDING IS NEED OF THE HOUR

By DAL PIAZ,

President of the Compagnie Generale Transatlantique, President of the Comité Central des Armateurs de France.

FRENCH maritime industries, even those which are connected with our commerce of export and import, are but poorly known in the United States. I may say that an identical situation exists in France with regard to the same American industries. Numerous advertisements of these industries, of course, appear in the French and American dailies in an effort to "raise the wind," as we say, but it seems to me that the role of the press ought to extend a good deal further than mere advertising operations. The press is the great means of propaganda; its role should consist more and more in bringing together the peoples which the Great War, in place of uniting, seems often to have separated.



JOHN DAL PIAZ

There is a great need to-day that France be better known to the United States, that the United States be better known in France. This is, naturally, the outstanding role which the press ought to play, the great world-mission which is placed upon its shoulders.

Among the industries which it is important to make widely known, that of maritime transport comes first, for the liner, primarily, and after that the freighter, are the most important means of international union. I may say that they play a vital part in the relations between maritime countries, and more especially in the relations between France and the United States, since there is no other possible means of transportation.

The Compagnie Generale Transatlantique, which was formerly, for a long time, the sole maritime company joining France with the United States, finds itself nowadays in a different situation. The development of passenger and freight traffic has led to the putting into service of numerous liners and freighters which each country wishes to keep under its own flag. This is, of course, perfectly legitimate and, since the coasts of France happen to border the routes of the ships of all European lines connecting with the United States, the ships of other countries have numerous ports of call in France.

It is to be hoped that the press may make better known the organization of navigation lines, already so complete and so important, whose activity is certain to increase from year to year.

The commerce of export and import is also little known to the mass of the public, which is unacquainted with the categories of merchandise suitable for exchange, and the activity of the press along this line would give valuable results.

It is generally believed in America that France, which is so poorly understood in all that concerns its facilities of production, has little merchandise to export. If a little further study is given to this matter, if the facts are made known concerning the powerful industrial organization which we have in certain parts of the country, it can be shown that our selling prices, already very low by comparison with the prices of other countries, may be still further lowered through large orders from America, permitting the intensification of standardized production.

France is quite as badly informed concerning the resources which it may find in America, in spite of the French official representatives who, indeed, make highly detailed reports, but these are not carried by the press at large.

For the rest, it may be said in general that the American and French manufacturers have few points of contact. It is important to create these contacts, and the press of the two countries might help by requesting, from time to time, interviews from certain persons whose words would have an authority and precision much needed at this moment in commercial and industrial documentation.

But the thing needed above all at the present time is for the press to organize, through the most effective means at its disposal, reciprocal journeys of the outstanding personalities in industry and commerce of each country.

It is important, if these voyages of discovery are to be effective, that they be made not by under-officials, but by the heads of organizations themselves, and, if certain dailies are willing to take the initiative in such projects, they will render, once more, a great service, not only to their own country, but also to the world in general, since we ought all to work toward a rapprochement of the nations, beginning, logically, with those which have the closest ties, which are allies and friends, and which a common past draws together. I refer to the United States and France.

The mercantile marine of France comprises 1,529 steam and motor ships with a total gross tonnage of 3,919,645 tons and 192,339 sailing vessels of 3,511,984 gross tonnage.

Read EDITOR & PUBLISHER, $4 per year.

ADRIEN L. MULLER

AMONG the interesting figures in the French delegation to the A. A. C. W. convention is Adrien L. Muller, who is head of the Foreign Service of Agence Havas. He was born at Toulon on January 7, 1891, of an Alsatian family. He entered the Special Military School at St. Cyr (the French West Point) at the age of 19 years, with the intention of pursuing a military career. At the beginning of hostilities in 1914 he was a Lieutenant in the Fifth French Cavalry Division.



ADRIEN L. MULLER

Wounded four times during the course of the War, and having been awarded the French Croix de Guerre with seven citations, the Belgian Croix de Guerre with palms, made Chevalier and Commandant of the Legion of Honor, Mr. Muller was made chief adviser to the Seventy-sixth Division of the American Army in 1918.

After being transferred to the Eighty-third Division for the operations in the Ukraine, Commandant Muller made a voyage of study through the whole of Europe and when he had been mustered out of the Army accepted his present position with the Agence Havas at Paris.

He understands perfectly the commercial relations between nations and more especially the relations between France and the United States. Head of all the Foreign Service of the great advertising agency of Havas, he is particularly anxious to make the acquaintance of advertising men at the Philadelphia Convention of the Associated Advertising Clubs of the World.

LA LIBERTÉ

One of the largest evening circulations in Paris, read by the highest class of readers including:

Members of the Stock Exchange,
Commercial Leaders,
Captains of Industry,
The Aristocracy and the Clergy.

The most sought after daily because of the reliability of its financial information

THREE AND FOUR EDITIONS OF SIX PAGES DAILY
SPECIAL FEATURES PUBLISHED WEEKLY

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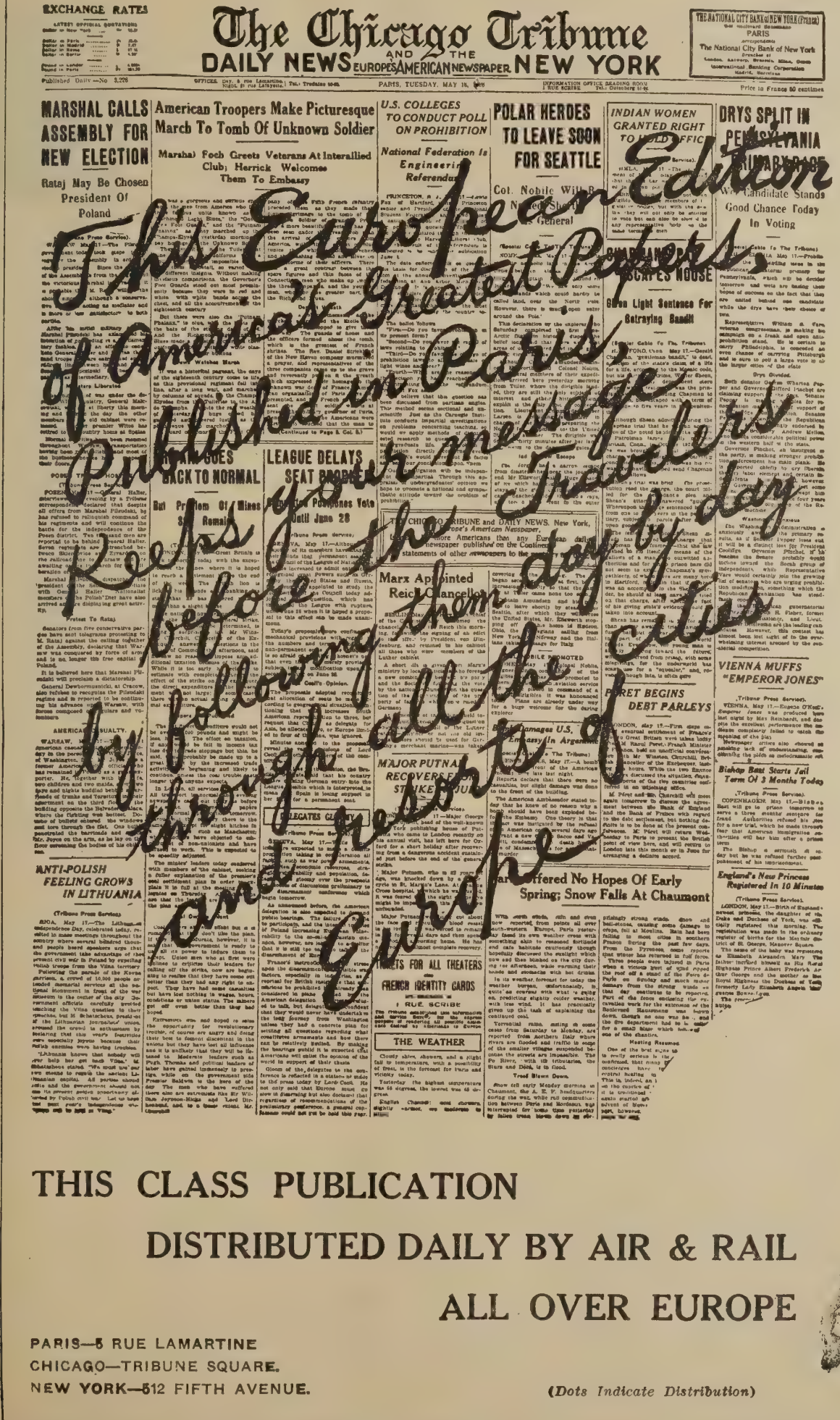
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AMERICAN TOURISTS

WHO VISIT

EUROPE

YEARLY


EXCHANGE RATES

The Chicago Tribune

DAILY NEWS AND THE EUROPEAN AMERICAN NEWSPAPER NEW YORK

THE NATIONAL CITY BANK OF NEW YORK (France)

PARIS

The National City Bank of New York

Price in France 50 centimes

MARSHAL CALLS ASSEMBLY FOR NEW ELECTION

Rataj May Be Chosen President Of Poland

American Troopers Make Picturesque March To Tomb Of Unknown Soldier

Marshal Foch Greets Veterans At Interallied Club; Herrick Welcomes Them To Embassy

U.S. COLLEGES TO CONDUCT POLL ON PROHIBITION

National Federation Is Engineering Referendum

POLAR HEROES TO LEAVE SOON FOR SEATTLE

INDIAN WOMEN GRANTED RIGHT TO HOLD OFFICE

DRYS SPLIT IN PENNSYLVANIA PRIMARY RACE

Wet Candidate Stands Good Chance Today In Voting

GUARDIANSHIP SCHEME SCARES MOOSE

Given Light Sentence For Betraying Bandit

LEAGUE DELAYS SEAT BOOM

Powrones Vote Until June 28

Marx Appointed Reich Chancellor

MAJOR PUTNAM RECOVERS FROM STROKE

VIENNA MUFFS "EMPEROR JONES"

Bishop Bast Starts Jail Term Of 3 Months Today

England's New Princess Registered In 10 Minutes

ANTI-POLISH FEELING GROWS IN LITHUANIA

TICKETS FOR ALL THEATERS ON FRENCH IDENTITY CARDS

THE WEATHER

Cloudy skies, showers, and a slight fall in temperature, with a possibility of frost, is the forecast for Paris and vicinity today.

Yesterday the highest temperature was 58 degrees, the lowest was 46 degrees.

English Channel: cool showers, slightly rather, we endeavor to

Marshal Foch Greets Veterans At Interallied Club; Herrick Welcomes Them To Embassy

Good Chance Today In Voting

Bishop Bast Starts Jail Term Of 3 Months Today

England's New Princess Registered In 10 Minutes

Weather Offered No Hopes Of Early Spring; Snow Falls At Chaumont

THE CHICAGO TRIBUNE and DAILY NEWS, New York, Europe's American Newspaper,

more Americans than any European daily newspaper published on the Continent

statements of other newspapers to the

Coolidge Opinion.

Mission Watches March

Tribune Press Service.

Tribune Press Service.

Tribune Press Service.

RISE TO POWER OF FRENCH TRADE PRESS A POST-WAR DEVELOPMENT

More Than 150 Technical Journals Now Being Published Under 39 Classifications—Achievement Credited to Novel Organization—Some Gain Wide Circulation

BEFORE the World War the technical press, that is to say, trade journals, did not exist in France except for a few reviews, modest in appearance and of little or no influence.

Today there are more than 150 journals coming under thirty-nine classifications, every one of great influence within its trade and some of wide general circulation. This remarkable development has been due to a number of things but principally to organization, a feature in which the French trade papers differ radically from corresponding publications in America where technical journals are numbered by the thousands rather than by the hundreds.

The French organization, which includes practically every one of the important trade papers published, is known as the Syndicate de la Presse Technique, Industrielle, Cormerciale et Agricole de France. An understanding of this organization, its inception, growth and influence, is essential to an understanding of the part trade papers play in the advertising and journalistic fields in France.

It was created, actually as it stands today, in 1917 by the fusion of the Association Syndicale de la Presse Technique with the Syndicat de la Presse Industrielle, and at the end of the War counted fewer than fifty members. The former organization had been founded in 1908 under the name Association Generale de la Presse Technique, which was changed in 1912 to an association syndicale to take advantage of the privileges offered by the law to such an organization.

At the beginning of the War these organizations participated in the creation of the National Paper Office, a bureau which functioned in the interest of all publications, allotting paper to each, assuring that each should receive a quantity in keeping with its circulation and making sure that no one was able to profiteer at the expense of another.

The Industrial Press Syndicate, born of the War, was established at the beginnig of 1917. A certain number of industrial and technical publications continued to appear in spite of the heavy difficulties brought on by the War but their efforts were, in effect, feeble and highly unprofitable. The editors and owners of these could see no way out of the difficulty other than by banding together for mutual protection in order that they might not be forced to abandon publication and could carry through until the end of the War.

The first meeting of these owners and editors brought together only ten magazines but the syndicate developed rapidly as its benefits were demonstrated and at the end of hostilities fifty journals had affiliated. The question of paper during this time was the principal problem with which they were faced but the effectiveness of organization had been clearly shown and the syndicate from then on became more and more powerful.

At this time however, there were still two syndicates functioning in the same field and the more forward looking men in each group got together to talk matters over. Out of this meeting was formed the Syndicat de la Presse Technique, Industrial, Commerciale et Agricole de France, the organization as it functions today.

Since then the syndicate has occupied itself with many questions involving the interests of its members as individuals and as parts of the organization, and out of their efforts has grown up among the trade papers of France, a code of ethics, definite and well defined, and for the most part strictly adhered to.

By the high standard maintained for mutual good and the good of commerce and industry in general, by the high degree of co-operation possible through organization, the trade press of France has thus come to be a compact body of great importance and wide influence in the industrial and commercial life of the country, participating in many Government enterprises and lending its assistance to an innumerable number of movements for the good of trade in general.

For example, the technical press of France, including in the term all trade papers which are members of the association, whatever their nature, played a most important part in the reorganization of the French industries following the War. The efforts of the industrial groups themselves were co-ordinated, and the periodicals offered an excellent means of spreading propaganda for the carrying out of the broad general plan of reorganization put into effect immediately reconstruction and reorganization began, following the laying down of arms.

Aside from this feature of spreading propaganda throughout the various fields and trades served by the papers forming the association, according to a definite plan mapped out by the Council of Administration in conjunction with the Governmental leaders for the good of industry in general and the association in particular, the trade papers of France function a good deal in the manner of such publications in America, speaking in the broad sense. That is to say, individually they have much the same problems to meet and serve, and largely the same end for the members of the trade for which they are published .

Practically every industry and trade in France is now represented by one or more journals, the majority of which will compare favorably with trade papers published in America and a few of which are superior in some respects.

In this connection one could cite by way of example, the excellent journal *Chimie and Industrie* in the Scientific group, with its very fine articles prepared especially by the most important authorities in their various lines in France. Other technical papers of high order are *L'Usine* which serves especially the metallurgic trade, where its importance is manifold, the *Genie Civil* and *Parfumerie Moderne,* formerly a house organ but now transformed into an independent paper of great power and authority in its field.

These journals, however, and many others of the same type, serve a clientele which is not confined to their limited fields, but includes the general public as well, although their articles, editorials and advertising are addressed for the most part to a particular and limited group of readers.

This fact, and the effective organization into which French trade papers are banded, marks a striking point of departure from the trade paper field as it is constituted in America.

One must keep in mind however, the fact that the technical press of France is actually in the beginning of a period of great development both as to individual publications and as to the organization into which they are welded, a development only limited at the present moment, by the "crise du papier," a peculiar situation in which it is very difficult for publications of any sort, and particularly trade papers, to get news print of the high quality essential to attractive appearance, at a price which will make their publication profitable.

A glance through any one of hundreds of current trade publications would give a good idea of the great difficulties under which their editors are laboring and the ingenuity and ability with which they are met. The stock upon which most of these magazines are forced to print their advertisements and editorial matter, is of necessity inferior to that available for American trade papers and it is comparatively more expensive, but any one of half a hundred journals now coming out weekly in France will compare very favorably from every standpoint with the very best to be found in the States.

Furthermore, trade papers in France, even when they serve the same trade, have individuality and character exactly as magazines and newspapers have character.

By comparing the journal *Ganterie* serving the glove trade, with *La Chaussure Francaise* serving the shoe trade, this characteristic of French journals is immediately apparent. Each has its own definite personality as to ensemble, the presentation of advertisements, text and designs, and is essentially different from all other trade papers in whatever field.

Indeed, the high plane upon which these French trade papers rest, the artistic effort which goes into their make-up and editing, permitted the entire lot of them, almost without exception, to blend agreeably with the other exhibits at the Decorative Arts Exposition at Paris during 1925, and the trade papers *Ganterie* and *Soierie de Lyon,* received a gold medal award in competition with thousands of other publications.

In discussing trade publications in France one comes inevitably back to the organization under which they have grown and developed. The latest notable accomplishment of this body was the formation in 1925, in connection with the Decorative Arts Exposition, of the first International Technical Press Congress ever held.

Realizing that the trade press must be considered as an indispensable auxiliary to industry and commerce, the syndicate has allied itself closely with these two, remembering always, that its development and the prosperity of its individual members depends upon the prosperity of the nation.

ANARI KAMINKER

Delegates to the Philadelphia A. A. C. W. convention will meet among the French delegates Anari Kaminker, one of the most interesting figures in active journalism in France. M. Kaminker was born in 1888. He has been in the advertising business since 1922, when he entered the service of the Damour Agency, following many years of journalistic training and several years in the military service of his country.



ANARI KAMINKER

He is at the present time assistant editor of *Vendre,* the French commercial magazine which the Damour Agency launched in 1923 and which has become during the last few years one of the leading publications in that field on the European Continent.

Mr. Kaminker represents at the Convention of the Associated Advertising Clubs of the World the "Corporation de Technicians de la Publicité, the first Continental Club ever to be affiliated with the Associated Advertising Clubs of the World. He is also the special delegate of M. Etienne Damour, President of District Seventeen of the Advertising Clubs.

The French Academy, founded in 1630 and incorporated in 1637, was abolished by the Revolution, but was revived in 1795 as one of the sections of the Institute of France which includes: The Academy of Inscriptions and Belles-Lettres; the Academy of Sciences; the Academy of Fine Arts; and the Academy of Moral and Political Science.

L'ECLAIREUR DE L'EST

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Founded 1887

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All inquiries concerning advertising, rates, etc., or the field served by this great daily, will be gladly answered at either of the main offices or any branch.

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THE LEADING NEWSPAPER OF BRITANNY AND NORMANDY

and the most powerful news dispensing organization of Western France

L'Ouest-Eclair

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L'Ouest-Eclair

is read during the summer season by the tourists frequenting the fashionable Channel and Atlantic resorts and it is always the first paper to go on sale.

A large circulation and wide distribution insures success

Main Office: 38, rue du Pré-Botté, Rennes

Offices in Paris, News and Advertising: 20 BOULEVARD, MONTMARTRE

AMERICAN ADVERTISING IN THE FRENCH MARKET

People Buying As Never Before Since War Aroused Peasants to New View of Life—List of American Manufactures Successful in French Trade

By LE ROUBILLOIS

IT is difficult for a Frenchman, even though a specialist in the field, to write of methods of advertising in an American magazine. We may perhaps ignore geography, but we realize that the theories of advertising have been studied and formulated very clearly in the United States in the last half of the preceding century.

The magnificent development of industry which has resulted from these new methods of advertising proves without danger of contradiction the value of these theories and modern methods.

If I dare to write on this subject for the readers of EDITOR & PUBLISHER, it is not by any means to give them advice as to advertising methods, but simply to describe to them, in the simplest way, what has already been accomplished in my country by a number of their compatriots.

As a part of my profession and—I want to say without false modesty—personally interested with some of these enterprises because of my knowledge of the French market and habits of the people, I shall tell you in the simplest fashion of what has been accomplished by those who have crossed the Atlantic, the methods which they have used and the results attained by these Americans who have come to France.

The first objection which presents itself to the usefulness of such a review will be voiced in words like this, "Because others are before me, I would be too late in the field. There is no reason to waste the time to read this article, which I might find some better way to use."

To those who feel so, it is necessary to say, look at the list of American firms who have introduced their products in France, which you will find in the article. If your product is not represented, there is a strong possibility in favor of your chances of success.

I may speak too presumptuously, for there are certain articles of merchandise which are warmly received in America which might not evoke the same enthusiasm in France. For example, you have a number of drinks which have become popular in America and which are not under the ban of the Volstead law. This question of taste, then, is one side of the problem which demands an intimate knowledge of the needs of the market.

On the other side, it is always necessary to say in France, as in other countries, that no market has ever been found which one may properly call saturated, and that many times those articles with which foreign publicity has flooded the market are in reality the easiest to make a place for. A man with the courage to open up a new market is always permitted, if he can, to supply the demand and so corner the market. But, very often, the need which the pioneers have created is so great that it takes many manufacturers to satisfy it.

Another objection, which is sometimes accepted, but which is erroneous, is that the present financial situation in France presents an obstacle and a decided restriction to the capacity to absorb foreign products. Permit me, as so many representative American and French men of importance have already done, to insist that this is an error. The crisis of the state has had no reaction on the economic situation of individuals. This crisis, which it has seemed convenient to call the "vie chere" (expensive living) is a phenomenon which is truly universal in all countries. But this appearance is really fallacious in France, as in other countries. If the prices of provisions and merchandise is higher, it is only to the same extent that wages are higher and the average citizen is able to buy as much with his increased earnings as formerly.

The actual fact is that people are really spending a larger percentage of their money in France than they ever have before. This increase in sales is explained by the fact that the working man of France is undergoing a tremendous change.

Before the War the habit of economy of the French peasant, who represents the great majority of the French nation, was proverbial. Isolated in his fields, far from the temptations of the city, he was untouched by the progress of civilization and ignored the comforts of life, having no other ambition than to be able to leave his descendants a little more land and a "woolen sock" full of money, saved sou by sou. But on the battlefields, where peasants, workingmen, the rich and the aristocratic fought shoulder to shoulder, he began to lose his traditions and to realize the privations to which he had submitted himself. In association with the Anglo-Saxon soldiers first, and later with Pershing's troops, he became initiated into new ideas of comfort and of well being.

It sounds like a paradox in the experience of the human to speak of learning a lesson in comfort in the trenches. But it was there that the tendency to make the best possible of a life incessantly menaced was born. And there it was that they acquired the taste for a multitude of commodities which had already been for a long time indispensable to the most humble inhabitant of Texas.

Then, by a coincidence favorable to our thesis, at the same time that the French peasant found that he enjoyed many things which he had never before bought, he found that he had more money than he had ever had to spend. The price of provisions which he had to market began increasing at a remarkable rate, and at the very moment when he was met with the temptation to spend more money the products of his fields supplied him with the funds to satisfy his new desires. He earned and spent more, but due to his old habit of saving he spent less than he made and remains one of the most solvent of prospective customers.

It is necessary, then, to consider the rural population of France as a great unexplored field for exploitation, which only awaits the energy of the prospector to find rich, untouched veins to produce a yield as yet undreamed of.

The other classes of the French population are more or less familiar with the comforts and luxuries offered by the civilization of to-day. It may be apropos to say here that France never is haunted by the fear of lack of work; that the immense army of office-holders, due to the fortune of the many chances of employment, are always able to improve their fortunes and so add to their ability to buy. France, like every other country, has its "new rich" growing in number every day and who here as elsewhere spend large amounts. And, to cite one of our confreres from across the Atlantic—

"Each year of increased prosperity develops a huge army of new spenders for the market—people who have just arrived at a financial state where they can now afford to buy the things which yesterday they desired but could not afford. They are more susceptible to advertising appeal than any other part of the advertisers' potential market."

What then are the principal American firms which have succeeded in entering the French market? After looking over the list of firms, we will study quickly the means by which they have attained their success.

Soaps and Beauty Products
- Lever Brothers
- Palmolive
- Cadum
- Cutex
- Odorono
- Tokalon Cream
- Packers' Tar Soap

Composing Machines
- Linotype
- Intertype
- Monotype

Automobiles
- Ford
- Buick
- Chevrolet
- Graham Motors
- Studebaker

Tires
- Goodyear
- Goodrich

Typewriters and Adding Machines
- Remington
- Underwood
- Burrough's

Lubricants
- Tide Water Oil
- Mobiloil
- Boyce-Ite

Linoleum
- Congoleum

Films
- Paramount
- Metro-Goldwyn

Food Products
- Libby, McNeill & Libby
- Gloria
- Wrigley

Razors
- Auto-Strop
- Gillette

Fountain Pens and Pencils
- Waterman
- Wahl
- Eversharp

Patent Medicines
- Pink Pills
- Mother Sill's Sea Sick Remedy
- Omega Oil

Photographic Apparatus
- Eastman Kodak

Gas Heaters
- Lawson Radiator
- National Radiator Co.

We will not talk of the large importations of raw materials, but give all of our attention to the special brands, which really are our subject.

But, incomplete as it is, the list above gives an idea of the diversity of the types of American products which are actually soliciting French trade and the multiplicity of those which might easily enter the market.

We must note in passing that all of these organizations are continuing their advertising and do not find themselves handicapped by the present situation in exchange. We do not believe that this can be considered a deterrent to entering the French market. Indeed the largest part of French manufacturers are obliged to buy their raw materials in the countries which have a high rate of exchange, an obligation that results in almost the same situation as does direct importation.

There are a number of other American firms which are not mentioned in the list as compiled because their advertising campaigns have not been under

(*Continued on page F44*)

LE COURRIER du CENTRE

Limoges (Hte-Vienne)

A great Provincial daily founded in 1851

First on the street with the latest news of the World

The City of Limoges with its 100,000 inhabitants and the five contiguous Departments of Haute-Vienne, Creuse, Indre, Corrèze and Dordogne, are covered exclusively by the various editions of "LE COURRIER DU CENTRE." In addition the paper has a wide circulation in Vienne, Charente, Allier and Lot.

For 75 years this daily has been favored by a majority of the 2,000,000 people of its section, especially proprietors, merchants and all business men.

Sold on 1,800 news stands and goes regularly to 17,500 subscribers each morning, carrying news received direct from Paris up to one A. M., and ten hours ahead of the Paris and other large city newspapers.

Advertisements received through "L'AGENCE HAVAS" or at either office:

LIMOGES
18, rue Turgot

PARIS
35, rue des Petits Champs

La Petite Gironde

The Largest Circulation of all Provincial Newspapers

PARIS
8 Boulevard des Capucines

BORDEAUX
8 rue de Cheverus

Twenty-Two Editions Daily

Through its circulation, the high quality of its printing and make-up, the diversity of its permanent and transient reading groups

La Petite Gironde

gives the best returns from advertising in all that prosperous region of South West France, where its wide distribution and the constantly increasing favor which it has enjoyed for more than fifty years, guarantees its value as a medium.

La Petite Gironde

which dominates a territory of thirty Departments of France, was the only French Newspaper to publish a special American Edition during the World War, a feature which met with great success among American troops.

Advertise in La Petite Gironde
throughout all the South West of France.

FRENCH ADVERTISING SYSTEM CONTROL BY WIDE ACTIVITIES OF "C. S. P."

Comprehensive Review of National Organization Comprising Eight Sections—Development of Circulation Audit Plan—Looking to Philadelphia for Further Inspiration

By Charles Maillard,

President of the Advertising Syndicate.
Judge of the Tribunal of Commerce of Paris

IT was only toward the end of the last century that advertising and publicity men of France began to give some thought to the organization that had been sorely wanting up until that time. There had never been such an organization, and life being ruled by custom at that time, rules of ancient usage were more or less arbitrarily applied.

But with the great development of advertising in our country shortly after the dawn of the Twentieth Century the need of "putting the house in order" began to be felt in the great advertising centers such as Paris.

It might be said that the Universal Exhibition held in Paris in 1900 gave definite direction to this movement and prepared the ground for the formation, shortly afterward of the Syndicate of Professional Advertising Men, at the head of which was named one of the veterans of the corporation founded by Emile Paz, who died less than two years ago. In this instance, however, the grouping together of advertising men was only for the protection of mutual interests and had little in common with the advertising men's organization as it stands today.

The new idea, the idea which has carried through until today, was conceived in 1906 and the organization then took the very comprehensive title of Chambre Syndicate de la Publicité (to be referred to hereinafter as the C. S. P.), which aimed at the representation of all advertising interests in all their forms.

The program mapped out by the organization, for the realization of which every member has worked continually, was predominated by the directive idea that all advertising has for its end the bringing together of the applicant and the buyer he is seeking through the medium of advertising.

For publicity, as for other branches of human activity, specialists who thoroughly understand their medium, must be employed to provide the clientele with a service that will be of benefit both to the client and to the customer he wishes to reach.

The founders of the C. S. P. foresaw the value of thorough-going organization and from its very beginning the association brought under one administration, the following groupings:

1. Such organs as *Le Petit Journal, Le Journal, Echo de Paris, Liberté, l'Illustration, Monde Illustré, Petite Gironde, France du Sud-Ouest* of Bordeaux, *Dépêche* of Toulouse, *Lyon Républicain, Réviel du Nord, Petit Provencal, Populaire de Nantes,* etc.

2. Mediaries such as agents, brokers, contributors and publicity agents.

3. The agencies and professionals of poster advertising.

4. An artistic committee which brought together such masters of poster design as Cheret, Willette, Grun, Grasset, etc.

Thus the C. S. P. entered upon its field of activity.

Toward the close of 1906, at the request of the lamented L. Vergne, of the Dépêche of Toulouse, General Secretary of the organization, M. Gaston Doumergue, President of the French Republic, but then Minister of Commerce, accepted the post of President of Honor, and in this capacity presided at the banquet tendered to two notable advertising men elected Knights of the Legion of Honor at that time, Messrs. Léon Renier, now President of Agence Havas, and M. J. F. Jones, Co-Director of the Société Europeanne de Publicité, who died recently after a long and most honorable career in advertising work.

It was at that banquet that was first expressed the idea of teaching advertising in commercial schools, a productive idea that was at once retained by M. Doumergue, and which has since been pursued in all its infinite developments.

M. Doumergue had continued to give his unqualified support to the C. S. P. since that memorable night and on the day following his election to the Presidency of the French Republic, he took particular pains to inform the association that he would continue as Honorary President of the C. S. P. in spite of his new and arduous official duties.

The success of this enterprise, and it has been highly successful through these 20 years, is due I believe, to the fact that all of the advertising interests of the country, and especially those most likely to come into discord one with the other, have been grouped together into a harmonious and smooth working whole, without jealousies and without friction.

The men and organization which saw fit to come into the fold were quickly assimilated into the whole and a strict regulation of the professional advertising men making up the body, has ever been one of the cardinal principles of the C. S. P. The organization itself, so great is its confidence in its methods, undertakes to guarantee the integrity and methods of each of its members. The fact that he is a member is sufficient evidence that an advertising man is right.

Considerable development was necessary however, before this point was reached but as the C. S. P. stands today it takes cognizance of every advertising or publicity man of any importance in the country, whether he is a member of the organization or not.

One of the important works of the C. S. P. during the last few years has been the co-ordination and unification of the customs and current practices of advertising and the relations between client, advertising man and the various organs and qualified intermediaries.

This work came under the jurisdiction of the "Code des usages de la publicité" a department of the C. S. P. founded in 1914 but which was unable to achieve its end, owing to the intervention of the World War, until 1921. At a banquet which took place on the 27th of June of that year which brought together notable men of the journalistic world, Mr. Lucien Dior, Minister of Commerce, took upon himself the duty of Godfather for the new Code of Ethics for advertising men.

Mr. Léon Rénier, who was present at the meeting, expressed himself as follows when the new code was accepted. "Not only on my own behalf but in the name of the Havas Agency, I congratulate you with all my heart for your work, before which we have to bow our heads. As for the Havas Agency, I pledge you its cooperation in this work of purification. I have asked the big newspapers of Paris, which I represent here, to authorize me to declare, as I am doing, that they accept it entirely and will apply it most heartily."

Following this testimonial to the right principles of the organization the code of ethics came into actual being and practically all points of difference over its operation were smoothed out. Today advertisers consult it, agents observe, and the tribunal of the organization refers to it in all its decisions. And this brings us naturally to a very important function of the C. S. P.

It concerns the arbitration of any litigation in which the members of the organization or their clients may become involved. These matters are almost invariably submitted to the organization and the parties to the dispute generally agree to rely upon the awards of the C. S. P. In this manner long delays are avoided and the heavy expense of court procedure is obviated.

On the other hand the C. S. P. takes the initiative regarding matters pertaining to advertising in the general sense. Thus we took an important part in December 1922, two years before the London Convention of the Associated Advertising Clubs of the World, in the first "Advertising Week" which brought together under the chairmanship of the writer, all of the corporative publicity groups of France.

During the course of this week was born the "Office de la Justification du Tirage," the Audit Bureau of Circulations of France. The formation of this organization was for the purpose of putting into practice the principles already in practice in England and the United States and summed up in the motto "The Truth in Advertising" inscribed on the pediment of the London Convention, to which the C. S. P. was a party through its affiliation with the Associated Advertising Clubs of the World.

The operation of the O. J. T. beneficial as we know its results would be, was presently felt in an advantageous manner unforeseen by its promoters and since the formation of this body the exaggerated declarations of immense circulation has, in fact, practically been discontinued.

In the course of that same "Publicity Week" we studied many technical questions including the standard width of columns and the typographical point for the measure of advertising.

At the present time the C. S. P. comprises eight sections:

An Agencies section, uniting eighty-seven members.

A Section of Publicity Representatives.

A Section of Paris Newspapers.

A Section of Provincial Newspapers.

A Section of Periodicals.

A Section of Advertising Technical Men.

A Section of the Industries Connected with Advertising.

A Société of Reserve Funds and Retiring Pensions.

Within the organization we now have the satisfaction of knowing that we are in perfect accord regarding the rules that constitute the advertising man's confession of faith, such as those voted at the London Convention of the Advertising Clubs in July, 1924.

It is therefore, with the most lively interest that we are watching the work of the Philadelphia Convention, confident that our advertising education is sure to benefit from these sessions.

We do not differ in principle and we are desirous of persevering. We have great confidence in the dignity of our profession and we are convinced that the success that has met our efforts so far is based upon our moderation, our independence and the high sentiments we hold.

COST OF WAR RECONSTRUCTION

The Banque Nationale de Francaise du Commerce Exterieur in its monthly review for August, 1925, declared that though progress had been less rapid in 1924 than in previous years, economic activity had been almost completely reestablished, and what remains to be done may be spread over several years to fill the financial situation. It estimates the material damage done by the war at about 101,000 million francs, divided as follows:

	Million Francs
Indemnities due to war sufferers....	85,000
Interest on above.....	3,000
Direct enterprises of the State.....	5,500
Rebuilding of Railways.....	2,650
Reorganization of Public Services....	2,700
Different Forms of Aid.....	1,400
Administrative Expenses	1,200

NICE

is the Most Beautiful City of Europe

LE PETIT NICOIS

is the Best Newspaper of Nice

Its advertising, under the control of the Havas Agency, gives the best results on the Cote d'Azur.

It is read by all of the winter visitors to the Riviera from all sections of the world, and particularly by Americans.

Its representatives, its numerous daily editions and the personality of its directing head, M. Pierre Bermond, makes of Le Petit Niçois, a newspaper of high repute among all classes, especially among business men.

LE PETIT NICOIS

17 Avenue de la Victoire
NICE, FRANCE

39th year of

Europe's Complete American Newspaper

THE NEW YORK HERALD

European edition of The New York Herald Tribune

¶ Published daily in Paris and read all over Europe by more Americans than any other newspaper published outside of the United States, the great English dailies not excepted.

¶ In 1925 THE NEW YORK HERALD carried 1,859,280 lines of advertising—419,362 lines more than in 1924. A gain of 29.13%.

¶ No other English-language newspaper published on the European continent approached the above total.

¶ It exceeded by more than 75% the advertising carried by the nearest other American newspaper published abroad.

THE NEW YORK HERALD

is the FRIEND and GUIDE of Americans in Europe

8 to 14 PAGES DAILY

more NEWS — *more* ADVERTISING — *more* READERS

HUGE TRAFFIC BETWEEN AMERICA AND FRANCE

Even Restrictive Immigration Laws Have Not Diminished Human Flow Across Atlantic—Story of French Line's Development

THE steamship lines connecting France with the United States are by virtue of the large number of passengers they transport the most important in the world. More than 1,700,000 passengers were carried to destinations in the United States in 1913 and since then even the restrictive measures have not diminished the activity of the current of immigration outstanding between Europe and America.

The recent laws, which reduce the number of immigrants authorized to go to the United States, have notably modified the character of the traffic, in spite of which it remains the most important of that variety, and the movement of travelers has now a new orientation. Other traffic has increased since the War, with the result that the United States now shows a very considerable increase in cabin passengers and at the same time there is noticeable a new traffic in the third class coming from America (tourist passengers).

Whatever may be the class of these passengers, all or nearly all, are specially interesting to France, for they include a great number of tourists, and these have generally the desire to visit our fair country in the course of their itinerary in Europe.

The French Line is among the large companies of navigation interested in this traffic, and stands as one of the most important because of its length of service, through the importance of its connections and it remains one of the most solid connections existing between the two great Republics.

It was begun in 1861 in order to handle the postal service of the French Government between Havre and New York, and it was in 1864 that the *Washington,* the first liner of an important fleet especially constructed for this traffic, was put into service. During many years the French Line was the sole navigation company to maintain regular service between the United States and France and the development of commercial relations between the old and the new worlds entailed the development of this company. After that there has been a large increase in the field of its operations with regard to the United States.

It has naturally retained the postal service between Havre and New York, the itinerary of which includes nowadays a stop at Plymouth. This service includes the largest and most rapid French liners, the *Paris* and the *France,* to which will be added during the forthcoming year, *L'Ile de France.*

But this line has been paralleled by another service begun in 1908, which is carried on by an unique class of liners, the success of which has been very rapid and of great importance. To the French Line belongs the honor of having created an idea realized for the first time in the liner *Chicago.* The *De Grasse,* which was later added, represents an outstanding type of one class liner.

The excellent results obtained in practice by new construction have, on the other hand, induced the French Line to transform its steamer *Rochambeau* to harmonize with the same ideas which inspired the construction of the *De Grasse.*

To these two services for passengers and freight the French Line has added two others, the one between Bordeaux and New York, carried on by mixed liners, and the other leaving from Havre for Galveston and Houston, Texas, by way of the Spanish ports, the Canary Islands and Havana.

This service to Texas, which is carried on by steamers of considerable size (15,000 tons), having large space for the reception of merchandise, leads us to consider in what measure the French Line has been induced to create and to maintain a freight service between the United States and France.

France imports from the United States considerable quantities of cotton, of preserves, of grains and also of manufactured products. These are products which may not be advantageously transported in the hold of a liner, and which are forwarded usually by one of three regular freight steamer services which the French Line has established for that purpose.

The first line serves the ports of Boston, New York, Baltimore and Philadelphia, the second those of the Gulf of Mexico, San Francisco, and San Pedro. These lines follow fixed itineraries and have regular sailings. Their other terminals are Antwerp, Havre and Bordeaux.

Coincidentally with the perfection of its passenger service to New York, in which its finest liners are employed, the French Line has put into service modern freight steamers of large tonnage, upon the subsidiary lines. The *Jacques Cartier,* for example, is a ship of 150 metres length and 19,000 tons displacement, is the largest freight ship of the French Line fleet, and nearly all of the other cargo ships of the line displace from 12,000 to 15,000 tons each.

This does not include certain steamers which the French Line has found it necessary to charter in order to take care of the increasing demand for tonnage. Forty-five ships of the fleet, totaling 355,000 tons, are devoted exclusively to the traffic with the United States.

The French Line is continually modernizing its fleet, either in transforming or improving the steamers in service in order to have them always up to date, or in adding new units. The fourteenth of last March this line launched at St. Nazaire a new liner of the highest standard, *L'Ile de France,* which will be a much improved *Paris.* This ship will take its place as the largest of the French merchant marine and one of the few really great liners of the world. It will have a displacement of 41,000 tons, its length will be 241 metres, and its turbines will develop 52,000 horsepower.

As with the *Paris* and the *De Grasse,* this new unit of the French merchant marine will be decorated throughout in a modern fashion. Here again the French Line has broken with a long-established tradition which decreed that a liner should be decorated in the great classic styles of the past. The success of the Exposition of Decorative Arts in Paris and the favorable reception which the public gave to the company's newest steamer confirmed it in this intention.

The French Line possesses one of the most complete fleets of commercial ships in the world; one hundred units totaling more than 560,000 tons net, displacing more than 900,000 tons, and whose activity extends not only to the United States, but also to Canada, Cuba, Mexico, the Antilles, Central America, the Islands of the Pacific, the Baltic Sea and in England and North Africa.

The commercial activity of this fleet is considerable. In 1925 it transported more than 400,000 passengers and in the holds of its various freight ships more than 2,500,000 tons of merchandise. It is the most important of the French navigation companies, the French group being at the same time the most important in the matter of the number of companies in which they are interested.



THE "ILÉ DE FRANCE"—NEW FRENCH LINER

Launched at St. Nazaire, France, on March 14, will be the world's sixth largest steamer, entering service in May, 1927.

Le Journal de Lyon

LE PROGRÈS

LYON, 85, rue de la République

21, rue de la Sourdière, PARIS

WESTERN FRANCE

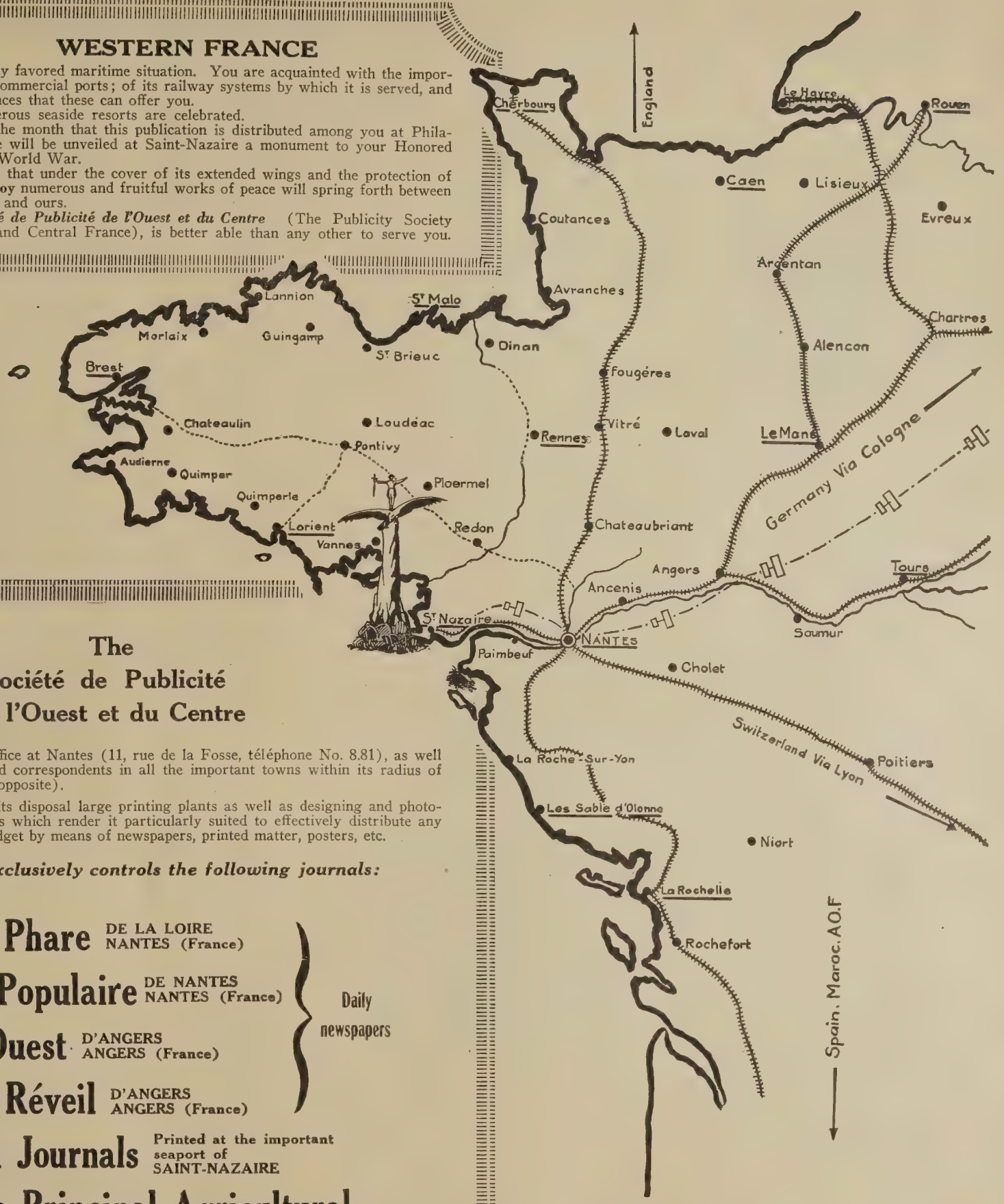
has a specially favored maritime situation. You are acquainted with the importance of its commercial ports; of its railway systems by which it is served, and the conveniences that these can offer you.

Its numerous seaside resorts are celebrated.

During the month that this publication is distributed among you at Philadelphia, there will be unveiled at Saint-Nazaire a monument to your Honored Dead of the World War.

We hope that under the cover of its extended wings and the protection of your **Doughboy** numerous and fruitful works of peace will spring forth between your country and ours.

The Société de Publicité de l'Ouest et du Centre (The Publicity Society of Western and Central France), is better able than any other to serve you.



The Société de Publicité de l'Ouest et du Centre

has its head office at Nantes (11, rue de la Fosse, téléphone No. 8.81), as well as agencies and correspondents in all the important towns within its radius of action (chart opposite).

It has at its disposal large printing plants as well as designing and photogravure studios which render it particularly suited to effectively distribute any advertising budget by means of newspapers, printed matter, posters, etc.

It exclusively controls the following journals:

Le Phare DE LA LOIRE NANTES (France)
Le Populaire DE NANTES NANTES (France)
L'Ouest D'ANGERS ANGERS (France)
Le Réveil D'ANGERS ANGERS (France)
} Daily newspapers

All Journals Printed at the important seaport of SAINT-NAZAIRE

The Principal Agricultural Journals of Western and Central France and particularly

La Semaine The important weekly agricultural journal

Its Paris offices which have been during the past 32 years under the direction of Mr. X. Muller, Chevalier of the Légion of Honor, and Secretary-General of the Publicité Française are centrally situated at 2, rue des Colonnes (téléphone Gutenberg 03.13) near the Bourse des Valeurs (Stock Exchange).

It is in this same location and under the same direction that are found the publicity offices of the

Journal de Rouen

which is by far the most important daily organ of information in Normandy.

EXPLANATION

Railroads

Air Lines

Canals

HOW DAILY AND PERIODIC PRESS FUNCTIONS TO AID RAILROADS

By M. RIBAUD

IN exactly the measure in which a business such as the railways of a country affects the collective life of a people, renews the habits and manners and creates new exchanges, the facts are noted in the daily and periodic press, but as its task does not consist merely in recording day by day the story of society, it cannot limit itself to the passive character of a witness. It has assumed for itself the further duty of influencing public opinion, of redressing certain errors and of drawing the necessary conclusions from facts as presented.



M. RIBAUD

One would, in fact, get small idea of the bond existing between railroads and newspapers if he were to regard the daily journals only as means of publicity for the carriers. Without denying the great service of the newspapers in diffusing information concerning the railroad companies, acquainting the public with innovations to increase speed, comfort or pleasure, it must be pointed out that the newspaper in this case is but the substitute of the poster, and its office, while useful, is not very different from the one it assumes toward any merchantable product.

But there are many other opportunities for the press to give very useful and legitimate aid to the railroad companies. Everyone has been struck by the new length to which tourism has attained during the last decade and by the effort of numerous agencies to draw public attention to the artistic treasures and natural beauties only appreciated by the inhabitants of the country in which they are found.

The admiration of the whole world for the soldier who fought for its liberty has caused an increase in travel, we may say has even been the cause of numerous pilgrimages, to those regions which were the scenes of the great conflict.

The French Railway Company from the first moment in which this new desire to travel and see became evident, has bent its efforts toward making travel in France both more cheap and more comfortable. In this effort it has been ably assisted not only by the French press, but the press which addresses itself to the great American public.

Their joint efforts have led to the creation of touristic literature which is ever increasing both in scope and in merit.

Probably many people will insist that this collaboration is merely for the benefit of those who profit from the increased traffic and trade which it brings forth, but it is precisely because its life is intimately connected with the general prosperity that the railway companies of France have taken part in this collaboration of the great newspapers in influencing the public mind.

To take a concrete example, if the circumstances and economical conditions reveal the necessity of adapting the rates applied by a railway system to a modified situation, it is the duty of the press to place before the public this complex situation, to point out its essential elements and to establish its principles.

It is in this way that the touch between the great press and the railroads may be most useful and productive. Therefore I can but wish the development of still more intimate relations between our industries and the press of your country and of mine.

TOURISM IN FRANCE PROTECTED INDUSTRY

Organization to Aid Travel, Offer Comforts and Sustain Nation's Reputation for Hospitality

By FERNAND DAVID

Senator and Former Minister; President of the Board of the National Office of Tourism.

"Tourism" is a new word in the French language. The latest dictionaries define it as "the inclination for traveling," but to-day it signifies something quite different.

We wish to show the amplitude of this new form of national activity, its importance and the French character of its organization, which is both well appointed and simple.

While there was not yet any tourism there were already tourists. People have always travelled for instruction, for pleasure, and for health. Illustrious precursors may be cited. We will name but one, and as a mark of respect to the woman called "La Divine," the Marquise de Sevigne, whose third centenary is being celebrated this year. She wrote: "I have had to put on the ship the body of my large carriage . . . we have let down the windows . . . the front opening makes a marvelous picture; the doors and the side windows give us all the points of view that one can possibly imagine . . . we eat upon a board in the carriage as would the king and queen. Notice, I pray you, how very refined everything is upon our Loire." This was tourism, even if of the river sort and of the most refined kind.

Tourism existed then in effect but it was individual. Its collective manifestations did not go beyond family or guild excursions and the Anglo-Saxon "tours."

In 1874, nevertheless, the Club-Alpin gave Alpinism a great impulse in placing within the reach of everybody a sport reserved hitherto only for the first initiates. In 1890 the Touring Club, in 1895 the Automobile Club, in 1909 the Aero it as "the inclination for traveling," but Club, were founded.

These are the stages of an advance of which other numerous but less important associations mark the progress.

Today, more than 500,000 adherents, grouped in national societies form one of the great bodies of the army of French tourism.

Influenced by this brilliant proof of the benefits of association, these societies have formed an association among themselves and the National Union of the Association of Tourism has become the highest expression of this new national force.

The Union is devoted to purely national problems; to incite large projects and to support them; to assist all progress; finally to protect against vandalism or speculation the patrimony of art and beauty of beautiful and charming France.

Henceforth all the energies of active tourism revivified at the natural sources and grouped in bodies removed from politics and from commercial aims have not ceased to stimulate the nations by exchanges of ideas and information.

They have suppressed the misunderstandings and smoothed out divergences of opinion. They are, furthermore, a source of prosperity through the transactions which they occasion, exchanges between the French and money spent in our country by foreign tourists.

As the mistress of a house arranges and adorns her dwelling to receive honored guests, it was important for

(*Continued on page F46*)

Head Office: TOULOUSE

LA DÉPÊCHE

Paris Office: 4 Faubourg Montmartre

Daily circulation, certified by O. J. T. (French Audit Bureau of Circulations)

217,742 copies

The largest certified circulation of any daily newspaper published in the French Provinces.

Space in "La Dépêche" is indispensable to every advertiser who wishes to introduce his product into a territory representing one third of France and one of the richest sections of Europe. The extensive and high class circulation of "La Dépêche" assures results.



In the district indicated on the accompanying map, comprising 28 Departments in the Center, South-West and South of France, and combining Agricultural, Commercial and Industrial interests, "La Dépêche" is the sole big medium through which manufacturers and consumers of the entire District can be reached.

Rosita Forbes~

the world's greatest woman traveler prefers the FRENCH LINE



ROSITA FORBES—Author of "The Secret of Sahara", "From Red Sea to Blue Nile", "If the Gods Laugh", "A Fool's Hell"; and recipient of the French Geographical Society's gold medal for her exploration of the secret Senussi country in the middle of the hitherto uncharted Libyan Desert.

I have travelled all over the world, comfortably and uncomfortably, but I never travelled perfectly till I boarded the "Paris". Now there is only one line for me — the French Line — and I'm going to spend as much of my life on it as I can.

Rosita Forbes

LET Mrs. Forbes tell you of the vivid color and mystery of Morocco. Tunisia and Algeria . . . and of the luxuries of the North African Motor Tours. Write for her fascinating booklet. "Across North Africa."

THE longest gangplank in the world" is given preference by Rosita Forbes because its service, cuisine and decorations are as delightfully French as Paris itself! The de Luxe Liners *Paris* and *France* sail to Plymouth, England, first; arriving at Havre a few hours later. The One-Class Cabin Liners go direct to Havre, the port of Paris . . . where there is no transferring to tenders. Just down the gangplank . . . a special train waiting . . . and Paris in three hours!

French Line

Compagnie Générale Transatlantique, 19 State St., New York

Offices in principal cities of Europe, Canada and United States, or ask any travel or tourist agent

TRANSPORT — HOTELS — PUBLICITY TOUR TRAFFIC TRINITY

By M. GEORGES BARRIER,

President of the International Alliance of Hotel Men, President of the French Syndicate of Hotel Men.

THE whole of tourism is included in this trinity: means of transport, hotels and publicity. Let one of these three elements disappear and there is no more tourism. It may be added that the relations between the hotel industry and the press are necessarily most close and indispensable.



GEORGES BARRIER

It is not surprising, therefore, that they have always been most cordial, and one does not have to be a major prophet to foresee that, as the means of transport become more and more numerous and more and more comfortable, the hotels will develop in an analogous manner, publicity will become more and more intense and, as a direct consequence, the relations of the hotel industry to the press will become more and more active.

Tourism has shown, in these last years, an astonishing advance, and its progress is not likely to become slower. Our terrestial globe becomes, from day to day, more and more easy to traverse. New regions and centers are opened up on all sides frequented by an ever increasing number of visitors. This world wide movement will be aided and regulated by adequate publicity, which will require an increasing expansion of the press of the world.

We trust that the relations so happily established between the hotel men of Europe and of America in the course of three international congresses held by the "Alliance International de l'Hotellerie," at Monaco in 1920, at New York in 1923 and at Paris in 1926 will have most important results in the development of economic and social relations between the countries of Europe and America, that the effects of these manifestations will be not only durable but continuous, and that we may expect identical results from the visit made to Paris, in 1924, by the Advertising Clubs, as well as from the return visit which will be made by authorized representatives of the French press, on the occasion of the Philadelphia convention.

We have here the two parallel activities of the hotel business and the press, which furnish a new demonstration of the intimate relations now existing, and which cannot but exist between the development of the hotel industry and the development of tourist publicity. This relationship will result in the development of tourism as a whole, of tourism as a producer and spreader of wealth among the nations.

PLEA FOR LOW DUTY ON PERFUMERY

Head of French Syndicate Says American Tariff Too High—Praises Science of French Mixers of Delicate Odor Compounds

By ROBERT BIENAIME

President of the French Perfumery Syndicate

Perfumery even more than any other industry "de luxe" which adds to the beauty of life, is a very complex and refined art which borrows from nature itself its principles and its growth.

The efficient mixing of oils and balsams is not sufficient to the making of a good perfume. To compose a perfume with such imponderable elements as Science has not yet been able to determine—odors, for instance—is similar to the creation of a masterpiece like painting with appropriate shades, or to the composition of a musical work where the author must find the right harmony.

Odors, in point of fact, are much like notes for the musician or colors for the painter. With them one can either give birth to a splendid work of art, if they are used according to the principles of harmony, or obtain a terrible discord, if one is ignorant of their secret.

The perfumer's art is most complex and delicate, not only in the creation of the perfume itself, but even more so in showing up the elegance and good taste of the perfume's get up, in selecting the shape of the bottle and the attractiveness of the box which will hold it.

French perfumery has taken the first place in the world by reason of our artistic past, and the right judgment and accuracy of our notions, which are guided by the artistic experience of our ancestors.

In the elegance and the manner in which it is presented, French perfumery follows the tradition of workmanship of the Eighteenth Century by making the noble artisans work together with the great artists who, through centuries, have brought up to the front rank, the name of our country.

Our masters in the art of perfumery have always kept that bright clear French spirit of a happy country blessed by nature, the fertile soil of which produces under a splendid climate, corn, grapes and flowers; the only country in the world which supplies with lavishness the precious essences of jasmin, of tuberous plants, of orange blossoms, of violets and of many other sweet-smelling flowers, indispensable substances for the preparation of good perfumes.

Following the heavy strain under which France was compelled to labor from 1914 to 1918, our country impoverished by the enormous expenses needed for her defense, we have seen our economic situation upset and our industry depreciated. It was necessary in the face of this to keep up by strenuous work her rank position as a great nation.

All industries in France, and especially French perfumery as an export industry, took an active part in this effort. Figures show better than words the magnificent progress made: In 1913 our export trade of finished perfumery reached 25,000,000 of francs; in 1921, 136,000,000; in 1923, 256,000,000; in 1924, 383,000,000; and in 1925 it exceeded 500,000,000. These figures, in spite of the depreciation of the franc, show a considerable increase in our production.

Among the foreign markets that appealed to us, that of the United States is perhaps the most interesting owing to the favor shown by the great Republic to all products in which the French taste appears. Unfortunately, transactions between nations are under strict control of laws and regulations which, as a rule, never take into consideration the good feelings a country may have for another.

Nothing is less sentimental than a customs tariff and we regret to say that, so far as perfumery is concerned, the United States tariff is very protectionist. If it were altered in a favorable way, it would become very profitable for both sister republics.

The true economic law of today is to draw nearer together the different parts of the world, making easier and multiplying the transactions, thus developing the interchanges which are a source of riches. The activity of each country sees its power of creation multiplied by the full growth of the various industries, and these ties, every day more numerous and stronger, bring up little by little, an economic fellowship between nations, the prosperity of one depending upon the prosperity of all.

These are the general reasons why a lowering of customs duties on French perfumery is wished for as soon as possible. We are the more entitled to ask for it since perfumery from foreign countries enters France practically duty free.

It is therefore only just that we should ask our foreign friends for reciprocity. We put with confidence this matter before American public opinion, before the American people to whose sense of justice one never appeals in vain.

EDITOR & PUBLISHER is read by the journalists of the world. Appropriate news articles on newspaper making and advertising technique are solicited on approval basis at space rates.

PROTECTING ARTISTS AND ARTISANS

By Louis Dangel

THE Association for the protection of Plastic and Applied Arts has rapidly grouped together the largest French firms engaged in the de luxe industries and the best French textile artists, couturiers, embroiderers, decorators, bootmakers, jewelers, gold and silversmiths and leather workers.



LOUIS DANGEL

This group, which has for its object only the protection of the interests of the artists and artisans themselves and of their creations has recently attained great importance in France and receives the respect and cooperation of all who are interested in the artistic and utilitarian movements in the country.

Our friends in the United States will well understand that our desire for protection is legitimate and that our war cry "to copy is to steal" is a truth that should be recognized everywhere.

The great American press has ever been favorably disposed toward such movements and the Association for the Protection of the Plastic and Applied Arts is honored to count so many friends on the other side of the Atlantic. We well know that they will always follow our efforts with sympathy and that they will never hesitate to lend their support.

We have the legitimate desire to live and to profit from our work and we have the will to defend our interests. Our American friends will find that our principle of guarding our artistic heritage is just and will aid us in our work.

Part of the work of the Association is that of the reform of French legislation and the promotion of agreements between nations that will be of benefit to the artisans of both countries. The powerful press of the United States can aid materially in this latter end and we hope will give serious attention to a study of the question.

Already the association has before the French Parliament a proposal for a modification of existing laws and the last International Congress of the owners of artistic and literary copyrights, created a special section for the consideration of problems pertaining to the plastic and applied arts. This section has clearly outlined these problems and it only remains now to work toward practical and equitable solutions.

The good offices of our American friends added to our own study and efforts will surely bring about a fraternal co-operation that shall always stoutly defend the right.

Published at Lyons

LE NOUVELLISTE

A DAILY NEWSPAPER

in twenty-five French Departments of the South East, reaches, in large towns and small villages, a select clientele made up of the best families, industrialists, merchants and wealthy agriculturalists.

ADVERTISING OF CLASS WHICH BRINGS RESULTS

A French agency for the French market

Thorough studies of market conditions - Organization of sales campaigns - Surveys of the entire field - Conception and operation based on understanding - Printing - Distribution of printed matter - Space in the daily newspapers - Placarding.

To understand the French psychology and American methods and to adapt effectively the latter to the former

This is the problem American advertisers must meet in entering the French field and that is the kind of service we offer you. What would you think of a French advertiser who tried to enter the American field through a French Agency? You would think him absurd and you would be right.

Our methods naturally, are of great value to the French advertiser in the French market. We have studied hundreds of problems, both in launching a product and in carrying it through and the value of our service is demonstrated by the success we have attained. A firm which already enjoys the confidence of

MICHELIN

surely deserves your confidence also.

But we also have foreign advertisers among our clients and they have come to realize that we know thoroughly how to adapt to the new field, the methods that have been successful in their own country. We will mention only one name

PALMOLIVE

but we think that will suffice.

Et. & L. DAMOUR

Chefs de Publicité et de Vente

20, rue Vernier, 20 - PARIS (17e)

Telephone : Carnot 34-41, 42, 43 et 44 Telegr. : Damourad-Paris



Apply to us for all information that may interest you. We are at your entire disposal, to explain the intricacies of the French market and to demonstrate the value of our service. Correspondence in your own language.



U. S. ADVERTISING IN THE FRENCH MARKET

(*Continued from page F34*)

way for any length of time, and we feel they may prefer that their methods be not cited until they have more completely infiltrated the French market.

Lack of success in advertising American products in France can be traced in most cases to the mistake of trying to transplant American methods to France, to reissuing their American advertising, making only a literal translation of the American text. In other cases it has been a case of putting "the cart before the horse," have actually started their advertising campaign before verifying the existence of their market or their exact place in it, before having arranged for their distribution through the usual channels or before making any effort to interest the individual merchants in their line.

"I am inclined to believe," writes Mr. W. T. Demiston, "that the defeat of American advertising campaigns in France should be attributed less to a misapprehension of the mentality of the French buying public than to the advertising copy itself, in the same sense that American advertising is not understood in France.

"That is to say, a product which is extensively advertised is in itself, for the French, of an inferior quality."

This assertion, if taken literally, however, may easily prove fallacious.

Certainly with us, as in the United States and elsewhere, the charlatanism of advertisers has hindered the honest efforts of publicity, but this phase passed out of existence some time ago. We could wish for nothing better than the rapid development in France of American methods of advertising.

To bring about this success we must bring into play all of the necessary principles and enter the field without hesitancy.

Among the various categories which we have already enumerated, let us take one of the very oldest for a brief examination, in order to indicate better than could be done by a long dissertation the best road to follow.

The Libby, McNeill & Libby Company has sold its products in France for ten years. In order to exploit its canned goods in the old world, its first thought was to make a study of the market through a qualified house and to see how these products should be presented after customs duties and other formalities had been complied with.

Then the general manager studied the French sales organizations of houses producing similar products, so that he might approach his problem through the inevitable intermediaries. These first problems disposed of, he proceeded to the actual distribution of the Libby products through various wholesalers, regional agents, representatives and brokers, synchronizing this distribution with his advertising campaign.

In this manner, this organization avoided the natural error of affronting the great army of French consumers. It first discussed the matter thoroughly and then followed the advice of its advertising agent, then established a system of publicity for his products susceptible of assimilation by the brains of those to whom it was addressed.

That advertising system was made up of the following:

1. A poster campaign, utilizing space recommended by local agents.

2. Display space in the regional newspapers, women's magazines and technical publications.

3. Humorous films shown on the screens of the most popular theatres.

4. Free demonstrations in the large grocery stores.

In addition to this, he furnished to retailers free window decorations and special cook books to be given away to customers, thus tying up permanently the interests of Libby with the interests of the merchant who sold the products and in turn with the consumer.

And, especially, Libby did not forget to modify completely the aspect, the form and even the text of these advertising media. He embroidered the themes of the American propaganda with variations to fit the French taste, and created new themes especially applicable to the new clientele. Thus the success of this means of introducing the products was not left to chance.

Following the success of the example set by Libby, the same methods have been used, in the main, by all American firms attaining success in France.

The Waterman fountain pen interests installed decorative displays in show windows. A linotype company founded a house organ and established a school where the operators of its clients were trained. Boyce-Ite printed on its posters and in its advertising the names of its representatives. This company also installed on the roads approaching the large cities the names of the distributors of the products.

Northam Warren Company put on sale sample assortments of Cutex products.

The Tidewater Oil Company gave away a booklet of practical instructions for automobilists.

But whatever the method, all were agreed upon the necessity of changing their methods of sale and of advertising to permit their products to become acclimated to the French market.

That adaptation, without which one risks failure, can only operate with the aid of French technicians, having a profound knowledge of universal principles of advertising and a long experience of the particular clientele.

Commercial legislation, corporative customs, tariff regulations and duties, the network of transportation systems, the wires of distribution, and the antagonisms of trade organizations form in France an inextricable labyrinth with which one must be familiar.

Parliament, the Administration, and the individual, each in their respective spheres, with their own individual preferences, will bewilder an explorer without a guide.

Among our people there exists also a heritage which is apt to confuse the most peaceful invader. Our ancient race came from many things. They are suspicious and not given to enthusiasms as quickly as a young and adventurous race. On the other hand, this clientele once gained is as difficult to lose. It remains faithful in spite of the most alluring offers, until it is proved to them irrefutably that their confidence has been misplaced.

There is the delicate point involving the fact that ingenuous publicity will not suffice. One must know the psychology of the French buyer in order to overthrow his prejudices, to avoid false moves and to avoid alienating his interest.

That is why all American houses, when they come to France, employ the trained men of the country, agents and editors of publicity who know thoroughly the innumerable Parisian and regional newspapers and special publications which circulate throughout the sections which they wish to exploit, and the intricacies of the French market and the mentality of its people.

Without going any further into the details of this complicated problem, we may sum up with this simple formula:

To exploit successfully in France an American product its sales and advertising campaigns must first become naturalized.

Is the moment well chosen to continue to put into practice these principles? Assuredly! Because of the state of exchange the time is particularly ripe for the preparation of a campaign with the greatest chance of success.

As for me, conscious of the shortcomings of this article as I am, I trust that I have demonstrated to the readers of Editor & Publisher, and through them to American business men who may enter the French field, something of the market which awaits them, and I would feel it an honor to have had however small a part in contributing to the progress of international relations; as well as to have contributed to the reduction of the cost of living in my country through any small influence exerted by my loyal and energetic concurrence.

EXCELSIOR

THE ONLY ILLUSTRATED DAILY IN FRANCE



A Renault adv. in a recent issue of Excelsior

is the recognized medium to reach the elite of French Society throughout the country.

With a net circulation of 200,000, it commands exceptional selling power because it is read by the class of clientele which *can* buy.

EXCELSIOR was one of the very first newspapers in France to enforce strict discrimination in the selection of its advertisements, thereby gaining the wholehearted approval and confidence of its readers.

If your goods are for the class of people who live in the best districts and drive in the smartest cars, let EXCELSIOR carry your advertising.

We shall be delighted to forward sample copies together with schedule of advertising rates and all complementary information you might require.

Write: Excelsior 20 Rue d'Enghien, Paris (France).

The Greatest Newspaper Published in the French Provinces

LE PETIT MARSEILLAIS

A daily newspaper founded in 1868

Daily Features

News of the entire world
Local News
Maritime Chronicle
Sporting News
Commercial and Financial
Quotations
Financial News
Rates of Exchange
Stock Exchanges:
Paris
London
New York
Chicago

Periodic Features

Agricultural Page
Motion Picture Page
Woman's Page
Colonial Page
Sporting Page
Radio Section
Stamp Collectors Section
And others.

Twelve Editions Daily

The best informed newspaper on news of the entire world gathered through its 3,000 correspondents, its special writers, its news agency, its special leased wires and its radio service.

The best edited newspaper because of its competent staff of editors, local and Parisian, including the most renowned French journalists and writers.

The first French daily Newspaper as to the results obtained from advertising.

Its wide distribution covers thirty Departments including Corsica, Algeria, Tunis and Morocco, its various editions appealing to each locality.

Its clientele is of the highest order, embracing a reading group of intelligence and conservatism, ever constant to this newspaper through many years.

Editorial and Administrative Offices:

15 Quai du Canal • MARSEILLES

Advertising Offices:

Either the above address or Agence Havas, 31 rue Pavillon, Marseilles; 62 rue de Richelieu, Paris

DIRECT-BY-MAIL MEDIUM HAS SMALL FOOTHOLD IN FRANCE

By RAY J. G. CLEMANG

Chief of Advertising of *Excelsior*, Professor at the Superior School of Sciences and Economics, Paris

TO give in a few hundred words even a résumé of direct-by-mail advertising in France would be quite impossible and to attempt to discuss the matter comprehensively would even be pretentious. Consequently the following notes must be considered as only a summary, an impression of the whole situation of this kind of publicity, so much used in the Anglo-Saxon countries.

On the whole, it can be said that in France direct advertising through letters, circulars and catalogues is principally used by firms starting in business without a large capital and having no great means of production.

This does not imply, of course, that they are the only ones to make use of direct-to-consumer publicity, for what is called in France the "Grands Magasins," especially those of Paris, and even one big provincial manufacturer of arms and cycles—an instance almost unique in our country—do millions of francs' worth of business each year through catalogues, either sent periodically or occasionally.

But it is usually the small industrials and retail merchants who attempt to enlarge their market through this kind of publicity. The search for direct business ought to be, logically, the most diffused system of French commercial business, being a country where small business and industry abounds. Three obstacles, however, limit in practice the field of activity of direct postal advertising.

The French spirit is eminently a critical one and in the learned class confidence in "puffing advertisements" is very weak. The character of the French peasant is, by nature, cautious, and so not inclined to believe a word of the offers made to him by people whom he does not know or of the merit of articles he cannot see. The liking for reading is not particularly developed in this class and thus the first difficulty to success of direct-by-mail advertising is presented.

The second difficulty is a matter of geography. The urban centers are near enough to each other, and, existing for centuries, each one of them is a kind of microcosm where all current businesses are represented. The country people go frequently to sell their products in the fairs and markets and take advantage of those occasions to bring back to their homes what they want that could not be found in the small shops of their villages.

The direct publicity by means of letters and circulars has not thus a particularly favorable soil in which to prosper as in newer countries where centers of population are farther removed from each other and communication less easy and rapid.

Finally, since the War, the heavy charges of a nation drained of its life blood, obliged to build anew more than a tenth of its territory destroyed by hostile armies, has forced France, right or wrong, to increase by tremendous proportions the postal taxes on letters, circulars and catalogues, which even before were not in a favorable position for the development of correspondence.

When all this is said, however, it must be admitted that a great many circulars are sent through the French mails. These circulars are often accompanied by small folders, price-lists, etc.; of which the advertising technique is, for the most part, rather rudimentary.

The wine merchants, producers of honey, soap, linen, certain manufacturers of underwear or clothing, jewelry and clockworks, merchants of horticultural and agricultural tools, seeds, etc., are nearly all using the mails as a means of increasing their sales.

Direct-by-mail advertising, it is true, is used, but the whole plan is more often than not very imperfect because the originators have not taken the trouble to study the psychology of the proposition. In this we find a common fault of a great deal of French publicity; namely, the absence of a definite technique, due to the state of mind of the advertiser, who, because he thinks that he knows how to sell his merchandise or his services believes also that he has acquired at the same time the knowledge of how to announce them through the advertising media.

Consequently he does not take enough account of his wording of advertisements nor of the state of mind of the eventual customer, and of the objections that he will have to refute. The advice of an expert on the subject is not asked, which accounts for the failure and insufficient returns in many fields of advertising.

It is not necessary to point out that the large French advertising agencies are endeavoring to remedy this harmful situation and that they are fast meeting with success.

As I am in the mood of a critic and as we are duty bound to tell the truth to our friends, I think it well to point out one of the reasons for the failure that some American and British firms are still undergoing in launching their products on the French market. They do not succeed because they do not know how to present their selling arguments to the French mind.

The use of the catalogue is general. Perhaps there may be a shortcoming in their description of the articles they have to offer and a great lack of illustration, but catalogues are nevertheless fairly widely distributed and not without some effectiveness.

It is unquestionable that but for the World War, and the economic consequences following in its wake, direct-by-mail advertising in France would be vastly more developed at the present time. It is, however, developing, however slowly, and it is to be hoped that within a few years I will be able to write in all sincerity of French advertising by means of letters, circulars and catalogues with the praise I necessarily have for that form of advertising as practiced for so many years by our good friends overseas.

"TOURISM" IN FRANCE WELL PROTECTED

(*Continued from page F40*)

France to arrange for the reception of her visitors.

In many places, in the mountains, on the seashore, in the neighborhood of smiling landscapes, associations of men of initiative and good will were created. Their sole aim was to make their corner of France attractive and hospitable.

All the "Syndicats d'Initiative"—there are 600 of them—are federated by localities, and these federations are themselves united in a Union of Federations of "Syndicats d'Initiative." Recognized as a public utility, this Union wishes to give to France the means of being the attractive and intelligent mistress of her gracious house.

The miseries of humanity force us, alas, to mention the pitiful caravan of other travelers, the sick.

Science joins its efforts to those of tourism to assure the best care and to give to the watering places and to the mountain resorts a modern equipment. The "Federation Thermale et Climatique et l'Union des Groupments Scientifiques" have undertaken this task. There remains only to the tourist industry to take care of their well being and to procure for them such distraction as may help them to forget their sufferings.

Essentially tourism cannot isolate itself from other economic factors to which it assures important revenues and which must consider its needs and requirements; railroads, navigation companies, local railroads, automobile transports and so forth. It has therefore included their directorates in its own, associating with them the National Association of Hotel Keepers presided over by M. Barrier, who is also president of the International Alliance of Hotel Keepers. Concerned with modern technique, the National Chamber of Hotel Keepers is also the depository of two treasures jealousy guarded, the cuisine and the traditions of French hospitality.

The Unions of Federations of the "Syndicat d'Initiative," the climatic and thermal associations, the National Associations of Hotel Keepers, are thus the essential elements in this new form of tourism, welcome and hospitality.

Better to co-ordinate all the organizations of private initiative the Government has handed over to the National Office of Tourism the task of giving information, notably in the United States.

Administered by a board which has associated with itself all necessary experts, this office has realized in every way the program which the law outlined for it. It has created at 152 Boulevard Haussmann in Paris a National Bureau for the information of tourists. The office has also founded branch offices in the Capitals, in ports and on boats to inform the foreign public and to make known to it the beauties of France. L'Office Francais du Tourism has been opened in New York at 342 Madison Avenue.

Furthermore, the National Office of Tourism encourages progress in the installations of resorts of all kinds, and it distributes important funds gained from the visitors' tax. It has also recently taken part in the creation of the National Credit for Hotel Keepers.

Finally the groups of Tourism in the Chamber and the Senate defend the interests of Tourism before the Parliamentary assemblies.

Such is the contribution of the Government.

The organization of Tourism in France has thus as its object to facilitate traveling in all its forms, to offer visitors the maximum of comfort, and above all, to show them that, faithful to its traditions, France remains ever a most hospitable nation whose chief care is to utilize every favorable means for the rapprochement of peoples.

HENRI DUMAY. JR.



Henri Dumay, Jr.

Henri Dumay, Jr., among the French delegates, is director of advertising of *Le Quotidien,* morning newspaper. He is the representative of District 17 and is distinguished in Paris for his contributions to the new idea in advertising.

"L'ECLAIREUR DE NICE et du SUD-EST"

The leading morning newspaper of South Eastern France. Special American and English Section during the Winter Season.

"L'ECLAIREUR DU SOIR"

The Evening Edition issued every day at five o'clock.

"L'ECLAIREUR DU DIMANCHE"

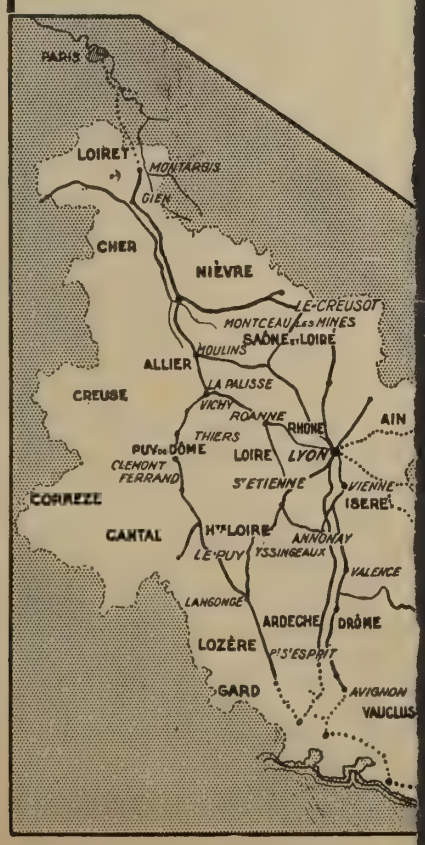
The Illustrated Weekly Magazine of the Côte d'Azur.

"L'ECLAIREUR AGRICOLE & HORTICOLE"

An Agricultural and Horticultural Monthly.

General Offices: 27-29, Ave. de la Victoire, NICE.


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L
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MONTCEAU-LES-MINES
SAÔNE-ET-LOIRE
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LA PALISSE
CREUSE
VICHY
ROANNE
AIN
THIERS
RHÔNE
PUY-DE-DÔME
LOIRE
LYON
CLERMONT FERRAND
ST-ETIENNE
VIENNE
CORRÈZE
ISÈRE
CANTAL
Hte-LOIRE
ANNONAY
LE-PUY
YSSINGEAUX
VALENCE
LANGOGNE
ARDÈCHE
DRÔME
LOZÈRE
P.-S.-ESPRIT
GARD
AVIGNON
VAUCLUSE

REGIONAL PRESS A FRENCH POWER

Circulated Among More Than 30,000,000 Readers — Excellent News Service — Greetings from Director Guillaume

By Eugene Guillaume

Director of "Reveil du Nord"
President of the Syndicat des Grands Quotidiens Regionaux

The traveller who spends much time in France is struck by the very individual characteristics of the various regions which form the country.

In the north, industrial and commercial wealth, immense cultivated plains with populous cities; in the west, great breeding centers, prosperous countrysides; in the southwest the celebrated vine culture enriches the region where picturesque old cities attract the tourist; from Marseilles to Nice the sun of the Orient enchants the onlooker along the famous Cote d'Azur; at Lyons, metropolis of silk, industrial activity begins again and extends as far as the frontiers of the East, across the vinelands of Champagne, the Alps and the Vosges, with mountains as impressive as Switzerland. This variety has created in France an old and extremely powerful regional press which is circulated among more than thirty millions of readers.

The centers of this regional Press are, for the North, Lille; for Normandy, Rouen; for Brittany, Rennes, Brest and Nantes; for the South West, Bordeaux, Toulouse and Montpelier; for the Midi, Marseilles and Nice; for the South East and Central part, Lyons, St. Etienne and Clermont-Ferrand; for the East, Nancy and Reims; for Alsace, Strasbourg and Mulhouse; for Lorraine, Metz.

Each one of the great dailies published in these regions is circulated not only in the large cities but also in the smaller localities.

The large regional dailies have offices and information bureaus, modern in every aspect, in Paris. The excellent world organization of the Havas Agency supplies them by special wires with news from America and from the entire world.

Very significant is the confidence which the French population places in these large regional papers. In view of the very original character of each section, readers like to find in their daily paper the news of their province, and reports on their markets, information on business and agriculture, the price of materials, etc.

The confidence of the readers in their regional papers has arisen through the fact that the journals vigorously defend the industrial and commercial interests of each region and that they take a part of first importance before the French Parliament, whose members they often help to name in Departmental elections.

There is something like a family tie between the great regional journals and their readers. As with all my confreres, I frequently find in my editorial correspondence letters in which readers ask me "what is the best brand of binder-reaper" or perhaps one writes "I would gladly buy an American automobile, but is it possible conveniently to procure spare parts?": Unknown readers ask me, as they would ask an old friend, for advice about marriage or about the education of their children.

In the name of the French people, the Syndicate of "Great Regional Dailies," which includes all the most powerful papers of France—excluding the journals of Paris—is happy to salute the Convention of the Advertising Clubs of the World. We retain a very pleasant memory of the visit of 1924 to France.

I beg, therefore, that M. Léon Renier, the most efficient director of the Havas Agency, will carry a cordial handshake from the directors of the great regional daily Press to the delegates meeting in the great city of Philadelphia, home of the illustrious Benjamin Franklin, who was the founder of one of the first regional journals, the "Pennsylvania Gazette."

Le Petit Journal

The oldest of the Great French newspapers

The best informed
The most complete
The most popular

of all the newspapers of the World

Le Petit Journal

has its place in every advertising campaign and brings success to every class of product.

Many specialized products (names on request), selling by the millions, were launched only through advertising in

Le Petit Journal

LE PETIT JOURNAL ILLUSTRE, in colors Weekly circulation 450,000
LA MODE - - - - - - - - - Weekly circulation 250,000
LE PETIT JOURNAL AGRICOLE - - Weekly circulation 150,000

Le Petit Journal has been for half a century the favorite Parisian daily of the rural population of France. Dean of the great dailies, pioneer of the Popular Press, Le Petit Journal penetrates into the very heart of the French Provinces, where it established a prestige, confidence and popularity long before the existence of the great Provincial dailies.

Any advertising campaign which does not include LE PETIT JOURNAL is incomplete

The Second Capital of France

is at

LYONS

with the adjacent territory of Burgundy, Dauphiné, Savoy, Cevennes, Beaujolais and Charolais. The most widely read, the most appreciated and the most authoritative newspaper in this region is

LYON REPUBLICAIN

Direction and Administration at Lyons: 6 rue Childebert.
Editorial rooms and plant at Lyons: 10 rue Bellecordiére.
Special news bureau at Paris: 8 Boulevard des Capucines (Opera)

Through its high editorial policy, the accuracy of its news service, and the multiplicity of its clientele

LYON REPUBLICAIN

affords every advertiser the most satisfactory results.

By advertising space in "Lyon Republicain" you may establish your reputation and introduce your product throughout the entire South East of France.

THE MOST IMPORTANT NEWSPAPER OF CENTRAL FRANCE

published at

CLERMONT–FERRAND

The Former Capital of independent Gaul, the old religious City where the first Crusade was preached

L'AVENIR DU PLATEAU CENTRAL

THE LARGEST CIRCULATION IN "LE PLATEAU CENTRAL"

The best informed · Most extensively read · The most Favored

Because of its distribution throughout the Province of Auvergne advertising in "L'AVENIR DU PLATEAU CENTRAL" is most effective.

This section, one of the most important grain and cattle sections of France, is not served by any other capital and can be reached only through a strong local newspaper. The rubber industry of France is centralized here. The fashionable watering places and tourist resorts of VICHY, Le MONT-DORE, LA BOURBOULE, SAINT-NECTAIRE, ROYAT, CHATELGUYON, NERIS, etc., . . . within a few miles of Clermont-Ferrand and served by this newspaper draw thousands of people from all over the world each year.

All inquiries regarding advertising will receive courteous attention from:

"L'AVENIR DU PLATEAU CENTRAL"

15, rue du Port, Clermont, Ferrand

The Memphis Press is *first* in daily city circulation

c i t y c i r c u l a t i o n

40,115

The Memphis Press is a Scripps-Howard newspaper

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York

ARE YOU GETTING YOUR SHARE

564 IMPORTANT NEWSPAPERS *Have Been Made* GREATER *by The*

"WORLD'S GREATEST NEWSPAPER"

CHICAGO TRIBUNE News and Features Have Helped Them Win Circulation and Become More Productive Advertising Mediums

No Wonder The Chicago Tribune Stands Supreme in its Own Territory

NO buyer of newspaper advertising space can question the supremacy of the Chicago Tribune in its home territory when he learns of its widespread influence on American journalism.

564 newspapers from coast to coast, among them 64 great metropolitan dailies, regularly buy all or part of Chicago Tribune service. This includes foreign and domestic news, fiction by the world's foremost novelists, cartoons by McCutcheon, drawings by W. E. Hill, comics such as "The Gumps" and "Gasoline Alley," and articles by Dr. Evans, H. L. Mencken, Walter Eckersall, Antoinette Donnelley and other noted authorities on varied subjects.

Why do these newspapers — the outstanding journals of their communities—turn to the Chicago Tribune for aid in creating greater interest among their readers?

Solely because of the Chicago Tribune's astounding growth, both in circulation and advertising lineage, and its known effectiveness in producing results for its advertisers.

The Chicago Tribune
The World's Greatest Newspaper

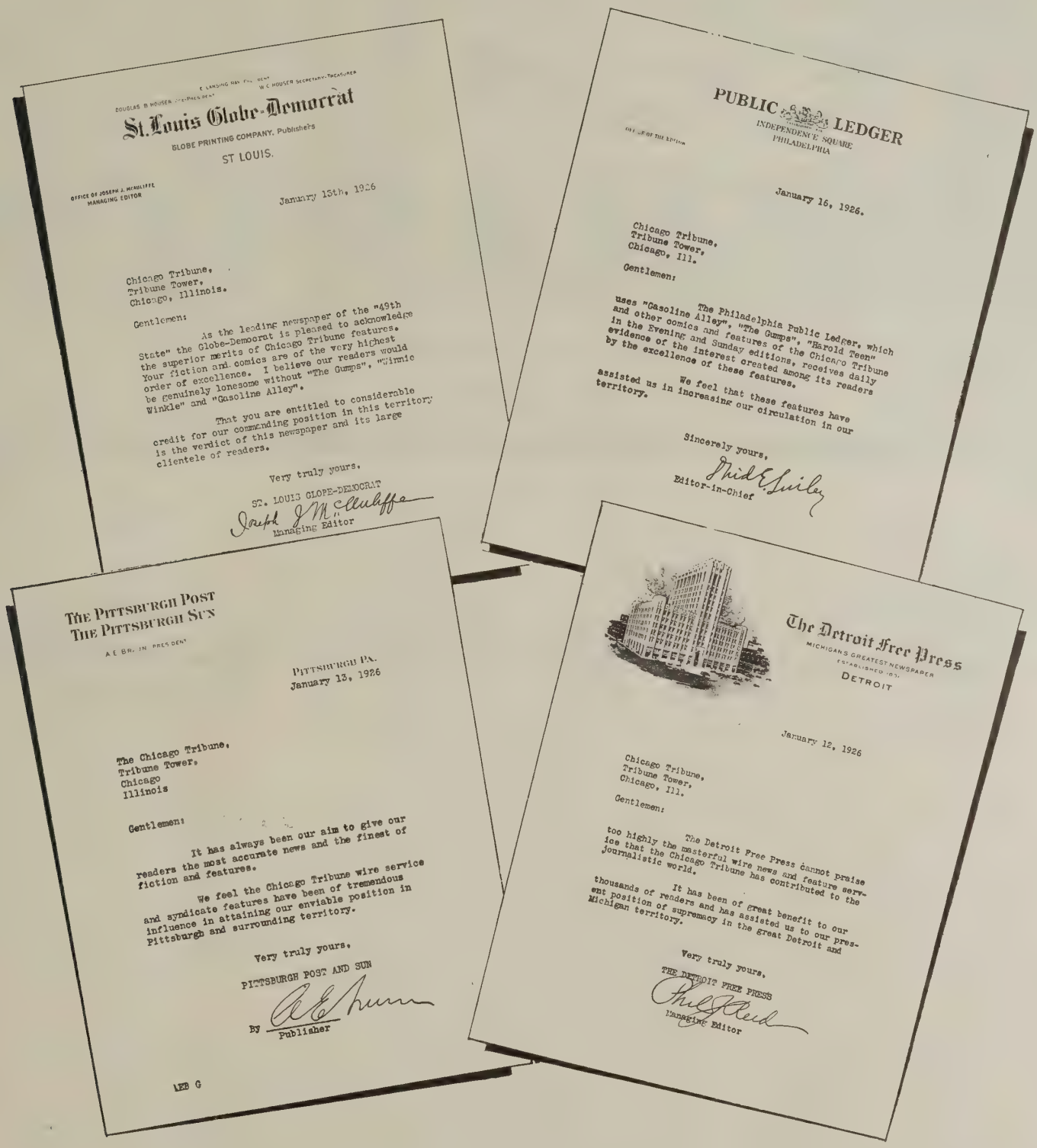
A Tribute *from*

PUBLISHERS of many of America's most successful newspapers freely attribute their increased circulation and greater advertising results to reader interest won with Chicago Tribune news and features.

The flattering endorsements reproduced on this page should convince every advertiser that the Chicago Tribune well deserves its title of "The World's Greatest Newspaper."

Doesn't it stand to reason that a newspaper conceded by other publishers to be the source of news and journalistic features of the very highest order of excellence must be overwhelmingly dominant in its home territory?

OF BUSINESS FROM ZONE SEVEN?



St. Louis Globe-Democrat
GLOBE PRINTING COMPANY, Publishers
ST LOUIS.

January 15th, 1926

Chicago Tribune,
Tribune Tower,
Chicago, Illinois.

Gentlemen:

As the leading newspaper of the "49th State" the Globe-Democrat is pleased to acknowledge the superior merits of Chicago Tribune features. Your fiction and comics are of the very highest order of excellence. I believe our readers would be genuinely lonesome without "The Gumps", "Winnie Winkle" and "Gasoline Alley".

That you are entitled to considerable credit for our commanding position in this territory is the verdict of this newspaper and its large clientele of readers.

Very truly yours,
ST. LOUIS GLOBE-DEMOCRAT
Joseph J. McAuliffe
Managing Editor

PUBLIC LEDGER
INDEPENDENCE SQUARE
PHILADELPHIA

January 16, 1926.

Chicago Tribune,
Tribune Tower,
Chicago, Ill.

Gentlemen:

The Philadelphia Public Ledger, which uses "Gasoline Alley", "The Gumps", "Harold Teen" and other comics and features of the Chicago Tribune in the Evening and Sunday editions, receives daily evidence of the interest created among its readers by the excellence of these features.

We feel that these features have assisted us in increasing our circulation in our territory.

Sincerely yours,
Phil E. Ludy
Editor-in-Chief

THE PITTSBURGH POST
THE PITTSBURGH SUN

PITTSBURGH PA.
January 13, 1926

The Chicago Tribune,
Tribune Tower,
Chicago
Illinois

Gentlemen:

It has always been our aim to give our readers the most accurate news and the finest of fiction and features.

We feel the Chicago Tribune wire service and syndicate features have been of tremendous influence in attaining our enviable position in Pittsburgh and surrounding territory.

Very truly yours,
PITTSBURGH POST AND SUN
By A. E. Thurm
Publisher

The Detroit Free Press
MICHIGAN'S GREATEST NEWSPAPER
DETROIT

January 12, 1926

Chicago Tribune,
Tribune Tower,
Chicago, Ill.

Gentlemen:

The Detroit Free Press cannot praise too highly the masterful wire news and feature service that the Chicago Tribune has contributed to the journalistic world.

It has been of great benefit to our thousands of readers and has assisted us to our present position of supremacy in the great Detroit and Michigan territory.

Very truly yours,
THE DETROIT FREE PRESS
Phil S. Reed
Managing Editor

Men Who Know

Why The Chicago Tribune Dominates Chicago

Remember that when you use the Chicago Tribune you have in *one* paper the combination of news and features which 564 important newspapers are glad to have if only in part.

That, in a nutshell, explains the unrivaled circulation and influence of the Chicago Tribune in Chicago and the surrounding states of Illinois, Iowa, Wisconsin, Michigan and Indiana.

The Chicago Tribune would appreciate the privilege of making clear to you the remarkable opportunities which await your product in the Chicago territory, and how it can aid you to make the most of them.

Every promise of advertising results will be proved by records established for other advertisers. Ask the nearest Chicago Tribune representative to call at your convenience.

When considering 100000 population cities ~ Your campaign should include ~

BINGHAMTON

The Metropolis of South ~ Central New York



258 FACTORIES | $162000000 IN PRODUCTS | 33000 WORKERS | $63000000 PAYROLL

IN South Central New York the big commercial center is Binghamton. And in Binghamton it is the BINGHAMTON PRESS, published every evening except Sunday, with over 34,000 daily circulation to carry your sales message to consumers.

The national advertiser has the advantage of four other prosperous industrial communities besides Binghamton, which are all a part of this section—Johnson City, Endicott, Port Dickinson and Union. These cities are considered a pa t of Binghamton and their paper is also the BINGHAMTON PRESS. This group of cities has a manufactured output of $162,000,000.

The BINGHAMTON PRESS is known to national advertisers for its unusual reader confidence.

Write us for information about the Merchandizing and Promotion Departments of the BINGHAMTON PRESS and how they will help you secure distribution in this territory.

The JOHN BUDD COMPANY

National Advertising Representatives

9-11 E. 37th Street, New York
Healy Building, Atlanta — Tribune Tower, Chicago
Chemical Building, St. Louis — Higgins Building, Los Angeles
Sharon Building, San Francisco

ALL ADVERTISING RECORDS BROKEN IN MAY BUSINESS

For five years October, 1920, stood as the record month in the history of The News in point of volume of paid advertising; this record was broken in October, 1925, and that new record was again smashed in November, 1925. April, 1926, went ahead of November and now comes May to set another new mark.

Total Volume of Paid Advertising for May, 1926

Local	**1,181,194 Lines**
Classified	**184,996 "**
National	**325,752 "**
Total	**1,691,942 "**

The newspaper situation in Birmingham is constantly changing—in favor of the increased dominance of The News. For many years The News had had an overwhelming supremacy in volume of paid advertising. The margin is wider today than ever before. The total volume of paid advertising carried by The News in May, 1926, was an increase of approximately 14,000 lines over April, 1926, and an increase of more than 196,000 lines over May, 1925.

For the first five months of 1926, The News has gained more than 733,000 lines of advertising over the same period of 1925, a much larger gain than has been achieved by any other Alabama newspaper.

Only a continuous record of result-producing over a long period of years could achieve the magnificent totals recorded month after month by The News, and only a continuously increasing supremacy in result-producing could have achieved four new records in a period of eight months.

The lowest cost-of-advertising per-dollar-of-results-produced has been for years the consistent achievement of The News, for the advertiser is not interested in the cost of advertising per line; he is interested only in cost per dollar of returns from his advertising.

Millions of Dollars

are pouring into Birmingham to be invested in Real Estate and Buildings.

Thousands of People

are coming into Birmingham to build homes, to follow their trades and occupations, to establish themselves in new business and commercial enterprises—where opportunity is greater.

The News continues to be a constant, reliable influence in the daily lives of Birmingham citizens.

High Water Mark

Net paid for April

Daily 81,088. City 48,000

Sunday 93,822. City 51,000

The Birmingham News is sold solely on its merits as a newspaper. It has achieved this magnificent total circulation—by producing the best possible newspaper for its thousands of readers to enjoy.

The News Gives to Advertisers

—Complete Effective Coverage

—True Reader Acceptance

—Permanent Prestige

—Results With Profits

Comparative Lineage Report for First Five Months—1926

	NEWS		AGE-HERALD		POST	
	1926	1925	1926	1925	1926	1925
Local	5,384,442	4,945,108	2,335,578	2,381,876	1,842,274	1,444,982
Classified	909,580	785,162	630,224	586,362	211,932	118,748
National	1,402,478	1,232,070	628,726	618,674	325,458	261,870
TOTAL	7,696,500	6,962,340	3,594,528	3,586,912	2,379,664	1,825,600
Gain	734,160		7,616		554,064	

THE NEWS GAIN IN NATIONAL LINEAGE 1926 OVER 1925, IS 170,408 LINES

The Birmingham News

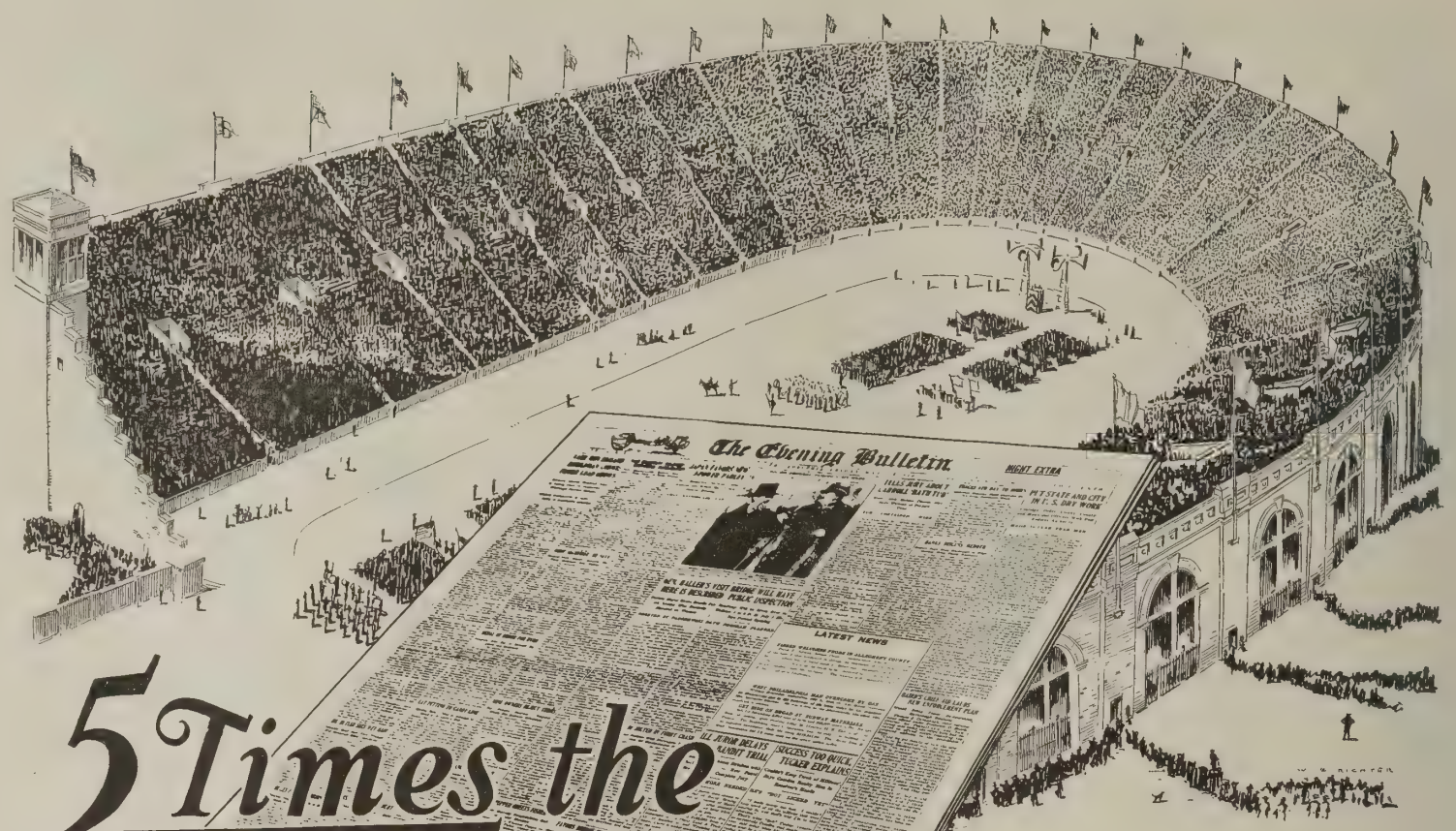
THE SOUTH'S GREATEST NEWSPAPER

National Representatives

KELLY-SMITH COMPANY

Marbridge Building, New York City — Waterman Building, Boston, Mass. — Atlantic Building, Philadelphia, Pa. — Tribune Tower, Chicago, Ill.

J. C. HARRIS, Jr., Atlanta



5 Times the capacity of the Worlds Greatest Stadium!

Philadelphia's great new Stadium, built for the Sesqui-Centennial Exposition, accommodates 100,000 spectators. Every evening the Bulletin reaches more than *five times* that many homes in and about Philadelphia.

STAGE your advertising in this vast ampitheatre. It is true that "In Philadelphia nearly everybody reads The Bulletin." The Bulletin is Philadelphia's Newspaper. It has the largest circulation in Philadelphia, Camden and suburbs and the third largest in the United States.

The Bulletin dominates Philadelphia. It offers maximum impression at minimum cost. Associated Advertising Clubs of the World Convention Headquarters are in the Bulletin Building. Ask the Bulletin Advertising Staff to give you facts and figures. Check them up yourself while you are at the advertising convention.

Net Paid Daily Circulation for 1925
553,169 copies

The Evening Bulletin.

PHILADELPHIA

PREPARATIONS FOR N.E.A. CONVENTION COMPLETE

More Than 600 Delegates Expected to Attend Annual Meeting in Los Angeles, June 30 to July 2—Lavish Entertainment to Be Provided During Two Weeks' Tour of State

A ROYAL welcome is being planned for the visiting delegates to the forty-first annual convention of the National Editorial Association, meeting in Los Angeles, June 30, July 1 and 2. As a result of the activity of the entertainment committee of the association, which is working through the office of the Southern California Editorial Association, practically every large community in southern California, as well as several cities in the northern part, will be visited by the editors.

Present indications are that between 600 and 700 delegates will attend the convention, many of them bringing their families with them. Two chartered trains will arrive in California from the East on June 28, while many other editors are planning to motor to the convention. Minnesota will head the list with two Pullmans of delegates and their families. Governor Christensen, a publisher, will head this delegation, while Governor Byrd of Virginia, publisher of the *Winchester Star,* will also attend, as will Gov. Friend W. Richardson of California.

Nebraska will also send a large delegation, according to reports received by Ben H. Read, managing director of the Southern California Editorial Association.

Frank O. Edgecombe, editor of the *Geneva* (Neb.) *Signal,* is president of the Association.

The complete N. E. A. program follows:

WEDNESDAY, JUNE 30

Morning Session—10:00 *o'clock*
Convention Hall—Alexandria Hotel

Invocation—James A. Francis, D. D., First Baptist Church of Los Angeles.
Address of Welcome—State of California—Governor Friend W. Richardson.
Address of Welcome—City of Los Angeles—Mayor George E. Cryer.
Address of Welcome—Los Angeles Chamber of Commerce—A. S. Bent, President.
Address of Welcome—Southern California Editorial Association—Frank M. Keffer, President.
Response—Frank O. Edgecombe, President National Editorial Association, editor *Geneva* (Neb.) *Signal.*
President's Annual Address—Frank O. Edgecombe.
Appointment of Committees—Audit, Resolutions, Credentials, Officers' Reports, Necrology, Nominations.
Report of Executive Secretary—H. C. Hotaling, St. Paul.
Report of Treasurer—W. W. Aikens, *Franklin* (Ind.) *Daily Star.*
Awarding of Membership Contest Prizes—Chief Pirate's Chest—Hon. Harry Byrd, Governor of Virginia, editor, *Winchester Evening Star.*
12:45 P. M.—Adjournment for Luncheon, guests Ambassador Hotel.

Wednesday Afternoon Session—2:15 *o'clock*
Ambassador Hotel

Awarding National Editorial Association Trophies—
The Best Editorial Page—Cup offered by *Inland Printer,* Chicago—G. L. Caswell, managing director, Iowa Press Association, Ames.
Greatest Community Service—Cup offered by EDITOR & PUBLISHER, New York—James W. Brown, New York City.
Front Page Contest—Cup offered by *American Printer,* New York—Clyde Oswald, New York City.
Best Weekly Newspaper—Cup offered by President Frank O. Edgecombe—Fred Kennedy, Manager, Washington Press Association, Seattle.
Overcoming Difficulties of Placing National Advertising—George W. Cushing, McKinney, Marsh & Cushing, advertising agents, Detroit.
Woman's Opportunity in the Newspaper Field—Miss Marion Clifford, *Pottsville* (Pa.) *Daily Republican.*
Report Legislative Committee—Wallace Odell, Chairman, Tarrytown, N. Y.
Winning the Envelope Fight—
4:00 P. M.—Adjournment. Trip to Beverley Hills, guests Beverley Hills Chamber of Commerce for dinner.

THURSDAY, JULY 1

Morning Session—9:30 *o'clock*

Invocation—M. Howard Fagan, D. D., Wilshire Blvd., Christian Church of Los Angeles.
Shop Talk and Question Box—George W. Marble, Past President N. E. A., *Fort Scott* (Kan.) *Tribune-Monitor,* in charge.
An open forum for the informal discussion of craft topics and problems.
12:45 P. M.—Adjournment for luncheon, guests of Los Angeles organizations.

Thursday Afternoon Session, 2:15 *o'clock*

Illustrated Address—The Physical Appearance of a Newspaper—John E. Allen, *Linotype News,* New York City.
What the Schools of Journalism Are Doing for the Weekly Newspaper—Prof. Buford O. Brown, School of Journalism, Leland Stanford University, Palo Alto.
"The Big Issue"—Harvey Ingham, *Des Moines* (Ia.) *Register and Tribune.*
4:00 P. M.—Adjournment. Visit to Glendale and Pasadena. Guests Pasadena Chamber of Commerce for dinner and evening.

FRIDAY, JULY 2

Morning Session—9:00 *o'clock*

Invocation—Willsie Martin, D. D., First Methodist Church of Hollywood.
Symposium on Prohibition—J. C. Brimblecom, Past President N. E. A., Newton, Mass.
"What constitutes an Acceptable Weekly Newspaper"—Byron Norrell, *Ada* (Okla.) *Weekly News.*
Field Manager Plan of State Press Association Organizations—J. S. Hubbard, Executive Secretary Missouri Press Association, Columbia.
The World's Press Congress—J. C. Latimer, World's Press Congress Executive, New York City.
12:45 P. M.—Adjournment for Luncheon. Guests of Los Angeles publishers.

Friday Afternoon Session—2:15 *o'clock*

"Ideas of a Country Newspaperwoman"—Mrs. Blanche K. Lord, *Daily Tribune,* Albert Lee, Minnesota.
Report of Advertising Committee.
Report of Committee on Resolutions.
Report of Committee on Necrology.
Report of Committee on Officer's Reports.
Report of Committee on Audit.
Report of Committee on Credentials.
Selection of Next Place of Meeting.
Election of Officers.
4:00 P. M.—Adjournment. Visit to San Fernando Valley. Guests dinner and evening.

Immediately after the sessions close, on July 2, the delegates will embark on a tour of California which will end in San Francisco, July 15. En route the party will be feted and dined by civic organizations in dozens of cities. Motor tours, boat rides and innumerable sightseeing trips have been arranged.

The complete tour program follows:

Two special trains have already been arranged for the National Editorial Associaiton outing, June 24 to July 15. Those departing from Chicago will be luncheon guests of the Mergenthaler Linotype Company on June 24. Those leaving Omaha will be entertained at dinner by the Omaha Chamber of Commerce, with President Frank O. Edgecombe as the guest of honor. At Minneapolis the delegates will be entertained at luncheon by the Minneapolis Civic and Commerce Association.

FRIDAY, JUNE 25—Breakfast, Grill Room, Muehlebach Hotel, guests Kansas City Chamber of Commerce. Automobile trip over beautiful boulevards. Departure at 11:00 A. M. Arrive Hutchinson, Kan., 5:30 P. M. Dinner and evening entertainment, guests Hutchinson Chamber of Commerce. Departure at 11:30 P. M.

SATURDAY, JUNE 26—Arrive Liberal, Kan., 6:00 A. M. Breakfast guests of the Liberal Chamber of Commerce. Stop of four hours with a visit to vast grain fields. Departure at 10:00 A. M.

SUNDAY, JUNE 27—Arrive at El Paso, Tex., 6:00 A. M. Breakfast guests El Paso Chamber of Commerce. Visit to Juaraz, Mexico. Departure at 12:00 o'clock. Luncheon on train.

MONDAY, JUNE 28—Arrive at El Centro for breakfast in heart of Imperial Valley. Proceed through Carriso Gorge to San Diego, arriving about 3:30 P. M. Guests of San Diego Chamber of Commerce. Short ride around city, thence to Mission Beach. Beach amusements, dinner and dancing. Take sleepers for Orange county.

TUESDAY, JUNE 29—Arrive Santa Ana for breakfast, guests of Orange county for entire day. Following breakfast, automobiles will be taken to Newport Beach, harbor and yachting waters, Huntington Beach, oil fields, through city of Orange to county park where luncheon will be served. After luncheon an orange grove will be visited. Cities of Anaheim, Fullerton, La Habra will be visited. Arrive in Los Angeles in early evening where baggage will be found in hotel rooms which will be previously assigned.

WEDNESDAY, JUNE 30—Convention opens in Alexandria Hotel. Luncheon guests of Los Angeles county. Following afternoon adjournment, parlor cars will be taken to Beverly Hills past homes of motion picture stars. Drive to Santa Monico along Pacific and return to Beverly Hills for dinner. Motion picture stars who live in Beverly Hills will greet the visitors.

THURSDAY, JULY 1—Convention, Alexandria Hotel. At adjournment parlor cars will be taken through Glendale, Flintridge, Altadena to Pasadena where the Pasadena Chamber of Commerce will be hosts. Dinner and evening guests of Chamber of Commerce.

FRIDAY, JULY 2—Convention Alexandria Hotel. Luncheon guests Los Angeles publishers. At adjournment take parlor cars for San Fernando Valley. Sight-seeing tour of valley, including visit to "Memory Garden" at historic old Mission of San Fernando, where at sundown a Spanish feast will be served. A colorful pageant will be enacted depicting early Spanish period of California.

SATURDAY, JULY 3—Picnic in Los Angeles Park under auspices of Federation of State Societies. Former residents of various states will unite to greet editors from the "old home state" and entertain them at lunch.

SUNDAY, JULY 4—Free Day. Do as you please. Visit with folks you met at reunion picnic on Saturday.

MONDAY, JULY 5—Guests of Associated Chambers of Commerce of San Gabriel valley for tour of rich agricultural section. Visit only lion farm in world. Pass through Puente, El Monte, Covina, luncheon at Pomona. Visit Ontario, Uplands, Glendora, Azusa, Monrovia.

TUESDAY, JULY 6—A day in Hollywood and the Motion Picture Studios. Guests of Association of Motion Picture Producers, Inc. Luncheon at Writer's Club where stars will act as hosts and hostesses. Special entertainment features at luncheon. Afternoon will be spent in visiting studios.

WEDNESDAY, JULY 7—Guests of Los Angeles Realty Board for trip through city's industrial district, the harbor, and ending at Long Beach about 2:30. Guests of Long Beach for remainder of afternoon, dinner and evening.

THURSDAY, JULY 8—A trip through the Orange Empire. Breakfast guests of Fontana Farms Company, serving products raised on farms. Through Rialto, Bloomington to Riverside. Drive to points of interest in Riverside, Mount Rubidoux where Easter Morn services are held, Magnolia avenue, see parent navel orange tree. Luncheon at Mission Inn. Thence through Colton to San Bernardino. On to Redlands, famed for its fruit and scenic beauties. Dinner joint auspices of Redlands and San Bernardino in pavilion of National Orange Show.

FRIDAY, JULY 9—Catalina Island. Take the "Million Dollar Ferry-ship to Fairyland" for a day on California's Magic Isle, owned by Wm. Wrigley, Jr. Glass bottom boat ride over submarine gardens.

SATURDAY, JULY 10—Take train for northern points. Luncheon and noon entertainment at Ventura. Arrive Santa Barbara mid-afternoon where the remainder of the day and evening will be spent. Dinner guests of Chamber of Commerce. Take Pullmans for night.

SUNDAY, JULY 11—Breakfast at Hotel Del Monte in Monterey. Sight-seeing trip over Seventeen Mile Drive, along coast line. Carmel, the artist colony, Monterey cypress, trees of Lebanon. Board train for Santa Cruz. First sight of the Redwoods. Thence to San Jose. Dinner guests of San Jose Chamber of Commerce and on to San Francisco for the night.

MONDAY, JULY 12—Morning free to go as you please. Afternoon sight-seeing in San Francisco.

TUESDAY, JULY 13—Day to be spent in Oakland, Berkeley and other east bay cities. Luncheon on University of California campus, auspices Berkeley Chamber of Commerce. Drive along Skyline Boulevard, University of California and other points of interest. After dinner return to San Francisco by ferry, affording a view of the city by night.

WEDNESDAY, JULY 14—Ascend Mt. Tamalpais. Take gravity rail cars for Muir woods, giant Sequoias. Thence to Luther Burbank's home, with lunch en route at San Rafael. Then to Petaluma. Jack London's ranch in the valley of the moon. Barbecue dinner. Automobiles to Sausalito. Trip across the Golden Gate.

THURSDAY, JULY 15—Trip through San Francisco, through gardens of San Francisco, along the Peninsula, San Mateo, Burlingame, Redwood City and Palo Alto to Stanford University for lunch on campus. Then back to San Francisco where official tour ends. Additional side trips may be arranged for those wishing to remain longer.

LIST OF N. E. A. DELEGATES

THE following have made reservations for the N. E. A. convention and California tour.

ARKANSAS

Mr. and Mrs. Fred Allsopp, *Little Rock Gazette.*
Mr. and Mrs. Erwin Funk and mother, *Rogers Democrat.*
Miss Edwardine Jolly, *Warren Eagle.*
Miss Hoyle, Warren.
Mr. and Mrs. C. A. Berry, *Eldorado News.*
Mr. and Mrs. W. H. Plank, *Bentonville Record.*

CALIFORNIA

Mrs. Gertrude French and son, *Alturas Plaindealer.*
E. W. Nobbs, 515 American Bank Bldg., Los Angeles.
Buford O. Brown, Stanford University, Stanford University.
Mr. and Mrs. Ben Read, 515 American Bank Bldg., Los Angeles.
Mr. and Mrs. J. F. Craemer, *Orange Daily News.*
Mr. and Mrs. Timothy Brownhill, *Puente Journal.*

COLORADO

E. B. Deu Pree, *Craig Courier.*
Mr. and Mrs. Fred D. Mason, *La Junta Tribune.*

DISTRICT OF COLUMBIA

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(*Continued on page* 114)

BUFFALO EXPRESS AND COURIER MERGE BY CONNERS CONSOLIDATING A. M. FIELD

Dailies Combined June 14 with W. J. Conners, Sr., Chairman, Burrows Matthews, Former Express G. M., President and Editor; W. J. Conners, Jr., Publisher

MERGER of the *Buffalo Express* with the *Buffalo Courier,* accomplished on Monday, June 14, ended the separate existence of two publications each approaching a century of service and reduced the number of morning newspapers in Buffalo to a single one. The consolidation was completed two days after the first intimation that it would be made, although the merger is one said to involve investments and joint value of the two publications of nearly $6,000,000.

Appearing on Monday with the old Courier masthead above that of the Express and being run off on the Courier presses and published by its mechanical staff augmented by Express printers, the new paper contained practically all the features and departments of both its predecessors. This was carried even to the extent of using headtype and body matter of both newspapers although this arrangement will be only temporary, it is believed.

The first joint Sunday issue of the two publications will appear June 20.

The executive personnel of the new publications are: William J. Conners, Sr., chairman; Burrows Matthews, president and editor; William J. Conners, Jr., vice-president and publisher; Frank J. Clancy, secretary; William S. Bennett, treasurer. Mr. Conners and his son are the former Courier publishers and Mr. Bennett formerly was Courier business manager. Mr. Matthews has been editor of the Express and Mr. Clancy has been circulation manager and formerly was city editor.

John D. Wells, who recently resigned as managing editor of the *Buffalo Times* to join the Courier staff, is managing editor of the new publication. Fred M. Lennan, former managing editor of the Express, becomes news editor of the new paper. Charles H. McChesney, night city editor, and Fred Turner, day city editor of the Courier, retain these positions.

For the present all editorial employees of both newspapers will be retained although it is anticipated there will be minor reductions in this personnel later. William Kelly of the Courier remains as sports editor.

The Express was a Republican newspaper and the Courier Democratic. The new journal will be independent in politics, it is announced.

This is Buffalo's second reduction in newspapers within a few months, the Post having suspended late in 1925. It reduces the number of active Associated Press memberships held in Buffalo to three.

The Buffalo Express was founded 80 years ago and was reorganized in 1878 by James Newson Matthews. It has been under the domination of the Matthews family since that time and shortly before the merger had announced plans for the erection of a large new publishing house.

The Courier was the first daily newspaper issued in Buffalo, having been founded in 1831 succeeding the Buffalo *Bulletin* as the *Buffalo Star.* Several years ago Mr. Conners replaced his *Buffalo Enquirer* with a tabloid bearing the name Star. This publication continues without change. The name Courier was adopted in 1845 and publication under that name has since continued, Mr. Connors becoming its owner in 1897.

Recently each newspaper has had a circulation of approximately 55,000, daily. The Sunday issues, particularly of the Courier, were much larger.

Following is the statement of William J. Conners, Sr., relative to the merger:

"The merger of the Express and the Courier into the new Buffalo Courier and Express rests on sound economic principles. The cost of producing two big newspapers is very great. The expenditure of material resources is enormous. The reading public is not better served.

"Firm conviction that Buffalo's reading public and Buffalo's welfare demand a morning newspaper of the finest sort capable of production has resulted in this merger. Readers will get two newspapers for the price of one. All the best features of both journals will be preserved for the enjoyment of their respective followers.

"In unity there is strength. I expect these combined forces to turn out the very finest newspaper in not only this part of the country but the nation. The responsibilities of producing this super morning newspaper have been handed over to young blood, William J. Conners, Jr., Burrows Matthews and John D. Wells. They will hold high the banner of a greater Buffalo. They will be fearless and independent. There will be no malice or spite toward anyone. An unbiased attitude will be preserved, save where evil is to be fought. 'Boost Buffalo' will be the cornerstone of the new institution.

"Cities east and west are progressing at top speed under the momentum supplied by a single morning newspaper. I cite Detroit, Cleveland, Rochester, Syracuse and Albany as examples. Business in Buffalo will be benefited by this merger. Merchants will be afforded a single, direct and powerful medium of contact with the buyer and the consumer. Presentation of claims for wares will be facilitated. With unbounded faith in Buffalo's future and with a sense of personal happiness I commend the New Courier and Express to readers of yesterday, today and tomorrow."

A telegraphic statement to EDITOR & PUBLISHER signed by W. J. Conners, Jr., and Burrows Matthews said in part:

"We shall have as our inspiration for the future the splendid traditions that have surrounded both of these outstanding properties for nearly 100 years."

Congratulatory messages in abundance followed the announcement. One of the first of these came from Vice President Charles Dawes and many others from persons of high station in the state and nation.

Mr. Conners recently purchased a site on Buffalo's new civic center and proposes to erect thereon a skyscraper building as the home of his newspaper and numerous other enterprises which include very extensive Great Lakes, Florida and other interests. He was in Buffalo completing details of the merger.

The merger leaves Buffalo, which is strongly Republican in national politics, with a single newspaper of that persuasion, the *Buffalo Evening News.*

FIRST ISSUE OF MERGED BUFFALO DAILY

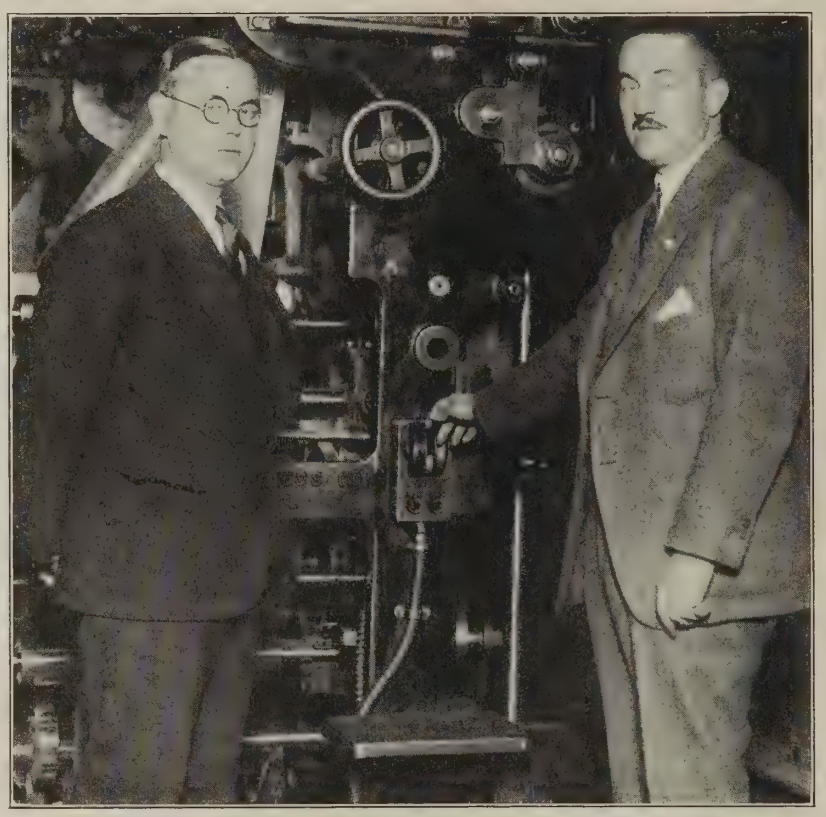


Photo shows Burrows Matthews (left) and W. J. Conners, Jr., (right) turning on power for first run of new Buffalo Courier and Express on June 14.

W. H. Carswell Dead

W. H. Carswell, 51, first advertising manager for the *Vancouver* (B. C.) *Sun,* died Sunday, May 23 at his home in Vancouver. Mr. Carswell in 1912 became the Sun's first advertising manager and in 1914 manager for the A. J. Massey Advertising Agency of Winnipeg. At one time he had been secretary to the late Sir Israel Tarte, minister of marine and fisheries in the Laurier government.

Merritt Joins Cambridge Springs Paper

Milton L. Merritt has become general manager of the *Cambridge Springs* (Pa.) *Enterprise-News* succeeding James M. Ross of Erie who was forced to retire on account of ill health. Ross was connected with the Enterprise-News for more than four years. He was formerly advertising manager of the *Erie Herald.* Merritt was for some time advertising and circulation manager of the *Charleroi Daily Mail,* leaving that post to join the Cambridge paper.

Delineator and Designer to Merge

S. R. Latshaw, president of the Butterick Publishing Company, has announced that the two women's magazines, the *Delineator* and *Designer,* will be combined in one publication, the Delineator. The change will take place with the November issue.

LEE SYNDICATE BUYS KEWANEE DAILY

E. P. Adler President of Midwest String Obtains Control and Places Son in Charge—Leo Lowe Retains an Interest

E. P. Adler, president of the Lee Newspaper Syndicate, which operates seven newspapers in four Mississippi Valley states, and publisher of the *Davenport* (Ia.) *Times,* last week purchased the *Kewanee* (Ill.) *Star - Courier,* published the last 30 years by Leo H. Lowe, and has made his son, Philip D. Adler, editor and publisher of the paper. A new corporation, the Kewanee Star-Courier Company, will be formed to take over the paper with Mr. Lowe retaining an interest in the plant and serving as one of the directors.



E. P. ADLER

With the acquisition of the Courier, the Lee Syndicate enters its fourth state, having the Davenport Times, *Ottumwa Courier, Mason City Globe Gazette* and *Muscatine Journal* in Iowa; the *Madison State Journal* and *LaCrosse Tribune* in Wisconsin and the *Hannibal Courier-Post* in Missouri.

The Star-Courier is an evening paper, housed in a three-story building, 50x150 feet, which is included in the purchase. The Courier was established as a weekly in 1876 and became a daily 31 years ago.



PHILIP ADLER

Philip Adler, the new editor and publisher, completed his course at the University of Iowa this spring, serving four years with the *Daily Iowan,* student daily, the last year as editor-in-chief. Loren D. Upton of Iowa City for the last four years business manager of the Students' Publications, Inc., will be business manager. Upton was also instructor in journalism in the college. He has been succeeded at Iowa by Harry Bunker.

Although Mr. Lowe will be connected with the Courier under the Lee Syndicate association, he plans to take a long rest before returning to his duties.

In relinquishing is editorship of the Star-Courier after 30 years' service Mr. Lowe said, editorially:

"For more than 30 years the writer has been connected with the paper. For most of that time he has been editor and has daily written this column. It has never been brilliantly written but we hope it has been honestly offered. That it should be so has been our constant hope.

"Friends. They are what make life worth living. To those who have helped, supported and forgiven us in all these years, we can only say, God bless you all.

"Some have been kind enough to say they hoped we would not seek residence elsewhere. It is needless. In our present frame of mind, we could not live elsewhere if we tried.

"And so, for the first time in these 30 years we sign the editorial column. Good-bye.—L. H. Lowe."

Tribute Paid to Late Publisher

High tribute was paid to the late Everett C. Johnson, publisher of the *Newark* (Del.) *Post* and a trustee of the University of Delaware, Newark, by the board of trustees of that institution at the recent commencement exercises.

PASTOR GLAD TO QUIT AFTER WEEK AS EDITOR

"I Feel Like an Emancipated Slave" Exclaims Rev. D. W. Ferry Who Traded Places with W. W. Robertson of Yakima Republic Following Latter's Invitation—They Differed on Prohibition

By Miss S. I. ANTHON
Managing Editor, Yakima Republic

SCOTCH Presbyterian training in the stern theological doctrines of predestination and infant damnation did not contribute to Rev. David W. Ferry's idea of a 100 per cent nightmare. It remained for his week's service as editor of the *Yakima* (Wash.) *Daily Republic* to furnish that. His nightmare now is a vision of a row of linotype machines come to angry life and pursuing him 'round and 'round with clicking keys in place of grinding teeth and hungrily yapping for copy, COPY, COPY! And the first time that Rev. Mr. Ferry, having completed his brief editorship, wandered into a newspaper office it was with much the bravado of the small boy that he looked at the relentless linotype and promptly declared "I feel like an emancipated slave."

Rev. Mr. Ferry, without previous newspaper experience, took the editorship of the Republic while the editor, W. W. Robertson, went on a week's vacation. The arrangement was made following a long press-pulpit argument in which Mr. Robertson contended editorially that the cure of the present prohibition law is in many respects worse than the disease while Rev. Mr. Ferry contended that the law is sound and, when time and human frailty are considered, operating satisfactorily. In the course of the argument Rev. Mr. Ferry was editorially referred to as the "erring minister" and promptly took up the challenge by preaching a prohibition sermon in his own defense as well as to uphold the prohibition cause. It was charged that the "dry" faction had scant opportunity to put its views before the people and the offer of the week's editorship, no strings attached, was speedily made. Rev. Mr. Ferry, of Scotch-Irish descent and veteran of the Boer and World wars, accepted as quickly.

"I used to be haunted every Sunday evening by the horror that next Sunday, drained dry of sermonic material as I was, I would again have to face a congregation and preach," the minister-editor commented on the final day of his service. "After this I guess I'll just be thankful. Preaching every Sunday is nothing like the strain of filling editorial columns day by day with worthwhile material. I've learned that. The demands of newspaper space and time are so insistent and relentless that I could not stand up under them long. In fact, I don't really see how anyone stands such a nerve-racking task. As for enjoying it—! We ministers should be grateful we only have to preach one day a week and don't have to editorialize verbally and exhort to the extent of two or more columns every day. That's my idea of hard labor—a life sentence.

"The 'other fellow's job' certainly looks a lot easier from the outside than it does from the inside. Lots of persons think they could run newspapers and write editorials without the least difficulty. There have been times when I've had some such idea myself. I wish such persons could all try it once. It would develop a fine spirit of tolerance for editors and editorials, though after the experience they might not survive so long to exemplify it. If I ever have to retire from the ministry, I'm certainly not going to try to find any rest in an editorial chair, no matter how well padded. It isn't there. No one can run the other fellow's job as well as his own though he may, until he has tried, be fully convinced that he is able to do so." Newspaper men will all agree that Rev. Mr. Ferry has one drawback that will keep him from ever making a real success as a newspaper worker. When he was offered the week's salary that Mr. Robertson allows himself, he refused it and would not even accept it to devote to his beloved prohibition cause.

Through his editorial service, during which the Republic was the dryest of the dry newspapers, prohibitionally speaking, in the state, Rev. Mr. Ferry acquired a considerable amount of sermonic materia." He invited several of the "dry" leaders to contribute editorials, all printed over their initials, and stepped so firmly on some of the pet ideas of the anti-prohibitionists that several of them availed themselves of the ancient remedy of ordering their paper stopped. Even his wife, he confessed, urged him not to



Rev. D. W. Ferry

devote so much space to the liquor question as she was getting a bit tired of it, but the zeal of the crusader led Rev. Mr. Ferry to have at least one and usually several editorials daily in behalf of the prohibition cause. Not being able to emphasize his words in other ways, Rev. Mr. Ferry tried having some of his editorials printed in 10 point instead of the customary eight point, though his printing vocabulary was so limited that "you know, larger" was about as specific directions as he was able to give. He also used at least one editorial of almost a column in length, a length that rarely appears in the Republic's column under Mr. Robertson's personal direction. His brief paragraphs, possibly quoting Howlin Hix the reservation farmer or Castoria Magooselum the flapper, are widely copied and he is the exemplification of the axiom that dubs brevity the soul of wit.

Rev. Mr. Ferry learned quickly that printer's ink has no inflections. Words created by its use are cold and precise and their sting is not softened by a twinkling eye or a similing mouth, as may be done when one speaks ex cathedra from the pulpit. The man who prayed that the Lord deliver him from his friends and expressed his willingness to handle his enemies without additional help is thoroughly understood by the Rev. Mr. Ferry as a result of his newspaper experience, brief as it was. His enemies waited for him to attack while his friends craved to lead the attack for him. Not a few of them submitted enough editorial to choke the press of the most metropolitan daily and could not see why their material, most of it impossible to handle, was not used.

The task of explaining why this or that effusion could not be printed and refusals to allow the editorial columns to be used to exploit personal grudges, called for even more finesse and tact than for a he-man such as the minister-editor is to attend the ladies' aid or missionary society meeting and get away without pulling any social or church boners. At that, the Rev. Mr. Ferry took his editorial office a bit too late for the usual open season of would-be spring poets.

In the opinion of the Rev. Mr. Ferry, the touch with the world of the press was distinctly worth while, though he will always find an em a great mystery, consider justify as related to ethics only, and six point, eight point, and the like mere gibberish as far as he is concerned. On his final day he declared that "I am darn glad it is over. Newspaper people are wonderfully kind and everyone was helpful, but man! it's certainly a job to get out a paper or any part of it."

During the period that Rev. Mr. Ferry was in charge of the editorial columns of the Republic, the following notice to patrons headed the column:

"NOTICE TO PATRONS

"From now until Wednesday night, May 19, the editorial department of the Republic will be in the hands of Rev. David W. Ferry, and through him and in co-operation with him, in the hands of all persons in this community who differ in any way from the policies in public matters heretofore advocated by the newspaper. Dr. Ferry will sit in the editorial chair in the editorial office, and whatever he may say about the paper's editorial expressions will go—it being understood that he and his colleagues will speak for themselves and will not bind the newspaper beyond the date when they finish their work. We hope that Dr. Ferry will have the most cordial and sympathetic assistance of everyone in town who does not agree with the Republic on any question of public interest during this week.

"THE EDITOR."

Rev. Mr. Ferry's initial statement was:

"THE NEW EDITOR

"In taking over the Editorial Department of this paper, we are embarking on an undertaking in which we have had no previous experience. We are doing it at the request of the editor who feels that those who differ with his editorial views should have an opportunity to express themselves.

"So far as we know this is a new departure in editorial policy. For an editor to turn his editorial columns over to another who is untried and unproven, without any strings attached, requires courage of a high degree; but for an editor to turn his editorial columns over to those who disagree with him, with no strings attached, requires not only courage but manifests a spirit of good sportsmanship and fair play that if put into practice more generally would result in better understanding and be productive of better feeling between those who hold diverse opinions and who are inclined to look askance at those who are on the 'other side of the fence.'

"The sporting aspect of the editor's challenge none can gainsay. The wisdom of it remains to be seen. Our guess is that the readers of the Yakima Daily Republic will heave a vast sigh of relief when the old regime is reestablished.

"David William Ferry, Editor Pro-Tem."

"The policy of these editorial columns during the present incumbency shall be a fair field for all and no favors. If you feel that the former editor has misrepresented your views or violated your feelings on any question of public interest, tell us about it and we will lambast him good and plenty. We have a few accounts to square with him ourself."

Toward the end of his regime, when he had suffered some of the sad experiences that at times are the lot of every newspaper worker, Rev. Mr. Ferry wrote:

"FOOLED AGAIN

"No mere preacher can compete with an editor. The editor of this paper purposely entered into controversy with us and finally surrendered his paper into our hands.

"We were foolish and egotistical enough to believe that this surrender was a real victory, but we find, as many another supposed victor has found to his cost, that to the 'vanquished' and not to the 'victor belong the spoils.'

"The editor has had a week's vacation; has had his paper and himself advertised all over the country; didn't even preach for us; and what do we get? A week of hard labor, doing both our own work and his, and all the kicks, slights, slams and slurs that accompany the editing of a 'fearless' paper. We were badly fooled."

A fairly typical Robertson editorial in regard to the prohibition issue is:

"The other day up at Wenatchee, officers of the law, claiming to be out pursuing their duty of enforcing, arrested a citizen who owns and conducts an apartment house, and put him in jail and kept him there for several hours in spite of the protests of his attorney. This man conducts a place so respectable that the mayor of the town and the district superintendent of the Methodist church and other well known and highly respected citizens make their homes there. It had been represented to the officers that someone in the house had liquor in his possession, and the proprietor, not himself under the slightest suspicion, charged with nothing, was treated with indignity because he refused to open the rooms of his guests in obedience to a search warrant until he had been advised by his attorney that he had a right to do so. The other day a man going about his business in his boat on Puget Sound was shot and killed by a coast guard because he refused to stop when ordered to do so and declared he would shoot anyone who attempted to board him. He was not carrying liquor, and the officers had not the slightest reason to suspect that he was. Outrages of this kind against citizens cannot be perpetrated continually and indefinitely even in the name of prohibition enforcement. Whiskey in the old days undoubtedly had its victims. It never went into a man's house and murdered him or took him off to jail. As long as he let it alone he was perfectly safe from its depredations. That much cannot be said of what our prohibition friends call 'law enforcement.'"

As an entire change of front, below is a portion of a typical Ferry editorial such as appeared daily during the minister's tenure of a week:

"GIVE IT A CHANCE

"When we recall that the liquor traffic has been enslaving the human race during all the centuries of recorded history, it is not astonishing that this form of slavery cannot be completely wiped out in five or six years.

"Human slavery was not wiped out when the anti-slavery law became a part of our constitution. It required many long years for the abatement of this evil.

"A well financed, well organized nation-wide campaign of 'wet' propaganda sponsored by the liquor interests is being conducted to break down morale, foster disrespect and encourage revolt against the laws of our land in an attempt to bring the 18th Amendment to our Constitution into disrepute, to have the prohibition law modified and ultimately to restore the liquor traffic to its former power.

"In this campaign they are aided and abetted by those who are in revolt against our laws, by all who profit by lawlessness, and by the 'wet' press that deliberately and as a part of this propaganda presents to its readers distorted news, headlining wet propaganda and ignoring or obscuring anything favorable to prohibition, holding our Constitutional laws up to ridicule, constantly and systematically reiterating that our laws are impossible of enforcement, sympathizing with and condoning those who violate them, on the ground that the law itself and not the violator is to blame, and in various ways undermining respect for law, and rendering law enforcement more and more difficult."

E. M. JOHNSON SUCCEEDS BARLOW

Wisconsin Man to Head New Minnesota Journalism School

Edward Marion Johnson, associate professor of journalism at Wisconsin, has been named head of the new journalism school at the University of Minnesota to be established next fall under a $350,000 endowment provided by late W. J. Murphy, publisher of the *Minneapolis Tribune*. He succeeds Prof. Ruel R. Barlow, who resigned last week.

California Semi-Weekly Sold

Gilmore H. and Arthur Gilbert have sold their interest in the *Compton* (Cal.) *News-Tribune*, semi-weekly, to W. H. Coonradt and Carl M. Bigsby. Mr. Bigsby, who was editor of the Tribune, prior to the merger last fall, will be the editor under the new ownership, while Mr. Coonradt, who was also with the Tribune, will be the publisher of the newspaper and general manager of the Compton Printing Company.

There are 172 firms representing newspapers in the national advertising field.

The *Augusta* (Me.) *Kennebec Journal* is in its 101st year of continuous publication.

Seventy-five newspapers in the United States publish rotogravure sections.

YOU CAN LIBEL PEOPLE AND NOT NAME NAMES

Might as Well Be Blunt If You are Sure of Truth in Good Cause—Two Dozen Words, Without Proper Noun, Once Cooked Up $16,000 Libel Judgment Against Daily

By PHILIP SCHUYLER

Ralph Pulitzer, editor of the New York World, once said:

*"We should never forget for an instant that one reporter thoughtlessly writing an inaccurate story may have it in his power to do more harm to some unfortunate than could the Governor of a soverign state. * * * That one editorial writer * * * may have it in his power to blast a reputation and shatter a career more utterly than could the President of the United States.*

"Reporters and editors need not think they rid themselves of this weighty responsibility by eliminating names and insinuating charges. .If they are sure of the truth let them print the names and print the charges in a good cause.

This is brought out in this the 14th article in a series obtained by EDITOR & PUBLISHER, *stripping the libel law of legal verbiage.*

"THERE," sighed the copyreader, after going through a powder-factory story and eliminating the names, but leaving the libellous charges. "I've put a permanent crimp in the wave of libel suits this time."

But he was wrong.

You can libel people and not name names.

"A person may be libelled by a story, if it describes him in such a way as to enable his friends and acquaintances to identify him as the person referred to, even though it does not mention him by name," reads "Look Out for Libel," a brief memorandum issued by the Bureau of Libel Survey of the Hearst Newspapers, New York.

You needn't name charges, either; if what you write is untrue and damages to individual reputations follow, you must face the libel consequences.

Back in the days when Harry K. Thaw's case was real big in the news, and not merely inside-page chatter about Mrs. Thaw's birthday anniversary, reported reunions with Evelyn Nesbit and Harry's own announced forthcoming published memoirs, a more or less unimportant murder occurred down in Virginia.

First stories from there were confusing. It seemed, however, that a woman fleeing from a man had taken refuge in the home of a John Armstrong Chanler. The man had followed her there and Mr. Chanler had shot and killed him.

Now Mr. Chanler had been adjudged insane in New York state and his estate was being administered for him from there. He was living in Virginia, nevertheless, as a sane man.

Having in mind the red-hot Thaw case, an important editorial writer on the staff of the *New York Evening Post* wrote an editorial paragraph which did not contain more than 24 words. None of these words was a proper name. In effect the paragraph simply declared that the "latest prominent assassin" had had sense enough to have himself adjudged insane before committing his rash act.

John Armstrong Chanler was freed of a murder charge in the Virginia courts. "Assassin" is a word that is libellous *per se*.

Bang!

A libel pot was started boiling which cooked up through all appeals a $16,000 judgment against the New York Evening Post.

"In "Freedom of the Press and Its Limitations," by Isaac Deforest White, head of the Bureau of Accuracy and Fair Play of the *New York World*, occurs this pertinent passage:

"You may libel a person without publishing his name or address. The record of the courts show there is a perilous belief quite general among news writers that the contrary is the fact.

"In one libel action the complaint was based on the publication of an interview with a woman who believed her lover had been robbed and murdered by his brother. The name and address of the suspect were withheld, but his identity was made plain to many who knew him by writing of him as a former roommate of the dead man and describing the locality in which they had resided.

"A newspaper published a series of articles not long ago in which it accused several druggists of dispensing drugs, which were imitations or not up to the recognized standards. The newspaper did not name these druggists or give their exact addresses, but seven of them collected money damages out of court for libel on the ground that the newspaper identified them by writing 'a druggist near the corner of' and then naming the intersecting streets on the corners of which the respective stores were located."

In the same class of libel are those cases which have been described in previous articles, but cannot be printed too frequently, in which charges are not names directly, but insinuated.

"To insinuate that a person has been guilty of wrongdoing may be just as libellous as making a direct charge," Mr. White has written in the same book.

"That this fact is not generally appreciated by newspaper writers is indicated by the number of libel actions which are based on innuendos.

"The following extract from an article complained of in one of these suits (with letters substituted for names) is an apt illustration: 'Mrs. A. was an attractive and brilliant woman and B. was openly attentive to her. For a long time, nothing was thought of this, but at last society began to talk. The end came in an open scandal. Mrs. A. left her husband's home never to return. The B. house was also temporarily broken up, but the wife finally returned to her husband.

"The writer of the above paragraph and the copyreader who passed evidently were of the opinion that by cunningly wording the article and evading any direct charge, they had steered clear of the libel laws. As a matter of fact, the paragraph as published was just as much a libel—although it would probably not be considered so gross a libel—as it would have been if the charge of adultery had been made in so many words."

Perhaps some may consider it wasteful to present several definitions of the same libel law, but to the mind of the writer each of several definitions is apt to bring out a point overlooked in previous generations.

Thus it is that "The Law of the Press," by William G. Hale, Dean of the Law School and Professor of Law of the University of Oregon, in its definition brings out the fact that it is possible to libel a man or woman by reference merely to his or her class or profession. The definition reads:

"A libel is not committed upon an individual, unless a sufficient clue to his identity is given. However, he need not be specifically named. The designation may be sufficient, whether it is by name, by occupation, or by blanket reference to a specified group, of which one is a member, (board of directors or trustees, etc.)

"However, since the object of civil libel is to compensate a particular individual for a loss sustained by him, a personal action for damages will fail, unless the plaintiff can show that he was so described as to be identified by the readers. Otherwise such loss does not ensue.

"A somewhat difficult problem may thus be presented, where reference is to a class or group of persons, by some composite designation. Whether a particular individual in the group can make it appear that he, personally, has suffered damage, may well depend upon the size of the group, the popular knowledge of its personnel, and the apparent purpose of the defamatory statements. It is a question of fact and of degree. A general invective against those who administer the law would not support civil libel, but it would probably be otherwise, if charges of corruption were made against members of the Supreme Court of a certain state. Likewise a distinction would probably be drawn between a defamatory attack upon the Legislature as a body, and upon all members of the finance committee of the Senate."

A court, Hale points out, has stated the test as follows:

"If the words may, by any reasonable application, import a charge against several individuals, under some general description or name, the plaintiff has a right to go on trial, and it is for the jury to decide whether the charge has a personal application to the plaintiff."

Don't try dangerous cross-cuts!

N. Y. TIMES MAN AND FILM STAR WED AT SEA



With Captain George Fried, of the U. S. liner "President Roosevelt" officiating, Lincoln Eyre, Berlin correspondent of the *New York Times* and Dina Gralla, German film star, were married recently while the ship ploughed the cold North Sea. In the photograph taken on the promenade deck where the ceremony took place, are shown (left to right) Mrs. Hawkins, stewardess, Chief Steward Charles Kennecke, Chief Engineer J. Turner, Dina Gralla, Lincoln Eyre, Chief Officer R. B. Miller, and Purser A. Koppenjan. Capt. Fried received world renown last winter when his crew rescued the crew of the sinking British steamer *Antinoe*.

PHILADELPHIA RECORD CRUSADED FOR BRIDGE OVER DELAWARE RIVER

Daily Was First Penny Paper in America, First to Print Daily Women's Pages, and Daily Auto Sections—Rowe Stewart, General Manager

DELEGATES to the Associated Advertising Clubs of the World's convention in Philadelphia next week have been invited to be among the first to cross the new bridge which spans the Delaware river, linking Philadelphia with Camden, N. J. This honor would not have been possible, had it not been for the strong editorial fight waged single handed by the *Philadelphia Record,* the only Democratic daily in Philadelphia, and the paper of which Rowe Stewart, former A.A.C.W. president, is general manager.

When New Jersey floated bonds to pay for the bridge, it provided a sinking fund to be paid out of tolls. The Pennsylvania State Legislature, however, passed almost unanimously a bill supported by Philadelphia politicians, providing for free passage over the span. A big fight between the two states ensued, with the two attorney generals taking the case to the Supreme Court of the United States. A long delay in completion of the bridge seemed inevitable.

The Record then undertook to sway public opinion and force the Pennsylvania Legislature to repeal the bill. Although personally solicited, other papers throughout the state refused to help Mr. Stewart's daily in its fight. Cards were printed and sent to voters and motorists asking them whether or not they would be willing to pay tolls or wait indefinitely for the bridge, work on which had been halted as a result of the supreme court suit between the two states.

When Gov. Pinchot called a special session of the legislature in January, 1926, the Record succeeded in getting him to include its measure for repealing free tolls. The bill was repealed with only one vote in each house against it, despite a Mayor's committee sent from Philadelphia. It was a clean victory for the Record.

This paper has many record "firsts" to its credit. It was the first penny paper in America, and maintained this price until 1917. It started the first daily woman's page in 1891, and the first daily automobile section.

Mr. Stewart, vice-president and general manager of the Record, has for many years taken a keen interest in organized advertising. In 1920-1921, he was president of the Associated Advertising Clubs of the World. In consequence he pays particular attention to the advertising side of his newspaper.

"We train all our solicitors to be good copywriters as well as salesmen", he has explained to EDITOR & PUBLISHER. "We also maintain our own copy department in charge of a skilled copy writer.

"And I can believe the Record can claim to be among the first to clean up its advertising columns. We have no regular censorship committee, but we do not allow any highly speculative copy or any untruthful advertising in our paper."

For more than 25 years, the Record has shown its interest in the question of better advertising by printing a daily editorial on the subject.

Mr. Stewart started his career as an office boy on the same paper he now heads. In addition to the Record, he has been connected at various times with the *Philadelphia North American, New York Globe, Washington Herald* and *Philadelphia Times.* From 1910 to 1913, he was in the advertising agency business with the Tracy-Parry-Stewart Company.

Melville F. Ferguson, the Record's managing editor, has been connected with that newspaper for 31 years. He started as a reporter in 1896. As editorial executive, Mr. Ferguson believes an editor's duty is to so control his staff that it produces a newspaper that is a fair, accurate undistorted mirror of its community.

Thus he has drawn up a code of reportorial ethics for his staff, the enforcement of which he makes one of his important duties. Of 25 rules making up the code, the following are underscored.

"Get both sides of your story. When the circumstances reflect upon an accessible individual or group, learn what is to be said in explanation or defense. Fairness and justice demand it.

"Be accurate. Remember that in most cases the story you write will be read by some people who have first-hand knowledge of some of the facts. They will be quick to detect inaccuracies, and to characterize the paper as unreliable if it prints statements at variance with their own observation.

"Keep your personal opinions, or the supposed opinions of the paper, out of your story. Stick to the facts. Interpretations and comment belong in the editorial columns.

"Avoid ridicule except when it is conveyed by a plain recital of facts. Nothing makes enemies more quickly; and one enemy of the paper exerts more influence than ten friends.

"Never write a story that you cannot successfully defend, when an irate reader comes to the office to demand a retraction. If you keep this rule constantly in mind all the time, you will keep out of libel suits."

The history of the Philadelphia Record dates from May 1, 1877, when William M. Singerly bought from William J. Swain a newspaper known as the *Public Record.* It had been founded on May 10, 1870, and was published at The Record Building, at Third and Chestnut streets.

On June 1, 1877, Mr. Singerly launched the Philadelphia Record, a one-cent newspaper. It was the first one-cent newspaper that the American people ever saw. On Jan. 29, 1917, the Record in common with many other newspapers throughout the country increased the price of the daily edition to 2 cents per copy.

In 1882 the paper was moved from Third and Chestnut streets to the new Record Building, at Ninth and Chestnut streets, and at the same time began the issue of a two-cent Sunday newspaper. Later the price was made 3 cents, and on January 4, 1914, with the addition of several new features, the price was increased to 5 cents. The present price of the Sunday edition is 7 cents in the city and 8 cents outside of the city.

The Philadelphia Record was the first newspaper in the world to establish a daily magazine department for women.

D'UTASSY PRESIDENT OF N. Y. MIRROR

Treasurer Succeeds M. L. Annenberg, Resigned as Head of Hearst Tabloid—Was Once with Patterson's Paper

George d'Utassy, treasurer of the *New York Mirror,* has been appointed president of the Hearst tabloid, succeeding Moses L. Annenberg, whose resignation was announced last week. He retains the title of treasurer. Philip A. Payne, managing editor, is vice-president, and J. Mora Boyle, business manager, secretary.

Mr. d'Utassy was at one time connected with the Mirror's opposition, the *New York Daily News,* edited by Captain J. M. Patterson. Prior to becoming treasurer of the Mirror he was vice-president of the International Film Company.

A graduate of Harvard College, Class of 1898, Mr. d'Utassy began his career with Harper & Brothers, book and magazine publishers. At various times he has been publisher of *Motor, Cosmopolitan Magazine, Motor Boating, Hearst's Magazine, Harper's Bazaar, Good Housekeeping* and *Nash's Magazine* of London.

PRESS PICTURES BANNED IN BRITISH LAW COURTS

UNDER a clause in the Criminal Justice Act, which came into force in England this month, it is now an offense involving a penalty of £50 to take or attempt to take in a law court any photograph for publication, or to make or attempt to make a sketch or portrait of any juryman, judge, witness, or party in any proceedings in the court.

It is also an offense to publish any such photograph or sketch, the penalty for infringement of this also being £50.

The law applies to courts, of justice, coroners' courts, and to pictures of judges, recorders, registrars, etc.

The picture must be made neither in the court itself nor the precincts thereof, nor of a person while he is entering or leaving the court or its precincts.

KNECHT SAYS FRENCH LACK U. S. NEWS

Urges Fuller Cable Reports as Aid to Peace and Progress—Delegates to A. A. C. W. Convention Luncheon Guests of New York Publishers

French newspapers are lacking in adequate cable news from America, according to Dr. Marcel Knecht, general secretary of *Paris Le Matin,* addressing guests to a luncheon given the French delegates to the Associated Advertising Clubs of the World's convention. The Newspaper Publishers Association of New York City was host at the luncheon, and Fred A. Walker, association chairman, and publisher of the *New York Evening Telegram,* presided.

Dr. Knecht explained reasons for the lack of American news in French newspapers as due to the high cost of cable tolls and the small size of the French newspapers. Fuller cable reports, he said, would make the press "a gigantic instrument for peace, co-operation and economic progress in America and France."

"We come to America as colleagues," Dr. Knecht explained, "representing the newspapers of France, and we are on a pilgrimage of good will. We have come to meet the leaders of the American press, and to see if the actual interchange of news between our two countries is sufficient."

In conclusion, Dr. Knecht pleaded for less sentimentality in Franco-American relations.

Others who spoke at the luncheon were Leon Renier, Jr., commercial manager of the Havas Agency; Andre Kaminker, delegate from District 17 of the A.A.C.W., and James W. Brown, publisher of EDITOR & PUBLISHER.

The French delegates, Marcel Knecht, Gilles Duroulet, Maj. Adrien Muller, Leon Ranier, Jr., Andre Kaminker, and Henry Dumay, Jr., were to arrive in Philadelphia either June 19 or 20.

Those attending included: Louis Wiley, business manager, and Hugh O'Donnell, assistant business manager, *New York Times;* Herbert F. Gunnison, *Brooklyn Eagle;* W. W. Craig, *Brooklyn Standard Union;* Julius Ochs Adler, *New York Times,* Mason Peters, *New York Journal of Commerce,* C. K. Woodbridge, A.A.C.W. president; C. C. Lane, business manager, *New York Evening Post;* A. B. Chivers, *New York American;* J. R. Waters, and Henry Ahern, *New York Evening Graphic;* S. M. Williams, *New York World;* J. C. Dayton, *New York Journal;* Edwin S. Friendly, *New York Sun;* Robert Creswell, *New York Herald Tribune;* Robert Remy, Washington correspondent, of Agence Havas of France; and L. B. Palmer, manager of the American Newspaper Publishers Association.

ROBERTSON LIBEL SUIT vs. N. Y. NEWS ON TRIAL

Woman Who Lost Actions Against Times, World and Two Jersey Papers Pressed to Appear This Week by Tabloid's Counsel

Despite an appeal for delay, made by attorneys for the plaintiff, the $100,000 libel suit brought by Mrs. Sarah L. Robertson against the *New York Daily News,* went on trial this week before Judge McCook, in New York Supreme court.

After two weeks' trial a verdict against Mrs. Robertson and in favor of the *New York World* was opened June 7. The plaintiff had sought $135,000 from the World. The News case has been on the court calendar for some time marked ready. Mrs. Robertson pleaded illness in asking a delay, but MacDonald Dewitt, attorney for the News, obtained permission from the court to have a physician examine her, and when he reported her in condition to appear in court, trial opened.

Mrs. Robertson's suits against the *Long Branch Record* and the *Asbury Park Press* were tried together more than a year ago. The jury disagreed and they have not been retried. Suit against the *New York Times* on the same alleged libel was tried last April and a jury found a verdict in favor of the newspaper. The actions against the *New York Sun* and the *New York Evening Telegram* were consolidated and tried a few days after the trial of the Times' suit and a jury found a verdict of $5,000 each against both newspapers. The Sun and Telegram have appealed.

In all cases, Mrs. Robertson is objecting to published reports of an investigation by the police and public prosecutor of Monmouth County, N. J., following her arrest in February, 1922, on a charge of conspiracy to defraud Lloyds of London of $73,000 jewelry insurance by staging a fake hold-up and robbery at her home in Deal, N. J. Newspaper articles complained of reported that a few hours after her arrest, Mrs. Robertson had herself confessed to Gerard Luisi, chief investigator of Lloyds, and that she was ready to produce the "stolen" jewelry and name her accomplice if she was assured immunity. Mrs. Robertson was acquitted when tried on the criminal charge.

The World made a very careful and thorough inquiry into the past history of Mrs. Robertson. The inquiry covered cities and towns in many states from New York to California, and evidence was found which had not been available at earlier trials.

Mrs. Robertson was represented in the World trial by William Otis Badger, Jr., New York attorney, while Charles B. Brophy was the defense counsel.

The World in answer to Mrs. Robertson's complaint, pleaded justification—that the articles were true.

ATTORNEY CHARGES LIBEL

G. T. Kern Asks $10,000 Damages from Woodland (Cal.) Independent

John F. Garrette, publisher of the *Woodland* (Cal.) *Independent,* a bi-weekly newspaper, was named defendant in a $10,000 libel suit filed June 7, by District Attorney George T. Kern of Yolo County.

The suit is a sequel to a recent report of the Yolo County Grand Jury in which Kern's removal from office was asked. It also asked from Kern the return of $960 alleged to have been drawn from the county in payment of stenographer's wages when the county government act does not provide for such an expenditure.

Kern's suit is based upon an editorial in Garrette's paper in which the grand jury's report was reviewed.

Kern is seeking re-election at the August primary election.

MAY LINAGE FOR 30 CITIES SHOWS 6.8 PER CENT GAIN

FIGURES compiled by the New York Evening Post Statistical Department for the May advertising of 132 newspapers in 30 cities show a total gain of 6.8 percent. The comparative figures follow:

SUMMARY OF ADVERTISING BY CITIES

30 cities listed — 26 show gain — 4 show loss
132 papers listed — 92 show gain — 37 show loss
3 no comparison

	1926	1925	
New York	16,324,002	14,839,352	1,484,650 Gain
Chicago	8,803,542	7,855,362	948,180 Gain
Philadelphia	7,626,797	7,199,352	427,445 Gain
Detroit	5,995,976	5,912,956	83,020 Gain
Cleveland	4,315,575	4,270,725	44,850 Gain
St. Louis	4,611,640	4,410,900	200,740 Gain
Boston	7,501,700	6,531,909	969,791 Gain
Baltimore	4,962,662	4,701,949	260,713 Gain
Los Angeles	7,440,254	7,304,266	135,988 Gain
†Buffalo	4,135,191	3,930,406	204,785 Gain
†San Francisco	5,075,521	5,101,195	25,674 Loss
Milwaukee	3,509,136	3,429,972	79,164 Gain
Washington	5,233,163	4,669,145	564,018 Gain
Cincinnati	3,892,800	3,515,400	377,400 Gain
New Orleans	4,438,086	3,792,929	645,157 Gain
Minneapolis	3,392,315	3,117,572	274,743 Gain
Seattle	3,221,176	2,918,322	302,854 Gain
Indianapolis	3,458,196	3,563,721	105,525 Loss
Denver	2,425,780	2,562,448	136,668 Loss
Providence	3,191,207	3,015,530	175,677 Gain
Columbus	3,888,294	3,376,686	511,608 Gain
Louisville	3,722,755	3,401,319	321,436 Gain
St. Paul	2,652,678	2,503,452	149,226 Gain
†Oakland	2,539,012	2,593,598	54,586 Loss
Omaha	2,250,598	2,072,658	177,940 Gain
Birmingham	2,963,534	2,639,924	323,610 Gain
Richmond	2,154,670	2,145,038	9,632 Gain
Dayton	3,142,790	3,096,744	46,046 Gain
Houston	3,091,004	2,961,658	129,346 Gain
†Des Moines	2,237,464	2,095,639	141,825 Gain
Totals	138,197,518	129,530,127	8,667,391 Gain

†Note references under individual newspaper linage of these cities.

NEW YORK

	1926	1925	
American	1,246,514	1,305,710	59,196 Loss
Herald Trib.	1,755,726	1,420,874	334,852 Gain
Times	2,804,854	2,468,638	336,216 Gain
World	1,741,064	1,517,238	223,826 Gain
*Mirror (Tab)	297,460	342,240	44,780 Loss
News (Tab)	671,102	560,910	110,192 Gain
*Eve. Graphic	328,988	†286,218	42,770 Gain
*Eve. Journal	1,300,282	1,306,756	6,474 Loss
*Eve. Post	417,030	439,756	22,726 Loss
*Eve World	840,992	758,388	82,604 Gain
*Sun	1,379,052	1,224,274	154,778 Gain
*Telegram	510,600	614,762	104,162 Loss
Brooklyn Eagle	1,834,446	1,613,980	220,466 Gain
Brooklyn Times	655,606	425,146	230,460 Gain
Standard Union	540,286	554,462	14,176 Loss
Totals	16,324,002	14,839,352	1,484,650 Gain

†Sunday Graphic discontinued September 1, 1925; 146,790 lines for 5 Sundays included.

CHICAGO

	1926	1925	
*Daily News	2,015,556	1,870,152	145,404 Gain
Tribune	3,138,804	2,890,938	247,866 Gain
Herald Exam.	1,170,489	1,107,126	63,363 Gain
*Post	494,892	482,394	12,498 Gain
*American	1,244,733	1,103,403	141,330 Gain
*Journal	739,068	401,349	337,719 Gain
Totals	8,803,542	7,855,362	948,180 Gain

PHILADELPHIA

	1926	1925	
Inquirer	2,082,600	1,951,200	131,400 Gain
Record	755,100	780,600	25,500 Loss
Ledger	1,507,004	1,355,706	151,298 Gain
*Eve. Ledger	1,374,393	1,315,146	59,247 Gain
*Bulletin	1,907,700	1,796,700	111,000 Gain
Totals	7,626,797	7,199,352	427,445 Gain

DETROIT

	1926	1925	
News	3,138,338	3,106,362	31,976 Gain
Times	1,183,350	1,174,488	8,862 Gain
Free Press	1,674,288	1,632,106	42,182 Gain
Totals	5,995,976	5,912,956	83,020 Gain

CLEVELAND

	1926	1925	
Plain Dealer	1,811,775	1,816,275	4,500 Loss
News Leader	1,158,000	1,164,975	6,975 Loss
*Press	1,345,800	1,289,475	56,325 Gain
Totals	4,315,575	4,270,725	44,850 Gain

ST. LOUIS

	1926	1925	
Post Dispatch	2,296,840	2,095,800	201,040 Gain
Globe Democ.	1,383,300	1,309,800	73,500 Gain
Star	584,700	694,500	109,800 Loss
Times	346,800	310,800	36,000 Gain
Totals	4,611,640	4,410,900	200,740 Gain

*No Sunday edition.

BOSTON

	1926	1925	
Herald	1,623,627	1,306,508	317,119 Gain
Globe	1,596,693	1,428,057	168,636 Gain
Post	1,160,117	1,089,521	70,596 Gain
Advertiser	508,190	420,152	88,038 Gain
*American	429,436	387,016	42,420 Gain
*Traveler	1,171,709	964,369	207,340 Gain
*Transcript	772,780	687,040	85,740 Gain
*Telegram	239,148	249,246	10,098 Loss
Totals	7,501,700	6,531,909	969,791 Gain

BALTIMORE

	1926	1925	
Sun	1,704,478	1,713,082	8,604 Loss
*Eve. Sun	1,651,759	1,506,881	144,878 Gain
American	588,624	573,545	15,079 Gain
*News	660,529	662,241	1,712 Loss
*Post	357,272	246,200	111,072 Gain
Totals	4,962,662	4,701,949	260,713 Gain

LOS ANGELES

	1926	1925	
Times	2,415,910	2,313,836	102,074 Gain
Examiner	2,126,904	2,076,330	50,574 Gain
*Express	784,476	795,522	11,046 Loss
*Herald	1,489,124	1,431,836	57,288 Gain
*Record	419,986	420,252	266 Loss
News	203,854	266,490	62,636 Loss
Totals	7,440,254	7,304,266	135,988 Gain

BUFFALO

	1926	1925	
Express	545,393	525,309	20,084 Gain
Courier	710,153	718,297	8,144 Loss
Post	.....	82,978	.....
Times	1,222,974	1,175,396	47,578 Gain
*Star	190,773	137,070	53,703 Gain
*News	1,465,898	1,291,356	174,542 Gain
Totals	4,135,191	3,930,406	204,785 Gain

Post discontinued February, 1926.

SAN FRANCISCO

	1926	1925	
Chronicle	1,040,186	1,026,816	13,370 Gain
Examiner	1,795,419	1,787,437	7,982 Gain
Bulletin	596,064	643,916	47,852 Loss
*Call	940,296	845,642	94,654 Gain
*News	703,556	644,756	58,800 Gain
*Herald	.....	152,628	.....
Totals	5,075,521	5,101,195	25,674 Loss

Herald discontinued May 5, 1926.

MILWAUKEE

	1926	1925	
Journal	1,893,770	1,718,094	175,676 Gain
S. T. & A. M. Sentinel	690,079	727,034	36,955 Loss
*Leader	263,265	246,984	16,281 Gain
*Wis. News	662,022	737,860	75,838 Loss
Totals	3,509,136	3,429,972	79,164 Gain

WASHINGTON

	1926	1925	
Star	2,631,669	2,343,077	288,592 Gain
*Post	1,041,114	938,601	102,513 Gain
*Eve. Times	687,940	743,682	55,742 Loss
Herald	656,376	489,802	166,574 Gain
*Eve. News	216,064	153,983	62,081 Gain
Totals	5,233,163	4,669,145	564,018 Gain

CINCINNATI

	1926	1925	
*Post	887,100	767,700	119,400 Gain
*Times Star	1,323,000	1,199,100	123,900 Gain
Enquirer	1,374,900	1,262,100	112,800 Gain
Tribune	307,800	286,500	21,300 Gain
Totals	3,892,800	3,515,400	377,400 Gain

NEW ORLEANS

	1926	1925	
Times Picay.	1,877,346	1,571,870	305,476 Gain
Item	1,004,639	1,006,416	1,777 Loss
States	912,878	797,847	115,031 Gain
*Tribune	643,223	416,796	226,427 Gain
Totals	4,438,086	3,792,929	645,157 Gain

MINNEAPOLIS

	1926	1925	
Tribune	1,407,016	1,347,305	59,711 Gain
Journal	1,465,764	1,298,819	166,945 Gain
*Star	519,535	471,448	48,087 Gain
Totals	3,392,315	3,117,572	274,743 Gain

SEATTLE

	1926	1925	
Times	1,528,016	1,399,398	128,618 Gain
Post Intellig.	980,168	791,672	188,496 Gain
*Star	604,674	621,810	17,136 Loss
*Union-Record	108,318	105,442	2,876 Gain
Totals	3,221,176	2,918,322	302,854 Gain

INDIANAPOLIS

	1926	1925	
*News	1,677,459	1,635,759	41,700 Gain
Star	1,264,176	1,307,826	43,650 Loss
*Times	516,561	620,136	103,575 Loss
Totals	3,458,196	2,563,721	105,525 Loss

DENVER

	1926	1925	
News	566,496	649,936	83,440 Loss
Post	1,433,488	1,393,364	40,124 Gain
*Times	425,796	519,148	93,352 Loss
Totals	2,425,780	2,562,448	136,668 Loss

PROVIDENCE

	1926	1925	
Journal	1,046,249	975,293	70,956 Gain
*Bulletin	1,286,083	1,191,139	94,944 Gain
Tribune	435,830	407,386	28,444 Gain
*News	423,045	441,712	18,667 Loss
Totals	3,191,207	3,015,530	175,677 Gain

COLUMBUS

	1926	1925	
Dispatch	2,086,723	1,883,297	203,416 Gain
Journal	744,145	648,706	95,437 Gain
*Citizen	1,057,428	844,683	212,745 Gain
Totals	3,888,294	3,376,686	511,608 Gain

LOUISVILLE

	1926	1925	
Cour. Journal	1,433,358	1,306,086	127,272 Gain
Herald Post	674,921	704,457	29,536 Loss
*Times	1,131,391	968,411	162,980 Gain
*Post	483,085	422,365	60,720 Gain
Totals	3,722,755	3,401,319	321,436 Gain

ST. PAUL

	1926	1925	
*Dispatch	895,006	842,184	52,822 Gain
Pioneer Press	1,014,286	903,854	110,432 Gain
News	743,386	757,414	14,028 Loss
Totals	2,652,678	2,503,452	149,226 Gain

OAKLAND

	1926	1925	
Tribune	1,704,906	1,733,382	28,476 Loss
*Post Inquirer	834,106	776,132	57,974 Gain
*Record	.....	84,084	.....
Totals	2,539,012	2,593,598	54,586 Loss

Record discontinued October 24, 1925.

OMAHA

	1926	1925	
World Herald	1,219,799	1,042,370	177,429 Gain
Bee	555,625	522,151	33,474 Gain
News	475,174	508,137	32,963 Loss
Totals	2,250,598	2,072,658	177,940 Gain

BIRMINGHAM

	1926	1925	
Age Herald	749,014	737,884	11,130 Gain
News	1,691,942	1,495,830	196,112 Gain
*Post	522,578	406,210	116,368 Gain
Totals	2,963,534	2,639,924	323,610 Gain

RICHMOND

	1926	1925	
*News Leader	1,176,056	1,117,536	58,520 Gain
Times-Dispatch	978,614	1,027,502	48,888 Loss
Totals	2,154,670	2,145,038	9,632 Gain

DAYTON

	1926	1925	
News	1,541,484	1,508,710	32,774 Gain
*Herald	902,734	859,642	43,092 Gain
Journal	698,572	728,392	29,820 Loss
Totals	3,142,790	3,096,744	46,046 Gain

HOUSTON

	1926	1925	
Chronicle	1,392,188	1,369,690	22,498 Gain
Post-Dispatch	1,170,988	1,008,014	162,974 Gain
*Press	527,828	583,954	56,126 Loss
Totals	3,091,004	2,961,658	129,346 Gain

DES MOINES

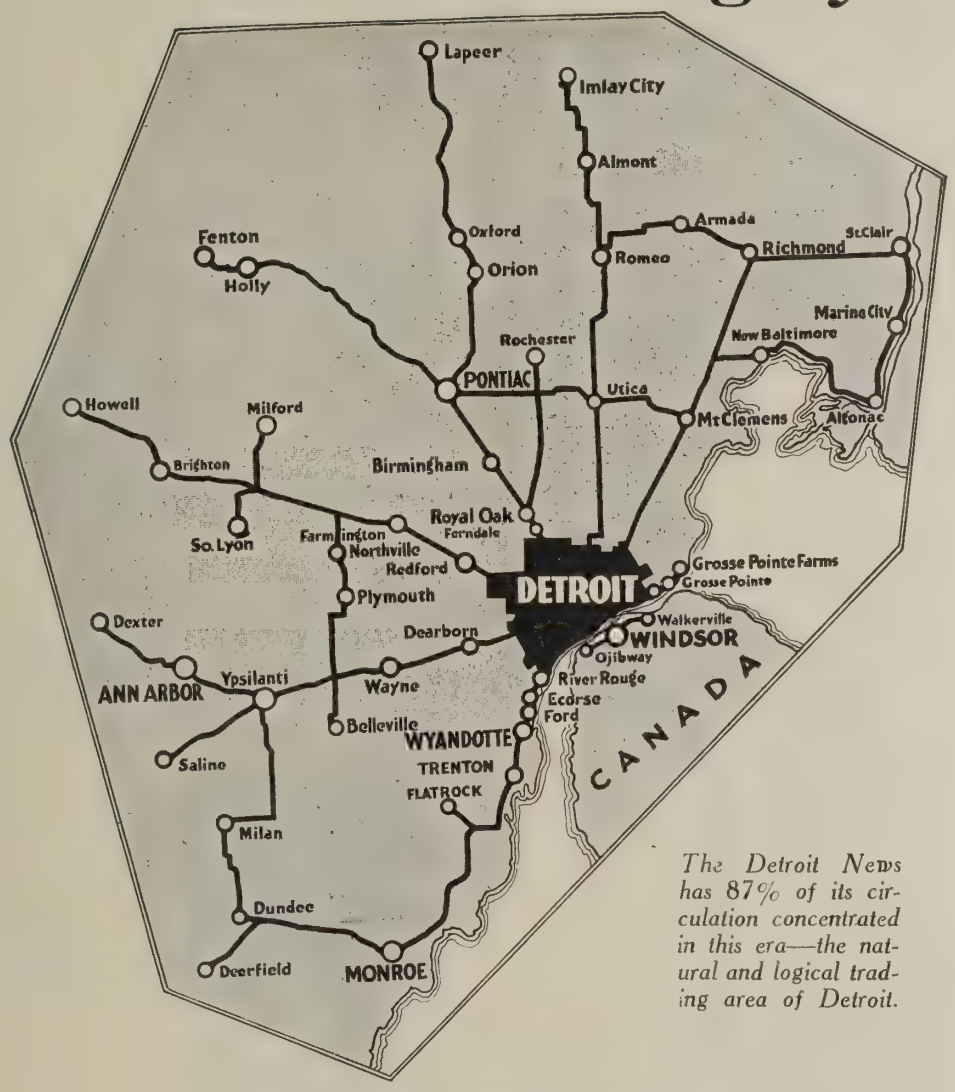
	1926	1925	
Register	812,751	692,049	120,702 Gain
*Tribune	907,792	772,236	135,556 Gain
*Capital	516,921	‡631,354	114,433 Loss
Totals	2,237,464	2,095,639	141,825 Gain

‡Sunday Capital discontinued with February 21, 1926, issue. Includes 62,488 linage Sunday issue.

*No Sunday edition.

News Covers Detroit

More Thoroughly Than Ever



The Detroit News has 87% of its circulation concentrated in this era—the natural and logical trading area of Detroit.

36,000 Circulation Increase Sunday Over a Year Ago

28,000 Increase Weekdays Over a Year Ago

Advertisers in the Detroit market employing Detroit's one big medium enjoy the rare good fortune of obtaining an always greater coverage of the market than they anticipated. Between May, 1925, for example, and May, 1926, The News increased 36,000 Sunday and 28,080 weekday circulation, bringing its total circulation to 350,000 Sunday and 320,000 weekdays. That The News thoroughly covers the homes of its field is best evidenced by the survey now in progress of all sections of Detroit. Below is reproduced some typical results of the survey, covering every type of district from the wealthiest to the most modest.

Observe Percentage of Coverage Enjoyed By News

Every Type of Home Is Covered by This Survey	Total Homes in Neighborhood	Homes Canvassed Reading English	Homes Where Detroit News Is Read	Percentage of Coverage by The Detroit News
District A	124	103	98	95%
District B	143	139	133	96%
District C	58	52	43	83%
District D	219	211	209	95%
District E	118	106	97	91%
	90	85	82	96½%
District F	119	109	98	90%
District H	136	120	110	92%
District I	161	125	112	90%
District J	84	79	68	86%
District K	83	79	63	80%
District L	112	104	74	71%
District M	108	71	56	80%

The Detroit News

Detroit's HOME Newspaper

350,000 Sunday Circulation **320,000 Week Day Circulation**

KANSAS CITY STAR TRUSTEES REQUEST BIDS FOR DAILY BY JUNE 30

Nelson Estate Trustees Issue Call to Prospective Purchasers—Chamber of Commerce Organ Protest Sale to "Outsiders"—William Allen White Says Financiers Want "Its Freedom"

(*By Telegraph to* EDITOR & PUBLISHER)

KANSAS CITY, Mo., June 15.—Local interest in the sale of the *Kansas City Star* was stirred Tuesday by the action of the Chamber of Commerce when it printed in its publiction, *The Kansas Cityian* an article against outside ownership of the local newspaper. The article which was headed "A Real Danger to Kansas City" followed the announcement Sunday by the trustees that they had sent to all prospective purchasers a letter asking them to have their offers in the trustees' hands by June 30. The trustees' letter said:

"Since the announcement on May 14, of our readiness to furnish information to prospective purchasers of the Kansas City Star, we have supplied information to a considerable number, several of whom have announced their readiness and desire to submit offers.

"It is our purpose to avoid undue delay by having offers in hand before the vacation period arrives and, therefore, request that offers be submitted for our consideration by June 30, 1926.—William Volker; J. C. Nichols; Herbert V. Jones.

"(University trustees, the William Rockhill Nelson Trust)"

The Chamber of Commerce article was inspired largely by the reports in other Kansas City newspapers that among those who were prospective purchasers were several chain newspaper owners with headquarters in other cities. Also it has been reported that two syndicates in St. Louis had been formed to buy the Star. One of them was headed by a well known St. Louis banker backing Frank Glass and the other was a group of capitalists and politicians backing Morton Jourdon, St. Loius lawyer.

Other prospective purchasers whose names have been printed by Kansas City newspapers are Luke Lea, owner of the *Nashville Tennesseean* and other southern newspapers; Frank Gannet who heads a chain of newspapers in New York State; the Booth Publishing Company which has a chain of state papers in Michigan; Roy Howard of Scripps-Howard Newspapers; F. G. Bonfils of the *Denver Post;* H. V. Jones of the *Minneapolis Journal* and the present organization of the Star headed by Irwin Kirkwood, editor. It is not known whether this list is correct as the trustees have declined to make public the names of those who sought information.

The Chamber of Commerce article says in part:

"Now that the Star is to be sold, its future control becomes of tremendous importance to this city. Is it to continue to be conducted by Kansas City men, or is it to pass to the direction of outsiders?

"The Star itself has been silent on the situation. But it is known from publication in other newspapers, and from common report, that outside interests are considering bidding for the property. St. Louis syndicates are understood to be making inquiries. Several owners of chains of newspapers are reported to be among the prospective purchasers.

"The Star has been one of the great aggressive forces for Kansas City development in season and out. Suppose this force should come under control of St. Louis capitalists! Suppose the Star should become a branch house, one of a chain of newspapers directed from some eastern city! Could there be any greater blow to the progress of Kansas City?

"The possibility of the situation developing in a way to tend to make Kansas City 'the vassal of St. Louis, financially and politically' has attracted attention in all our territory. William Allen White writes of it in the *Emporia Gazette*:

"'Kansas City people should know that the wolves are gathering to attack them. Down in St. Louis is a well known financial concern. This crowd is forming like a wolf pack to attack Kansas City, to make it a vassal of St. Louis financially and politically by buying the Kansas City Star.

"'The Star looks like a good buy to that outfit. For the wolves believe that they will be buying the only thing of value in it—its freedom, its good name, and the fine talent of men who have made the Star. These things seem to be in the market. But they are not. Let one breath of scandal touch the Star—a scandal based on obvious fact and not on patent malice, and over-night the chief assets of the Star will vanish.'"

The Chamber of Commerce article after quoting William Allen White, concludes with this statement:

"A real crisis confronts the city. The possibility of foreign control of this vital exponent of Kansas City's progress has seemed preposterous, incredible. But nevertheless we must recognize that it exists. Such an outcome could be regarded only as a public calamity."

Lou Holland, president of the Chamber of Commerce, said today he would feel other than agitated about the sale of any Kansas City institution to interests with headquarters in other cities. He said the Chamber of Commerce directors had gone on record unanimously as opposed to outside ownership.

The value of the Star has not been indicated in any way by the trustees.

The will of Colonel W. R. Nelson provided for the sale of the newspaper within two years after the death of his daughter, Mrs. Laura Nelson Kirkwood. Mrs. Kirkwood died Feb. 27 last. The entire Nelson estate was left for founding an art collection for Kansas City.

PARDON DENIED EDITOR IN JAIL FOR CONTEMPT

Alfred Lindsley, of Eureka, Cal., Sentenced to $2,000 Fine or 1,000 Days in Jail—Must Serve His Term

Alfred Lindsley, former editor of the *Eureka* (Cal.) *Humboldt Standard* confined in the Humboldt County jail for contempt of court was refused a pardon recently by Governor Friend W. Richardson, who is himself a newspaper publisher. Lindsley is serving a 1,000 day sentence in lieu of a $2,000 fine.

The editor, who was found guilty of publishing articles for the deliberate purpose of influencing the judgment of jurors and witnesses, embarrassing the Judge and interfering with the administration of justice, claimed that the sentence imposed was excessive.

Governor Richardson issued a statement saying:

"The question of the liberty of the press is not involved in this case. The contempt was based upon the finding of the superior court that Lindsley had published four articles in his newspaper for the deliberate purpose of influencing the judgment of juror and witnesses, to embarrass the judge, and to interfere with the administration of justice.

"Lindsley did not deny that his purpose in publishing the articles was to interfere with the administration of justice. His application for pardon is based upon a plea that the sentence was excessive.

"Lindsley has had his day in court and his case has been passed upon by the Appellate and Supreme Courts of this state. His legal and constitutional rights have not been violated. The issue presented to me is one of maintaining respect for the courts and a fair trial for those charged with crime and has nothing to do with the liberty of the press. A fair trial, in my opinion means not only one which is fair to the accused but also fair to the people. The rights of the people must be considered as well as the rights of the one accused. The sentence of Lindsley should stand, in my opinion, and he deserves the punishment inflicted. He attempted to interfere with the administration of justice and exhibited contempt for the courts.

"After carefully reviewing the case I am convinced that Lindsley's acts are not a credit to the journalistic profession, and that he does not deserve the sympathy of any respectable newspaper publisher or editor."

DAILY IN RECEIVERSHIP

Muskogee (Okla.) Press Lists Liabilities at $120,937, Assets $58,850

Listing liabilities at more than twice the total assets, the Eastern Oklahoma Publishing Company, owners of the *Muskogee Press,* have filed a petition in voluntary bankruptcy in federal district court.

Liabilities listed in the petition total $120,937.65 and total assets are placed at $58,850.

The corporation was adjudged a bankrupt by the federal court and A. O. Fuller, business manager of the paper, was named receiver.

The company was organized two years ago but only recently assumed control of the Press, which was formerly known as the *Muskogee News.*

COAST AD CLUBS TO MEET JULY 5-8

3,000 Expected to Attend 23rd Annual Convention at San Francisco—Lou Holland, Bruce Barton to Speak

More than 3,000 members of the Pacific Coast Advertising Clubs' Association will attend the 23d annual convention of the organization in San Francisco, July 5-8. It will mark the first convention to which non-members have been admitted. One thousand admission coupon books have been sold. According to Don E. Gilman, president of the association, the program arranged is on the same scale as that of a national convention.

Among the speakers scheduled are:

Wallace R. Farrington, governor of the Hawaiian Islands; Lew Hahn, managing director of the National Retail Dry Goods Association, New York City; Alvin Dodd, United States Chamber of Commerce, Washington, D. C.; Lou E. Holland, president of the National Better Business Bureau, Inc.; Bruce Barton, of Barton, Durstine & Osborn, New York City; Dr. Alexander Fleisher, San Francisco; Dr. W. E. Hotchkiss, dean of the Graduate School of Business Administration, Stanford University, and C. King Woodbridge, president of Associated Advertising Clubs of the World.

Broad street, the main north and south street in Philadelphia, is the longest, broad, straight street in the United States, being 14 miles in length.



Today in Jacksonville

Another hostelry—the George Washington—breaks ground for a 13-story structure . . . 350 guest rooms . . . an investment of $1,500,000 . . . Evidence of the preparation for the growth of this city . . . Jacksonville goes on to its radiant future without abeyance.

And its favorite newspaper—the accepted ritual of this community—continues to grow in circulation and lineage. A good town and a great newspaper keep abreast of the times.

The Florida Times-Union
~ JACKSONVILLE ~

DAILY 53,000 SUNDAY 70,000

QUALITY DOMINANCE!



Here's the quality-story that May told in Los Angeles. The Examiner was, naturally,.....



FIRST in Automobiles

FIRST in Furniture



FIRST in Jewelry



FIRST in Musical Instruments



FIRST in Furs



FIRST in Radio



FIRST in Building Materials



FIRST in Toilet Requisites

—and FIRST in many other important classifications!

To reach mass-class buying-power, you NEED The Examiner in Los Angeles. The people who buy The Examiner pay *more* for it than they would have to pay for any other newspaper in Los Angeles, and they are not lured by premium inducements; sheer merit is the Examiner's only attraction to its great reader-audience. ..... The Examiner's Merchandising Service Department is the most effective west of Chicago.

170,000 DAILY **Los Angeles Examiner**

CHARACTER QUALITY AMERICA FIRST! ENTERPRISE ACCURACY

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE — THE GREAT NEWSPAPER OF THE GREAT SOUTHWEST

LARGEST morning & Sunday circulation west of St. Louis

390,000 SUNDAY

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Telephone Caledonia 2093
New York City

WM. H. WILSON
Western Representative
915 Hearst Bldg.
Telephone Main 5000
Chicago

DELAWARE RIVER BRIDGE A GIGANTIC ENGINEERING UNDERTAKING

Tremendous Structure Supports Longest Suspension Span in the World—1750 Feet Between Piers—Total Length 1¾ Miles—Will Cost $37,211,143 Completed

THE tremendous bridge spanning the Delaware River between Philadelphia and Camden, now in the course of erection, and to be opened to traffic on July 4, 1926, will stand as one of the notable achievements of the present century. Delegates to the convention of the Associated Advertising Clubs of the World will cross the span two weeks in advance of its official opening. The span between the piers, 1,750 feet, will be the longest in the world for a bridge of suspension type, and the whole structure, from the Philadelphia entrance at Sixth and Race streets, to the Camden entrance at Sixth and Penn streets, will be 9,570 feet long, or about one and three-quarter miles. The vehicular capacity of the bridge is figured for such accommodations as may be required a decade hence.

In 1918, the legislatures of Pennsylvania and New Jersey and the City Council of Philadelphia made the first appropriations for the project. Since that year the project has been financed by the two States and by the City of Philadelphia.

The first construction contract, that for the two main piers, was let in December, 1921. The engineer in charge is Ralph Modjeski.

The main piers upon which the colossal towers rest are composed of solid concrete, faced with Georgia granite down to the bed of the river. These piers rest far below the river, upon solid, everlasting rock.

The Philadelphia pier goes down approximately 65 feet, but as the rock formation slopes downward toward New Jersey territory, the engineers found it necessary to dig about 20 feet deeper for the Camden pier.

The anchorages, also constructed of concrete, likewise rest upon solid rock, and their depths are approximately the same as those of the piers, although the Camden anchorage is twenty feet deeper. Into these anchorages are embedded huge steel girders, to which are fastened by giant bolts the great steel bars to which the wires of the cables are attached, assuring absolute strength and safety for the enormous loads which the bridge will be called upon to carry. The engineers have estimated that under maximum congested traffic this load will be equivalent to 12,000 pounds per lineal foot.

The great burden of the bridge and its vehicular and pedestrian load, will in the final analysis be borne by the two enormous cables, the largest ever constructed anywhere in the world. These cables will be composed of myriad wires, not quite so thick as an ordinary lead pencil. Each wire has been put to the severest tests for strength. When all the wires are in place, a wrapping machine will revolve around them, tightly covering them with still other wires, and forming a solid mass 30 inches in diameter.

If all these wires could be placed end to end, their total length would form a steel band long enough to go around the earth, with 100 miles to lap over.

Some interesting figures concerning the bridge follow:

Steel in bridge, 50,000 tons.
Masonry in bridge, 320,000 cu. yards.
Length of bridge, 1.81 miles.
Vehicular capacity of bridge—6,000 per hour.

Estimated Cost of Bridge:	
Main Bridge	$15,632,000
Philadelphia Approach	5,121,677
Camden Approach	3,663,800
	$24,417,477
Cost of Construction, Real Estate, Philadelphia; Real Estate, Camden, etc.	12,793,666
Total Cost of Bridge	$37,211,143

Moore Rejoins Hearst Staff

Louis J. F. Moore, for five years advertising promotion manager of the *New York Evening Journal*, has resigned as advertising manager of the Murok Realty Corporation, St. Petersburg, Fla., to join the promotion department of the Hearst Newspapers, New York.

Hepner to Join Japan Advertiser

Harold S. Hepner, former newspaper man of Walla Walla, Wash., and Mrs. Hepner have left Vancouver, B. C., for Tokio, Japan, where Mr. Hepner will be connected with the *Japan Advertiser*.

CHANGES ON TULSA TRIBUNE

Business and Editorial Shifts Announced by Richard Lloyd Jones

Changes in both business and editorial personnel for the *Tulsa* (Okla.) *Daily Tribune* were announced recently by Richard Lloyd Jones, editor and publisher, made necessary, he said, by the growth of the paper.



RICHARD L. JONES

Changes announced are as follows:

Crawford Wheeler, national advertising manager, to business manager, succeeding W. B. Dimon, resigned on account of ill health. Mr. Wheeler was formerly associate editor of the Tribune.

Charles M. Barde, advertising manager, to promotion advertising manager, a new department.

Lewis R. Malone, assistant local advertising manager to manager.

H. W. Hussey, local advertising staff to national advertising manager.

J. T. Cargile, acting in place of Mr. Dimon, remains as treasurer.

R. C. Orlopp, for 10 years an assistant in the circulation department of the *Indianapolis News*, has been made circulation manager succeeding J. V. Hollett, resigned. Mr. Hollett goes to California on account of Mrs. Hollett's health.

In the news department, the following changes are made: Joseph Meyers, to news editor; John Booker, telegraph editor; Joseph Brandt, city editor; A. O. Hart, copy editor; Manton Marrs, copy desk; Mrs. Dorothy Emery, copy editor, reporter; Joseph Morris, reporter; W. C. Anderson, reporter.

Our Customers Write Our Ads

Staten Island, New York, Advance Says—

"The longer we live with our DUPLEX TUBULAR press, the better we like it."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

The **INDIANAPOLIS NEWS**

Leadership is not won in a day. The supremacy of The Indianapolis News has been 56 years in building. And with each year its leadership increases. Witness the new national linage records of March and April!

Dan A. Carroll
110 E. 42nd
NEW YORK

J. E. Lutz
Tower Bldg.
CHICAGO

Frank T. Carroll,
Advertising Director

The First in each country!

Advertisers who are desirous of covering Latin-America's logical markets for American goods in an efficient manner, yet at the lowest possible cost, will find it decidedly to their advantage to use the publications on this list, each dominant in its respective field. This office is maintained by the following leading publications of Latin-America, with us in charge, for the purpose of assisting American manufacturers and advertising agencies to develop their business with the markets which these publications serve and dominate.

ARGENTINA
La Nacion *Buenos Aires*
Mundo Argentino
El Hogar
Don Goyo

BOLIVIA
La Republica *La Paz*

BRAZIL
Diario De Pernambuco *Pernambuco*
Revista Da Semana
Eu Sei Tudo
A Scena Muda
Almanach Eu Sei Tudo *Rio De Janeiro*

CHILE
El Mercurio *Santiago, Valparaiso, Antofagasta*
Zig-Zag
Sucesos
Familia
Los Sports
Corre Vuela

COLOMBIA
El Espectador *Bogota*

CUBA
El Mundo *Habana*
Bohemia
Elegancias

ECUADOR
El Guante *Guayaquil*

PARAGUAY
El Diario *Asunción*

PERU
El Comercio *Lima*
La Cronica *Lima*
Variedades
Mundial

URUGUAY
Diario Del Plata
El Plata *Montevideo*
Mundo Uruguayo

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TIMES BUILDING, NEW YORK CITY
Bryant 6900

A Page from The Christian Science Monitor

THE CHRISTIAN SCIENCE MONITOR, BOSTON, FRIDAY, JUNE 4, 1926 19

AUSTRALIA SEEKS SOLUTION OF ITS BLACK RACE PROBLEMS

Legislative Authorities Discuss Proposal to Form Aboriginal State and Give Natives Parliamentary Representation—Plan Meets Severe Criticism

ADELAIDE, S. Aus., May 1 (Special Correspondence)—The future of the native black races in Australia presents to the responsible authorities a many-sided problem. South Australia has been far more active than any other state in endeavoring to find a solution, but the latest proposal has been vigorously criticised, although, to some extent, misunderstood. Some time ago a public meeting was held to devise a scheme for preserving the fast-disappearing remnant of the pioneers of the continent. It was felt that as civilization and the extension of railroads were restricting the hunting grounds, and the natives their food resources, definite measures of protection ought to be taken.

The movement, prompted by humanitarian impulses, was supported by pastoralists and others, and now a petition has been drawn for presentation to the Federal government, urging the establishment of a separate aboriginal state in Australia. The object of this, within this area various tribes to place the administration in the hands of a native board, which gradually to have also a native administrator.

Trespass upon this state by white people is to be strictly forbidden, while native rites and customs would be permitted, any brutality now known to be practised by blacks are to cease under penalties. Parliamentary representation of this state, it is proposed, should be granted on the same basis as to those extended to the Maoris of New Zealand.

Some Shining Exceptions

Taking the proposals as they must be regarded as practicable in what they seek to do, but there are serious objections to the plan. This much may be said, that the mentality of the average native blacks is by no means as low as many have imagined; indeed, in some cases remarkably high, as compared to the far-stretching Australian wilderness in the northwest. Australia's Deacon James Noble, a full-blooded black of much learning and eloquence and an emotional fervor that has stirred large white congregations in the cities. James Noble, in association with Bishop Trowar, is working for the evangelization of the natives in that enormous district, and fine success is attending his efforts.

Another distinguished aboriginal is David Unaipon. He is now engaged under the auspices of the Adelaide University, collecting folk lore and legends from native tribes of Central Australia to preserve a record that should be priceless in the approaching years of their extinction.

The third notable black is Jacob Harris, from the Point MacLeay Mission Station in South Australia, who has just taken part in the Australian draughts championships held in Adelaide. This was the first time that a native had participated, and considering Harris was self-taught, had never seen any published books on the game and his knowledge rested solely upon his own study of its rules, his accomplishment was remarkable. This aboriginal met his champions from every state in Australia, and he had never previously appeared in a tournament of any kind. In fact, he was reluctant to measure his skill on this great occasion, because he was almost childishly modest and shy. But experts who had seen him play recognized that he was a potential champion, and forced him into the competition.

His record was: Played 23 games won eight, drew seven, and lost eight. Finally he was defeated in the second round for the championship by the Victorian champion, J. Boyles, but excluding the actual final, he won as many games as any competitor. The black received hearty congratulations upon his performance and was presented with many books on the game. His appearance at the next Australian championships, to be held in Tasmania, in Easter, 1927, will be watched with considerable interest.

Shorthand Expert

If the name of still another remarkable Australian black may be mentioned it is that of the late Matthew Kropinyeri, who, without any instruction, mastered shorthand and attained a high speed. He was also something of a classical scholar, like Unaipon, and an orator in his way.

These four instances may be said to dispose of any doubt about how the mentality of the Australian blacks can be developed by self-educating the rough material, but the wisdom of creating a separate state for them and giving them control of it is certainly open to question. They can hardly be expected to have any capacity for executive responsibility. All they require is ample hunting grounds, away from the influences of white civilization and so far as possible to be left severely alone.

The black in his unfettered natural haunts is a majestic figure and his physical fitness and domestic harmony are insured by the orderly routine of his traditional life. He is a nomad, loving the unfenced freedom of the wilds.

Where the aboriginals do get in touch with white civilization the various governments provide food and clothing, which are distributed from recognized depots at certain seasons of the year. There is already a large area in reserve for the blacks in South Australia, far away north toward the border of Western Australia. The proposal to give the suggested aboriginal state representation in the Federal Parliament is too fanciful to justify a moment's consideration. There are not many Nobles, Unaipons, Jacobs and Kropinyeris.

Opposes Segregation

One authority, Hugh Morton Frewin, writing in the Register about the idea of an aboriginal state, criticizes as most dangerous any proposal to gather the natives from the four corners of Australia, because they happen to have a common, but exceedingly remote ancestry, and expect them to thrive under new climatic conditions and live amicably with neighbors of alien disposition, race and speech.

"Every true Australian must look forward to, and prepare for, a time when our great, unpeopled wastes will cease to be wastes and the latent wealth and potential resources of our country will be fully developed," he says. "The aborigine must inevitably conform to the new conditions and so evolve into something different."

What the Churches Are Doing

Of particular interest at the moment are the remarks of the new Dr. Herbert Basedow of Adelaide, who has an international reputation as an anthropologist, has a great admiration for the skill of the Australian aboriginals as hunters. He dismisses the suggestion of a well-known French investigator that the black is dominated by an irrepressible belief, in magical influences in every sphere of his existence. The Australian native, he explains, has developed a technical solution of his difficulties in attaining food supplies. Every tribe educates its children in order that they may become scientifically proficient and capable of obtaining the daily bread.

AMERICA MAY BUILD SHANGHAI CONSULATE

Better Housing Facilities for Consular Staff Desired

SHANGHAI, May 10 (Special Correspondence)—It is expected here that the proposed appropriation of $10,000,000 for the purpose of securing better housing facilities for the American Foreign Service in various parts of the world will include provision for an entirely new Consulate-General, to be constructed in the American quarter of Shanghai on the bank of the Huangpu River near the site of the present building.

The Consulate-General in Shanghai is one of the largest and most important in the service. In addition to the usual functions of such an establishment it includes the Consular Administrative Court, in which one of the consular staff detailed from Washington for that specific purpose presides over such litigation as may develop among the 4000 American residents of the International Settlement.

This is the arrangement for all foreign nations under the extra-territoriality system, although when the litigation involves Chinese persons or interests there is a mixed international court with a Chinese member. In addition to the Administrative Court, the peculiar and unique conditions existing in Shanghai make many other unusual demands upon the consulate and its very large staff, which numbers between 30 and 40 people in the inclusion of Chinese clerks, interpreters, messengers and servants.

The present housing facilities are very inadequate in the matter of space, and in many respects inconveniently arranged for the immense business which now requires to be transacted from day to day. All the American interests in Shanghai have urged Washington repeatedly to provide for some relief in the premises, and it is expected that these efforts will presently avail.

HISTORIC BUILDING TO BE MADE INTO OFFICES

Special from Monitor Bureau

LONDON—A bit of early American history is recalled by the news from Kirkcudbright, Scot., of the remodelling of the old Bay House there into offices for the County Council. At the laying of the corner stone of the building with Masonic honors nearly two centuries ago, it is recorded that among those present was a young Freemason of the town whose name has since been placed high on the roll of American patriots—John Paul Jones. Many years later Jones, as a privateer, returned to the town in command of a ship flying the American colors, and his crew, it was charged, looted the house of the Earl of Selkirk for which act the seafighter was rebuked by Benjamin Franklin in Paris. It was at the Earl of Selkirk's house on another occasion that Robert Burns gave the famous Selkirk grace:

"Some ha'e meat, and canna eat,
And some wad eat that want it,
But we ha'e meat, and we can eat,
And sae the Lord be thank'it."

What They are Saying

JOHN ERSKINE: "Happiness continues to be a by-product. Those who try for it directly find themselves baffled."

SENATOR BORAH: "The train may be crowded with delegates to the anti-prohibition convention, but they would mob the engineer who would take a drink while drawing his precious freight!"

SENATOR CUMMINS: "Every time a man pays more for a manufactured article than he would have paid if an import duty had not been laid upon it, he pays a subsidy."

...FILED ROBBINS: "Cracking, like oakum picking, is slowly dwindling British oddity."

...E HURST: "There is nothing wrong with the present Prohibition home. It is an safe and sane as it ever was."

...RNOT SIMONS: "As you can individual, there is some purpose in being here, some purpose in life; you must count for the world and help its moving up."

...IP MANNING: "Religion would make a person happy and calm in his daily life."

...ROACH STRATON: "Jazz is bandit music, bootleg music, and springs from the same spirit that is behind revolution."

...W. L. LAWTON: "The Scrapbook is no place for advertising."

...W. R. BOORMAN: "Some people seem to think that leadership is best expressed in finding out what people dislike and then making them do it."

WILLIAM GREEN: "The church must demand that Christianity should not only be taught and professed, but also that it must be applied in human, industrial, and business relationship."

QUEER SERVICES OF TRADE ORGANIZATION

Special from Monitor Bureau

LONDON—Trade and official organizations in Great Britain find many an oasis in the deserts of fact which they labor. The London Association for the Protection of Trade, which represents 370 city businesses, and carried out 220,000 investigations for them last year, reports that one of its inquiries concerned the discovery of "where water from the River Jordan can be purchased in London." Other of its services, referred to by Sir Douglas Hogg, Attorney-General, who attended its annual luncheon, were "the escorting of a member's daughter and the purchasing of a hat for a member's wife."

The Government stationery office, which deals in official bluebooks, occasionally has somewhat peculiar experiences. Its last catalogue includes George A. Birmingham's "Spanish Gold." The explanation of the inclusion of this vivacious novel among Government statistics is simple. It is that there were surplus copies to be disposed of from a set purchased for candidates for a civil service examination, in which the work was included in the syllabus for English literature. "Spanish Gold" has as good an explanation, therefore, as the lady's hat of the surroundings in which it has been found.

HUNGARY MAKES GOOD INDUSTRIAL SHOWING

BUDAPEST, May 20 (Special Correspondence)—Hungary's industries had by the close of 1925 recovered to within 93 per cent of the production corresponding to figures just issued by the Central Statistical Bureau. Some industries have gained remarkably, while others, as might be expected, show considerable decreases. The production, for example, in the textile, clothing, leather, foodstuffs, and electrical power branches of Hungarian industry, have gone up in some cases as much as 100 per cent in the 11 years since 1913.

On the other hand, the iron, metal, machine, stone, glass, wood, paper and chemical industries have dropped in production during this time, although in no case as much as 100 per cent. The value of the total production in 1913 amounted to 1,640,000,000 gold crowns ($328,000,000) as compared with 1,530,000,000 gold crowns ($306,000,000) for 1924.

Local Classified

Other Than United States and Canada

Advertisements under this heading appear in this edition only. Rate 1/—a line. Minimum space three lines, minimum order four lines. (An advertisement measuring three lines must call for at least two insertions.)

REAL ESTATE

FOR SALE—A block of land. Apply M. B. PORT, Adelaide Street, Palmyra, Western Australia.

PAYING GUESTS RECEIVED

FRANCE, Vichy Paris—Excellent accommodation will be found during the summer months at "Hyrabelle," well appointed modern villa; every convenience, 25 minutes south from Paris. MME. ANTOINE, 10 Rue Jean Dupuis Marie, Neuve-Ville d'Auvray (S. & O.). Phone Sèvres 42.

MADAME ALAVOINE, 22 Rue Pasquier Paris (near Msdlel), receives paying guests; all comforts. Phone Passy 42-96.

FRENCH LESSONS

PARIS, FRANCE—French taught by practical Parisian method. COMMANDANT CUNIER, 20 Boulevard d'Inkermann, Neuilly-sur-Seine. Tel. Wagram 39.01.

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Other Than United States and Canada

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HOLIDAY RESORTS

An Ideal Family Holiday Resort

THE JESSON CLUB is a RESIDENTIAL and SOCIAL CLUB, situated in its own grounds by the seashore, near Dymchurch, close to Littlestone Golf Club; enlarged and redecorated, safe bathing, 3 Pavilion hard courts, 3 grass courts and garages, excellent cuisine & service; temporary members welcome. Apply SECRETARY, Jesson Club, near New Romney, Kent, England

TO LET—FURNISHED

STOCKHOLM, SWEDEN—Rooms with all confidence, during the summers, for visitors to Stockholm inside if desired. Please apply to MISS M. L. LUNDBORG, 132 Valhallavägen. Tel. 74617.

BOARD AND RESIDENCE

LONDON—Cosy, comfortable clean; Arden House, 69/61 Princes Square, Bayswater, W. 2; stands in large gardens, inclusive terms from 45/- per week; no extras; liberal table; gas fires. Park 3792.

BERTOLINI'S PENSION—FLORENCE
8 Via Palestro
Central heating and bath. Moderate terms

HOME—Albion Preston, 186 Via Sicilia (23); Lotoria Quarter; quiet location close to tram lines.

TEACHERS

MILANO, ITALY
Teachers, Maestro Manno, Teacher of Voice Production and prepares for operatic stage, diploma from the Royal Conservatorio of Palermo, excellent Italian diction. Via Leco 2

POST WANTED

GENTLEMAN (Welsh), much travelled, speaking and writing fluent French, likewise little colloquial German, possessing organizing and executive ability, capable living responsibilities from busy executives shoulders, is open to position of real responsibility where right activity is desired. Box 25, The Christian Science Monitor, 56, Faubourg St.-Honoré, Paris.

TEACHER'S POST WANTED

CAMBRIDGE GRADUATE, Blundells and King's, young athlete, with teaching experience seeks post. Box K-33, The Christian Science Monitor, 2 Adelphi Terrace, London, W. C. 2.

City Headings

DENMARK
Copenhagen

STAMPS
Great Variety in Scandinavian Stamps, Reasonable Prices
M. H. PETERSEN
Frederiksgade 14. Tel. Palae 2715X

MISS JULIE BRONDSTED
Teacher in
DANISH, ENGLISH and ITALIAN
Farhavsbrogade 101 III

NEW ZEALAND
Store for Shoes and Boots
Godthaabsvej 17. Tel. Goth. 814y
Good quality, moderate prices.

SPIRELLA CORSETS
DAGMAR BONNESEN
Helgesensgade 31 II. Tel. Nora 2624-Y
Measure may be taken in ladies' home

COLONIAL SPECIALITY IMPORTED CONSERVES
AXEL MORCK'S SUCC
St. Kongensgade 116. Tel. 2300, Palæ 3064

FRANCE
Mentone

MAISON DE BLANC
GLUTSCHING
22 Place Saint-Michel, Mentone
Trousseaux, Handkerchiefs, Hand Embroideries
Orders very carefully fulfilled.

Monte Carlo

Family Hotel Overlooking
The Casino Gardens
HOTEL DE RUSSIE
Conveniences—Bed & Breakfast Only.
Swiss Management

Paris

A. Albert
LADIES' SOCIETY HAIRDRESSER
Permanent Wave Specialists. Latest Methods. All Style Cuts. Care of Hair. Waterwaving.
Branches:
31 Rue Tronchet (First Floor)
8 Rue des Capucines (First Floor)
18 Rue Chauveau-Lagarde

DRESSMAKER
15 Rue Royale. Phone: Central 43-01
Madame DORNAC
Would like you to visit her establishment to present you a selection of stylish gowns with Parisian lines but American steadiness. Best quality. Moderate prices

GEORGES
JEWELLER
Repairs a Specialty
Tel. Elysées 83-63. 100 Rue de la Boétie

DÔVE Couturier
A very nice selection of afternoon and evening dresses. Reasonable prices.
28 Rue Caumartin. Tel. Central 73 07

MARION
33 Rue Saint-Roch, Off Ave. Opéra
All leather Models Ladies' Bags and Purses
All Kinds Direct from the Purchaser

MODES
FLORA JESSYE
64 Rue des Petits Champs

FRANCO-AMERICAN HOUSE
Layer Cake, Ice Cream Soda, Sundaes, Chocolate, Luncheons, Teas
2 and 16 Place de la Madeleine

Princess Mary's Hosiery
205 Rue SAINT HONORÉ
Specialty—The French Cob Web Hose
The Thinnest and Strongest Silk Weaves

ROBIN RESTAURANT DES ALPES
10 Rue du Marché Saint-Honoré
Home Cooking—Fresh Vegetables. Chicken and Turkey a Specialty
English Spoken—Se Habla Espagnol

Corset and Belt Specialist
SYLVIE BISSON
34 Avenue de l'Opera
We also carry Lingerie
Phone: Gutenberg 41 84

Recommended Millinery
D. LOISEL
2 rue du Marché St. Honoré
(Near Opera). 2nd Floor. Tel Gutenberg 72-09
Smart Models. Moderate Prices.

ADVERTISEMENTS UNDER CITY HEADINGS

FRANCE
Paris
(Continued)

"DEUX CLAUDINE"
27 Rue Tronchet, Paris
THE SPECIALTY SHOP
Lingerie de luxe. French and Scotch Tricots—Sport Hats
Reasonable prices.

PRINTING & STATIONERY
HERBERT CLARKE
338, Rue St Honoré
(Place Vendôme)
PARIS
Telephone Central 26-82

H. J. HOWARD
Stationer and Engraver
(Formerly 3 Rue Cambon)
Now Removed to
7 RUE ROY
(Behind Hanamese)
Close to church "St Augustin" Paris, VIIIe
Telephone Laborde 26-70
Wedding and Society Invitations Engraved As Per's Address Stamped in Relief Without Charge for Engraving Die

The RIVOLI TEA ROOMS
2 Rue de Rivoli (Near Louvre)
English and American Home Cooking
Breakfast—Lunch—Tea—Supper
MODERATE PRICES

11 Rue Bleue
Virgona
We aim to win your confidence
Telephone Bergère 36 13
OFFICE AND APARTMENT FURNISHINGS—TAPESTRIES
Paris, France—3 Rue Molière (Opéra)

Hélène Krieger
Made Gowns, Coats
We aim to give the best in Service, Quality and Style. Hems orders promptly executed
Phone: Gutenberg 62-90

Mon Félix
MODEL HATS—MODES
A very new selection for your approval
The best in quality and style
Avenue de l'Opéra
(Entrance 29 Rue des Pyramides)
English Spoken Telephone

A SMALL SHOP THAT WILL PLEASE YOU
LINGERIE
SMART TEA FROCKS
L. PRIOUT—27, Ave. RAPP VIIIe.

THE MAISON RUFFIE
11 Rue Saint-Augustin (Opéra)
Always has on hand a good sized stock of ready made Model Gowns, Coats Blouses Trousseaux, Lingerie, Tea Gowns, Lingerie, Immediate deliveries to travellers. English spoken. Phone Central 65-80

Anglo-American Typewriting Office
4 Rue Pasquier. Paris
(Corner Boulv. Malesherbes)
Tel.: Central 00-40 MISS W. HARLE
Stenographers Interpreters
Translators R C No. 136429

MARCEL COIFFEUR
Waterwaving, Shampooing and Manicuring
Perfumery. English spoken. Tel. Gutenberg 36-94. 8 Rue Boudreau (very near the Opéra).

MR. and MRS. AMMONS
Continental Tours Conducted
Compagnons Hôtel. Purchases Made
European Address HOTEL CECILIA
11 AVENUE MARIGNAN Paris
Telephone Wagram 30-10.

NOSEGAY EVENING BAGS
10 Violets Roses & Orchids
Reminder—Best materials used.
On display mornings 9-1
MISS TEMPLETON
Hotel Molière 21 Rue Molière

MME. WEBB-SIMONNOT
A Service Bureau That Fills All Needs
Efficiency—Discretion—Personal Service
Professional Shopper to suit your time and purse

GERMANY
Berlin



E. KÖNIG
Lichterfelde Ost,
Berlinerstr. 11, I
Tramway 6, 10
Hohenbrunnerstr.
Tel. Lichterfelde 3997
FURNITURE OF WICKER-WORK
Moderate Prices. Free Delivery

TRUNKS
Travelling Necessaries
Fine Leather Goods
ALFRED MENZEL, *Saddler*
Berlin-Steglitz, Albrechtstr. 116
Tel. Steglitz 5107

Artists, Fancy Stationery & Book-Shop
A. SCHLEE
Berlin-Charlottenburg
Kantstr. 35, Ecke Wielandstr.
Tel. Steinplatz 210

HOSIERY AND GLOVES
All Kinds—Best Qualities
HERMANN NEUHAUS
Berlin-Charlottenburg
Tebelstr. Telephone 2415

LADIES' LINEN UNDERCLOTHING
Plain and Elegant Style. Bed Linen
Own Sewing Shop
FRAU EMMA WITTNER
Berlin-Charlottenburg 2 Tel. Steinplatz 132

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The Hague

BRIKETTEN COKE, COAL and all other fuel delivered by
G. KUIPER
9 Calestr. 74. Tel: 30043

Mrs. and Mr. Kruyt-Bouvy
All commissions filled, purchases made, reservations made at hotels, pensions etc. Guides through Holland.
Ieplaan 152 Telephone 30001

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Florence

Old England Stores
Grocery, Sport Goods Dry Goods, Hosiery
Telephone 1983. 6 Via Vecchietti

Tel. 2057 Eyre & Evers Tel. 4-11
BANKERS
Land, House & Estate Agents
Steamer Passages and Travel Agents
J. H. GRIERSON
Luxurious Autos for Hire
UNIVERSAL AUNTS
General Information Bureau
in Lungl'Arno Guicciardini

CASA GUIDI LEATHERWORK JEWELLERY TABLE LINENS 9 PIAZZA S FELICE

Succ. B. Seeber
International Bookstore
LARGE STOCK OF WORKS IN ALL LANGUAGES
20 VIA TORNABUONI

L. GALLI
Venetian Shawls, Mandl's Imported Shawls, Roman Blankets and Scarves
Real Tortoise Shell Articles
11 Via Vigna Nuova

CARLO PIERI & CO.
TEA ROOM
Pastry, Confectionery
Specialty of Rice Cakes
15 Via Tornabuoni

THE BLUE SHOP
GIOVANNI BACCANI
Artistic Florentine Leather
Publisher of Florentine Christmas Cards and Art Color Calendars
10 Via Vigna Nuova

SANTINI & CANTU
ENGLISH DRINKS
Trunks, Suit Cases, Bags
First-Class Florentine Fancy Leather Articles
Ladies' Lodge
Telephone 4788 12 Borgognissanti

BREAD, BUNS, BISCUITS AND CAKES
to be had at
BALBONI AND MULLERS
Electric Vacuum Bakery
Via Vigna Nuova

Recommended Millinery
BIANCALANI
Ladies' and Young Ladies' Hats, smart models
Fine Lingerie
4 Long'Arno Acciaiuoli, near Ponte Vecchio

U. LUISI and CO.
Marbles, Alabaster, Bronze
Artistic Gallery of Original statues and Reproductions
Carrara and Castellina Marble
Tel. 15-75 2 D Borgognissanti

RIFREDI SCHOOL
Embroidery in Antique Style
21 Via Carlo Bini Tram No. 24

FABIO INNOCENTI
Men's Tailor
Specialty in Tailor-Made Suits and Coats for Women
English Materials
3 Via Rondinelli
Telephone 37-15

EMILIA BOSSI
Dresses, Mantles, Hats
Via Rondinelli, Piazza Antinori
Tel. 3-72

S. PIANCASTELLI
Everything Optical
Kodak Materials
Developing and Printing
Phone 1-21 Via Calimala

SWEDEN
Gothenburg

LEOPOLD LINDWERG
FLORIST
Norra Hamngatan 7 Gothenburg
Telegrams 17-09

Stockholm

HEDIN & BERLIN
Stationery Lampshades
I. BIBLIOTEKSGATAN

CARL HELLBERG
AB. RURIK
Forwarding—Shipbroker—Insurance
Skeppsbron 9 Tel 8083

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Artistic Designs and Retouching
Graphic Mass Copying, colour (1) and Special Effects
Artillerigatan 41 IV Tel 0 6736

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are received in quiet house at the seaside, near Stockholm. You may address yourself to Mrs. L. Lunch Roslagsgatan 7 Tel N 23561

If you are looking for an elegant Corset that fits your figure, wears well, and also reasonably priced, you will find it at
TWILFIT

SWITZERLAND
Geneva

Specialty of GRILLADES
Rue Chantepoulet Tel. 32-33
Butter Cream
MADAME PASST
Rue de Lausanne 23 Geneva

GLAZIERY
ST GOBAIN LOOKING GLASSES
Frames of All Designs
PIERRE LORETTI
16 Rue d'Italie, Geneva

Lucerne

ADELHEID ROTHENFLUH
SILKS
EMBROIDERIES
Weinmarkt 5 Tel. 8.26

SWITZERLAND
Lugano

L'Art Ancien S. A.
Dealers in Rare and Early Books
7 Piazza A. Manzoni
Lugano

DÖBELI-FORSTER
Tea Room and Confectionery Shop.
Home-Made Cakes, Chocolates, Pastries and Candy.
2 Via Canova

St. Gallen

HAUSAMANN & CO.
ST. GALLEN
Marktgasse 13, z. Spinnrad
PHOTO—OPTICS
PROMPT DELIVERY

Vitznau on Lake Lucerne

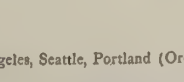
PENSION WALDHEIM
Pleasant Holiday Resort.
Season April-October.
Tariff on application
Ulrich Winiker

Zurich



Grands Magasins
JELMOLI, S. A.
GENERAL STORE

LADY TEACHER
with Zurich teachers diploma gives Lessons to Children
MRS. ESSIG-WYSS. Dietikon.



CUTLERY BLEULER
2 Poststrasse.
PRIVATE HOTEL
PENSION FLORHOF
Florhofgasse 4, near Central Station and Lake
Inclusive Terms from Frs. 10
PENSION BAERWOLFF

AUSTRALIA
Geelong

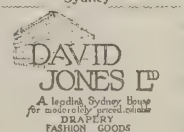
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CASH GROCERS
Herne Hill, Geelong
ADAMS & NANTES
Printers, Bookbinders and Stationers
146 Ryrie Street Geelong

BETTY TRICKETT
Costumier and Dressmaker
Melrose Flats
253 Ryrie Street Geelong

DENT'S
The Home of Good Furniture
76 Moorabool St. Geelong

BRYANT & LANE
Costumiers and Drapers
170 Moorabool Street Geelong

Sydney



DAVID JONES Ld
A legalled Sydney House for moderately priced goods
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FASHION GOODS
MENS & BOYS' CLOTHING
OPPOSITE G.P.O. SYDNEY

FANES FLOWER SHOP
8 Rowe Street, Sydney
For EXCLUSIVE FLORAL GIFTS
(MRS. RAMSDEN)

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Hot & Cold Luncheons & Dinners.
Open Daily
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HIGH-CLASS TAILOR AND COSTUME MAKER
No. 8A Castlereagh Street, SYDNEY

HOME for ladies desiring rest, or attention. Miss PITCHER, Tyrone House, Northwood Road, Northwood, Sydney, Australia.

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WINDOW WRITING
Glass Gilding Original Designs
VICTOR R. FORTESCUE
100 Dowling St. Phone
DRESSMAKING
Ladies' Own Material Cut and Fitted
MISS NEALE
No. 10 First Floor Liddle's Court Castlereagh and Market Streets

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Fire and Marine Funds exceed £2,000,000
Pitt and Hunter Streets, SYDNEY

FIRE INSURANCE
Northern Assurance Co., Ltd.
Total Assets Exceed £15,000,000
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Sydney
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All General Hardware, Soft Furnishings, Tools of Trade
Hock & Kirby's
186-194 George Street Sydney

Phone M 2991. City 5
Hewlett Motor Service
147-151 Castlereagh Street
SYDNEY
Comfortable cars always at your service
Cars Available Day and Night
Calls attended to with promptness and Courtesy.

POULLARS LIMITED
Dyers and Dry Cleaners
Head Office: 114 Pitt Street, Sydney

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Cape Town

MURDOCK'S
Reliable Jewellers. Diamond Merchants
Watchmakers, Goldsmiths and Silversmiths
100 Adderley St. P. O. Box 901, Cape Town

THE MODEL DAIRY
Delivers milk in sealed bottles. This ensures unadulterated milk and full measure. Fresh butter daily supplied.
17 Kloof St. Cape Town. Phone 1408 Central

Durban

HARRIS'S CORNER STORES
(Opposite Grand Hotel)
High-class Groceries, Provisions & Meat
Try Our Cambridge Sausages
Phone 1865

BRISKER'S
Luncheon & Breakfast
"Meat & Weeat Specialists"
BUTCHER'S CORNER
West and Field Streets

MODEL STEAM LAUNDRY
Phone 1445
70 PRINCE EDWARD STREET

SEATON PRIVATE HOTEL
Gillespie Street, Durban Beach.
Close to Baths.
UNOBSTRUCTED VIEW OF BEACH
Under personal supervision of
MR & MRS. J. C. POWELL Tel 2391

JAMES DOWNING
For Irish Linens, Art Needlework, Knitting Wools, and Baby Linen.
424 West Street, Durban, Natal

THE DURBAN DYE MANUFACTURING CO. and LAUNDERING WORKS
(H. BYRNE-SMART, Proprietor)
Established 20 years
Boots & Shoes Made to Order
175 a West Street, Durban

Johannesburg

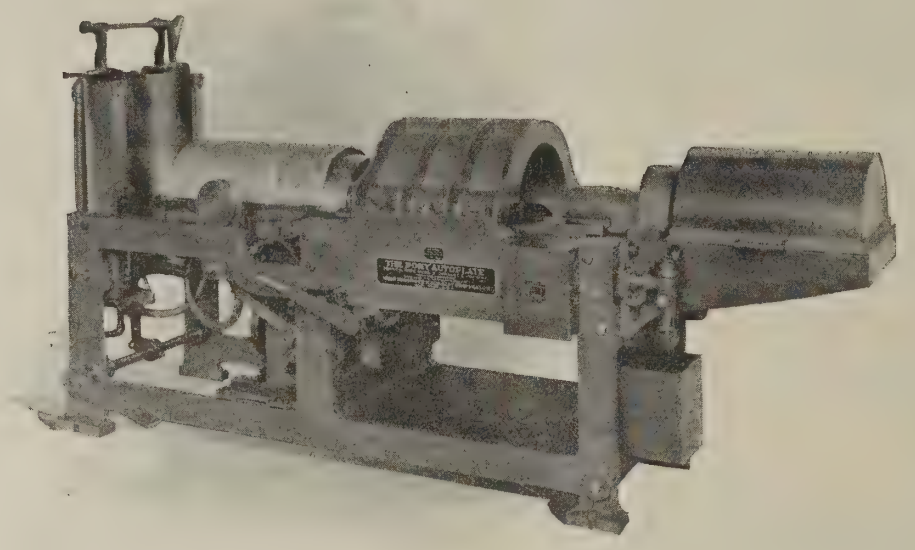
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Developing & Printing
KODAK (SOUTH AFRICA) LTD.
86 Eloff Street, Johannesburg.

FANNY FARMER'S
High-Class Tea Room and Confectionery
Corner Bree Street and Commissioner Street
Johannesburg

"Pure Food, Cleanliness and Service"

The Christian Science Monitor
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CONTINENTAL EUROPE
AUSTRIA
Vienna—Hermann & Glas, Seilerst. 4; Wallerss II., and all railway stands at the Hotel Bristol, Grand Hotel and Südbahnhotel.
CZECHOSLOVAKIA
Prague—F. Topic, Národní 11.
FRANCE
Paris—Librairie Française, 7 Rue de la Sorbonne
Boulogne-sur-Mer—Librairie Parisienne, 3 Avenue de Wimereux
Cannes—Librairie Nouvelle, 18 Rue Gimbernat
Dijon—Librairie Darantière, 18 Rue d'Auxonne
Grenoble—Librairie Allier Père et Fils, 1 Rue de Bonne
Lyons—Librairie Générale Ancienne et Moderne, Paul Feron-Vrau, 7 Rue Gentil
Marseilles—Nouvelle Librairie Générale, 4 Rue Vacon
Nice—Librairie Visconti, 30 Avenue de la Gare
No. 1—At the Municipal Casino
No. 2—Librairie Masséna, 24 Rue de Rivoli
No. 3—Librairie Auberge de Jehan de Saintré, 3 Rue Masséna
No. 4—Librairie Lafayette, 20 Boulevard Haussmann
No. 5—Librairie Nouvelle, 1 Rue Halévy
No. 6—Librairie Grand Hôtel, 12 Boulevard des Capucines
No. 7—Librairie Centrale des Beaux-Arts, 11 Rue Caumartin
No. 8—Librairie Hachette et Cie., 79 Boulevard Saint-Germain
No. 9—Librairie Nouvelle, 29 Rue de Rivoli
No. 10—Librairie Galignani, 224 Rue de Rivoli
No. 11—Librairie Brentano's, 37 Avenue de l'Opéra
No. 12—Librairie Française, 33 Rue Tronchet
No. 13—Librairie Scribe, 1 Rue Scribe
No. 14—Librairie Wagram, 103 Boulevard Malesherbes
No. 15—Librairie Française, 19 Rue de Rivoli
No. 16—Librairie Française, 25 Rue des Champs Elysées
No. 17—Librairie Française, 25 Avenue des Champs Elysées
No. 18—Librairie Française, 21 Avenue de l'Opéra
No. 19—Librairie Française, 7 Rue Castiglione
No. 20—Librairie Française, 4 Rue Castiglione
No. 21—Librairie Française, 248 Rue de Rivoli
No. 22—Librairie Française, 244 Rue de Rivoli
No. 23—Librairie Française, 242 Rue de Rivoli
No. 24—Librairie Française, 240 Rue de Rivoli
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No. 37—Librairie Française, 214 Rue de Rivoli
No. 38—Librairie Française, 212 Rue de Rivoli
No. 39—Librairie Française, 210 Rue de Rivoli
No. 40—Librairie Française, 208 Rue de Rivoli
No. 41—Librairie Française, 206 Rue de Rivoli
No. 42—Librairie Française, 204 Rue de Rivoli
No. 43—Librairie Française, 202 Rue de Rivoli
No. 44—Librairie Française, 200 Rue de Rivoli
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No. 71—Librairie Française, 146 Rue de Rivoli
No. 72—Librairie Française, 144 Rue de Rivoli
No. 73—Librairie Française, 142 Rue de Rivoli
No. 74—Librairie Française, 140 Rue de Rivoli
No. 75—Librairie Française, 138 Rue de Rivoli
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No. 110—Librairie Française, 68 Rue de Rivoli
No. 111—Librairie Française, 66 Rue de Rivoli
No. 112—Librairie Française, 64 Rue de Rivoli
No. 113—Librairie Française, 62 Rue de Rivoli
No. 114—Librairie Française, 60 Rue de

Ultra Modern Methods and Equi



PONY AUTOPLATE MACHINE

HAND-MADE PLATES are no longer welcome in the modern plant. Their inherent inaccuracies and the uncertainties incident to their use result in wasting of time, labor, and newsprint.

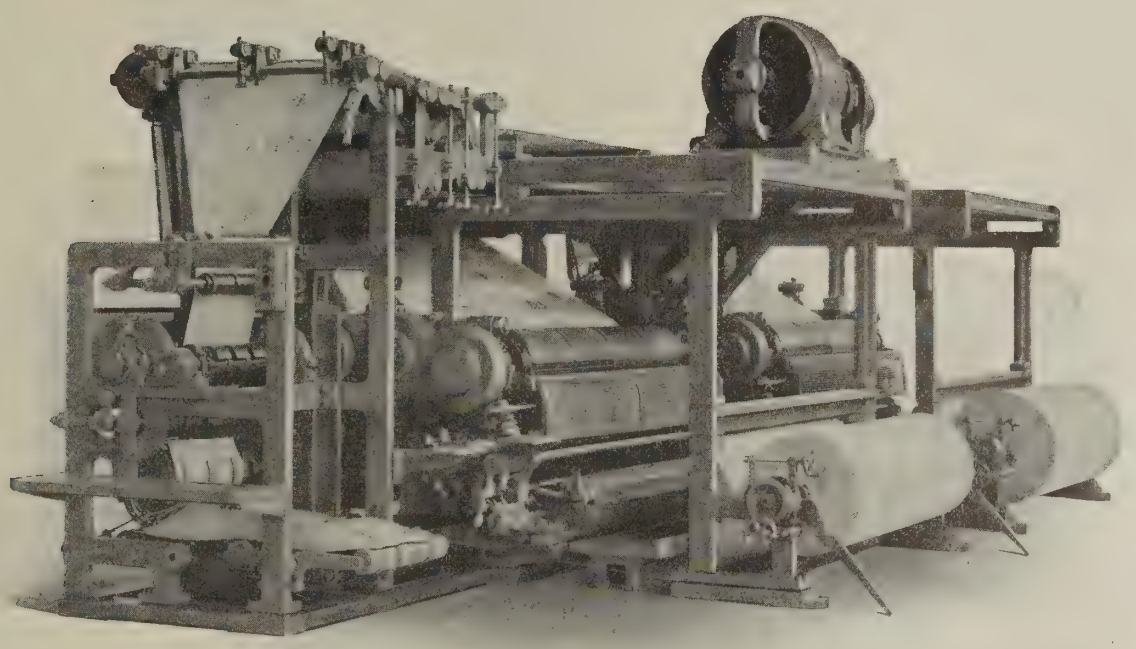
All modern plants are now Autoplate-equipped because Autoplate plates are uniformly accurate in curvature and thickness.

The PONY AUTOPLATE Machine occupies the space of but 9 ft. 5 in. by 2 ft. 7 in. and may be worked by one man. It casts and finishes newspaper printing plates more swiftly and economically than can the conventional hand-worked apparatus. Autoplate plates require no hand-tooling; they are delivered completely finished, cold and dry, ready for press.

The AUTOPLATE Way is the only Modern Way.

WOOD NEWSPAPER MACHINERY CORPOI

ment for Today's Requirements



BEE-LINE PRESS

THIS is the simplest and swiftest smaller-city newspaper printing press in the world—printing at the same speed and as handsomely as the larger metropolitan daily presses.

It is easy to operate, easy to adjust and easy to install. From a single location, the pressman may view every operation of printing, folding and delivery. There is no roll lifting.

It meets every requirement of the smaller-city daily publisher and is unit-built to economically care for the future as well as the present.

The BEE-LINE PRESS relieves the publisher of the many limitations of flat-bed printing earlier than any other press. It is a handy tool and a first-rate printer. It requires no pit.

TION, 501 Fifth Avenue, New York City

These 28 leading Iowa daily newspapers offer a valuable marketing service—uniform co-operation for you over the entire state. Write for the "Iowa plan."



Average wealth *greater*—living standard *higher*—in Iowa

Iowa's taxable wealth per capita is $4,146, as compared with $2,731—the nation's average. (Latest financial report of U. S. Bureau of Census).

Iowa has lowest percentage of illiteracy of any state. Has the most telephones in proportion to population. Twice as many Iowa people, proportionately, have high school education as in the nation as a whole.

Though Iowa ranks twenty-third in area; though less than half of her people are engaged in farming, here is how Iowa compares with the other states in agriculture:

First in value each of corn, oats, horses, hogs and poultry.

First in value of farm lands and buildings.

First in total value of farm products.

First in combined value of live stock.

First in total value of farm property.

First in percentage of farm land improved.

Yet, the yearly value of Iowa's industrial output exceeds that of her field crops!

The question of selling to this wonderful market is simplified by one fact: Iowa people are partial to their daily newspapers. In the cities, in the villages, on the farms —practically every family reads one of these 28 leading dailies **every day.**

You can deal with all these papers as with one publication if you wish.

We will gladly send you rates and full information.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

STEER YOUR RETAILERS AWAY FROM UNSUCCESSFUL TYPES OF SALES EVENTS

Southern Department Store's Sales Fell Off When Club Women Managed Store for a Day—Buyers Feared Being Patronized

By PHILIP FRANCIS NOWLAN

NEWSPAPER advertising managers generally are on the search for new ideas to pass on to their merchant friends, and any unusual and successful sale staged by a merchant in one city is likely to be profitable reading for advertising managers in other cities.

Likewise, it's sometimes valuable to be posted on campaigns that did *not* pay for themselves, in order to advise advertisers who may be contemplating a similar "stunt," and who may blame the effectiveness of the paper's advertising columns when they find it *doesn't* work.

Here's a special event that was staged by one of the leading stores in the South. It was a success or a failure according to how you look at it. As a piece of institutional publicity it went far toward accomplishing a purpose the store has been working for for a number of years. It was expected that it would also produce an extra volume of business on the day of the sale. But in this it was an absolute "dud." As a matter of fact the store didn't do as much business as on a normal business day.

And from the result of the event the store management has concluded that the co-operation of an outside organization, association or club is a decided liability, except perhaps from the viewpoint of institutional good will.

The store and city shall be nameless for the sake of freedom in discussing the results of the sale.

Briefly, the idea was this. The department store, having moved into new quarters, much larger than many people in the city thought was warranted, staged one gigantic sale to prove that it could do a given volume of business—which we shall call 100% for purposes of this discussion—in one day. Actually, due to the careful preparation of an intensive advertising campaign preceding this day, it exceeded this amount by about 9%. Having accomplished this it determined to stage another sale to drive home to the women of the city the fact that while it carried a heavy proportion of inexpensive and economical merchandise, it also carried as good quality as could be obtained in the city at prices in reasonable proportion. It had never had much of the "elite" trade.

It so happened that the leading women's organization in the city was badly in need of funds at the time. The management therefore publicly offered the store for one day to the women's organization. Members of the organization for the given day were to act as the management of the store and receive a given percentage of the net sales. Spectacular full-page advertising announced the plan. The copy was such that it could not be overlooked. It would have "stopped" any reader of the several issues in which it appeared, even non-residents. The club women took charge on the given day, and all arrangements went as planned. The only trouble was that the public did not come.

Why? Was there any popular prejudice against the women's club?

No, everybody in town wished the club well. Many women, members of "the elite," who had never entered the store before made its acquaintance, and there was much evidence that they were pleasantly surprised in it. In that respect the sale was a success. More of them found their way into the store in one day than would otherwise have entered it in a year.

But the point was this. The women of moderate circumstances, who normally form the bulk of the store's trade, were "scared off" by the fact that the club women were in charge. They feared, it seemed, that there might be some danger of their being "patronized." They would rub elbows with society women on the same side of the store counter, but they did not want to face them across the counter.

Sales that day were only 20 per cent, (of the 100% figure mentioned) whereas on a normal day with no special sale it was nothing unusual for them to run 35, 45 or even 55 per cent. The merchandising was right, the advertising was right, and the weather was right. There was only one thing to which the poor volume of sales could be attributed.

In the future the management of this store intends to rely on its own strength in its merchandising events, and not call upon outside auxiliaries.

How to Get More Circulation

1. Make a good newspaper.
2. Sell it in a business-like manner.

An old formula, but still the best. With my staff of clean, aggressive salesmen I can get you all the circulation you want and with a good product which I can also help you make, you will hold the new business.

No contests, no tricks—just selling.

Let me show you what I have done for other papers and what I can do for you. Write or wire.

F. J. Marks Circulation Service
2524 E. 73d Street, Cleveland, O.

Phone Central 4802

FOR DISPLAY OR CLASSIFIED ADVERTISING IN

FOREIGN LANGUAGE NEWSPAPERS

ADVERTISING PLACED IN
POLISH BOHEMIAN
GERMAN JEWISH
SWEDISH LITHUANIAN
DANISH HUNGARIAN
NORWEGIAN ITALIAN
GREEK ETC.
NEWSPAPERS THROUGHOUT
THE UNITED STATES

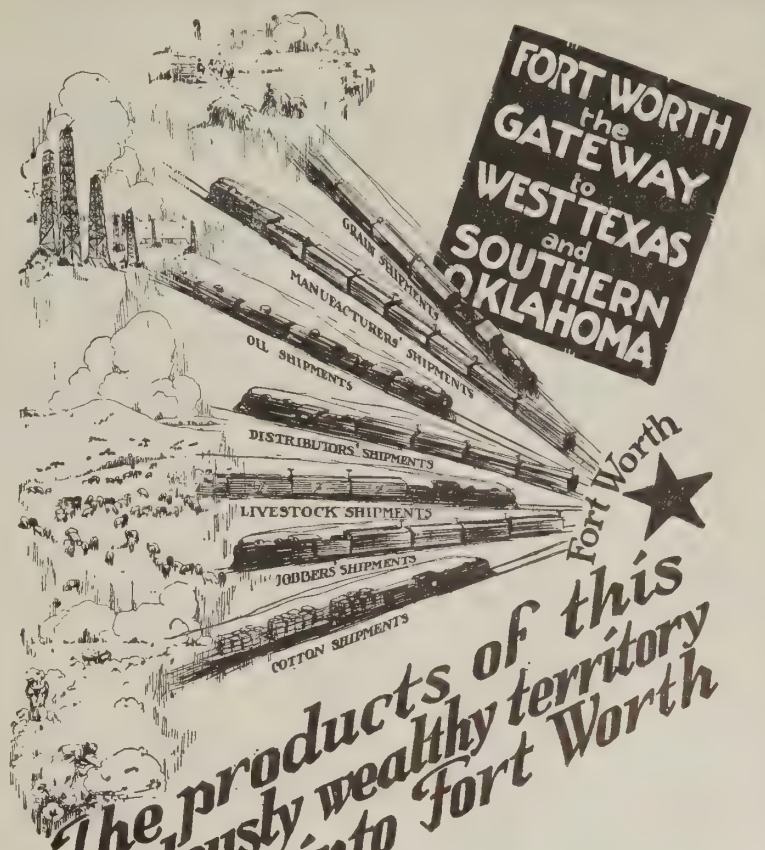
Classified Advertising Dept.
GRACE F. LITTLE, Mgr.
Expert Ad-Takers
Complete Information
Our Service is FREE
Our Rates Are Same as Publishers' Largest Foreign Language Representatives in the Mid-West

Do you know that 76% of Chicago's population is foreign born or of foreign parentage? Write for our "Book of Facts" on Chicago's population.

Publishers' Representative

UNIVERSAL ADVERTISING SERVICE
132 West Madison Street, Chicago, Ill.

An Organization Serving Advertisers and Agencies according to the recognized Practice of Publishers' Representatives.



The products of this fabulously wealthy territory pouring into Fort Worth

—and Fort Worth supplying all the needs of this great Inland Empire

Here's the greatest try-out territory in the United States completely covered by the

STAR-TELEGRAM and RECORD-TELEGRAM

with more circulation than any three other newspapers in this territory combined.

DAILY AND SUNDAY CIRCULATION

More Than 120,000

No Premiums No Contests

FORT WORTH STAR-TELEGRAM
(EVENING)
Fort Worth Record-Telegram
(MORNING)
FORT WORTH STAR-TELEGRAM
and Sunday Record

Charter Member Audit Bureau of Circulations

AMON G. CARTER, President and Publisher
A. L. SHUMAN, Vice-Pres. and Adv. Director

WORLD'S FAIR IN THE MAKING AT SESQUI CITY

Exposition Not Complete, But There's Plenty to See at League Island Park, Three Miles from Hotel Headquarters—Treasure Island Transported from Wembley

A WORLD'S fair in the making is the spectacle offered A. A. C. W. delegates at Sesqui City, new name for League Island Park, three miles down Broad street from hotel headquarters, the Bellevue-Stratford. Those expecting a completed Sesqui-Centennial Exposition will be disappointed. Philadelphians candidly admit the affair will not be in full swing until July 4, when the grounds and buildings will be officially dedicated by President Coolidge.

But even as it stands now, those who like history, romance and industrial progress materialized for them within wood, stucco, and brick walls instead of within the covers of a book, those interested in having the world concentrated for them within walking distance, will find plenty to see beyond the big cracked Liberty Bell replica that hangs over the main entrance to the Sesqui grounds.

The Philadelphia daily papers supply the news of the special features scheduled for convention week, June 19-24. Certain regular exhibits and buildings noted in a trip around the Sesqui city, even in their incomplete state, are worthy of a visit.

After paying fifty cents admission, you can ride in a Philadelphia Rapid Transit Electric bus for ten cents about the streets of this pageant town, and thus avoid the temptations of the all too frequent soft drink and peanut stands.

It is hard to say today what state the exposition buildings, with their grandiose names, will be in tomorrow. Workmen are transforming scaffoldings into architecture with magical swiftness.

Those attending the auditorium for the first inspirational meeting will find this mammoth building complete at least. It stands at the right as you enter the main gate, where Broad street becomes the "Avenue of the Colonies." Across this avenue is the Palace of Liberal Arts, half filled with exhibits and half with promises. Here is a Danish exhibit of pottery, pewter and porcelain, exhibited by the firm of Peter Hertz, jewelers and silversmiths to the Royal Court of Denmark, established in 1834. This exhibit, valued at many thousands of dollars, is in charge of Torkal Hertz, of the fourth generation removed of the founder of the house. If artistic presents are wanted, they may be purchased here. The place is filled with many small stands at which women sell knickknacks and handiwork articles. Then there are some purely industrial booths, such as those operated by the Bell Telephone Company, the Underwood and Remington typewriters, and the Pennsylvania Railroad.

The Palace of Agriculture stands next door to the Palace of Liberal Arts. When visited the other day it was not complete. At the model post office next door it is possible to see the first 100 per cent finished exhibit on the grounds, but standing just in front of it is the proposed Tower of Light, still in early building stages.

Nearby is the Taj Mahal, or India building, garishly white in the Pennsylvania atmosphere, and lacking the mirror pool of the pictures. Carpenters are still at work inside, where a number of exhibits offering jewelry from India for sale are open. Here too is a restaurant to give one an actual taste of the Indies. The Pennsylvania building is not quite finished and contains no exhibits.

Sulgrave Manor, with its cool gray stone, comes as a relief after the stucco. This reproduction of the home of George Washington's ancestors in England, said to be exact in every detail, was erected by the Colonial Dames—the British delegates, and those who visited the original in 1924, can tell how exact.

A stone's throw away, the visitor finds himself back home across the Atlantic, but in America of colonial days. High Street of Philadelphia in 1776 has been rebuilt to charm with its quaintness the skyscraper minds of today. For those who like such details, High street covers a piece of ground 800 by 240 feet on the west side of the Avenue of the Colonies. In 1776 it was the Market street of the city. It is the typical Colonial square, with the town hall at one end, facing the market place at the other. Other buildings reproduced on High street are the Quaker meeting house, and the first brick house built in Philadelphia. The bricks were brought from overseas as ballast on a Colonial ship. The reproduction is called the Dames' school, and serves as headquarters for women teachers of the country.

High street comprises 22 separate structures, embodying the forgotten picturesqueness of other days, including a market house to contain 30 booths where women will sell articles to visitors.

Like pages torn from a child's picture book is "Treasure Island", a group of tiny, brightly painted houses in the shadow of a knoll on the bank of an artificial pond. This exhibit was one of the features of the Wembly Exposition, where it was seen by delegates to the London A.A.C.W. convention.

Across from Treasure Island, workmen are still completing erection of various amusement devices, which will eventually when completed, be called the "Gladway."

But so many buildings are as yet incomplete. Philadelphia and its attitude toward the Sesqui-Centennial is mystifying to the out-of-town visitor.

The Quaker City is like a small boy with his nose held compelled to take a dose of very bad medicine, much against his will, because the bad medicine is good for him. And the small boy is just beginning to realize that the distasteful stuff has its good effects.

Many Philadelphians have opposed the Sesqui—largely because of the condition of the city's streets and a feeling that the city would be unable to entertain a vast crowd of visitors. Those in charge had eight years in which to prepare, and have only really waked up in the last eight weeks. Putting it bluntly children of the home of the Declaration of Independence have been a bit ashamed of the old homestead and its failure, through political conditions to make improvements in streets and subways that should have been made years ago.

Philadelphia, however, has suddenly snapped out of its lethargy, because the patriotic visitors have reversed the order and sold the Sesqui-Centennial to them.

There was much furore because the Fairmount Park grounds, scene of the centennial, were not chosen as headquarters for the 1926 affair. Choosing of the Navy Yard region was opposed hotly. Now that it is realized that a section formerly worth only $10 an acre has increased in value to $20,000 an acre there is quite a change of heart. Estimates are that the property value increase and the assessment of the newly valuable section alone will bring in enough money to make the necessary improvements in the streets.

EL MUNDO of HAVANA

is pleased to announce the opening of their United States office, 503 Times Building, New York City, in charge of S. S. Koppe & Co., Inc., for the purpose of assisting American manufacturers and their advertising agencies in the development of one of America's nearest, best and logical markets—CUBA.

EL MUNDO is

FIRST — in circulation. EL MUNDO has the largest and best circulation of any newspaper in Cuba. EL MUNDO covers the island like a blanket and is the dominant factor in the buying habits of a country which has the largest purchasing-power per capita of any country in the world.

FIRST — in NEWS.

FIRST — in classified advertising (nearly double that of its nearest competitor)

FIRST — in national advertising

FIRST — in local display advertising

FIRST — in American advertising

FIRST — in EVERYTHING.

"Ask EL MUNDO about Cuba"

What the NEW YORK EVENING JOURNAL Did For Duco

The letter from E. I. du Pont de Nemours & Co., reproduced herewith, tells a story, which is typical of the experience of *New York Evening Journal* advertisers.

DU PONT

E. I. DU PONT DE NEMOURS & COMPANY
WILMINGTON, DELAWARE
ADVERTISING DEPARTMENT

May 7, 1926.

New York Evening Journal,
2 Columbus Circle, New York City.

Dear Sirs:

You will undoubtedly be glad to read the facts laid down in this letter. They surprised and pleased us greatly.

We have heard a great deal about merchandising cooperation from newspapers, but this is our first-hand experience of what can be accomplished with all forces pulling together.

With the cooperation of the Journal Merchandising Department we more than doubled the initial number of retail outlets selling Duco for Handy Home Uses in your marketing area.

Likewise we were pleased with the attention value of our opening color page advertisement and more Brush Duco was sold in the first three weeks than we had originally thought might be sold during the entire campaign.

Naturally, we are gratified and as you know, are continuing to use the Journal for this Campaign.

Very truly yours,

Wm. A. Hart

Wm. A. Hart
KED

Director of Advertising

This well-known company, makers of Duco, the new chemical finish for automobiles, furniture, etc., wished to introduce this product in the New York market—to build up the use of Duco *in the home* as an adjunct to its many industrial uses.

The co-operation of the *Evening Journal* Merchandising Department, the tremendously effective color-page advertisements in the *Evening Journal* itself, produced results far beyond their hopes or expectations. More Duco was sold to householders in the first three weeks than the du Pont Company had thought could be sold during an entire campaign!

Net Paid Circulation for six months ending March 31, 1926, was **696,447** *Copies a Day*

NEW YORK EVENING JOURNAL

Largest Evening Circulation in America—and at 3c a Copy Daily—5c on Saturdays
DOUBLE the Circulation of Any Other New York Evening Newspaper PLUS 107,563

EDITORIAL



REORGANIZATION IS DUE

THE pages of this issue of EDITOR & PUBLISHER in a measure reflect the astonishing development of internationally organized advertising.

This is the triumph of the Associated Advertising Clubs of the World, which is next week to celebrate in brilliant ceremony its twenty-second annual convention. A vast assembly of advertising Americans will greet distinguished colleagues from overseas and in general and special session consider an infinite variety of problems and again unite in action to give impetus to the world-wide movement.

Every thinking advertising man is aware that advertising is really only in swaddling clothes. Marvelous as has been the post-war development, the future presents a prospect only bounded by the imagination, courage and co-operative spirit of the votaries of commercial propaganda.

EDITOR & PUBLISHER takes this occasion to welcome to the shrine of our press freedom the advertising host from the states and foreign lands. This convention promises to be the most fruitful of any of the annual gatherings.

It should be emphasized that the Associated Advertising Clubs of the World is not a social organization —it is the leader and defender of one of the most serious economic movements of modern times. The Philadelphia convention has grave business in hand, as well as a glittering inspirational program.

The name of the organization is a misnomer. The A. A. C. W. is not merely a federation of clubs, but is the highly charged motor of a commercial philosophy upon which the entire machine is operating in this country and from which the whole civilized world is increasingly drawing power. That "Clubs" should be dropped from the name of the organization is a good suggestion. The A. A. C. W. is an international advertising conference and should be known as such. The word "Clubs" misrepresents it.

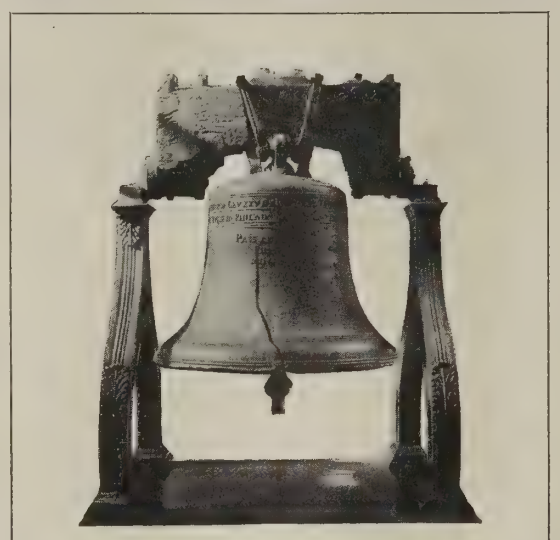
One of the powerful influences created by the A. A. C. W. movement is the body known and separately incorporated as the Better Business Bureaus, which has developed a corps of experts to examine into the integrity of advertising and take action with constituted authorities to prevent frauds upon the public through the medium of advertising. There are no words to express our enthusiastic approval of this principle. The work the Bureaus have done deserves commendation as high public service and merits ample support.

For months EDITOR & PUBLISHER has been hearing that there was a movement to disassociate the Better Business Bureaus from the Advertising Clubs of the World. We are not clear as to the motives, but the inconsistency and wrong of such cecession are obvious. When the Better Business Bureaus are disassociated from the general advertising organization they shall become mere detective agencies operating outside of the advertising organization and independent of its moral as well as financial support. Whereas the bureaus' activities are now generally welcomed heavy resistance from organizations that should be wholehearted in support of this public service would block independent vigilance work. The wisest heads in advertising predict nothing but disaster for bureaus conducted independent of the general advertising movement. The cecession talk is destructive and, if we may remark, underestimates the moral power of the advertising host that makes up the A. A. C. W.

There is no question that the A. A. C. W. and all of its branches deserve better financial support than has been given in the past. That individuals who are giving unselfishly of their time to promote the advertising cause should also be called upon to pledge their personal finances to guarantee organization deficits is an extreme absurdity. The A. A. C. W. should be well financed.

Reorganization is due at Philadelphia! The A. A. C. W. has outgrown its suit of clothes. The advertising interests and those who live by them demand a stronger body and harmonious operation of its several functions.

Every newspaper man in America knows that Carl Magee shot a by-stander while prone on the floor fighting for his life against an unprovoked assault by the thug ex-Judge Leahy: what do they think of a district attorney and state court that made Magee face trial for manslaughter?



WHY THE SUMMER SLUMP?

WHY is there a Summer let-down in the newspaper and advertising business? The relaxation in the midsummer months certainly does not reflect economic conditions in this country. In truth it reflects the ennui, fatigue, lassitude of the sellers of advertising and the persistent coddling of this psychology by managements. Business proceeds as usual in many departments of trade through the months of June, July and August. Money is spent for commodities. People read newspapers, often more completely because of larger leisure. It is not the average man's experience that there is any decrease in his buying of family requirements. Why, then, the Summer slump?

Last year in 25 leading cities of the country newspaper linage totals for July and August were approximately one-third below the total for October of the same year. There is no justification in logic or the facts for such slackening of newspaper advertising activity.

In a long list of American industries there is no seasonable variation in the volume of trade. In some industries June, July and August are peak months. It is true, of course, that many businesses decline in the hot weather months. But there is no warranted one-third balance against normal newspaper advertising volume.

In a recent issue of *System* a writer lists 36 out of 85 leading lines of business which actually enjoy their peaks of trade in June, July or August, or all three of these months. Of the number 24 make their high year records in July and August. Among the latter are: Automobile supplies, builder's materials, clothes and clothing, corsets, creamery supplies, feed, flour, grain and hay, food-products, hardware, jewelry, meat, musical instruments, oil, paint, photographic supplies, rubber goods, steam heating, trunks, wallpaper, bedding, brass goods, insurance, transportation, agricultural implements, bricks, rope, fertilizers, furniture, leather, millinery, real estate and engines.

Now, surely, in that impressive list of lines that thrive best under the glare of the midsummer sun, there is plenty of work for advertising men to do.

Grant that it is up-hill work, that resistance is against the summer lassitude of space buyers and that a high percentage of calls avail nothing due to the fact that prospects are spending the afternoon motoring with friend wife or seeking to cup a little white ball, nevertheless in the branches of trade that enjoy their peak trade in June, July and August there are advertising schedules for energetic solicitors who are able to talk advertising through wilted collars.

To the frenzied arrivist no idea is worth consideration until it has been slightly amended and wholly appropriated.

22,500 DEAD; 675,000 INJURED

OCCASIONALLY we hear some editorial man say: "We do not campaign for anything, not because we have lost the crusading spirit or hesitate to create controversy, but solely because there does not seem to be issues of sufficient interest to hold public attention in this exciting jazz and easy-dollar era."

Perhaps the situation in this country regarding the hideous, barbarous, insane misuse of the automobile might hold "them" for a few issues, particularly in view of the fact that the annual horror of 22,500 deaths and 675,000 injured can be materially reduced when newspapers demand local legislation and enforcement of safe traffic regulation and also educate the public to the dangers of the automobile as only newspapers can do.

In the face of 22,500 dead in 1925, an increase of ten per cent over the previous year, any editor who withholds protective comment and advice from readers because of a fear that automobile advertisers may frown, is not only cowardly but short-sighted, for if this delirious speed menace is not curbed by processes of reason, outraged public opinion some day shall take action that may be as irksome for careful drivers as is the Volstead Act irksome for temperate drinkers.

During 1925, according to statistics just published by the National Bureau of Casualty and Surety Underwriters, 6,300 children under 15 years of age were slaughtered under automobile wheels. Is there human interest in that fact sufficient to distract public attention for a few days from "love nests" and bath-tub boozing? If not, this is a nation of lunatics.

The insurance men find that "in certain cities that have done intensive safety work there are marked decreases in automobile fatalities, showing that the situation is capable of control." There, surely, is a cue for any editor. What cities? How has it been done? Give us the facts! We desire to live and retain our arms and legs. Human interest? What else can this story be called?

No good salesman submits to an unjust attack upon his product or his house by a prospect whose only motive is to get rid of the visitor.

MIXING WAR POISON

WHAT is the formula of the poison called war? If we do not know the answer to that question in 1926 we are a mob of staring imbeciles. The formula is: Denial of essential human liberties, rough-shod suppression of all opposition, gagging press and ignoring minority opinion, imperialistic jingoism, stirring the pots of suspicion and hatred, thus setting up international targets; advocacy of the threadbare principle of balance of power in Europe, boasting of a standing army of 3,000,000 and ships that shall rule the seas, control of emigrated manpower "to the seventh generation," the waving of flags and symbols, fine feathers and the beating drums, goose-stepping, braggart dictatorial talk which transmutes normal patriotism into roaring, raving hysteria and—all in the name of "economics."

Twelve years ago this was a true description of Germany. Now it is an outline of the Italian situation. Why should sane men believe that the effects of these familiar causes should not be war? Why should persons possessed of their wits believe that Mussolini's dictatorship shall even accomplish its avowed national economic purpose? War is not economical. We know that, now!

Nothing succeeds like intelligent advertising.

INTRODUCING MR. PARKER

WE have with us today Don M. Parker, "Advertising Councilor" of the United Cigar Stores Co. of America, who is sending great gobs of free readers to newspapers to celebrate the 25th anniversary of the birth of his company.

Mr. Parker routes his "news" through the advertising department. In a very polite letter, asking liberal use of his hand-outs, he says the company is highly successful and is looking forward to "bigger and better service." But nary a word about paid advertising.

Now EDITOR & PUBLISHER readers know what an "Advertising Councilor" is.

PERSONAL

WILLIAM J. CONNERS, JR., of the *Buffalo Courier-Express and Star* recently had the members of the Town Club of Buffalo as his guests on a special cruise of the steamer Juniata, one of the Conners' fleet of lake passenger steamers.

Theodore T. Ellis, former owner and publisher of the *Worcester* (Mass.) *Telegram-Gazette,* was recently elected a trustee for three years of the Massachusetts State Lodge of Elks at the convention of that body in Salem.

L. E. Fairchild, treasurer of the Fairchild Publications returned from Europe on Monday.

Mrs. J. K. Hudson, Fresno, Cal., widow of the founder and first editor of the *Topeka* (Kan.) *Daily Capital,* celebrated her 87th birthday anniversary June 10, at the home of her daughter, Mrs. Dell Keiser, Kansas City, Mo.

IN THE BUSINESS OFFICE

M. Y. STOKES, JR., formerly advertising manager of the *Ardmore* (Okla.) *Daily Ardmoreite* is now advertising manager of the *Austin* (Tex.) *American-Statesman.*

Frank Hastings, advertising manager of the *Orlando* (Fla.) *Morning Sentinel,* with two friends sailed recently from Tarpon Springs in a 30-foot boat for South America.

Luther Baker, circulation manager of the *Knoxville* (Tenn.) *Sentinel* and connected with that paper for 35 years, is convalescing from a recent illness.

Milton A. Bangs, for 14 years with the *Winfield* (Kan.) *Courier,* and advertising manager since 1924, has resigned to become office manager of the Sonner Gas Burner Manufacturing Company.

P. R. McDowell, former owner and editor of the *Julesburg* (Col.) *Grit-Advocate,* is now associated with the *Sterling* (Col.) *Advocate* in the advertising and printing departments.

John E. H. Markle has taken the post of advertising manager and business manager of the *Olympia* (Wash.) *Olympian and Recorder.*

Miss Elinor M. King has joined the business staff of the *Kentville* (N. S.) *Advertiser.*

H. R. Rinehart of the Philadelphia office of the Fairchild Publications has been transferred to the home office in New York.

R. Vernon Knight, cashier of the *Salt Lake City Deseret News,* and Mrs. Knight are parents of a daughter.

IN THE EDITORIAL ROOMS

HILTON P. HORNADAY of the *Minneapolis* (Minn.) *Tribune* reported the convention of the National Association of Real Estate Boards at Tulsa last week for the Tribune.

James R. McGregor has joined the editorial staff of the *Halifax Morning Chronicle.*

O. N. Malquist of Salt Lake City, Utah, has been made editor of the *Canon City* (Col.) *Record.* J. A. Mann, former editor, resigned recently to enter advertising.

Florence Buchanan, millinery editor of *Women's Wear,* New York, has sailed for Europe. She will make her headquarters at the Paris office of the daily.

Leo H. Fischer, magazine editor of the *Chicago Evening American,* accompanied by his bride, will sail Saturday for a nine weeks' tour of Europe.

W. H. Robertson, former managing editor of the *Fort Lauderdale* (Fla.) *News,* is spending a vacation in the Allegheny mountains near Oakland, Md., with Mrs. Robertson.

David Lidman, former Norfolk, Suffolk, Baltimore and Richmond reporter is now assistant manager of the Savoy Theatre, Bethlehem, Pa.

Richard Henry Little, conductor of the column, "A Line O'Type or Two," in the *Chicago Tribune,* and Mrs. Little, have gone on a two-weeks' vacation in Washington, New York, and other eastern cities.

J. B. Bladine, former student of the State University of Iowa has joined the editorial staff of the *Des Moines Evening Tribune.*

Arthur Coon, formerly with the *Buffalo Evening News,* has been appointed editor of *Dunlop News,* a house organ of the Dunlop Tire and Rubber corporation of Buffalo, succeeding Herbert Peter who has resigned to return to the Buffalo Evening News staff.

Harrison R. Tucker, of the *Tulsa,* (Okla.) *Tribune* staff, made a trip by airplane from Tulsa to the New Mexico oil fields last week to obtain information for a series of articles on the oil fields.

Harold Say, marine editor, *Portland* (Ore.) *Telegram,* has been elected president of the 65th Artillery Veterans' Association.

McCready Huston, associate editor of the *South Bend Tribune,* has completed his second novel, "The Big Show," and its publication as a serial will begin in the August number of the *Pictorial Review.*

Stanley Worris, former Sunday editor, *Newark* (N. J.) *Ledger,* has succeded Harry Cohen as rewrite man and dramatic critic on the *Newark Star-Eagle.*

William Rudd, former editor of the *Granite Falls* (Minn.) *News,* has returned as editor of the paper succeeding R. F. Everett who has retired.

Johnson D. Hill, of the editorial staff, *Tulsa* (Okla.) *Tribune,* was in New York this week on business. He intends to attend the meeting of the Press Congress of the World in Geneva-Lausanne, Switzerland, next September.

Warren A. Carberg and James Carroll of the *Worcester* (Mass.) *Telegram-Gazette* staff are on their vacations.

Frank A. Phelan of the *Worcester* (Mass.) *Telegram-Gazette* has gone to Colorado for the summer. He will return to the staff in the fall.

Thomas C. Hill, formerly with Wilmington, Del., and Philadelphia papers, more recently in New York, sails this week from San Francisco, to join the *Sydney* (Australia) *Times.*

Harvey S. Van Brocklin has joined the staff of the *Worcester* (Mass.) *Telegram-Gazette.*

Miss Dorothea H. Wingert, of Elizabeth, N. J., has been placed in charge of the *Newark Sunday Call's* resort news bureau at Asbury Park.

H. L. Weinberg has joined the day copy desk of the *Minneapolis Tribune.*

Barr Moses has joined the editorial staff of the *Knoxville* (Tenn.) *Journal.*

FOLKS WORTH KNOWING

WHEN James Hale Steinman came back to Lancaster in 1911, with a Sheepskin from Yale and another from the University of Pennsylvania Law School, he came back to the family businesses and traditions which included the largest iron mill in Lancaster, Pa., coal and iron mines and property in Virginia and Alabama, and a newspaper with traditions of a hundred years but with little circulation and advertising. That newspaper was the *Lancaster Intelligencer.*



JAMES H. STEINMAN

Instead of opening a law office or pushing the iron mill, Mr. Steinman "took to" the newspaper business and set to the task of making the Intelligencer a power in its field.

He brought in a new managing editor and went to it. The Intelligencer grew instanter. Its eight p. m. edition was turned into a regular morning daily, the *News Journal.* During the war his brother J. F. Steinman began to take an active interest and a happy combination of youthful enthusiasm and conservative radicalism resulted.

When the World War broke out, J. H. Steinman enlisted, was assigned to the 79th division and went to France with it. He was promoted while in France to lieutenant colonel. The war over he returned to America and pitched into newspaper work with renewed vigor.

Two years ago a Sunday edition was started. During the year the brothers plan to erect a new six story office home for the newspapers.

WITH THE SPECIALS

ALLEN H. SEED, JR., vice-president and general manager of the Wm. J. Morton Company, special representatives, New York and Chicago, is making an extended trip to the coast.

Hil F. Best, formerly salesman in the main office of M. C. Mogensen & Company, Inc., national newspaper representatives, San Francisco, has been transferred to the New York office as assistant to Jerald D. Clemans, manager.

CHANGES OF OWNERSHIP

MATTIE T. CRAMER has sold to George A. Seely the *Orting* (Wash.) *Oracle.*

(*Continued on next page*)

DURING the second week in June the following newspapers signed yearly contracts for the Central Press Association's complete general illustrated service:

Sacramento Union	Lexington Herald
Martins Ferry Times	Manitowoc Times
Knoxville Journal	Coatesville Record
Michigan City News	Canton Repository
Toledo Times	Wichita Eagle

Fremont, O., Messenger

This list does not include till forbid contracts for the general illustrated service, or new subscribers for the World's Best Picture Page.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Editor and Manager

Now Ready For Release



SECKATARY HAWKINS CLUB PAGE

Is Now Being Served Subscribers to the Famous

SECKATARY HAWKINS STORIES

This "King Pin of All Juvenile Features" Also Offers a National

RADIO TIE-UP

Spreading the "Fair and Square" Motto for Boys and Girls

Letters from Readers
Answers to Letters
Story Contests and Prizes
Seckatary Hawkins Buttons

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager — *Earl J. Hadley, Associate*

150 Nassau St., New York City

Delaven W. Gee, at one time editor of the *Steamboat Springs* (Col.) *Pilot,* has taken over the *La Jara* (Col.) *Gazette.*

Hugh L. Almon has purchased from William H. Wheeler the *Halsey* (Ore.) *Rural Enterprise.*

W. C. Wolfe and A. C. Post have sold the *St. Francis* (Kan.) *Herald* to A. A. Gillispie.

Guy Rutter of Pipestone, Minn., has purchased the *Vienna* (S. D.) *Register,* weekly, from I. J. Zettel, for several years its publisher.

Carthage (Ill.) *Gazette,* weekly, published by Will C. Sharp has been leased for a year by John Symonds of Carthage.

MARRIED

TULAH E. BROOKS, city editor of the *Altoona* (Pa.) *Tribune,* to Miss Dorothy Elizabeth Linder of Hartwell, Ga., in Washington, D. C., June 12.

Emory J. Bahr, cost accountant of the *Rockford* (Ill.) *Daily Republican,* to Miss Alice Wicke, June 8.

Giles Leroy Findley, of the *Galesburg* (Ill.) *Evening Mail,* editorial staff, to Miss Alberta A. Adams, in Galesburg, June 10.

NEW PLANTS AND EQUIPMENT

EDMONTON (ALTA.) BULLETIN recently installed a Monotype machine.

New Intertypes have been installed by the following Colorado weeklies: *Western Colorado Progress,* Grand Junction; *Ignacio Chieftain, Niwot Tribune.*

HOLDING NEW POSTS

S. J. K. HUGHES, from International News Service, to news desk, *Knoxville* (Tenn.) *News.*

SPECIAL EDITIONS

PEORIA (Ill.) STAR 10-page Builders' section, May 30.

ASSOCIATIONS

NEW YORK ASSOCIATION of YOUNG ADVERTISING MEN last week installed Walter E. Meinzer as president.

H. E. Swennes, president of the SOUTHWESTERN MINNESOTA EDITORIAL ASSOCIATION, has announced that the annual summer outing of the association will be held at Lake Sheat, August 7.

GREATER BUFFALO ADVERTISING CLUB conducted a four day cruise to Montreal June 10-13 with 200 members in the party. A specially chartered steamer was used.

Approximately 150 Colorado editors will attend the midsummer meeting of the COLORADO EDITORIAL ASSOCIATION at Alamosa, Col., July 23, 24 and 25, according to Edwin A. Bemis, secretary of the Association.

UTAH STATE EDITORIAL ASSOCIATION is to convene at Tooele June 18, for a three day session. Tooele is in the mining and smelting section of the state and a program of visits to industrial plants has been prepared.

SCHOOLS

NORMAN J. RADDER, associate professor of journalism, Indiana University, has taken charge of work in journalism in the summer school of the Medill School of Journalism at Northwestern University, Chicago.

Members of the alumni chapters of the Sigma Delta Chi and Theta Sigma Phi of Ohio State University held a reunion at the University recently with Prof. J. S. Myers, department of journalism, as one of the speakers. The chapters are entirely composed of former students in journalism at the university.

Students of journalism at the University of Oregon recently edited an issue of the *Eugene Morning Register.* They covered all beats, read and headed all copy that went into the paper. A few days later they put out an issue of the *Eugene Guard.*

Ivan Benson, instructor in the department of journalism, University of Kansas, has been advanced to assistant professor by the Board of Regents.

Obituary

MRS. WILLIAM T. BUCK, wife of William T. Buck, circulation manager of the *Daytona Beach* (Fla.) *News* died recently.

CHARLES WESLEY TIETSORT, 89, for 30 years editor of the *Medora* (Ill.) *Messenger,* a weekly, which he founded, died at his home June 5.

AGNES JOSEPHINE MURPHY, a member of the *Boston Herald-Traveler* circulation bookkeeping department for more than eight years died at her home in Woburn last week.

S. L. LESTER, business manager of the *Hoquiam* (Wash.) *Washingtonian,* died recently. He had formerly been on the staffs of the *Spokane* (Wash.) *Spokesman-Review* and the *Tacoma* (Wash.) *Ledger.*

W. A. BROWNE, 84, publisher of the *Greenville* (O.) *Advocate,* died Monday at his home in that city. His three sons have been associated with him in the management of the Advocate.

E. R. PARSONS, 48, advertising manager for the Mills restaurants, formerly connected with the Columbus newspapers and a partner in the firm of Parsons & Powers, advertising agents, died recently at his home in Columbus.

C. E. CAUGHLAN, 61, for 20 years with the display advertising department of the *Des Moines* (Ia.) *Register and Tribune,* died June 5, after a brief illness. Since last fall he had been associated with the Stephenson Printing Company.

CHARLES W. BOYNTON, 72, for nearly half a century owner and editor of the *Longmont* (Col.) *Ledger,* which he established in 1877, died recently. Boynton founded the Longmont public library and later was instrumental in procuring a Carnegie library for his town. He is survived by his widow and two daughters.

MELVIN R. CROSBY, 66, for more than 35 years a member of the *Boston Herald-Traveler* composing room staff and for the past seven years in charge of the Traveler proof room died at his home in West Medford, Mass., last week.

MRS. MARY VERONICA MCLAUGHLIN ANDERSON, former society editor of the *Detroit Free Press,* and well-known among newspaper workers in Detroit and Cleveland, died Sunday in the University of Michigan Hospital at Ann Arbor, following an illness of several months. For a time Mrs. Anderson was society editor of the *Detroit News* and more recently has been on the staff of the *Grand Rapids* (Mich.) *Herald.*

HUGH MCDONALD, 35, former well-known Bay City, Mich., newspaper man and later an advertising agent in Chicago and Detroit, died recently in Albuquerque, N. M. from the effects of being gassed while overseas in the Great War. Funeral services in Bay City were under the auspices of the ambulance company with which McDonald served in the army.

DONALD MCLENNAN, 86, father of Fred M. McLennan, news editor of the *Buffalo Courier-Express,* died in his home in Washington, D. C., recently.

CHARLES L. FEIGEL, 53, secretary of the Volksfreund Printing Company, publishers of a German daily at Buffalo dropped dead in his home in that city.

WILLIAM R. SPEARS, formerly with the *Rochester* (N. Y.) *Herald* advertising department, and more recently sales manager of the Bastian Bros. Company of that city, died recently.

W. S. PARKHURST, 67, former editor of the *Richfield* (Idaho) *Courier* and the *Bingham County Idaho News,* died June 3.

HANS BERGMAN, 57, author and assistant editor of the *Puget Sound Posten,* Swedish weekly published in Seattle, died June 2, in Seattle.

NO A. B. C. in Argentina

So — LA NACION of Buenos Aires has done the next best thing

LA NACION INVITED THE Audit Bureau of Circulations to send an executive at the expense of LA NACION to examine and make a report of its circulation along A.B.C. lines.

Unfortunately, the policy of the A.B.C. did not permit this and so the certified public accountants Deloite, Plander, Griffiths & Co., Price, Waterhouse, Saller & Co., and Arturo R. Zoppi, the Argentine National Accountant were employed and a quarterly audit is being made and results published.

LA NACION is the only newspaper in Latin America that has had its circulation audited and certified to by public accountants.

LA NACION has the largest and best circulation of any newspaper in South America.

LA NACION is one of the world's greatest newspapers. It is the only morning member of the Associated Press in Buenos Aires.

LA NACION has its own offices and correspondents in New York, London, Paris, Berlin and Rome, and its own correspondents in nearly all of the world's great capitals.

LA NACION publishes more local, national and American display advertising than any other newspaper in Buenos Aires, and for more than five years has consistently shown and is still showing the largest gain in advertising lineage and circulation of any newspaper in South America.

The Argentine is one of the United States' best customers. Are you getting your share?

Do you want to know more about the opportunities for the sale of your products in the Argentine?

Ask LA NACION about the Argentine.

EDITORIAL AND GENERAL OFFICE IN THE UNITED STATES
383 Madison Ave., New York
W. W. DAVIES, Correspondent and General Representative.

UNITED STATES ADVERTISING REPRESENTATIVES
S. S. KOPPE & CO., INC., Times Bldg., New York
Telephone: Bryant 6900

An informative booklet on advertising in Argentina, or a copy of an address delivered by Jorge A. Mitre, Editor and Publisher of LA NACION, at the breakfast given by the American Association of Advertising Agencies to the Pan American Congress of Journalists, or both, will be mailed to anyone making application to the advertising representatives.

Shall Merchandising Cooperation Be Paid For Directly or Indirectly?

The bane of many a newspaper publisher's life is merchandising cooperation.

The ultimate effect is increasing the cost of advertising.

Certain cooperation is legitimate and very effective. Its correct use is one of the many exclusive advantages of newspaper advertising.

But cooperation should be paid for as a separate item by the advertisers thus served for the trite reason that you can't get something for nothing.

Usually competition and the attitude of agencies and advertisers makes a *direct* charge unprofitable.

And so, in due time, rates are revised upward to include an indirect charge for cooperation.

Advertisers and agents should decide whether it is to their advantage to pay directly or indirectly for merchandising cooperation.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

DETROIT	NEW YORK	KANSAS CITY
ATLANTA	CHICAGO	SAN FRANCISCO

WHAT'S WHAT IN THE FEATURE FIELD

Jack Kearns Tells of Fight Game from Inside—Collegian Reports Adventures Around the World—Ring Lardner Commits Autobiography

CHRISTY WALSH SYNDICATE, New York, announced this week Jack Kearns' story "The Fight Game from the Inside" to start June 28 and continue ten weeks. It is said to contain Kearns' replies to the charges recently made against him in a series of articles written by Jack Dempsey for King Features Syndicate, Inc., New York. In addition he discloses details of his own sporting life as boxer, gambler, and manager. Kearns' contract as manager for Dempsey legally expires Aug. 3.

Ring Lardner has decided to commit the crime of the present literary age—autobiography. It will be burlesque, and will be handled by Bell Syndicate, Inc., New York, as part of Lardner's weekly letters to newspaper editors, beginning July 4.

John Millar of the Associated Editors, Chicago, has returned from a business trip through towns in the Middle West.

Richard Halliburton, author and lecturer, who as a young Princeton graduate worked his way around the world, has written an account of his experiences in a series of five articles for the Metropolitan Newspaper Service.

Elizabeth Walker, who has done special features for the *Chicago Daily Journal* and the *Chicago Evening Post* will leave soon for a 5 months' stay in the Orient. She will write a series of Letters which she will syndicate to newspapers of the United States.

Zoë Beckley, feature writer for Famous Features Syndicate, Inc., addressed the weekly luncheon meeting of the League of Advertising Women of New York City, Wednesday, June 9, at the Hotel Astor.

The broadcasting program of the International Eucharistic Congress, at which cardinals and other church dignitaries from all over the world will speak, has been compiled as part of the radio program service to its subscribers by Audio Service. Copies will be sent gratis to newspapers in cities where there is no Audio service subscriber.

Bourges Service, Inc., New York, has a contract with the United States Government for the exclusive reproduction and syndication of 12 navy pictures in color especially selected by the government.

New York World Syndicate has enlarged its headquarters in the World Building, 63 Park Row.

Wilfred Grenfell, M. D., is author of a series of 24 serio-comic articles, under the heading "Yourself and Your Body" now being distributed by Bell Syndicate, Inc., New York. The series is illustrated by the author. Designed primarily for children, the articles are described as being interesting also for older readers.

Clinton Brainerd, president and owner of the McClure Newspaper Syndicate, New York, left this week for a brief vacation at his summer home near Winthrop, Me.

H. J. Webster, cartoonist for the New York World Syndicate, is on a fishing trip in Maine, near Portland.

R. V. Hardon, syndicate author has gone to Albuquerque, N. M., where he intends to make his future home. His features will continue to be released by the National Newspaper Service, Chicago.

CHICAGO DAILIES READY FOR CATHOLIC MEET

Both Editorial and Advertising Staffs Keyed Up for Special Effort During Meeting Which Will Draw 1,000,000 to City

Chicago's newspapers, both advertising and editorial departments, are making extensive preparations for the mammoth International Eucharistic congress, which will bring about 1,000,000 visitors to the city next week.

The Congress will be in session from June 20 to 24, and many of the delegates, some of whom have already arrived, will remain in the city for days afterwards. The newspapers will utilize every facility available to cover the convention from an advertising and news angle. Many of Chicago's largest stores and business enterprises are buying extra space throughout the Congress, some of them for commercial advertising, with an eye to interesting purchases by the delegates to the Congress, and some, like Marshall Field & Co., for institutional advertising.

The *Chicago Tribune* is establishing service booths at many of the downtown department stores to aid the Catholic visitors, and will also dispense information and whatever aid it can offer at its public service office, 11 South Dearborn street, and in a branch office in the lobby of the Tribune Tower. The Tribune has also published a new edition of its "Guide Book to Chicago" specially for visitors to the Eucharistic Congress.

Advertisers are making elaborate displays of particular appeal to the visitors during the Congress and are preparing their advertising with an eye to attracting the attention of the delegates to the gigantic convention.

In the editorial departments some of the papers are planning special sections, and all of them are arranging to use every man and woman who can be spared to help cover the Congress from every angle. The Tribune, for example, will have James O'Donnell Bennett handle the many colorful ceremonies attendent upon the Congress; John Clayton, the paper's correspondent in Rome, has accompanied John Cardinal Bonanzo, the papal legate, to America, and will be attached to the Cardinal's party in Chicago, to write of the pontifical aspects of the Congress; Daniel F. J. Sullivan, Tribune special writer, an authority on the ritual and significance of the Roman Catholic Church service, will interpret the many ceremonies as they occur, and Kathleen McLaughlin, who has been writing many of the pre-Congress stories, will contribute a daily story on the significant events of the Congress. In addition, a corps of writers will report the numerous group meetings to be held in the outlying churches and convention halls throughout the city.

The *Chicago Evening Post* will have a special 32-page tabloid section; the *Daily News*, the *Evening American*, the *Daily Journal* and the *Herald and Examiner* will also have special sections and large staffs of special writers, reporters and photographers working on the Congress.

Thackeray Art Manager

Wm. D. Thackeray, who has been production manager for the Fred M. Randall Company, Detroit, for the past three years, has been made manager of the art and creative department of this agency. Mr. Thackeray was formerly associated with the Toronto office of the H. K. McCann Company.

The first bank and the first insurance company in America were started in Philadelphia.

The Havana Evening Telegram

Cuba's Leading American Daily

English is the language of big business in **CUBA.** Get results by advertising in **CUBA'S** fastest growing English language daily.

CUBA is Uncle Sam's sixth best customer.

The Telegram's Merchandizing Bureau will be glad to assist American manufacturers and advertising agencies in developing their trade with **CUBA.**

"Ask THE HAVANA TELEGRAM about **CUBA.**"

New York Office:
503 Times Building.
Telephone Bryant 6900

EL MERCURIO

carried in 1925 considerably over two million lines of American advertising. Published in SANTIAGO, VALPARAISO and ANTOFAGASTA. *EL MERCURIO* as the first choice of both local merchants and American manufacturers proved itself again the sure road to success in Chilean business.

2,000,000 Lines in EL MERCURIO

means more than just a figure to the American firms whose advertising took up that space. It means profitable sales, good distribution, consumer demand, trade influence, and all the other things that *EL MERCURIO'S* Trade Information Bureau can tell you about. Chile's growth should be yours. 1926 will show a continued improvement.

S. S. KOPPE & CO., Inc.

Publishers' Representatives

TIMES BUILDING **NEW YORK CITY**

'Phone: Bryant 6900

ASK EL MERCURIO ABOUT CHILE

Continued Leadership
In the World's Greatest Market

THE value of The Sun as a medium for building sales in the great New York market is indicated by the pronounced and continued preference which advertisers show for The Sun.

For eleven consecutive months The Sun has published more advertising and has made larger gains in advertising than any other New York evening newspaper.

In May advertisers used 1,379,052 agate lines in The Sun. This was 78,770 more than the volume placed in the second New York evening newspaper.

The Sun's gain in advertising, comparing May of this year with May of last year, was larger than the combined gains of all the other New York evening newspapers.

This record is all the more significant because of the strict censorship which The Sun maintains on all advertising.

ADVERTISING in The Sun is equally productive for manufacturers who sell their products through local retailers and for New York merchants who draw customers from all parts of the New York market into their individual stores.

Both National Advertisers and the Manhattan Department Stores have for years used more space in The Sun than in any other New York evening newspaper.

The reason for the unusual productiveness of The Sun's advertising columns is found in the kind of people who read The Sun.

THE SUN'S large circulation is concentrated among intelligent people of moderate or more than moderate means—people who have money enough to buy not only the necessities of life but also the comforts and pleasures of life—people to whom quality and service and style are more important considerations than price—people who constitute the most profitable market for advertised products of good quality.

The Sun is a home newspaper. It enables advertisers to reach all members of the family six days a week. It is an effective medium for selling everything from automobiles and radio sets to laundry soaps and lingerie. Eighty-two per cent of The Sun's circulation is distributed after 3:00 o'clock in the afternoon, when New Yorkers begin to go home with their newspapers, and 97% of its readers live in the New York city and suburban trading area.

EVERY department of news is presented to readers of The Sun by writers who are without peers in their respective fields. Its pages are entertaining as well as informative, and there is nothing of manufactured sensationalism in them.

The Sun has long had an enviable reputation for the literary qualities of its news articles, the fairness of its editorials, and the completeness of its sporting news, financial news, society news and the many other divisions of a modern newspaper.

THE SUN'S large, responsive circulation is a growing circulation. During the six months ended March 31, 1926, The Sun had a daily net paid circulation of 257,067. This represents an average increase of 11,593 copies a day over the corresponding period of 1925.

The Sun

280 BROADWAY NEW YORK

BOSTON	WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO	LOS ANGELES
Old South Building	Munsey Building	208 So. La Salle St.	First National Bank Building	Van Nuys Building
PARIS	LONDON	BERLIN	ROME	PEKIN
10 Boulevard des Capucines	Trafalgar Building	14 Unter den Linden	25 Piazza Mignanelli Roma 6	8 Hsi La Huntung

ADVERTISING AGENCY AFFAIRS

Alfred Wallerstein, Inc., Elects Officers, D. E. Bloch, President— C. C. Carr Reports on Florida Agency Business—McLain-Simpers Gets Asbestos Account

ALFRED WALLERSTEIN was elected chairman of the board of directors of Alfred Wallerstein, Inc., New York advertising agency, at a recent meeting. David E. Bloch was elected president and secretary. Other officers named were George N. Wallace, vice-president; N. J. Wallerstein, treasurer, and F. M. Riley, assistant treasurer.

Henry Ewald, of the Campbell-Ewald Company, with his family, and Walter Zimmer, of the Zimmer-Keller Company, with his family have left Detroit to spend the Summer in Europe.

Arthur W. Ramsdell, general manager, has announced a change in name of the agency he represents from Cole-MacDonald-Wood, Inc., to MacDonald-Ramsdell-Wood, Inc.

The change is one of name only, the staff remains unchanged.

The Lesan-Carr Advertising agency, St. Petersburg and New York, reports a volume of business of $750,000 for the year to end July 1, according to C. C. Carr, president. Mr. Carr was in New York this week, prior to attending the 22nd annual convention of the Associated Advertising Clubs of the World in Philadelphia next week.

The Lesan-Carr Advertising agency specializes in Florida community accounts, having handled the advertising for 30 Florida cities or communities during the past year. Mr. Carr reported that almost without exception clients are increasing their appropriations for this coming year.

The McLain-Simpers Organization, Philadelphia, has been appointed to handle the account of the United States Asbestos Company, manufacturer of brake linings, clutch facings, etc.

WITH THE GENERAL ADVERTISERS

Book Issued by New York Bank Calls Advertisers Associate Editors of Newspapers—Campaign Started for Ice Maid Refrigerators —J. C. Keplinger Named Timken Advertising Manager

ADVERTISERS are described as associate editors of the newspapers in which they advertise in a booklet issued this week by the Bank of Manhattan, New York. The booklet, entitled "News and Progress" calls the newspaper the "market place of the community."

The advertiser, it is pointed out, have the largest possible motive for making their announcements interesting for their own money is at stake in each issue.

"But even more than this, their reputation, as well as that of the paper itself, is at stake," the book reads, "and the copy must be reliable as well as interesting."

A newspaper presents a variety of information, the bank asserts, parts of which appeal to some members of the family more than others. Only one part induces an almost unanimous response, because it has a universal appeal, and that part is the advertising columns.

Newspapers of New York, Philadelphia, Chicago, and St. Louis are being used in a campaign started by the Lamson Company, Syracuse, for its Ice Maid electric refrigerator. The account is handled by Moser & Cotins Company, Utica, N. Y.

The Twinplex Sales Company, St. Louis, has offered a $2,000 reward for the name of a sour-looking individual who "kicks about the blades not being as good as they used to be, yet when you ask him why he doesn't strop them, says, 'Why bother to strop my blades, when new ones are so cheap?'"

Earnings of the Murray Body Corporation for the first four months of the year ended April 30, after depreciation and charges but before Federal taxes, were $750,000, it was announced recently.

F. D. Zimmerman, publicity director for the Continental Oil company, Denver, has been reelected district governor of the Optimist clubs in Colorado, Utah, Wyoming and New Mexaco.

John C. Keplinger has been promoted to the position of advertising manager for the Timken Roller Bearing Company, Canton, O.

Edward W. Tree has joined the Interflash Signal Corporation, 120 Broadway, New York City, as advertising manager.

A. B. C. DIRECTORS MEET

Banquet Given Canadian Publishers and Advertisers at Niagara Falls

A banquet given by directors of the Audit Bureau of Circulations to Canadian publishers and advertisers was a feature of that body's meeting held June 11-12 at Hamilton, Ont., and Niagara Falls. The banquet was held at Niagara Falls Saturday evening.

O. C. Harn, of the National Lead Company, New York, president of the bureau, acted as toastmaster, and seated with him at the head table were: Stanley Clague, managing director of the A.B.C.; Hon. Frank Carroll, Quebec, president Canadian Daily Newspaper Association; MacGregor Young, K.C., representing the Ontario government; Walter L. Strong, managing director of the *Chicago Daily News;* Col. C. R. McCullough; Col. MacLean, president of the MacLean Publishing Company; S. P. Westaway, representing the Hamilton chamber of commerce; John Martin, president Canadian Advertisers' Association; W. J. Grant, of the Canadian Pacific Railway, and W. J. Southam, of the Spectator Printing Company. It is customary for A. B. C. directors to hold one meeting in Canada each year, but heretofore these have always been held in Montreal or Toronto.

The Canadian advisory committee, which convenes with the board of directors, consists of John Murray Gibson, of Montreal; William Findlay, of A. McKim, Limited, Toronto; E. H. Macklin, *Winnipeg Free Press;* George E. Scroggie, *Mail and Empire,* Toronto; J. R. Henderson, *Montreal Gazette;* T. F. Drummie, *Telegraph-Journal,* St. Johns, N. B.; H. V. Tyrell, MacLean Publishing Company, Toronto; T. J. Tobin, of the *Canadian Countryman,* and M. McKnight, Consolidated Press, Toronto.

U. S. Newsprint Output is Smaller

May production of newsprint in the United States totaled 141,032 tons, as against 145,327 tons in April. Shipments aggregated 142,294 tons, as against 144,600 in April. Canadian mills produced 153,969 tons in May, compared with 151,739 in April, while shipments from the Dominion reached 151,990 tons, against 154,015 tons.

"Ask EL COMERCIO About Peru"



The United States today occupies a predominant position in the import trade of Peru.

EL COMERCIO, with its morning and evening editions, absolutely dominates this most lucrative market for American goods.

EL COMERCIO is the only member of the Associated Press in Peru.

EL COMERCIO, housed in one of the most beautiful newspaper buildings in the world, is a national institution, respected by the people of Peru and forming the buying habits of that country.

EL COMERCIO has the largest circulation and carries more advertising, both local and foreign, than any other newspaper in Peru.

"Ask EL COMERCIO about Peru."

S. S. KOPPE & CO., INC.

Publishers' Representatives

TIMES BUILDING NEW YORK CITY

Phone Bryant 6900

"Ask EL ESPECTADOR *about Colombia"*



The nearest South American Market * * *

Colombia, with a population of 7,500,000, accessible from two oceans and close to the Panama Canal, offers exceptional opportunities to American manufacturers who are seeking a lucrative market with ever-growing possibilities. EL ESPECTADOR, founded in 1886, has been in the vanguard of Colombian journalistic progress for almost forty years and has always been the preferred medium of American advertisers.

"Ask EL ESPECTADOR *about Colombia"*

S. S. KOPPE & CO., INC.

Publishers' Representative

TIMES BUILDING NEW YORK CITY

'Phone Bryant 6900



Washington and Its Environment Greater than Thirteen States

The U. S. Census Bureau estimates the present population of the National Capital as well over the half million mark—528,000—and the usual twenty-five mile shopping radius adds about 222,000 more.

With these figures to its credit it leads thirteen entire states—Arizona, Delaware, Idaho, Montana, Nevada, New Hampshire, New Mexico, North Dakota, South Dakota, Rhode Island, Utah, Vermont or Wyoming—bringing the total buying strength of the Washington market to approximately 750,000 prosperous people—whose incomes justify their liberal spending.

It is a notable fact that this combined area, exceeding in population each of the above thirteen states is completely reached by ONE newspaper —The Star. Its home delivered circulation—Evening and Sunday—makes The Star equally strong in the suburbs and in the city.

The possibilities of the Washington market and the directness and ease with which it is FULLY COVERED by THE STAR—deserves close consideration of the sales executives of products of merit.

Our Statistical Department is at your service in making specific surveys that may be of interest to you

The Evening Star.
WITH SUNDAY MORNING EDITION

NEW YORK OFFICE
Dan A. Carroll
110 E. 42nd Street

WASHINGTON, D. C.

CHICAGO OFFICE
J. E. Lutz
Tower Building

WHAT THEY ARE SAYING

MUST DISCARD INTERNATIONAL PREJUDICES

"INTERNATIONAL truth does not consist in stating the facts of the news as seen with American eyes or Oriental eyes or through the colored glasses which nationalistic prejudices sometimes produce. The international journalism must discard nationalistic prejudices and ignore the prompting of his personal patriotism. Facts and the Truth impersonally sought and impersonally stated without ulterior purpose and without intent to serve any cause nationalistic or political, are the standard."—J. H. Furay, vice-president, United Press Associations.

* * *

NEWSPAPERS REFLECT READERS' DEMANDS

"HAVE editorials grown spineless and flabby, treading water instead of championing unpopular causes? It is because people like them better that way. Are the papers full of news that you wouldn't care to discuss with your children? It's because people like them better that way. Do the papers occasionally exaggerate, splashing big headlines on unimportant items and relegating really vital news to a minor place? It's because the public demands it. Our newspapers will get better when the public will permit it. It is impossible for them to do so any sooner."—Editorial, *Salt Lake City Telegram.*

* * *

DISCRIMINATION IN COPY

"A NUMBER of public utilities advertise with fair regularity in the newspapers. Frequently the copy they use is not prepared with enough discrimination. I am aware of the assertion often made that public utility companies feel they must go in all local mediums, if in any. For all self-respecting newspapers I resent the inference that the editorial or news policy might be influenced by the advertising. But the point I am most interested in making is that the public utility companies would find it to their profit to adapt their copy to different newspapers."—Louis Wiley, Business Manager, *New York Times*, Before Public Utilities Advertising Association.

* * *

"SEE THAT YOUR EDITOR PROSPERS"

"YOUR editor is eternally the mouthpiece of your town. See that he makes money. See that he finds life congenial. It will pay your city. No editor can put his whole heart into building a town that does not give him prosperity. He must see his business growing; he must see his mechanical equipment improving year after year. Be the friend of your newspaper man. You can prove your friendship in no truer way than by helping him to make money. In an organized way, develop, if you can, faith in advertising in your local newspaper. Show the publisher that you and your Chamber of Commerce are his firm friends, wishing him business success."—Lester B. Colby of Illinois Chamber of Commerce, Addressing Convention of State C. of C. Secretaries.

* * *

WHO READS "SOB STUFF"?

"THE press chairman of the General Federation of Women's Clubs, talking for three million women, avers that women do not read the sob sister and lovelorn stuff printed in many newspapers. Men do, she says, but every real he-man will refute the statement. Somebody reads the stuff that she calls 'slush' or so many keen newspapers would not use it. The explanation is that it is emotional stuff and there are a great many emotional people in the world, people of both sexes and all ages. They are not all of the keenly intellectual type exemplified in leading clubwomen. The latter can pass over the sob stuff and the people who like it can read it. That is the viewpoint of the modern newspaper. Something for everybody. Everything for somebody. This makes a newspaper that epitomizes humanity and short of that a great paper is not complete."—Albert E. Hayes in the *Denver Post.*

FLASHES

JUST the same, there are a lot of nice little girls in town who would be glad to sit, unattired, in a tub of sulphuric acid to get their pictures on the front pages of so many papers so often.—*New York Herald Tribune.*

It seems strange that those who stage endurance tests haven't thought of a gum-chewing contest.—*Washington Post.*

Prohibition isn't the only thing that is emptying the jails in Illinois. The local authorities have arrived at an almost infallible system. In 1923 Joliet Penitentiary received 397 prisoners and paroled 442.—*New York Herald Tribune.*

The way to transform a silly fad into a stimulating recreation is to adopt it yourself.—*Norfolk Virginian-Pilot.*

A complete story in a date line: "Warsaw, Poland, May 13th."—*St. Louis Star.*

When a politician alleges that stealing is going on, he usually fails to keep his voice from sounding a little wistful.—*El Dorado Tribune.*

Aroused by the success of Miss Joyce Hawley, the enterprising department stores are advertising sales of Tub Frocks. —*F. P. A. in New York World.*

It doesn't seem right that an American would fly over the North Pole and not drop any advertising matter.—*Indianapolis News.*

An old-timer is one who can remember when a coroner got to sleep all night every night.—*New York Telegram.*

Sinclair Lewis has rejected a prize offer of $1,000. A little while ago Lewis declared "There is no God." And now he says he doesn't believe in Santa Claus. —*Delaware State News.*

The most important thing that needs fixing about the average automobile is the nut at the end of the steering wheel.—*Toledo Times.*

For those who habitually accuse our town of bibulous habits, we now unveil a forgiving but triumphant smile. What other city in America, we ask, has ever enjoyed such a gigantic milk scandal?—*The New Yorker.*

The reason a famous watering place does you good is because you drink more water than you would at home.—*Waco News-Tribune.*

What makes the farm-relief crisis so cruel in the lives of Congressmen is that they used to be able to stall off such things with free garden seed.—*Dallas News.*

A penny for the thoughts of some men would be obtaining money under false pretense.—*Red Bluff (Cal.) Daily News.*

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
QUALITY SAFETY SERVICE SAFETY
CLINE WESTINGHOUSE

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

Davenport Times

Davenport, Ia.

Ask them about it.

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

Now Daily As Well As Weekly

"VIGNETTES OF LIFE"

By Frank Godwin

To Meet the Great Demand for a Daily Version of This Popular Feature It Is Now Issued in Three-Column Mat for Release Every Week-Day.



LEDGER SYNDICATE

INDEPENDENCE SQUARE **PHILADELPHIA, PA.**

The Dallas Morning News has by far the largest circulation in its field. But what of it?

Hammers Are Appraised by the Pound

Which Also Goes for Newspapers

Let's get it clear. It's the pound on the nail, not on the scale, that counts.

It's not the pounds it can ***assay*** but the pounds it can ***essay*** that give a hammer—or an advertising medium—potence.

The instrument you select to hammer your story home has got to have more than mere weight of circulation. It's got to have character and stamina and influence among its people or it won't put you over.

If you want your advertising to be as big a success tomorrow as it is today you'll have to accept that as a ***fact.***

* * *

The Dallas News has the biggest circulation in its field—has had for 41 years.

The News' circulation is larger today than ever before, and both its circulation and its margin of leadership are increasing.

But the fact that in circulation The News has things pretty much its own way is merely the evidence of a condition.

The influence of The Dallas News upon its people is a by-word wherever newspaper values are understood.

Circulation based on this condition is the finest circulation in the world.

* * *

Many of our friends will be interested in knowing that The News has discontinued its flat financial rate. Financial advertising of specific stock or bond issues, heretofore costing 25c. per line flat now costs no more than any other advertising.

The conditions that justified the higher rate no longer exist, and in taking this step we believe we serve the best interests of many valued friends and patrons.



Dallas is the door to Texas
The News is the key to Dallas

The Dallas Morning News

TRADE LINOTYPE MARK

6½ pt. Ionic No. 5

COMBINES WORD COUNT AND LEGIBILITY

WORD COUNT of 6 point

The British delegation of trade-union representatives, who came here on Tuesday at the invitation of "The London Daily Mail" to study reasons for the disparity between the high wages and prosperous living conditions of the American worker and their own lower wage standards, gained considerable light in a tour of several industrial establishments in Brooklyn yesterday.

They were curious to know how it was that the average wage of the American toiler virtually doubled that of his British brother, and how it was possible for industries here to offer such fat envelopes to their employees and at the same time compete successfully in world markets.

American More Productive

After a study of the Brooklyn Edison plant and the factory methods of the Mergenthaler Linotype Company in Brooklyn, the delegates remarked that one of the vital reasons for the disparity was that the American worker was capable of producing and actually did produce more than the British toiler in a given time.

This he was enabled to do, they learned, because of the high standards of efficiency obtaining here, mass-production methods, the utter perfection of organization for which the American industrialist seems always to be striving, and labor-saving devices evident on every hand.

The comments of the delegates were voiced by Sir Percival Phillips, special correspondent of "The Daily Mail"; Fenton MacPherson, of the same newspaper, and William Mosses, J. P., who had a prominent part in the British Labor Ministry during the war.

Mr. MacPherson also noted that the welfare facilities offered by the American plant were much more elaborate than in England and that equipment and quarters were more beneficial. This was evidently the result, he observed, of the frequent scrapping of plants here to make way for expansion and development. His countrymen are

6 Point No. 2 with Bold Face No. 1.
Set on 7 point slug

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6½ Point Ionic No. 5 with Bold Face No. 2.
Set on 7 point slug

LEGIBILITY of 8 point

The British delegation of trade-union representatives, who came here on Tuesday at the invitation of "The London Daily Mail" to study reasons for the disparity between the high wages and prosperous living conditions of the American worker and their own lower wage standards, gained considerable light in a tour of several industrial establishments in Brooklyn yesterday.

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8 Point No. 2 with Bold Face No. 1.
Set solid

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Composed on the Linotype, display in Cloister Bold except for enlarged title line

530.26.6-F

HAVANA DAILY PREFERS STREET SALES TO SUBSCRIPTIONS IN HOME CITY

El Mundo Believes Paper Is Immediately Read When Purchased at Stand—A. G. Mora, Managing Director, Tells of Daily's Policies

SENOR A. G. MORA, managing director of *El Mundo,* one of Cuba's leading newspapers, rose from the ranks in true American fashion.

El Mundo, which recently celebrated its silver anniversary, was founded on April 11, 1901. On that day, Mr. Mora entered the employ of El Mundo in the mail department. For one year, he worked without any compensation, because, as he pointed out, he considered journalism as a hobby. At the end of the first year, he was promoted into the Havana circulation department, at the munificent salary of $5.00 a week and soon after, entered the national circulation department, which covers the entire republic of Cuba.

A few years later and until 1919, he was detailed by the management to make a special investigation and to supervise the work of the various departments of the publication. In 1921, as a reward for his laudable work, he was appointed managing director, being then only 35 years old.

A tribute to Mr. Mora's ability as managing director is the fact that during the five years that he has held that post, the circulation of the paper has steadily increased.

Mr. Mora declared that while El Mundo is pre-eminently a paper of the people, its influence extends to all social classes, because of its traditional freedom from political and partisan struggles.

"Only on one occasion," he said, "have we abandoned this time-honored policy. That was when we lent our support to the candidacy of General Machado for President of the Republic. We did this because we were firmly convinced that his victory would result in untold benefits to the country."

"What type of news do your readers prefer, local or foreign?" was the question asked when Mr. Mora had finished.

"While our readers are naturally interested in local events, the ever-growing interest in foreign affairs has made it necessary for us to arrange for the best cable services from abroad. We are members of the Associated Press. We have a normal cable service of 30,000 words a day from abroad. Among the services which we receive, in addition, are the *La Nacion* of Buenos Aires service, Universal, the Inter-Ocean Press, a special service from our own correspondent in Madrid, where we maintain our own office (as Spanish news is always of great interest to our readers) and a special New York service of American news, from our correspondent in New York, transmitted over our own leased wire direct to Havana. Besides, we have our own correspondents in London, Paris and other world capitals."



A. G. Mora

"How do you distribute your paper to the readers, through subscriptions or direct sales?" was asked.

"We refuse to take any subscriptions in Havana itself," he replied, "because we believe that the best type of circulation from the advertiser's viewpoint is that which is sold direct. Papers that are subscribed for are frequently accumulated for many days before being opened and in numerous cases are not even read at all. On the other hand, if a man buys a paper in the street, on his way to or from his office, he opens it in the streetcar and not only does he himself read it, but two or three others who happen to be near him, involuntarily glancing at his paper, may inadvertently read some advertisements in the paper and thus the advertising receives double or three-fold publicity.

"We have 600 men and boys distributing El Mundo and we send our own automobile trucks all over the city of Havana, including the outlying districts. This is the system of circulation we have followed exclusively. Of course, we do accept subscriptions from distant places and also distribute copies of El Mundo gratis to all Cuban Embassies, Legations and Consulates.

"You may be interested to know that we pay a great deal of attention to sports. We publish a four-page section of sport news, printed on green paper. Not only do we cover important features in the sporting world, but, unlike other Latin American papers, we publish complete baseball scores, just like papers in the United States. These scores appear in Cuba at the same time that they are published in the U. S., being cabled to us.

"In addition to the regular features such as theatre and moving picture news, society, police and religious news, we have many other editorial features, among which I may name Arthur Brisbane's 'To-day'; a humoristic 'Outline of History'; daily beauty talks; a two-column article like McIntyre's 'New York Letter,' which is called 'Havana Daily Life'; municipal news; legal news and radio news.

"In advertising we are carrying a great deal of American copy at present and all indications point to an increase along these lines, as American manufacturers realize more and more the importance of the Cuban market as an additional outlet for their products."

Mr. Mora stated that Cuban tobacco is conceded to be the finest in the world but that even Cuban tobacco is not so mellow when dry and he offered this practical suggestion to the inveterate newspaperman smoker: "Put your cigars in the ice-box over night and you'll be surprised at their freshness in the morning."

OLIVER QUITS POLITICS

Pittsburgh Publisher in Letter to Mellon Says Newspapers Demand His Time

Declaring that active participation in politics and the publishing of a metropolitan newspaper cannot mix, George S. Oliver, publisher of the *Pittsburgh Gazette Times* and *Pittsburgh Chronicle Telegraph,* this week announced his retirement from politics.

The announcement was made in a letter addressed to the recently elected State Republican Chairman, William L. Mellon, nephew of the Secretary of the Treasury. William L. Mellon was active with Mr. Oliver in the support of Senator Pepper for renomination and for John S. Fisher for governor in the recent Republican primary election.

Mr. Oliver, a son of the late U. S. Senator George T. Oliver, succeeded his father as publisher of the Gazette Times and Chronicle Telegraph. He also followed in his father's footsteps in taking an active part in the councils of the Republican Party.

In his letter of retirement he refers to his growing business interest in his newspapers as demanding all of his attention.

Pueblo Gets Air Mail Service

The U. S. air mail service has been extended to Pueblo, Col., on a route from Cheyenne to Pueblo. This service provides one day mail service between Pueblo and New York, Chicago and San Francisco.

Edmonds Gets Honorary Degree

Richard H. Edmonds, editor of the *Manufacturers' Record* was recently awarded the honorary degree of Doctor of Civil Law at the annual commencement of the University of the South, Sewanee, Tenn.

252,330

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

May, 1926

The average net paid circulation of **THE SUNDAY SUN** per Sunday for the month of May, 1926, was **192,051.**

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

40 INTERTYPES

are being used by



No Standardized Intertype Has Ever Become Obsolete

$300,000 Furniture Store

(In a 35,000 Town)

Proves Buying Power of Central Illinois

For beauty of architecture, this block-long 7-story furniture mart, with its arcade show windows extending 63 feet into the store, has no parallel in the United States.

Its construction was fully justified by the buying power of the 140,000 people in the Pantagraph's trading territory, demonstrated by the patronage extended this firm over a period of 40 years.

This store uses an average of 168,000 lines per year in The Daily Pantagraph, and is but one of the eight large furniture stores serving Bloomington and Central Illinois.

Paid Circulation 19003 In the Richest Spot in Illinois



The Daily Pantagraph.

Published Every Morning Except Sunday at Bloomington, Ill.

REPRESENTATIVES—

CHAS. H. EDDY CO., 247 Park Ave., New York City; 294 Washington St., Boston. J. H. GRIFFIN, Room 1501, 140 S. Dearborn St., Chicago. P. A. FOLSOM, Chemical Bldg., St. Louis, Mo.

Member A. B. C., A. N. P. A., Associated Press.



Top—New 22-story office building just completed for Houston Post-Dispatch. This building is located in the heart of downtown Houston. The national, local and classified advertising departments of the Post-Dispatch are located in this building. On the 22nd floor are the studios and offices of radio station KPRC—the station owned and operated by the Houston Post-Dispatch.

Below—The publishing plant of the Houston Post-Dispatch. Th's plant was recently completed and is equipped with every modern convenience. It is located about a mile from the business district.

THE HOUSTON POST-DISPATCH

The fastest growing newspaper ever published in Texas

Gain last year 1,305,108 lines ***Gain first five months of 1926 1,123,598 lines***

R. S. STERLING, Chairman of Board — W. P. HOBBY, President — C. C. MAES, General Manager — BOB MEEKER, National Advertising Manager

THE S. C. BECKWITH Special Agency NATIONAL REPRESENTATIVES NEW YORK CHICAGO DETROIT ATLANTA ST. LOUIS KANSAS CITY LOS ANGELES SAN FRANCISCO

NO SLUMP EXPECTED IN MOTOR COPY DURING THE SUMMER MONTHS

Competition Too Keen to Permit Any Let-Up in Sales Effort, Detroit Writer Declares—Chrysler, Packard, Dodge, Hudson-Essex and Others to Keep Up Large Size Copy

DETROIT, June 16.—Motor and accessory advertising is not going to show any great slump in the next few months. Just now a couple of weeks between tides will lower the monthly average, but then it will start along again until fall.

This is due to the fact that the industry cannot stand still, nor just float along with the tide. The competition is too fast. And that means bringing out newer things all the time.

Earnings as a whole for the first six months will show substantial gains. It is not all going to the stockholders, for some of the companies now are spending money in new equipment, tooling up, or in some cases, plant enlargement. This latter plan is not general, however, because it involves too much piling up of brick and mortar that is not easily disposed of if a letup comes.

The makers are optimistic, but they are looking forward to get some idea of what is going to happen this fall when the congressional fights are under way. Some of them realize that it is going to be a more strenuous campaign than usual, particularly for control of the Senate, and they know that in some places it may slow things up a bit. Figures of parts makers show some already have begun to slow down production a little.

In the meantime a number of the automobile men, including agency and special representatives, discovered some time ago that there was more real money in Michigan real estate right near home than in Florida. Some of them have been turning over dealers, bringing them quite a bit of extra income.

All motordom is wondering what Henry Ford is going to do. It is surprising at the rumors that float about celebrities. Edsel Ford and his wife went to Europe and right away many had it that the boy and his father had a row and Edsel was shipped abroad.

Those who professed to know pointed as further proof of this the fact Mr. Ford had scrapped his advertising plans, and was quoted as saying it was "an economic waste." It is more probable that Mr. Ford is arranging to bring out something new and with that in mind he wants the public to forget temporarily what has been said in his advertising.

For more than two years it has been known to certain people that Ford was not content with just Ford and Lincoln cars. And the fact that other small cars were cutting into the tremendous sales of Fords, which cost the company a drop in profits last year of some $30,000,000, with a few more millions thrown in for a mixup in getting the new car out last fall.

Therefore, it is not at all beyond the realms of probability that the public will see a car shortly either a six or a straight eight, probably the former, worked out in between the Ford and Lincoln with some snappy combination of a name.

That new material has been moved into the Lincoln plant from time to time not necessary for the eight is no secret. And that many experiments have gone on with the Ford chassis using gear shift combinations many Detroiters know. When Henry gets ready he will take up advertising again, for he knows its value. Also when Henry talks about a new car he puts out, that is not news after the first announcement.

General Motors group is going along well all over the country, and that means larger profits, part of which will find its way into advertising. The Pontiac Six is like a driver in a race just swinging into a good position, and so its sales speed is being hastened by page copy that will alternate with half-page spreads. Oakland and Oldsmobile have been doing better than for years and there is no sign of a letup. At a distributors' meeting at Lansing this week the opinion was general that consistent advertising should be continued. Cadillac and Buick are showing increases which warrant more copy. Chevrolet is rolling up greater totals than ever.

Just now there is in preparation some good-sized copy for some accounts outside General Motors that will break through in a few weeks. Chrysler, Packard, Dodge Brothers, Paige-Jewett, Rickenbacker, Hupmobile, Hudson-Essex are going to keep up the large-sized copy. They will all find something new to talk about as the year goes along. There was some talk of Reo cutting down on its pages, but if it does it will not be this month anyway. Wills Sainte Claire is doing better than ever and it has a definite campaign going now.

John Willys is going to announce the facts about his little car this month, which is going to compete with Ford and Chevrolet. Instead of making an announcement first and dealers not having anything to show, the car is in production now and when it breaks in different places each dealer will have one. In the fall Mr. Willys will give the Stearns Knight a whirl to put it back in the picture. Willys-Knight copy continues the even tenor of its way.

Word from South Bend that Studebaker had changed agencies from Lord & Thomas to a newly organized firm at Chicago did not create any ripples on the surface of the industry. It is part of the business to try out different agencies from time to time. There is no intimation as yet that Studebaker will change its policy of page copy under the new plan.

Down at Cleveland the final work of merging the Chandler and Cleveland has been completed, and the executives are at the Chandler plant, with the engmeering at the Cleveland. The new company will make all its own bodies now. There is some good copy in sight there enlarging as it goes along. Peerless is doing a wonderful job and it is continuing its advertising.

E. S. Jordan is back after a month on the sleepers visiting dealers all over the country from coast to coast. The present schedule ending this month will be supplemented with another very soon. White is doing a big business and its advertising goes at regular intervals.

In the Northern belt Nash threw in a few full pages to give impetus to its change of name of the Ajax to the Nash light six, and there will be little let up in its regular schedule, if any. Kissel and Velie have had a good year and their linage has been increased this year, with more copy in sight.

Down in St. Louis Moon is working out its new light six which will be ready for the dealers along about August when the announcements will be due. Gardner is sending out new copy for its dealers to continue its big sale.

Indianapolis is strongly in the picture with Marmon and Stutz. Marmon sent out four pieces of big copy that are running now, and these will be followed by others. Stutz dealers were behind in deliveries, and the orders at the factory climbed up so that there was an interval in its advertising, and now the dealers are releasing copy again. Over at Auburn they are planning to release a new schedule shortly.

In New York Pierce Arrow supplemented its regular schedule with three or four more announcements and now work will be started on a new campaign. Franklin, with a year surpassing all previous ones plans to continue to let the public know all about its product.

One of the big jumps has been made by Star. Its production has put it from away down in the list up among the leaders in its class. And so the advertising continues to appear weekly in many places.

So it is going through the trade, with a few of the trucks like Federal and Stewart joining in the coterie of regular advertisers.

Among the tire companies Firestone and Goodrich are advertising now but Goodyear has not mapped out any schedule for release. Miller is this year trying the magazines. General Tire worked out a new plan of merchandising whereby it traded its new tires for others on a percentage basis, and the dealers were authorized to use copy running as big as seven columns in large centres, which has been very satisfactory.

United States has its schedule running regularly and so there is nothing to worry about with that account. All tire companies have substantial stocks on hand, but they are not overstocked. Dealers have been buying in smaller quantities, but placing orders more frequently, for they, too, are not carrying large inventories. With a few weeks of hot weather there will come a rush for tires that will soon deplete factory stocks. With the buying on generally, more companies will advertise to keep in the limelight.

CIRCULATION BUILDING SUPREMACY

We opened 1926 with the greatest newspaper campaign ever conducted, and secured over $300,000 in prepaid subscriptions for The Cleveland Plain Dealer. We can attain similar success for you!

THOUSANDS OF NEW, PREPAID, BONA-FIDE HOME-DELIVERED SUBSCRIBERS SECURED IN TEN WEEKS' TIME

HOLLISTER'S
Circulation Organization

Wire or Write us at 717-718 Commercial Exchange Bldg., LOS ANGELES

DAILIES FOE OF BLUE LAWS

Have Saved Country from Fanatic Reform Legislation, Former Writer Says

Were it not for the newspapers of America this country would now be struggling under a maze of Blue laws foisted upon the people, W. L. Burgan, former sports editor of the *Baltimore Sun*, now publicity director of the Seventh Day Adventist church, told 3,000 Adventists who gathered for the national convention of the Seventh Day Adventists in Milwaukee, Wis., last week.

Mr. Burgan lauded the press for its fight against Blue laws, for the scant encouragement it has given professional reformers, and for the vastly increased amount of church news now being published as compared with earlier days.

"The press has been of great help towards enlisting opposition to Blue laws and in defeating the professional reformer," he declared. "The professional reformers long ago would have secured the restrictive legislation they have been clamoring for had it not been for the universal opposition of the press. We are indebted to this marvellous agency beyond computation for the opposition to the Sunday laws and for the civil and religious liberty that people of this nation enjoy today."

Kent Press "Alumni" Return

Four former employees of the Kent Press Service staged a reunion by getting leaves of absence from their present jobs and returning to assist the Chicago bureau in handling the unusual volume of copy during the Eucharistic Congress. C. Russell Pierce, now director of public relations and assistant to the president of the University of Chicago, took charge of the squad at the ceremonials.

Twenty-four foreign countries and the United States are represented in the present membership of the Press Congress of the World.

The DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
thoroughly and alone cover *the Oklahoma City Market*



Oklahoma is one of four states which Babson's June report says "should prove worthy of attention." Oklahoma is one of nine states which Babson's June Sales Map shows in the "Most Favorable" sales zone. Oklahoma is one of twelve states which the same authority designates as having the "Most Favorable" crop prospects.

The Daily Oklahoman and Oklahoma City Times thoroughly and alone cover the Oklahoma City market—the entire Central and Western portions of the state—those counties which will share largest in the bumper wheat crop now ready for harvest.

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Detroit Atlanta San Francisco

St. Paul Dispatch

St. Paul Pioneer Press

The second greatest city home delivered coverage in America at 15¢ a week.

O'MARA & ORMSBEE, ***New York, Chicago, Detroit, San Francisco***

STANDARD 4-PAGE LETTER FORM URGED TO TELL MARKET FACTS TO AGENCIES

Space-Buyers, Flooded with Statistics, Don't Read Data Sent by Dailies, Writer Declares—Outlines Correspondence Method

By A. J. SLOMANSON

THE majority of publishers are confronted with the problem of instructing space-buyers and agency executives regarding the value of the markets covered by their respective publications. Direct-by-mail methods are practiced, but ineffectively, because of the great volume of circular matter received by agency executives each day, and as generally known, is very seldom read.

When selecting markets, most space-buyers choose those cities more familiar to their memory, unless the distribution of the advertised product demands a definite selection. After the schedule is finally released, the space-buyer is interviewed by a great number of salesmen, and as many as ten representatives a day try to educate the space-buyer to the value of their respective market at that time. Accordingly very little of the information given the space-buyer is retained in his mind because of the hurried way in which it is told to him. It is usually when the schedules are about to be released that representatives endeavor to actually sell their market. They may have called on the space-buyer several times each month previously, merely to ascertain whether there was anything new. It is true that they may not have had the opportunity to relate facts concerning their market on these calls due to the lack of interest on the part of the space-buyer. Then again, even if a space-buyer is educated to the value of a certain market, the efforts of the salesman will not assure any permanent value on account of the continual turn-over of space-buyers in agencies.

Another obstacle to overcome, if the space-buyer is to be educated to the facts regarding the various markets, is the manner in which the data is given, as at the present time this is done in a very haphazard and inefficient way. Many salesmen will give the space-buyer information about their markets in such a way that it is almost impossible for the space-buyer to remember the figures given him.

The following corrective measure is recommended and could easily be practiced by newspaper executives. It is the only ready panacea for having space-buyers continually apprised of the different newspaper markets. If newspaper publishers will standardize their correspondence to the following ideas, their markets will effectively be broadcasted at all times, and it will lessen the salesman's selling efforts at the time schedules are being prepared.

Throughout the United States all newspapers correspond extensively with space-buyers and agency executives, and in lieu of mailing the usual single letter sheet, a double page form could be mailed containing pertinent facts relative to the respective newspaper markets. For example; if a newspaper corresponded with a space-buyer concerning an account that has already been placed with the paper, or if the letter is in answer to some agency request for information about rates, etc., then the double page form containing data of local conditions will have the space-buyer's attention at the time he is reading the letter. Furthermore, if he received, say, ten letters each year from this paper, which is less than the average, he would have been apprised of this respective market at least ten times, and there is that possibility of having sold him on the value of the market without any extra effort or expense.

Naturally the first page of the double page form would be used for correspondence purposes. At the top of the second page, such information as "Audit Bureau of Circulation Member," "Member of Associated Press," or any such data could be listed.

This is of importance to a space-buyer, as if he were to select one paper in a small city for a quality product, the paper with the Associated Press service could be given more consideration than the paper without, considering circulations being about equal.

The names of the officers of the newspapers could also be listed on the second page, so that agency executive could become familiar with the name of each respective officer whenever corresponding. Too much correspondence between agency and newspaper executives is of an impersonal nature, and more good will could be established between both parties if the names of the officers were always on file.

There is no more outstanding aid to space-buyers than the Audit Bureau of Circulations reports, but how many space-buyers really study these reports considering that they are mailed to agencies each month in large quantities. The fact of the matter is that space-buyers refer to these reports only when it is necessary to do so. However, if the vital facts contained in the A. B. C. reports are listed on the second page of each letter which is mailed to agency space-buyers by newspapers, they would receive more notice and attention. Also all pertinent information regarding the newspaper and its market could be listed on pages two and three of the letter form, and by this procedure will space-buyers read the information listed on these pages.

For example, the following facts could be listed on pages two and three, and of course, changed according to conditions applicable to a different city and newspaper.

Member of A. B. C. Circulation, News Features, Advertising Rates, Service Department, Location of City and Population.

Assessed Space Value: Manufacturing, Trading Areas, Channels of Distribution, and Racial Analysis of Population.

The second inside page could show the following information: Schools, Banks, Theatres, Churches, Library, Hotels, Hospital, Clubs, Streets, Telephones, Telegraph, Express, Institutions, Good Roads, and Industries.

On the back page of this letter form the analysis of circulation distribution could be listed, and if desirable, a map could be printed showing the location of the city in relation to the state, and the trading territory around the city.

A newspaper mails hundreds of letters each year to agency executives, and by using a four page form as before described, there is no doubt that the newspaper following this procedure will enjoy more national business because of constantly bringing to the attention of agency executives the important facts about its respective market.

Edward Gans Resigns

Edward Gans, general manager of the *Fall River* (Mass.) *Herald* has resigned. He has not announced his future plans. The Herald was recently purchased by C. F. Kelly, head of the Kelly-Smith Company, special representatives, New York. Composing room employes of the Herald presented Mr. Gans with a gold watch and chain with pencil and fountain pen attached as a farewell gift.

Thirty per cent of the country's population and 40 per cent of its wealth and purchasing power lies within a circle drawn 250 miles, with Philadelphia as a center.

The "SPEEDMAT"

and the

Washington Times and Herald

On June 1st, without having had previous experience in handling dry mats, these Hearst newspapers began the use of "SPEEDMATS" on all pages. The preparations made by the Hearst management, under the direction of our expert, were so thorough that the "SPEEDMAT" quietly slid into exclusive use without "fuss or feathers" and was at once successful.

In this installation, and for the first time, a newspaper plant began to use dry mats with only narrow print paper rolls (Wood Dry Mat size) on hand. The supply of wider rolls for wet mats had been exhausted.

Had the "SPEEDMAT" failed and it had become necessary to use wet mats the papers would have appeared without margins.

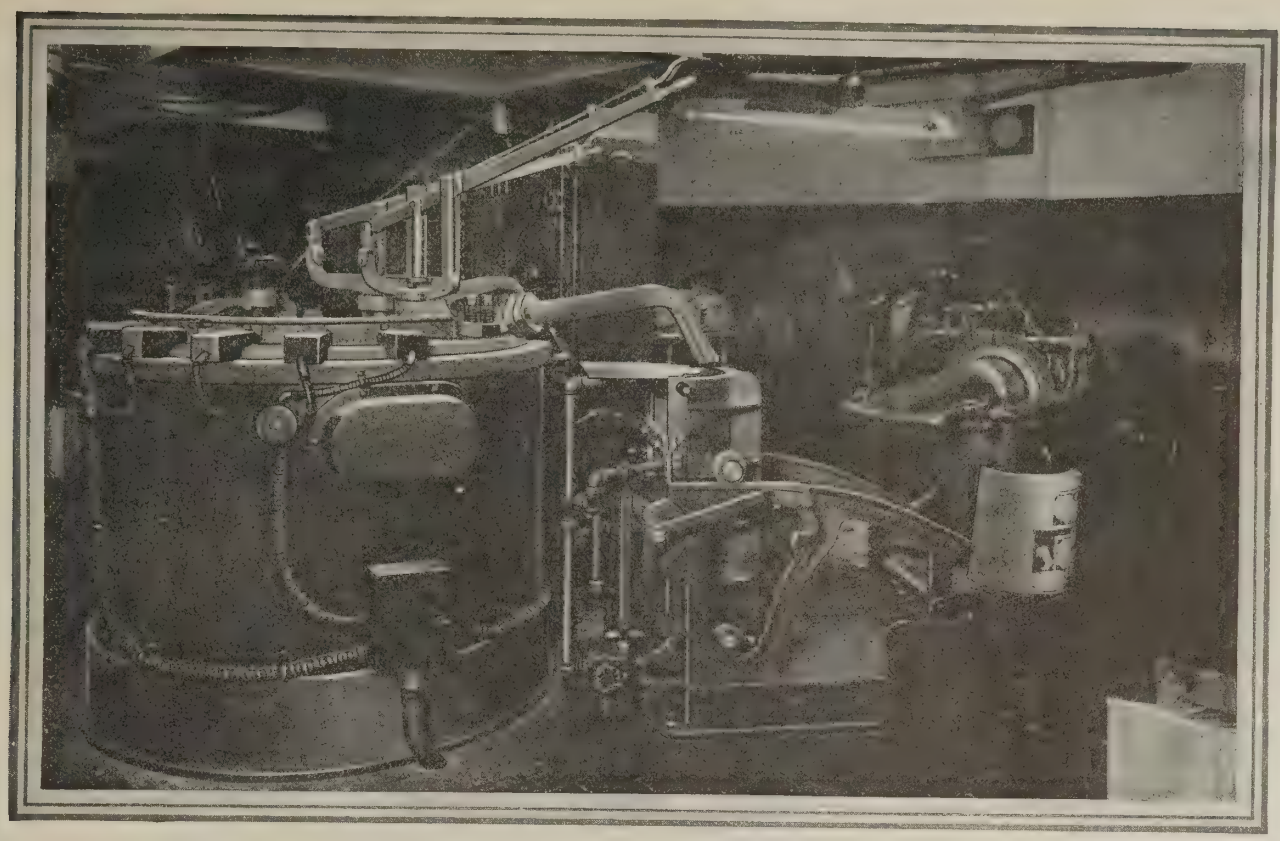
But the "SPEEDMAT" did not fail, nor did the unusually efficient organization of the mechanical departments of The Washington Times and Herald.

"SPEEDMATS"

cost 15 cents at the mill

WOOD FLONG CORPORATION

501 Fifth Avenue New York City



Melt Your Stereotype Metal with *Electric Heat*

As high as 32% saving in cost!
Less wear and tear on the pot!
Uniformity of metal temperature never before securable!
All regulation and close attention eliminated!

THE progressive Waterbury Republican American, Waterbury, Conn., has installed a standard 5-ton stereotype pot, electrically heated by 9 G-E cast-in immersion units. Plates are cast for two issues daily and one issue on Sunday. The casting temperature of the metal is automatically kept at 620° F. Between castings the metal is automatically maintained at a temperature of 450° F.

Seldom has such an improvement been introduced in the casting room. This electrically heated pot is operated at a saving of 32% over the cost of operation of the previously used fuel-fired pot. Uncomfortable heat radiation and gaseous odors are absent from the room. As control is completely automatic, the pot requires practically no attention.

Everyone connected with the paper is enthusiastic. Mr. Dubuy, foreman of the plant, states that the excellent temperature control of the pot relieves him of the responsibility of making sure the temperature is right when his men want to begin casting. Mr. W. J. Pape, publisher, considers the installation as most satisfactory.

Although electric heat will not supplant all other forms of heat for industrial purposes, there are processes in every industry where it is the ideal heat—the most economical heat—the heat that ultimately will be used.

ULTIMATELY
ELECTRIC HEAT
IN EVERY INDUSTRY

Phone or write to your nearest G-E office for complete information

570-9

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, SCHENECTADY, N. Y., SALES OFFICES IN ALL PRINCIPAL CITIES

RECEIVER APPOINTED FOR VANDERBILT TAB

E. A. Inglis, of Miami, Named, Following Petition Filed by Creditors, Who Claim $22,781.76 is Owed Them

(*By Telegraph to* EDITOR & PUBLISHER)

JACKSONVILLE, Fla., June 16.—Notice to-day was forwarded E. A. Inglis, of Miami, that he has been appointed receiver for the Vanderbilt Newspapers, Inc., following a creditors' petition filed in Federal Court here, asking for a receivership and concurred in by the Vanderbilt interests.

The International Paper Company, the Kimberly Clark Company and the Art Gravure Corporation, New York, united in petitioning Federal Judge Rhydon M. Call for the receivership. The Vanderbilt Newspapers, Inc., were described as organized under Delaware laws with California their chief place of business.

The creditors complain that the Vanderbilt Newspapers, Inc., owe them a total of $22,781.76 and appear to have no way of settling under the present organization. The complaint was accompanied by an answer of the defendants, admitting the facts and consenting to such a receivership to protect the interests of the creditors.

Steps seeking the receivership are said to have been under way for the past two weeks and employes of the *Illustrated Daily Tab,* Vanderbilt tabloid newspaper at Miami, are said to have stayed on their jobs despite several weeks' wages being owed, in hopes that the receivership would afford relief.

The *San Francisco Herald,* another Vanderbilt tabloid newspaper, has suspended publication, it was stated, and the value of $180,000 placed on it was declared to be altogether free of liens.

$8,000 LIBEL VERDICT AGAINST N. Y. POST

Mrs. Anne McCoy Campbell Given Judgment in Damage Action—Same Plaintiff Received Settlement Out of Court from Two Dailies

Mrs. Anne McCoy Campbell, Christian Science practitioner, was awarded an $8,000 judgment for libel damages against the *New York Evening Post* by a jury in Judge McCook's part of New York supreme court this week.

The same plaintiff lost a suit May 17 brought on the same charge against the *New York Sun,* while the jury disagreed in trial of an action against the *New York Times.*

Mrs. Campbell objected to a story published in New York in March, 1922, telling of a suit that had been brought against her for $16,000 for alleged fraud. The suit was subsequently dismissed.

Suits brought by Mrs. Campbell for the same alleged libel against the *New York World* and the *New York Tribune* were consolidated and settled out of court. Amount of the settlement is not on record, and has not been disclosed.

Lloyd Willis is Dead

Lloyd D. Willis, special sales representative of Warner Brothers Picture Corporation, died June 12 at his New York home. Mr. Willis started as a reporter on the *Philadelphia Public Ledger.* He was at one time connected with the *New York Times.*

Criminal Libel Actions Dismissed

Criminal libel actions against four prominent residents of Cranford, N. J., charged with having caused to be published in the *Cranford Searchlight* an article injuring the reputation of a former member of the board of education, were nolle prossed by Judge A. A. Stein, June 14.

EDITOR & PUBLISHER classified advertisements yield results.

"CHICO!" EXCLAIMS CARDINAL

Awed by Paper Rolls in N. Y. Times Plant—It Means "Oh Boy!"

"Chico!" exclaimed Cardinal Reig y Casanova when he saw the huge rolls of paper ready for use on presses, during a visit he made this week to the plant of the *New York Times.* "Chico means 'Oh, Boy!'," a cleric in the party interpreted.

The visit to the Times plant was made at the Cardinal's request. The prelate's party went first to the office of Adolph S. Ochs, publisher, where they were received by Arthur H. Sulzberger, vice-president. Then a complete tour of the plant was made.

MAX BROWN PROMOTED

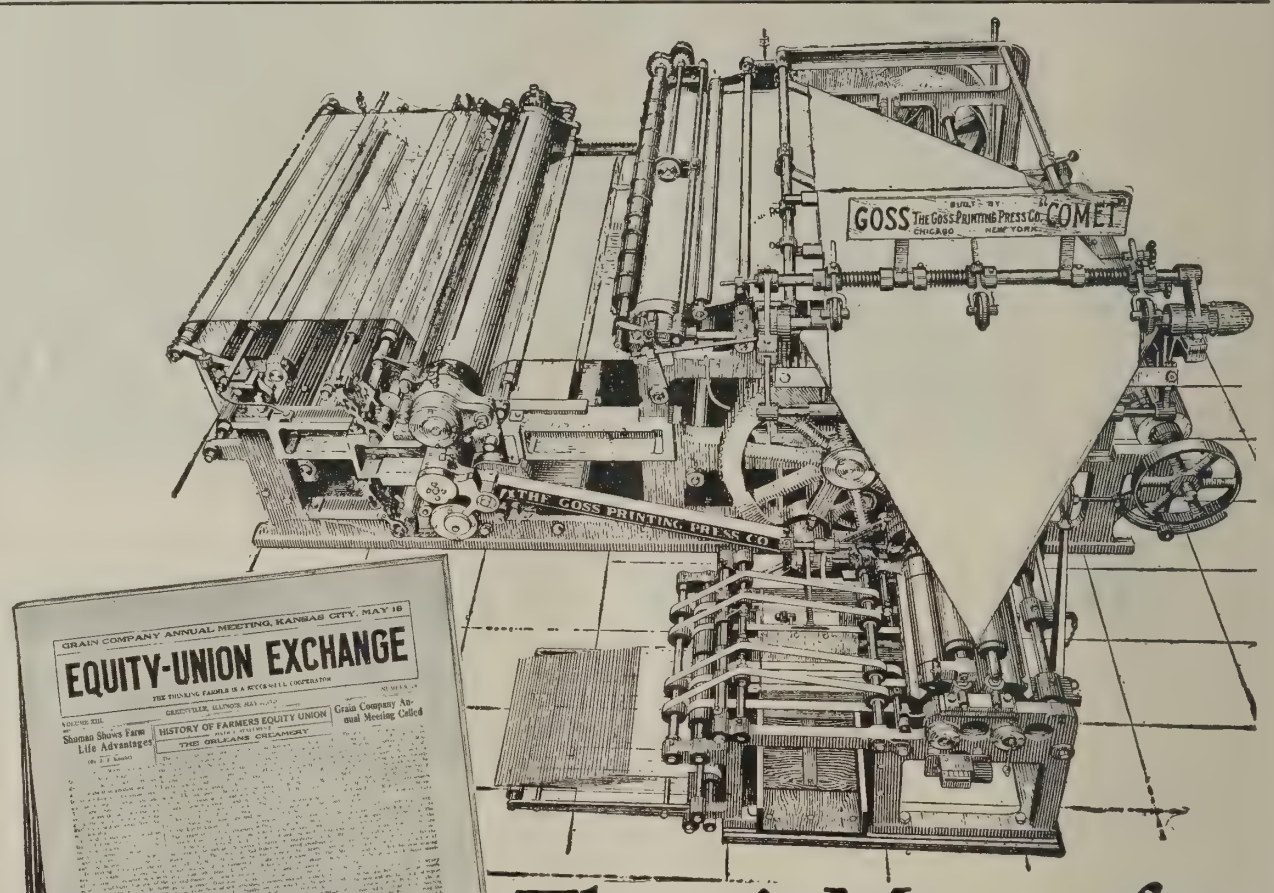
Made Advertising Manager of Louisville Herald-Post

Max Brown, formerly of Chicago, director of foreign advertising for the *Louisville Herald-Post,* has been made advertising manager, succeeding Millard Ridenour, who succeeded to the post when Paul O. Sergent resigned several months ago.

Ridenour has been designated advertising counsellor. He has been granted an indefinite leave of absence. Al White, assistant advertising manager of the Herald-Post, has resigned. Thus far his place has not been filled.

Girl Writer Weds

Miss Margaret R. Crowe, formerly of the editorial and advertising staffs, *Worcester Evening Gazette,* was married to Daniel A. Hare of Worcester recently at Schenectady, N. Y.



There's Money for Small Newspapers in Tabloid Products!

—with a Goss "Comet" print quarter and half newspaper size products in addition to your regular editions

PRINTING from type forms with roll paper unquestionably is the most economical method for the smaller publisher.

With a Goss "Comet" you can produce, per hour, 3,500 folded papers of 4, 6 or 8 pages. Approximately three times as fast as the sheet fed method!

Furthermore, your "Comet" will rapidly turn out up to and including 32 pages of a one-quarter newspaper size publication or 8 to 16 pages of a half newspaper size form (see example above). Many users make their "Comets" pay them handsome extra profits in this manner—*so can you!*

The Goss "Comet" is the choice of successful publishers of small newspapers everywhere. It is built in the same shops, by the same mechanics and according to the same high standards as the big Goss Presses selected by the world's leading metropolitan newspapers. It's their "little brother."

Foundation plans gladly furnished on application. Write for catalog.

THE GOSS PRINTING PRESS CO. . CHICAGO

The Goss Printing Press Company of England, Ltd., London
Messers. Edwards Dunlop Company, Ltd., Sydney, Sole Australian Agent

GOSS STRAIGHT LINE HIGH SPEED

ANNOUNCING THE MERGER OF

Buffalo Courier AND BUFFALO EXPRESS

Effective with Issue of

Monday, June 14th

On and after that date the combined paper will be published daily under caption

The COURIER *and* EXPRESS

Buffalo's Largest Sunday and Only Morning Newspaper

Executive Personnel of New Organization

Chairman . . . . William J. Conners, Sr.
President . . . . . Burrows Matthews
Vice-President . William J. Conners, Jr.
Editor . . . . . Burrows Matthews

Publisher . . . . William J. Conners, Jr.
Secretary . . . . . Frank J. Clancy
Treasurer . . . . . William S. Bennett
Managing Editor . . . . . John D. Wells

The amalgamation is born of the absolute conviction that the morning newspaper is the newspaper of the future. This conviction is justified in an impressive way in most cities of the first class, where similar mergers are, and have been, taking place in preparation for the upbuilding of great morning journals. It is with this conviction that the consolidation of THE COURIER and THE EXPRESS has been born.

Readers will get two newspapers for the price of one as all the best features of both journals will be preserved for the enjoyment of their respective followers.

The policy of the combined newspaper will be independent in the most complete sense of the word. There will be no malice or spite toward anyone. An unbiased attitude will be preserved, save where evil is to be fought.

LORENZEN & THOMPSON, INC.

Publisher's Direct Representatives

CHICAGO NEW YORK SAN FRANCISCO SEATTLE

LOS ANGELES NEWS TO BE SOLD IN 10 DAYS

Stockholders in Vanderbilt Tabloid Trying to Save Property by New Financing Plan—Assessment Plan Vetoed

(*By Telegraph to* EDITOR & PUBLISHER)

LOS ANGELES, Cal., June 15.—Believing that a bright future is in sight for the *Los Angeles Illustrated Daily News*, Vanderbilt tabloid, more than 1,500 stockholders of the concern are working "tooth and toenail" in an effort to raise funds to purchase the property at the receivers' sale, scheduled within the next ten days. At a meeting of these stockholders held June 9, a committee of nine was appointed to work out plans for the raising of a sufficient fund with which to make a legitimate bid.

One stockholder suggested a voluntary assessment of 5 per cent. This plan, however, was found to be neither feasible nor legal under the California law and the assessment plan was abandoned. The committee decided to form a new corporation to be known as Daily News, Inc., the stock structure to consist of 25,000 shares of "Class A preferred" stock with a par value of 20 dollars per share, 25,000 shares of no par "Class B common stock," and 25,000 shares of no par "Class C common stock." The Class A preferred is to be entitled to a preference of 8 per cent dividend, but non-voting; the Class B common stock, voting stock, to be entitled to dividends up to $1.40 a share. In dividends the Class C stock participates equally with Class B over that mark. To the original Vanderbilt Newspapers, Inc., stockholders it plans to sell units of this stock two shares of preferred and one of common for $40, and in addition each purchaser receives one share of Class C common. The Class C stock does not go to those other than original Vanderbilt company stockholders.

Attorneys working with the stockholders' committee say they have the approval of the Corporation Commissioner of the state and believe this plan the only one by which the stockholders may hope to regain control of the paper and save it for themselves. It was pointed out that the machinery and equipment of the News has been appraised at $175,000; the accounts receivable $125,000; and a circulation said to be more than 100,000. This new plan will be laid before the stockholders at the general meeting set for Thursday, June 17, and if approved will be carried out and a formal offer made to the Federal Court sometime before Monday, June 21.

Publisher Urges State Advertising

Seymour Oakley, publisher of the *Peoria Star*, has recommended that the Illinois Chamber of Commerce, spend $150,000 in a campaign to advertise the state and counteract the "unfavorable illusions" in other parts of the country about lawlessness in Illinois, especially in Chicago and Herrin.

Public Asked to Name Weekly

South Bellingham, Wash., has a new weekly newspaper published for the first time June 2, under the temporary name of *The Title*. Miss Catherine Riley is the local news editor. The Title is offering a $100 prize for a suitable name.

N. J. PRESS ASSISTING JOURNALISM "GRADS"

Ratings of Rutgers Students Sent to All State Publishers—Course Inaugurated by Press Association

The Rutgers University course in journalism, sponsored by the New Jersey Press Association on June 3, gave certificates of attainment to 14 students who had completed a year's work under Prof. Allen Sinclair Will, head of the course. Six of the students were women.

The Press Association aims to work in co-operation with the school by providing jobs for graduates. To this end the group issues a confidential bulletin to all members containing the names and ratings of the graduates, salary expected, etc., which is believed to be a new idea in publisher-journalism school co-operation.

Following is an example of the student ratings sent to publishers:

Jones, John, graduated as Bachelor of Arts, 21 years old, son of J. Jones, Newark, N. J.; studied at Summer Avenue Public School and Barringer High School, Newark, 4 years at Rutgers; grade in journalism class, 95; average grade in other classes, 89.

Mr. Jones wishes to begin work as a reporter, preferably on a paper in or near Newark, about Sept. 1, when he will return from a trip abroad which he expects to start soon after the Rutgers commencement; salary desired, $30 a week.

General promise as a newspaper worker—excellent.

Character—high.

Personality—above the average.

Industry—marked.

As a news gatherer—persistent and successful.

As a writer—good, and improving fast; has special capacity as a writer.

General observation—Mr. Jones is naturally adapted to newspaper work, both by inclination and talents; does all branches of it well for a beginner; is eager to learn more.

R. E. Lent, publisher of the *Passaic Daily News*, and chairman of the New Jersey Press Association is chairman of the Committee on the Course in Journalism of that organization.

Littleton Lee Starke, who was awarded the New Jersey Press Association scholarship for the best student in journalism, will join the staff of the *Passaic Daily News* next month.

The assessed valuation of private property in Philadelphia for 1924 was $2,489,135,000.

PROGRESS
DEPENDS
UPON
THE MEN
WHO
BUILD
WITH
THAT END
IN VIEW

Our COMPLETE checking service handles the entire detail work of supplying "checking proofs" to every agency and advertiser promptly—and—efficiently.

WE DO IT ALL

from a few complete copies.

The Advertising
CHECKING BUREAU *Inc.*
538 So. Clark St. CHICAGO — 79 Madison Ave. NEW YORK

1856 or 1926?

The steamtable is doomed!

Ask any stereotype equipment manufacturer and he will tell you that his sales of new steamtables are indeed few and far between.

Why?

Simply because the steamtable-wet-mat process of stereotyping, which dates back to 1856, is antiquated, and is being replaced by the up-to-date 20th Century Certified Cold Process.

If you wish to place your stereotyping practice on a par with your composing room and press room methods, Certifieds are the medium to help you bring your stereotype department right up to 1926.

Why put up with the drudgery in wet-mat-steamtable stereotyping? Why lose invaluable time, and incur needless expense in steamtable operation?

We offer you a better way; a simplified way; the 20th Century way. Full particulars do not obligate you whatsoever.

Our Policy:

One Size
all mats 20″ by 24″

One Quality
only the best we can make
—used by
The New York Times
Cleveland Plain Dealer
Detroit Times
and several hundred
others

One Price
15 cents on standing order

¶ Have you received your copy of our booklet, "The Certified Road to Simplified Newspaper Stereotyping"? It's free upon request.

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue — New York, N. Y.
for wet mat printing with DRY MAT facility—use Certifieds
MADE IN THE U. S. A.

Some of our newspaper users
From NEW YORK to NEW ORLEANS
From SAN FRANCISCO to SEATTLE
From BOSTON to WASHINGTON

CUTTING CUT COST

From CANADA, ENGLAND, BELGIUM and AUSTRALIA have also come requests for this improvement in the Graphic Arts

"You get it in the Negative"

This is not a transfer method, but Shading Sheets that you can put over your copy and see complete effect before making plate. Copy unaffected except photographically. No machine required. No license required. Reproduces in halftone or line.

Order on trial—Introductory Unit No. 1—84 different sheets. Working accessories and Bourges Character Color Chart included free with the price of sheets only (50c each).

Just because so many representative newspapers have used our Shading Sheets (some for over two years) doesn't mean that this new Shading Medium applies only to newspaper problems. Practically all reproduction problems of a Ben Day nature are simplified at a big saving in both cost and time. These sheets may be used by all **National Advertisers** to improve the highest class of illustration. See letter from the *Silk Association of America.*

AND

IMPROVING RESULTS

THE SILK ASSOCIATION OF AMERICA
ORGANIZED 1872
FOUR HUNDRED AND SIXTY-EIGHT FOURTH AVENUE
AT THIRTY-FIRST STREET
NEW YORK

Bourgess Service, Inc
144 West 32nd Street
New York, N. Y.

June 3, 1926

Dear Mr. Bourgess:

I feel that I ought to tell you of the very remarkable results secured through the use of the Bourgess Shading Medium in connection with some recent advertising illustrations on which I have been working.

The illustrations, showing the interior of automobiles, were made by one of the best artists we could obtain. It was easy enough to get the detail correct, but we ran into a considerable amount of difficulty in getting into the drawing a quality which would indicate the plush character of the fabric. Several different media were attempted -- wash, dry brush, and distemper -- but the effects were not satisfactory; finally, the thought occurred to me that what we were having considerable difficulty in obtaining by ordinary methods might be obtained by the use of your process. Accordingly, several of the drawings which looked cold and harsh were worked over, using your very fine stippled ~~tissue~~ SHEET. The results have been most satisfactory, as the proofs which I am glad to give you will show.

One particular feature of your ~~tissues~~ SHEETS, which particularly appeals to me, is the extreme simplicity of it; anyone with any idea at all of what he is trying to produce, and the ability to use a crayon and an eraser, can certainly accomplish wonders in getting new and interesting results.

I wish you all success.

Yours very truly,

F. D. Mack

Director of Style Service.

BOURGES SERVICE, INC.
Sole Manufacturers and Distributors
HUTCHISON ARTISTS SHADING MEDIUM
144 West 32nd Street, New York City
PENn 9314-5

NEW MASSES

McCUTCHEON, CARTOONIST, A WORLD ROVER

Chicago Tribune Artist Finds His Material in All Walks of Life—Affirms Superiority of Pictures to Text in Reader Interest—Says Public Men Would Rather Be Damned Than Ignored

By LUCILE BRIAN GILMORE

ARTIST, rover, and kindly philosopher is John T. McCutcheon, one of America's most famous cartoonists, a man to whom his work is only one of many vital interests. He has a love of things and people, a lively interest in his fellow man and a desire to know all classes and all creeds that penetrates his work and crops out in his cartoons for the *Chicago Tribune*, with which paper he has won international fame.

There is a vein of poetry in McCutcheon which finds expression now and then—which found expression notably in "Injun Summer," his most famous cartoon. "Injun Summer" has become a cartoon classic since it first appeared in 1907. And yet, McCutcheon says it was drawn without any special effort. Within a few days after it had appeared, however, comments started to reach him about it—words of praise and admiration from people in all classes of life. Its popularity became so widespread that the Chicago Tribune reprints it each fall. It has been reproduced in colors, and also has been painted as a mural decoration in the Tribune news room.

McCutcheon's career as a cartoonist dates back to 1889 when, fresh from Purdue university, he came to Chicago and went to work on the old *Morning News*. He then worked successively for the *Evening News*, the *News Record*, and the *Record*. On July 1, 1903, he joined the staff of the Chicago Tribune as a cartoonist and has been with the Tribune ever since.

McCutcheon is ever on the alert for material for his cartoons and finds it everywhere—in the news of the day, in recurring topical events, in people, in things generally. And he believes that the newspaper cartoon has achieved a greater prominence than ever before. The tendency of the times is towards pictures, and cartoons exercise their great appeal by epitomizing subjects and interpreting events for people, easily, humanly, and understandably. People like to be amused rather than preached at, he finds, and will take kindly to suggestion but will often resent preachment.

The crowded life he has lived in the 56 years since he was born on a farm in Tippecanoe county, Indiana, has given him an inexhaustible source of material for his work. Here are a few of the highlights of his career. A trip around the world on his first political commission in 1896—he was in the Orient at the outbreak of the Spanish-American war, and was a witness of the battle of Manila, going with Dewey from Hong Kong. In 1899 he made a tour of Indian Burma, Siam, and China; he has hunted in Africa with Theodore Roosevelt; in 1914 he visited Mexico. Accompanied by his wife, he spent five months last year journeying to the remote countries of the Far East. He owns "Treasure Island," an island of 300 acres in the West Indies where he and his wife and two sons spend two months every year. He has been a war correspondent.

Although he is best as a cartoonist, he has also written considerable fiction, and does literary work for the Chicago Tribune syndicate in addition to his other work.

Although he is a pretty accurate judge of the elements which go towards making a good cartoon, he says the cartoonist rarely knows just what will favorably impress readers. He draws something, it is printed, and sometimes that is the end of it—not a whisper of comment, good or bad. Again, sometimes when he least expects it, there will be many echoes of something he has drawn. An idea boldly expressed, he finds, is more likely to make an instant appeal and will frequently bring a deluge of comments. And cartoonists, he says, appreciate messages sent to them, not only letters of commendation, but messages of disapproval, because both types help the artist to feel the public pulse. Messages give him contacts which aid him immeasurably in his work.



John T. McCutcheon

McCutcheon tries to maintain many social contacts, and as widely different social contacts as possible. He finds it impossible to get away often, but in his daily life he mixes with people of different interests and different positions in life, and studies their many viewpoints. He finds it necessary also to read a great deal, particularly newspapers and magazines. Like Matthew Arnold, he tries to "see life fairly and see it whole."

Men in public life, he has discovered, would rather be damned than ignored, and are fond of being cartooned. They prefer to be drawn in favorable light, of course, but are pleased even when pictured unfavorably, so long as they are pictured.

The day when cartoons dealt bitterly in personalities and excoriated persons who disagreed with the views or opinions of the cartoonist, or the newspaper he worked for, are passing, he says. A difference in opinion was once sufficient cause for ridiculing the offending person in cartoons, but the style has changed greatly, and the spirit of the present is one of tolerance, of broader vision.

Sincerity in cartoons, McCutcheon believes, carries the greatest weight with the public. If an artist is able to convince people through his work that he is sincere, he will have a large and faithful audience.

McCutcheon and Orr, the Tribune's cartoonists, are given a free hand in the selection of their cartoon ideas, but they attend a conference daily at which topics of the day and editorial ideas are discussed freely, since timeliness is such an important factor to be considered in choice of subject matter.

Cartoons about children have the greatest appeal to all people, McCutcheon has discovered. Anything pertaining to children or their welfare will strike a responsive chord in people. Next to children in appeal he lists standard topics, then human nature.

Occasionally a cartoon will have a great sentimental appeal for the persons involved. A striking example is furnished by McCutcheon's cartoon drawn during the world war when Quentin Roosevelt was killed in action. The cartoon showed the service flag floating at Oyster Bay. Col. Roosevelt and Mrs. Roosevelt were pictured in the foreground looking up at the emblem bearing three white stars for the three sons serving their country, and a gold star for Quentin. Col. Roosevelt was touched by the simple sentiment in the drawing and asked for the original. He acknowledged its receipt in a letter to McCutcheon in which he said he was giving the drawing to the girl whom Quentin was to have married.

One of the fine attachments in McCutcheon's life is his intimate friendship with George Ade. They went to college together, did newspaper work together in Chicago, and next week will return together to Purdue, their alma mater, where honorary degrees will be conferred upon them.

Henny Heads Kansas Group

Fred Henny, managing editor of the *Hutchinson* (Kan.) *Herald-News*, was recently elected president of the Southwest Kansas Editorial Association at the annual election in St. John, Kan. Other officers chosen were: Horace Fry, *Spearville News*, vice-president; Earl Fickertt, *Peabody Gazette-Herald*, secretary; S. P. Gebhart, *Pratt Union*, treasurer.

GENEVA INVITES PRESS SERVICES

16 World News Organizations Asked to Participate in Conference

Sixteen news agencies representing 11 countries have been invited to participate on a commission to meet under the auspices of the council of the League of Nations in Geneva for the purpose of improving world news facilities.

The meeting will be held sometime in August. The news agencies which have been invited and the countries they represent are as follows:

The Associated Press and the United Press Associations of the United States; the Americana Company of Brazil; the Avala Company of Servia; the Exchange Telegraph Company and Reuters of England; the Wolff Agency and the Telegraphen Union of Germany; the Nippon Dempo-Tsushin Sha and the Nippon Rengo of Japan; the Havas Agency and the Agence Radio of France; the Suisse Agency of Switzerland; the Tass Agency of Russia; the Tidningarnas Agency of Sweden; the Stefani Agency of Italy.

MASSACHUSETTS PRESS OUTING

179 Members Take Four Day Trip—Two New Members Added

The annual outing and June meeting of the Massachusetts Press Association, Inc., was held June 11-14 at Terrace Gables, Falmouth Heights, Mass., with 179 members and invited guests in attendance. A dinner and dance on Friday evening marked the opening of the festivities, with a motor tour of Cape Cod and clambake on Saturday as the features, when the members were the guests of the Cape Cod Real Estate Board, Cape Cod Press Club and Falmouth Board of Trade.

A business session was held Monday morning in Falmouth Heights at which the resignation of Carl F. Prescott, the secretary, was received. Prescott was later induced to withdraw his resignation. Two new members, Clarence T. Hall of the *Wareham Courier*, and Arthur R. Van Balsan of the *Revere Budget*, were received into the association, and applications of five others received to be acted upon at the next meeting.

Chicago Men Form Special Agency

D. E. Northam, formerly with the Benjamin Kentnor Company, Chicago, and Edward Bode, formerly in the advertising departments of the *Chicago Tribune* and the *Chicago Herald and Examiner*, have formed a partnership, and will represent a group of newspapers in Florida. Their offices will be located in the Warner Building, Tampa.

New York Sun

Brightens Its Pages With Ludlow-Set Lines

In a recent unsolicited letter, Mr. John E. Martin, Production Manager of the New York Sun, writes: "We are delightfully pleased with the results we are obtaining from our Ludlow equipment, and have only the very kindest words for this equipment."

A three-machine Ludlow equipment was installed in the Sun's composing room last July, after Mr. Martin had thoroughly studied the many advantages of this system for producing, in abundance, sparkling, new sluglines for advertisements and heads. Now, after eleven months' experience in its use, he is more than ever convinced that the Ludlow way means cleaner, better print.



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Announcement

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HAS purchased *THE KEWANEE, ILLINOIS, EVENING STAR-COURIER* and this paper will be added to the Lee Syndicate. Philip D. Adler will be in charge as Editor and Publisher and Loren D. Upton as Business Manager.

The Kewanee, Illinois, Star-Courier was established in 1894, is published every Evening except Sunday and is the only paper in Kewanee.

Kewanee is a prosperous manufacturing city with a population of over 20,000 and is surrounded by a very rich farming country.

The Star-Courier, an A. B. C. paper, completely covers Kewanee and its trading territory, a 50,000 population market.

Watch this paper grow under The Lee Syndicate Management.

This will make the complete list of Lee Syndicate Newspapers as follows—

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Ottumwa, Iowa, Courier
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Muscatine, Iowa, Journal
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Kewanee, Illinois, Star-Courier

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J. L. STEWART, BACK FROM WORLD TOUR, DESCRIBES CONDITIONS IN MANY LANDS

Pennsylvania Publisher Reports Rising Tide of Race Consciousness in Hitherto Backward Countries—Tells of Affairs in Philippines and Orient

JOHN L. STEWART, publisher of the *Washington* (Pa.) *Observer and Reporter,* the *Beaver Falls* (Pa.) *Tribune* and the *Beaver Daily Times,* returned a few days ago from a five months' trip around the world visiting many places of interest and observing from a newspaper man's point of view the social, economic and political conditions which prevail in many of the countries of the world. Mr. Stewart said to a representative of EDITOR & PUBLISHER that among the many impressions gained from a world tour, the ones which stood out above all others were the evidence of the rising tide of race consciousness in the hitherto backward countries and the dependence of our own country, commercially and politically on the nations visited.

"I think," said he, "that I have today a far better idea of the meaning of foreign commerce than I ever had before and also of the effect of such legislation as the tariff bills and the immigration laws have in our relationship with other nations."

Mr. Stewart left San Francisco last November and spent a week in Hawaii visiting three of the five islands including Oahu and Hawaii. "No one can get the right conception of the importance of these islands to America unless they visit them," said Mr. Stewart. "Notwithstanding the polyglot of races which make up the population of America's outpost of the Pacific, the people are loyal to America and the future generations will be even more so. All this has been brought about largely by the splendid educational system which has been established and the opportunities which have been afforded all those who have gone there to live and get ahead.

"Honolulu is a progressive growing city typically American in its character even if set in an oriental atmosphere. I was very much surprised to find such excellent newspapers as the *Advertiser* and the *Star-Bulletin,* the former a morning and latter an evening newspaper. In their equipment they compare very favorably with similar plants in American cities of even larger size and in their enterprise are much ahead of most American dailies.

"From a military standpoint the Hawaiian Islands are our outposts of defense in case of war or threatened war from any of the Oriental nations. They are also health or sanitary outposts protecting United States from the diseases prevalent among Asiatics. That our government is fully alive to its national defense value is evidenced in the expenditures which have been made at Pearl Harbor, destined to be one of the greatest naval bases of any nation.

"The completion of the dry docks, more than 1,000 feet long, capable of taking care of many warships, was, next to the building of the Panama Canal, the greatest engineering feat possible ever undertaken and completed by our government.

"It will not be many years until Honolulu is one of the greatest port cities in the world—being today the center of the trade of three great continents—North America, Australia and Asia—and destined to become of importance to the growing countries of the west coast of South America and Canada—not to speak of round-the-world trade.

"One of my first impressions of Japan was the enterprise of its newspapers and my realization not only of their interest, but that of the educated classes, in international affairs. I had hardly finished presenting my passports to the Japanese officials on board the President Wilson when I heard my name being paged and responding to the inquiries, I found myself in the midst of a group of Japanese newspaper men. There was Y. Yoshida, the Yokohama representative of the *Japan Advertiser,* Tokio; R. Makayoshu, of the *Osaka Mainichi* and the *Tokio Nichinichi;* G. Sekinoto, of the Toho News Agency of Peking, China, and a representative of the *Osaka* and *Tokio Asahi.* These enterprising newspaper men of the far east were anxious to know the object of my visit and get my opinion on many questions. I began to discover before I got on shore what I learned later from many personal contacts with representative men of Japan and by visits to the newspaper offices themselves, that out there in the far east the people think more of world problems than we do in America. While only a few Americans are international thinkers, all educated, intelligent Japanese are.

"I was asked about America's attitude toward Japan, what I thought of the exclusion act and whether it represented the real sentiment of the American people; my personal idea of what effect the action of Japan in sending troops into Manchuria would have on American public thought. All wanted to know of business conditions in America and somewhat about the new ambassador who had arrived in Japan just a few days ahead of us. One reporter even asked me what the attitude of European countries was with respect to certain Far East problems. Inasmuch as I cannot read the Japanese papers, I do not know what effect any of my statements may have had on Japanese public opinion. But I at once began to feel that I was in a country where international politics occupies a place in the thoughts and lives of the people that we can little appreciate in the United States. Compared with Japan, we in the United States are provincial. Our geographical isolation is undoubtedly responsible for this American state of mind, while Japan—situated as she is on the border land of the Pacific to the west, and the most eastern of the Oriental countries—where East and West are constantly meeting, must think Occidentally as well as Orientally. There is, too, something in the character of the Japanese which makes him inquisitive. He is fast adopting the Western civilization and conforming more and more every day to the customs of American life. It may not mean much to us in the United States what Japan thinks of us, but it does mean very much to the Japanese what we think of them—what the Western world thinks, especially her nearest neighbor.

"Of all the cities of Japan, Osaka is perhaps the best example of one which is fast becoming western and still remaining Japanese. In most of the other cities of the East where great factories have been built and commerce increased, European or American capital and management have been interested. Not so in Osaka. Here the Japanese themselves are building a great industrial, commercial city on modern lines with their own capital and by their own energy. I was surprised to learn that it is today the largest city in Japan, with over 2,000,000 people and ranks sixth in the world.

"The farseeing men of Oska are helping to solve the problem of what to do with the increasing educated class of Japanese. Much of the trade of this city is with China and her great manufacturers are interested in coal production and the obtaining of raw materials from Manchuria. Is it any wonder that the Japanese must think in terms of the world—commercially and even politically?

"In Osaka one sees very few foreigners —but there are up-to-date taxicabs, wide, well paved, well lighted streets, hundreds of business and office buildings, eight to ten stories in height, parks and playgrounds,, schools, colleges, and art galleries—a city of the West in the heart of the East. Here the Japanese by western methods and in European dress are building up a great city, adding to the wealth and prosperity not only of their own people but of those who live in the rural sections and whose products are finding a much wider and better market.



John L. Stewart

"China was in the throes of civil war when I was there early in January, as it is now, and it was possible to visit only in Shanghai and Hong Kong. Certain it is that momentous things, having to do with the future civilization and well being of China and perhaps of the world, are taking place there. But it is not only the struggles between rival Chinese war lords, fighting for the control of provinces and authority to levy taxes to maintain their armies and enrich themselves, which is the most serious situation in China today.

"The real problem is found in what is taking place in the minds of the people.

"There is today in China a great industrial unrest among the workers as there is in every country—another reaction from the World War. Soviet Russia is trying to foment trouble among the Chinese and produce chaotic conditions. But there is much more back of this labor movement than Bolshevik propaganda. The workers have not had their share of the profits. Their right to a decent livelihood in a land of promising industrial and commercial development must be recognized in the solution of the problems which are today pressing for solution in China—problems which America must help solve, not only as an altruistic policy toward another great nation and for a friendlier international relationship, but in order that America in its own expansion and the development of its resources and world commerce may take advantage, in a material way, of the field of opportunity which today lies at its door on the Pacific.

"Those who have traveled much around the world and especially in the Far East, say that no city in the Orient has changed so much or made so great progress in recent times as Manila in the Philippines. Those who saw it in the early days of American occupation would undoubtedly be surprised to see the great changes which have taken place here within a period of a quarter of a century. Much of the old Manila is left—everywhere are the evidences of modern civilization—the results of 25 years' progress and development under American influence. In fact Manila today is a modern, thriving American city in its government, in the predominating life of the people and in the architecture and construction of its new buildings.

"Today the issue uppermost in the minds of the people in Manila, both Americans and Filipinos, is that of the political independence of the islands. I talked with many Americans, who have been long residents of the city and they are much concerned as to what action the American Congress may take affecting the future of the islands. The Manila newspapers—those controlled by the Americans as well as those owned by Filipinos—give more space to what is being said and done in America, both inside and outside

(*Continued on page* 108)

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SALE OF OLD N. Y. TRIBUNE BUILDING RECALLS PARK ROW'S PAST GLORIES

MEMORIES of old time newspaper men along Park Row were awakened recently by the sale of the old Tribune building to the Frank A. Munsey Company by Ogden Reid, editor of the *New York Herald Tribune*.

The sale was arranged with the late Mr. Munsey last fall and was carried out after his death by William T. Dewart, president of the *New York Sun*.

The old Tribune building, like the whole block, is deeply fraught with the traditions of newspapers and newspaper making. Twice the Sun has occupied buildings in the block, the first on part of the site at 154 Nassau street, and again in the old Tammany Hall Building, which stood so long at 170 Nassau street, the Frankfort street corner. The Tribune occupied its site almost from the time of its foundation until its move up town in 1923. On the rear of the block is the structure built for and occupied by the *New York Press* prior to its merger with the Sun. The district was known for many years as "Printing House Square," and in it many newspapers came and went.

Beginning its life in a rented cellar in Ann street in 1841, the Tribune was able in 1843 to occupy its own home and in 1845 to erect a building which was then almost as much an architectural landmark as the "Tall Tower" became in later years. The first home of the Tribune was burned and was replaced in 1845 with a sturdy five story structure of buff brick, of which the Tribune itself occupied three stories and the other two were leased to job printers and stationers. It was in that building that Horace Greeley had his great career.

It was there that the Tribune introduced the then most modern printing presses and stereotyping and other important improvements in the mechanical departments of newspapermaking. It was there that the paper stood siege and repulsed the attack of the Draft Riots of 1863.

Upon the same spot Whitelaw Reid erected in 1874 the nucleus of the present building. It was only nine stories high, with a clock tower, but it rose above all other buildings in that part of the city, save the spire of Trinity Church, and was for years one of the chief landmarks of New York and one of the objects of prime interest to sightseeing visitors. There the Tribune was further developed. There, in a locked compartment in a corner of its ninth-floor composing room, the linotype was perfected and put into practical use, to revolutionize the art of typography.

That was a big building, towering far above the half dozen other newspaper establishments which were clustered about it in the American Printing House Square. But the paper outgrew it, and in the early '80s added an extensive wing, doubling its floor area. In the new quarters thus provided for the mechanical departments further advance was effected, notably the adaptation of half-tone engravings to the uses of a daily newspaper and the successful color printing of illustrated supplements.

But even this in time proved insufficient, and in the early years of the present century the edifice was further enlarged, both in ground area and altitude, to its present proportions. The original "Tall Tower" had been erected long before steel frame construction was devised, and its walls, of solid granite and brick, were of enormous thickness. In making this last addition to it the most modern processes were employed. Huge steel posts were inserted through the old building from roof to foundation, to support the framework of the ten more stories which were to rise above it, more than doubling its height. Of course, the same style of architecture, externally, was maintained, with a lofty mansard roof, and with the same clock tower crowning the whole. Completed in 1905, the building was scarcely less conspicuous and dominant in the architecture of that part of New York than its germ had been a generation before.

By the close of the World War it became evident that the best site for a morning newspaper was in the central part of the city, near the great railroad stations, the central postoffice and the heart of business and social life. Accordingly in 1923 the Tribune removed from the historic corner fronting on the statue of Ben Franklin, the patron saint of American printers, to occupy for its exclusive use its present modern building. The old building has remained in the ownership of the Tribune until the present time.

Prominent Colorado Publisher Dead

Henry J. Holmes, 73, veteran Colorado publisher, died recently in Long Beach, Cal., where he has lived since his retirement two years ago. Holmes was known as "the father of the sugar beet industry in Colorado" since the editor spent years writing and talking sugar beets, traveling all over the state explaining their cultivation and appealing to Colorado farmers to plant them. Today the beet sugar industry is the largest in the state. Holmes carried on his famous sugar beet campaign largely through the pages of the *Glenwood* (Col.) *Avalanche* which he established in the early '90s and edited for more than 30 years, first as a daily and more recently as a weekly under the name, *Avalanche-Echo*.

J. L. STEWART BACK FROM WORLD TOUR

(*Continued from page* 106)

the walls of Congress, about the Philippines than to all other features combined.

"One of the parts of the world which interested me exceedingly was the Malay states, particularly those great ports of Singapore and Penang, because they are the great shipping centers for one of the most important American imports—rubber.

"I bought a newspaper one day in January from a Penang newsie to find out what is going on in the world and especially in the United States. It was a copy of The Penang Gazette and Straits Settlement Chronicle and about the only news I could find under a United States date line were items from New York referring to the organization of an association of automobile tire manufacturers for the purpose of developing new rubber plantations and one from Washington, D. C., giving an account of the report of the Department of Commerce and Labor on the investigations into the possibility of growing rubber successfully in the Philippines.

"Observing later the thousands of tons of crude rubber in bales and boxes being loaded on an American-bound vessel, consigned to some well known automobile manufacturers, I was very much impressed with the importance which the rubber industry in the Malay States bears to one of America's greatest industries. Today among the automobile tire manufacturers there is the feeling, if not the more or less settled conviction, that the restriction of the output in rubber by England, under what is known as the Livingston Act, has artificially raised the price far beyond what the cost of production justifies. More than 65 percent of all the world's supply of rubber comes from the Malay States and of the more than 260,000 tons shipped last year from the port at Singapore over 200,000 tons went to the United States. I talked to a representative of an American commercial organization who just returned from visiting 52 plantations in various parts of the Malay peninsula. He is optimistic about the future of the rubber industry there, although he believes the price will gradually be lowered. 'I have very little sympathy,' said he, 'with the American tire manufacturers who are making such a great howl today about the high prices. When the price was only twelve cents in 1920 and the plantations were either being abandoned or harvested wastefully to save costs and laborers were receiving starvation wages, none of the American manufacturers did anything to save the situation.

"I do not know what the American tire interests would say in answer to this, but it was the same one advanced by a well known editor of a Singapore newspaper whom I interviewed on the present situation. He said: 'There has been a furious raging against the restriction of export rubber in America and while it was one of the boldest measures of industrial policy ever undertaken by the British, it has been fully and completely justified. Restriction on the export of rubber was hopeful in 1923, mistrusted by some in 1924 and triumphant by general acknowledgement in 1925. In principle it is the simplest expression of common sense and it differs from what has been done thousands of times in many countries only in the fact that it was applied under legal sanctions and government control. That was necessary because the racial and other conditions made voluntary action of an effective kind impossible.'

"While admitting that the present price is too high, he is of the opinion that it will gradually become lower, but representatives of American tire interests believe that it will not get very much lower until and when American capital can develop some other rubber supply—in the Philippines for example.

"Political conditions are not as much unsettled in the Malay States under English control or protectorates as they are in both India and Egypt. In both the latter countries one who is observant of conditions realizes the same race consciousness prevailing in the Far East, the same restlessness for complete independence, the same so called student or intellectual movements which are stirring public opinion and keeping things unsettled socially and politically. Even in Palestine, under a British mandate—there is a deep seated rebellion among the natives, not so much against British domination as against the Zionist movement which many feel is encouraged by the British Government. Tourists, except at their own personal risk are unable to travel to Damascus or in any part of Syria, due to the trouble between the Druses under Sultan Pasha and the French.

"Coming into Europe I found wonderful changes economically since my last visit in 1924, especially in Italy and France. Perhaps no other country of Europe has made such progress both economically and politically as has Italy during the past few years—under what some term the dictatorship of Mussolini. Much has happened to bring Italy into the limelight of world notice and observation and to speak of modern Italy must of necessity and in due regard to facts be in terms of this great world figure.

"While Italy has balanced its national budget and France has not, the latter country is also economically sound.

"The French parliament and not the French people, nor their economic condition, nor their inability to meet all demands for their country's good, nor their refusal to make all sacrifices, is responsible for whatever chaos, it may appear to us in America, seems to prevail in French politics. Today everybody who wants work in France can get it.

"A nation ordinarily, which has nine times changed administrations since the war, and has made three or four in the last few months, would not be trusted in the larger matters of financial affairs, but France is quite different. We, in America who were her allies, who know how much she suffered, how she bore the brunt of the world's greatest war for more than four long years, see the devastation which was wrought in her land and the places where rest the remains of so many of her sons, have not only strong faith in her, but are willing to wait and be patient. France in her own way, perhaps, and with time will occupy the palace of leadership in European affairs, which she by every right is entitled to assume."

Ask the Canadian Pacific about Canada — CANADIAN PACIFIC RAILWAY

Bureau of Canadian Information

THE Canadian Pacific Railway through its Bureau of Canadian Information, will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In our Reference Library maintained at Montreal, are complete data on natural resources, climate, labor, transportation, business openings, etc. Additional data is constantly being added.

DEVELOPMENT BRANCH—If you are interested in the mining wealth and industry of Canada or in the development or supply of industrial raw materials available from resources along the Canadian Pacific Railway, you are invited to consult this Branch. An expert staff is maintained to investigate information relative to these resources and examine deposits in the field. Practical information as to special opportunities for development, use of by-products and markets, industrial crops, prospecting and mining.

"Ask the Canadian Pacific about Canada" is not a mere advertising slogan. It is an intimation of service—without charge or obligation,—that the information is available and will be promptly forthcoming to those who desire it.

Canadian Pacific Railway Company

Department Colonization and Development

J. S. Dennis
Chief Commissioner

Windsor Station
Montreal, Can.

YOUR SHIP IS WAITING FOR *YOU*

It offers the opportunity to make real that dream you have had of sometime scaling the Alpine heights and viewing the wonders of picturesque Switzerland.

The good ship, the palatial S. S. Carmania of the Cunard Line, official steamer for the

PRESS CONGRESS OF THE WORLD

sails from New York, September 4, to carry delegates to the Third Press Congress to be held at

GENEVA-LAUSANNE, SWITZERLAND SEPTEMBER 14-18

Subjects of vital importance to newspaper publishers and the Journalistic profession will be discussed from a world-wide standpoint by successful Publishers and Journalists at Geneva and Lausanne. You should be there to participate in this important Congress and do your part in bringing about a better understanding between the peoples and the nations of the world.

10,000 MILES OF TRAVEL, covering a period of six weeks, accommodations at the best hotels; splendid meals, visits to historic shrines and picturesque European countries as a member of the PRESS CONGRESS OF THE WORLD party, will cost you $960, exclusive of tips on steamers.

DELIGHTFUL ROOMS are available on the official steamer, but it is imperative that reservations for accommodations be made at once. Write or wire

TOUR DEPARTMENT, PRESS CONGRESS OF THE WORLD

1700 TIMES BUILDING 42nd STREET and BROADWAY, NEW YORK CITY

PAINT AND VARNISH MEN FIND LITTLE WASTE IN NEWSPAPER ADVERTISING

Most Dealers Successful in Getting Dealers to Place Copy and Stand Part of Cost—More Advertising Urged at Philadelphia Conference

LITTLE evidence of waste in the newspaper advertising done by the paint and varnish firms of the country was found by a committee which reported at the conference of sales and advertising managers of the industry held in Philadelphia last week.

Wiliam Knust of the National Lead Company, submitting the report of the committee said:

"In the questionnaire the subject of newspaper advertising was divided into three parts: newspaper advertising paid for entirely by the manufacturer; that paid for entirely by the dealer; that paid for partly by the manufacturer and partly by the dealer.

"In analyzing the returns, it was discovered that only one manufacturer follows the plan of requiring dealers to commit themselves to increased purchases before any newspaper advertising paid for entirely by the manufacturer is done. This firm's proposition is to advertise for seven weeks in the local paper if the dealer agrees to buy at least $300 worth of goods.

"'Why,' we said to ourselves, 'didn't other manufacturers use a similar plan. Surely they are passing up a good bet.' Looking further along in the returns, we found the reason. No less than five of the seven manufacturers, who report being newspaper advertisers, are very successful in getting dealers to pay part of the cost of the space. In the case of three of these manufacturers, 100 per cent of their newspaper advertising is placed on this basis, while one manufacturer reports 75 per cent and another 60 per cent. The arrangement in all five cases is 50-50. The dealer pays half and the manufacturer pays half. Just how successful the dealer-pay-part plan is may be judged from the fact that 7 per cent of all dealers on one manufacturer's list take advantage of the 50-50 plan, 20 per cent of another's, and 30 per cent of a third's. There can't be much waste under those circumstances!

"For obvious reasons, the most popular time for the inserting of the newspaper advertising, whether it is paid for entirely by the manufacturer or by the dealer, or whether it is placed on the 50-50 basis, is the spring and fall. The advertising is usually split about as follows: 75 per cent of the schedule in the spring and 25 per cent in the fall. We find, however, two of the manufacturers (one a paint account and the other a varnish account) have broken the long-established tradition. The varnish house runs its newspaper advertising: 50 per cent in the spring, 30 per cent in the fall and 20 per cent in the winter. The paint house schedules its insertions: 40 per cent in the spring, 10 per cent in the summer and 50 per cent in the fall. These two firms—the Martin Varnish Company and the De Soto Paint Company—seem to be pioneering and maybe they can teach us something.

"The general practice, in the placing of newspaper advertising, is to take advantage of the lower rates which dealers are able to obtain. One or two of the companies, however, for reasons unknown, seem to prefer to place their advertising direct. It is a fact that dealers oftentimes can obtain lower rates than the manufacturer. With many papers, the national rate is higher than the local rate both for open and one-time contracts, as well as for yearly contracts. The Association of National Advertisers investigated this matter last year. The differential in some cases is as great as 40 per cent. When we don't take advantage of these possible savings we waste our good coin.

"One of our members is right on the job, when it comes to ferreting out the difference between local and national rates. On the blank that is filled out by his salesman, when newspaper advertising is to be done for a dealer, a special place is provided for indicating both the local and foreign rates. This form, by the way, is not only complete but quite simple.

"With one exception none of the companies advertising in the newspapers specifies definite positions for copy. Where the advertisements go is left wholly to chance. This can hardly be said to be 100 per cent efficiency, as we all know that certain positions on a page have greater attention-value than others, and that advertisements on some pages are more likely to be seen than advertisements on other pages. Tests conducted indicate that the poorest of the run-of-paper positions have only half the attention value of the best positions. They also show that right-hand pages are preferable to left-hand pages, and that copy next to reading matter has double the attention-value of copy not so placed.

"Practically all those who answered the questionnaire furnish dealers with free electrotypes or mats for use in newspaper advertising. The dealers, of course, pay the cost of the space. Regardless of whether the manufacturer makes varnish or paint, and whether his business is large or relatively small, standard sizes of cuts prevail. Five inches up to 10 inches, both single and double column, are the popular sizes."

H. C. Dursley, speaking on "Waste in Advertising," had the following to say in regard to newspaper space:

"Don't be satisfied to send out newspaper electros haphazard if you want your dealers to do newspaper advertising. Design an advertising campaign for them and tell them about it and offer them an inducement to use it. Then get the newspapers to help you put it over with the dealers. Then get clippings of the advertisements from the newspapers."

Willard Maston, director of sales, Eagle-Picher Lead Company, Chicago, was chosen the chairman of the Sales Managers' Council for the coming year. Maston will appoint the other members to serve with him on the Council shortly.

R. E. Mercer, advertising manager, the Lowe Brothers Company, Dayton, O. was named chairman of the Advertising Managers' Conference.

The latter group passed the following resolution urging more advertising:

"Whereas, there is a great latent power in paint and varnish advertising that is not utilized to the fullest extent—

"Therefore be it resolved, that we should strive to obtain closer coordination of sales and advertising departments in the more extensive use of advertising in effecting sales.

Livingston Bennett Corp. Member

Robert E. Livingston has been elected a member of the James Gordon Bennett Memorial Home for New York Journalists Corporation and a member of the Board of Directors of that Corporation. Mr. Livingston is president of the James Gordon Bennett Association. He was on the *New York Herald* with James Gordon Bennett for 20 years and is now director of information and advertising of the Consolidated Gas Company of New York and its affiliated companies.

DAILY FIGHTING COURT SECRECY

Madison Capital Times Case Being Argued in Court

Arguments on the action of the *Madison* (Wis.) *Capital Times* against secrecy in court proceedings were being made on Wednesday, June 16, before Circuit Judge A. C. Hoppman in the circuit court.

The argument of the state in favor of court secrecy was to be presented by Philip M. La Follette, district attorney of Dane county, and son of the late Sen. Robert M. La Follette.

The suit was started in an attempt to have Judge Hoppman revoke an injunction he had issued restraining publication of a John Doe proceeding held to determine whether illegal attempts were being made, as charged in several editorials in the Capital Times, to influence public opinion in favor of the slayer of a Madison policeman.

Correction

In EDITOR & PUBLISHER'S report of the I. M. C. A. convention last week H. W. Stodghill was erroneously named as circulation manager of *Louisville* (Ky.) *Herald-Post.* He is the very well-known circulation manager of the *Courier-Journal and Times.*

Clarence Darrow says prohibition tends to destroy imagination and a feeling for romance. So? Then who gets up all our wet and dry statistics?—*Detroit News.*

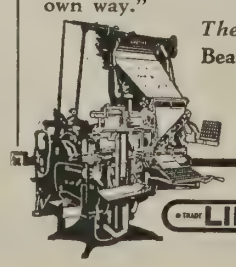
From the Linotype Mailbag

MODEL 26

"paying its own way"

"It has been nine months since we installed the Model Twenty-six Linotype. It has given complete satisfaction. Ours is a typical country shop in a county seat town. Our operator had previous experience on a number Five Linotype. He has had no trouble whatever with the Twenty-six. He has set our entire paper—heads, advertisements, and everything—without getting out of his chair for machine changes. We have printed the entire paper from Linotype slugs, with the exception of one or two scare heads in display advertising. We have had many country newspaper men call to see the machine, and they each and all have been delighted with the work it is doing and expressed themselves as being amazed at the ease with which it adapts itself to the range of faces, lines, and bodies as required in a combination weekly paper and job shop. We hesitated in making the change from the old reliable number Five, but since making the change we do not see how we could have gotten along without it. One fact is certain, that it is paying its own way."

The Times-Tribune
Beaver City, Nebr.



The Advertising Managers of upwards of 1,000 leading national Newspaper Space Users

regularly read EDITOR & PUBLISHER. So do the key men in practically every one of the leading Advertising Agencies.

And for mighty good reasons

It keeps them posted on what is going on among advertisers and publishers, just as aggressively, as ably and as promptly as any daily paper gives its news.

They find many splendid uses for the analyses, compilations and fresh, authentic statistics on linage, circulations and rates which it is all the time presenting. The two great Annuals included with their subscriptions—the International Year Book and the Space Buyers' Guide—are invaluable and indispensable to them in getting at the facts and figures which must form the basis of all profitable advertising.

You belong with these men

Take your place with them at once, by filling in and mailing the coupon below.

EDITOR & PUBLISHER,
Times Bldg., New York, N. Y.

Send me EDITOR & PUBLISHER every week for a year, including with my subscription at no extra cost all the Special Numbers and the International Year Book and Space Buyers' Guide, as they are issued during the term of my subscription. Enclosed is my check for $.....
(Or, if you prefer, send me your bill.)

Name .....
Address .....
Paper (or Company) .....
Title or Position .....

Subscription Price, $4 per year
(In Canada, 50c extra; Foreign, $1 extra)

24 Great Business Centers through one group of Newspapers!



Albany
Amsterdam
Auburn
Brooklyn
Buffalo
Corning
Elmira
Freeport
Geneva
Gloversville
Ithaca
Jamestown
Middletown
Mt. Vernon
Newburgh
New Rochelle
New York
Niagara Falls
Port Chester
Poughkeepsie
Rochester
Syracuse
Troy
Watertown

Twenty-four well known business and trading areas, surpassed by none, are reached through the group of dailies in the great Empire State.

Each of these cities is a market in itself. But, the whole 24 can be covered most economically and effectively through the group of dailies listed below. It will pay any national advertiser to get the data and statistics of this great market. These dailies have it ready for you.

	Circulation	2,500 Lines	10,000 Lines
**Albany Evening News.....(E)	34,444	.10	.10
**Albany Knickerbocker Press.....(M)	34,018	.11	.11
**Albany Knickerbocker Press.....(S)	56,924	.16	.16
**Amsterdam Recorder-Democrat .....(E)	7,810	.04	.04
††Auburn Citizen .....(E)	6,389	.065	.055
**Brooklyn Daily Eagle .....(E)	73,764	.22	.22
**Brooklyn Daily Eagle.....(S)	84,997	.22	.22
**Buffalo Star and Enquirer .....(E)	36,158	.13	.09
**Buffalo Courier .....(M)	51,254	.17	.13
**Buffalo Courier .....(S)	111,212	.27	.22
**Buffalo Evening News.....(E)	138,294	.25	.25
**Buffalo Evening Times.....(E)	102,562	.21	.21
**Buffalo Sunday Times.....(S)	108,219	.21	.21
**Buffalo Express .....(M)	53,254	.14	.12
**Buffalo Express .....(S)	59,243	.18	.14
††Corning Evening Leader.....(E)	9,339	.05	.05
**Elmira Star-Gazette Advertiser.....(E&M)	33,487	.11	.11
**Freeport Daily Review .....(E)	7,991	.05	.05
††Geneva Daily Times.....(E)	5,040	.04	.04
**Gloversville Leader Republican.....(E)	7,238	.035	.035
††Ithaca Journal-News .....(E)	7,751	.05	.05
**Jamestown Morning Post.....(M)	11,722	.04	.035
**Middletown Times-Press .....(E)	7,127	.04	.04
**Mount Vernon Daily Argus.....(E)	10,437	.05	.05
**Newburgh Daily News.....(E)	12,132	.06	.06
††New Rochelle Standard-Star .....(E)	8,598	.04	.04
**The Sun, New York .....(E)	257,067	.60	.56
**New York Times .....(M)	356,471	.80	.784
**New York Times.....(S)	610,041	.95	.931
††New York Herald-Tribune .....(S)	345,484	.693	.672
††New York World .....(M)	287,682	.595	.58
††New York World .....(S)	582,929	.595	.58
††New York Evening World .....(E)	294,442	.595	.58
**Niagara Falls Gazette .....(E)	20,629	.07	.07
**Port Chester Item.....(E)	4,732	.03	.03
**Poughkeepsie Star and Enterprise.....(E)	12,824	.06	.06
††Rochester Times-Union .....(E)	70,406	.21	.20
††Syracuse Journal .....(E)	65,326	.16	.16
**Troy Record .....(M&E)	22,679	.06	.06
**Watertown Times .....(E)	17,334	.03	.03

** A. B. C. Statement, March 31, 1926.
††Government Statement, March 31, 1926.

USED CAR ADVERTISING IS A "CONFIDENCE" GAME

Seattle Dealer Tells How He Built Confidence in His Firm by Forsaking Classified Copy for Display—Impressed Public with His Truth-Telling Envelope Plan

By P. E. SANDS

President, Sands Motors Company, Seattle, Wash.

Territorial Distributor Studebaker Automobiles

THE other day, I read in an automotive trade publication that "more than 75 per cent of all used cars sold are moved as the direct result of contacts established with prospects through classified advertising."

The basis for this rather broad statement was a survey made in the Los Angeles field. No doubt, the assertion, as applied to Los Angeles, and perhaps elsewhere, is true, but I question the inference made that the classified department of the newspaper is the best method of advertising and selling used cars.

I am prompted to lay my case before advertising men and executives in hope that I might provoke a discussion of the used car problem, with which the automobile industry has been vainly wrestling for some years—a problem that still causes concern and worry in many executive offices; not only does it vex the dealer, but the car manufacturer as well.

But this aspect, by no means is the most important.

The want ads lend themselves merely to price and name advertising, and glittering superlatives. Is this sufficient in the case of automobiles, especially the used car? The writer in the trade publication referred to seemed to think price and name is of major importance to the prospective buyer.

This may be true in the case of house furnishings, wearing apparel and other staple commodities, where the buyer feels competent to judge relative merits of materials and workmanship.

The mechanical complexities of an automobile are foreign to the experience of the average buyer. He has no way of judging values.

Hence automobile merchandising and advertising is essentially a confidence game—not of the poker, roulette or carnival concession type—but a game wherein confidence *must be established* between buyer and seller. The car buyer is forced to buy on confidence, unless he's a gambler or a horse-trader, and in the measure that the dealer's methods and his advertising inspires confidence in himself and his product, he will succeed.

Particularly is this true of the used car business.

We all know that "confidence men" have operated in the used car field; taken advantage of the gullibility and lack of mechanical knowledge of the public, and brought disrepute on the entire industry. This makes the job of inspiring confidence the harder, but it must be done.

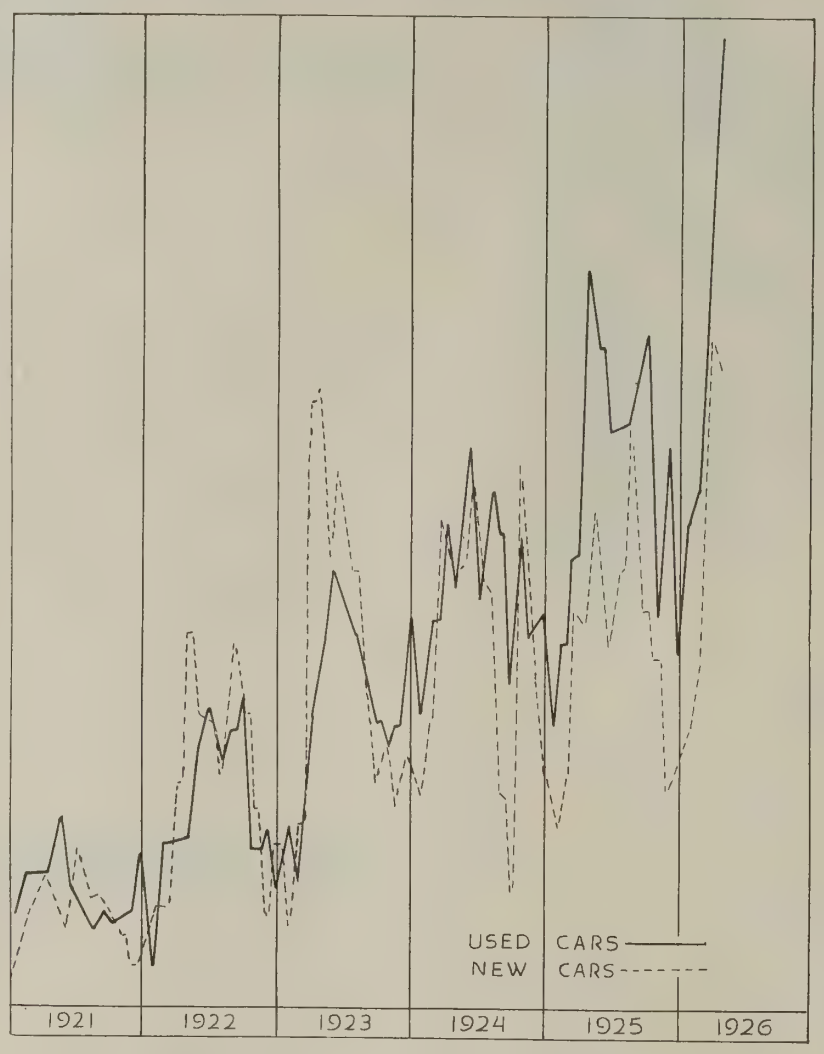
In the solution of the used car problem lies the future of the automobile industry. Quoting the article referred to:

"Statistics show that on 80 per cent of all cars sold for $1,000 or less, another car is traded in; that on cars selling from $1,000 to $2,000, 87 per cent of the sales call for handling of the purchaser's old car—and after you reach the class of about $3,000 mark, the percentage of trade-ins on sales reaches more than 97.5 per cent. In addition, the average dealer must accept other cars as trade-ins on the used car which he has taken in on a new buy."

In my business I find that I must sell 1½ used cars for every new car sold, in order to prevent an excess accumulation of used cars. With the increasing production of new cars, and the tendency toward lower prices, the used car problem becomes more acute. A profitable outlet must be found and maintained.

The automobile business has learned through bitter experience the significance of it. In Seattle six years ago there were 66 automobile dealers. Today less than a baker's dozen of these firms remain in business. Of this number, only three dealers are handling the same make of car as they did 6 years ago.

This heavy casuality in the business was due primarily to one cause—the dealers became loaded with used cars, and eventually the burden became too great.



How display copy sent used-car sales soaring

With others, I faced the problem of finding an outlet for trade-in cars. During the years 1920-24, inclusive, I confined my advertising to classified ads, following the current custom. During more than 75 per cent of this period, my new car sales exceeded my used car sales. Inevitably my warehouses filled to overflowing with trade-in cars.

Something drastic had to be done. I reasoned that many prospects for good used cars of the better class, were buying new cars of a cheaper type, because they refused to take a chance on the mechanical condition of the used car. They knew, no doubt, that the high class of used car presented a better value for the money expended, *provided it was in good condition.* But that was the rub! They hesitated to buy "on sight—unseen."

I had always made it a rule to take in only good used cars, with a complete history. These cars were overhauled from stem to stern and put in A-1 condition. This history of the car, along with all the facts pertaining to reconditioning it, were placed in an envelope and attached to the car. I could back them with my own personal guarantee of satisfaction and service. But to convince the public of this fact was another proposition.

I thought it could be done—but not with a want ad.

I had a story to tell and it must be told in such a way that the people would believe—and believing would confidently take my word for the condition of the merchandise I offered. This, of course, is a simple fundamental of all successful merchandising, but particularly pertinent in the automobile business.

I called in an advertising man—John F. Held, president of the J. F. Held Advertising Company of Seattle. "Capitalize your business integrity," was his advice, "but do it differently so as to attract favorable attention—not with meaningless superlatives and vain bragging, but with the facts and more facts. Tell these facts simply, honestly and fearlessly, and back them up with the goods. Once you establish public confidence, you need not worry about selling—the public will *buy* and price will be a secondary consideration.

"What you need is a definite, concrete plan of advertising, wherein the public can visualize your method of doing business."

The result of this conference was that we decided to advertise the "truth-telling envelope," instead of the used cars. It was a matter of selling the reputation and integrity of the firm instead of selling merchandise.

We adopted the slogan: "The Envelope Tells the Truth," and dramatized this bit of paper and what it stood for. Our ads told the story of the envelope—how all the facts pertaining to the car; a statement of the former owner relevant to previous mileage and use, make and model number, detailed description of work done in re-conditioning, etc., were placed in the envelope before it was attached to the car. On the outside of this envelope was printed in bold type: "The Envelope Tells the Truth." Also on the outside was printed a facsimile of a written statement, signed by myself, in which I personally assumed the responsibility of the facts contained therein.

To make our claims even stronger in the minds of the people, we arranged with one of the largest bonding companies of the country, to issue bonds for the used cars, assuming the responsibility for the facts related in the envelope. Said one of our ads: "A great big cold blooded Indemnity Bonding Company, knowing we have lived up to our promises to thousands of others, will guarantee that we keep our promises to you."

This led to an addition to our slogan—"The Envelope Tells the Truth, and an Indemnity Bond Insures the Truth."

This has become so well-known as to be virtually trade-marking the truth, as far as our firm is concerned, and so strong has our policy of the square deal been impressed on the public mind, that it happens time and again that people buy used cars from us, without trial or demonstration, without even turning over the motor, and sometimes over the telephone without seeing the car before it is delivered. These facts can be verified by the Studebaker Corporation.

This condition, I believe, is the result of our institutional advertising, designed to inspire confidence and good-will toward the firm, rather than to sell specified cars that we may have on hand. Typical of the type of copy we use, I might cite the following excerpt from one of our ads:

"Truth and Trade are Twins! The Truth

(*Continued on page* 115)

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

During the week of
June 20 to 24
Philadelphia
will be the
Advertising Capital
of the World

The Bellevue-Stratford Hotel
will be the center
of activities of many of
the delegates to the
Associated Advertising Clubs
of the World Convention

Room 105
Bellevue-Stratford
Hotel will be
EDITOR & PUBLISHER'S
headquarters
all during the
Convention

Make them YOUR
headquarters too.
Our invitation is
most cordial

Everything will be
provided for
your comfort and
your convenience

Make free use of our stationery, our stenographic and information service, our smokes

EDITOR & PUBLISHER

Suite 1700, Times Building, Broadway at 42nd Street, New York

PREPARATIONS FOR N. E. A. COMPLETE

(*Continued from page 67*)

Dorothea, and Mrs. Leo A. McNally, *Lawrence Journal-World.*
Harry Trimmer, *Gove Republican-Gazette.*

MASSACHUSETTS

Mr. and Mrs. George H. Brewster, *Hull Beacon.*
Past President and Mrs. J. C. Brimblecom, *Newton Graphic.*
L. C. Hall, *Wareham Courier.*
Mrs. Jessie L. Leonard, *Winthrop Sun.*
Mr. and Mrs. W. E. Twombly, *Reading Chronicle.*

MICHIGAN

Mr. and Mrs. Leon D. Case, *Watervliet Record.*
George W. Cushing, McKinney, Mark & Cushing, Detroit.
Mr. and Mrs. M. H. DeFoe, *Charlotte Republican.*
George Dolliver and son George, *Battle Creek Moon-Journal.*

MINNESOTA

Mrs. Frances Bodin, 999 Grand Ave., St. Paul, (Official Stenographer).
Mr. and Mrs. Andrew Bromstad, *Milan Standard.*
Governor and Mrs. Theodore Christianson, St. Paul.
Mrs. Maude B. Cooley, *Walker Pilot.*
Harold Curtis, *St. James Plaindealer.*
Mr. and Mrs. Carl Eastwood, Sen. C. N. Cosgrove, *Le Sueur Herald.*
Mr. and Mrs. A. G. Erickson, *Springfield Advance-Press.*
Executive Secretary and Mrs. H. C. Hotaling and daughter Mary, *Mapleton, Enterprise.*
Mr. and Mrs. C. I. Johnson, 48 E. 3rd St., St. Paul.
Mr. and Mrs. Emil Leicht and daughter Henrietta, *Winona National Weeklies.*
Mr. and Mrs. Edward W. Libby, "Midway Salesway," 141 E. 5th St., St. Paul.
Mrs. Blanche K. Lord, *Albert Lea Tribune.*
Mr. and Mrs. N. P. Olson, *Red Wing Daily Eagle.*
Mr. and Mrs. Robert Pollock, *Minneapolis Pollock's News.*
Mr. and Mrs. F. L. Preimesberger, *Pierz Journal.*
Mr. and Mrs. Herman Roe, *Northfield News.*
E. S. Sanford, Northern States Envelope Company, St. Paul.
Mr. and Mrs. J. W. Whitney and family, *Marshall News Messenger.*
Mr. and Mrs. G. S. Witherstine, *Rochester Post-Bulletin.*

MISSISSIPPI

L. H. Bowen, *Brookhaven Times.*
Mr. and Mrs. F. E. Cashman, sister-in-law Virginia Sneed, *Vicksburg Evening Post.*

MISSOURI

Mr. and Mrs. James H. Holt, American Type Founders Co., St. Louis.
Mr. and Mrs. J. S. Hubbard, *Columbia Missouri Publisher.*
Wm. Nolen, *Monroe City News.*
Mr. and Mrs. A. L. Preston, *Marshall Democrat News.*
Miss Ella Pearl Smith, *Clinton Eye.*
Henry F. Stapel, *Rock Port Mail.*
A. H. Volkmann, *Rock Port Mail.*

NEBRASKA

Mr. and Mrs. A. H. Backus, *Columbus Daily Telegram.*
Mr. and Mrs. Ole Buck, *Harvard Courier.*
Mr. and Mrs. W. F. Cramb, Mr. and Mrs. Harold Nuckolls, *Fairbury Journal.*
President and Mrs. Frank O. Edgecombe, *Geneva Signal.*
G. N. Gaskill, *Albion Argus.*
Mr. and Mrs. J. S. Kroh, *Ogallala News.*
Mr. and Mrs. Fred W. Nyberg, *Wayne Herald.*
Miss Marcia Perkins, *Fremont Herald,* 218 Federal Bldg., Omaha.
W. T. Pickett, *Wahoo Wasp.*
Mrs. Emma L. Robinson, *Upland Eagle.*
Mr. and Mrs. Clyde Taylor, *Overton Herald.*
Mr. and Mrs. W. H. Weekes, *Norfolk Press.*
S. H. McCaw, *Norfolk Daily News.*
Mr. and Mrs. Montagu A. Tancock, *Omaha Chamber of Commerce Journal.*
Mr. John B. Long, *Omaha Northwestern Bell Magazine.*

NEVADA

Mr. and Mrs. D. E. Williams, *Fallon Eagle.*

NEW JERSEY

Mr. and Mrs. R. C. Anzer, *Union City Hudson News.*
Mr. and Mrs. W. A. Summerill, Mrs. Charlotte Cook, Miss Ruth Sweeten, *Penns Grove Record.*

NEW YORK

John E. Allen, *Linotype News,* New York City.
Mr. and Mrs. Thomas Alvord, *Livonia Gazette.*
Mr. and Mrs. Thomas Blaine, *Port Chester Daily Item.*
Louis Buisch, *Hornell Times.*
Mrs. Helen M. S. Greenhow, *Hornell Times.*
Marc D. Johnson, *Randolph Register.*
Mr. and Mrs. J. C. Latimer, World's Press Congress, New York.
Mr. and Mrs. John D. Stivers, *Middletown Times-Press.*
Geo. A. Riley, American Press, New York.
A. E. McCall, *Bath Plaindealer.*
D. W. Murray, *Rockaway Beach Wave.*
Past President and Mrs. Wallace Odell, *Tarrytown Daily News.*
Mr. and Mrs. H. B. Sykes, *Clinton Courier.*
Mr. and Mrs. Gordon S. Van Wormer, *Middleburgh News.*
Hon. Garry A. Willard, Past President, Audrey V. Musser, *Boonville Herald.*

OHIO

Mr. and Mrs. B. F. Biery, *Bluffton News.*
Mr. and Mrs. John P. Bowman, *Loudonville Times.*
Mrs. Robert McCormick, and daughter Mrs. Ward Parry, *Woodsfield Sentinel and Spirit of Democracy.*
Mr. and Mrs. Wm. M. Miller, *Dresden Transcript.*

OKLAHOMA

Kathleen and Mildred Jessee, *Altus Times Democrat.*
Mr. and Mrs. G. S. Barber, *Lawton News-Review.*
Mrs. Effie Painter Farringer, *Marland Record*
Mr. and Mrs. John F. Hinkel, *Stillwater Gazette.*
Miss Ruth Strode, *Stillwater Daily Press.*
Mrs. Ira M. Hudson, Eldorado.
Mr. and Mrs. Elmer V. Jessee, *Mangum Star.*
Mr. and Mrs. A. L. Kates, *Claremore Progress.*
Miss Sue L. Lower, *Enid News Contributor.*
Gould Moore, *Sallisaw Sequoyah Publishing Co*
Mr. and Mrs. L. M. Nichols, *Bristow Record.*
N. A. Nichols, *El Reno American.*
Mr. and Mrs. N. T. Plummer, *Anadarko American-Democrat.*
Mr. and Mrs. C. M. Sarchet, *Ponca City Daily News.*
Mr. and Mrs. Fred B. Shepler, *Lawton Constitution.*
Mr. John Riley Thacker and son Glenn, *Eldorado Courier.*
Miss Maude Thomas, *Beaver State Federation News.*
Floyd E. Miller, *Skiatook News.*
Mr. and Mrs. Herbert Wetzel, *Checotah Democrat.*
Mr. and Mrs. T. W. Maher, *El Reno Daily Democrat.*

OREGON

Past President and Mrs. E. E. Brodie, *Oregon City Enterprise.*
A. E. Voorhies, *Grant's Pass Courier.*

PENNSYLVANIA

Marion S. Schoch, *Selinsgrove Times.*
Mr. and Mrs. E. E. Althouse, son Samuel and daughter Mary, *Sellersville Poultry Item.*
Mr. and Mrs. Chas. W. Baum, *Perkasie News.*
Mr. and Mrs. Joseph F. Biddle, *Huntingdon Daily News.*
E. E. Helman and dauchter, *Irwin Republican.*
Ira B. Jones, *Minersville Free Press.*
John D. Knepper, sister Rose Knepper and friend Mrs. M. Shreve, *Carnegie Signal Item.*
Mr. and Mrs. W. S. Livengood, *Meyersdale Republican.*
Mr. and Mrs. Chas. M. Meredith, *Quakerstown Free Press.*
Miss Hattie M. Sharbaugh, *Carrolltown Tribune.*

RHODE ISLAND

J. F. Comstock and mother, *Cranston News.*
Mrs. Beverly S. Lake, *Wickford Standard.*
E. A. Noyes, *Wickford Standard.*

SOUTH DAKOTA

Agnese Dunne, *Marion Record.*
Mary Dunne, *Marion Mitchell Republican.*
Clara Hackett, *Parker New Era.*
Iris Hart, *Wessington Springs Republican.*
Mr. and Mrs. H. H. Heath, *Artesian Commonwealth.*
Mr. and Mrs. Fred C. Kirch, *Wood Pioneer.*
Mr. and Mrs. E. B. Oddy, *Woonsocket News.*

TEXAS

D. W. George, *Blooming Grove Times.*
Mr. and Mrs. W. L. Hoefgen and daughter Doris, *San Antonio Dispatch.*

UTAH

Mr. and Mrs. Charles England, *Logan Journal.*

VERMONT

Mr. and Mrs. W. C. Belknap, *Bellows Falls Times.*
Miss Iva M. Young, *Bellows Falls Times.*
Harry Parker and daughter Sara K. Parker, *Bradford United Opinion.*

VIRGINIA

Mrs. E. W. Bissell, *Grace Holy Trinity Bulletin,* 310 N. Lombardy St., Richmond.

WASHINGTON

Mr. and Mrs. J. M. Stoddard, *Waterville Enterprise Press.*
Mr. and Mrs. E. L. Wheeler, *Waitsburg Times.*
Mr. and Mrs. O. H. Woody, *Okanogan Independent.*

WEST VIRGINIA

Miss Gertrude A. Shaw, *Moundsville Echo.*

WISCONSIN

Mrs. A. M. Anderson, Mrs. E. F. Kramer, *Oregon Observer.*
Mr. and Mrs. F. E. Andrews, *Bloomer Advance.*
F. C. Atkinson, and son Marshall, *Eau Claire Daily Leader.*
Mr. and Mrs. H. L. Hoard, and daughter Elizabeth, *Ft. Atkinson Union.*
Mrs. Viola Howe, Miss Velma Howe, *Ripon Press*
Mr. and Mrs. John A. Kuypers and sister, *De Pere Journal Democrat.*
C. V. Lake, *Marshall Record.*
M. P. Rindlaub and daughters Mrs. J. H. Robertson and Mrs. Certrude R. Morris, *Platteville Witness.*
Mrs. Henry Towell, *Milwaukee Times.*

IDEAS GLEANED FROM TRADE PAPERS AID SOLICITORS TO SELL SPACE

By HAROLD J. ASHE

SOMEWHERE, sometime or another, the story has been printed concerning two kinds of salesmen who called upon a certain merchant. Both salesmen sold the same line of merchandise for competing houses. One of the salesmen was a bluff, rough-and-ready product of the old school, always loaded to the hilt with the latest anecdotes, with which he tried to ingratiate his way into the bulk of the merchant's orders. The merchant liked the first salesman, personally, considered him a good friend and invariably invited him to his home for dinner. Such a condition was competition of the most difficult sort for the other, younger salesman. However, the latter was an alert sort, always observing the latest merchandising practices of other merchants upon whom he called. He made a mental note of every good idea adaptable to the business of the customer, who was giving him only fill-in orders. Every time he called upon this customer he passed on one or more of these ideas which the merchant turned to good account. Ere long the merchant found himself benefiting to such an extent from these ideas that he looked forward to every visit of the second salesman, and within a short time was placing his big orders with him.

The newspaper advertising salesman is in the same position as the salesman in other lines, today. He must actually render a service to his clients, if he is to beat competition. It is no longer sufficient that he be a hail-fellow-well-met man. He must be able to talk his client's business over with him intelligently. He must be able to discuss his client's problems, particularly as applied to advertising. Generalizations are not sufficient. The client, himself, no doubt is fed up on generalizations, the value of advertising as a cure-all for merchandising ills, etc., etc., ad infinitum, ad nauseum.

Unlike the traveling salesmen, who bring stories of how so-and-so in another town sells automobile tires while the snow is on the ground, the local advertising salesman is handicapped in that he cannot tell from his personal experiences how a certain dealer put over a specific campaign, for the fact that the campaign was put on in the same town, in most cases spoils it for use, even with variations, by another merchant.

Therefore, the advertising salesman must draw upon the experiences of out-of-town merchants through the medium of any of the thousand good trade journals that are being published in every section of the country, for distribution nationally and sectionally.

No longer is it necessary for the space seller to tell Jack Washburn, the radio dealer, how Bill Niccolls, the sewing machine dealer, increased the number of sewing machines rentals in outlying districts through the medium of the printed word. Rather, he can refer him to a current number of *Radio Dealers Topics* and show him how the Great Western Radio Company of St. Paul obtained 500 live prospects through a novel contest that cost them $50 in merchandise and $60 in newspaper space. That from these 500 prospects 40 sales were made, totaling $1,535.

The automotive accessory dealer, who grudgingly uses a limited amount of space, because his competitors do, but who declares it has not brought him a nickel's worth of business, thanks to his classics announcing that "A new line of laprobes have just arrived. Come in and look them over," cannot resist changing heart when he learns how "Emerson's For Accessories," increased their newspaper space 20 per cent, and doubled their volume in one year. The trade journal carried by the salesman gives him all of the details of the story, from the time Emerson's started in by running a slogan contest in the newspaper, followed up by circularizing the list of entrants, and changed their advertising copy to the snappy epigram style, with an occasional open letter to some prominent local citizen, complimenting him on buying a Goodyear tire, or perhaps just a dust-cloth.

The small specialty shop is trying to build up a clientele among the better class of women buyers in the town. The merchant previous to his present business has been doing a general drygoods business in another town, where price was paramount. Show him by concrete examples that comparative prices do not make an appeal to the class he is trying to reach. Sell him on the desirability of plenty of white space, dignity in copy, perhaps institutional advertising in some of his copy.

The brick manufacturer cannot appreciate the need of advertising. The contractors come to him anyway when they need the brick. He is the only manufacturer for 100 miles around. Get out your copy of *Brick and Clay Record* and turn to the story about Pacific Clay Products which describes how this concern, with a consistently increasing advertising appropriation have built up their business through selling the general public on the superiority of brick as a building material; how this has resulted in the home builders erecting more brick homes, which increase was felt by the brick company. Let him see the reproductions of the advertisement, which showed typical local homes, factories, schools, and office buildings which were built of brick recently.

Armed with these trade-journals the advertising salesman can get the increased space from that merchant, who has been dissatisfied with his advertising; even the most hardened merchant who has refused to carry any advertising at all will reluctantly admit that there must be something in advertising after all, when confronted with the concrete evidence, the word of successful business men in his line of effort.

A cheap investment indeed it would prove if every newspaper subscribed to a dozen, or even two or three dozen representative trade journals and insist that all salesman read and make use of them in their soliciting.

Savings in Rebuilt Equipment

8-page Duplex Angle Bar Press, with 16 chases 22 x 16
No. 4-0 Miehle 2 rev. Cylinder Press, bed size 46 x 62
20th Century 2 rev. Cylinder Press, bed size 42 x 62
Two Huber Hodgman 2 rev. Cylinder Presses, bed size 46 x 66
No. 10 Babcock Optimus, bed size 41 x 55
No. 8 Cottrell 2 rev. Cylinder Press, bed size 38 x 55
No. 2 Miehle, bed size 35 x 50
Cottrell Drum Cylinder Press, bed size 34 x 47
2-E Whitlock 2 rev. Cylinder Press, bed size 29 x 42
No. 1 Pony Miehle, bed size 22 x 34

Job Presses and Paper Cutters—all sizes
Stereotype Chases—Form Tables—Melting Furnaces

Write for the current issue of the "Hall Broadcaster" giving a complete list

Thos. W. Hall Co., Inc.
575 Washington St. New York

USED CAR ADVERTISING "CONFIDENCE" GAME

(*Continued from page* 112)

is the quickest, cheapest and most powerful way of building up a permanent business. If Truth were sold like gasoline, people would drive around every little while to have their tanks filled up. But, because Truth is free, lots of people kid themselves into believing a substitute will take its place."

"Here nothing takes the place of Truth. We have found by experience that the Truth about our Sands Plan Cars is good enough—that's all that people want. When they know the facts about an automobile they can make up their minds about buying."

"A large majority of Used Cars represent a world of unused transportation—uncertainty and guesswork are the only stumbling blocks in the way of quick and ready sale of every used car on the market. When you come here to buy a Sands Plan Used Car, we want you to know the Truth—the Facts—then your own good judgment will tell you whether or not to buy."

The method of compiling the facts, and what they consist of, as found in "The Envelope That Tells the Truth," is repeated time and again.

Of course, we do not altogether neglect merchandising copy, describing cars for sale, but this is made secondary in the ad. In this copy we take advantage of the possibility of giving names and addresses of former owners, and a resume of the car's previous history, as well as giving sample illustrations of actual duplicate sheets, showing repair and replacement work done in our shops.

Obviously, this type of advertising does not belong on the want ad page. In the matter of space used in display, we proceeded cautiously, first using small ads at frequent intervals. The response was immediate. Thirty days after going into display advertising with the institutional copy featuring the "Sands Plan—The Envelope Tells the Truth," our used car sales immediately exceeded our sales of new cars for the first time in many months, and this relative position, so necessary to keep the automobile business on an even keel, has never been lost since, with the exception of a very short period in the second month following, as the graph with this article will show.

As the success of the advertising campaign became increasingly apparent, we grew bolder and increased the size of our ads, using 70 inch ads four times a month. We now use eight or nine 70 inch ads per month in two daily newspapers. We believe that dominating the page with a large ad is eminently better than using smaller ads more frequently to make equal volume.

Contrary to the then prevailing custom, we selected the newspapers alleged to reach the "high-brows," for we believed that the right kind of a used car would appeal to the better classes of buyers as well as to those of more moderate means. Results have shown we were right.

Where four and five years ago, we found it impossible to maintain the ratio of one used car sold to one new car, during the past two years, since using display advertising that I have described, our ratio is easily maintained at one and a half used cars to every new car sold. Often it approaches a ratio of two to one.

Five years ago we averaged about 250 cars per annum. Last year, the volume increased to over 2,000 cars sold. Our volume of business has increased from half a million a year to over two and one-half million dollars in 1925. I do not write this boastfully, but merely to prove my point that the right kind of merchandising and advertising will deliver the goods. The used car no longer presents an unsolved problem to us.

We have taken it out of the curbstone market class, given it an important place in our scheme of merchandising, and—most emphatically—removed it from the want ad pages.

Only by securing public confidence can the reputable merchant, or manufacturer for that matter, overcome the evils in the wake of the "confidence men." That's why I say that merchandising and advertising is primarily a "confidence" game.

Ohio Semi-Weeklies Merge

The *London* (O.) *Press* and *Democrat,* Republican and Democratic semi-weeklies have been merged. They will be issued as semi-weeklies for the time being, but later the Press may be made a daily. R. B. Howard, who owned the Press, continues as general manager, and Chester E. Bryan of the Democrat will have an interest in the new company.

News Man Buys Magazine

Paul H. Lovering, Seattle newspaper man, has purchased the monthly magazine, *Western Fruit, Flowers and Garden.*

Retail business in Philadelphia in the last calendar year amounted to $692,217,700, or 29 per cent of the total business of this character in Pennsylvania.

Williams Sails for Philippines

James T. Williams, Jr., editor of the *Boston American,* sailed Wednesday from Seattle for the Philippines where he will make an investigation for all Hearst newspapers of conditions there, especially in the light of the duty of the United States in the Philippine Islands. Williams' trip will take him all over the Islands and occupy his attention until early fall, when he will return to Boston via China, Japan and probably Guam and Hawaiian Islands.

Chehalis Bee-Nugget 44 Years Old

The *Chehalis* (Wash.) *Bee-Nugget* has just completed forty-four years of publication in Lewis county under the direction of C. Ellington, editor and owner.

Daily Installing 15 Press Units

The *New Orleans Times Picayune* is installing 15 Hoe Z-Pattern superspeed balcony type units, arranged as three separate decuple presses with the automatic pump system of ink distribution.

Former Reporter Ordained a Priest

Martin W. Doherty, who left the reportorial staff of the *Chicago Herald and Examiner* a few years ago to study in Rome, Italy, and in the United States, was ordained a priest of the Roman Catholic Church on June 14. The sacrament of the Holy Orders was administered in St. Paul, Minn., by Archbishop Austin Dowling. He is a brother of James E. Doherty of the *Chicago Tribune,* on which paper he also served as a reporter for three years.

A RESOLUTION

ADOPTED BY THE

ASSOCIATION OF NATIONAL ADVERTISERS

WHEREAS national advertisers who give a great deal of time, attention and money to the preparation of high grade newspaper advertising necessarily suffer by having such advertising overwhelmed by local advertising that consists largely of blocks laid on heavily in type, lettering, banners, squares, circles, sweeping curves, follow-the-arrow lines, backgrounds, embellishments and smudges generally, and

WHEREAS the general newspaper tendency typographically seems to be to make this condition worse instead of trying to correct it, and

WHEREAS unless something is done to clean up this phase of newspaper advertising we are bound to have increasing complaints that advertising doesn't pay.

BE IT RESOLVED that the Association of National Advertisers, assembled in convention at Chicago, May 10, 11 and 12, 1926, go on record as favoring a typographical clean-up in newspaper advertising and

BE IT FURTHER RESOLVED that this Association recommend the matter to the attention of the American Newspaper Publishers Association and the A.A.A.A. and the Newspaper Committee to be hereby instructed to organize and conduct an educational campaign among newspapers of the country until relief is secured from this intolerable situation.

To any one interested in this campaign we will be glad to send a copy of the article "LACHERLICHESCHRIFTEN" *(Ludicrous Types) which originally appeared in the Linotype Bulletin. The wide circulation of this article has done much to arouse both publishers and advertisers to the injury which these typographic monstrosities do to legitimate advertising*

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

DEPARTMENT OF LINOTYPE TYPOGRAPHY, 461 EIGHTH AVENUE, NEW YORK

580.26.7-X

Composed in Linotype Garamond. Borders, 12 Point No. G-6L, No. G-6R, No. G-7L, No. G-7R, and 5 Point Matrix Slide No. 516

NEW YORK JOURNAL OPENS SECTIONAL PLANT IN BRONX BOROUGH

New Uptown Branch of Evening Daily Established to Facilitate Delivery in Populous Harlem and Bronx Areas—Brisbane Speaks at Formal Opening



New Bronx plant of *New York Journal*

AN innovation in the rapid publication and distribution of metropolitan newspapers was made last Saturday when the *New York Evening Journal*, opened a new $500,000 plant in the Borough of the Bronx, which is part of the Greater City. It is separated from Manhattan only by the Harlem River. Papers sold in that borough will, in the future be printed in this new plant.

The Bronx, which is one of New York city's five boroughs, now has a population of more than 900,000. It is the first time a newspaper has opened a completely equipped plant in another section of its city.

"Borough Day," the annual celebration of the Bronx, was the occasion for the opening, and the first papers were printed in the new plant last Saturday. More than 300 civic leaders and business men of the Bronx were guests when the presses started for the first time.

Following an inspection of the plant the guests journeyed to the Concourse Plaza Hotel for luncheon. Here they were addressed by Joseph V. McKee, president of the Board of Aldermen; Arthur Brisbane, editor of the New York Evening Journal, Henry Bruckner, Borough president of the Bronx, and John M. Haffen, president of the Bronx Board of Trade.

Mr. Brisbane paid a tribute to the Bronx. He said that the new building was only the cornerstone of a great building to come, and that the Evening Journal's new plant "will increase as the Borough of the Bronx is sure to increase."

Eight editions a day are published in the new plant. The new plant makes it possible for the Journal to be on the streets of the Bronx with news only a few minutes after it occurs.

The present structure is two stories high, but the foundation has been laid to carry a building of ten stories.

The Harlem & Bronx section of the New York Evening Journal features local news of uptown New York and is sold on all stands above One-hundred and tenth street as a part of the complete newspaper.

WHAT OUR READERS SAY

News Value of Advertising

To Editor & Publisher: In Editor & Publisher of May 29, 1926, J. Omansky, circulation manager, *Cleveland Times,* is quoted as saying, in an address before Ohio Circulation Managers Assn.:

"Advertising sells very few papers. It's an intrusion on the reader, and nothing else. Don't believe the bunk advertising men hand you about advertising being news—it isn't and never will be. We are not selling advertising papers, we are selling newspapers, and when advertising is permitted to crowd out news, whenever publicity gets in disguised as news, whenever news stories are suppressed to please advertisers, whenever advertising dominates a paper, raise hell about it."

The daily circulation man's problems are somewhat different from those of the weekly, but it seems that Omansky has gone to extremes, even in regard to the daily. Primarily, of course, a newspaper is a news paper. It is the extent and quality of the news service which is the basis of circulation, and it is the size and texture of circulation that is the basis of advertising.

There is a tendency among daily advertising men to discount the importance of the news side, and their arrogance is returned with interest. And the circulation manager sometimes wants to manage the whole works. But men of comprehensive experience know that a newspaper is at its best only when all departments—editorial, advertising, circulation, business—are properly balanced and coordinated under the competent direction of a general manager of mature experience and broad vision.

I cannot agree that advertising is an intrusion and is not news. Some advertising is not news, because, like the cub's headlines, it doesn't tell anything. But advertising at its best tells in an interesting way the news of the commodity advertised and the store advertising.

Advertising which does not pay is advertising devoid of vitality and human interest.

Here in the country we know that advertising is news, for we are repeatedly told that the *Aledo* (Ill.) *Times Record* is valued as much for its advertising information as for its news and feature service. It is within my personal knowledge that a weekly newspaper in Michigan suspended primarily because its competitor had the farm auction sale business "sewed up tight." I know because it cost me $3,000 to find out.

As a general proposition advertising should not be permitted to crowd out news, but there are times when it is necessary because of shortage of print paper in the market, because of lack of time to print more pages or because of temporary mechanical conditions. It is unfortunate, however, if one works on a paper whose manager worships advertising to the exclusion of all other gods. It is a short-sighted policy and sooner or later will react disastrously to circulation and profits.

However, if space sufficient to carry the news of the day and a few good features is available, the more advertising the better, for it brings an interesting message.

And here's a fact often overlooked by newspaper men who have never signed a payroll—it's advertising that earns the dollars; circulation earnings are only a few "drops in the bucket."

But why argue? The advertising staff would have little to do without a newspaper; the news staff would not exist long without a payroll largely from advertising; and the circulation men would have nothing to peddle without the other two.

Working together, they are an efficient triumvirate; at cross purposes they waste energy and produce less of worth-while results.

A. C. Olmstead,
Aledo (Ill.) *Times Record,* News Editor.

Spelling and Pronouncing

To Editor & Publisher: What is the connection between the correction of the spelling of linage and advertisement? In the case of linage there was a confusion of words as well as pronunciation involved. But "advertisement" has only one meaning, practically speaking.

Of course it doesn't mean much in the English language to compare spelling and pronunciation, but why should we deliberately go out of our way to foster a pronunciation which clashes with the spelling. Granting that the language is faulty enough in that respect already, why make it worse?

But why all this excitement—I mean excitement—about it. Is it on record that propaganda ever changed a word once firmly embedded in the spoken language? A *new* word, yes. And the *spelling* of a word, often. Spoken words change, it is true, in the course of time, but through involuntary and unconscious change of habit on the part of the mass of population.

Why worry? If either pronunciation is destined to completely overcome the other it will do so anyhow. And if not, what's the difference. It causes no more confusion than "either" and "eyether," "tomato," "tomahto" and "tomatto," or "potato" and "puhdayduh."

Philip Francis Nowlan.

Prints Bill of Rights Facsimile

The *Richmond* (Va.) *News-Leader* of Saturday, June 12, included a photogravure facsimile of the original bill of rights adopted by the Virginia convention June 12, 1776. It was offered as a souvenir of the celebration at Williamsburg, Va., Saturday, of the one hundred and fiftieth anniversary of its passage.

The *Boston Traveler* will celebrate its 101st anniversary on July 6.

AN UNDER-DEVELOPED ADVERTISING FIELD

Church advertising will be one of the very important phases of the international advertising convention in Philadelphia this coming week. It is to be the theme of ministers and laymen who will occupy the pulpits of seventy-six Philadelphia churches on June 20th, convention Sunday.

The value of advertising to churches will be fully discussed at the Tuesday and Wednesday sessions of the Church Advertising Department, June 22 and 23, in Room 200, College Hall, University of Pennsylvania, particularly with reference to newspapers as one of the most important mediums.

The discussions will be helpful and valuable to newspaper men who are developing church advertising in their papers. Are you planning to cover these meetings?

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS,
383 Madison Avenue
New York, N. Y.

R. L. BALDRIDGE OF CLIFTON NAMED PRESIDENT OF TEXAS PRESS ASSN.

Change in State Libel Law Urged at San Antonio Meet—Outgoing President Denounces Newspapers Which Flout 18th Amendment—El Paso Chosen for 1927

THE Texas Press Association will hold its 48th annual convention next year in El Paso, the border city having been selected over Mineral Wells, Falfurrias and Texarkana Saturday at the final session of the 47th annual convention in San Antonio. By turning down Texarkana's bid the association decided against a proposal to meet jointly with the Arkansas Press Association in the city on the Texas-Arkansas line.

George A. T. Neu of the *Brenham Banner-Press* was elected vice-president to succeed Robert L. Baldridge of the *Clifton Record,* who was advanced to the presidency in succession to W. A. Smith of San Saba. Sam P. Harbin of the *Richardson Echo* and Ben F. Harigel, *La Grange Journal,* were re-elected secretary and treasurer, respectively. Mrs. Lee J. Rountree of the *Bryan Eagle* was chosen poet, and the following were re-elected. Clarence E. Gilmore, Austin, attorney; E. G. Senter, Dallas, historian; Dick McCarty, Albany, orator; Arthur Lefevre, Houston, essayist. Sam E. Miller of the *Mineral Wells Index* was re-elected to the executive committee and Walter B. Wilson, *McKinney Courier-Gazette,* was added to the committee.

The program of the San Antonio convention was constructive and out of it grew a decision of the association to cooperate with the Texas Bar Association in the latter's program in behalf of court reform, with reduction of time and expense in litigation, improvement in method of selecting judges and stricter law enforcement.

President Smith, in his annual address, deplored the "unmistakable danger that threatens free government" in the "widespread tendency of certain sections of the press and more or less influential citizens to join with lawless and law-defying elements in flouting the 18th amendment."

Wisdom of the association in establishing the Texas Press Weeklies Inc., a separate organization of association members for more business, has been amply justified by experience of the year, Smith said. Subsequently a report of the Texas Press Weeklies, Inc., was submitted by H. L. Grable, Dallas manager. The convention was told how that organization was expanding its work in the foreign advertising field, having 220 active members, and offices in six cities.

Turning from business to service, President Smith said: "The business side of the newspaper game has been overworked. There are those who express a fear that the trade side of journalism will eventually smother the profession of journalism. My study of the problems, coupled with years of experience, leads me to the conviction that economic problems of the 20th century newspaper are intimately interwoven with its spiritual life, and that, just as 'honesty is the best policy' from a business and selfish standpoint, so disinterested and aggressive promotion of the principles of religion, education, patriotism and the quickening of the civic conscience is 'good business' for the newspaper."

Featuring the first day was a memorial service in charge of Henry Edwards of the *Tyler Journal,* following the report of Arthur Lefevre, Jr., *Houston Chronicle,* chairman of the memorial committee, in memory of the following late members: R. M. Johnston, *Houston Post;* C. F. Lehmann, San Antonio, who was treasurer of the association until his death; T. E. Arterberry, *Savoy Star;* Harry T. Warner, *Paris News;* P. N. Thomas, *Quitman, Wood County Democrat,* and D. C. Breed, *Public Health Roundup, Austin.*

Winners of several annual contests sponsored by the association were announced during the convention. The *Dallas News and Journal* loving cup for the best all-round weekly was awarded jointly to the *Tyler Journal* and *Troup Banner,* published by Henry Edwards and son, Emerson, with the knowledge of the award committee that both papers are printed from the same plant. Honorable mention went to the *Rockdale Reporter, Olney Enterprise* and *Kerrville Mountain Sun.* The W. N. Beard $150 gold award for best mechanically set advertisements was awarded in two divisions as follows: Class A (ads of quarter page and over), *Olney Enterprise,* first; *Canyon, Randall County News,* second; *Kingsville Record,* third; Class B (less than quarter page), *Whitewright Sun,* first; *Rockdale Reporter,* second; *Sweetwater Nolan County News,* third. The *Clarendon News* won the Harry A. Olmstead loving cup for the best job work showing.

In the golf tournament arranged by S. D. Chestnutt of Kenedy, Ralph Shuffler, Olney Enterprise, winner, won the silver trophy offered by the Southwestern Paper Company. Tying for second place, Hal Bridges, *Luling Signal,* and Arthur Shannon, *Beeville Bee,* each were awarded a golf club given by the Mergenthaler Linotype Company.

J. H. Lowry, Honey Grove, on behalf of the association, presented to retiring President Smith a chest of silver, on the last day of the convention.

Authorizing appointment of a special committee to petition Congress in opposition to government-printed envelopes, a resolution was adopted condemning the envelope practice as unfair, discriminatory and contrary to principles of free government. Other resolutions endorsed work and objectives of the Texas Agricultural Writers' Conference held annually at A. & M. College; asked re-establishment of the abolished department of journalism at the University of Texas and commended the pioneer work done there by former Dean Will H. Mayes and his co-workers.

Besides election of 50 active and 61 honorary members, the association made W. A. Ownby, former managing editor of the *Waxahachie Light,* and C. M. Barnes, San Antonio, both of whom are in ill health, life members without dues.

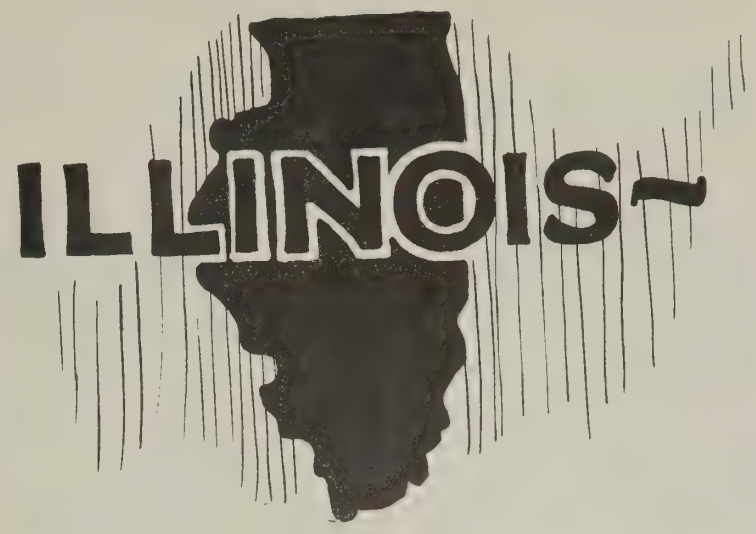
The feature address of the final session was the talk on libel, by Sydney Samuels of Fort Worth. He expressed belief that the present Texas libel law would be a practicable, workable statue if an amendment to it can be obtained providing for introduction as evidence, in suits for actual as well as in those for exemplary damages, of circumstances surrounding the obtaining writing and publication of news. The present law admits such evidence only in suits for exemplary damages. Commenting on recent decisions in Texas libel cases upholding the truth as complete defense Samuels said truth always has been and always will be defense to libel actions, and declared that if newspapers go before the legislature seeking a new law they may seem to be striving for license rather than liberty.

Fred E. Johnson, Dallas, member of the Advertise Texas executive committee of the Tenth District, Associated Advertising Clubs of the World, solicited support of the press in the $500,000 campaign to advertise the state.

On Friday the visitors were guests at a luncheon given by the *San Antonio Light,* with W. M. McIntosh, publisher, as host.

Frank G. Huntress, publisher of the *San Antonio Express and Evening News,* was host at a luncheon and theater party Saturday.

Nearly 100 of the press delegates left on a special train Saturday night for an over-Sunday excursion to Brownsville and other points in the Lower Rio Grande Valley.



Reach the great mid-west market through the papers that carry prestige and influence

There are nearly 1,400,000 families who look to their daily papers for their wants and amusements in Illinois.

The influence of these papers on the life of the people is truly remarkable. The communities that these dailies cover are the real home towns of the nation, where dwell the people that are the backbone of the Country.

The daily papers are the most direct medium for the people of Illinois—the State that stands head and shoulders above the majority of states as far as Commerce, Agriculture and Industry are concerned.

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Aurora Beacon-News	(E)	18,694	.06	.06
†Chicago Herald & Examiner	(M)	385,276	.55	.55
†Chicago Herald & Examiner	(S)	1,153,360	1.10	1.10
†Chicago Daily Journal	(E)	123,771	.26	.24
**Evanston News Index	(E)	6,729	.04	.04
**Freeport Journal-Standard	(E)	9,613	.045	.045
**Joliet Herald News	(E)	19,591	.06	.06
††Mattoon Journal Gazette	(E)	5,712	.03	.03
**Moline Dispatch	(E)	11,680	.045	.045
**Monmouth Daily Review Atlas	(E)	5,416	.035	.035
**Peoria Star (S) 22,497	(E)	29,874	.075	.06
Rock Island Argus	(E)	11,248	.045	.045
**Waukegan Daily Sun	(E)	5,213	.03	.03

**A. B. C. Statement, March 31, 1926
†Government Statement, March 31, 1926
††Government Statement, September 30, 1925

PHILLIE TO SHOW A. A. C. W. IT'S NOT SLOW MOTION PICTURE CAPITAL

Stiff Opposition of Restaurant Men and Hotel Proprietors to Sesqui Finally Overcome and Big Show Will Proceed —Gen. Smedley Butler Will Be Missed

Written especially for EDITOR & PUBLISHER

By McKNIGHT BLACK

Writer of "Matrimonially Speaking"—Ledger Syndicate

FOR some time Philadelphia has been pretty widely thought of as being the Hollywood of the Slow Motion Picure industry.

There also seems to be a general impression that Philadelphia mail-carriers, due to the large number shot annually in mistake for Confederate soldiers, are rated by insurance companies as Class Z risks.

With these facts in mind, a number of Philadelphians got together some time ago and decided that something ought to be done to liven up the town and also to let the nation as a whole know that Philadelphia is strictly up-to-date. The committee decided that the best plan would be to hold a celebration of some sort, but for a good while nobody could think of anything to celebrate. Then it occurred to someone that about 50 years ago a very successful celebration known as the Centennial had been held here in honor of something or other.

"If we can find out what that Centennial back in 1876 was all about," said the chairman, "there is no reason that I can't see why we shouldn't celebrate it all over again."

"And then," put in a statistically-minded member of the committee, "we can call it the Sesqui-Centennial, because it will be just 150 years since that something happened."

Well, somebody dug up the fact that the Declaration of Independence, had been signed in Philadelphia on July 4, 1776, and that there had been considerable excitement for a few minutes down around Sixth and Chestnut streets, which was then considered way up-town.

With this idea as a starter, the committee has really done very well up to date. Philadelphia has never had very much publicity, due to the fact that Peggy Hopkins Joyce never married anybody from here, but the members of the committee started right out to tell the world as well as they could that 1926 was Sesqui-Centennial Year in Philadelphia.

Although there was a lot of opposition on the part of hotel men and restaurant proprietors, invitations were finally sent out to a selected list of all the lodges, orders and associations within three weeks travelling distance of Philadelphia to hold their annual conventions here this year. The Shriners were the first to arrive and they seemed to have a right good time, although disappointment was pretty generally expressed over the fact that General Butler had been called back to the Marine Corps sometime ago and so was not on hand to help with the merry-making.

There are a great many spots of historic interest that visitors to Philadelphia will want to visit. They won't visit them, but I know they will want to. Here are some of them:

The statue of William Penn on top of City Hall. Although it seems a long climb for everybody to have made, this was the spot on which Penn signed his famous treaty with the Indians. It is interesting to note that the signing of this treaty marked the first use of the dotted line, which later came to be such a feature in American business life. I haven't been able to find out for sure, but I think that William Penn was in the cigar manufacturing business, because there is a William Penn cigar which is still being sold by the United Cigar Stores.

The new Delaware Bridge, which is the longest suspension bridge in the world. It was designed and built last year by Milton Work the bridge expert, who lives here.

Benjamin Franklin's House, 111 Spring street. I don't know where that is, and there is no Benjamin Franklin listed in the phone book, but maybe some visitor can find it. As far as can be learned, Franklin spent most of his time founding things like newspapers, universities, *Saturday Evening Posts,* etc. He was recently elected president of the Founding Fathers Association of North America.

It might be a good thing to mention at this point that Philadelphia is known, at least to the members of the local Chamber of Commerce, as "The City of Homes." There certainly are a lot of homes here, at any rate. For instance, there is the Old Man's Home, the Home for Spanish War Veterans, the Home for Aged Couples and the Home for Unreformed Ball Players, which is nicknamed the National League Ball Park, at Broad and Huntington streets.

If there is anything else that visitors would like to know about Philadelphia, I guess they will have to wait over until President Coolidge makes his speech here on July 4, because I am sure he will be full of information on the subject, and maybe he will also tell them what he thinks of the Senatorial Primaries, which were recently held in South Philadelphia.

ARNOLD BENNETT WRITES AD

Philadelphia Haberdasher Uses Quotation from English Novelist in Copy

A quotation from a recent syndicated article by Arnold Bennett, English novelist, served aptly in the newspaper advertising copy of Jacob Reed's Sons, Philadelphia men's store, this week.

The quotation, which might very well be sold to a local store in some other city by a newspaper copywriter, reads:

"The importance of being well dressed, while not being a dandy, is strongly insisted on in certain professions and callings, and a carefully dressed man will always have the advantage over a carelessly dressed man in beginning business relations.

"The first thought of a negligent man seeking a situation is invariably to remedy his negligence; the pity is that sometimes he cannot remedy it."

Under the quotation the store said:

"That's our contention exactly—we have preached the gospel of being well dressed for years. It doesn't cost a lot, either, if you deal at the right place."

Then the store listed some suit offerings with prices.

PHILADELPHIA MOTHER OF MAGAZINES

(*Continued from page 32*)

zines were published in Philadelphia. In the same period of time New York had eighteen and Boston seventeen. These figures show the supremacy of Philadelphia in the magazine field during the eighteenth century and justify her title, "Mother of Magazines."

The dawn of the nineteenth century saw the birth of *The Port Folio* on January 3, 1801, started by Joseph Dennie and Asbury Dickins. Its fictitious editor, however, was Oliver Oldschool, Esq. Dickins was the son of the Rev. John Dickins who edited *The Methodist Magazine* from January, 1797—August, 1798—one of those periodicals of the eighteenth century which I did not mention by name. Dennie, however, was the responsible editor.

Dennie in his editorial introduction admitted that "Port Folio" was not in Dr. Johnson's Dictionary and proceeded to define his title as "a portable repository for fugitive papers." Dennie then poked a little fun at his editorial contemporaries about how they selected titles not connected with contents, "we hear of *The Mirror* and *The Aurora;* but what relation has a literary essay with a *polished plane of glass,* or what has politics to do with the *morning?*"

In fact, Dennie was always publishing satirical comments. When Noah Webster announced "A Columbian Dictionary" with "American corrections of the English language," Dennie printed an amusing skit on how the Columbian language was an elegant dialect of the English. Dennie, modeling his magazine after English periodicals, played up English writers. Yet the contributors to The Port Folio constitute a "Who's Who" of American letters for the period.

When Thomas Moore visited America he was lionized in The Port Folio to which he contributed "Lines written on Leaving Philadelphia." In it he said in the first line of the concluding stanza, "The stranger is gone—but he will not forget." This poem, by the way, although written for The Port Folio first appeared, with questionable newspaper ethics, in the columns of *The New York Evening Post.* The poem was dedicated to Mrs. Joseph Hopkinson, the wife of a son of Francis Hopkinson.

The fictitious editor, Oliver Oldschool, disappeared in January 1811. After that The Port Folio was "conducted by Jos. Dennie, Esq." In later years, after Dennie's death, the magazine had a hard time to make both ends meet. Suspensions of publication became so periodic that "Finis" was finally written in December, 1827.

What did "ye olden time" magazine editor look like? One does not have to guess for Joseph T. Buckingham, famous in the history of New England journalism, has left in his delightful reminiscences this pen portrait of Joseph Dennie, editor of The Port Folio when on dress parade:

> Dennie was particularly attentive to his dress, which, when he appeared in the street, on a pleasant day, approached the highest notch of the fashion. I remember, one delightful morning in May, he came into the office dressed in a pea-green coat, white vest, nankin small-clothes, white silk stockings, and shoes, or *pumps,* fastened with silver buckles, which covered at least half the foot from the instep to the toe. His small-clothes were tied at the knees, with riband of the same color, in double bows, the ends reaching down to the ancles. He had just emerged from the barber's shop. His hair, *in front,* was well loaded with pomatum, frizzled, or *craped,* and powdered; the *ear-locks* had undergone the same process; *behind,* his natural hair was augmented by the addition of a large *queue,* (called, vulgarly, the *false tail,*) which enrolled in some yards of black ribband, reached half way down his back.

The date at which The Port Folio ceased publication brings me down to about the period when I closed my remarks about Philadelphia newspapers. Consequently it may be a good point at which to end this chat about Philadelphia magazines. Before doing so a passing mention at least must be made of *The Literary Magazine and American Register* started on October 1, 1803, by John Conrad and edited by Charles Brockden Brown, the first American author to make his living from his pen. Brown, born in Philadelphia, January 17, 1771, had had his first editorial experience on *The Monthly Magazine and American Review* which he edited for T. & J. Swords in New York from April, 1799-December, 1800.

Speaking as the editor of *The Literary Magazine* he thus outlined his policies:

> He will pay particular attention to the history of passing events. He will carefully compile the news, foreign and domestic, of the current month, and give, in a precise and systematic order, that intelligence which the common newspapers communicate in a vague and indiscriminate way. His work shall likewise be a repository of all those signal incidents in private life, which mark the character of the age, and excite the liveliest curiosity.

Brown's magazine in many respects, and these the most essential, ran parallel to The Port Folio. Indeed, he did not hesitate to quote from the latter. Moore's "Lines Written on Leaving Philadelphia," for example, were reprinted by Brown in *The Literary Magazine* for January, 1806.

Briefer mention may be made of: *The Analectic Magazine* of which Washington Irving was editor in 1813-14 and in which he printed part of his "Sketch Book"; *Godey's Lady's Book* started in July, 1830, by Louis A. Godey and now highly prized by collectors because of its colored fashioned plates; *Graham's Magazine* of which Edgar Allan Poe was once editor, on which James Russell Lowell once worked, and to which James Fenimore Cooper and Nathaniel Hawthorne contributed; *Peterson's Ladies' National Magazine* which put Philadelphia on the map as a publishing center for magazines designed to appeal to women; *The Philadelphia Repository* started by William Henry Gilder, father of Richard Watson Gilder who was for many years editor of *The Century Magazine* in New York; *The Dollar Magazine* which gave Edgar Allan Poe a price of one hundred dollars for his "Gold Bug" and which was later owned by George W. Childs; and last but not least *The Saturday Evening Post* which first apeared on August 4, 1821. The story of *The Post* as well as of that of *The Ladies' Home Journal* and that of *The Country Gentleman* may be found in "The Man from Maine," the book in which Edward W. Bok sketches the life of Cyrus H. K. Curtis, the present publisher of the three magazines last named.

Because the periodical in which this article is printed is designed to appeal to newspaper and advertising people I must not overlook the fact that *Lippincott's Magazine,* which was said to enjoy the honor of being "first in fiction," printed the first comprehensive series of articles about American journalism—a series later brought together in book form under the title "The Making of a Newspaper."

Philadelphia is said to be the city of homes. It is still the home of its magazines. In New York and Boston, for example, the magazines, while retaining editorial offices in these cities, have places of publication elsewhere. But in Philadelphia its magazines are home production, though intended for national consumption.

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JUDGE LEAHY TESTIFIES IN TRIAL OF CARL MAGEE FOR MANSLAUGHTER

Thug Judge Admits He Sought Editor Out in Hotel Lobby Looking for Fight—How Magee's Unfortunate Friend Met Death

(*By Telegraph to* EDITOR & PUBLISHER)

Carl Magee was acquitted at 8:30 Wednesday evening after Judge Luis E. Arminjo had directed the jury to bring in such a verdict.

EAST LAS VEGAS, N. M., June 16. —The high light in the trial of Carl C. Magee editor of the *Albuquerque* (N. M.) *State Tribune,* charged with manslaughter in connection with the death of John B. Lassetter, a bystander who was killed by one of the shots Magee aimed at Judge D. J. Leahy after Leahy had knocked him to the floor of the Meadows Hotel lobby, occurred Wednesday when Leahy took the stand shortly before noon.

Near the opening of his testimony Leahy testified that he searched Magee out in the hotel lobby because Magee in an editorial utterance had declared that he hoped some day to meet Leahy man to man. Leahy testified that as he approached Magee and struck at him he said to the editor, "we meet man to man now you — —."

June Wheaton, who testified that he entered the lobby of the Meadows Hotel with Judge D. J. Leahy on the night of the shooting, was the first witness called by the prosecution. He indicated on a blue print of the hotel lobby, the location of the participants in the shooting.

Magee, Wheaton testified, was sitting on a divan when Judge Leahy entered the lobby. Wheaton said Leahy inquired of H. W. Kelly, whom they met at the entrance of the lobby, as to whether the man sitting on the divan was Magee. When Kelly said he did not know, Wheaton testified Leahy said, he was going to find out and walked toward the divan on which Magee was sitting, quickening his pace as he approached the editor. When asked whether Leahy's attitude seemed friendly or unfriendly as he started across the lobby Wheaton answered "normal," a faint murmur of amusement spread over the courtroom.

Leahy hit Magee, Wheaton testified, knocking the editor to the floor in front of the divan and striking at him as he lay on his hands and knees struggling to rise. Three shots were fired Wheaton said, but Leahy and Magee were so close together that he could not see the gun in Magee's hand at the time the shooting took place. Lasseter according to Wheaton's story was behind Leahy and reaching for him. Leahy, striking at Magee, got out of the way just as the shot was fired. Lassetter fell. The third shot, Wheaton said, lodged in Leahy's arm. Wheaton said that Leahy then turned to him and asked if he had a gun, saying that he would kill that—. The testimony of H. W. Kelly, the second witness called, did not differ from that of Wheaton materially except that he testified that he did not hear Leahy ask Wheaton for a gun or say that he would kill Magee. He said he thought he would have heard such a remark if it had been made.

Wheaton said he had known Leahy about eight years. Kelly testified that he was a friend of Magee's and had known him for about 30 years. Leahy was still on the witness stand when the court adjourned at noon. He had not yet been cross examined.

On Tuesday, the first day of the trial, the prosecution's questioning of jurors dealt mainly with whether they had already formed an opinion. The defense's questioning was built around the question whether the jurors believed in the principle of self-defense. No jurors admitted they had formed opinions. Influence of pre-trial newspaper accounts of the case was a negligible factor in the selection of the jury. Approximately 75 per cent of the men questioned asserted that they read no newspapers.

DETROIT CHILDREN VIE FOR PIANO PRIZES

10,000 Entered in Playing Contest Backed by Free Press—Believed to Be First of Its Kind Competition

The first piano playing contest for school children is being conducted in Detroit under the auspices of the *Detroit Times,* and more than 10,000 children have taken part in the elimination contests held in the parochial and public schools. The affair has passed all expectations of those interested.

The idea of the contest was originated by a former newspaper man, E. Clarke King, Jr., at that time connected with the Detroit Convention and Tourists' Bureau and now with the advertising department of the Kelvinator Corporation. Before going to Detroit, Mr. King was branch office manager for the *Syracuse Herald* at Fulton, N. Y. He gave his piano contest idea to Frank J. Bayley, president of the Detroit Music Trades Association, which sponsored the movement.

Both parochial and public schools, as well as music teachers and others prominent in musical circles, have endorsed the movement. Ossip Gabrilowitch, conductor of the Detroit Symphony Orchestra, and Serge Rachmaninoff, noted pianist, will be two of the judges during the grand championship test to be held in the Coliseum at the State Fair Grounds in Detroit, Aug. 17.

Approximately $50,000 worth of prizes and awards have been offered to the winners. The grand champion will receive a $1,500 baby grand piano of the winner's own selection; a trip to New York City, accompanied by a parent or guardian with all expenses paid; the recording of a piano roll and the receipt of all royalties resulting therefrom, and a year's scholarship in one of Detroit's leading music conservatories. Nineteen scholarships are among the prizes offered to the winners.

Much interest is being shown in the piano contest and letters have been received from all parts of the United States asking for information about the affair.

New Atlantic Cable Landed

The Western Union Telegraph's new transaltantic cable from Bay Roberts, Newfoundland to England, was successfully landed last week. Together with its connecting cable from Bay Roberts to New York, which will be laid later in the year, it will be capable of transmitting 2,500 letters a minute, a speed five times greater than the old types.

Claude N. Bennett Dead

Claude N. Bennett, former Washington correspondent of the *Atlanta Journal,* died in Washington June 13. He was secretary to Hoke Smith when the latter was secretary of the Interior, and was appointed on a special mission among the Indian tribes by President Cleveland.

J. F. Bresnahan Reports Big Catch

J. F. Bresnahan, business manager, *New York World,* returned to his office this week from a vacation spent salmon fishing in Maine. He reported a big catch, including one six-and-a-half pounder.

SEE SYD CLARKE FIRST



Ninety-five cents won't exactly buy you a whole carnival of fun, frolic and foolishness on Main Street at home, now will it?

But in Paris—well in Paris ninety-five cents U. S. jack is more than thirty francs, and with all that money how can you be blamed for putting on the white spats, taking the new cane and sallying forth—just sallying forth?

Suppose they DO tell you that all steamships have been sold out for months. Maybe they have—but you just let Syd Clarke's New York office know when you want to sail. You tellem, go-getter—you tellem—that's all.

The artistic and ingenious French, the blase Belgians, the Portugese and the Greeks have been devising for five hundred years the most alluring, rose-tinted, and I'll say enticing, ways to separate you from that thirty francs. Why Syd Clarke knows a place. . . .

Yes, sir, Main Street is the place to MAKE money, but over here—well, when you decide on a vacation, you want a vacation, n'est ce pas?

You just provide the time and the wherewithal and tell us when you can get away. Same thing goes for London, Dublin, Budapest, Tokio, and Timbuctoo.

Syd's New York representative, Frank C. Nesbit, will be on deck during the convention in Philadelphia. He thrives on answering questions and making reservations.

International Service

SYDNEY R. CLARKE

76 rue des Petits Champs, Paris

American Representative

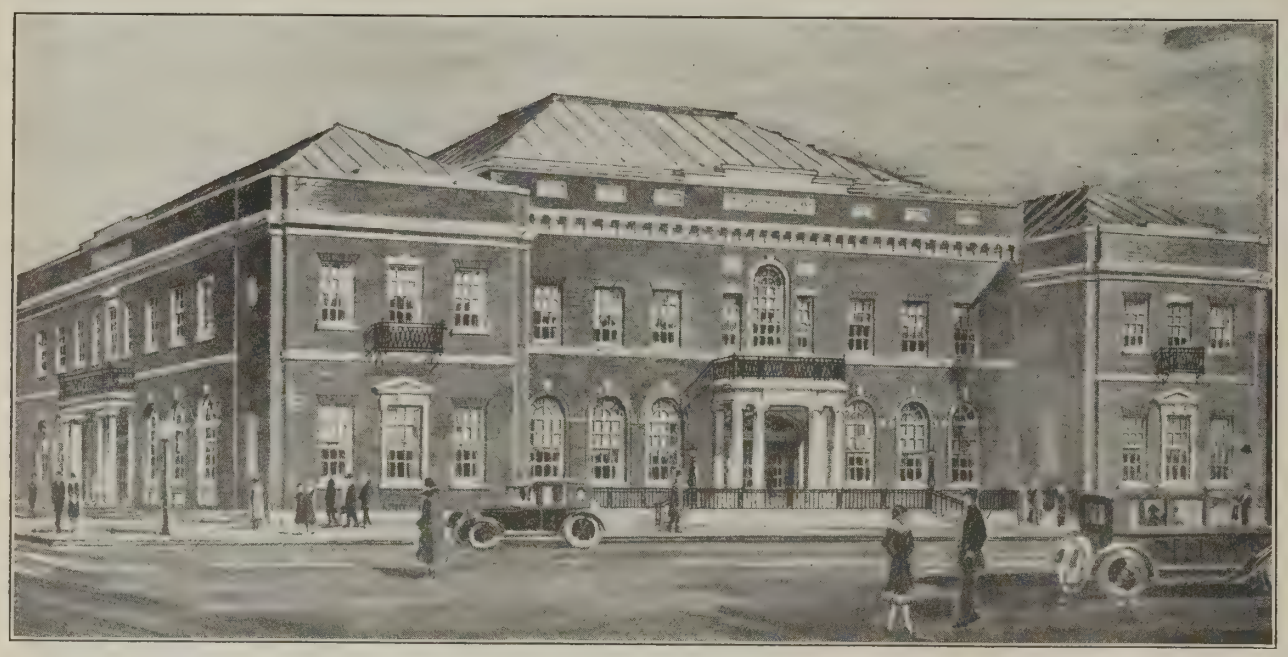
Frank C. Nesbit

Better Service Travel Bureau

303 Fifth Avenue, New York City

Caledonia 7665

FT. WAYNE NEWS SENTINEL STARTS 93RD YEAR WITH NEW PLANT AND EQUIPMENT



Street view of Ft. Wayne Sentinel's new building

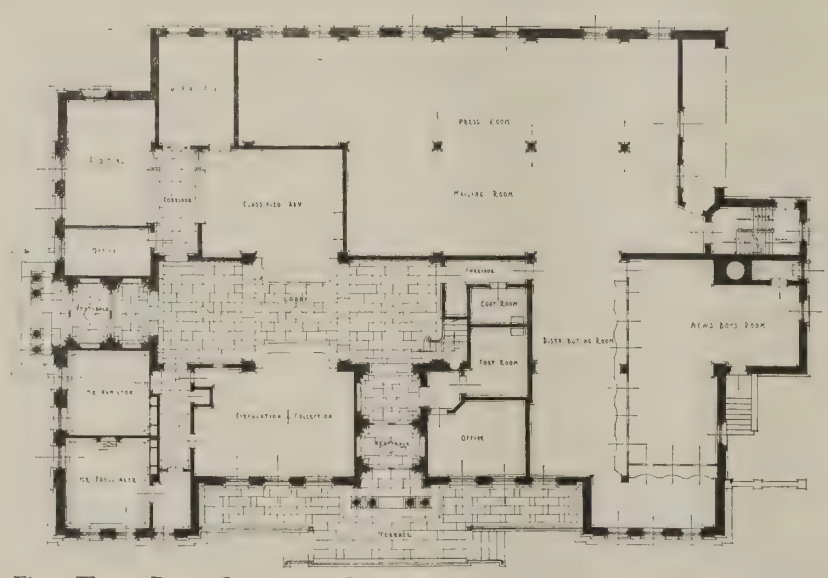
DESIGNED in accord with the restful lines of the Georgian Colonial school of architecture, the new home of the *Fort Wayne* (Ind.) *News Sentinel* strikes a new note in middle western commercial building construction. It is a three story building, 100 by 145 feet on its foundations. Not only the building but also the equipment from desks to presses is entirely new and to this is attributable the fact that moving was accomplished without incident and with out recourse to stunts that the shifting of mechanical equipment would have necessitated. The press equipment consists of a double sextuple-unit-type with two folding devices and two carrier delivery systems. These presses are driven by a double electric control. The paper storage is in the basement with capacity for 13 cars. The rolls are placed in their bins and moved to the presses on an industrial rail system that requires a minimum of physical labor.

The composing room is on the second floor with two huge skylights supplementing great windows to brighten the room. Ranged along the south end of the room are 13 Intertype machines which, with two Ludlow casting devices, provide the type faces. The mat making equipment is at the north end of the composing room with the casting foundry immediately adjoining. This room also is equipped with a huge skylight insuring not only light but also ventilation. An interesting feature of the stereotyping equipment is the electric unit scheme for the reduction of the metal in both the plate and the flat casting pots. Plate drops and elevators connect directly with the press room.

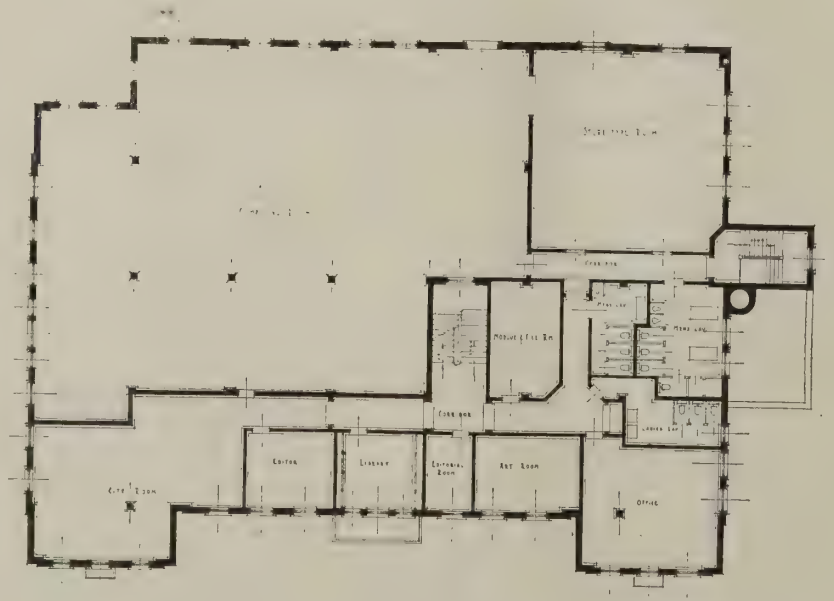
The rooms devoted to the news department are ranged along the east side of the building on the second floor with the city room in the corner, and private offices for the managing editor, editorial writer, cartoonists, library and telegraph editors.

Entrance to the building may he had from either the Washington or the Barr street fronts, both of which lead directly into the spacious lobby. This lobby is floored with stone flagging, while throughout the remainder of the building including all mechanical departments the flooring is a resilient composition.

As one enters from Washington street, the south entrance, the classified department occupies an open space to the left with a handsome solid walnut counter, the exact counterpart of the counter in front of the auditing department directly across the lobby. The telephone exchange is located in a corner of the auditing department across a corridor from the executive offices. The local display and the national display departments occupy spaces along the south front of the building with the circulation department directly adjoining, to the north.



First Floor—Devoted to general offices, executive offices, press and paper distributing rooms



Second Floor—Occupied by the editorial and reportorial staffs, composing and stereotyping rooms.

The wood finish throughout the general business offices and executive offices is of solid American walnut, while throughout the mechanical departments and the news departments birch has been employed for the trim.

The building occupies a prominent corner just out of the retail district. It is opposite the Y. M. C. A. building on the Washington street side, while along the Barr street side it faces a portion of the public market.

Construction on the building was started on Decoration Day, May 30, 1925, and just one week less than a year from that time the News Sentinel moved into its new home beginning its ninety-third year of service.

Oscar G. Foellinger is publisher and general manager of the News Sentinel. Arthur K. Remmel is managing editor and Herbert R. Miller, city editor. On the business side Frank G. Hamilton is advertising manager and Clark A. Ferris circulation manager. H. E. Miller is in charge of classified.

CIRCULATORS FEAR THEIR OPPOSITION

Majority Lack Courage of Own Convictions Says Sunpaper Man—Afraid of Threats from Competitors—Urges Them to Stick to Ideals

Fear of their opposition is keeping many circulation managers and their papers in a rut, in the opinion of Charles O. Reville, circulation manager of the *Baltimore Sun*, who, in an interview with EDITOR & PUBLISHER, advocated a little psychoanalysis to free such men of this complex.

"The one fixed idea in many circulators' minds at present is to do as the other fellow in his town does," he said, "If the opposition announces a premium contest, these weak sisters immediately take to premiums, like fiends take to dope. Jazz brides follow jazz brides in quick succession, because someone is afraid he is going to be left out of something. Thus ideals are shattered.

"If these timid souls had any confidence in their products at all, they wouldn't play this sort of inane leap frog. But the average circulation man hasn't got guts enough to sell his product on its own merits.

"Most of them believe it is wrong to give their papers dope, that it is better to give real tonic that builds, but one among them, the weak paper in the town, jumps to insurance, clubbing, or premiums, and like lambs they chase after him.

"I once worked on a weak paper," the *Baltimore World*. I know the difference. The World went out of business. I don't believe it would have, had it stuck to the fundamental ideals of prompt and efficient carrier service and no premiums."

The Sun's route-owner carrier system has few duplicates in the country. The paper has authorized some 130 route owners, their franchises being worth anywhere from $1,000 to $10,000. These route owners employ their own carrier boys. The average net earnings of a route-owner is $50 a week.

DEMAND STANDARD PROFIT

British News Agents' Federation Seeking Same Price from All Papers

British newspaper retailers are strongly organized and their National Federation is trying to obtain a standard rate of profit from the 1800 weekly newspapers in Britain.

At the annual conference of the Federation on June 10 it was stated that 250 weekly papers now granted the newsagents the one-third profit of selling price that they asked. All the 157 morning and evening papers are sold to the newsagents at two-thirds of the selling price.

The news agents are also trying to put into operation a "distance limit" scheme, under which each news agent has a monopoly of the trade in his district.

Townsend Joins Cadillac Company

Brian Townend, for the past nine years with the advertising staff of Iliffe & Sons Ltd., printers and publishers of automotive publications, London, England, has joined the advertising staff of the Cadillac Motor Car Company, Detroit.

NEWS FACTS STAND TEST OF TIME WHILE INTERPRETATION FADES

Writer Gleans Lesson in Editing from James Anthony Froude's Dissertation on How to Write History—Facts Important, Comment Often Futile

By HOWARD A. LAMB

RECENTLY I happened to read an address delivered at the Royal Institution, London, on Feb. 5, 1864, by James Anthony Froude, the English essayist and historian, on how to write history and it seemed to be such an excellent guide on how to write news that perhaps readers of EDITOR & PUBLISHER would like to note a few paragraphs.

News is nothing less than the history of today and yesterday; the same principles should apply in chronicling both. Arthur Brisbane is always reminding us that a great man once called news the second hand of history. Mark Twain in his autobiography shows how much more interesting an event is when described in detail at the time of its occurrence than after the recital has been decomposed into history.

The point Mr. Froude makes is that the fact is the important thing; its interpretation is often futile. In other words, it is the reporter, not the editor, who counts.

He goes to Shakespeare and Homer to illustrate what he means. Thus:

"If you were asked to point out the special features in which Shakespeare's plays are so transcendently excellent, you would mention perhaps, among others, this—that his stories are not put together, and his characters are not conceived, to illustrate any law or principle. They teach many lessons, but not any one prominent above another; and when we have drawn from them all the direct instruction which they contain, there remains still something unresolved something which the artist gives, and which the philosopher cannot give.

"It is in this characteristic that we are accustomed to say Shakespeare's supreme truth lies. He represents real life. His drama teaches as life teaches—neither less nor more. He builds his fabrics, as Nature does, on right and wrong, but he does not struggle to make Nature more systematic than she is. In the subtle interflow of good and evil; in the unmerited sufferings of innocence; in the disproportion of penalities to desert; in the seeming blindness with which justice, in attempting to assert itself, overwhelms innocent and guilty in a common ruin—Shakespeare is true to real experience. The mystery of life he leaves as he finds it; and, in his most tremendous positions, he is addressing rather the intellectual emotions than the understanding—knowing well that the understanding in such things is at fault, and the sage as ignorant as the child."

Now follows something to think about as regards the suppression of crime news. Froude continues:

"Cibber and others, as you know, wanted to alter Shakespeare. The French king in 'Lear' was to be got rid of; Cordelia was to marry Edgar, and Lear himself was to be rewarded for his sufferings by a golden old age. They could not bear that Hamlet should suffer for the sins of Claudius. The wicked king was to die, and the wicked mother; and Hamlet and Ophelia were to make a match of it, and live happily ever after. A common novelist would have arranged it thus; and you would have had your comfortable moral that wickedness was fitly punished, and virtue had its due reward, and all would have been well. But Shakespeare would not have it so. Shakespeare knew that crime was not so simple in its consequences, or Providence so paternal. He was contented to take the truth from life; and the effect upon the mind of the most correct theory of what life ought to be, compared to the effect of the life itself, is infinitesimal in comparison."

Froude proceeds to show the limited usefulness of preachers and editorial writers:

"Again, let us compare the popular historical treatment of remarkable incidents with Shakespeare's treatment of them. Look at 'Macbeth'. You may derive abundant instruction from it—instruction of many kinds. There is a moral lesson of profound interest in the steps by which a noble nature glides to perdition. In more modern fashion, you may speculate, if you like, on the political conditions represented there, and the temptation presented in absolute monarchies to unscrupulous ambition; you may say these things could not have happened under a constitutional government; or, again, you may take up your parable against superstition; you may dilate on the frightful consequences of a belief in witches, and reflect on the superior advantages of an age of schools and newspapers. If the bare facts of history had come down to us from a chronicler, and an ordinary writer of the nineteenth century had undertaken to relate them, his account, we may depend upon it, would have been put together upon one or other of these principles. Yet, by the side of that unfolding of the secrets of the prison house of the soul, what lean and shriveled anatomies the best of such descriptions would seem!

"Or, again, look at Homer.

"The 'Illiad' is from two to three thousand years older than 'Macbeth,' and yet it is as fresh as if it had been written yesterday. We have there no lessons save in the emotions which rise in us as we read. Homer had no philosophy; he never struggles to press upon us his views about this or that; you can scarcely, indeed, tell whether his sympathies are Greek or Trojan; but he represents to us faithfully the men and women among whom he lived.

"Shakespeare in the historical plays is studious, wherever possible, to give the very words which he finds to have been used; and it shows how wisely he was guided in this, that those magnificent speeches of Wolsey are taken exactly, with no more change than the meter makes necessary, from Cavendish's Life. Marlborough read Shakespeare for English history, and read nothing else.

"'Macbeth,' were it literally true, would be perfect history; and so far as the historian can appoach to that kind of a model, so far as he can let his story tell itself in the deeds and words of those who act it out, so far is he most successful. His work is no longer the vapor of his own brain, which a breath will scatter; it is the thing itself, which will have interest for all time. Hegel falls out of date, Schlegel falls out of date, and Comte in good time will fall out of date; the thought about the thing must change as we change; and a history is durable or perishable as it contains more or less of the writers speculations.

"Whenever possible, let us not be told about this man or that. Let us hear the man himself speak, let us see him act, and let us be left to form our own opinions about him. The historians, we are told, must not leave his readers to themselves. He must not only lay the fact before him; he must tell them what he himself thinks about those facts. In my opinion, this is precisely what he ought not to do.

"Philosophies of history, sciences of history—all these will continue to be: the fashions of them will change, as our habits of thought will change; each new philosopher" (or in other words, editorial writer) "will find his chief employment in showing that before him nobody understood anything; but the drama of history is imperishable, and the lessons of it will be like what we learn from Homer or Shakespeare—lessons for which we have no words."

All this may sound very theoretical and highbrow for the fellow that has to get out tomorrow's paper, but as journalism progresses toward a profession I believe it will head in the direction Froude indicates.

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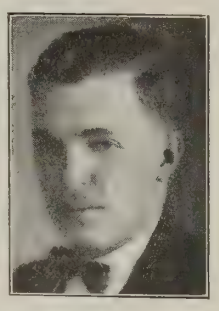
TEACHING PUBLIC SPIRIT OF SCIENCE A TASK FOR NEWSPAPERS

Scientific Institutions and Groups Should Maintain Close Contact With Press to Promote Popular Understanding, Cleveland Writer Declares—Outlines Practical Methods

By DAVID DIETZ
Science Editor, Cleveland Press

Excerpts from an address before the Ohio Academy of Science Columbus.

A CHARGE frequently made in recent years and not without some justification in many instances, is that the scientist has been prone to withdraw from the world into the seclusion of his laboratory not unlike a hermit in his cave. This action in every case has proceeded from the highest and finest motives. The scientist felt that in searching for the answer to his particular scientific problem, he was devoting himself to the most important thing of which he knew and he felt that nothing else mattered. But I believe that a changed point of view is coming to the front.



David Dietz

Scientists are beginning to see that something else does matter. Not so long ago, Dr. Burton E. Livingston, permanent secretary of the American Association for the Advancement of Science, called attention to the fact that sufficient progress had been made by the scientist and the engineer to insure the complete happiness of the whole world if every scientific discovery had been put to its best possible use. But, as he pointed out, this has not been the case. Many discoveries of the scientist have come under the control of others and have been put to their worst possible use.

Not only is this the case, but many well-intentioned though sadly misguided people have come to regard the scientist as the enemy of society. Such an event as the Scopes trial at Dayton, Tenn., bears dramatic testimony to this fact.

The present situation is a complex one which deserves serious attention. On the one hand, we see unparalleled scientific endeavor marked with unparalleled achievement—achievement so great that Sir Richard Gregory, the editor of *Nature*, has seen fit to term this the "golden age of science." And on the other hand, we find so little understanding of science that so-called fundamentalists regard science as the enemy instead of the great benefactor of mankind.

We like to refer to our age as a scientific age. But we must remember that for large groups of people it is only scientific to the extent that they are utilizing the applied results of scientific research. They light their houses with electricity with only the vaguest notions of what the electric current is. They ride on street cars with no clear idea of what makes the street car go.

Our big job today is to make the scientific age scientific.

I do not mean that we must make people understand the complicated details of electrical engineering or any other branch of pure or applied science. Eventually we want people to know and understand the spirit of science. But the beginning must be made with the facts of science. An understanding of the spirit of science will follow an acquaintance with the facts of science.

The leading scientists of the nation, I believe, see the necessity of doing this. It was easy to see at the last meeting of the American Association for the Advancement of Science, that President Michael Pupin and other leaders felt the need of carrying on this task of spreading scientific knowledge—what I have termed the task of making the scientific age scientific.

A number of movements are now under way. College authorities are considering the advisability of fundamental courses to acquaint the first year students with the aims and spirit of science. They are also designing descriptive courses aimed to give students who do not intend to follow scientific pursuits a more extended knowledge of scientific fields. Public school officials are considering the advisability of introducing more science into high schools and junior high schools and they are even wondering whether a beginning cannot be made in the teaching of science in the public schools. Many scientists who are leaders in their field are turning their attention to the writing of popular scientific books. Such men as Sir William Bragg and Bertrand Russell, for example.

But important as all these things are, they are not sufficient to meet the situation. More of the population than that within college walls must be reached. Nor can we wait for the present generation of children to grow up. The great body of men and women carrying on the affairs of the world today must be reached at once.

The one agency through which this can be done is the newspaper.

Fortunately, the leading newspapers of the nation realize what must be done and are eager to do it.

The late E. W. Scripps, far-sighted genius of the world of journalism, was the pioneer in this regard. Many years ago, he realized the necessity and the value of presenting science through the columns of the newspapers. His own papers took the lead in the presentation of scientific news and as science editor of the Scripps-Howard newspapers, it has been my pleasurable duty during the past five years to attend a majority of the important scientific meetings in the United States. These papers also sent me on a tour of Europe to attend meetings there and interview European scientists, to my knowledge the first time that an American newspaperman was sent to Europe for the exclusive purpose of writing scientific articles.

It is my belief that the scientist can best accomplish the diffusion of scientific information by realizing that the newspaperman is his chief ally in the task. The scientist should therefore see to it that the newspapers are supplied with the material which they want. This will not prove a difficult task for the scientist.

Here are some of the ways in which I believe it can be done:

Large scientific laboratories and the scientific departments of colleges should maintain some regular means of letting the newspapers know what they are doing. In the case of colleges, this can be done easily through the college's department of publicity. In many cases this is already being done.

In the preparation of such materials for the use of newspapers, it should be borne in mind that the material is planned to reach readers, a majority of whom have had no technical or scientific training. It should be written, therefore, in a simple and non-technical manner.

Secondly, I would suggest that scientific institutions be willing to co-operate with newspapers in specific instances where material in greater detail is wanted. Through the visits of newspapermen to scientific institutions both the scientist and the news writer will profit in that they will come to understand each other's viewpoints and will learn from each other the best way of presenting science to the public.

Third, I would suggest that in the arrangement of all scientific meetings, the fact be borne in mind that the meetings are going to be reported in the newspapers. Part of the arrangements for a meeting should include the setting up of a publicity bureau to see that the newspapermen get abstracts of papers and the news of what is happening. The American Association for the Advancement of Science has taken the lead in this matter. At the Washington meeting of the association, for example, fine assistance was given newspapermen under the direction of Dr. Austin H. Clark of the Smithsonian Institution.

The maintenance of an information bureau during a meeting means considerable work in advance. It also needs the sincere co-operation of every speaker on the program. For the success of the bureau depends upon the willingness of speakers to comply with the request of sending the bureau abstracts of papers well in advance of the meeting.

These things which I have enumerated are all relatively simple things. Yet I believe that they are things which are exceptionally well worth doing.

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NEW YORK STATE
Westchester County's
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Are Covered Completely by
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IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined*.
THE PITTSBURGH PRESS
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The World
These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 Daily World — Evening World readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.
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CHAS. H. EDDY CO.
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MORSE MEN INCREASE AND PROSPER DESPITE AUTOMATIC PRINTERS

Bulletin Matter Still Goes to Dot and Dash Operators for Fast Service—Changes in Transmission Devices from Early Days Told

By JAMES THOMAS DICKSON

WHEN a news story is of "bulletin" importance, or when a stock broker's message must be put through without delay, or a telegram is marked "rush" is it put on one of the various automatic telegraph appliances of recent invention for transmission?

It is not. Every efficient telegrapher knows this. It is placed on the good old standby, the Morse circuit, operated by a telegrapher who knows how to put such matter through at top speed. Even where the Associated Press, with double or triple wires, uses automatic printers, the speedy Morse circuit carries the "flash," "bulletin," and "bulletin matter" news, because it is quicker than the automatic printing telegraph.

Almost a century ago Professor Samuel Finley Breese Morse invented the first practicable electrical telegraph. His first apparatus used a ribbon tape of paper upon which a needle recorded the dots and dashes, which then were transposed from Morse characters into English. That apparatus served well enough until the telegraph operator discovered himself. The operator found he could speed up the service by reading the dots and dashes as these clicked in on the magnets and armature. Exit the paper tape system, enter the telegrapher.

Ever since that time scientists, electrical engineers, inventors and others interested in facilitating communication, have sought to perfect a telegraph apparatus that would be speedier and equally efficient. They have attained speed; they have produced apparatus that makes one wire serve the purpose of eight; they have succeeded in transmitting motion pictures and photographs by wire; but the Morse telegrapher still lives.

Frequently, especially during the last few years, as invention succeeded invention in the field of communication, the telegrapher has asked himself: "Am I making my last stand?" Increased demand for his services soon answered that query. Instead of the new apparatus putting him out of business, it has increased the demand for his services at increased wages and better working conditions. Today very close to half a million telegraphers do their daily "stuff" on the North American continent in speeding up the immense and ever increasing volume of telegraph matter of all descriptions that all but swamps the telegraph and telephone companies. News distributing concerns find their leased wires inadequate to handle the "daily run" of news matter demanded by the publishers — Congressional and White House news in complete detail; news from the capitals of foreign countries: Locarno, the world court; League of Nations; the clash of arms in the Near East; the civil struggle in China; quotations on world commodities, and our own stock, bond and curb exchange quotations. The great bulk of this news matter is handled over the automatic printing telegraph, but the more important of it goes to the good old standby, the expert Morse telegrapher, over a speedy wire paralleling the printer circuit.

With world and domestic news crowding its system of leased wires the A. P. recently found it necessary to double the capacity of its trunk lines west of the Mississippi river. It was a case of handling twice the usual volume of news matter over one of these two circuits, or of leasing an additional wire. The cost of a leased wire from the Mississippi to the Pacific coast, and from the Canadian to the Mexican boundary, would involve great additional expense. But by installing the latest development of the automatic printer, the news organization solved the problem without an additional circuit. Heretofore the use of the automatics by this organization was confined to that portion of the country east of the Mississippi. Up to Oct. 1, last year, it used 252 of the inventions on its 117,656 miles of leased wires in the United States. But it had to have one of the most expert of telegraphers at each "printer" station, not only to look after the printer, but, more to the point, to handle the more important news matter on a fast Morse circuit. True, the printer has a capacity of 65 words a minute, but every word must be "punched" on a ribbon of paper tape and passed through an automatic transmitting machine. These machines work fine in fine weather—and sometimes in bad weather. But when old Aurora Borealis gets in his work, or when sleet and snow storms, or high winds interfere with communication—well, there's the good old standby, the efficient and experienced Morse man, who puts the news over almost unworkable wire conditions because he has other Morse men working with him. A letter or a word, or a bit of code may "hang" or "stick" or "drop out" over a very poor telegraph circuit, but the efficient telegrapher has a brain to aid him in his task. The automatic is only what its name implies.

In addition to its double and triple trunk lines, the Associated Press has 42,599 miles of leased single state wires, 7,220 miles of single interstate wires, and 20,904 sporting and financial leased wires. It serves 1,203 newspapers over these leased wires, and a vast number of smaller dailies by "pony" or limited telegraph or telephone service. It employs more than 1,200 expert and experienced telegraphers. It requires a regiment of day and night correspondents, news editors, sporting editors, market editors, pony editors and telephone "readers" to handle the news matter. But Mister Morse Telegrapher, attending strictly to his work, manages to get the news over the wires pronto.

The experienced news telegrapher is a source of information to editors "out on the line," or on state and interstate wires. He has the "news" literally pounded into him by the clicking sounder. He knows what is happening in all parts of the world, and what is likely to happen in the near future. It's easier for the editor to ask the operator "What's Hoover's middle initial?" "Is Senator So-and-so a dem or a standpatter?" "Where's the Prince of Wales today?" than to look through newspaper files in the reference department.

In spelling the telegrapher "is there like a duck." He doesn't have to think how the words are spelled. A series of Morse characters, meaning, perhaps, a word, a phrase, or in some instances, a complete sentence, click on the sounder. The telegrapher hasn't time to stop to "dope out" the spelling problem—his fingers just "bat 'em out" on the typewriter. And by the time he has completed that task he may be six to twenty words behind the sender—and his brain has to not only type the number of words he may be back of the sender but must remember what is clicking into his ear while he is writing what has already been sent and spell it out in full, properly punctuated. Russian, Polish, Czechoslovakia, and Jugoslovakia names, with their maddening bunches of wcjskis, vich's, jkzikis, mean absolutely nothing to the telegrapher. He just "puts 'em down" correctly. Spanish, Italian, French, Japanese and Chinese names come easy to him. Try it yourself sometime and see how far you get. The news telegrapher, by courtesy and for the sake of expediency, is allowed three "breaks," and for the sake of expediency, is allowed three "breaks," or inquiries, a day. More than that number on a fast circuit brings him a polite but insistent note from headquarters wanting to know why he had to ask about this or that, delaying service.

No automatic telegraph device, used by even the most expert typist in punching paper tape, will do similar work. The typist must use the "touch" system while reading copy. Human fingers insist on getting tangled up at times, no matter how expert.

Of course the automatics are flexible to a certain point—an error in "punching" the wrong letter may be eliminated without being transmitted to the receiving printer.

Prior to 1912 the telegraphers in the employ of the A. P. were under the supervision of division superintendents. Kent Cooper, now general manager, came into the organization sixteen years ago as an inspector. He established the traffic department, separate and distinct from the news department. He inaugurated the employes' disability and pension plan, under which they receive their regular pay checks if disabled from sickness or other causes and life insurance without cost.

The first automatic telegraph printers were installed by Mr. Cooper many years ago. As these automatics were improved and made more efficient their

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We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

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THE TELEGRAM
now has the largest paid circulation in
CLARKSBURG, W. VA.
13,000 daily
14,000 Sunday
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Member Audit Bureau of Circulations
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America's Biggest Tabloid
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To be assured of Complete Coverage—
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EVENING HERALD
Los Angeles, Calif.
Gained 5,015 Daily Average Circulation
Sworn Government Statement, Six Months Ending March 31, 1925, 177,298 Daily. Six Months Ending March 31, 1926, 182,313 Daily. Increase in Daily Average Circulation, 5,015.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
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BOOTH NEWSPAPERS
THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES
The Grand Rapids Press
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first! in OHIO
9,561,237 Lines
Dispatch advertising record for the first five months of 1926, exceeding other Columbus newspapers combined by 1,378,109 lines. In 1925 the Dispatch published 21,544,376 lines, exceeding second largest Ohio newspaper by 2,648,383 lines.
NET PAID CIRCULATION
CITY 55,812
SUBURBAN 26,973
COUNTRY 23,666
Total Daily Circulation....106,451
Columbus Dispatch
OHIO'S GREATEST HOME DAILY

use was extended until today these printers are in use where double leased wire service is required to handle the volume of news matter desired; but, notwithstanding such installment, the Associated Press telegrapher finds himself not only benefited financially but his work is easier. Mr. Cooper is not a telegrapher, but he has a firm hold upon the love and loyalty of the telegraphers in his service.

In what some telegraphers might term "the good old days" the operator was wont to migrate with the seasons. In summer, with the millionaire, he was to be found where business and weather were "befittin' "—in the northern states. In winter he migrated south. Some few of his tribe, wanderers who didn't want to work, and who couldn't work if the opportunity offered, gathered in large numbers in large cities. These were the "blockites." Numbers of them would manage to arrive in a good sized city about "payday" and "panhandle" the real workers.

Those days are gone forever. Today a telegrapher must have a clean record. He must be efficient. Before he is given steady employment he must "make good" in actual work. The telegrapher of today takes his vacation or does his migrating like a gentleman should or would.

Since Professor Morse invented and improved his original system of telegraphy, inventors unnumbered and some without record, have sought to "ditch" the Morse system of telegraphy. New inventions have been put into use,—and sidetracked. With the old Wheatstone system the punched tape could be transmitted fast enough over a telegraph circuit for a few hundred miles but required a small army of "tape punchers" with heavy metal punchers grasped in either hand pounding away at a small machine through which the tape passed, to prepare the messages for transmission. And at the receiving end it required a similar small army to transpose the dot-and-dashed tape into English. The system was cumbersome, topheavy, impracticable when speed was required. Then came a "printing typewriter," automatic in its action. But it required the same ribbon punched paper tape. Too slow for rush matter, but good enough on "day and night message" and less important stuff.

Similar automatic printing apparatus followed, but all of it required the same old tape-punched paper ribbon. And while these inventions were being tried out, replaced and re-replace with improved apparatus the good old, reliable Morse telegrapher was doing business at the old stand.

Along about the year 1904 some misguided genius of a Morse telegrapher improvised a very cumbersome sending apparatus which required a couple of dry cells to operate it. Instead of the "key" functioning vertically, it functioned horizontally. To the right it produced a series of "dots," and to the left, dashes. It reduced the number of movements required in ordinary hand sending by two-thirds but it was too bulky.

When Jim Coffey, at that time in the employ of the old Scripps-McRae association at Cleveland, Ohio, analyzed this sending apparatus, he remarked: "Hell, I can beat that without trying." A few weeks later Jim began shooting Morse over the old Cleveland-Chicago Scripps circuit at high speed. Dots came through like hail on a tin roof and the dashes were something marvelous. The Scripps gang in Chicago stood it as long as they could without becoming inquisitive over a very crowded news circuit. It remained for Jim Corrigan, then chief of the division, to explain to us that Coffey was trying out his invention the "Vibroplex," on us. Coffey became proficient on his "model," and finally sold the patent rights. Thereafter he was known as the first telegraph operator in the United States to own an automobile. Corrigan told the "gang" on the wire that Coffey came to work and went home in his new "gas buggy" but wasn't "upstage" about it.

Shortly after this invention—which, incidentally, is in use in slightly improved form today—the Yettman typewriter was tried out on the patient and silently suffering Morse receiver. The Yettman was a typewriter, universal keyboard, and could be used for either sending or receiving. At the lower back part of the Yettman was a cylinder arrangement that, when connected with the line, transmitted regulation Morse characters, as the letters were struck on the keyboard by the transmitting typist. The resulting Morse characters were automatically perfect—over circuits not more than 300 miles in length—and, when transmitted evenly and smoothly by an experienced Morse operator who could both listen to the resultant dots and dashes, and use the "touch" system on the keyboard while he read copy. The Yettman, also, had a spring-operated motor to revolve the transmitting cylinder. It failed to achieve popularity with either operators or telegraph companies.

Thereafter followed various inventions, the most efficient and popular among which was the "automatic printing telegraph" using the tape-punching system, but improved to carry over longer circuits and to work efficiently through minor wire interference. The telegraph companies used these for message work in the eastern part of the United States. Their use gradually spread westward, and when efficiency was sufficiently established, Kent Cooper, then inspector for the Associated Press, caused the printers to be tried out on the shorter eastern leased wire circuits. The system proved satisfactory and today it has spread to the Pacific coast and from the northern to the southern boundaries of this country.

But the automatic printer is by no means the "last word" in automatic telegraph or telephone work. While they are used on many brokers' circuits for transmitting market quotations, a newer invention is being installed over the western part of the United States. This latest apparatus is described as a magnifying ticker service—that is, it resembles the old "gold and stock" ticker, over which market and stock quotations were printed by telegraph on a ribbon of paper, but the newer arrangement uses a magnifying lens and an automatic shutter to flash the quotations on a blackboard or screen, much as motion pictures are reproduced.

Radio communication is advancing rapidly. It, too, is animating the automatic typewriter and the early objection of lack of secrecy has been overcome.

But despite all, the Morse man continues to hold his own.

TWO ECUADOR DAILIES CLOSED BY POLICE

El Guante of Guayquil and El Dia of Quito Suppressed on Dictator's Order—Press Congress Cables Protest

Plants and offices of *El Guante,* of *Guayaquil,* and *El Dia,* of Quito, two of the largest daily newspapers in Ecuador, on June 10, were closed by police forces at the order of the Dictator, Dr. Isidro Ayora, and with the previous approval of his ministers. No reason was given in the Associated Press cable, which said that all the dailies have protested against this violation of press freedom.

The Ecuadorian Press Association is a member of the Press Congress of the World, and the following cablegram of protest was sent to the dictator.

"Press Congress of the Word, composed of journalists and press associations of all countries, including Ecuador, protests closing of plants of El Guante and El Dia as an affront to education and civilization. Urge lifting of ban in interest of good government and personal liberty of citizenry.

"PRESSCONGO,
"James W. Brown, Secretary-Treasurer."

El Guante, of Guayaquil, was founded 16 years ago as a political weekly. Later it was made a daily, and grew until it now ranks with *El Telegrafo,* of the same city, as one of the two largest papers in Ecuador.

El Dia is the second in circulation at Quito, the capital of Ecuador.

Both of the papers closed are liberal. El Guante is owned by a stock company. El Dia is under private ownership and belongs to Dr. Jaramillo.

Private cables received in New York, which have been able to evade the censorship said to exist in Ecuador, tell that Rosendo Aviles, one of the biggest shareholders of El Guante, has been imprisoned. Mr. Aviles has been editing the paper since the middle of last March.

Eleodoro Aviles, another large stockholder, was exiled in December, 1925, and came to the United States. He was a member of the First Congress of Pan-American Journalists held in Washington last April. He sailed on the S. S. Santa Ana, Grace Line, June 10, for Ecuador.

Alvarez Lara, manager of the El Guante, who also attended the Pan-American journalists congress in Washington, remains in New York.

Ecuador has been under a dictatorship since July 9, 1925. The Ecuadorian press, with a very few exceptions, has been campaigning for a restoration of civic constitutional rights, and the two papers closed have been leaders in this action.

In the last available figures, Philadelphia has 779 office buildings, 541 hospitals, asylums and other buildings used for charitable purposes, 312 colleges and libraries, 1,036 churches, and 356 hotels.

Titusville (Pa.) *Herald* will reach its 61st birthday June 13.

Buffalo, The Wonder City of America

Buffalo—A Profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

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Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y. — Tribune Tower Chicago, Ill.
Atlantic Bldg. Philadelphia — Waterman Bldg. Boston

in Detroit—

Free Press city circulation reaches 31,000 more than the total number of families owning their own homes.

THE DETROIT "FREE PRESS"

"Starts the day in Detroit"

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6th Floor OCCIDENTAL BLD. INDIANAPOLIS, IND.

Greater Merchandising Service offered, than any other Milwaukee paper.

THE MILWAUKEE LEADER

"Unawed by influence and Unbribed by Gain"

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Chicago, New York, Atlanta, Los Angeles

Florida's FASTEST GROWING NEWSPAPER

The Miami Tribune

FRANK R. FILDES
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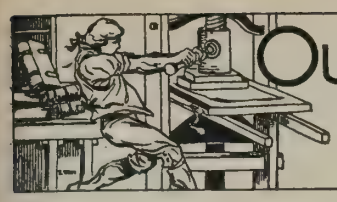
We shall be pleased to see any newspaper man during the Philadelphia Convention and to talk over with him his classified advertising problems

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building Philadelphia

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation
LOUISVILLE KY



Our Own World of Letters

By JAMES MELVIN LEE

TO Philadelphia belongs the credit of publishing the first American book to deal in a practical way with American Journalism, so far as I have been able to learn. This book, "Secrets of the Sanctum," was written by A. F. Hill and was published in Philadelphia in 1875 by Claxton, Remson and Haffelfinger.

Briefly, it attempts to give an inside view of an editor's life, though it is dedicated to the editor, the reporter, the correspondent, the proof reader, the compositor, the press man and—to the devil. The book is valuable because of the portraits of editors of yesterday. The chapter on "The Reporters" can still be read to advantage.

Here is what the city room of the *New York Tribune* looked like 50 years ago:

> The walls are covered with maps. A perpendicular viaduct, for communication between the counting, editorial and composing rooms, with speaking-pipes, copy boxes and bells, run from the low ceiling through the center of the room like the succulent branch of a banyan tree. A small library of books relating to city affairs leans against the viaduct. A water pail and a tin jar of ice water occupy one corner of the room. Paste pots and inkstands are scattered over the desks in lazy confusion. Bits of blotting paper and scores of rusty looking steel pens are strewn about the tables. A dozen reporters are seated at a dozen small green desks. Some are writing, a few are reading, and two are smoking briarwood pipes. The City Editor arrives at the office at 10 A. M., and immediately overhauls the morning papers, reading the advertisements with special care. Every announcement of a political meeting, lecture, horse race, excursion, real estate sale, execution, hotel opening, steamboat-launch, etc., is clipped out and pasted in a blank book. At noon the reporters enter and copy their assignments from the book, drawing a line under each of their names, to assure the City Editor that they are aware of their detail and will attend to it.

Mr. Hill's book may be occasionally picked up at the second hand stall for a dime, but at best a quarter.

* * *

PEOPLE who live in glass houses shouldnt throw stones at reporters is the text from which Silas Bent preaches a lay sermon in *The Atlantic Monthly* for June. This sermon entitled "Journalism and Morality" outlines changes which have taken place in American Journalism—as he sees them.

Bent begins with a story of how he stole a telegram which a wife, who had eloped with a millionaire manufacturer of cosmetics, sent from Tucson to her daughter. Exultant and not ashamed, Bent put the telegram on the desk of the city editor who took it into an editorial conference—rather odd behavior in his opinion.

After the conference the city editor remarked to Bent, "You are aware that you have committed a felony?"

Bent nodded. Then the city editor continued, "This newspaper cannot countenance such conduct and will make no use whatever of information obtained in that way. If I did not realize that you acted from overzeal I should be compelled to discharge you. As it is, you will be permitted to remain on the staff, on probation."

That afternoon the paper printed a first page story from Tucson where the runaways were registered under an assumed name at the leading hotel. Bent's comment is that "if 'no use whatever' had been made of the information in the stolen telegram, then some obscure reporter out West must have been blessed suddenly with clairvoyance."

Other cases somewhat similar are given in the article before Bent begins to draw conclusions. Considerable attention is paid to the matter of faking the news after which this comment is made:

> With the multiplication of the agencies of news-gathering the excuse for faking disappeared. The pressure on the news columns became so great that it was a question, not of finding sensational stuff to print, nor of manufacturing it, but of selecting according to certain standards from the mass at hand.

In Mr. Bent's opinion the scoop is no longer found in American journalism because it was found not to pay dividends: the exclusive story lasted only through one edition and was forgotten in 24 hours. More important factors in circulation are such things as "superior mechanical equipment the employment of 'colyumists' and feature writers, prize contests and crossword puzzles."

Another point stressed by Mr. Bent is that when a newspaper of today distorts the facts in a story it does so not to print a sensation but to serve some political or financial end. He believes that newspapers are chary of such coloring or faking because when detected, as it must be sooner or later, the circulation and advertising are impaired.

The expression of opinion on the editorial page, according to Mr. Bent, has been subordinated to a mere recital of facts acceptable to a large circulation. This same circulation as it has grown has imposed a greater common denominator of taste to please. The editorial policy is conservative because the capital investment is large.

The change that has taken place in reporting is thus outlined:

> The good reporter in this year of grace differs widely from the good reporter in the first decade of the century. Individual exploits have gone out of journalism as they have gone out of war. Those that I have sketched here as fairly characteristic of the day's work—although, to be sure, some of them are high spots—are obsolescent, perhaps quite obsolete. When the spur to get a scoop ceased to be felt, reporters began to work in groups instead of singly, against one another. If there are several ends of a story to be covered, the work is apportioned among them, and they get together later to share what they have gathered. If a celebrity is to be interviewed, it is done en masse. The technique of reporting is co-operative. There is no special initiative, because there is no real competition in getting at the facts. And the facts, when written, must be in accord with a rigid formula. Everybody around a newspaper, excepting the sports writers, is pouring stuff into a mould.

The old *New York Sun* which, according to Mr. Bent, once "stimulated reporting with a flavor" has now "joined the melancholy array of grave stones in Mr. Munsey's cemetery." Mention is made that modern news reporting "will never make a good writer of any man or woman." The comment is added, however, that those who have the makings may well hang around the city room, "not for the training but for the closer look at life it affords."

After insisting that the day's grist comes out a standardized product when put through the newspaper mill, Mr. Bent calls attention to one advantage of such a manufacturing process:

> News is graded and valued much more accurately than in the old days. If you will pick up your competing morning newspapers, and glance at their first pages, you will see that—without any prearrangement—they display the same news in their show-windows, with about the same emphasis. Although it is still impossible to define news satisfactorily, it is nevertheless possible to put it into a perspective, at any moment, which trained newspaper men will agree is the right perspective for that time and place. Its worth can be estimated as accurately as horsemen gauge the value of horseflesh.

Has the reporter become atrophied? "Yes," answers Mr. Bent. "He accepts listlessly the statements handed out to him by lawyers, well-meaning propagandists and publicity agents."

By way of illustration Mr. Bent gives two instances which he says have come under his observation. The first, a speech delivered by a famous railroad executive in New York City, is thus described:

> In advance of the occasion a publicity bureau, calling itself a "counselor in public relations"—for this is the patter of the trade—sent to the newspapers and to the news agencies a copy of the address, as it had been dictated to a stenographer. But when the railroad man found his audience responsive he departed, after the first few paragraphs, from the manuscript. He is noted for his sharp tongue, and he has pronounced opinions. The upshot was a much livelier and more interesting speech than he had intended to make. The reporters who were sent as a formality to the meeting, after verifying the fact that the speaker was there and was talking, went on their way with the prepared copy in their pockets; and the next morning no New York newspaper had the real news of the evening, although one of them printed the "canned" speech in full.

Whether Mr. Bent who, incidentally, used to report for the *New York Times* ever reads EDITOR & PUBLISHER is open to question. Campaigns, whatever may be true in the daily newspaper field, have not been abolished by EDITOR & PUBLISHER which right now is campaigning to can "canned stuff."

* * *

AMONG the items which should be marked in *The Nation* for June 16 are: the editorial about the attempts to interfere with the freedom of the press; the special article on "The British General Strike" which tells how the story was covered by London newspapers; the letter, "Truth in Advertising," which takes up the decision by the Federal Trade Commission concerning the Ostemoor mattress; and the interesting skit "In the Driftway" which deals with the organ of Greenwich Village—*The Quill*.

This quatrain ought to bring a smile and possibly a desire to see *The Quill*:

> If your verse is very vile,
> You might send it to *The Dial*.
> If your verse is viler still—
> Send, oh, send it to *The Quill*.

"SKIPPY"

By PERCY CROSBY

The best juvenile comic strip. Combines great humor, excellent drawing and emphatic adult appeal.

A feature you can't afford to miss

JOHNSON FEATURES, Inc.
1819 Broadway, New York, N. Y.

Wheeler-Nicholson, Inc.
Complete Feature Service

Wire us for samples and prices of the

Largest, Most Original
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blanket feature service on the market, which includes IVANHOE, VIVIAN VANITY, and the FAMOUS SHORT STORY SERIES, in addition to SPORTS, WOMAN'S PAGE FEATURES, COMICS, FICTION, VERSE, CARTOONS and everything for the newspaper.

Wheeler-Nicholson, Inc.
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373 4th Ave., New York City

RADIO

PROGRAMS
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Used and Praised by More than 200 Newspapers

Send for samples and prices

AUDIO SERVICE
326 West Madison St.
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***features* SINCE 1899**

WEEKLY
Camera News, Fashion, Feature and Children's Pages; House Plans; Automobile Cartoon.

3-A-WEEK
Hints for the Motorist; Handicraft in the Home.

DAILY
Cross-word Puzzles, Dots and Cut-outs; Radio; Noozie; Fashion hints; 1 col. Comics; Portraits; Gillilan's Letters; News-Maps, also The Ad-route (house organ).

The International Syndicate
Baltimore, Md.

Among The Newspapers Publishing

Constance Talmadge's Flapper Series

Chicago Journal
Detroit News
Toledo Blade
Omaha Bee
Peoria Star Journal
Philadelphia Sun
Buffalo Times
Louisville Courier J'l
Oakland Post Enquirer
Memphis News Scimitar
Newark Jersey Transcript

Why Not Join This List of Papers
Wire for Terms and Territory

COSMOS NEWSPAPER SYNDICATE INC
Covering the World
NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY

Herbert S. Houston, President and Editor-in-Chief
Myles F. Lasker, Vice-President and General Manager



THE WELFARE COMMITT
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

AD TIPS

George Batten Company, McCormick building, Chicago. Placing account of J. N. Collins, Minneapolis, manufacturers, candy.

Norris L. Bull, 774 Main street, Hartford, Conn. Has secured account of the Billings & Spencer Company, Hartford, manufacturers drop forged tools, special forgings and forging machinery.

Campbell-Ewald Company, Detroit, Mich., is sending contracts generally to newspapers on General Motors Company, Detroit.

Witt K. Cochrane Advertising Company, 30 North Dearborn street, Chicago, is preparing a list on Enoz Chemical Company, Chicago.

Cole-MacDonald-Wood, Inc., Detroit, Mich., will hereafter be known as MacDonald-Ramsdell-Wood, Inc.

David Advertising Company, St. Paul, Minn., is handling the distribution of advertising of the St. Paul Bottling Company, St. Paul. The company is extending its appropriation and will advertise in towns as fast as it can secure distribution.

Dollenmayer Advertising Company, Minneapolis, is preparing a list on Pillsbury Flour Mills, Minneapolis.

John H. Dunham Company, 431 North Michigan avenue, is handling the account of Art Metal Radiator Cover Company, Chicago, which will make up its list during the month of July. F. L. Sheppy is in charge of the company's advertising.

Erwin, Wasey & Co., 844 Rush street, Chicago, is adding new towns to the list on Carnation Milk Products Company, Oconomowoc, Wis.

Farnsworth & Brown, Inc., 2 West 45th street, New York City. Now handling the following accounts: Allen Auto Specialty Company, New York City, manufacturers shutter fronts; the Calculagraph Company, New York City, manufacturers Calculagraph Time Recorders; Cullingsworth, Inc., New York City, men's clothing; L. Sonneborn Sons, Inc., New York City, manufacturers motor lubricants; Zeller Lacquer Manufacturing Company, New York City, manufacturers lacquers.

Ferry Hanly Advertising Company, 6 North Michigan avenue, Chicago, is issuing contracts to newspapers in scattered territory on J. A. Folger Company, Kansas City. Giving orders on National Fruit Flavor Company, New Orleans (Orange Squeeze), to a list of newspapers.

R. Marshall, 6553 Woodward avenue, Detroit. Handling the following accounts: Anchor Concrete Machinery Company, Adrian, Mich., concrete products equipment; the Knickerbocker Company, Jackson, Mich., contractors' machinery; Nichols Centrifugal Products Corporation, Detroit, centrifugal pipe process; McCracken Machinery Company, Sicux City, Ia., sewer pipe machinery; Globe Furniture and Manufacturing Company, Northville, Mich., church, lodge and home furniture; C. H. McAleer Manufacturing Company, Detroit, automobile polishes; C. E. DePuy Company, Pontiac, Mich., stock food; Supertile Machinery Company, Huntington Park, Los Angeles, Calif., tile making machinery; the Rocbond Company, Van Wert, Ohio, plastic magnesia stucco.

Myers-Beeson-Golden, Inc., Pershing Square Building, New York City. Has secured the following accounts: Mot-Acs, Inc., New York City; United States Sand Paper Company, Williamsport, Pa., makers of Mapbrand sandpapers and emery cloths; Stetson Drug Corporation, New York City, distributors of Stetson tablets for indigestion.

Northwestern Advertising Company, St. Paul, Minn., may put on a special fall campaign on Allen-Qualley Company (Juior Candy Bar), St. Paul, advertising to the school and college trade.

P. F. O'Keefe Advertising Agency, 45 Bromfield street, Boston. Placing account of the W. L. Douglas Shoe Company, Brockton.

Olson & Enzinger, Inc., Century Bldg., Chicago, Ill. This agency is now handling the following accounts: Cracker Jack Company, 512 South Peoria street, Chicago, Ill., manufactures "Cracker Jack" and "Angelus" Marshmallow; Great Lakes Golf Corporation, Milwaukee, Wis., manufactures golf clubs.

Richardson-Briggs Company, Cleveland, is adding new towns to the list on Cummer Products Company (Energine), Cleveland, O.

Robbins & Pearson Company, 390 E. Broad street, Columbus, O., has been appointed by the J. H. Grayson Manufacturing Company, Athens, O., manufacturers of Rayglo heaters, to direct its advertising.

Roche Advertising Company, 310 South Michigan avenue, Chicago, a new organization, will place the advertising of the Studebaker Corporation of America, South Bend, Ind., the Chero-Cola Company, Columbus, Ga., newspaper accounts, as well as several other accounts advertising in various media, starting July 1.

F. R. Steel Company, 201 East Ontario street, Chicago, is giving copy orders to a list of newspapers on M. & M. Laboratories, Chicago (a fluid to save gas).

Sweet & Phelps, Inc., 210 E. Ohio street, Chicago. Has secured account of the Patent Novelty Company, Fulton, Ill., manufacturers general household articles.

Washburn Crosby Company, Minneapolis. Plans to use magazines exclusively for advertising for the fiscal year June, 1926, to June, 1927. There will be no newspaper advertising during that period.

Frank B. White Company, 76 West Monroe street, Chicago. Handling account of the Anderson Box Company, Indianapolis, manufacturers of Blue Ribbon Master Breeder chick boxes.

Canada Bars U. S. Editor's Car

Refusal of the customs department of Canada to allow the outing editor of the *Tacoma Daily Ledger* to drive his car in British Columbia while gathering material for a series of scenic articles to be run in the Ledger, caused officials of the Automobile Club of British Columbia to denounce the regulations as extreme and absurd. George E. Housser, chairman of the legal and legislative committee, stated that his investigations showed the rule old fashioned, and referred more to horses and buggies than to automobiles. His remedy would be to allow border officials to use their own discretion in admitting automobiles into the country for business purposes.

Four towns in the United States have Democratic and Republican newspapers published under the same management.

Supplies and Equipment

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON

Fight hot-weather fatigue

Fresh, cool, invigorating air — supplied by Sturtevant Ventilating Fans — would keep your men working at top-notch efficiency during the hot summer months.

B. F. STURTEVANT CO.
Hyde Park, Boston, Mass.
Branch Offices in Principal Cities

Sturtevant
REG. U.S. PAT. OFF.
Ventilating Fans

PRESS CONTROL
C-H
"Safest System in the World"

For large and small plants

Cutler-Hammer Controllers for presses of every size and for every type of motor-driven machine.

Address all communications:
The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1203 St. Paul Avenue, Milwaukee, Wis.

CUTLER-HAMMER

Modern Composing Room Furniture

as made by us will speed up production and reduce costs—A *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

Don't "Pig" Metal
It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

Standardize Your Title To Perfection With Hardened Steel Newspaper Headings That Last Forever

A. J. SOSSNER
363 West Broadway
New York

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

GOSS 24 and 28-page presses good for black or color work, also Goss Sextuple.

HOE Pony Quadruple, Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.

DUPLEX Metropolitan Quadruple stereotype presses—print up to 32 pages.

Available For Early Delivery

WALTER SCOTT & COMPANY
Main Office & Factory.....Plainfield, N. J.
New York Office..Brokaw Bldg., 1457 Broadway
Chicago Office.....Monadnock Block

Hoe Quick-Lock-Up Flat Casting Mould

The throwing of a single Lever locks this Hoe Flat Casting Mould which is carefully designed and constructed for perfect Balance as well as Quality and Durability.

Made in three sizes—five, seven and eight columns.



If It's a Hoe, It's the Best.

R. HOE & CO., Inc.
7 South Dearborn Street, CHICAGO, ILL.
Also at DUNELLEN, N. J.
504-520 Grand St., N. Y. City
7 Water Street, BOSTON, MASS.

Buyers and sellers of equipment meet face to face in EDITOR & PUBLISHER

Employment—Equipment—Services

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS

(Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE.

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 1841 Broadway, New York City.

BUSINESS OPPORTUNITIES

Brokers

Not June Brides But June Bargains—Weekly and job plant; exclusive field New York. Receipts $17,000; net profit, $5,000; price $15,000, third cash. Weekly and job plant, exclusive field, county seat Virginia. Receipts $12,000; net profit $5,000; price $13 000, half cash. J. B. Shale, Times Building, New York.

Two Important Newspapers, located respectively in Illinois and Texas, are available for purchase in a private way on a basis of capitalizing profits at 15%, involving from $300,000 to $500,000 on each property. Please give financial references. The H. F. Henrichs Agency, Litchfield, Ill.

Newspapers for Sale

Exclusive Afternoon Field, Kansas county seat 15,000; A. P.; offered for quick turn at slightly less than four times annual return to owners. Financial references first letter. A-590, Editor & Publisher.

Small Afternoon Daily for sale in fast growing Eastern Carolina town. Only daily in five counties. Unlimited opportunities. A-553, Editor & Publisher.

Trade Paper Wanted

Wanted to Buy—Trade paper now showing profit and in field which will support bigger promotion. All correspondence strictly confidential. Address A-583, Editor & Publisher.

CIRCULATION

Premiums

Suppose You Were a Woman. You would want a dish dryer. It eliminates 30 minutes in the kitchen. Price 60c. F. O. B. No finer premium on the market. The Steel Co., Box 203, Palmyra, N. J.

Premiums of every description. Your Publisher takes no risk. C. R. Bailey, Hoboken, N. J. Formerly New York. Estab. 1888.

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Circulators Convention discussion on promoting R F. D. circulation with dinnerware was important. R U getting mail circulation under this new, cheap plan? Ask us how. The Albright China Co., 104 W. 5th St., Palmyra, N. J.

EDITORIAL

Syndicate Features

For Worth (Texas) Recorder and New York Bolletino dela Sera are the new customers this week. For samples of a live, alert up-to-date service, write The Graphic Syndicate, 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

Circulation—In a city of 400,000 inhabitants there is a morning paper published which is seeking the services of a real live circulation manager; a man who can create honest circulation without high-pressure methods and can show 100 per cent on his A. B. C. audits. Must be experienced in economy and at the same time he will be privileged to spend money judiciously if it means extra circulation. Position will be open by July 1st. All communications will be treated confidentially. State age, salary desired and references. Address A-587, Editor & Publisher.

Circulation Manager wanted by afternoon paper city 35,000 in Carolina. Prefer young man that's an assistant whose record entitles him to move up. Clean, honest, a hustler, best of reference. State salary expected. A-582, Editor & Publisher.

Editor Wanted for Trade Journal; experienced man with Editorial and Managerial Capacity, by well-established growing Monthly now in its fourth year, amply financed and with extraordinary opportunity for development in its field —the Dairy Industry, which is one of the four largest industries. A man of initiative and aggressiveness required. He will be placed in a position that will bring unusual rewards for effective service. Write in confidence, giving particulars of experience, stating salary wanted, etc. President, P. O. Box 834, Detroit, Mich.

Experienced News Man, high class, wanted to join me in conducting evening paper, large, important field. No money required, but best of references. Address A-592, Editor & Publisher.

Pressman wanted to run Duplex sextuple straight-line press; excellent working conditions, steady position. Excellent living conditions. Start in two or three weeks. Newspaper within one hour and half from New York. A-576, Editor & Publisher.

Situations Wanted

Advertising Man desires connection with daily newspaper on Pacific Coast. 6 years' experience, 3½ years as advertising manager, 10-14 pages daily. Capable, steady, conscientious worker. References. Address J. L., Box 14, Pendleton, Ore.

Advertising Manager of Michigan daily seeks voluntary change. Experienced and aggressive, with thorough knowledge of building permanent linage as well as features. Judicious staff director with clean, productive record. Would be glad to correspond with live newspaper planning for greater effort. A-579, Editor & Publisher.

Advertising Manager—Advertising Solicitor, both producers, fully experienced, ambitious. Now employed. Will connect with progressive newspaper, any location. A-589, Editor & Publisher.

Attention Newspaper Owners: We know of a newspaper publisher who took a second newspaper in 1918 and within eight years increased the circulation of that newspaper 11,000 net paid daily. No premiums, no contests, but the right kind of knowledge put this newspaper over and today it is the outstanding newspaper in its city. The profits followed along with the increased circulation and the newspaper was recently sold at 500% more than it could have been purchased for in 1918.
If you are a newspaper owner and need this man you will thank us for calling your attention to him. He is without question one of the best newspaper publishers in the United States. If you are looking for a man who will add thousands of dollars in value to your newspaper, make a profit, create a standing and following, this is the man you want. Address A-591, Editor & Publisher.

Business Manager or Assistant to Publisher—A man fortified with years of experience, now employed as advertising director, is seeking above position. Can satisfy interested publisher concerning ability, energy, and integrity. Trained in the fundamentals governing the administration of the successful newspaper. Address A-572, Editor & Publisher.

Circulation Manager, successful record, young, now employed, is seeking connection with larger paper. Familiar with ABC and all phases of circulation work; has experience from ground up. South or Southwest preferred. A-580, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Circulation Manager—15 years' circulation experience, 10 years as Circulation Manager on largest papers in South. Know Circulation Auditing, Promotion, Office Owned and Independent Systems. Have also had experience on combination Morning and Evening Circulation. Will be glad to make trip at my expense for personal interview with Publisher desiring services of Circulation Manager. Can furnish satisfactory references from my employer. Inquiries treated confidentially. A-558, Editor & Publisher.

City Circulation Manager.—Ten years of first class experience. Very successful handling boy carriers, also men carriers. Fine record as a promotion man. Real circulation builder. Best of reasons for seeking change. First class references from past and present employers. Twenty-nine years of age, married. Circulation Manager, 1422 Allegheny St., Atlanta, Ga.

City or Managing Editor with twenty years' experience, available June 20th because of sale. A news executive with successful record. Best of recommendations. A-543, Editor & Publisher.

City Editor, married, wants to change fields. Consider desk, telegraph or local, or street. Guarantee satisfaction. Must pay $50. Will be available on two weeks' notice. Address A-588, Editor & Publisher.

Classified Manager—Healthy, vigorous, neat and refined appearance, possessed with energy and ability to sell and train a staff to sell, now employed, desires a change. Last year's record over 300,000 lines gain. A-556, Editor & Publisher.

Classified Advertising Manager; four years' experience on papers in cities of 100,000; now employed as Sales Manager of advertising lines, but wish to return to newspaper field; have good record for linage increase on previous publications. A-581, Editor & Publisher.

Classified Manager—Of leading daily in Illinois town of 90,000 desires change. Young man, well educated and a producer, four years' experience. Well versed on real estate accounts. Best of references. Write A-586, Editor & Publisher.

Editorial—Do you need City News, Managing or Feature Editor? Not Unemployed. Credentials that will satisfy; age 34, married; 10 years' desk experience, university education; now executive in big organization; ask $60 to $75 per week and can earn it. Write A-578, Editor & Publisher.

Editor-Engineer—Will edit House Organ for Transportation Company, Public Utility Co., Manufacturing Co., or get up catalogue, advertisements or historical booklets or descriptive matter. 3½ years' experience as Department Editor of Magazine and Electrical Engineer of a number of years' standing. A. Barnett Green, Hotel Wellington, 7th Ave. and 55th St., New York.

Field Representative—Widely experienced, energetic man wishes to join publisher's staff as confidential research man or field secretary. Has original plans for this work. Twenty years connection with publishing, writing, advertising, promotional work, newsprint paper. Executive capacity, but available for subordinate connection to demonstrate qualities. Has published own small magaine for several years. Holds substantial public position; confident public speaker; has addressed scores of varied gatherings. Served in U. S. Army and Navy holding executive rank. Widely traveled matured; seasoned. Highest type commercial and personal references. (Ability as amanuensis.) Right man to relieve overburdened general manager of many problems. Wishes to engage exclusively with magazine or news paper publishing enterprises. A-544, Editor & Publisher.

Live Wire, Young Man with 15 years of newspaper experience in executive capacities, wide acquaintance among publishers, thorough knowledge of national field and newspaper's requirements, desires connection with high-class organization of publishers' representatives. Chicago territory preferred. Can sell space. High-class references. Address A-584, Editor & Publisher.

Managing Editor—Fourteen years on largest metropolitan dailies, thoroughly competent if given co-operation. A-549, Editor & Publisher.

Newspaper Executive, practically trained in all departments of newspaper making, provincial and metropolitan, is available for immediate connection, where proven constructive ability, seasoned experience and pleasing personality will find permanency and congenial environment. Formerly business manager prominent New York City daily. Recently, a Hearst business executive. Excellent references. Consider any location. A-574, Editor & Publisher.

News Editor, city, telegraph. Hard worker seeks connection with middle-west daily. Address A-557, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Office Manager, now connected with a New York suburban newspaper, will be available about July first. Has been in charge of business management. A-546, Editor & Publisher.

Young Man with special training and fifteen years' experience in newspaper work desires permanent connection with good daily in Middle West. Capable of serving in capacity of business manager, advertising manager, accountant, or publisher's assistant. Best of character and business references. Address A-585, Editor & Publisher.

MECHANICAL

Equipment for Sale

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Engraving Co., 114 E. 13th St., N. Y. City.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner Fendler Branch, A. T. F. Co., New York City.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Equipment Wanted

Flat Shaver wanted to make 4-column cuts. Please give make and condition, also best price. Lansing Capital News, Lansing, Mich.

FOR SALE

Florida bi-weekly newspaper with job plant. City has 12,000 population, county seat. Circulation, 3,000; advertising rate, 50 cents an inch. Weekly revenue, $500 for newspaper. Job plant does $15,000 annually. Price for both, $25,000. Terms to suit.

PALMER, De WITT & PALMER

Newspaper Properties

350 Madison Ave., NEW YORK

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON

Times Bldg. New York

WE CONNECT THE WIRES

WE WANT

Reporters

Copy readers

Advertising salesmen

FERNALD'S EXCHANGE, INC.

THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

PUBLISHERS!
Secure your Executives through the Classified Department of
EDITOR & PUBLISHER

DOLLAR $$ $$ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

SUGGEST the slogan "We Wash Cars Clean" to one garage or wash-stand in your city. If kept before the public over a period of time the phrase will get wonderful results. It increased business for firms in Lebanon, Ind. and Frankfort, Ind.—Davis O. Vandivier.

A "Made-In-Evansville" Week launched by a newspaper brought real results in the way of advertising and good will. At the suggestion of the newspaper, local stores features in their sales and in their advertising copy, goods actually made in that city. The manufacturers of special apparatus also "came through" with good advertising accounts for the week. The stunt was highly successful from every angle and it is planned to repeat it again next year.—B. A. T.

Now it is timely to run a page of golf advertisements. The *Evening Mail*, Halifax, did this recently. The page was headed with "Fore." A write-up told of the three championship golf meets to be staged on Halifax courses in 1926, and around the reading matter were advertisements for golf apparel, equipment, etc.—V. G. Dawson, Halifax.

Every classified manager who wishes to increase his linage of farm advertising should note the comments of Dale Bessire in the current issue of *Farm and Fireside*. Mr. Bessire who owns 12,000 apple trees in Brown County, Indiana, tells how he built up his business through sales to the auto tourist. He began 12 years ago with 1,200 apple trees. He says he has tried selling through commission men, selling direct to the wholesaler, selling straight to the city consumer, but has finally decided that the best way is to sell at the farm in small lots to the family that wants and needs the apples. Not only can the roadside stand be advertised effectively in the classified columns, but every week-end, at least, should furnish the occasion for a Touring page layout with stories on interesting trips and ads gathered from garages, filling stations, refreshment stands, and farmers' roadside stands along the route.—Norman J. Radder, Indiana University, Bloomington, Ind.

H. W. Brown & Co., gift and novelty merchants, of Milwaukee, Wis., are following the news-ad form of several large department stores, by publishing each Sunday in the Milwaukee papers a very attractive advertisement in news form entitled "Brown's Shop News."—Reuben Levin.

A farm edition of a middle-western newspaper went across big. In the edition, practically all of the advertising was directed to the farmer and every farm home within 50 miles received a copy. It was also a good stunt from a circulation viewpoint as results later proved. —B. A. T.

Considering the number of people who will be traveling this summer it should be possible in many places to run a page of "suggestions for the trip," down the center of which a column or two of news about, or letters from absentees might be printed.—Fremont Kutnewsky.

The *Denver Post* publishes each day in the lower left-hand corner of page one, a vacation season reminder to "take the Post with you on your vacation." Appended to the reminder is a handy coupon stating "please change my Post from ———, my present address, to ———," with blanks for subscriber's name, city and state. According to the subscription department, the reminder is adding many summer subscriptions weekly.—M. S. M., Denver.

The *Milwaukee* (Wis.) *Sentinel* at stated times during the week runs a "Vacation and Tourist Guide." Newspapers in states that are noted for their fishing or summer resorts can profit by similar ads which represent special railroad and steamship excursions, advertisements of leading resorts, and also of stores catering to all the needs of the vacationist.—Wilbur Polson, Milwaukee.

Do your stores advertise specials for Suburban Day, usually Friday or Saturday? In Racine, Wis., the police department co-operates with the newspapers and the advertisers in getting out-of-town customers and those in the territory surrounding the town to feel more than welcome in parking their cars. The cars don't get stickers if they stay an hour and a half in a one hour limit street as the visiting cars contain a guest card furnished by the department stores which reads, "This card entitles you to park your car on the streets of Racine, Wisconsin as long as you wish. There is no time limit for you." The card is signed by order of the chief of police.—Thora Eigenmann, Bloomington, Ind.

One of the Boston papers recently ran a very interesting story on the work of the railroad detective. It described several interesting cases and outlined in detail the work of these officers whose duty it is to keep the crooks from entering the city and to protect the crowds from pickpockets etc. Any paper could easily work up a story of this type and the public is always interested in stories that have the spice of adventure in them.—C. E. Pellissier, Boston, Mass.

For papers which cover small suburban towns a source of many personal items may be created by having placed at one or two of the most popular stores in each town a box with a slotted top, for the reception of such items, written out. Put up a placard and perhaps carry a note in the items for that town. Probably the items should be signed as a guaranty of truth, although this is not always done. A surprising amount of copy will find its way into such a box.—Guy M. Chase, *Elizabeth* (N. J.) *Journal*.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

CONFLICT of game and sport associations among each other has been almost traditional in the past. The *Milwaukee Journal* published an excellent story in a recent Sunday issue on the co-operation in Wisconsin between the various outdoor groups for the preservation of the state's forests, game, landscape, etc. Similar stories may be worked up in other states by getting in touch with the heads of the various outdoor organizations and possibly with the state conservation board or commission.—Ruben Levin, Madison, Wis.

Through a contest staged by the *Denver Post* to determine "the most heroic dog in Colorado" the paper obtained several columns of stories of intense interest to animal lovers. The contest was conducted in co-operation with a local kennel-club show and the winning dog was presented with a medal of honor.—M. S. M., Denver.

You'll be surprised with the response of women readers of your newspaper to a "How I Improved My Appearance" column and contest. Offer $5 weekly for the best letter on this subject and pay $1 for each letter published. The pulling power of this feature is tremendous.—G. Smedal, Jr., Minneapolis, Minn.

A $5 bill that everybody seems to be working for in Seattle and which makes a miraculous amount of "copy"—good live material each day—is the five-spot offered for "My Best Fish Story," run under this title by the *Post-Intelligencer*. —C.M.L.

How To Play GOLF
By JOHNNY FARRELL
Famous Teacher of That Game
24 LESSONS
Illustrated
For release daily
KING FEATURES SYNDICATE, Inc.
New York City

BY UNITED PRESS
AROUND THE WORLD AROUND THE CLOCK
UNITED PRESS ASSOCIATIONS
World Building New York

Mary Marshall
FASHION WRITER
is sending a
COMPLETE DAILY AND SUNDAY FASHION FEATURE
and a
DAILY FASHION NEWS SERVICE FROM PARIS
Authoritative
Entertaining
Full of Ideas
The McClure Newspaper Syndicate
373 Fourth Avenue, New York

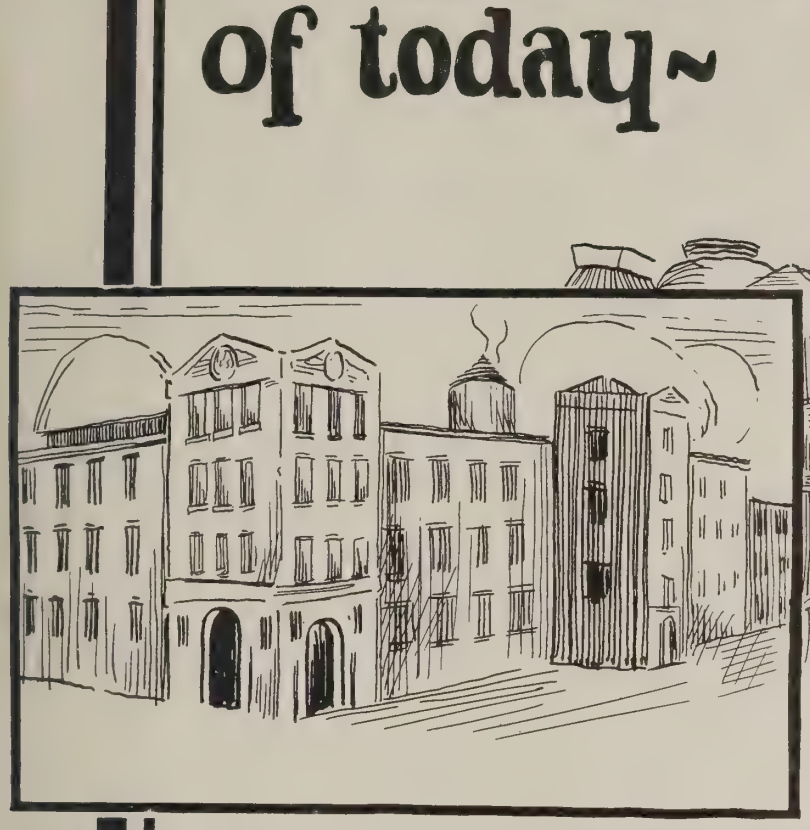
COMPLETE WIRE REPORTS FOR EVENING AND SUNDAY PAPERS
International News Service
"Get It FIRST but First Get It RIGHT"
63 Park Row
NEW YORK CITY

The World's Greatest Newspaper Feature Service
Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.
4 page ready-print color comics.
Write for samples and rates
NEA SERVICE INC.
1200 W. 3RD STREET, CLEVELAND, OHIO

THOS. W. BRIGGS CO.
Columbian Mutual Tower
MEMPHIS, TENN.
CREATORS OF LOCAL DISPLAY FROM A NEW SOURCE
Our Business Review and many other feature pages now running in more than 80 leading American and Canadian newspapers. Write or wire for our representative.

Yourself and Your Body
By Wilfred T. Grenfell
Illustrated by the author
Dr. Grenfell has done for anatomy what Van Loon did for history and anthropology in "The Story of Mankind"
24 Illustrated Articles
The Bell Syndicate, Inc.
JOHN N. WHEELER, Pres.
154 Nassau St. New York City

A Typical Southern scene of today~



Follow this Business movement Southward!

In this favored region are to be found all the factors of a great industrial development—a favorable climate both winter and summer—soils that produce abundantly the crops of the north and the west—a variety of the raw materials in abundance—water powers—developed and undeveloped coal and iron sufficient to last for centuries—growing local markets with proximity to the consuming centers, and with adequate transportation systems which serve the South. All these factors combined make for a greater and more prosperous South.

The South wants and needs your products,—and no greater opportunity exists today for the advertiser of meritorious products seeking a greater market.

Advertise to the great prosperous group—through the most direct medium—the daily papers.

The papers listed below are ready to show you how you can distribute your products in the most efficient and economical manner.

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
*Mobile News-Item .....(E)	11,993	.05	.05
*Mobile Register .....(M)	20,427	.08	.08
*Mobile Register .....(S)	32,096	.10	.10
FLORIDA			
†Daytona Beach News..... (ES)	5,731	.04	.04
*Florida Times-Union (M) 49,903.....(S)	59,239	.12(S.15)	.12(S.15)
*Lakeland Ledger .....(E)	5,173	.03	.03
*Miami Herald .....(M)	48,108	.11	.11
*Miami Herald .....(S)	60,006	.12	.12
*Orlando Reporter-Star .....(E)	8,502	.06	.06
*Orlando Sentinel .....(M&S)	10,655	.06	.06
*Pensacola News and Journal.....(E&M)	9,805	.06	.06
†St. Petersburg Independent.....(E)	11,917	.055	.055
Tampa Telegraph (M) 12,850.....(S)	25,280	.06	.07
*Tampa Times .....(E)	23,325	.08	.08
†Tampa Tribune (M) 34,841.....(S)	53,762	.09(.11S)	.09(.11S)
*West Palm Beach Post.....(M)	12,243	.06	.06
GEORGIA			
*Augusta Herald .....(E)	14,246	.05	.05
*Augusta Herald .....(S)	14,547	.05	.05
*Macon Telegraph .....(M)	24,035	.08	.08
*Macon Telegraph .....(S)	24,439	.08	.08
**Savannah Morning News (M), 21,015.(S)	22,204	.06(.07S)	.06(.07S)
KENTUCKY			
*The Lexington Leader.....(E)	19,640	.06	.06
*The Lexington Leader.....(S)	19,531	.06	.06
**Paducah Sun .....(E)	9,255	.04	.04
NORTH CAROLINA			
†Greensboro Daily News.....(M)	27,485	.08	.07
†Greensboro Daily News.....(S)	31,505	.09	.08
†Raleigh News and Observer.....(M)	33,515	.08	.08
†Raleigh News and Observer.....(S)	36,318	.09	.09
†Winston-Salem Journal .....(M)	13,702	.05	.05
†Winston-Salem Journal .....(S)	13,720	.05	.05
*Winston-Salem Sentinel .....(E)	18,259	.07	.07
SOUTH CAROLINA			
**Columbia State .....(M)	23,663	.07	.07
**Columbia State .....(S)	24,338	.07	.07
**Greenville News .....(M)	21,704	.075	.07
*Spartanburg Journal .....(E)	4,613	.05	.05
*Spartanburg Herald (M) 6,860.....(S)	9,856		
TENNESSEE			
**Chattanooga Times .....(M)	30,203	.10	.10
**Chattanooga Times .....(S)	30,230	.10	.10
*Memphis Commercial Appeal.....(M)	100,934	.18	.18
*Memphis Commercial Appeal.....(S)	129,219	.21	.21
*Nashville Banner .....(E)	54,519	.11	.11
*Nashville Banner .....(S)	56,007	.12	.12
VIRGINIA			
*Danville Register and Bee.....(M&E)	14,313	.05	.05
*Danville Register (Sunday).....	9,065		
*Newport News Times-Herald.....(E)	7,968	.05	.05
*Newport News Daily Press.....(S&M)	5,413		
*Roanoke Times & World News...(M&E)	25,772	.08	.08
*Roanoke Times .....(S)	16,076	.07	.07
*Staunton News-Leader (M), Leader..(E)	6,855	.035	.035

* A. B. C. Statement, March 31, 1926.

** A. B. C. Statement, September 30, 1925.

† Government Statement, March 31, 1926.

WHERE CONFIDENCE COUNTS

MORE than ten million "new investors" have been added to the nation's security buyers since the war.

The most direct path to this market of increased and diversified buying is the authoritative, comprehensive and clearly written financial page of the daily newspaper.

The institution which has done most to make possible the authoritative, complete and clearly written financial page is the financial service of The Consolidated Press Association.

In no other department of a newspaper does confidence in the news columns represent as definitely confidence in the advertising columns.

Consolidated Press financial pages have the confidence of their readers because of the accepted authority, integrity and thoroughness of C. P. A. financial writers.

The newspaper which publishes these dispatches is assured of a responsive following and assured of it *exclusively* because it offers its readers something which they cannot get elsewhere.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York
Eighth Floor
World Building

Chicago
Third Floor
Daily News Building

San Francisco
Third Floor
Bulletin Building

Paris
Fourth Floor
19 Rue d'Antin

THIS ISSUE:—FULL ACCOUNT OF PHILADELPHIA ADVERTISING CONVENTION

EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1926

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 5 | NEW YORK, JUNE 26, 1926 | By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign | 10c Per Copy

JOURNALISM LIBRARY
Not to be taken from this room



Because the Whole Family Is Interested

It's plain economy to sell all members of the family at once —rather than singly. This is effectively done in Chicago because all members of the family read the Photogravure Section of The Chicago Daily News.

The Chicago photogravure advertising of the Standard Sanitary Mfg. Co. (current schedule, 10,000 agate lines) appears exclusively in

The Saturday Photogravure Section of

THE CHICAGO DAILY NEWS

First in Chicago

The

Chicago Daily News

Now uses exclusively the

METROPOLITAN DRY MAT

The proficiency of the mechanical departments of this great newspaper is a by-word with newspaper publishers. Plant after plant has followed the practices and installed machinery and processes adopted by it. The first question asked of salesmen is "Does The Chicago Daily News use it?"

The mere announcement, therefore, that The Chicago Daily News has adopted the METROPOLITAN Dry Mat for exclusive use is all that need be said about this really wonderful dry mat.

Installations in 30 to 60 days.

WOOD FLONG CORPORATION

501 Fifth Avenue, New York City

"Johnny, Get the Sunpaper"

¶ When mother tells little Johnny or little Mary to get the Sunpaper, she doesn't give them the pennies and start them down to the corner store.

¶ The Sunpaper is already at the house—right outside the door—delivered there by a Sun Carrier. All Johnny has to do is to open the door and bring it in!

¶ That's the way it is with the Sunpapers—Morning, Evening and Sunday—they are delivered to the homes of Baltimore. That's why we always speak so proudly and so confidently of the fact that Sunpaper circulation is home circulation.

¶ The newspaper that is assured of a welcome in the home is the newspaper that is read from the first page to the last by the whole family. In Baltimore, you can assure yourself of a cordial welcome, a permanent seat at the family table, by letting the columns of the Sunpapers introduce you.

¶ Then when Johnny gets the Sunpaper, he'll bring in your message, too!

May Average Net Paid Circulation

Daily (M. & E.) . . .	**252,330**
Sunday	**192,051**

A Gain of 7,468 Daily and 6,526 Sunday Over May, 1925

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

Everything in Baltimore Revolves Around

THE SUN

MORNING **EVENING** **SUNDAY**

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"

THE slogan "In Philadelphia nearly everybody reads The Bulletin"—is not *simply* a slogan. It expresses an *actual condition.* The average Philadelphian, not conversant with circulation and advertising statistics, would tell you that there was nobody who *did not* read The Bulletin—because nearly everybody *does.*

"In Philadelphia nearly everybody reads The Bulletin"

Net paid daily average for six months ending March 31, 1926:

533,169 copies a day

The circulation of The Bulletin is larger than that of any other Philadelphia newspaper and is one of the largest in the United States.

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

NEW YORK
247 Park Avenue
(Park-Lexington Building)

CHICAGO
Verree & Conklin, Inc.,
28 East Jackson Boulevard

SAN FRANCISCO
Thomas L. Emory, Verree & Conklin, Inc.
681 Market St.

DETROIT
C. L. Weaver, Verree & Conklin, Inc.
321 Lafayette Boulevard

(Copyright 1926—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 59 | NEW YORK, JUNE 26, 1926 | No. 5

International Advertising Association Is New Name Adopted For A. A. C. W.

Large Attendance at Many Brilliant Ceremonies—Woodbridge Reelected and Denver Next Meeting Place—New Officers Elected and Annual Session Voted a Success



The convention opens! The photograph shows a part of the huge assemblage of advertising men and women gathered in the auditorium of the Sesqui-Centennial exposition, Philadelphia, for the opening session of the Associated Advertising Clubs of the World.

ASSOCIATED Advertising Clubs of the World passed to the list of abandoned titles Thursday afternoon when the Philadelphia convention sitting at the University of Pennsylvania formally ratified the change in name to International Advertising Association, as recommended to the convention by the Joint Assembly, which also passed out of existence as a result of its legislation to reorganize the world advertising body.

C. King Woodbridge of New York was reelected president by unanimous vote, his nomination being moved by Don Gilman of San Francisco and John W. Longnecker of Hartford, Conn., before the Joint Assembly, in which was formerly vested the power to name officers.

Rowe Stewart, general manager of the *Philadelphia Record,* was elected secretary of the I. A. A. He is the first newspaper man to hold this office in the international association, and his election was recognized as due in part to the long-continued demand of the daily press for more active part in the management of the association. Mr. Stewart was president of the A. A. C. W. in 1920-1921, taking the office after Charles E. Otis of Cleveland declined to serve although duly elected.

Francis H. Sisson, vice-president of the Guaranty Trust Company, New York, was named treasurer. The office of secretary-treasurer has been held for several years by Jesse H. Neal, executive secretary, of the Associated Business Papers, Inc., who found his private duties too pressing to permit his continuance in the advertising association office. He placed Messrs. Stewart and Sisson in nomination.

Denver, Colo., was selected as the meeting place for 1927, after several other cities, including Washington, D. C., had asked the privilege of entertaining the next convention.

The name of the National Advertising Commission was changed by dropping the "National," in recognition of the more intense international scope planned for the association under the new regime.

It was voted to admit to membership on the Advertising Commission three representatives or the National Better Business Bureau, three from the sustaining members, three from the women's clubs, and one from each district of the affiliated advertising clubs. The joint assembly delegated its functions to the enlarged commission.

Lou E. Holland, of Kansas City, past president of the A. A. C. W. and president of the National Better Business Bureau, was elected to membership on the I. A. A. executive committee.

Dues paid to the international body by members of affiliated clubs will be from $1.50 to $2 per year.

The executive committee was authorized to continue publication of *Associated Advertising,* official organ, or to substitute bulletins to the presidents of affiliated clubs and other executives of the advertising movement.

Jesse H. Neal, secretary-treasurer, reported that the number of clubs in the association had been reduced from 314 to 253 during the past year, due to house cleaning conducted by headquarters. A number of clubs enlisted in the association under the Neosho plan several years ago, were eliminated for non-payment of dues. Number of members, however, dropped only from 26,603 to 25,747. Income for the year was $80,125 and expenses were $117,959, a deficit of $37,834.

The cash balance remaining from 1925 was $38,892. Audit of the associations records showed assets to exceed liabilities by $3,000. Mr. Neal and President Woodbridge pointed out that drastic economies had been enforced during the year and that the association had lived within its budget by $15,000. Mr. Neal, who retired after 4 years' service as secretary-treasurer and 16 years in actice work for the Association, received from President Woodbridge on behalf of his friends in the directorate a gold watch. Earl Pearson, general manager, received a gift from H. H. Charles, chairman of the program committee, in recognition of his labors in behalf of the committee. Mr. Pearson was also highly praised by Mr. Woodbridge.

The only resolution adopted by the convention was one of appreciation for the hospitality extended by Philadelphia and its representatives, officials and of the advertising fraternity. Mrs. E. F. Lawson, smilingly telling the assembly that "Philadelphia had killed the visitors with kindness," gave pure Damask British tablecloths to Mrs. Woodbridge and to Mrs. Kendrick, wife of the Mayor; and handkerchiefs to Mrs. Charles, Mrs. Patten, Mrs. Stewart, Mrs. Stinson and Mrs. Story.

Members of the executive committee were elected as follows:

By the sustaining members, E. T. Meredith, Des Moines, Ia.; by the Advertising Commission, W. Frank McClure, Chicago; Federation of Women's Clubs, Mrs. Bernice Blackwood, Chicago; by the Board of Presidents, Charles Brooke, president of the Detroit Ad Craft Club; retiring president, Lou E. Holland, Kansas City.

HEARST COUNSEL POLLS A. P. MEMBERS ON BOND HOLDING ISSUE

President Noyes Replies That Executive Committee is Considering Reorganization Suggestions—Hearst Willing to Yield Holdings to Effect Equitable Control

THAT there is a movement to reorganize the bond-holding feature of the Associated Press was revealed this week.

Frank B. Noyes, publisher of the *Washington Star* and A. P., president, in a letter addressed to John Francis Neylan, counsel for William Randolph Hearst, replied to a letter which Mr. Neylan recently broadcast to the Associated Press membership on the subject.

Mr. Neylan's letter follows:

"At the recent annual meeting of the Associated Press some interesting matters were developed, particularly during the debate on the question of the admission to membership of the *Rochester Times Union*.

"I noted that Mr. Adolph Ochs, of the *New York Times*, stressed the fact that a small percentage of the membership of the Associated Press was entitled to cast 40 votes each on the question of election of directors, these members being the holders of the Associated Press bonds.

"In this connection Mr. Ochs pointed out that by virtue of his ownership of 15 memberships, Mr. Hearst could cast 640 votes at a directorship election.

"I also noted that Mr. Ochs and other advocates of the admission of the Rochester Times Union dwelt upon the fact that only 208 members of the Associated Press held the protest right while more than 1,000 members enjoyed no such privilege.

"The facts developed by these gentlemen convinced me that the situation was inequitable.

"Subsequently I discussed these matters with Mr. Hearst personally and I think you will be interested to learn that he expressed himself immediately as being agreeable to any amendments or modifications which would rectify the present situation.

"He pointed out first in relation to the matter of extra votes on the election of directors that he was perfectly willing to join with the other bondholders and surrender any part or all of the extra votes which attach to his memberships. In other words, if the majority of the members desire that all of the members shall stand on a parity as to voting power on the election of directors, this will be perfectly agreeable to Mr. Hearst and he will be glad to join with the other bondholders in according this right to the non-bondholder members.

"I may state that while there might be some legal question as to the propriety of depriving the bondholders of the extra votes unless the bonds were redeemed, there is no question that the by-laws can be amended legally to accord to every member 40 votes for each membership on the election of directors. In other words, deprive the bondholders of nothing but accord equal voting power to the non-bondholder members.

"In relation to the protest right: Mr. Hearst expresses himself very decidedly in favor of according this right to every member of the Associated Press who has been a member in good standing for a period, say of one to five years.

"He points out that by service ot the Associated Press and observance of its obligations a member contributes his share proportionately to the success of the enterprise as a whole. He points out further that an Associated Press membership has a very definite value and that he is perfectly willing to take any steps necessary to protect the value of the small paper's membership.

"Mr. Hearst holds the view that the exclusiveness of the membership is just as important to a small property as it is to a large one and he is perfectly willing to accord to all his fellow members in the Associated Press the same protection for their rights as he asks for his own.

"To sum up the situation, therefore, Mr. Hearst does not ask that any member or group of members of the Associated Press shall enjoy or continue to enjoy any privilege or protection not accorded to all members, and in spite of the fact that he has paid large sums for memberships because these special privileges have attached, he is perfectly willing in view of the equities of the situation to surrender these special privileges.

"As you undoubtedly know, Mr. Hearst has a larger amount of money invested in Associated Press memberships than any other member, and of course he is vitally concerned from the standpoint of intelligent selfishness—if from no other—in the protection of his investment.

"I am writing you the above frankly because of the fact which was evident to me at the recent convention that an impression was abroad or was sought to be created that Mr. Hearst desired to enjoy with other minority members of the Associated Press some special privileges.

"I would be very grateful if you would let me have your views on this matter with the idea in mind that if it is the wish of the majority of the Associated Press members to place all members on a parity, such a step can be undertaken in an orderly and proper manner and we can all join intelligently in working for the best interests of the organization.

"Very sincerely yours,

"Counsel for William Randolph Hearst."

In response to this communication President Noyes, on June 10, addressed the following letter to Mr. Neylan:

"I have your circular letter regarding the bond question in the Associated Press.

"The Executive Committee of the Associated Press some weeks ago authorized the appointment of a committee to study this question in its different aspects and report to the Board at the October meeting.

"Among the suggestions that have been made is one involving a voluntary reduction in the present holdings and then offering such released bonds together with the unissued ones to members not now holding bonds in proportion to the assessments of such members.

"I am glad to know from your letter that Mr. Hearst is willing to 'join with the other bondholders and surrender any part or all of the extra votes which attach to his memberships.'"

The executive committee of the Associated Press held its regular monthly meeting at New York headquarters, June 23. Those attending included Frank B. Noyes, *Washington Star*, A. P. president; Adolph S. Ochs, *New York Times;* Clark Howell, *Atlanta Constitution;* Elbert H. Baker, *Cleveland Plain Dealer;* E. Lansing Ray, *St. Louis Globe Democrat,* and Robert McLean, *Philadelphia Bulletin.*

A. A. C. W. CHIEF RECEIVING SESQUI KEY



Photograph shows C. K. Woodbridge, president of the A.A.C.W., receiving from Franklin Bache Hunington, a decendant of Benjamin Franklin, the key to the Sesqui-Centennial exposition in Philadelphia, Monday.

Labor M. P.s Boycott Dailies

Scottish Labor members of the British Parliament have pledged themselves not to give news to representatives of the Glasgow and Dundee newspapers that have declared themselves non-union since the general strike. The M. P.s have also asked labor organizations and trade unions to urge their members not to buy the papers. As the principal papers of the two cities have declared non-union, there is little prospect of the boycott being serious in its effect.

N. Y. Herald Tribune Using Comics

Tradition was smashed this week by the *New York Herald Tribune*, when that newspaper started publication this week of a comic strip on its classified advertising page. The comic chosen was "Petey," by Voight.

PAUL BLOCK BUYS THE TOLEDO BLADE

Purchases Complete Control from Barton Smith—Now Owns Newark, Memphis, Duluth and Lancaster Dailies

Paul Block, president of Paul Block Inc., newspaper representatives, New York, has purchased the *Toledo* (O.) *Blade,* one of the oldest and most successful newspapers in the Middle West.

The deal completed this week makes Mr. Block, who has been associated with the Blade for a number of years, sole owner of the property. The paper has been under the control of Barton Smith who has been president and general counsel for the paper as well as trustee for all the stock.

Owners of the Toledo Blade Company, according to the April government statement were: Charles Locke, Dover Foxcroft, Me.; Mabel D. Locke, Brookline, Mass.; Barton Smith, of Toledo as trustee under the last will and testament of Martha H. Locke, who designated besides Charles and Mabel Locke the following heirs; Martha Elizabeth Locke Huntington, Camp Devens, Mass. Dorathea Renee Locke Murray, Brighton, Mass.; Martha Louise Locke Beverly Hills, Calif.; Maurice Allen, San Diego, Calif.; as executor of the last will of Robinson Locke; Robinson Carr Locke, Pasadena, Calif.; Edmund Locke Jr., Beverly Hills, Calif.

Mr. Block, the new owner, is also president and publisher of the *Newark* (N. J.) *Star-Eagle,* the *Duluth* (Minn.) *Herald,* the *Memphis* (Tenn.) *News Scimitar* and the *Lancaster* (Pa.) *New Era.*

As the head of Paul Block, Inc., Mr. Block with 30 associates, represents some of the leading newspapers of the country in the national advertising field including the *Rochester* (N. Y.) *Democrat & Chronicle,* the *Washington* (D. C.) *Post, Syracuse* (N. Y.) *Post Standard, Worcester* (Mass.) *Telegram & Gazette, Manchester* (N. H.) *Union Leader, Scranton* (Pa.) *Republican, Topeka* (Kan.) *State Journal* and others.

For more than 30 years, Mr. Block has represented newspapers in New York, and is widely known throughout the field. He has always been closely associated with everything pertaining to the advertising and publishing business and has consistently co-operated in the work of the Associated Advertising Clubs of the World, and the Advertising Clubs of New York, of which he is a charter member.

Paul Block, Inc., maintains offices in Boston, Philadelphia, Detroit, and Chicago as well as New York.

NORTH CAROLINA PRESS MEET

President James W. Atkins Presides at Hickory Convention

The North Carolina Press Association met in Hickory, N. C., Monday, Tuesday and Wednesday of last week for the midsummer convention. James W. Atkins, of Gastonia, president, and Miss Beatrice Cobb, of Morganton, secretary were in charge.

Dr. Forrest J. Prettyman, chaplain of the senate during the Wilson administration, delivered an address on the first night of the convention on "The Newspaper and its Relation to the Public Peace." The fraternity was welcomed to Hickory on that evening by W. A. Self, local lawyer.

Tuesday was devoted to the business of the association. Tuesday evening the *Hickory Record* was host at a banquet. Addresses were made by Thomas Dixon, author and playwright, and Judge Francis W. Winston.

On Wednesday the members took a trip to Blowing Rock.

A tea was given in honor of the ladies of the convention on the second day at the country club.

A. N. A. E. ADOPTS NEW MERCHANDISING RULES

Committee Appointed to Request Mat Services to Clean Up Their Typography—Agencies Asked to Improve Matrices—Frank T. Carroll Reelected President for Third Term

REVISED standards of merchandising practice were adopted at the closing session of the Association of Newspaper Advertising Executives in Philadelphia Wednesday. They state in more definite form and bring into conformity with present-day practice the standards originally proposed in 1920 and reaffirmed at the 1922 meeting of the association, and according to Louis Hill, chairman of the committee which presented the code, they represent the results of a detailed investigation among national advertisers and advertising agencies. The text of the new code appears in a box on this page.

Frank T. Carroll, advertising manager of the *Indianapolis News,* received his third re-election as president of the association, and William E. Donahue, of the *Chicago Tribune,* was returned as vice-president. Two honorary vice-presidencies were created, the offices going to Lieut. Col. Edward F. Lawson of the *London Daily Telegraph,* and Dr. Marcel Knecht, general secretary of *Le Matin,* Paris, both of whom addressed the meeting.

New directors were re-elected as follows: A. L. Shuman, *Fort Worth Star-Telegram* and *Record-Telegram;* H. S. Conlon, *Grand Rapids Press;* W. F. Rogers, *Boston Transcript;* Frank E. Tripp, general manager of the Gannett, Newspapers, Elmira, N. Y.; J. K. Groom, national advertising manager of the *Aurora Beacon-News, Elgin Courier-News,* and *Joliet Herald-News;* Irving R. Smith, *Los Angeles Times;* John F. Tims, Jr., *New Orleans Times-Picayune;* and Mr. Donohue.

A vote of thanks was tendered to Don Bridge, national advertising manager of the Indianapolis News and secretary-treasurer of the association for his abundant and intelligent work during his three years in that office. He will again serve during the coming year.

In addition to adopting the new merchandising code, the association approved three resolutions, the gist of which follow:

1. Authorizing the appointment of a committee to ask mat and cut services to local advertisers to clean up their typography, eliminating so far as possible reverse plates and black cuts and borders.

2. Expressing the association's appreciation of the courtesies extended by Gov. Gifford Pinchot, Mayor W. Freeland Kendrick, newspapers, business and civic clubs of Philadelphia.

3. Requesting advertising agencies to supply matrices of good quality to end the complaints from advertisers and newspapers of poor reproduction.

The A. L. Shuman trophy offered for the best success story of a newspaper advertising campaign was awarded to Mr. Tripp, who offered the story of a campaign carried in the *Elmira Star-Gazette* since 1923 by neighborhood grocers to offset the competition of the chain grocery stores. Mr. Tripp's story appears in full on page 8 of this issue.

Addresses were made at the closing sessions by Dr. Knecht and Col. Lawson. Dr. Knecht and Leon Renier, Jr., director of Agence Havas, were introduced to the newspaper men by James W. Brown, publisher of EDITOR & PUBLISHER, as the representatives of the French press at the advertising convention. Their appearance on the platform evoked applause that continued for several minutes.

Dr. Knecht, in his address, said that the lack of acquaintance between French and American newspaper men was due to faults on both sides of the Atlantic. He attributed it largely to the individualism of the French, who, unlike their American colleagues, have no liking for conventions. He spoke hopefully of changing this attitude of aloofness and bring about a closer rapprochement between the newspaper editors and business executives of France and the United States. The press in both countries, he averred, is the mightiest force in political and industrial life, and especially so in France, where, he said, it was the only continuing everlasting force. The 15 great newspaper proprietors of France, he said, were virtually kings.

Since his return to France from the United States in 1922, Dr. Knecht said, he had been working ceaselessly to bring the French press to realize the importance of cultivating the friendship of the American newspapers as a path to the sympathy of the American public. His present visit is a part of the plan to make French publishers and manufacturers see the possibilities afforded them by the great American market and to interest Americans in French thought and French products. So far no great tangible results are visible, but he believes that his next visit in October of this year will see the beginnings of closer trade relations.

The French press, he said, had undergone a great change since the war. Prior to 1914 the editor and the managing editor were the all-powerful rulers of French journalism. The advertising solicitor was as a rule a poorly paid and poorly equipped underling and advertising had litle standing as a source of newspaper revenue. Today, he said, the advertising manager of 1914 is in many cases the general manager, in complete charge of the newspaper including the editorial staff.

Col. Lawson described practices of London journalism and answered a score of questions that were popped at him from all corners of the room. He also told some interesting and hitherto unrelated anecdotes of the recent British strike.

The first actual hold-up of the press in connection with the strike occurred, he said, not in the Daily Mail pressroom, but in another paper, which was carrying a Government advertisement appealing for the enlistment of special constables. The pressmen objected to the copy, but a break was averted when the management withdrew the copy, wrongly, in the opinion of Col. Lawson, who spoke strongly against interference with the conduct of a newspaper by unresponsible employes.

The general suspension of London dailies and the absence of advertising in the emerkency editions brought about an unparalleled situation in the city's trade, he said. So great was the hunger for advertising space that one advertiser offered £1,000 for a single 22-inch column in the *British Gazette,* the government newspaper. The *Daily Mail's* rate for its 1,800,000 circulation, he said, is £1,500 for a seven-column page. The advertiser's offer was at the rate of $35,000 per page.

Another testimony of what people do when they are deprived of newspaper advertising was offered by Col. Lawson's statement that the Daily Telegraph, his own newspaper, which sells for 2 pence and carries a maximum of 24 pages, printed 3,300 individual advertisements in its first normal edition after the strike. It is one of the two great classified media of London.

President Woodbridge of the A. A. C. W. addressed the Wednesday morning session. He praised highly the association's response, through award of the Shuman trophy, to his request at Houston last year for more stories of successful advertising and urged the newspaper men to give their full support to the greater body when it is reorganized as the International Advertising Association. He said that the officers of the mother association had recognized the importance of the press to its prosperous existence in the nomination of Rowe Stuart, general manager of the *Philadelphia Record,* to be secretary of the I. A. A.

As usual, the newspaper men had so much to talk about that the time allotted them by the A. A. C. W. program committee proved inadequate and several "outlaw" sessions were conducted. The Monday morning session was largely spent in getting organized, but the afternoon session followed the schedule to the dot. And whatever may be said of other groups and of the general sessions regarding morning drowsiness, it won't be true if applied to the newspaper meetings, which are called to start at nine a. m. and are ready to start several minutes ahead of time.

Walter G. Bryan, president of the Walter G. Bryan Organization, of New York, discussed "Newspaper Efficiency," defining an efficient newspaper as "one which eliminates the things which interfere and energetically and enthusiastically plans its work and works its plan."

B. T. McCanna, manager of publicity of the *Chicago Tribune,* outlined the Tribune's many public service enterprises and demonstrated the goodwill that accrued to the newspaper through them.

L. E. McGivena, manager of publicity for the *New York Daily News,* and known to buyers and sellers of advertising as the author of the "Sell it to

(*Continued on page* 48)



A.N.A.E. group snapped at Philadelphia convention. Left to right: John Riegel, office of Dan A. Carroll, New York; *Philadelphia Public Ledger* reporter; Frank E. Tripp, Gannett Newspapers; Carl Slane, publisher, *Peoria* (Ill.) *Journal-Transcript;* Don Bridge, *Indianapolis News;* H. C. Carpenter, national advertising manager, *Lancaster* (Pa.) *Intelligencer & News-Journal;* L. S. Belville, *Winona* (Minn.) *Republican-Herald;* H. J. Depuy, *Danbury,* (Conn.) *News;* and Frank T. Carroll, *Indianapolis News* and A.N.A.E. president talking with Arthur Robb, managing editor, *Editor & Publisher.*

NEW A.N.A.E. MERCHANDISING STANDARDS

FOLLOWING are the revised standards of merchandising practice adopted by the Association of Newspaper Advertising Executives at their Philadelphia convention this week:

It is the opinion of the members of the Association of Newspaper Advertising Executives, as based upon the results of a detailed investigation conducted among national advertisers and advertising agencies, that the common interests of national advertisers, advertising agencies and newspapers will be served best if the merchandising service policies of newspapers are based upon the following general principles:

1. Since the cost of merchandising service is a part of a newspaper's overhead, the publication should confine its activities and advertisers should limit their requests to those functions that the newspaper can perform cheaper or more efficiently than the advertiser or his agency can do them; all functions that the advertiser or the advertising agency can handle to better advantage should be eliminated as economically unsound.

2. The newspaper should tell the advertiser or advertising agency what service will or will not be given; the buyer of space should be satisfied if he secures all of the service that is available to any other advertiser under similar circumstances.

3. Newspapers should give honest and efficient service when it is promised and employ men who are capable of providing it.

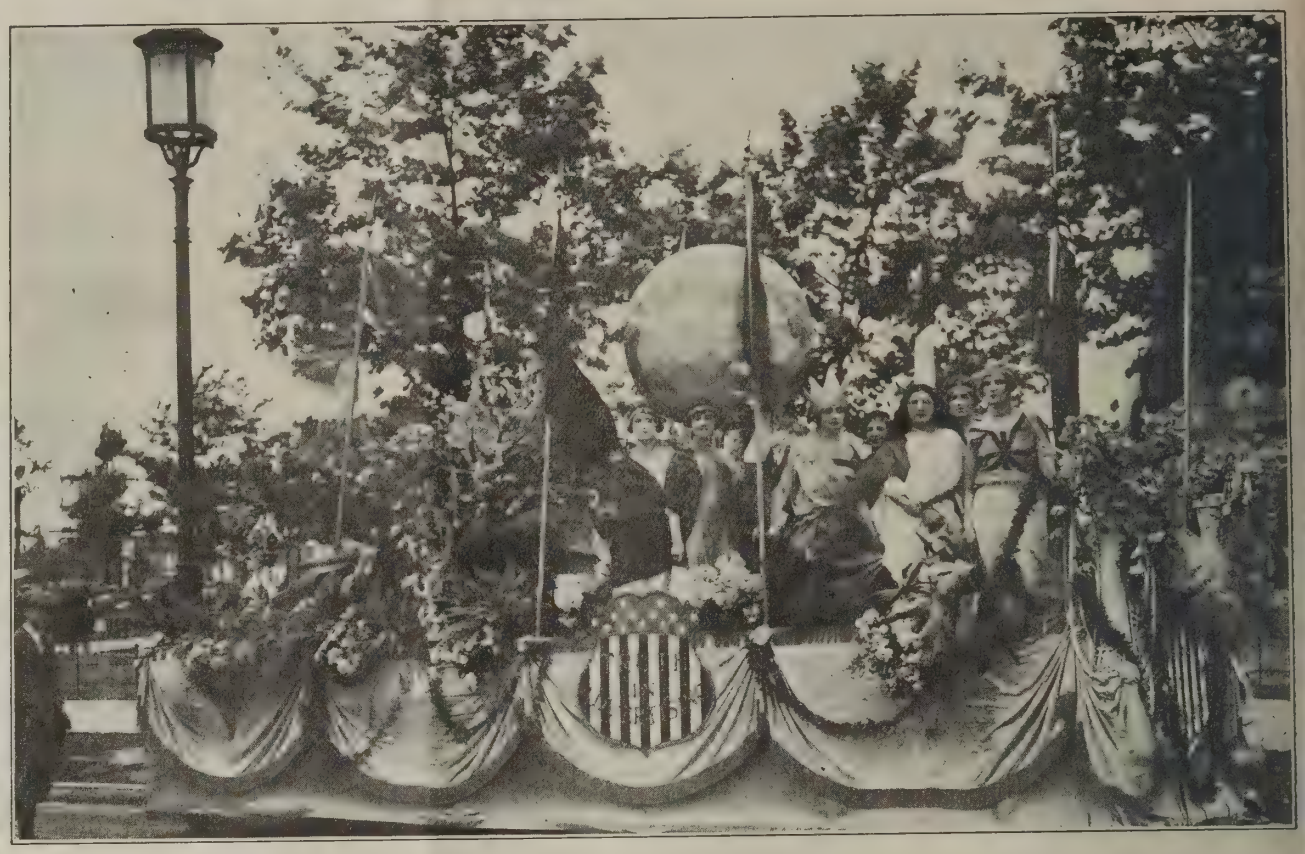
4. Merchandising service which has definitely established its practical value to national advertisers and advertising agencies should not be used by the newspapers as the principal sales argument in soliciting national advertising.

5. Service should not be given to the new advertiser that is not available to the old customers; neither should service be given to the advertiser who is hard to sell if the same service is not available to the regular advertiser.

SCENES AND FIGURES IN WEEK'S WHIRL OF EVENTS



Benjamin Bache Huntingdon, great-great-grandson of Benjamin Franklin in Poor Richard Club section of A. A. C. W. pageant



One of the most attractive floats in the A.A.C.W. parade in Philadelphia, Monday, was that shown above designed by the Federation of Women's Advertising Clubs. Those enacting the tableau are members of the Federation.



Above is the Baltimore float in the A.A.C.W. parade held in Philadelphia, Monday.



Photograph shows a group of French journalists, delegates to the A.A.C.W. Philadelphia convention who called on President Coolidge at the White House, Monday. They are (left to right): Marcel Knecht, general secretary of *Le Matin*, Paris; Leon Renier, vice-president of the Havas News Agency; and Robert Remy, American correspondent for the Havas Agency.

COLORFUL PAGEANTRY AT ADVERTISING CONVENTION



Philadelphia organizations joined with advertising men and women in staging a parade through the principal streets of the city, Monday, opening day of the A.A.C.W. convention. The photograph shows the Poor Richard Club of Philadelphia dressed in Benjamin Franklin costumes and carrying loaves of bread.



Joan of Arc, of the Kline Club, winner of the silver cup in the A.A.C.W. parade held in Philadelphia, Monday



Searchlight illuminating City Hall area—In the background is William Penn's famous statue atop the City Hall.



The photograph shows (left to right): H. R. Swartz, president of R. Hoe & Co., and treasurer, New York Advertising Club; Gil Hodges, *New York Sun*; C. C. Green, president, New York Advertising Club; and Clifton Jackson, secretary, snapped at the Philadelphia A. A. C. W. convention.



In the front row (left to right), is Mayor and Mrs. W. F. Kendrick of Philadelphia, "Benjamin Franklin," H. Innes and Howard C. Story of the Poor Richard Club. Mayor and Mrs. Kendrick with "Franklin" acted as hosts to the thousands attending the A.A.C.W. convention in Philadelphia this week.



Left to right—Sheldon R. Coons, advertising sales director of Gimbel Bros.; Adam L. Gimbel, of Saks, NewYork City; Paul M. Mazur, of Lichtman Bros., New York City.

HOW ADVERTISING SAVED ELMIRA GROCERS

Story of a Three-Year-Old Campaign, Which Won A. N. A. E. Prize Cup, of Successful Fight for Life Won for Small Stores Against Chains by Newspapers

By FRANK E. TRIPP
General Manager Gannett Newspapers

Mr. Tripp's account of the campaign won the cup donated by A. L. Shuman, Ft. Worth Star Telegram and Record-Telegram, for the best idea for development of local advertising submitted to the meeting of the Association of Newspaper Advertising Executives. Stories which won honorable mention will appear in subsequent issues.

IN March, 1923, the independent retail grocers of Elmira, N. Y., had reached a panicky situation as the result of constant inroads being made in their business by chain food stores.

Unable to compete with the prices offered by the chain store, slowly, the scattered independent grocers were seeing their business disappear and at a meeting of the Retail Grocers Association which the writer attended he heard several of them frankly state that they were at the point of closing stores which had been in existence as long as twenty years.

This meeting, back in 1923, was called to discover if there were some means which would save the independent grocer. The writer at that time was advertising manager of the *Elmira Star-Gazette*. He was invited to the meeting to discuss the advertising phase of their problem. Of the fifty or more independent grocers present only three of them had ever advertised and their advertising was decreasing in results because of the price competition of the chain store advertising.

The grocers laid their cards flat on the table and frankly admitted that they were in trouble, that they saw no means of competing with the low price situation. A chain food store had been established in the neighborhood of every one of them. The independent grocer was carrying the slow credit customer and furnishing the whole neighborhood with perishable foods and the chain store was walking away with the big volume and all the cash business.

Present at the meeting was the manager of the Elmira Wholesale Grocery Company, a wholesale house which had been established and was owned by independent grocers. This institution also was about discouraged.

Analysis of the situation proved it to be entirely a price problem. Out of the discussion, which lasted into the small hours of the morning, grew the now famous Elmira system of "Serv-U Save-U Grocers," who today are the most progressive and most prosperous food dealers in the city.

As the result of that meeting the Elmira Star-Gazette has carried since the first week in April 1923 a full page of food advertising every Thursday for this group of grocers, samples of which are attached. As the result of this activity on the part of these grocers other food advertisers doubled their space and non-advertisers jumped into the newspaper. The food linage of the Elmira Star-Gazette in a city of 50,000 people in 1925 was 700,000 lines, nearly double the food linage carried in the best year prior to 1923. Food linage in Elmira is second only to department stores. (In a gross business of 7,500,000 lines.)

The smallest linage used by the "Serv-U Save-U Grocers" in any one year since they started was 120,000 lines.

But the greatest value to the Star-Gazette has been that the 28 leading independent grocers in the city, each the leading grocer in a distinction neighborhood, have become so sold on newspaper advertising that no food salesman can place his goods on the shelves of Elmira's leading grocers without backing his line with newspaper advertising. These men show no interest whatever in the magazine pages and various other forms of advertising, but insist on newspaper support. It has resulted in a complete tie-up in the food situation in the columns of the Star-Gazette. No food salesman can be in Elmira an hour hardly before the Star-Gazette knows he is working there.

In the twenty-five years' contact with various newspapers the writer has never seen a piece of advertising which presents such far reaching value to a publication as this one, nor which automatically supplies such a secure and constant stream of linage. Solicitation of food linage in Elmira has almost ceased the last three years, so automatically has the business rolled in.

Because we expect to be asked how it was accomplished we are going to include the whole brief story.

Being a battle of price from the start we analyzed for the grocers the system they would have to follow if they got results. We told them that by some means, even if it meant a big loss, they must provide not less than six leaders a week which would compare in price with the prices offered by the chain stores, that they should use full pages, feature the specials at the low prices and fill the rest of the page with attractive items shaded as low as they could and still represent a profit. It was a tough job to sell these small merchants on this idea. If they were going to be forced out of business, they knew no reason why they shouldn't quit wtih their present loss, rather than increase it. Finally they agreed to try it for three weeks, but not until the manager of the wholesale house, operated by them, agreed to sell them the specials at his actual cost. The result was that the specials flashed out a cent or two under the prices quoted by the chain stores. Nobody made any profit on them. In fact the wholesale house lost the handling cost, but the effect was magical.

Almost from the very hour that the first full page carrying the specials and other items appeared every one of these stores began to see results. Two of the items advertised on the first night were sold out in every store in a few hours.

For the first few weeks the sales continued almost exclusively on the specia items and the grocers were inclined t be discouraged, but gradually the trend o business into their stores of old customer who had left them and new faces the had never seen began to work its wa into their general line and by the end o three months there was a waiting list o other grocers anxious to join the plan Today the grocers who are members o the "Serv-U Save-U Grocers" value thei membership as highly as the newspape values its A. P. franchise.

The wholesale reduction has continue through the years. Each week their ow wholesale house, which now is in healthy condition, delivers its specials a cost. But today these grocers are n dependent entirely upon their own whole sale house for these features.

Every wholesale house in the com munity is glad to serve them on th same basis. Today they each week as for bids from the wholesalers on speci items which they wish to offer. The lo bidder gets the order and the result they are able to offer prices on a standard food lines, including all canne and package goods and even potatoes a flour at prices as low and often muc lower than the forty odd chain stor with which they compete.

Very frequently manufacturers standard lines arrange with them dire for specials. Prominent among these a such goods as Shredded Wheat, Roy Gellatin, Kirkman Soap, Oxhart Pro ucts, Harris Extracts and a long li which might be named. They have al established their own brand of flo which they call Old Home Flour, man factured by one of the largest milli companies in the country. They ha their own brand of coffee, oleo, etc.

In short, they have established ther selves into a chain store organization their own, although each is an ind pendent dealer. They have not even corporated. They have a committ which meets every Monday and arrang all of the items and the prices. No pa ticipating grocer can change the decisi of this committee. He must sell at t price given him and he must have t goods in stock.

Elmira was the pioneer of this id which now is operating in modified for in many cities throughout the countr The president of the "Serv-U Save Grocers" makes an average of a speech month on the success in Elmira befo the grocers of some other city. Syracu was the first to copy the plan and n it may be found in almost every state the Union.

The outstanding feature of it all is th every man among them frankly adm that it was the newspaper advertisi which made the plan succeed and nev has there been a suggestion that the a vertising be curtailed.



Frank E. Tripp, Gannett newspapers, receiving the A. L. Shuman Cup from President Frank T. Carroll, after Tuesday's meeting of the A. N. A. E.



Page spread taken by Elmyra Grocers under Tripp Plan.

EYE-WITNESS STORY OF CARL MAGEE'S TRIAL

Fighting Editor Acquitted of Manslaughter by Directed Verdict on Judge Leahy's Own Testimony That He Sought Magee Out to Attack Him—No Defense Evidence Submitted

By E. H. SHAFFER
Managing Editor, New Mexico State Tribune

CARL C. MAGEE, editor of the *Albuquerque* (N. M.) *State Tribune*, a Scripps-Howard newspaper, has received justice in San Miguel county.

A judge in that county on Wednesday evening, June 16, ordered a jury to acquit the editor of a charge of manslaughter. The instructed verdict came at the end of the state's case and was based entirely on evidence offered by the prosecution.

Then after the jury had dutifully signed the verdict acquitting the editor it voluntarily issued an informal statement asserting that if the case had been placed in its hands it would have freed Magee on the strength of the state's evidence.

The editor went to Las Vegas Monday



Carl Magee

evening, June 14, to stand trial on a charge of manslaughter growing out of the accidental killing on August 21, 1925, of John B. Lassetter who had rushed to the aid of the editor as he lay on the floor trying to ward off an attack of former Judge D. J. Leahy, a bitter political enemy who sent him to jail in 1924 for contempt of court and who had the year previously sentenced him to prison on the same charge. In both instances Governor James F. Hinkle issued pardons, the second reprieve becoming effective after Magee had spent two days and nights in the San Miguel county jail.

The New Mexico editor was exonerated of blame for the tragic accident that took the life of Lassetter without having introduced a line of evidence in his own behalf. After Judge Luis E. Armijo had instructed the jury, District Attorney Chester Hunker, Las Vegas, a Republican, said the judge's course was the only one to pursue in view of the evidence introduced.

Court convened in West Las Vegas Monday evening for the selection of jurors to try the case, which had attracted state- and nation-wide attention. Seated on the raised dais from which Judge D. J. Leahy, once presided was Judge Luis E. Armijo, the first Spanish-American judge ever to be elected in New Mexico and one of the youngest jurists in the United States. He is 38.

Judge Armijo, heavy set, dark, with alert, keen black eyes, swung nervously on his swivel chair as the tedious process of jury selection wore on throughout the afternoon. The judge, facing the heaviest docket in years, was quick to utilize every spare moment. When the jury selection lagged for a moment he would direct Sheriff Lorenzo Delgado to bring in a defendant who would be arraigned, bail set and trial date fixed, before the prisoner knew what had happened.

About four hours were consumed in selection of 12 men during which the state exhausted its right peremptory challenges and the defense only four of its 12.

The jury as finally composed consisted of 9 Spanish-speaking Americans and three "Anglo-Americans," necessitating the use of an interpreter throughout the trial. The jurors were, without exception, men who worked hard for a living. Their clothing was not of the latest cut, nor was it expensive. Their faces were browned by years of exposure to New Mexico sun and wind. But their glowing eyes missed no feature of the trial, no facial expression of a witness. Throughout the hearing the 12 crouched forward absorbing the running tale of the dramatic and tragic night of Aug. 21.

At one side of the little court room, seated at the head of a long golden oak table sat Sheriff Lorenzo Delgado, characterized by women correspondents as the "most handsome peace officer of the southwest." It was Sheriff Delgado who escorted Carl Magee to the jail up a side street in June, 1924, and who declined to honor a pardon issued by Governor Hinkle until habeas corpus proceedings had relieved him of responsibility in the matter.

At a table directly in front of the judge sat the defendant and his three attorneys, Judge R. H. Hanna, formerly Justice of the Supreme Court, and a veteran in every one of Magee's previous legal battles; Attorney General Fred E. Wilson, whose continuance in the case was permitted by virtue of his being docketed before he was appointed Attorney General last winter, and J. S. Vaught, reputed one of the cleverest cross examiners in the southwest.

It was Hanna and Wilson who were disbarred by Judge Leahy because they proposed in his own court to show that he was corrupt on the occasion of one of Magee's criminal libel trials. The two sat mute in the same court in 1924 when the editor again faced criminal libel and contempt of court charges brought by Leahy. Counsel, said the editor commenting at that time, was more valuable out of jail than in, hence it was arranged that they should withdraw appearance.

In one corner of the room stood the press table, about which were gathered representatives of the United Press, Associated Press, International News Service and correspondents for various New Mexico papers. In an adjacent room were installed leased wires and special telegraph loops.

At another table sat District Attorney Chester A. Hunker, bulking large in stature, slow, deliberate. His actions indicated that he himself did not believe the evidence in the case warranted the hope of a conviction nor did he assume the role of a driving, charging prosecutor bent on the worst he could do to the defendant. One of his questions when challenging jurors was: "Do you think you can hear this evidence with justice to Mr. Magee as well as to the state?"

Thursday morning the state plunged quickly into presentation of evidence and by night had put 8 witnesses on the stand, including former Judge Leahy.

It was Judge Leahy who established without doubt that the editor had fired in self defense. His testimony was a frank and startling admission of his animosity toward the editor and of his decision to punish him outside of the law since his efforts to reach him "within the law" had failed because of Governor Hinkle's pardons.

There was a tense moment in court as the big ex-jurist strode to the witness box, his head thrown back belligerently, his cold gray eyes defiantly searching the court room. He sat perfectly at ease in the witness chair, answering questions in deliberate emphatic tone, occasionally rubbing his hands together and frequently grinning mirthlessly as some phase of his own testimony amused him.

After a few preliminary questions and answers Leahy plunged voluntarily into his story of the events that led to the shooting. He spoke coldly, deliberately.

"I saw Magee sitting on the divan in the hotel lobby," he said. "I went over to Magee and the reason I did so was this: In one of his numerous articles about me he had stated in substance that he would like to meet me man to man and he would take me to a cleaning. This was the first time I had seen him since I left the bench. I did not feel I should start any difficulty as long as I occupied that position, but when I saw him there I instantly concluded I would give him the opportunity to meet me man to man. I said, 'we meet man to man now you ———.' He didn't say anything and I hit him. I immediately struck three blows but I am not sure that the last one landed."

Leahy went on to tell how he struck the editor, told of the bullet from Magee's revolver striking his arm and of how he kicked the editor as he lay on the floor. He admitted asking a companion if he had a gun.

"I kicked him in the ribs," the ex-judge said on later questioning.

On cross-examination Leahy was asked what he had in mind that caused him to attack Magee.

"His editorials," replied Leahy, "that and the desire to punish him. I tried to punish Magee through the law and through intercession of the Governor was prevented from doing so. I felt that physical punishment administered by myself was the only thing left. I didn't feel I should do it while I was a judge. It was my choice that we should not meet while I was on the bench but after I left the bench I felt differently about it.

"I did not carry the idea in my mind but I felt that if we ever met it would immediately come back in my mind," Leahy said.

"I had the feeling I would like to punch him," he continued, "when I saw I couldn't reach him through the laws under the state government as it was constituted."

Leahy told the court he had often said he would like to whip him while he was still on the bench but could not recall ever having made that threat after his departure from it.

June Wheaton, the first state witness called, in simple phrases drew a vivid picture of the tragedy. Wheaton, a mechanic, was dressed in khaki. He wore no tie.

"I saw Judge Leahy walk up to the settee, knock Carl Magee off on the floor and proceed to beat him up," he testified. "I saw Carl Magee kick at Leahy, then there was some shooting. Leahy walked up to me and said: 'I'm shot. Have you got a gun? I'll kill that ———.'"

Mr. Bernice Huyck, a reporter for the *Las Vegas Optic*, was a witness for the state. The editor, as a member of the State Insane Asylum Board, was giving her an interview when the tragedy occurred. She had rather rough sailing under cross-examination and she did not attempt much to conceal her resentment at efforts of Attorney Vaught to prove a discrepancy in a story appearing in the *Albuquerque Morning Journal*, and her testimony at the inquest. She was the Journal correspondent and sent them the story. She declared the story appeared with variations from the version she originally gave the paper.

Other eye-witnesses were called to establish facts of the shooting and their testimony was unanimous that Judge Leahy knocked the editor from the divan as he himself admitted he had. In cross-examination it was brought out that the blow was struck from behind, knocking the editor to the floor.

The state rested suddenly. Judge Armijo announced a night session. As the audience moved slowly from the court room attorneys for the editor an-

(*Continued on page* 51)

"I EXPECT TO GO ON WITH MY FIGHT"

Carl C. Magee telegraphed the following statement to EDITOR & PUBLISHER after his acquittal last week:

"AT your request I am saying a few words to the editors of America regarding my acquittal at Las Vegas. Of course I am glad to be free from legal entanglement, but the great thing for me is the testimony of Judge Leahy that his assault was due to his determination to punish me physically because I defeated his efforts as Judge to curb the freedom of the press; succeeded in my determination to drive his court out of its alliance with a corrupt political ring, and made a victorious fight to force him from the bench. He did not charge me with contributing otherwise to the attack. In other words, the vital thing to me was for the public to know that I am not a barroom brawler; that I sought no physical encounter; that I was where I had a right to be and was attending to my own business, and that the unprovoked assault came out of a clear sky because I had made a concrete newspaper fight for our most fundamental American rights. This confession from Leahy leaves my self-respect unimpaired.

"This affair has not altered my plans or determination. New Mexico is improving rapidly in a political way. I expect to go on with my fight until we bring the complete establishment of our constitutional fundamentals in this state. The price I have paid is not too high, although I shall regret until I die that my hand held the pistol that accidentally killed Lassetter. The court's decision makes it clear that the blood of this young man is on Leahy's hands; not on mine. I thank American editors for their uniform fairness to me. "CARL C. MAGEE."

DAILY TO CARRY FIGHT AGAINST COURT SECRECY TO SUPREME COURT

Madison Capital-Times Attacking Right of Judge to Impose Silence Upon Witnesses—Case of Wide Interest to Newspapers

A DECISION from the Supreme Court of Wisconsin respecting freedom of the press and the right of courts of justice to conduct proceedings in secrecy is the goal sought for by the *Madison Capital Times* in its present fight against secrecy in the Dane county circuit court.

That decision, if it is obtained, may be of far-reaching interest to newspaper men of the nation and may set a precedent for attacking the practices of judges in other states which restrict freedom of newspapers to publish their proceedings.

The Capital Times is in an awkward position in its present suit. For in order that its test case be a success and be carried to the Supreme court, the newspaper does not want Judge Hoppman to dissolve an injunction issue imposed upon it several months ago when the trial of the slayer of a policeman was in progress.

That order enjoined the Capital Times from publishing anything that transpired during a court hearing conducted at the time of the trial of the slayer to determine whether prejudice was being stirred up in Madison in favor of the slayer as the Capital Times had charged in several editorials.

Philip L. La Follette, district attorney of Dane county, representing Judge Hoppman, has filed a counter brief arguing for a dissolution of the injunction on the grounds that the emergency that existed during the trial of the slayer has passed.

The Capital Times is now seeking to carry the matter to the Supreme Court and hopes that Judge Hoppman will refuse to dissolve the injunction. It will seek to settle these claims:

1. There is no warrant in law for holding the proceedings of a court behind closed doors.

2. That a newspaper cannot be enjoined from printing testimony given in a court except where expressly provided by law in the cases of minors and salacious testimony.

3. That a court cannot enjoin a witness from repeating the testimony he has given in a court.

Attorney William H. Spohn, appearing for the Capital Times in the court of Judge Hoppman last week, argued that:

"There is no statute in Wisconsin prohibiting anybody from publishing what went on in the court room. Where prohibitions have been made they have been grounded on the power of the court to punish for contempt.

"There may be a question as to whether or not the proceeding was one in open court while the court was in session. The court will recall that it expressly states that it was sitting as a court when it made the order."

In its argument for publication of what took place during the hearing over which an injunction had been placed, the Capital Times declared that:

"Since the court has commented on the evidence, there can be no possible objection to the community reading what the witnesses said, and that is the only purpose of the motion.

"The Capital Times and William T. Evjue, its editor, have sought counsel. That would seem to be the right of the newspaper and its editor. The court has enjoined the editor of the paper from stating what he was questioned about in the court room. The editor is prohibited from seeking the advice of counsel as to whether or not the injunction is valid.

"The injunction is entirely too broad since it purports to seal the mouth of William T. Evjue and to prohibit him from discussing the situation with his lawyers."

No good has ever come from holding a judicial investigation behind closed doors, Attorney Spohn argued, in closing.

"Pursuant to our constitution that jealously guarded freedom of speech, and under it newspapers flourish," concluded Mr. Spohn. "The censored press is a subservient press. If the censorship be for a bad purpose, the result is the same.

"There can be no censorship of the press, and no freedom of the press. It makes little difference, probably, what any particular witness testified in the last hearing. But is important to the community that it have a right to learn what witnesses say when they are in the court room.

"A newspaper would not be truly performing its function if it submitted to the slightest infringement of its rights to freely publish the facts and its sentiments on all subjects free from interference, judicial or otherwise, being responsible for the abuse of such privilege."

A decision on the injunction is being awaited from Judge Hoppman. The Capital Times will carry the case to the Supreme Court as soon as he refuses to dissolve the injunction.

U. S. ADVERTISING LEADERS HONORED BY FRANCE

ADVERTISING leaders of the United States were honored by France this week.

Dr. Marcel Knecht, head of the French delegation on Thursday night presented decorations of the French Republic on those named below.

By the President of the Republic of France: Chevalier of the Legion of Honor upon C. K. Woodbridge, New York, President, International Advertising Association and Lou E. Holland, Kansas City, past president, Associated Advertising Clubs of the World.

By the Minister of Labor, Republic of France: Order of Social and Civic Service, gold cross, upon Rowe Stewart, Philadelphia, chairman, Poor Richard Club Convention Committee; Order of Civil Merit, gold cross, upon Paul Meyer, New York, publisher, *Theatre Magazine;* James Wright Brown, publisher, *Editor & Publisher;* C. C. Green, president, Advertising Club of New York; Howard C. Story, president, Poor Richard Club, Philadelphia.

Order of Social and Civic Service, silver cross, upon Edward E. Pidgeon, New York, dramatic editor, *Journal of Commerce;* H. R. Swartz, treasurer, Advertising Club of New York; bronze cross, same order, upon Clifton D. Jackson, secretary, Advertising Club of New York and Earle W. Pearson, general manager, International Advertising Association.

The presentations were made when advertising delegates were the guests of the French group Thursday night at the first performance in this country of the film based on Victor Hugo's "Les Miserables." The French delegates chartered the Forrest Theatre for the occasion.

N. Y. Times Printing Sectional Rotos

Three new tabloid sectional rotogravure sections are now being issued with the Sunday edition of the *New York Times.* Territories represented are New Jersey, Westchester, and Long Island. Each tabloid section, containing 16 pages, is only distributed in the territory in the interests of which it is published. News pictures of interest to the respective communities are reproduced.

OHIO NEWSPAPER TRANSACTION

Lima Gazette Purchased by Morning Star and Suspended

The *Lima* (O.) *Morning Star* purchased the *Lima Gazette* and discontinued its publication with the issue of June 19. The Star also has leased the entire first floor of the Gazette building and will move in as soon as alterations have been made.

The purchase included press, equipment, good will, circulation, foreign advertising and syndicate features. Frank L. Maire represented the Star in the negotiations and W. L. Galvin the News.

The Gazette was recently purchased by the *Lima News* published evenings and Sunday morning. A. E. Clayden represents the News in the national advertising field.

EDITORS REJECT SPACE TRADING PLAN

Long Island Group Fails to Accept Membership in Booster Group in Exchange for Ad Space—All Officers Re-elected

Rejection of a free advertising plan sponsored by the Long Island Association whereby Long Island publishers were to be given memberships in the group in exchange for advertising space was a feature of the annual business meeting and outing of the Long Island Press Association held at Rockaway Beach, Monday, June 21.

The proposition of the Long Island Association was presented by George Schubel of that group. Jesse Merritt of the *Farmingdale Post,* speaking for the Press Association, declared he did not think it good policy for the publishers to donate space for memberships, and suggested that individual publishers pay cash for their memberships and sell their space to the Long Island Association in a regular manner.

An advertising committee was formed by the publishers to discuss methods of promotion for the coming year. The members of this committee were: A. J. Ball, *Richmond Hill Leader-Observer;* Hugo Seeselberg, *Flatbush Observer;* Jesse Merritt, Farmingdale Post; G. D. Bacon, *Rockville Center Owl;* and Joseph Arnold, *Greenpoint Home News.*

A resolution was unanimously adopted, requesting the Post Office Department to discontinue the printing of envelopes at less than cost in competition with publishers who run job printing plants.

All officers of the Association were re-elected for another year. They are: Frank Marlowe, Greenpoint Home News, president; Mrs. Adelaide Huntington, *Seacliffe News;* Alfred J. Ball, Richmond Hill Leader-Observer; and Frank E. Johnson, *Sayville Suffolk County News,* vice-president; Vernon A. Williams, *Hempstead Enquirer,* recording secretary; Miss Freda Fisher, *Bellmore Courier,* financial secretary; Mrs. Mabel Witte Merritt, Farmingdale Post, treasurer.

After adjournment of the business meeting, the publishers were guests of the Chamber of Commerce of the Rockaways at a shore dinner. George Le Boutellier, vice-president of the Long Island Railroad; J. J. Rieter, New York Telephone Company, and Richard J. Gipson, president of the Chamber of Commerce of the Rockaways, spoke.

Other speakers at the dinner were William H. Neel of the *New York Times;* Major Robert Crestwood of the *New York Herald Tribune,* and W. L. Woodward of the Long Island Railroad.

The remainder of the day was spent in amusements provided by the Chamber of Commerce of the Rockaways. A theatre party in the evening concluded the outing.

Yelverton Seriously Ill

William H. Yelverton, formerly with the Consolidated Press in Washington, and previous to that with several Southern newspapers, is seriously ill in the Homan Sanatarium, El Paso, Tex.

PROGRAM READY FOR S. N. P. A. MEETING

Twenty-fourth Annual Convention to Be Held at Grove Park Inn, Asheville, N. C., July 6-8—Golf Important Feature of Gathering

The program for the 24th annual convention of the Southern Newspaper Publishers Association to be held at the Grove Park Inn, Asheville, N. C., July 6-8, was announced this week.

Golf to be played afternoons during the gathering is an important feature of the annual affair.

As issued by the association, the program follows:

TUESDAY, JULY 6

Convention called to order by President Walter C. Johnson.

Roll call; introduction of guests; report of president; report of secretary-treasurer; report of manager; election of new members; appointment of special committees.

Reports of committees:

1. Advertising (Edgar M. Foster, Chairman).
2. Agency Relations (Membership Confidential). Report by Victor H. Hanson.
3. Business Office Affairs (John A. Park, Chairman).
4. Editorial Affairs (Robert Lathan, Chairman).
5. Labor (F. C. Withers, Chairman).
6. Postal and Legislation (Col. Robert Ewing, Chairman).
7. Washington and Lee School of Journalism (Major John S. Cohen, Chairman).
8. Traffic Affairs (Cranston Williams, Chairman).

WEDNESDAY, JULY 7

Introduction of guests; further consideration of reports of committees; symposium; report of committee on nominations; election of officers.

THURSDAY, JULY 8

Introduction of guests; symposium; reports of special committees: auditing, resolutions, memorials.

Selection of 1927 meeting place.

Adjournment.

Many entertainment features have been provided. At 4 p. m. Tuesday there will be an automobile tour for those not playing golf, followed by a reception and tea given by the *Asheville Citizen* at 5:30. At 8 p. m. Prof. Ben J. Potter will give an organ recital. Evening speakers will be Oscar Wells, president of the American Bankers Association and Kent Cooper, general manager of the Associated Press.

The A. P. film showing how news is gathered all over the world will be shown.

On Wednesday there will be golf in the afternoon, and a card party for the ladies. At 9 p. m. the delegates will gather to hear addresses by Dr. Frank Bohn and Dr. Gus Dyer, the latter of Vanderbilt University.

TENNESSEEANS TO ORGANIZE

Publishers of State to Form a Press Association July 9

Tennessee publishers and printers have been called to meet Friday, July 9, at 10 a. m. in Nashville for the purpose of organizing a state press association.

Those calling the meeting are Laps D. McCord, Jr., Pulaski, and J. W. Womack, McMinnville, of the Middle Tennessee Press association; C. W. Brooks and Allison Simonton, of the West Tennessee Press association; and S. M. Frame and H. O. Eckel, of the East Tennessee Press association.

The meeting will be held at the Chamber of Commerce in Nashville and the visitors will be entertained in that city.

Although each of the three divisions of the state has for several years had separate press associations, there has been no state press association.

WHAT INFORMATION SHOULD PUBLIC BE DENIED?

Suppression of Lies and Unprovable Hearsay Is Important Duty of Press and Is Behind Law of Libel and Privilege Now Being Argued in Texas

By PHILIP SCHUYLER

Libel law was a topic under discussion at a recent meeting of the Texas Press Association at San Antonio.

The questions brought out are of general as well as local interest, and are taken up this week in the 15th article obtained by EDITOR & PUBLISHER, *stripping the libel law of legal verbiage.*

WHAT "information" should be denied readers of a newspaper?

The answer to this question is obvious, but, in the light of current clamor of a certain section of the press of this country, it is plainly in need of restatement.

Suppression of lies and unprovable rumor is an important duty of the press, and is behind the law of libel and its construction as it is being argued today in Texas.

A provision of the Texas statute, accounting as privileged and therefore not actionable "a fair, true, and impartial account of public meetings, organized and conducted for public purposes only" has been construed by the state's special supreme court as coming under the rules applying to fair comment and criticism, this court has held that comment and criticism of "motives" is not privileged.

The Texas press is virtually united in objecting to this court ruling, claiming that criticisms of acts and motives of public officials are very often inseparable, and that, therefore, it has become impossible for newspapers to make a "fair, true and impartial account of public meetings."

"The people are denied adequate information of the discussion of candidates seeking their votes," in the words of the *Dallas News,* expressed in a recent editorial.

The situation in Texas is not unique, according to Carl Helm, of the Hearst Bureau of Libel Survey, conducted under the direction of William A. DeFord, chief counsel of the Hearst Corporations.

No newspaper in Texas denies that the truth is a defense in libel litigation has for many years been uncontroverted. The same fact is true throughout the nation. It is common law. Texas newspapers can safely criticize the motives of public officials, if they can prove the motives by established facts.

The *Dallas News* believes that the provision of the libel law should be amended, "for the reason that it has been construed to mean something else than what it says."

"If the people really want true, fair and impartial reports of such (public) meetings, then this provision should be amended so as clearly to define what are public meetings and what part of the proceedings should be reported," the editorial in the Dallas News reads.

"The law declares to be privileged true, fair and impartial reports of judicial, executive and legislative proceedings, and the courts have upheld these provisions. If the people want newspapers also to publish what takes place in public meetings, what is said, and shown as to the conduct of government and the fitness of candidates for office, the people will say so, and the newspapers will furnish the reports. If the people do not want such reports, the newspapers will acquiesce, or they have attempted to report the public meetings only in a desire to render public service."

"Well, what is the public service a newspaper can best render?" asked an important member of the bar, and a newspaper lawyer, when the question of "privilege" as it is being argued in Texas was brought to him by EDITOR & PUBLISHER.

Facts, facts, facts! he answered his own question. The greatest value of a newspaper is as a broadcaster of facts. Are newspapers going into the business of spreading unprovable hearsay, political claptrap and lies? Assuredly that is not the purpose of a free press.

And yet were newspapers privileged to report "fairly and truly" public meetings in the course of which lies and slander were passed by fiery politicians, without the restraint and the necessity of proving the libel they repeat, there would be more "bunk" set afloat even than there is today.

To bring the question and lay it neatly on the publishers' own doorsteps imagine a "public meeting" called by anyone at all to be held at Times Square, New York.

One after another speakers might get up and tell damnable lies about the various newspapers in the city and the motives of the publishers in handling the news in the manner they do. Fortunately for all concerned, publishers as well as any other individual, freedom of the press does not permit the spreading of lies without the penalty of possible heavy libel damages.

In New York state, and in other states generally, the interpretation of "privilege" has been that the press is permitted to publish a fair and true report of "public and official" proceedings. Official is inserted to place responsibility in responsible hands. By public and official meetings is meant reports of *judicial, executive* and *legislative proceedings.* To the fair minded that is as it should be.

As told by another important member of the bar, and a noted newspaper lawyer, another imagined case illustrates the point.

A man introduces a bill in the state legislature which is plainly in the interests of the railroads. A newspaper can prove and publish that the railroads alone will benefit by the bill; that the public is being mulcted; but a newspaper cannot say that the railroads *hired* the legislator to serve them, unless the newspaper is able to prove it. Then the truth is justification for the published alleged libel.

A man might introduce such a bill and not be bribed to do it. Certainty and provability of facts is a newspaper's surest defence.

"You can't make up your facts," this lawyer said. "You've got to have true facts. And a newspaper is held responsible in court if it permits some outsider to imagine facts for it."

The rule of privilege in one libel suit is now being argued in New York. The case has not yet been before a trial jury.

A doctor, engaged in the manufacture of vaccines, widely advertised that his remedies could cure 80 per cent of the diseases this world is heir to, including tuberculosis and epilepsy. One vaccine was claimed as being powerful enough to treat 35 different diseases.

A publication printed the facts about this doctor under the ironic heading "Vaccines for Broken Legs." It criticized the doctor's claims as being extravagant and declared that a high degree of skill was needed in the use of potent vaccines. It called the doctor a faker, a charlatan, and a menace to the community. It classed the doctor's advertising as preposterous.

Is that "fair comment and criticism"? That is the question being argued. When the doctor sued for libel, the defendant, replying to the pleading, moved for dismissal of the suit on the grounds that the article complained of was privileged as fair comment and criticism. The appelate division of the New York supreme court has ruled out the right of privilege, and the question is next to be argued before a jury.

The publication must prove the truth of all the charges it has made against the doctor. Defense attorneys are confident of success, because, they maintain, the inferences regarding the doctor were drawn from established facts.

If the defense cannot prove the facts, the doctor is entitled to collect damages.

The Texas law is the same in this regard. The widest latitude is permitted newspapers in publishing fair comment and criticism about candidates for public office and on questions, such as medical theories, which are of public concern. But, to be libel-proof anywhere the comment and criticism must be based on established and provable facts.

Sidney Samuels, Fort Worth lawyer, has asserted that a new libel law is not needed for Texas and that if publishers seek a substitute for the present statute they will put themselves in the light of seeking "license rather than liberty."

In other words they will be attacking the fundamental and worthy theory behind all libel law, which is restraint against widerspread repetition of lies. The only information that should be denied readers is false and misleading information.

G. B. Dealey, president of the *Dallas News,* has said:

"Newspapers will have abundant libel troubles unless newspaper makers get it clearly in their minds that individuals have rights that must be respected, and they will not get needed amendments of the libel law if they put themselves in the attitude of seeking license rather than liberty, nor unless they learn such simple things as that the truth already is a defense, * * * * unless they seek to suppress the erroneous statements of friends rather than featuring them, tickled, as is a child, with a pat on the back."

Mr. Dealey's paper only recently argued editorially that the fact of an "innocent error ought not to be a complete bar to recovery if the publication really is libellous and has harmed," and cited as illustration the following incident:

"Some years ago a Texas newspaper published a very brief dispatch relating that a fruit canner had filed a petition in voluntary bankruptcy. It transpired that no such petition had been filed; the correspondent had been misled. The canner notified the publisher of his error. An adjuster was sent to see him. He had already placed the case with a reputable law firm. The canner was a man of high character, reputation and standing. The prospect seemed anything but rosy for the publisher. But the lawyers volunteered to stand out of the way of a settlement, and the canner and adjuster went to it. They found that the canner had sustained a loss of $750 by reason of the refusal of twenty-eight carloads of fruit by jobbers, and the piling up of demurrage charges on the cars. It was further agreed that probable losses amounted to $750 more. The canner agreed to accept $1,500 in settlement, further stipulating that his town was to be "written up." He got the cash, literally "on the barrel head," and the write-up in due course. The publisher felt that it was just for him to make this payment and to charge it up to the hazards of the business and he still so feels."

OCHS HONORED BY NEW YORK UNIVERSITY



THE honorary degree of Doctor of Letters was conferred upon Adolph S. Ochs, *New York Times* publisher, at the recent 94th annual commencement of New York University. Photograph shows the publisher receiving his degree. At extreme left is Prof. James Melvin Lee, director of Journalism, New York University, and writer of "Our Own World of Letters" for EDITOR & PUBLISHER, who conducted Mr. Ochs to the rostrum.

Conger Joins Booth Newspapers

Beach Conger has been appointed Detroit representative and special writer of the Booth newspapers of Michigan by Edmund Booth, editorial director of the Booth papers.

DAILY'S HEADLINE ATTACKED

Attorney Attempts to Have Paper Cited for Attempt of Court

"Sensational, startling, unBritish, unethical" and "unfair" were the adjectives used recently in describing an eight column streamer on the front page of the *Peterboro* (Ont.) *Examiner,* "DWYER CHILD NEVER LEARNED A PRAYER," by F. D. Kerr, K. C., defending counsel, during a sensational trial here.

Kerr made the remarks in an attempt to have the Examiner cited for contempt of court. The attempt failed.

BUFFALO STAR TABLOID, MERGED BY CONNERS

Evening Daily Suspended Monday and Features Incorporated in Consolidated Morning Paper—Many Staff Shifts

With the suspension of the Tabloid *Buffalo Star* on June 19, publishers of the *Buffalo Courier and Express* were confronted with the problem of endeavoring to find positions for the veterans of the editorial staffs of three newspapers. In this problem every effort was made to recognize long and valued service, with the result that veterans of the three newspapers now form the staff of the single publication which has succeeded them.

In announcing the merger of the newspapers and the termination of publication of the Star as such the following announcement was made on June 18.

"Since the merger of the Courier and Express every effort has been made to put into the pages of that great morning newspaper every worthwhile feature obtainable. Some such features have been appearing regularly in the Daily Star.

"With a view to making the Courier and Express the most up-to-date and interesting newspgaper in the country, it has been decided to merge the Daily Star with the Courier and Express, effective Monday, June 21, and by that process bring into the pages of the combined new morning paper all of the fine features for which the Star was noted.

"With tomorrow afternoon's issue the Star leaves the afternoon field, but takes its place Monday morning in the morning field, merged with the Courier and Express."

The Star was two years old. It succeeded the *Buffalo Enquirer,* former afternoon paper of W. J. Conners, founded in 1891.

In less than six months Buffalo's list of daily English newspapers has been reduced from six to three, through suspension of the *Buffalo Evening Post* and the subsequent merger of the Express, Star and Courier.

Burrows Matthews, former publisher of the *Buffalo Express,* is now editor of the Courier and Express and president of the publishing company, of which William J. Conners, Jr., is editor. The other principal executives and the publication with which they formerly were connected, are: managing editor, John D. Wells, Courier; feature editor, John Tranter, Star; night city editor, C. H. McChesney, Courier; day city editor, Fred T. Turner, Courier; financial editor, Fred M. McLennan, Express.

The staff also includes these executives: telegraph editor, C. H. Newman; rotogravure, E. L. Wathen; chief editorial writer, M. W. Willner, associate, Frank Hammond; sports, William Kelly, associate, Horace W. Lerch; Sunday, W. E. J. Martin; society, Mary Swan; women's organizations, Ann Harlow.

George Earle, formerly of the Buffalo Express, becomes Sunday editor of the *Buffalo Times.* Frank Morrison of the Express and Gordon Hollier of the Courier have joined the Times editorial staff and Pat Harris, former Star photographer, is now with the Times. A staff of 20 reporters has been retained from a combination of the three former newspapers' staffs.

The first edition of the Sunday Courier and Express was one of 134 pages, said to have been the largest Sunday newspaper issued in Buffalo. A new rate card is now being issued by the combined publication.

Hastings Host to N. E. Publishers

Charles H. Hastings, publisher of the *Lynn* (Mass.) *Item* was host recently to the New England Newspaper Alliance at the Tedesco Country Club in Swampscott. Members of the alliance will be the guests of William J. Pape, publisher of the *Waterbury* (Conn.) *Republican-American* at his plant in September.

CHANGES ON HERALD TRIBUNE

W. J. Fenton, Assistant City Editor Joins Times—Succeeded by Roney

Several staff changes took place this week on the *New York Herald Tribune.*

Walter J. Fenton, assistant city editor, and for almost eight years a member of the staff in various capacities, resigned last week to join the staff of the *New York Times.*

Mr. Fenton came to the Herald Tribune immediately after the war, before which he had spent a number of years on the *New York World.* Garner P. Roney succeeds him as assistant city editor.

Barr Gray, of the reportorial staff, was transferred to the financial editorial department, and Ned MacIntosh from the copy desk to the general staff.

Bert McDonald, formerly of the *New York Evening Post,* has been added to the staff. Other recent additions to the staff are: Richard T. Crandell, Hartwell Hatton, R. S. Kain, Charles Willis Thompson, and John Curley, who was formerly with the Paris edition of the Herald Tribune.

DAILY LOSES $15,000 LIBEL APPEAL

Texas Court Says Malice Entered Into San Antonio Express Attack on Police Chief — Article Printed in 1917

On the heels of Supreme Court decisions reversing one libel suit each against the *San Antonio Express* and the *San Antonio Light,* and a decision in the Austin Court of Civil Appeals reversing and remanding for new trial a suit against the *San Antonio Evening News,* the Texas Supreme Court has affirmed judgments of the lower courts awarding $15,000 damages to F. H. Lancaster against the San Antonio Express.

Lancaster sued as the result of an alleged libelous article published Dec. 23, 1917, when he was chief of police at San Antonio. Both he and the judge of the Corporation Court were criticized by the publication during a campaign against vice.

Actual malice in publication of the article was found by jurors trying the case, and that finding was sustained by the Court of Civil Appeals.

"Consequently, we can not disturb it here, unless it can be said there is no evidence tending to establish actual malice," asserted the opinion written by Judge Ben F. Powell. "We have reviewed the record carefully and can not make such a statement."

Continuing, the opinion stated: "We have no disposition to bridle the press of the state. It is rendering a valuable service to the people. In fact, we are heartily in favor of the freedom of the press. But we do not wish to be unmindful of the corresponding importance to every man of maintaining his reputation for honesty and integrity. This reputation is dear to him. It is the most valuable asset of any man. It is in no sense less valuable simply because a man may hold a public office.

"When a newspaper charges a person with corruption, it must do so truthfully, or at least base its charge on a state of facts which might be deemed probable cause to justify such a charge. There is a vast difference between mere inefficiency in office and corruption therein. Of course, inefficiency may reach the point where it is a cause for removal, but not generally so. A man may be honorable and hold his head erect, although inefficient. But he can not face his fellowmen in confidence when he is corrupt or when newspapers have given him that reputation. In singling out individuals and charging them with corruption in office, the press is dealing with a situation of most vital import to the person attacked. As we view it, it is just as serious as it would be to shoot him with a gun or stab him with a knife. Great caution should be exercised in doing so."

READING TRIBUNE SOLD TO JOHN H. PERRY

Chain Publisher Merges Latest Purchase with His Reading Times—Two Papers Left in Field—Morning and Evening

John H. Perry, publisher of the *Reading* (Pa.) *Times* and other dailies, this week purchased the *Reading Tribune* and suspended it June 23. The deal was between Mr. Perry and Robert Grey Bushong, representing the Tribune Publishing Company. The consideration was not disclosed. Mr. Perry purchased the plant and circulation of the Tribune. The plant was said to be inventoried at $100,000.



JOHN H. PERRY

Elimination of the Tribune leaves two papers in Reading, the Times, morning, and the *Reading Eagle,* evening, both members of the Associated Press.

"Reading is an ideal two-paper town," Mr. Perry said to EDITOR & PUBLISHER, announcing the transaction. "Elimination of the extra daily is a great thing for the city in a newspaper line. Merchants formerly afforded smattering coverage in four papers, may now get intensive coverage using both dailies."

Mr. Perry claimed his Reading Times this week signed up with Pomeroy's department store the largest advertising contract ever placed in that city.

The contract, to run two years, calls for minimum expenditure of $90,000 and maximum of $120,000 a year.

Besides the Times, Mr. Perry is publisher of the *Jacksonville* (Fla.) *Journal,* and the *Pensacola* (Fla.) *Journal* and *News.*

Stokes Succeeds Jackson in Austin

A. M. Jackson, advertising manager of the *Austin* (Tex.) *American-Statesman* for the past year, and for the *Austin American* prior to that time, has resigned to become retail manager of the Hicks Rubber Company of Amarillo, Tex., one of the 32 stores of the Hicks organization. M. Y. Stokes, of Lampasas, Tex., who came to Austin from Ardmore, Okla., succeeds him as advertising manager of the Austin newspapers.

RECEIVER NAMED FOR ELIZABETH TIMES

Joseph Stricker Temporarily in Charge to Continue Publication to June 29—Hearst Group Purchased Daily Last October

Joseph Stricker was appointed temporary receiver of the *Elizabeth* (N. J.) *Times* by Vice-Chancellor Joseph Backes of Newark on June 21. He had orders to continue publication until June 29, when the Times Publishing Company must show cause why the receivership should not be made permanent.

The receiver was named on the application of the American Steel Chase Company of New York and the United American Metals Corporation of Brooklyn, whose combined claims total $2,740.

The Times was purchased from L. F. Sawvel last October by a Hearst group, which included Arthur Brisbane, editor of the *New York Evening Journal,* and Edgar Shaw. Beginning Oct. 1, it was sold daily at one price with the New York Journal, and Sunday with the *New York American.*

Mr. Brisbane's office referred queries regarding the receivership to counsel for the Times Publishing Company, who declined to discuss the situation.

HEARST'S N. Y. JOURNAL BUYS

Purchases Block Uptown and Revises Plans for 6-Story Tower Building

Holdings of the *New York Evening Journal,* Hearst paper, in the uptown area bounded by 11th and 12th avenues and West 54th and West 59th streets, reached a total of 160,000 square feet this week, when it exercised its option to purchase additional property.

The New York Journal, Inc., planned to improve the site with an uptown printing plant for the Hearst publications, but this was abandoned when additional space was purchased and a plant erected in the block bounded by South and Water streets, Catherine and Market Slips.

Revised plans filed last week call for a six story tower building. Original plans filed last January were for a four-story building.

JAPAN HOPES TO CUT HIGH PRESS RATES

Tetsuo Kuwayama, Vice Minister of Communications, Answering Editor & Publisher Attack, Promises New Radio Station by 1930

Japan is planning to build a new radio station to be completed within five years that will cut press tolls between this country and America, Tetsuo Kuwayama, Vice Minister of Communications, said June 22, in a dispatch to the *New York Times.* He was answering charges made in an editorial in EDITOR & PUBLISHER, June 12.

The editorial, headed "Japanese Radio Blockade," charged the Japanese government with "standing in the way of cheap rates to and from the Far East." It was cabled to Nippon Dempo, Japanese news agency, by the United Press Associations, and was widely published in Japan.

Kuwayama said that Japan is planning to care for the increased traffic which would follow lower rates and therefore opposes reduction of the press rates at present. He declared he fully appreciated the importance of a greater exchange of news between Japan and America, believing that such inter-communication would bring about mutual understanding.

"I believe, however," he said, "that this is impractical at present, as the wireless and cable services are already too congested.

"The government plans the erection in 1930 of a special wireless station for American communication, when lower rates will be possible."

The chief of the Telegraph Bureau stated that Japan had suggested to the Radio Corporation of America the erection in California of a station large enough to send and receive from the Iwaki station, near Tokio, but he said the Radio Corporation is ignoring the suggestion.

He also said if the Japanese newspaper agencies erect a station here and give it to the Japan Wireless Company which has a monopoly, the government undoubtedly would sanction lower rates.

This proposition has been made to the government by a combination of newspaper agencies, but this is the first indication of the government's favorable attitude.

EDITOR & PUBLISHER in its editorial charged that the Japanese government refuses to accept the proposal of the Radio Corporation of America, whereby press wordage cost would drop from 2 cents to 10 cents in Japan-American traffic.

"Why any enlightened government will stand in the way of easy exchange of press information in this day and age is beyond understanding," the editorial read. "News is the flag of progress through the sound principle of understanding. A free exchange of information across the Pacific would untie a thousand perplexing knots the diplomats have failed to loosen."

NEW YORK STATE PUBLISHERS AT ITHACA CONVENTION



New York State Publishers' Association at Ithaca, N. Y., meeting on Thursday, June 17. Picture taken on the terrace of Willard Straight Hall, Cornell University

NEW YORK WEEKLY PUBLISHERS "GO TO SCHOOL" TWO DAYS AT ITHACA

Better Representation in National Field Discussed at State Press Meet—President Conrath Named Press Congress Delegate—Editorial Page Analyzed

SIXTY publishers of weekly and small daily newspapers composing the New York State Press Association held a two-day session last week and considered plans for celebrating their 75th birthday at their next meeting. It is the oldest active state press association.

The meeting was largely under the tutelage of Prof. Bristow Adams, who directs the large volume of publications in connection with the agricultural journalism courses at Cornell University. Prof. Adams welcomed the publishers Saturday morning and outlined the university's interest in the weekly newspapers of the state.

President Elmer E. Conrath, *Cuba Patriot,* in his response emphasized the importance of the country weekly in maintaining American ideals in a part of the nation not touched by foreign influences and pledged the support of the press association to the annual newspaper institutes held by the College of Agriculture.

Mr. Conrath was appointed to represent the Press Association at the Press Congress of the World to be held in Geneva in September.

Improved representation of the weekly press in the national advertising field was discussed in executive session, and no action was made public.

President Farrand, of the University, was the chief speaker at the evening banquet of the association. He emphasized the educational value of the press. Jared van Wagenen, a Cornell graduate and the fifth generation of his family to own his farm, told what the farmer did and did not want to see in his weekly newspaper. He did not want news of world or national events, which he declared were adequately covered by the metropolitan newspapers, which all intelligent farmers read. He did want local news written sympathetically and with understanding.

David S. Cook, assistant to Prof. Adams, gave a lecture illustrated with home-made lantern slides on "The Histology and Morphology of Insignificant but Important Attachments." He referred at length to the button—just that.

Another entertainment feature was the exhibition of the United Press film on its news activities around the world.

Editorial pages and advertising rates and contracts engaged the discussion of weekly publishers Saturday at the concluding session in Barnes Hall. Prof. Adams wound up the meeting with a criticism of the front and editorial pages of the many weekly newspapers which were on display at the convention.

While no definite judgment of the papers was made, and no prizes were awarded, Professor Adams listed what he considered the best of the pages on exhibition. He would give first place for front page, the "show window" of the paper, to the *Liberty Register.* For second and third choices, respectively, he named the *Ramapo Valley Independent* and the *Depew Herald.*

Close competitors in first page merit were the *Rhinebeck Gazette,* published by Jacob H. Strong, winner of the N. E. A. cup for the best editorial page and three times prize winner at contests in connection with Farmers' Week at Cornell University; and the *Brockport Republic,* owned by Peter A. Blossom, former president of the New York State Press Association.

The Rhinebeck Gazette was adjudged as having the best editorial page, from the point of make-up and content, of any paper represented. Others mentioned for their outstanding merit in editorial pages were the *Fredonia Censor* and the *Endicott News Dispatch.* Professor Adams ventured the opinion that the weekly publications of the Long Island district are, on the whole, better than in any other part of the state.

There developed at this final session a discussion over the necessity of an editorial page in country weeklies. A few members indicated that they did not entirely believe that an editorial page is indispensable.

The majority sentiment, however, was that the editorials are a favorite section of a rural paper, that they should deal almost entirely with local questions and with national or international developments only when they affect the particular community which the paper services.

Contrary to the opinion expressed by some that the editorial page is not widely read, instances were cited to show that the public reads these weekly editorials as diligently as it does the community news, and that it thinks about them. A survey recently conducted in one small community was brought up to show that the readers paid a great deal of attention to editorial opinion as expressed by the editor of their weekly. Six months prior to the survey, the paper had published an editorial which had not pleased the readers of the conservative community, and they still remembered it—the editorial continued to "stick in their crops."

Professor Adams led a brief discussion on the make-up of the weekly editorial page. Most of the editors agreed with the idea of dividing this page between editorial matter and features. He advised the placing of cartoons on this, rather than on the first page, since they are usually of particular editorial significance.

President Elmer E. Conrath inserted the suggestion that one editorial a week, dealing with a local subject, upon which the editor has thought deeply and which is well written, should usually be sufficient for any small weekly newspaper.

N. Y. DAILIES PLAN TO ADVERTISE STATE AS NATIONAL MARKET

PLANS for advertising New York State as a market were outlined to the New York State Publishers Association by Frank E. Tripp, general manager of the Gannett Newspapers, at its summer meeting in Ithaca, last week. Approval was given to the committee's plans as so far developed. They call for simultaneous publication in all of the newspapers of the state, including those of New York City of copy designed to appeal directly to the manufacturers of the region, who according to Mr. Tripp include about 3,000 active or potential national advertisers. This method of developing national accounts in their local fields has been largely neglected by newspapers in the past, Mr. Tripp declared. Funds will be raised for the production of necessary art work and copy by assessment of the association membership.

J. B. Bingham, executive secretary of the association, reported to the membership on the progress of several labor conciliation and arbitration proceedings, with special attention to the arbitration between the Utica publishers and typographical union. Mr. Bingham's report was made in executive session.

The American Institute of Printing and Publishing, plans for which were outlined by members of the New York State association to the A. N. P. A. in April, is moving toward consummation. Ground for the site has been taken on option by President Frank E. Gannett and the proposed institute will be incorporated by the directors of the association, under a resolution proposed by J. D. Barnum, publisher of the *Syracuse Post-Standard.* Funds for the institute have been promised to the extent of $100,000 by New York City publishers the meeting was told by Mr. Gannett and Ross W. Kellogg, director of the Empire State School of Printing.

Frederick H. Keefe, publisher of the *Newburgh News* and chairman of the legislative committee of the publishers' association, the Associated Dailies, and the New York State Press Association, reported to all three on his success in stemming adverse enactments by the recent legislature.

He called special attention to the threatened clean books law, which, while aimed at salacious books, magazines, and general literature, might by the loose terms of its construction, be turned against newspapers which offended innocently as well as those which apparently were not concerned with conserving good taste and morality in their columns.

He cited his argument against the proposed law prohibiting the identification of a girl or woman victim of criminal assault. The newspapers of New York State, he said, needed no such law, for their own codes of operation did not permit the branding of an innocent victim of such a crime. He was heard to the

(*Continued on page* 44)

15,000 ATTEND A. A. C. W. INSPIRATIONAL SERVICES

Rev. S. Parkes Cadman, Sounding Keynote at Huge Sunday Afternoon Meeting Extols Power of Advertising Writers to Increase World's Happiness—Mayor Kendrick Welcomes Delegates



Banquet of Board of Club Presidents of the International Advertising Association held at the Poor Richard Club, Philadelphia, Tuesday evening.

"MAN'S power to conjure images in the creative force behind a greater civilization of the future," declared the Rev. S. Parkes Cadman, president of the Federal Council of Churches of Christ, in his keynote address before the inspirational session of the A. A. C. W. Sunday afternoon. His audience, the largest which has yet crowded into the new municipal auditorium on the sesqui-centennial grounds, was estimated to number more than fifteen thousand persons.

Dr. Cadman, speaking on the topic, "Advertising and Imagination," extolled the power of the advertising writer to increase the world's happiness and ability to lead a more interesting life.

Official welcome to the city was delivered by Philadelphia's mayor, S. Freeland Kendrick, who coupled with his greetings a plea that the advertisers appoint a special committee to confer with the officials of the sesqui-centennial association on the best means of advertising the exposition to the world.

President Woodbridge, in his response, acted immediately upon the mayor's request and named Samuel C. Dobbs, Atlanta manufacturer and a past president of the A. A. C. W., to head the committee.

"It is my fervent hope," said Mayor Kendrick, "that this exposition may inspire a new feeling of understanding among nations and that the sesqui-centennial may be the means of bringing about a new declaration of Independence that will effect peace on earth, goodwill to men."

In similar vein was President Woodbridge's response.

"We are here, my friends, representing 14 different countries, 30,000 individuals," he said. "It may seem strange to some of you to say that advertising is the cause of our being in Philadelphia, but not so, my friends, for advertising is the moulder of public opinon and public opinion is the motive power of modern nations.

"Advertising, then is too great a power to be trifled with, too mighty to be misused, too inspiring to be untrue. We use this power as makers, sellers, and buyers of advertising. We intend to use it as a public benefit. As a public benefit, advertising will become the stabilizer of business, and business talks a common language, the language of trade. Trade follows the flag of mutual understanding, and let us remember that nations live by doing business.

"This association is but one of many in which the spirit of co-operation among men has developed a desire for advertising of high ideals and advertising that will create common understanding of those ideals for the purpose that nations may dwell together in greater harmony; and I say to all of you who have come to Philadelphia it seems to me indeed fitting that we should come to this city of brotherly love to pursue further the objects of our association."

Following the musical program which opened the meeting, the Divine blessing was evoked by Rev. Floyd W. Tompkins, D. D., rector of Holy Trinity Episcopal Church.

Howard C. Story, president of the Poor Richard Club of Philadelphia, welcomed the delegates in the name of advertising.

"We believe that Poor Richard represents the real Philadelphia which is rich in American ideals and which is often called the greatest American city, and birthplace of advertising, and is now celebrating the Sesqui-Centennial, the 150th anniversary of the birth of this great nation of ours," he said.

"The man who had a large part in supplying our ideals with his guiding impulses is the patron saint of the Poor Richard Club, Benjamin Franklin—the great printer, journalist, diplomat, inventor, philosopher, and Father of Advertising.

"Our new club house, the doors of which are wide open to receive you, was dedicated to Franklin, and we are carrying on the sound influence of his wonderful personality, building well for city and for advertising.

"Poor Richard seems to thrive on responsibilities. We have built and finished a $300,000 club house and assumed responsibility to act as host for this big Convention which begins today, all in one year. Again we say we are happy that you are with us and may we hope that you will get much good out of this international business Congress. We also hope to so entertain you that you will truly say in Philadelphia there'll be nothing blue but the sky."

H. H. Charles, former president of the Advertising Club of New York, presented the official program to the meeting and upon motion of Rowe Stewart, past president of the A. A. C. W., who presided at the inspirational session, was awarded the convention's thanks.

Among those who occupied the platform besides Mayor and Mrs. Kendrick and their retinue, were:

Samuel C. Dobbs, past president of the A. A. C. W.; Benjamin Bache Huntingdon, great-great-grandson of Benjamin Franklin and an honorary member of the Poor Richard Club; Charles C. Green, president of the Advertising Club of New York; Dr. B. F. Martin, Dubuque, Ia.; Jesse H. Neal, secretary-treasurer of the A. A. C. W.; W. Frank McClure, chairman of the National Advertising Commission; Miss Ethel B. Scully, who represents the women's clubs on the executive committee; Mrs. Bernice Blackwood, president of the Federation of Women's Advertising Clubs, and Andre Kaminker, representing Etienne Damour, president of District 17 of the A. A. C. W.

Prior to the ceremonies at the sesqui-centennial auditorium, the delegates were received by Mayor Kendrick at Independence Hall in the room where the Declaration of Independence was signed. Mayor Kendrick stood before the rostrum and shook the hand of each distinguished guest as he was introduced by Messrs. Story and Stewart.

"You are standing on holy ground," the Mayor said. "Here gathered men whose courage and spirit of sacrifice made possible this great nation. In the outer corridor you will see the Liberty Bell, whose voice for liberty was heard round the world.

"I am sure that the spirit of Benjamin Franklin, the patron saint of advertising, is here with us today and that William Penn, from the tower of City Hall, nods his blessing to you.

"We hope that you will carry back to your homes a vision of the greatness of our city and our hospitality."

Gimbels Entertain Ad Women

Five hundred women members of the advertising delegation in Philadelphia were entertained Wednesday noon by Gimbel Brothers Store at luncheon. Ellis A. Gimbel welcomed the visitors. Other addresses were made by Mrs. John Hanna Cross, chairman of the committee on arrangements, and Miss Blanche Fisher, assistant director of advertising of the store.

French Delegation Shows Film

The French delegation to the Philadelphia advertising convention invited all delegates to attend an exhibition of their film, Hugo's "Les Miserables" at the Forrest Theatre, Thursday evening. The delegation engaged the theatre for the occasion.

AGENCY MEN ANALYZE NEW TRENDS

Space Buying Work for a Specialist—Say Improvement of A. B. C. Statements Is Needed—Many Advertisers Join in Interesting Debate on Methods

By JAMES M. MOSELY

HOW one manufacturer recently created 154,084 agate lines of local advertising for newspapers as a by-product of a national advertising campaign was related by Guy H. Richards of Erickson Company, Inc., agency, New York City, in his talk on the 22d on "The work of the media department" at the Associated Advertising Clubs of the World.

The agency submitted to each newspaper which was to carry 15,000 line contracts in scores of cities a complete plan of action for lining up space from the local dealers in advance of Congoleum Week. A letter from the agency accompanied a portfolio of material, outlining how a year previously newspapers had benefitted by selling tie-up space and a number of definite ways to go about it. Hundreds of mats were furnished without charge.

"This type of service is but a side-issue of the work of the media department, but is only one of many ways an agency can help a client get more value out of his appropriation at the same time it provides more linage for the newspapers. I estimate that altogether, the campaign to which I refer obtained an aggregate of 300,000 lines paid for by dealers, or 100 lines by dealers for every 300 we placed.

"Through check-ups with other agencies, I believe that more than 300,000,000 lines of collateral advertising were created for the newspapers last year by advertising agencies, paid for by the local dealers to take the benefit of the manufacturer's advertising which was running in the newspapers at that time.

"Before an agency can bring to bear its knowledge of media, it must first know all about its client's product, his market, all about his sales program, and his problems in general. Only if it has this basic knowledge can it make intelligent recommendations. A clear insight into its client's business, a dispassionate unprejudiced view of media values, and a selection from the one to fit the needs of the other are essential."

The three jobs for a media department, he declared, are to study media values, deal with publications and handle the large amount of detailed labor involved in placing and checking orders. Instead of buying circulation, he pointed out, an agency really is buying a market, attention value, and human reactions. The size of the appropriation should not be permitted to raise havoc with appraisals.

Mr. Richards poked fun at the attitude of certain manufacturers who try to dominate the buying of space on snap judgment. He declared that since there are 25,000 publications with 250 million circulation, space buying should be done by a specialist. Direct communication with readers should be one source of information for such a specialist. Another source should be A. B. C. statements which cover 129 million circulation, but which should be available for more.

Improvement and amplification of present A. B. C. statements is much needed and when brought about should not attempt to deal with quality, he gave as his view, and told how his agency maintains over five thousand folders with information about the most frequently used publications.

H. E. Lesan, president of the H. E. Lesan Advertising Agency, New York City, was in charge of the agency sessions, which were under auspices of the American Association of Advertising Agencies at Bennett Hall, University of Pennsylvania, Philadelphia.

Roy S. Durstine of Barton, Durstine & Osborn, Inc., New York City, president of the American Association of Advertising Agencies, opened the sessions with an outline of the scope of the modern advertising agency, pointing out that, although the detail of preparing and placing is important, the real contribution of the agency to business is creative. He explained that advertising agency service has not been standardized because agencies are essentially individualists and, to some extent, specialists, they vary in size and are at various points of evolution.

Many fields in which changes in economic and social conditions offer new advertising oportunities for the agency to develop new accounts were suggested by R. S. Simpers of McLain-Simpers Organization, Philadelphia.

"The advertising agent is that specialist in the field of advertising because he has been the great creative factor in its development," this agency executive stated. "The time is past when an agency can obtain enduring business by the mere submission of copy and pictures or by superficial inducements alone. The agent who peddles his services which are merely incidental to our work cannot survive in competition with those who sell their work for its truly professional value.

"Not in all the tremendous growth of advertising has there been greater opportunity for development of new accounts. The successful advertising agent will be the one who most vigilantly watches, who most thoroughly studies, and who is most alert in recognizing the advertising opportunities created by the fundamental trends of our times."

As examples of how current trends open up chances for new advertisers, he cited the income tax laws which gave bank and insurance companies a new way to advertise, how style changes make it possible to advertise new commodities, such as even razors to women. The coal strike gave a chance to push a substitute for coal. Prohibition paved the way for new advertisers of soft drinks, candies, etc.; oil as a fuel led the way for advertising of oil burners. The smoke nuisance in cities has suggested advertising of various articles; bus transportation just now is heading up as a big future advertiser, and numerous other changes have brought and are bringing opportunities which the advertising agency man should seize upon.

To show the shift of advertisers to work with agencies, Mr. Simpers took figures of an architectural magazine, which indicated that now as contrasted with five years ago, the majority of its advertisers work through an agency and that these have shown the largest increase in space.

"The big task of advertising is to select from the entire population with as little waste as possible those people who are able to buy and make them willing to buy when they are ready, or, in some cases, to stimulate both willingness and readiness," Paul T. Cherington, formerly of the Harvard Business School, and now with J. Walter Thompson Company, New York, gave as the keynote for agency research in an address on "Getting the facts through a survey."

"Everybody is a prospect for drinking water because no one could live more than a few hours without it," he said, "but only a few would be prospects for diamonds at high prices.

"Special conditions, such as local preference and racial influences have to be taken into consideration. For instance, there are more Irish in New York than Dublin, more Jews than in Palestine and more Italians than in Rome. It is vital to get a true cross-section of one's prospects.

"Simple and short questionnaires include questions of fact, such as 'Do you use so-and-so?' which may be answered by 'Yes' or 'No' or questions of opinion. The former is easier to tabulate. It should cover enough to give a real cross-section—statisticians opine that there should be at least 1,000. It should be planned to give the maximum of information as cheaply as possible and to show up any unusual conditions which may exist.

Mr. Cherington recalled an experience in which he had supervised an investigation among 250 carefully chosen jewelers. The manufacturer had insisted on at least three or four thousand being covered. This was done, but the results varied only 2 per cent from what had been found about the 250.

"In recent years much progress has been made in the study of methods of reaching prospective or possible future buyers," the speaker commented. He referred to a survey of magazine subscribers carried on at Cincinnati under the American Association of Advertising Agencies.

"Facts must come first in every advertising campaign" Milton Towne of the Joseph Richards Company, New York City, emphasized and gave an example from his experience to show how this may be applied to increase sales.

"The old order was inspiration first and fit in the facts after. 'Think me up an idea that will increase my sales and I will advertise" straight-armed the manufacturer. 'I will,' said the agency man blithely. On such shallow foundations were erected certain familiar advertising edifices that are now being shored up to permit the building of sounder, deeper sub-structures."

Centrality in advertising copy formed the theme of a talk by Robert Tinsman of the Federal Advertising Agency, New York, who laid down these rules for a productive advertisement:

1. It must be planned to arrive.
2. It must tell the truth to be believed.
3. It must be attractive to be read.
4. It must be demonstrable to sell.

"Advertising is apparently leaving the journalistic phase and coming into the art phase" W. H. Beatty of the Newell-Emmett Company of New York said on "Art."

He decried the tendency of many to imitate as due to laziness, which he said in some cases is almost snobbish. He declared prettiness a danger in art when stupidly administered.

"A lot of us are buying names in buying art and a lot of us are buying atmosphere, some of it almost a vacuum," he commented. "The real test of good art is: will the public understand it? Can the public read it and get the story? Successful advertising must have a balance of copy, art and type for best work."

Greetings from the Advertising Club of Dublin were brought by Patrick T. Montford, formerly advertising manager of the *Dublin Freeman's Journal*, who claimed advertisers are overlooking a sales opportunity in skipping Ireland.

"More than $50,000,000 is being spent to develop the water power of the River Shannon," he explained. "About a year from now there will be enough electrical power available to take care of half a million homes. Manufacturers of electrical equipment and appliances who are on the job can reap a harvest about a year from now.

"American automobile manufacturers also are overlooking a chance for sales. Our market, popular impressions to the contrary, is able, willing and ready to pay for what it buys."

The many collateral services rendered by the modern agency were described by Fred J. Ross of the F. J. Ross Company, New York, on Wednesday morning. He selected from his own experience the marketing of a soap to show how the agency helped create the name, package and entire plan of sales attack.

The application of business principles to the internal operation of an agency was discussed by Harrison Atwood of H. K. McCann Company.

He listed the main departments of a large agency as management, contact, market research, media and space buying, copy, art, mechanical, contract and order, accounting, central control, and new business. In many instances, he said, standards of practice, records and instructions are in written form.

Leon Renier, Jr., commercial manager of the Agence Havas, Paris, was introduced to the group as also was Marcel Knecht, general secretary, *Le Matin*, Paris, who spoke on the modernizing of the buying habits of the French, their increased purchasing power and willingness to spend for travel and luxuries and their desirability as a market.

Eugene McGuckin, head of the Eugene McGuckin Company, Philadelphia, estimated that if advertisers had to try to do for themselves what agencies do for them, it would cost them treble what it does now and newspapers and magazines would have to increase rates greatly.



FROM THE WHITE HOUSE

PRESIDENT COOLIDGE sent the following message to the Associated Advertising Clubs of the World, and read by President C. K. Woodbridge at the opening general session Monday morning:

"Please extend to the Associated Advertising Clubs of the World my cordial greetings and good wishes. Your organization is representative of a new field of activity where high principles and right leadership is vital. I am sure that your convention will bring a fuller sense of the duties as well as the advantages which advertising carries with it.

"CALVIN COOLIDGE."

CLASSIFIED MEN PLAN CO-OPERATIVE PROMOTION CAMPAIGN—RE-ELECT NAX

Association Votes to Employ Agency to Prepare Copy for Simultaneous Use in Member Papers—Green Describes B. B. B. Clean-up Work

(*By Telegraph to* Editor & Publisher)

C. W. NAX, of the *St. Louis Globe-Democrat* was re-elected for a second term as president of the Association of Newspaper Classified Advertising Managers at its seventh annual convention held in Philadelphia in connection with the meeting of the Associated Advertising Clubs of the World.

Other officers elected were: Walter W. Murdock, *Detroit Free Press,* first vice-president; James A. Doherty, *Providence Journal and Bulletin,* second vice-president; Harold A. Dryden, of the *Peoria Star* was re-elected as secretary and Jas. McGovern of the *Albany Knickerbocker Press* was selected as treasurer. W. R. Huffman, *Tulsa World,* C. A. Sargent, *Miami Herald,* and H. D. Coff, of the *New York American* were elected to fill the vacancies on the board of directors.

Fred L. Tate, of the *Toronto Star* was selected as a member of the National Commission, to fill the vacancy caused by the transfer of W. W. Miller, *New York Times,* to the display advertising field.

C. C. Armstrong, of the *Cleveland Press* was named editor and manager of the *Classified Journal,* monthly magazine of the Association. The by-laws were amended to admit to associate membership classified managers of farm papers and newspapers of foreign countries.

The only speech of the four day convention which was held in Price Hall of the University of Pennsylvania was that of E. L. Green, Manager of the National Better Business Bureau. Mr. Green pointed out how the classified investigation work of the Bureau was started by the Association of Newspaper Classified Advertising Managers and carried on with their co-operation. During the past year more than 400 bulletins were issued by the Bureau, giving detailed information as to the operating methods of questionable advertisers. These bulletins are merely informative, Mr. Green pointed out and made no recommendations, but placed the responsibility of determining whether the copy should be published up to each newspaper. Mr. Green stated that the greatest value of the bulletins was the fact that they were awakening in the minds of newspaper executives a greater realization of the value of excluding from the classified columns all fraudulent or misleading advertising. One of the greatest difficulties in endeavoring to stamp out bad classified advertising is the lack of standardized rules of censorship on the newspaper. To overcome this, Mr. Green suggested that the Association get all its members and newspapers not in the Association to adopt a simple broad standardized set of censorship rules, particularly regarding help wanted advertising. Mr. Green submitted such a set of rules for the consideration of the Association which decided to carry out the suggestions. The first session Monday morning was called to order by President Nax, who outlined the progress of the Association during the past year, showing that it had more members than ever before and had done more for its members than before. Almost 100 members were registered. Harry Gwalney, of the *Milwaukee Journal* was appointed chairman of resolutions committee and J. H. Butler, of the *Houston Chronicle,* chairman of the nominating committee.

After organization the chair was turned over to Walter W. Murdock of the *Detroit Free Press,* who conducted a round-table discussion on the subject. "Fundamentals of Salesmanship Applied to Classified Advertising" topics dealt with were, the selection of employees, preliminary training of salespeople, methods of paying sales men so as to produce the greatest results.

The second session was devoted to the subject of "developing voluntary business," and was presided over by Mr. Gwaltney. Not only were the principles of developing this type of business discussed but many delegates told of successful methods which they had used. It was the consensus of opinion that voluntary advertising was essential to a successful strong classified advertising medium and that the ways of building it was to make the paper productive to advertisers and make it easy to insert an advertisement in the paper. The next session was devoted to "Promotion" and lead by C. L. Perkins of the *Chicago Herald and Examiner.*

At this session it was pointed out that the advertising of the classified advertising columns was the most important essential in the building of strong classified medium since by proper promotion readers could be created for the classified advertisements, thus bringing greater results to the advertisers, in turn creating more advertisers and solving in a great degree all of the selling problems. Every newspaper was urged to do not only more promotion but more intelligent promotion, making display space in a newspapers own columns the backbone of all campaigns. To supplement the local campaigns used by the various members, it was decided that the Association should employ an advertising agency to prepare a campaign of a general nature to sell the public on the "market place" aspect of the classified columns and their efficacy in supplying all the existing needs of mankind. This campaign is to be released to members at cost and as far as possible each piece of copy is to be run in all papers on the same dates giving the campaign all the aspects and advantages of a national campaign.

R. E. Seiler, of Los Angeles, acted as chairman of a session devoted to "Service," at which the importance of rendering complete and satisfactory service to the advertiser was essential.

The final meeting was led by Fred L. Tate of the *Toronto Star* and dealt with a discussion of credits and collections.

SUIT AGAINST AGENCY FOR ACCOUNTING ENDS

Litigation Brought by Clem Shaver, as Democratic Party Chairman, Against Van Patten, Inc., Is Dropped by Order of Justice Ford

Suit of Clem L. Shaver, as chairman of the Democratic National Committee, against Van Patten, Inc., New York advertising agency, was discontinued June 21, by Supreme Court Justice Ford in New York. Van Patten, Inc., had the contract for placing campaign advertising during the John W. Davis Presidential campaign in 1924.

By Justice Ford's order both the suit of the committee against Van Patten, Inc., for an accounting of the funds paid by the committee for the advertising, and the counter claim of the agency, filed as a separate action, for nearly $85,000 for breach of contract, are dropped. The Van Patten suit was based on allegations that the committee promised to place $600,000 worth of advertising with the Van Patten agency, and requested the latter to plan a national campaign on that expenditure, and then spent less than $100,000.

An examination of the papers this week disclosed that the negotiations for withdrawal of the actions started after the Van Patten agency had been directed to give full particulars of its counter claim for 15 per cent commission, based on the expenditure of $600,000.

BRITISH VISITORS TO PHILADELPHIA



A group of British degelates to the Philadelphia A.A.C.W. convention. They are (left to right): Thomas Philpot, Herman Backkert, Wallace Attwood, Cecil Bernstein, G. C. Bowman and Mark Goulden.

Baldus Heads Catholic Press

Simona A. Baldus, managing editor of the *Extension* magazine, Chicago, was elected president of the Catholic Press Association of the United States and Canada, which ended a four-day convention in Detroit, Mich., last week.

Albuquerque, N. M., Merger

The *Albuquerque* (N. M.) *Herald,* evening, and the *Albuquerque Journal,* morning, are now being published as a single paper with morning, evening and Sunday editons under the Journal masthead. T. M. Pepperday is publisher.



Distinctive Circulation *of* The New York Times

THE NEW YORK TIMES has the largest number of readers of high quality of any newspaper. It appeals to intelligent, thinking persons.

Conviction and lasting confidence are most firmly established among intelligent persons. Their good will, once acquired, not easily swayed, is the most valuable asset an advertiser can have.

The New York Times has the largest circulation of any standard size New York morning newspaper and a larger circulation than any New York evening newspaper except the Evening Journal. The net paid average daily and Sunday sale of The Times for the six months ended March 31, 1926, was 392,695 copies—a gain of 10,690 over the record of the previous six months and a larger gain than any other New York morning newspaper of standard size.

In New York City and its suburbs the average daily and Sunday circulation of The Times is greater than that of any other standard size New York newspaper except the Evening Journal.

But it is not so much to the quantity as to the quality of its readers that The Times draws attention. The Times is strictly a newspaper. The Times is unequaled in its enterprise in assembling complete and accurate news, in the promptness and ability with which it presents the most reliable report of whatever interests intelligent readers throughout the world.

The Times offers nothing but its own high quality of news, and has thus gained the strong interest and confidence of the thinking people, who bought in the month of May an average of 366,421 copies on week days and 611,521 copies of the Sunday edition.

The confidence of readers and advertisers extends to the advertising columns of The Times. For years The Times has been the advertising leader in the greatest market in the world.

In five months of this year The Times published 12,843,818 agate lines of advertising, a gain of 1,322,484 lines over the corresponding period of 1925 and an excess over the second New York newspaper of 4,765,934 lines.

In May, this year, The Times made a greater growth in advertising over the corresponding month of last year than any other morning newspaper in the United States.

In advertising, as in circulation, The Times takes greater pride in quality than in volume. The Times subjects all advertising to censorship, and declines the fraudulent and misleading.

The Times refuses more advertising than any other newspaper.

$25,000 IN ADVERTISING PRODUCED $100,000,000

Appropriation of Maine Legislature Increased—Tourist Business 30 Per Cent in 1925, Coe Tells A.A.C.W. Delegates

"Twenty-five thousand dollars appropriated by the Maine Legislature in 1925 for advertising the State resulted in 30 per cent increase in resort and tourist business over any previous year" said Harrie B. Coe, manager, Maine Publicity Bureau, addressing the Community Advertising Session at the international advertising convention of the Associated Advertising Clubs of the World in Philadelphia Wednesday. "This money was used exclusively for newspaper and magazine advertising and it was specifically stated in the campaign that not one cent of it would be used for salaries or overhead expenses.

"In June, July and August 20,679 automobiles registered at the Publicity Bureau's office in Portland, and using the American Automobile Association's figure of an average of three and one-eighth persons to a car, shows that more than 60,000 people were served in that way. They represented every state in the Union and many foreign countries. Letters, keyed to the newspaper and magazine advertising, were received to the number of 10,221, all properly answered.

"Each person vacationing in Maine that year averaged to spend $90.53, thus the tourist business brought into the State of Maine last year nearly $100,000,000 One summer hotel alone had receipts of over $500,000 chiefly from out of state people.

"What has all this brought to the State of Maine?" said Mr. Coe in summing up. "In addition to the $100,000,000 left by the tourists, which seeps through all the channels of business life, the records of the register of deeds offices throughout the State show more than 2,000 sales of land and buildings to non-residents during the past year.

"Industrial and recreational projects under way are estimated at $175,000,000. The largest of these is the Passemaquoddy project, which proposes to harness the tides of the sea to generate power, and which is a project of $100,000,000. No doubt many will say this has nothing to do with tourist business, yet the fact remains that Dexter P. Cooper, the man who is putting over the project which has recently received favorable consideration by the Federal Government in Washington, first went to Passamaquoddy Bay 17 years ago as a summer tourist. The Insull interests are developing a $4,000,000 hydro-electric project on the Androscoggin River. The Lucerne-in-Maine project in the vicinity of Bar Harbor, a cottage and club house colony, is a $5,000,000 development. Other similar projects are springing up all over the state.

"That is the story of Maine in a nut shell. It shows merely a start of what has been done to back industrial and agricultural development, for the best way to bring such opportunities before the people is to bring them to Maine to play and our slogan has been 'Bring them to play, persuade them to Stay.'"

Butterick Magazines to Merge

Merger of the *Delineator* and the *Designer*, Butterick magazines, effective with the November issues, was announced last week by S. R. Latshaw, president of the Butterick Publishing Company. The combined magazine will be known as the Delineator. The Delineator was founded in 1869 under the name of the Metropolitan Monthly. Its name was changed in 1875. The Designer, founded in 1887, is published by the Standard Fashion Company, Butterick subsidiary. Mrs. William Brown Meloney will continue as editor of the merged magazines.

MRS. CAROTHERS LEADS WOMEN'S AD CLUBS

Mrs. Blackwood Retires to Seek Post on A. A. C. W. Executive Board—Hazel Ludwig New Vice-President

Mrs. Minna Hall Carothers of New York received the unanimous vote of the 650 members of the Federation of Women's Advertising Clubs for the presidency. She succeeds Mrs. Bernice Blackwood of Chicago, who retires to run for membership on the executive committee of the A.A.C.W., filling the place now held by Miss Ethel B. Scully. Mrs. Carothers has been vice-president of the women's group and will be succeeded in that post by Miss Hazel Ludwig of St. Louis. Mrs. Ellen S. Patten, Philadelphia advertising expert, withdrew on Tuesday in favor of Miss Ludwig.



Mrs. M. H. Carothers

Speakers at the luncheon at which the association's business meeting was held included Lt. Col. E. F. Lawson of the *London Daily Telegraph;* Edith M. Burtis, syndicate writer for the *Public Ledger;* and Miss Ludwig, who is manager of the research department of the D'Arcy Advertising Company and a past president of the Women's Advertising Club of St. Louis.

Hearst Sues for Libel

William Randolph Hearst on June 17, acting for his son William Randolph, Jr., filed suit for $125,000 damages for alleged libel against the *Los Angeles Record.* The case involved a wrecked automobile.

McCLURE AGAIN HEADS AD COMMISSION

Warfel Re-elected Executive Secretary, Burbach Vice-Chairman—Kettredge Succeeds Hatfield as Secretary

W. Frank McClure of Chicago was re-elected for his ninth term as chairman of the National Advertising Commission at its meeting in Philadelphia Monday during the A. A. C. W. convention.

Robert A. Warfel of New York was re-elected executive secretary; George M. Burbach, advertising manager of the *St. Louis Post-Dispatch* and representative on the commission of the Association of Newspaper Advertising executives, was re-elected vice-chairman. E. H. Kettredge of Boston was chosen secretary, succeeding Charles V. Hatfield of St. Louis, who resigned after 10 years' service.

The National Advertising Commission is composed of 81 representatives from the 27 departmental bodies of the Association and meets four times during the year for conduct of the Association's business and execution of major policies.

N. Y. Newspaper Club Seeks New Home

A new home is being sought by the Newspaper Club of New York, to be occupied when its present lease expires the first of next year. The board of directors has appointed a committee to seek better quarters.

C. H. K. Curtis Donates $50,000

Cyrus H. K. Curtis has presented Drexel Institute with a $50,000 cash gift. He designated that the fund be spent at once for equipment and apparatus. Mr. Curtis is a member of the Institute's board of trustees. Two years ago he gave $100,000 in an endowment campaign conducted by Drexel.

ENWRIGHT BUYS TWO POUZZNER PAPERS

Boston and Lynn Publisher New Owner of Lawrence Evening Telegram and Sunday Sun—Mrs. Pouzzner Retains Lowell Telegram

Frederick W. Enwright, publisher of the *Boston Telegram* and *Lynn Telegram-News,* this week purchased the *Lawrence* (Mass.) *Evening Telegram* and *Lawrence Sunday Sun* from the estate of the late Benjamin F. Pouzzner of Lowell. Although the purchase price was not made public, it is understood to be in the vicinity of $375,000, at which sum Mr. Pouzzner bought the Telegram plant several months ago.

Mr. Enright will take over the management of the papers at once he announced.

Mrs. Pouzzner retains control of the *Lowell Sunday Telegram,* which was also owned by her husband.

The sale was made through Palmer, DeWitt & Palmer, newspaper brokers, New York.

"MY IDEAL GIRL" By 48 Famous Men

Each Article Illustrated with Half-Column Cut in Mat



Rudolph Valentino, Ziegfeld, Jean Patou, Milton Sills, Douglas Fairbanks, James Montgomery Flagg, Ted Shawn, Cecil DeMille, W. T. Benda, Rod LaRocque, Will Irwin, Josef Hofmann—these are only a few of the contributors to this great woman's page series.

LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA, PA.

Only the readers of a newspaper count with shrewd advertisers as "circulation."

In Brooklyn, the Standard Union circulation has been built without a gift scheme of any description.

R. J. R. Stevenson
President

LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPER

A People Who Follow The Advertised Product

Residents of the Times Area

Trenton, N. J.

In this territory you increase the per cent response per dollar spent in advertising.

In Trenton industry is represented most every important product which the world needs and uses in its everyday life.

Cover this market completely through

The Trenton Times

National Representatives

KELLY-SMITH COMPANY

Marbridge Building, New York City
Waterman Building, Boston, Mass.
Atlantic Building, Philadelphia, Pa.
Tribune Tower, Chicago, Ill.

WORLD CO-OPERATION SUPREME ISSUE TODAY

Barton Urges I. A. A. to Join with U. S. Chamber of Commerce in Seeking Reasons for Hatred of U. S. Abroad—Woodbridge Urges World Peace at Opening Session

"WHAT Is There Left for Advertising to Do?"

The program committee asked the question for Bruce Barton to answer at the opening general session of the Associated Advertising Clubs of the World, held at the Philadelphia Academy of Music, Monday morning.

Mr. Barton answered the question in a manner new to gatherings of the Associated Clubs, where the note of international good will has been sounded for years past by speakers representing many races. With the flags of 14 nations drooping gracefully about the Truth medallion of the A. A. C. W. suspended above his head, Mr. Barton proposed that the A. A. C. W. offer its services to the United States Chamber of Commerce in a survey to find out why the entire world hates the United States.

"Is there a man in this audience who has not experienced a deep sense of apprehension as he surveys America's limitless prosperity and the precarious condition of America in the world?" asked Mr. Barton. "We have a major portion of the world's wealth and almost a monopoly of the world's envy, jealously and resentment. Not an entire monopoly, for Frenchmen still hate Germans, and Italians hate Austrians, and Poles hate Russians. But every nation hates us. Whether we deserve it or not, whether we have acted generously or meanly, whether we have been wise or merely pennywise, the fact remains that there is in the present bitter feelings of the nations the making of a conflict which could not only hurl us down from our present high position, but would, in destroying us, destroy civilization itself.

"What is the remedy? Must conditions drift until a crisis brings destruction? Must the old fashioned machinery of diplomacy be relied upon alone to deal with conditions which as all history since 1914 has proved are far beyond its capacity? Isn't there some way in which the business brains of all the world can be brought to bear upon this universal problem?

"Ought not advertising in its largest aspects to be the imagination of business? Is it not our function to leap ahead of the present in our thinking and to dare to concern ourselves with problems which are frankly beyond our own unaided power? We have such a function, I believe, a definite responsibility. If I were a member of the resolutions committee, I should move to lay before the convention a resolution to this effect:

"WHEREAS, the members of the Associated Advertising Clubs are men and women who have been trained in the analysis of markets, in the discovery and charting of sales difficulties, and in the formulation of sound selling policies, and whereas, the greatest danger which confronts American business is the growing distrust and ill feeling on the part of other nations toward America, RESOLVED: That the Associated Advertising Clubs of the World offer their services to the United States Chamber of Commerce for the conducting of a world survey, seeking to analyze the underlying causes of ill feeling toward America, and to spread the facts before the American people. To the end that the causes of this distrust and resentment may be removed in so far as it is within the power of American business to remove them; and that the business men of the whole world may co-operate in the establishment of a new basis for confidence, security and peace."

No such note was sounded by the other speakers of the morning session, all of them from foreign lands. Telegraphed greetings from the President of the United States, cables from Japan and from Milan, Italy, and a message of regret for his absence from Senator Paul Dupuy, proprietor of *Le Petit Parisien*, of Paris, were read to the delegates by President C. K. Woodbridge. Response to the president's greeting was made by George H. Patterson of Sydney, Australia; Jonkheer Willert Hoogland of Amsterdam, Holland, George S. Oettle, South Africa; B. W. Tingle, Montreal, P. Q.; Andre Kaminker, representing President Etienne Damour of District 17, A. A. C. W.; Dr. Marcel Knecht, for the press of France, and Sir William Veno, Manchester, England.

"Co-operation between all the peoples of the world is the supreme issue before mankind today," President Woodbridge opened his address. "This ideal can only be attained by voluntary association of large groups striving toward the common goal of companionship. It is not through international courts and political conferences that complete co-operation can best be brought about; it is through the closer association of business men and women. Advertising can do much toward furthering the ideal of universal co-operation."

Sir William Veno, responding for England, said that the small size of the British delegation—it numbers about 40— was due to the recent strike, "which had dislocated business to some extent."

Affirming the great development of advertising in France, Dr. Marcel Knecht, speaking for himself and for Leon Renier, Jr., as representative of the French Press, recalled that "the first conditions of a sound and useful advertising were the worldly diffusion of the newspapers as well as their national and local influence. There is no advertising without industrial and business production, and no advertising without the press."

"We need more foreign advertising in our French newspapers, and we must bring more French advertising to the American press, but we are not a wild and deserted island which needs the visit either of a new Christopher Columbus of advertising or the first encouraging words of missionaries of publicity. France and its press are progressive. They would not have chosen as their delegates to this great convention men like ourselves who believe especially in youth, in improvement, in international good will and reciprocal exchanges, if that had not been the case."

Likening the advertising and selling and journalism of the world to a League of Nations which should know no frontiers, Lieut. Col. Lawson discussed advertising in world terms.

"To advertising men, I say there should be no frontiers," he declared. "They are the forerunners and companions of trade and therefore pioneers of peace and civilization. Advertising is one of the greatest unifying influences in the United States, and in international scope, it is God's own way of forming an entente cordiale which makes the other ways not worth a farthing."

Sir Henry Thornton, K. B. E., chairman and president of the Canadian National Railways, pointed out the necessity for advertising.

"In the railroad world, the agate line, which you of the advertising fraternity employ as a unit of measurement, plays a large and useful part," Sir Henry said. "That is true particularly in the development of passenger business and respect to those railways which are greatly interested in presenting the allurements of transportation to tourists. Advertising to tourists has kept abreast of the general improvement in advertising as a whole and as an outgrowth of the old time-table ads of 10 or 15 years ago, we have today the highest type of sale copy, prepared and presented by experts—advertising which excites the reader to travel and which is inducing countless thousands to turn their faces toward the beauty spots of America and Canada."

"If I wrote a book on salesmanship telling everything that I knew about it, the book would not be salable, because it would include only one page, and that page would be one of less than fifty words," said Edward S. Jordan, president, Jordan Motor Car Company. "Those words would probably be something like this:

"If you want to sell anything, you must be able to speak the English language, first. You must be able to speak it so that you can be heard in an ordinary room. You must tell what you think about your own product and tell it to all the people you possibly can, and that is all there is to salesmanship.

"The story about advertising is very much the same and quite as simple. The trouble with selling and advertising is that there are too many clever people connected with the business who are trying to make it complicated instead of making it simple. So I am going to give you a few fundamental answers to a few simple, fundamental questions and tell you how I apply them to my own business.

(*Continued on page* 24)

HELM

The Man Who Makes Figures *Talk*

Distributed by

CURRENT NEWS FEATURES, INC.
EVENING STAR BUILDING
WASHINGTON, D. C.

if you have something to SELL—

—and it's good.
—and you want other folk to know it's good.
—thrifty folk who have money and the habit of spending.
—people who live in the prosperous Cleveland market

then—
you must tell them about it through

The *Ohio's Greatest Newspaper*
Cleveland News
DAILY and SUNDAY

Represented by Geo. A. McDevitt Co.
250 Park Ave., New York
914 People's Gas Bldg., Chicago

NEW YORK GRAPHIC SYNDICATE

Chooses Certified Dry Mats



By Courtesy of New York Graphic Syndicate

To insure the best possible reproduction of its popular features, the New York Graphic Syndicate, after using various brands of mats, has chosen Certifieds.

We welcome them to our happy family of newspaper feature services.

How about your service? — Certifieds can mean just as much to you.

Getting the facts does not obligate you in any way.

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue New York, N. Y.
for wet mat printing with DRY MAT facility—use Certifieds
MADE IN U. S. A.

THE New Journalism!



NEWSPAPERS furnish most of the information which our brains digest to provide the life-blood of public opinion.

You select food for yourself and family with considerable care. Wisdom dictates that you select your food for thought with equal care.

In twenty-four cities spread from coast to coast, more than a million and a half families are doing this through the pages of Scripps-Howard newspapers.



SCRIPPS-HOWARD

These newspapers offer a daily mental diet so sanely balanced as to stimulate development of that citizenship which is the nation's greatest asset and future hope.

Liberal on every economic question, fearlessly independent on every political issue, tolerant in the broadest sense of the word on every social problem, Scripps-Howard newspapers have created a new journalism more truly American than anything that has preceded it.

Because, for nearly half a century, they have remained free from fettering political, financial and social alliances, these newspapers have been able to serve the public with a singleness of purpose that has merited and won nation-wide recognition.

A virile, brilliant, dynamic force in American journalism, sound in editorial policies, clean and alive in daily news and features, Scripps-Howard newspapers have captured the imagination and hold the confidence of their readers throughout the nation.

SCRIPPS-HOWARD NEWSPAPERS

MEMBERS AUDIT BUREAU OF CIRCULATIONS — MEMBERS OF THE UNITED PRESS

Cleveland (Ohio) - - PRESS	Denver (Colo.) - - EXPRESS	Youngstown (Ohio) TELEGRAM	Terre Haute (Ind.) - - POST
Baltimore (Md.) - - POST	Toledo (Ohio) - - NEWS-BEE	Ft. Worth (Texas) - PRESS	Covington (Ky.) KENTUCKY POST*
Pittsburgh (Pa.) - - PRESS	Columbus (Ohio) - CITIZEN	Oklahoma City (Okla.) - NEWS	Albuquerque (N. Mex.) STATE-TRIBUNE
San Francisco (Calif.) - NEWS	Akron (Ohio) - TIMES-PRESS	Evansville (Ind.) - - PRESS	
Washington (D. C.) - NEWS	Birmingham (Ala.) - POST	Knoxville (Tenn.) - - NEWS	
Cincinnati (Ohio) - - POST	Memphis (Tenn.) - - PRESS	El Paso (Texas) - - - POST	
Indianapolis (Ind.) - TIMES	Houston (Texas) - - PRESS	San Diego (Calif.) - - SUN	

** Kentucky edition of the Cincinnati Post.*

ALLIED NEWSPAPERS, INC.
National Representatives
250 Park Avenue, New York, N. Y.
Chicago Seattle Cleveland
San Francisco Detroit Los Angeles

THIS PUBLISHER MAKES HIS PLANT HIS HOME

Philadelphia Inquirer's $10,000,000 Structure "Built on Air" Over Freight Yards, With Dream Palace on 12th and 13th Floors, Where Col. James Elverson, Jr., Owner, Lives

By PHILIP SCHUYLER

Editorial executives of the Philadelphia Inquirer work among American art masterpieces collected by James Elverson, Sr., whose son has his own fabulous gallery in his home on the 12th and 13th floors of the Elverson building.

These are but two hitherto unpublished details of the Inquirer plant, told in the second and last chapter of a history of the newspaper and its present publisher obtained by Editor & Publisher. *How a press room and delivery room are operated from the third floor are also told in this article.*

WHEN Col. James Elverson, Jr., returns to Philadelphia from abroad, July 1, he will go straight from the train to the $10,000,000 plant of the *Philadelphia Inquirer,* his paper, because he is a publisher who makes his office building his home.

The 12th and 13th floors of the Elverson building, completed in July last year, belong personally to Mr. and Mrs. Elverson and are fitted up as only a millionaire's two-story apartment can be furnished. It has its own electric refrigeration plant, a novel incinerating system, and, besides these modern practicalities, its many rooms are furnished with all the beauty and luxury money can buy. Here too are hung the paintings of Mr. Elverson's art collection which includes a $50,000 Corot, "Les Baigneuses," purchased only recently.

Col. Elverson, one is told, enjoys his work as publisher enormously, and likes to remain near to it. When he closes his desk for the day in his offices on the third floor, he simply steps out to the elevator and is whisked upstairs to his comfortable salon, his library, his lounge, and his dinner. Because he keeps so close to his work, he knows personally many of the 1,400 men and women employed by the Inquirer. He is never away from his work long, unless it is for a short yachting trip on "L'Allegro," a trim little steamer, to his winter home in Florida, or for a houseboat party on board his "Golden Days," named for the weekly magazine started by his father, and the gold mine of the Elverson fortune.

Fifty-seven years old, Col. Elverson is in the prime of life and in splendid physical condition, with the exception of an eye infection contracted at the Sesqui-Centennial grounds just before he left on his last trip abroad. Warned by his doctor that he should not leave Philadelphia until his eyes were healed, he was determined to visit England for personal business reasons, and consequently ordered his doctor, Benjamin Franklin Baer, to pack up and come with him.

It was this same venturesome spirit that prompted him to build the present Inquirer building, which is unique in many details, but chiefly for the fact it is a huge manufacturing plant, office building, and publisher's home combined and "built on air." The Elverson building stands directly over the Philadelphia & Reading freight yards that run under Broad street, Philadelphia.

The idea of building a newspaper plant directly over the freight yards was as new in this century as Christopher Columbus's discovery of America in the fifteenth. Publishers were too polite to scoff openly at Mr. Eleverson's proposal, but they most certainly watched the building grow with considerable interest.

The first year of occupation has demonstrated that Col. Elverson's idea was sound, according to H. E. Blackman, the publisher's righthand man. The theory was that the Inquirer's plant would be a combination paper storehouse and producing site, and Mr. Blackman said that in the first year $100,000 has been saved in the cost of paper storage alone. Beneath the Elverson building is a railroad siding, capable of holding a train of 11 freight cars, and the lower floors are used to store advance supplies of newsprint.

Rolls of newsprint to be fed presses cannot be seen on the pressroom floor. This is because they are fed upward from the second floor of the building, known as the "reel room" into the presses direct. The entire plan of transporting the paper supply has been designed to obviate the needless hauling and labor formerly necessary.

Paper is taken directly from waiting freight cars to the storage room and from there in specially constructed cars to the reel room. A supply of between four and five thousand tons of paper is kept in the building at one time, which, however, is only enough for three weeks' editions of the Inquirer. Between 60 and 70 carloads of paper arrive at the Elverson building's unloading platform every week.

Workers have found it has increased pressroom speed and efficiency to have this important mechanical department of the newspaper on the third floor, adjacent to, and unpartitioned from the delivery and mailing room, instead of, as is customary, in the basement. Four lines of sextuple presses, comprising 48 units, and one high-speed Wood press, capable of printing 72,000 24-page papers an hour feed the delivery room. There is space left also for the addition of two more lines of presses.

Five lines of central moving belts carry the papers in bundles of 50 already counted by the presses to the shipping clerks at the far end of the press room. These shipping clerks take them from the central belt as they pass, wrap and tie them, and drop them through openings in their counting tables to a lower belt, which in turn convey them to spiral shutes. Down these chutes the papers slide right on to the floors of trucks, and then are conveyed to newsdealers throughout the city and to trains for the army of Inquirer readers.

All this manufacturing detail of publishing is dear to Col. Elverson's heart. But there is another side of his nature. Like his father before him, he is a patron of American arts.

Charles H. Eustis, editor-in-chief of the Inquirer, and his editorial writers work in rooms that glitter with the oil and watercolor creations of American artists. These rooms are on the fifth floor of the Eleverson building, a floor well worth a visit as an art gallery. A sum of $250,000 is represented in these beautiful paintings. And, in his own home seven flights higher up, Col. Elverson has his own private collection.

The first six floors of the Elverson building are given over to business, executive, and editorial offices. The offices of the business manager and treasurer are located on the second floor. On the same floor all of the advertising solicitors, for both display and classified advertising, have their headquarters. In addition to Col. Elverson's own suite on the third floor are the offices of the circulation, accounting, and bookkeeping departments, John T. Custis, managing editor, and Harry B. Nason, Sunday editor, occupying the front of the fourth floor, together with the financial, business, and society editors, while the main editorial room is at the rear on the same level.

The whole plant, one is told, represents the materialization of Col. Elverson's ideas of newspaper publishing efficiency. Seeing it, one wonders at the training of the man, who has so impressed his personality on a building, workmanlike and efficient within, and yet artistic and pleasing to the most discriminating. There are no building regulations in Philadelphia, which forced Col. Elverson, for instance, to stagger the upper floors of his building, and give over considerable valuable space for the tower with its golden dome that stands 340 feet from the street.

A few incidents of the Colonel's youth explain him. Col. Elverson was not the pampered son of a millionaire. His father early made it plain that he must win his own spurs. At 11, James Jr., was interested in stamp collecting, a hobby he has not yet quite forgotten.

"Why not go into the stamp collecting

(*Continued on page* 46)

40 INTERTYPES

are being used by



No Standardized Intertype Has Ever Become Obsolete



THE LARGEST HOME-DELIVERED CIRCULATION ON THE PACIFIC COAST

Is concentrated in Semi-Tropical America, *the Market Where Home Delivery Counts Most.*

Send for new Los Angeles survey showing how *sectional* climate, crops and industries, affect selling and advertising; and how the Los Angeles Times *by fitting the field* has built up the largest body of subscribers—fastest-growing circulation—and largest advertising patronage within 1,000 miles. Address PROMOTION DEP'T:

Los Angeles Times

Or Eastern Representative: Williams, Lawrence & Cresmer Co., 360 N. Michigan Blvd., Chicago; 285 Madison Avenue., New York.

CIRCLE THESE 33 COUNTIES ON YOUR OHIO SALES MAP



One of the Most Resourceful Markets in the Middle West for National Advertisers

(Thoroly Covered by The Columbus Dispatch)

1926 Population	1,372,073
Number of Families	348,599
Number of Dwellings	330,333
Number of Autos	265,315
Manufacturing Establishments	3,069
Number of Wage Earners (industrial)	87,461
Total Value of All Productions	$551,201,000
Number of Banks	361
Bank Deposits in 1925	$306,759,000
Number of Income Taxpayers	61,990
Number of Towns	1,198

Dispatch Daily Average Paid Circulation 106,451

Advertisers planning to exploit the Ohio market will receive complete cooperation from the information and service bureau of

The Columbus Dispatch

OHIO'S GREATEST HOME DAILY

HARVEY R. YOUNG, *Adv. Dir.*

O'MARA & ORMSBEE, INC., *Representatives*
New York Chicago Detroit San Francisco

WORLD CO-OPERATION SUPREME ISSUE

(*Continued from page* 20)

"Almost everybody is thinking superficially. Very few people are thinking fundamentally. There is a simple, fundamental answer to every problem which arises in your own life, in your own business, in connection with your selling, a simple, very simple, fundamental answer. Now I will give you a few illustrations, first some that are more or less facetious.

"People say to me, 'Why is Henry Ford the greatest manufacturer in the automobile industry,' I could give them five million words on that if I wanted to but why not put it in a few simple words, a simple, fundamental, true answer? Henry Ford is the most successful manufacturer in the automobile industry because he was the first man to build an automobile for the other fellow. All of the other early manufacturers built cars in which they liked to ride, themselves.

"Advertising in the advertising pages of a publication must compete in reader interest with the reading matter in the publication, and if you can't put romance, if you can't put jazz into your advertising you are whipped, they won't read it. There are too many pages in the publication. They won't pick you out and read your copy unless it is as interesting as the copy inside the publication. They may see your name. They may get a reiterating impression of your name, but they won't read it and they won't write 150 to 200 letters a week commenting upon it.

"There is nothing to this whole problem of advertising and selling except thinking in terms of fundamentals, thinking in terms of ourselves, how we feel about things, how the other fellow feels about it, and if you think from his point of view and write it from his point of view, he will read it and like it and talk about it, and then you will have advertising.

"There have been so many clever people in this country that most young fellows don't remember this simple thing that was the first line in the copybook, and Henry M. Leland who built that wonderful car, the Cadillac, expressed it to me in a few words about ten years ago. He said.

"'Young man, if you want to be successful always remember one thing. Every young man reaches a point in his career when he has to choose one of two courses. If he chooses to be smart and foxy and clever, he will meet a lot of competition because there are so many people trying to do that. If he is just plain old fashioned honest, he will be so damned unique he will be immediately successful.'"

"It seems to me that as advertising men and advertising clubs we have two great responsibilities towards advertising," said Mr. Gilman, San Francisco, vice president, Associated Advertising Clubs of the World. "The first of those responsibilities is truth in advertising, and this is being ably and well taken care of. Our second responsibility is toward the improvement of the practice of advertising. It seems to me quite natural that as advertising men we should have organized ourselves into clubs for the purpose of discussing advertising in its relation to our business or advertising as we practice it day by day in our business.

"I believe one of the outstanding contributions was made by the Detroit Advertising Club in its Aircraft Corporation, a dummy corporation such as has been promoted by the Educational Department of the Associated Clubs. I understand that this Corporation was formed complete within the club in open meeting, and they discussed all those corporate matters necessary in its formation and carried through production to advertising and selling, in the end distributing prizes for the best advertisements for the various media considered."

W. Frank McClure who had just been re-elected for the ninth time as chairman of the National Advertising Commission, emphasized the manner in which co-operation by the advertisers of the country to stamp out fraud and inaccuracy in advertising has saved the public incalculable money annually. He also appealed to the association to institute steps to dissipate the widespread impression that advertising is an addition to the cost of marketing a product and therefore a load on the consumer.

"The proposition as presented by the National Commission to undertake to investigate and present to the public the economics of advertising is so important that I hope that we will grasp the size of the problem," commented President Woodbridge.

"To be effective, I quite agree with Mr. McClure that that investigation must have the unanimous support, not only of the National Commission membership as a particular branch of our association but also of the individual clubs, located not only here but on the other side of the water, not only the individual clubs but the very individual groups who are specifically within our organization doing such effective work, carrying on vigilance under bans of the Better Business Bureau.

"With the impetus given to this plan by the National Commission, we can put behind this the force of our 30,000 members, we can make this job an effective job and do something that is much needed for advertising."

E. D. Gibbs, former president of the A. A. C. W., has been named chairman of the committee.

Bayard Dominick of New York, speaking on "The Success of the Better Business Bureau," said:

"One of the greatest things the Associated Advertising Clubs of the World have done in a concrete way was to establish these Better Business Bureaus as autonomous entities in individual cities. They enable the business men of the local community to join hands in protecting their own interests and those of the buying public in the community at the same time."

Mr. Dominick estimated that the Bureau in New York has saved the consuming public at least $100,000,000 that otherwise would have been the profits of stock swindlers and merchants of inferior products from the investments of gullible people.

Louis Wiley, business manager, *New York Times,* offered the following resolution on the death of Frank A. Munsey:

"The Associated Advertising Clubs of the World record with sorrow the death of Frank A. Munsey, a constructive force in the development of American advertising. He was a courageous and successful publisher, who throughout his clean and up-right career represented the highest principles of journalism. His princely gift to the Metropolitan Museum of Art is a notable contribution to the nation's cultural progress and places his name high on the roll of America's benefactors."

The motion to adopt the resolution was seconded and carried by a unanimous rising vote.

With Leon Renier, Jr., of the Agence Havas, as honorary chairman and Past President Lou E. Holland presiding, the convention moved to its close Thursday morning. Hon. William M. Jardine, Secretary of Agriculture, and Dr. Glenn Frank, president of the University of Wisconsin, were the principal speakers. Others on the program were Judge C. E. Lobdell, fiscal agent, Federal Land Bank, Washington, D. C., and Laurice T. Moreland, of the George Batten Company's Boston office.

Dr. Glenn Frank, president of the University of Wisconsin discussed "leadership" in his address Thursday.

"I want to discuss with you some of the problems and responsibilities that seem to me to attach to your relations, as business men in general and advertising men in particular, to the leadership of the American social order," he said.

"We have, it seems to me, gradually drifted into a conception of leadership that is radically different from the conception of leadership upon which our public was founded. The other night I spent an hour with a frightened conservative who thinks that the American Republic is surrounded by sinister enemies on whom we must keep a watchful eye. I agreed with him about the existence of these enemies; I did not agree with him about the identity of these enemies.

(*Continued on page* 49)

Leading All Other Daily Newspapers in the Albany Area

1st in Paid Advertising Lineage

Circulation With Complete Coverage

The Times-Union
Albany, N. Y.

ROME WASN'T BUILT IN A DAY AND IT TOOK US OVER SIX YEARS TO BUILD THIS SERVICE OF VALUE

Our COMPLETE checking service handles the entire detail work of suplying "checking proofs" to every agency and advertiser promptly—and—efficiently.

WE DO IT ALL

from a few complete copies.

The Advertising CHECKING BUREAU *Inc.*
538 So. Clark St. CHICAGO — 79 Madison Ave. NEW YORK

New England's Second Largest Market

When Providence Gains You Gain

The 1925 report of the Providence Clearing House Association indicates that the total volume of business transacted in the territory in and around Providence exceeded in *every month* that of the corresponding month of 1924. The figures were

1925	- -	$717,576,500
1924	- -	621,855,500
Gain	- -	$ 95,721,000

The Providence Journal
and
The Evening Bulletin

with a combined circulation of 105,000 plus, give you excellent coverage of the large part of this constantly growing market.

Providence Journal Company
Providence, R. I.

Representatives
CHAS. H. EDDY CO., Boston New York Chicago
R. J. BIDWELL CO., San Francisco Los Angeles Seattle



New Telephone Installations

Demonstrate Population Growth

OAKLAND-CALIFORNIA

INDUSTRIAL CAPITAL *of the* WEST

AND TRADING AREA

Show Telephone Installation Increase of 33% Since 1922

91,054 TELEPHONES

LISTED IN NEW DIRECTORY

(MAY, 1926)

Exclusive Associated Press Service — United Press — Consolidated Press Association

Oakland Tribune

ONE OF THE WEST'S GREAT NEWSPAPERS

OAKLAND'S ONLY LOCALLY OWNED, LOCALLY CONTROLLED DAILY



The foremost newspaper in this great, growing metropolis—meeting the demand of every advertiser for the proper medium by which he may reach the 550,000 people in Oakland and trading area.

The average net paid daily and Sunday circulation of the OAKLAND TRIBUNE is more than 75,000—92% City and Suburban circulation, distributed almost wholly by carrier delivery—and 8% Country circulation.

The OAKLAND TRIBUNE is a charter member of the Audit Bureau of Circulations.



National Representatives

WILLIAMS, LAWRENCE & CRESMER CO.

285 Madison Avenue, New York City

360 North Michigan Avenue, Chicago

THE OAKLAND TRIBUNE OWNS AND OPERATES RADIO STATION K L X

EDITORIAL



OUR LIFE STANDARD

TAKE a map of the world and think of it as a huge ball upon which are creeping a billion and three-quarters bipeds, all striving for creature comforts. Compare the material condition of Asia's nine hundred millions with our own. Consider the disparity of the average European's material standard in relation to the fortunate position of the average American. The fight for life is grim in Africa, India, islands of the sea and in many other lands. What a startling revelation the common American's home comfort would be to the bulk of the world's population, whose quest is not much above the acquirement of sufficient nourishment to sustain life.

Upward, constantly upward, moves our material status. Starving poverty is now unknown in our land. Rags and tatters are seen in no street. The minimum standard calls for a change of clothes at the week-end; three good meals per day, with meat, fresh vegetables, bread and butter, sugar and spice and nourishing drink, at least once daily, and fruit at least weekly; the working day is no longer from sun-up to sunset, and the American woman is not a beast of burden; our children possess as birthrights time for free education and play; machinery has lifted the heaviest burdens from the backs of men.

A few random news items, found in the columns of the daily press, give rise to these thoughts and comparisons: 3,600,000 automobiles are being marketed in this country this year; remember your mother at Monday's washboard as you read that 600,000 electric washing machines are being sold in the United States this year; in a comparison with 1916, 60 per cent increased volume of factory-made goods are being produced with only 25 per cent more workers; 12 per cent larger farm crops are being produced by fewer men and women than ten years ago; steel mills are yielding 86 per cent larger tonnage with 56 per cent more workers; average wages in many leading lines of trade are increased over a year ago, 14 per cent in the tobacco industry, 7 per cent in the automobile tire industry, 7.9 per cent in book and job printing, 5.6 per cent in the candy trade, etc.; statistics show important increases in the number of families moving from the large cities to suburban districts.

Every day's news adds to the evidence of the success of mass production and mass distribution of the comforts of life in America. Advertising carries the flag of this beneficent movement.

No New York newspaper exposed the grafting politicians in a conspiracy with milk and butter adulterators, but reported the news when it broke as a routine matter, which makes veterans smile and say it couldn't have happened in the good old times.

AN AMERICAN ENGLISHMAN

THE first Englishman the sixty-odd American newspaper correspondents in London have ever elected as the president of their organization, the American Correspondent's Association of London, is Robert J. Prew, well known to the craft in America for his Universal Service despatches and his several visits to this country.

Indeed it is said of Mr. Prew that he is the "most American Englishman in London." This not only acknowledges his study of American problems but an extensive acquaintance with American personalities. He has served as chief of the London Universal Service bureau since 1919, following eight years in Paris for *New York Times* and the Hearst newspapers. He was formerly of the staff of the *Continental Daily Mail*.

The American newspaper man visiting Fleet Street is pretty certain to encounter "Bob" Prew at "78," where he unfailingly dispenses information and encouragement to more such "birds of flight" than any single subject of His Majesty, George V. It is a subject of congratulation that the American correspondents in London have honored this generous spirit and skilful international reporter.

The management of Woolworth's stores would be dumfounded by their increased profits through newspaper advertising, but while we see this clearly those remarkably clever merchants cannot see beyond window displays.

There was a little city, and few men within it, and there came a great king against it, and besieged it, and built great bulwarks against it.

Now there was found in it a poor wise man, and he by his wisdom delivered the city; yet no man remembered that same poor man.—Ecclesiastes IX; 14, 15.

HENRY FORD'S GIFT

HENRY FORD is the advertising genius of this age. He possesses, more than any man of the day, a genuine talent for publicity. Every public gesture of this manufacturer throws radiant light on his product. He knows how to create good-will in broad sweeps. No other manufacturer in America could possibly have presented to the Prince of Sweden an article of thrice the value of a Lincoln car and received from the newspaper press such unanimous first-page acknowledgment. A few weeks ago Ford's faithful friend, Edison, was riding the Prince around in "my good little Ford," while cameras snapped and reporters dashed to the nearest telegraph office to file this undoubted news. Mr. Ford takes his business seriously. The public respects him and his products. He is as zealous for his cause as was Barnum or Wanamaker. He is a hustler and his impulses are intelligent. What would seem like rank free publicity in others, appears legitimate news in the case of Henry Ford. In many respects the man is remarkable, but in no way is his genius more marked than in advertising. It is a gift few men possess. In this advertising age, it opens the door to wealth.

Western Union agents are asking newspapers for free publicity; when that grand old institution quits piking and advertises for business its profit sheets will amaze its stockholders. Millions of Americans don't know how to use the Western Union.

CONVENTION SUCCESS

THE Philadelphia convention demonstrated the vitality of the world-wide advertising movement, as will be amply demonstrated to those who did not attend by the accounts contained in this issue of EDITOR & PUBLISHER.

The convention was a brilliant success. The attendance was large and the program offered a feast of soundly constructive information to men and women engaged in various phases of paid publicity.

EDITOR & PUBLISHER congratulates the organization upon the change of name. As indicated in this column last week the leaders of organized advertising found the word "clubs" in the old A. A. C. W. title confusing and embarrassing inasmuch as it seemed to indicate that the organization was social, whereas it represents an economic movement of world-wide importance. Very sensibly a new name was selected: *International Advertising Association.* This tells the story, perfectly. It is in every way appropriate.

C. K. Woodbridge's energetic and intelligent administration was fitly recognized when the honor of the presidency was again conferred on him. He is surrounded by an able body of executives. It looks like good weather for the organization during the coming year. Denver was a good selection for the 1927 meeting. It cannot be said that the organization fails to accommodate its wide-flung membership.

Immense impetus was given to the international organization by the presence at Philadelphia of the delegations from France and the British Isles, with scattering representation from other foreign countries. If anyone has doubted the spread of the American advertising idea the addresses that the foreign delegates made during this week should dispel the thought. Their pleas for intensified and more practical relationships among the peoples of their lands and our own countrymen amounted to much more than "hands across the sea." These men offered a program of obvious mutual benefits.

Philadelphia's proverbial hospitality was showered on the advertising delegates. Aside from the business of the convention the week was a social success. Those who arranged the program and events earned the enduring gratitude of the visiting host.

On to Denver!

If you know all there is to know about advertising, you need not read the proceedings of the Philadelphia convention, but if you have room for dollar-making ideas and want a broad vision of the industry, better plunge in.

A QUEER CASE

AN editor lies in a cell in the Humboldt County jail, in Eureka, Cal., serving a thousand days for alleged contempt of court. The sentence was pronounced by the judge of the court which the editor is said to have insulted. The Governor of California has refused to pardon the man, also holding that the sentence is not excessive.

The case, insofar as it has been reported, is not entirely clear to us, but we have a definite feeling that it deserves investigation from the outside. The convict is Alfred Lindsley, of the *Humboldt News* of Eureka.

An editorial in *San Francisco Chronicle* seems to indicate that Lindsley was not a popular man in the town, for reasons not stated, and makes it evident that his conviction was relished by some of the more powerful influences of the community. However, the Chronicle regards his sentence as excessive and questions the arbitrary nature of the judge's power, under democratic institutions.

An associate of Editor Lindsley, in a telegram to EDITOR & PUBLISHER, says that Lindsley incurred the enmity of District Attorney Hall, of Humboldt County, when in his paper he attacked the district attorney's alleged practice of compromising liquor cases for revenue and maintained a "large force" of employees known as the county "dry squad." Lindsley was arrested for the publication of these articles, charged with criminal libel. Following his arrest the editor charged in four separate issues of his bi-weekly paper that his arrest was the result of politics and was intended to silence his newspaper.

The articles were held by Superior Judge Denver Sevier to be in contempt of court. Deputy District Attorney Paul Gibson swore to affidavits of contempt.

In behalf of the editor it was claimed that his attacks upon the district attorney were not personal, but concerned the conduct of his office. But Judge Sevier ruled that the language of the articles cast opprobrium on the district attorney and he held the editor guilty of contempt, assessing the limit fine of $500 on each of four counts or one day in jail for each two dollars fine, totaling one thousand days.

The editor refused to pay, saying he was unjustly accused, and began serving his sentence. His attorney, S. E. Metzler, is now fighting the legality of the committing judge's decision before the Supreme Court of California.

In refusing to pardon the man, Governor Richardson issued a statement filled with side-slams at Lindsley, his lawyer and with a peroration on "sob-sister" journalism.

There are too many familiar earmarks of bureaucratic politics and pompous judicial dignity in this case to permit it to go unnoticed. Whether the editor was a popular member of the town's singing circles is beside the point. He had the right to attack the conduct of the district attorney's office if he kept within the facts. If he was unjustly arrested, he had the right to carry the case to the public in his paper.

The high-handed business of judges sending men to jail for contempt of their courts, with no opportunity for trial before a disinterested tribunal, is one of the gravest free press questions of the day. It is unreasonable and wholly out of line with our theory of justice. Something seems to tell us that Editor Lindsley has received a raw deal.

Complainant, jury, judge, executioner all in one—is that American?

PERSONAL

EDMUND BOOTH, editor of the *Grand Rapids* (Mich.) *Press,* and editorial director of the Booth Publishing Company of Michigan, has sailed for abroad with his family for a rest and vacation.

John F. D. Aué, publisher of the *Burlington* (Ia.) *Hawk-Eye* and president of the Iowa Press Association, was re-elected president of the Greater Burlington Association when directors met last week to organize for the year.

Frank G. Huntress, publisher of the *San Antonio* (Tex.) *Express and News* has been in New York on business the past ten days.

M. M. Landon, editor and manager of the *Bath* (N. Y.) *Advocate,* is taking an extended vacation in Silver Creek, N. Y., endeavoring to regain his health. Frank A. Tabor of Syracuse is acting in his stead.

Carl August Bagel, representing A. Bagel Printing Press, Duesseldorf, Germany, spent the past week in New York City visiting newspaper plants and job printing establishments. Mr. Bagel will visit Chicago, Los Angeles and San Francisco before returning home.

W. F. Muse, editor of the *Mason City* (Ia.) *Globe-Gazette,* accompanied by his daughter Elizabeth, arrived in New York, Wednesday, June 16, on the liner Olympic, after a two months' tour of Europe.

John Redmond, editor of the *Burlington* (Kan.) *Daily Republican,* will drive to California and other Pacific states on his vacation beginning July 1.

Lotus H. Loudon, founder and manager of the *Anaheim* (Cal.) *Bulletin,* is making a motor trip with his family to New York City. Mr. Loudon expects to be gone two months.

Richard B. Quinn, editor of the *Guymon* (Okla.) *Tribune,* has been appointed United States marshal of the western Oklahoma district, succeeding the late Ewers White.

IN THE BUSINESS OFFICE

HERBERT B. FAIRCHILD, advertising manager of the *New York Sun,* has returned from a mid-western trip.

Carlisle N. Grieg of the *New York Evening Journal* has returned to the sales promotion department of the *Cleveland Plain Dealer.*

Alfonso Johnson, president of the Northeast Missouri Publishers and Printers Association and manager of the *Columbia* (Mo.) *Missourian,* has joined the *Dallas News* as business editor.

Ralph L. Milnes has returned to the *San Antonio Express* advertising soliciting staff after several months with M. Halff & Bro., San Antonio, as advertising man. L. Henderson, formerly on the Express advertising staff, has joined the Builders Equipment Company.

Paul J. Skamser, advertising manager *Superior* (Wis.) *Evening Telegram,* has returned from a three weeks' vacation at Tucson, Ariz. He also visited Carl Magee, "fighting editor," at Albuquerque.

Norris E. Inveen, national advertising manager of the *Tacoma Daily Ledger,* has been appointed manager of the automotive section of the Sunday Ledger. The national advertising department will continue to be directed by Mr. Inveen. Howard Perry, formerly automobile editor of the Ledger, is now with the *Portland Oregonian* in the display department.

Gene Charles, who recently sold the *Republican County Democrat* at Belleville, Kan., has assumed management of the *Burr Oak Herald* during the absence of Editor Ross.

IN THE EDITORIAL ROOMS

VINCENT G. BYERS, city editor of the *New York Evening Post* returned this week from a two months' vacation abroad.

Forrest Davis of the staff of the *New York Herald Tribune* covered the Eucharistic congress in Chicago for his paper.

J. Wilson Roy, dramatic editor and critic of the *Cleveland Times* since its launching in March, 1922, has resigned. His plans are not yet ready to be announced.

Carlyle Burrows, art editor, *New York Herald Tribune,* has gone to Utah to visit Zion National Park and from there to his home in Salt Lake City.

Joseph Meyers, former editor of the *Ponca City* (Okla.) *News* has been made news editor of the *Tulsa Tribune.*

John Riis, son of the late Jacob Riis, has resigned as financial editor of the *Richmond* (Va.) *News-Leader* to become educational publicity director of the Richmond Comumnity Fund, succeeding Bent Taylor, who has gone to Charlotte, N. C., as director of the Charlotte Community Fund.

Howard W. Palmer, formerly city editor of the *Watertown* (N. Y.) *Times,* has resigned as assistant secretary of the State Public Service Commission to become editor and manager of the *Greenwich* (Conn.) *Press.*

Victor M. Friar, financial editor of the *Worcester* (Mass.) *Telegram-Gazette* is in charge of raising the fund of $7,500 for the expenses of the New England Advertising clubs convention which is to be held in Worcester, Nov. 8 and 9.

Charles L. Hughes, who underwent an operation for appendicitis on May 3, has resumed his duties at the Warren office of the *Providence Journal.*

John Booker, formerly managing editor of the *Sapulpa* (Okla.) *Herald,* has been made telegraph editor of the *Tulsa Tribune.*

P. Krushan has resigned from the news bureau of the Canadian Pacific Railway to join the staff of the *Montreal World.*

W. G. Sibley, of Gallipolis, O., editorial writer on the *Chicago Journal of Commerce,* was given the degree of doctor of humane letters at the commencement exercises at Rio Grande College, Rio Grande, O., a few days ago.

Floyd Casebolt is now managing editor of the *Waxahachie* (Tex.) *Daily Light* and *Weekly Enterprise,* succeeding W. A. Ownby, resigned.

Oscar L. Stevens, managing editor of the *Quincy* (Mass.) *Patriot Ledger,* has returned from a three months' European trip, during which he visited Italy, Switzerland and France.

R. V. Ruthven of the *St. Louis Post-Dispatch,* has joined the *St. Paul Dispatch* and *Pioneer Press* as rewrite man.

Floyd Taylor of the night rewrite staff, *New York Herald Tribune,* is on a month's leave of absence to visit his home in Los Angeles.

FOLKS WORTH KNOWING

THE Marquis de Valdeiglesias, editor and publisher of *La Epoca* of Madrid, is visiting this country for the first time. Arriving the second week in June, he is making a rapid inspection tour of American industries, planning to return to Spain sometime in July. At present he is in Chicago. He hopes to make America another visit within a year or two to see the Spanish missions of California.



MARQUIS DE VALDEIGLESIAS

The Marquis has been head of La Epoca for more than 50 years. The paper is very conservative and is considered the organ of the higher classes in Spain.

As editor, the Marquis, who has had several trying experiences with the Spanish government, does not wholly condemn the new regime, the dictatorship of Primo de Rivera, whose treatment of the press has been particularly harsh.

"The policy of my newspaper is adverse to the policies of the Prime Minister," he said in an interview. "This does not, however, prevent me from recognizing the merits of his system. Among many things which General Rivera has done, I may say that the establishment of respect for law and the promised settlement of the Moroccan question are enough to make him widely respected and well liked in Spain.

"True, as a conservative and parliamentarist, I cannot agree with certain methods of the government, as I think they are inappropriate and even useless under the present circumstances. In my opinion, Rivera could have obtained the same political and economic results if he had respected the constitutional rights of the individual as is done in every civilized nation."

James "Doc" Watson has resigned as assistant city editor of the *Montreal* (Que.) *Herald* to join the staff of the *Montreal World.*

HOLDING NEW POSTS

RICHARD CHOATE from *Toronto* (Ont.) *Star,* to telegraph staff of the *Montreal* (Que.) *Star.*

J. E. Champagne, from *Montreal*

(*Continued on page* 30)

AMONG the 100 users of the Central Press Association's daily full page news pictorial—the World's Best Picture Page—are the following representative newspapers:

Atlantic City Press Union
Binghamton Press
Birmingham News
Buffalo Times
Canton Repository
Dallas Times-Herald
Denver Times
Elmira Star-Gazette
Kansas City Post
Miami Herald
Pittsburgh Chronicle Telegraph
Portland, Me., Press-Herald
Richmond, Va., News-Leader
Rochester Times Union
San Antonio Express
San Diego Tribune
San Jose Mercury-Herald
Schenectady Gazette
St. Paul Dispatch
St. Petersburg Times
Wichita Eagle
Wilmington, Del., Journal

Write or wire today for samples and prices. Partial service supplied to papers that can not use the page daily.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Editor and Manager

P. S.—We also produce a Weekly Full Page Sports Pictorial for Saturday or Sunday release.

Letters in Praise of the work of

A. A. MILNE

Have Been Written By

The President of the United States

38 State Governors

6 Cabinet Members

3 Justices of the Supreme Court

11 Rear-Admirals, U. S. Navy

12 Major-Generals, U. S. Army

88 Prominent Clergymen

89 Noted Actors and Actresses and Many Others

Milne's Golden Fleeces of Verse and Prose, with

Illustrations by Bert Salg

Are Now Appearing As

A Regular Weekly Feature

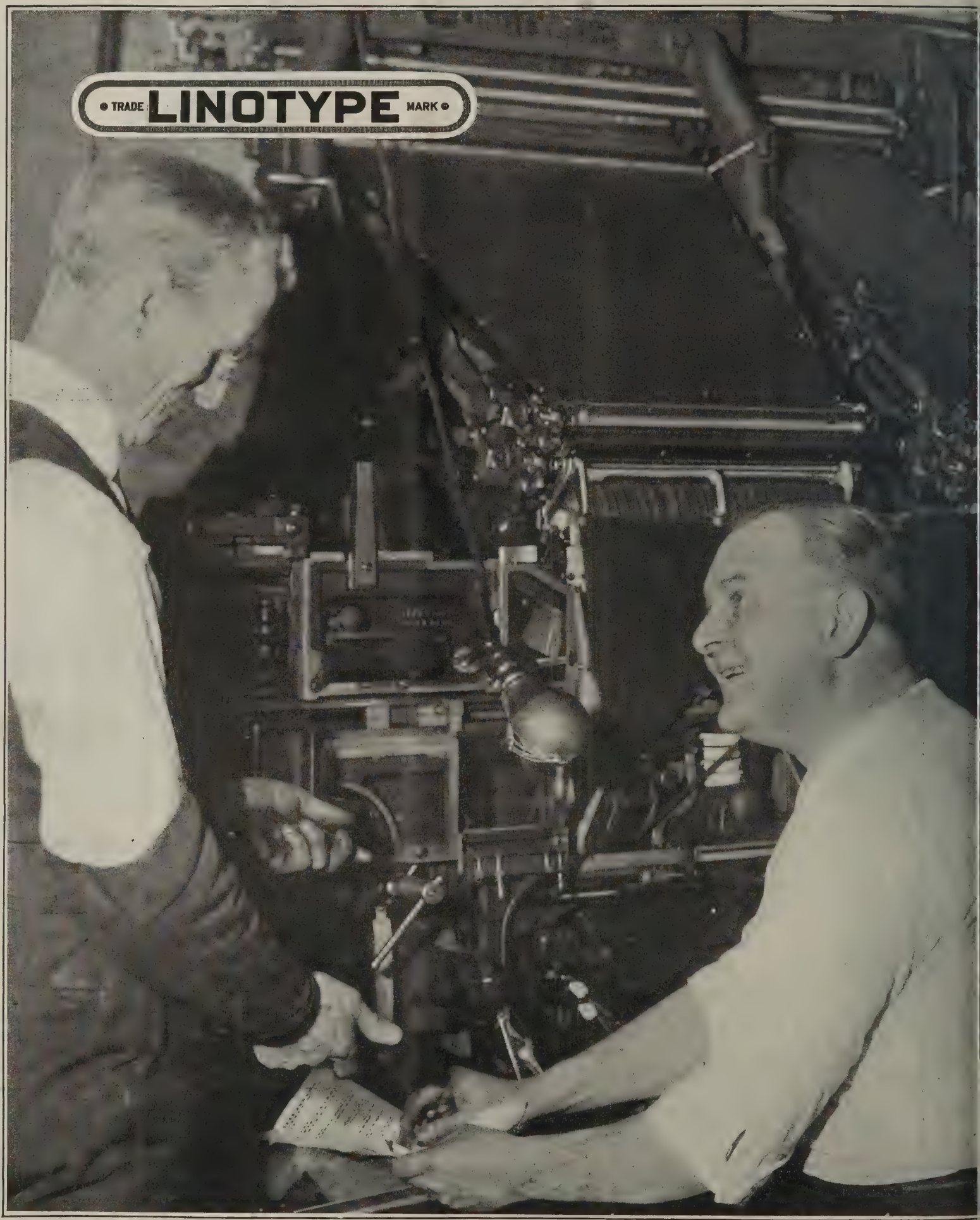
No One Is Too Hurried,
No One Is Too Worried,
To Rollick With Milne
In The Funshine!

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager — *Earl J. Hadley, Associate*

150 Nassau St., New York City

GIVE THEM THE BEST THERE IS



GIVE THEM THE BEST THERE IS

GIVE THEM THE BEST THERE IS

Composed entirely on the LINOTYPE

GIVE THEM THE BEST THERE IS

GIVE THEM THE BEST THERE IS!

¶ They're a loyal bunch; these men who make newspapers. They love the game and they love their paper with a profane devotion that you won't find equalled in any other business. And when things are going badly in the front office and the ghost ceases to make his weekly round, they'll stick to the ship as long as there is a roll of paper to feed to the presses—and weep when they write "30" on the end.

¶ Of course they'll get the paper out—somehow—with any old junk equipment that happens to be around the shop; but it won't be as good a paper as either they or you would like it to be and they won't have quite the joy in their work that is due them.

¶ For they are good workmen and a good workman deserves good tools. Only the best is good enough.

MERGENTHALER LINOTYPE COMPANY

SAN FRANCISCO CHICAGO NEW ORLEANS Brooklyn, New York CANADIAN LINOTYPE LIMITED TORONTO

Representatives in the Principal Cities of the World

GIVE THEM THE BEST THERE IS

GIVE THEM THE BEST THERE IS

except for the hand-set title line

532.26.6-F2

PERSONALS

(*Continued from page 27*)

(Que.) *La Patrie,* to business staff, *Montreal* (Que.) *World* as accountant.

John O. Kykyri, from police reporter, *Duluth* (Minn.) *News-Tribune,* to night telegraph editor, *Jackson* (Mich.) *Citizen-Patriot.*

Joseph Morris, from the *United States Daily,* Washington, D. C., to *Tulsa Tribune.*

R. O. Dudley, from telegraph editor, *Indianapolis Star* to copy desk, *Cincinnati Enquirer.*

Manton L. Marrs, from *Denver Post,* to *Tulsa Tribune.*

Alvin Wilson, from linotype operator, *Ogdensburg* (N. Y.) *Daily Advance* to *Ogdensburg Republican-Journal.*

Ray Sicard, from reporter, *Duluth* (Minn.) *News-Tribune,* to telegraph editor, *Superior* (Wis.) *Evening Telegram.*

MARRIED

WILLIAM C. RICHARDS, special writer on the staff of the *Detroit Free Press,* to Miss Rosemary Handibo, daughter of the late James E. Handibo, of El Paso, Tex., last week. Mr. and Mrs. Richards will tour Europe for their wedding trip, sailing from New York on the Majestic, June 23.

Donald Fry, *Spokane* (Wash.) *Chronicle* editorial staff, to Miss Margaret Munchausen of Spokane, June 2.

Eugene V. Carlquist, of the *Davenport* (Ia.) *Times* staff, to Miss Georgia B. Shaffer, June 17.

T. R. Keniston, San Antonio correspondent of the Associated Press, to Miss Marjorie Wyman of Omaha, formerly in the society department of the *Lincoln* (Neb.) *Star,* at San Antonio recently.

SPECIAL EDITIONS

GALVESTON (Tex.) NEWS, special section in connection with Gengler Grocery Store's 75th anniversary.

Indianapolis (Ind.) *Star,* 36-page annual vacation and travel guide, in tabloid form, June 10.

Auburn (Wash.) *Globe-Republican,* 60-page special edition Friday, June 18, in observance of the city's new $200,000 water system.

WITH THE SPECIALS

CONE, ROTHENBURG & NOEE, Inc., special representatives, New York, have been named to represent the *Kewanee* (Ill.) *Evening Star-Courier,* recently purchased by the Lee Newspaper Syndicate. The *Greensboro* (N. C.) *Daily News,* which has been represented by Cone, Rothenburg & Noee, Inc., North and West, has appointed that company its representative in the South.

Columbus (Miss.) *Daily Discoverer,* John L. Tait, publisher, has appointed Benjamin & Kentnor Company, New York, its special representatives.

Hawley D. Ely and Donald B. Millar have joined the Chicago force of the Williams, Lawrence & Cresmer Company, publishers, representatives.

George F. Wiers has been appointed to the Chicago staff of M. C. Mogensen & Co., Inc., national newspaper representatives, San Francisco, as salesman.

Before joining Mogensen & Co., Wiers was with Gilman, Nicoll & Ruthman, Chicago newspaper representatives.

E. Katz Special Advertising Agency, New York, has been named national advertising representatives of the *Lima* (O.) *Morning Star.*

PRESS ASSOCIATION NOTES

ASSOCIATED PRESS office in St. Paul has added several feet of floor space to its traffic-editorial room in the *Dispatch* building.

Robert Prew, London correspondent of the Universal Service, has been elected head of the Foreign Correspondents Club in London.

A. F. Harrison, formerly superintendent of the eastern division of the Consolidated Press Association, has been made general superintendent, and has moved his headquarters from New York to Washington. L. F. Parton succeeds Mr. Harrison in New York as eastern superintendent. Parton also continues as editor of Current News Features, Inc.

J. F. Arize has been appointed manager of a new bureau opened by International News Service in Raleigh, N. C. He was formerly Norfolk correspondent for I. N. S. This news agency is now operating a state circuit in North Carolina.

Victor Knauth has joined the London office of the United Press. He was formerly associated with the *San Francisco Chronicle* and the *Springfield Republican.*

J. N. Atkinson, formerly a member of the Associated Press staff in London, has been put in charge of the International News Service bureau in Vienna. Mr. Atkinson worked on the *Richmond Times-Dispatch* before joining the A. P.

Harry W. Frantz, United Press correspondent, left Arica last week and is returning to New York by way of Chile, Argentina and Brazil.

Ed Keen, vice-president and European manager of the United Press, returned to London headquarters this week from a vacation spent on the Continent.

Richard Chaplin has joined the New York staff of International News Service.

Carl Turner, manager of the International News Service Pittsburgh (Pa.) bureau, will leave June 28 on an automobile vacation trip through the east.

NEW PLANTS AND EQUIPMENT

AMONG the recent shipments of additional units from the New York works of R. Hoe & Co., Inc., were one 16-page superspeed unit for the *Cleveland Press,* two units for the *Springfield* (Mass.) *Republican* and one 16-page superspeed unit for the *Wilmington* (Del.) *Journal.*

CHANGES OF OWNERSHIP

GEORGE F. CALBERT, formerly of the *Bogard* (Mo.) *Dispatch* and the *Dexter Messenger,* has purchased the *Tina* (Mo.) *Interior Journal.*

A. A. Gillispie, for 22 years owner of the *Rexford* (Kan.) *News,* has sold the paper to J. P. Phillips of the *Colby Free Press.* ..

Homer L. Huffman, formerly of the *Dewitt* (Neb.) *Times-News,* will revive the *Arcadia* (Neb.) *Tribune,* having leased the old plant from S. W. McCoy and Ronald Furse.

D. R. Huffaker, editor of the *Collinsville* (Tex.) *Times* and *Pottsboro Times,* has purchased the *Whitesboro News-Record* from B. M. Harrison, who has been elected school superintendent at Littlefield.

Jesse L. Day and sons have sold the *Wewoka* (Okla.) *Daily Times* to S. J. Hardy, until recently editor of the *Wewoka Capital-Democrat.* Grady Webster has returned to the editorship of the Capital-Democrat after several months absence.

ASSOCIATIONS

NEW YORK SUN CLUB will hold its second annual excursion on Sunday, June 27. The steamer Machigone has been chartered to take the club members up the Hudson to Sunset Park, at Indian Point.

Alfonso Johnson, business editor of the *Dallas News and Journal,* has been re-elected president of the DALLAS ADVERTISING LEAGUE. He is the first newspaper man to fill that office.

Officers of the ADVERTISING CLUB OF BALTIMORE have been elected as follows: President, E. Lester Muller; vice-president, R. E. Stapleton; secretary-treasurer, N. M. Parrott; counsel, Walter V. Harrison.

WASHINGTON PRESS ASSOCIATION will be represented at the annual meeting of the State Chamber of Commerce to be held at Yakima, June 24, 25 and 26 by Hill Williams, A. S. Hillyer, Fred Wolf and Chapin Foster. Fred W. Kennedy, manager of the press association, will sound the keynote of the convention with his address on "The Awakening of Washington."

SCHOOLS

DEAN H. F. HARRINGTON of the Medill School of Journalism, accompanied by his wife, have gone for an extensive trip to New York and Boston. They will return to Frankfort, Mich., where they will spend the month of August at their lodge.

Joseph W. Piercy, professor of journalism at the University of Indiana is a visiting professor at the University of Washington summer school. He is teaching two classes, News Writing and Magazine and Feature Writing.

Ninety-one students are enrolled in the summer session of the School of Journalism at the University of Missouri. This is the largest enrollment that the summer term has ever had. Fifty-eight are men and 33 women.

Four 4-day tours of Missouri will be made by students of the school of journalism, University of Missouri, this summer, to obtain features and news articles for papers of the state. Prof. Frank L. Martin, of the school, will direct the tour.

John E. Stempel has resigned as instructor in journalism and director of publicity at Lafayette College, Easton, Pa., to do graduate work at Indiana University. He will be part-time instructor in advertising in the department of journalism there. His successor at Lafayette College has not yet been named.

FLASHES

PILSUDSKI had to change a Diet th disagreed with him.—Philadelph *Record.*

Congress may end the discussion l passing a bill in favor of nice growi weather for the farmers.—*Toledo Bla*

Congress passes bills. The taxpaye pay them.—*Winston-Salem Journal.*

Statistics indicate that juries are hu more frequently than murderers.—*W Street Journal.*

As we gather it, the trouble wi popular government in Europe these da is that it is so terrifically unpopular.- *Seattle Times.*

"An educated man earns more," sa the Washington Post. Well, perhap but he doesn't always get it.—*Phil delphia Inquirer.*

This is the puzzling year when y simply cannot tell a man's age by h hatband.—*Milwaukee Journal.*

Lecturer says a man never forgets t days he has spent on a farm. And th may be the chief obstacle in the way the back-to-the-farm movement.—*Lit Rock Arkansas Gazette.*

Crown Prince Gustavus Adolphus sa he is overwhelmed by the magnitude everything in America and it sounds if he were paying his own expenses. *Columbus State Journal.*

What is the difference between t French House of Deputies and t American House of Representative The former are bulling the franc, wh the latter are franking the bull.—*Chica Daily News.*

PEJEPSCOT PAPER COMPANY

Manufacturers for Over Fifty Years of

NEWSPRINT

Combining the Three Essentials of Quality

Strength • Cleanliness • Color

Colored Newsprint a Specialty

Daily Capacity



160 TONS

MILLS IN THE STATE OF MAINE, U. S. A.

Sales Office: • 42 Broadway • New York, N. Y.

You may deal with these 28 Iowa daily newspapers as with one publication. Under the "Iowa plan" they pledge uniform cooperation throughout the state in marketing your goods.



Industries now *surpass field crops*—in Iowa

Because Iowa is the foremost agricultural state, we are likely to lose sight of her industrial wealth.

The output of her 3,420 factories for 1925 was estimated at $775,000,000—more than her total field production.

Iowa has the world's largest factories of both cereals and washing machines. (It is estimated that two-thirds of the world's washing machines are made in Iowa).

She also has the largest factories in the production of baskets, buttons, butter, calendars, steel furnaces, stump pullers, wall plaster, crackers and macaroni. The cement, brick and tile and meat packing industries are among the important ones in Iowa.

When we add Iowa's great agricultural resources it is easy to understand why her per capita taxable wealth is 51% above the Nation's average.

Iowa's population is about evenly divided between rural and urban dwellers. But no matter where they live, all Iowa people have at least one habit in common—the daily reading of the daily newspaper.

There is hardly a family in the state that does not read one of these 28 leading dailies **every day.**

Let us show you how our "Iowa plan" will help you in the actual **marketing** of your goods.

Rates and full information upon request.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

WOMEN IN ADVERTISING AND JOURNALISM

From Stenographer to News Room is Mabel Abbott's Story—Bertha Cook Space Buyer for Foote & Morgan—Women's Ad Club of Chicago's Last Meeting

SHOULD Mabel Abbott, reporter on the staff of the *New York World,* ever care to pull up stakes and leave the newspaper business, she has always an anchor to windward, since she entered the news room from the stenographer's desk, and can fill either job competently today.



MABEL ABBOTT

It was in 1913, when she was secretary for the managing editor of the *Seattle* (Wash.) *Sun*, that Miss Abbott made the change. Then followed a long distance hard luck record, but she held to the title of newspaper woman. The Sun failed and the staff tried unsuccessfully to run the paper co-operatively for four months.

After a short subsequent experience on the *Tacoma* (Wash.) *Times,* Miss Abbott joined the staff of the *Chicago Herald* just before it was sold to the *Examiner* in 1917. Miss Abbott was covering a Billy Sunday revival at the time, and continued the assignment for the *Herald-Examnier,* before joining the *Chicago Daily News.*

Next she worked for the *Detroit News,* becoming New York correspondent for that newspaper.

During 1919 and 1920 Miss Abbott was associated with NEA Service, Inc., where much of her best work was done. She reported the political conventions of 1920, and was the only woman reporter to follow Cox on his Presidential campaign. For awhile, she was manager of NEA's Kansas City bureau, where she had five states to cover.

Returning to New York in 1921, she did space work for the New York World, and then was given regular work in that paper's Sunday department. Only a short while ago she was transferred at her own request to the World's news department.

Miss Abbott has ridden an elephant at the head of a parade, has been to the bottom of a tank in a diving suit, and has done many other "stunts" for newspapers. She prefers straight news reporting.

"Stenography, the ability to write shorthand, is really not of great use to a newspaper reporter," Miss Abbott said this week. "But I'm glad I've kept it up, because I will always have something to turn to, should I tire of newspaper work, or should newspapers tire of me."

Handling eight important accounts for Foote & Morgan, New York advertising agency, is Miss Bertha Cook, space buyer, who has had 12 years' experience in advertising. Miss Cook has been three years with Foote & Morgan, and, in addition to space buying does considerable research work for that agency.

After being graduated from high school, Miss Cook went immediately into advertising work, starting in the advertising department of the Remington Arms Company. Her next step was as assistant to Percy Bromfield in the space buying department of the Martin V. Kelly Company, an advertising agency, and then she became associated with the advertising department of the H. W. Johns-Manville Company.

Miss Cook was head of the auditing and checking department of Murray Howe & Co., when that concern was purchased in 1921 by the William H. Rankin Company, and she remained with the latter agency as space buyer until 1923, when she joined with Foote & Morgan.

In her present position, Miss Cook is in close contact with newspapers of the country, and is constantly seeking statistics on local market conditions. She said she finds EDITOR & PUBLISHER's annual Space Buyer's Guide of great aid in her work.

Conducting the Better Business Bureau of Seattle, Wash., is Miss Hazel M. Britton. A college woman, she brought to bureau work in advertising a background of practical experience gained with the Old National Bank and Union Trust Company of Spokane, Wash.

Virginia Anne McKenzie, of the *Superior* (Wis.) *Telegram's* advertising staff was awarded first prize for the best all-round story on the Minnesota Arrowhead country as a vacation land. Through the *Duluth Herald,* a nationwide contest was sponsored by the Minnesota Arrowhead Association to collect a number of stories suitable for publicity and advertising purposes. The award was $25. Miss McKenzie conducts a department "Shopping with Annabelle Lee" on the Telegram.

Women's Advertising Club of Chicago held its last dinner meeting of the year June 15 at the Congress hotel. Trophies won by the club this year and in previous years were on display at the meeting.

Mrs. W. S. Thomas, society editor in Texarkana for 10 years has resigned from the *Texarkana Gazette* to chaperon a party of Arkansas Teachers' College students on a trip to Europe.

Eleanor Kelly, cashier on the *Superior* (Wis.) *Evening Telegram* is spending two weeks in New York.

Miss Katherine Bartlett of the *Boston* (Mass.) *Globe* sailed from New York last week for a Caribbean cruise.

Miss Betty Avery, society editor, *Wichita* (Kan.) *Eagle* was married to George R. Temple, Wichita business man.

The marriage of Marie C. Blanchard, literary editor of the *Toledo* (O.) *Blade* and daughter of Negley Cochran of the Scripps-Howard New York staff to William C. Hartough of the *Toledo News-Bee* was announced recently. Mr. Hartough formerly was with the *Louisville Herald, Terre Haute Star, St. Louis Times* and *Kansas City Times.*

Julia Harpman, feature reporter of the *New York Daily News,* is writing the story of Gertrude Ederle's second attempt to swim the English Channel for the Chicago Tribune Newspapers Syndicate. With her abroad is her husband, Westbrook Pegler, formerly with the United News, now with the Chicago syndicate.

Clifford J. Laube, assistant city editor of the Daily News, burst into poetry when Miss Harpman left, writing a poem called "Julia Goes to Sea," which began:

"When as our Julia goes to sea,
A heartless piracy she plays
To steal from our poor treasury
Her gentle self, her golden ways.
Yet call her not too pitiless
A pillager, for there is left
On all she touched a wistfulness
To plead forgiveness for her theft."

Arkansas Daily Suspends

The *Texarkana* (Ark.) *Inter-State Journal,* after publication as an afternoon daily for about two months, suspended with announcement that it hoped to resume within a short time.

CLASSIFIED FOR REAL ESTATE

Provides Best Opportunity of Maki Sales, Perkins Tells Realtors

The greatest single force for maki real estate sales is the classified colum of the daily newspapers with a gener circulation, C. L. Perkins, manager of t classified advertising department of t *Chicago Herald and Examiner* told t advertising conference of the Nation Association of Real Estate Boards its annual meeting in Tulsa recently.

In supporting his claim Mr. Perki cited figures to prove that classified a vertising reaches a class of readers wh are in the market for the goods adve tised through the columns. Else, contended, they would not read the new papers.

Mr. Perkins said in part:

"Last year $1,500,000,000 was spent advertising in the United States, of whi $720,000,000 was spent in newspapers. this amount $175,000,000 was spent f classified real estate advertising. If w assembled here can make the expenditu of this sum more productive, the tim will be well spent.

"Circulation has nothing to do with t efficiency of a classified advertising m dium. The important thing to know abo a newspaper is how many of its reade consult its classified columns, not ho many people read its news colum There are many examples where new papers with small circulation but high developed classified reader interest pr duce better results for classified adve tisers than papers with large circulati and small classified reader interest.

"The only efficient method is to a vertise everyday.

"Several years ago I made a caref analysis in several cities. Several hu dred people who secured results fro their classified advertisements were que tioned as to how many insertions we printed before the actual purchas answered. In 72 per cent of the cas the profitable answer came after the a vertisement had been printed more th three times."

A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

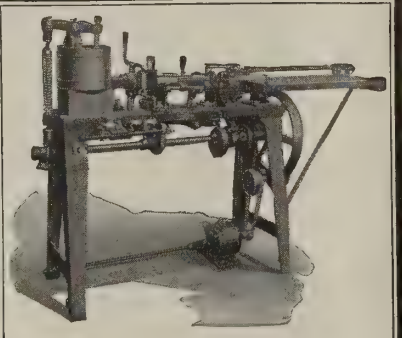
Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.

With a constantly increasing circulation, plus a constant growth in advertising lineage, the New York Evening Graphic offers the advertiser an extremely profitable opportunity.

Published by BERNARR MACFADDEN

NEW YORK EVENING GRAPHIC

H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City



Cast Leads, Slugs, Rules on the Elrod

All the leads, slugs and plain rules you need cast on the Elrod at a cost but little above the actual cost of the metal. This is what the Elrod brings you. Let the Elrod bring to your paper a new freedom from material worries.

Ludlow Typograph Co.
2032 Clybourn Ave., Chicago
San Francisco—New York
Atlanta—Boston

LUDLOW QUALITY COMPOSITION

Your Display Advertisements

Must First Attract Favorable Attention

The big element in the success of a newspaper advertisement is its appearance. Clean, bright advertisements, set in attractive, clean-cut faces command attention and produce results for your advertisers!

It stands to reason that worn, broken, battered type cannot create an atmosphere of snappy freshness to up-to-the-minute merchandise. This, then, is the real secret of the tremendous success of the Ludlow—the reason why the country's successful newspapers, large, medium-sized and small have almost universally adopted the Ludlow System for producing ads and heads.

Regardless of what your idea of the best method of setting run-of-the-hook ads and heads may be, the system that sets the advertising of the nation's leading papers will be of interest to you. Let us tell you about it.



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
Boston: 261 Franklin Street
New York: 63 Park Row

LUDLOW QUALITY COMPOSITION

Announcing

Scheerer, Inc.

Serving Midwest Daily Newspapers

CHICAGO - 35 E. WACKER DRIVE
NEW YORK - 200 FIFTH AVENUE

Effective July 1, 1926

merging the business of

CARPENTER & COMPANY
AND
H. EDMUND SCHEERER
IN ASSOCIATION WITH
W. F. KENTNOR
(Formerly Secretary of Benjamin & Kentnor Co)

H. EDMUND SCHEERER . President and Treasurer
W. F. KENTNOR . . . . Vice-President
ALLYNE V. CARPENTER . . . Secretary



Our Own World of Letters

By JAMES MELVIN LEE

A SPECIAL article in EDITOR & PUBLISHER last week devoted considerable space to William Cobbett, the fighting editor of Philadelphia. By strange coincidence a new volume about Cobbett (Dodd, Mead & Co.) has just appeared from the pen of Gilbert K. Chesterton, whose contributions to the *London Sphere* have delighted many American readers. Strange to say, Mr. Chesterton originally intended to open his book with a chapter entitled "The Neglect of Cobbett," but because of the renewed interest in this "fiery journalist" he calls his opening chapter, "The Revival of Cobbett." Chesterton always wields a brilliant pen and, in this case, a sympathetic pen.

Chesterton tells how Cobbett was a self-made man, outlines the tragedy of the "patriot," but in mentioning Cobbett's visit to America omits all details of his press battles in Philadelphia. He does, however, insert the following comment, "All the time he had wandered on the bare baked prairies under the hard white light of the western skies, he had remembered the high green fields of his father's farm and the clouds and the comfort of the rain."

For the quiet hour after the last edition has gone to press a literary treat is in store for those who read the chapter entitled "The Rural Rider." Cobbett's "Rural Rides" is the volume that makes his place secure in English literature. Indeed, the influence of Cobbett's writings may easily be seen in those of his latest biographer, Gilbert K. Chesterton.

The life of Chesterton has long been intertwined with that of Fleet Street, London. He, too, has his rural rides, in fancy if not in fact. What have they taught him? Let him answer in the concluding words of his volume about Cobbett:

> I discovered, at least, that even in all that labyrinth of the new London by night there is an unvisited hour of almost utter stillness, before the creaking carts begin to come in from the market-gardens, to remind us that there is still somewhere a countryside. And in the stillness I have sometimes fancied I heard, tiny and infinitely far away, something like a faint voice hallooing and the sound of horse-hoofs that return.

* * *

WHEN Oswald Garrison Villard analyzed "Sex, Art, Truth, and Magazines" in an article contributed to *The Atlantic Monthly* passing mention was made in this department. A pamphlet reply now appears from the pen of Bernarr Macfadden under the title, "Plain Speech on a Public Insult." Those interested in the controversy may obtain a copy of this pamphlet upon application to the Macfadden Publications, Inc., 1926 Broadway, New York City. No notice of this pamphlet, however, has yet appeared in *The Nation.*

* * *

JORGE A. MITRE, editor and publisher of *La Nacion* of Buenos Aires, delivered an interesting address before the delegates to the Pan-American Press Congress when they were guests at the breakfast given by the American Association of Advertising Agencies at the Hotel Commodore, New York City, on Thursday, April 22, 1926. This address, "Certified Circulation," has been printed in pamphlet form and may be obtained upon application to the New York representative of La Nacion, W. W. Davies, 383 Madison Avenue, New York City.

* * *

ADVERTISING managers will get a tip or two from Earl P. Stone's reply to the question, "Why Do Consumers Ask for a Product by Name?" printed in *Trade Winds* for June. Mr. Stone is vice-president of the Minute Tapioca Company and Trade Winds is published by the Union Trust Company of Cleveland.

* * *

THOSE who edit and publish community weeklies ought to find considerable profit in "Some Ideas That Have Paid," with which Vernon M. Vierth opens *The Iowa Journalist* for June. A copy can doubtless be obtained upon application to Frederick J. Lazell, Director of the School of Journalism, University of Iowa, Iowa City, Ia. P.S.—Those who get a copy should not overlook two editorials: "Choose Your Newspaper," and "Anti-Social News," in which a journalistic bathtub is suggested for the prurient press.

* * *

NEWSPAPERS which have conducted straw ballots should be interested in "The Wets and the West," which George Fort Milton contributes to *The Century* for July. The lower deck of the head reads, "Votes in the Newspapers and Votes in the Elections." "Straw polls are a joke," according to Mr. Milton. "The wets vote in the newspaper. The drys vote in the election." Such is the assertion made about the general Western trend.

* * *

JAMES KERNEY, editor and publisher of the *Trenton Times,* has just published "The Political Education of Woodrow Wilson" (The Century Company). While the book will be mentioned more in detail in a later issue I may say in passing that the volume pays considerable attention to the part played by newspaper men as teachers of politics to the former professor of politics at Princeton University.

* * *

WHILE "the ultra-sensational newspaper was established for the purpose of appealing to the mob mind" and may lay its primary stress on "sex, gold and blood," N. A. Crawford, who is the Director of Publications of the United States Department of Agriculture, does not think that the remedy lies in the suppression of the news of crime and other anti-social acts.

Writing in *The Christian Advocate,* he says:

> A practice common today in the interests of sensationalism consists in selection of news in general, and selection of features of a given news story, which will appeal to the instincts of the herd. The distorted effect thus given is similar to the effect produced by exaggeration, but the method is different. The facts as stated may be strictly accurate, but they are selected facts.

Mr. Crawford names "the exact means by which a psychological appeal is made to the herd mind" as follows: exaggeration, "sex, gold, and blood," personification, catch-words (such as "war," "patriotism," "plot," "bolshevist," "radical," etc.), and make-up; "A confused jumble of type styles and sizes, arranged with a definite effort to avoid balance—defended on the grounds that it is a faithful representation of nervous urban life in the United States."

He thinks suppression of this type of news would "be followed by a vast outbreak of primitive, apparently unmotivated acts of violence and criticism." Since "the release which is obtained through reading sensational matter is a real release, a genuine social safety-valve," he would seek other remedies. One of them would be "a re-education of the public on a strictly realistic basis, a re-education which shall aim to get rid of rationalization and to reduce reverie, 'day-dreaming' to its normal place in thinking."

* * *

TO promote good will for a bank is doubtless the purpose of "News and Progress," a pamphlet published by the Bank of Manhattan. The booklet, however, does contain several chapters of special interest to newspaper people, even though it was printed for public distribution.

The chapter, "From News Letter to News Paper," is an interesting historical resumé from the days when John Campbell printed his Boston news letter in 1704 down to the present time. The next chapter answers the question, "What is News?" Chapter IV tells how the newspaper has become the market-place of the community.

Remaining chapters develop in detail ideas suggested in Chapter IV. Their contents are well indicated by the paragraph at the close of the last chapter:

> So much we know, yet we do not fail to recognize that the contribution of the American newspaper is civic, educational, moral and inspirational as well as economic. Moreover, it is the great force that binds America together. In its columns—news, editorial, advertising—may be discovered its essential function—to integrate the one hundred and seventeen millions Americans into one American people.

The illustrations are especially appropriate and add a charm to the booklet. Copies may be obtained upon application to the Bank of Manhattan, New York City.

Our national fire loss is at the rate of $16 every second

Time's Hand Rests Lightly on the Concrete Masonry Home

Concrete building units such as concrete block or concrete building tile put the masonry house within the reach of everyone.

Reasonable first cost, freedom from upkeep and depreciation, great stability, maximum fire safety, are outstanding advantages secured with concrete masonry units. Speed of construction is another.

In whatever form concrete is used, it stands alone as the one structural material that grows stronger with age.

While concrete block and tile are particularly adaptable to residence construction, they are equally suitable for schools and industrial buildings.

Before you build, investigate concrete masonry. Remember that the utmost of quality and value follows the use of concrete building units.

Ask for your free copy of "A Book of Beautiful Homes"

PORTLAND CEMENT ASSOCIATION
33 W. Grand Ave., Chicago

A National Organization to Improve and Extend the Uses of Concrete

Offices in 31 Cities

The Great Empire of The Southwest

is literally spending millions of dollars.
The thoughts, actions and habits of Southwesterners are influenced by their

Weekly Newspapers

Our organization represents 325 weekly newspapers in Texas, Oklahoma and New Mexico, and we can furnish complete market information on this territory.
A letter to our Dallas office will bring you some very interesting figures.

The H. L. Grable Co.

"National Advertising Representatives of Weekly Newspapers"
TEXAS—OKLAHOMA—NEW MEXICO

NEW YORK
25 East 26th St.
Phone Ashland 9127

PHILADELPHIA
Widener Bldg.
Phone Rittenhouse 9698

CHICAGO
123 West Madison
Phone Central 3021

DALLAS, TEXAS
606 Mercantile
Bank Building

From the Linotype Mailbag

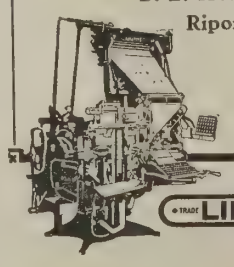
"Appreciated by the Country Publisher"

"Permit us to thank you for the fine service you gave our telegraphic order of the 15th. The goods arrived O.K. this morning and needless to say they are already in use.

"It is such service as this that is more especially appreciated by the country publisher who does not as a rule carry any great supply of parts on hand.

"Again, thank you."

E. L. Howe Printing Co.
Ripon, Wisconsin.



With the November *Issue* *The* DELINEATOR *and the* DESIGNER

will be combined in one magazine to be known as

DELINEATOR

In appearance and in content, the new Delineator will be a magazine distinguished from any publication in the women's field today.

It is the fixed intent of the publishers to make a magazine for that comparatively large number of American women who have critical taste and the means to gratify it.

This influential class is not restricted to the few nor does it include the millions. It is composed largely of the wives and daughters of substantial men in business and the professions.

These women and girls are interested in the latest authors, the smartest fashions, the most advanced information for directing their households.

The new Delineator will mark both an evolution and a revolution. It will appeal to these women with an intensity and to a degree that has no precedence.

The price of the new Delineator will be 25 cents.

The guaranteed circulation, from the November issue, will be 1,250,000.

The present guaranteed circulations of The Delineator and Designer are 1,700,000.

Obviously, the advertiser for some time to come will be receiving several hundred thousand excess circulation.

The new Delineator, November issue, closes September 1.

THE BUTTERICK PUBLISHING COMPANY

S. R. LATSHAW, *President*

WITH THE GENERAL ADVERTISERS

Advertising Program Behind Lambert Pharmacal Company's Sales Gain—Delco Expansion Due to Newspaper Advertising—Jewelers Seek $2,000,000 Fund

AN advertising program that calls for expenditure in excess of $3,000,000 for 1926 is an important factor behind a 50 per cent increase in sales and and earnings of the Lambert Pharmacal Company's quarterly report announced last week. The manufacturers of Listerine reported for the first quarter of this year earnings of $995,917, compared with $701,538 in the corresponding quarter of 1925, a 42 per cent increase. Current earnings are running more than 50 per cent above those of last year, officials say.

More than $4,400,000 has been spent on advertising by this concern during the last four years. The advertising expense in 1925 was $2,100,000. The account is handled by Lambert & Feasley, New York advertising agency, with Frank Mace account executive.

On account of the nature of the business and the absence of any necessity for large capital expenditures, directors of the Lambert Pharmacal Company have followed the policy of declaring dividends covering a major portion of earnings each year, there being no need to have in the business any substantial amount over $1,000,000, which is approximately the amount shown in the balance sheet.

Sales in the first two months of this year were $470,000 in excess of sales in the same two months in 1925, and sales in that period were $365,000 in excess of the corresponding 1924 period. More recent months this year have shown an even greater rate of increase.

Newspaper advertising, according to officials, has made necessary a $100,000,000 expansion program started this week by the Delco Light Company, Dayton, O. Immediate plans call for construction of a $20,000,000 factory addition, one mile long, at Moraine City, near Dayton. The new factory will be used entirely for construction of electric refrigerators.

The National Jewelers' Publicity Association is seeking to raise $2,000,000 to educate the public about jewelry styles and to popularize the slogan "Gifts that Last." John Drake, 239 Springfield avenue, Newark, is executive secretary of the association. P. J. Coffey is president. The association has announced that $700,000 has been subscribed already towards the fund.

The American Leather Producers, Inc., co-operative association of tanners, is now placing its advertising through Frank Seaman, Inc., New York advertising agency. Use of newspapers is included in the advertising program now being planned, with space being purchased in newspapers in 26 cities. Copy is expected to start in August. T. R. Elcock, is account executive, handling the campaign.

Barton, Durstine & Osborn, Inc., New York, has been appointed to handle the advertising of the American Optical Company, Southbridge, Mass.

Charters were granted June 17 at Dover, Del., to 44 drive-it-yourself automobile corporations, with a total capitalization of $32,605,000. The "Mother" corporation is the Hertz Drivurself Corporation, capitalized at $30,000,000. The Hertz Drivurself Stations, Inc., was capitalized at $2,500,000.

Hertz advertising is handled by the World Wide Advertising Corporation, New York. E. M. Scholz, president of this agency, was in Chicago this week, discussing advertising plans for the new drive-it-yourself corporations. EDITOR & PUBLISHER learned.

The forty-two other companies all bear the name of the Hertz Drivurself Station, Inc., each capitalized at $2,500,000. These companies will operate in Alabama, Arkansas, California, Colorado, Connecticut, District of Columbia, Delaware, Florida, Georgia, Iowa, Indiana, Idaho, Kansas, Louisiana, Maine, Montana, Maryland, Massachusetts, Michigan, Mississippi, Minnesota, Nebraska, New Hampshire, New Jersey, Nevada, New Mexico, North Carolina, North Dakota, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Utah, Virginia and Vermont.

Nestle Laboratory of Hair Research, New York, is expanding its newspaper advertising schedule as rapidly as distribution is perfected. Beginning with a campaign in New England newspapers, advertising was later spread on in New York, and present plans contemplate a move westward through the northern section of New York state, to Pittsburgh, Chicago, and eventually the Pacific Coast. The account is handled by Foote & Morgan, New York agency. Miss Bertha Cook is space buyer.

An appropriation of $2,500,000 for advertising Miami in the newspapers and magazines of the country is being considered by the Miami Chamber of Commerce and city officials. Miami Beach Chamber of Commerce is considering a $50,000 budget for its advertising—a total of $3,000,000 for advertising space telling the "real" story of Miami.

School Janitor Wins Daily's Cup

One of the practical ways by which the *Minneapolis Tribune* co-operates with the Minneapolis public schools consists of awarding a silver trophy to the neatest janitor-engineer in the system. At this year's inspection and review at Central High School, 400 janitor-engineers lined up before the judges. J. Walter Monahan of the Cooper School won and was given possession of the cup for one year. H. F. Miller, engineer of the Tribune building, presented the daily's trophy.

Misleading Advertising Charged

Charges that the Mizner Development Corporation, developers of Boca Raton, Fla., placed misleading advertising in magazines and newspapers were made this week by Guy A. Reed, New York carpet manufacturer, in a suit filed against the corporation in Jacksonville, Fla. Appointment of a receiver for the corporation was argued and Judge R. M. Call in the Jacksonville U. S. District court took the case under advisement. A large number of the statements in the advertisements are untrue or should have been known to be untrue by the corporation, the petitioner alleged. It is alleged the corporation has outstanding liabilities amounting to several million dollars.

PRINTING SCHOOL FOR NEW ENGLAND PRESS

Newspaper Association Announces Course at Springfield to Start July 1, Combating Shortage of Printers —Instruction Free

A school for printers, sponsored by the New England Daily Press Association, will start July 1, at Springfield, Mass., Frank E. Phillips, association manager announced this week.

Students will be given a four months' course free and will be placed on New England newspapers upon graduation.

In making the announcement, Mr. Phillips said there was no intent on the part of the New England group in sponsoring the school of combating the International Typographical Union, or "anything else excepting combating a shortage of printers."

The union has been attacking schools of printing conducted by publishers, preferring to further the I. T. U. bureau of education.

Members of the N. E. D. N. A. are cooperating in promotion of their printing school by inserting advertisements of the Springfield course in their newspapers. Decision to sponsor the school was reached recently by the association's board of governors. William J. Pape *Waterbury Republican-American*, is association president.

"There is no excess of operators or compositors in New England, union or non-union," Mr. Phillips said. "This is a situation sought by organized labor as a means of keeping less efficient of their numbers at work, getting more and more money in salaries, and enforcing through a shortage of trained labor, conditions to which publishers should not agree."

Novel Circulation Promotion

The *Biloxi-Gulfport* (Miss.) *Daily Herald* recently used small silhouette cuts of its carrier boys on their bicycles as a border around two facing inside pages as a novel circulation promotion feature. The border of cuts occupied space 3½ inches around the page. Under the picture of each carrier was the name of the town in which he carries papers. A portion of the border was made up of cuts of the paper's delivery automobiles. Over the cuts ran the line "These boys, bicycles and automobiles deliver the Daily Herald every afternoon."

Says Dr. Salov, addressing the editor of the Newark Evening News: "It would be u... ing. A happy medium has been effected. It is easier to read than seven point ... rea... re... st... the... appr... every one interested in the conservation of vision; for it is the accumulated unnecessary strain on the eyes, due to the extremely small and poor type used in many newspapers, that ... the day when artificial ... though not ... of the typ... last few ... ter th... and ... ab... t... ders gives good legibility even wh... solid. Cast on seven point bod... Point Ionic gives the effect ... leaded—and with a de... word-count over the ... The first paper ... as the Evening ... a trial of s... t of th... n ... re enthusi... , and reader... s of commen... e of the most appre... Joseph H. Salov, a lead... st, and past president o... Optometric Association ... addressing the editor o... ning News: "It would b... or any one else wh... unt of good that wil... recent change in th... use in the makeup o... s was not recognized ... so acknowledged b... ted in the conservatio... is the accumulated un... on the eyes, due to th... l and poor type used i... ers, that hastens the da... al aid must be sought. Al... versed in the nomenclatu... you have been using for th... ays, it is of a style and charac... t immediately makes itself fel... is far more readable and comfort... e than the former style. I am sur... that there are many thousands ... readers who, possibly unknowingly, fe... the added comfort." After several yea... of investigation and experimentatio...

TRADE LINOTYPE MARK

...ne line... ...g. The eve... ...particularly ad... ...of newspaper s... ...advantage of t... ...ation of visio... ...ut is restf... ...onotor...

Study the design of this NEW face

Linotype 6½ Point Ionic No. 5

See how perfectly it meets the difficult requirements of modern newspaper printing conditions. Notice the full, round contours of the letters; no "pin holes" or sharp corners to fill up with ink, no fine lines to break down in stereotyping.

Ask the nearest Linotype Agency for copies of newspaper set in this face and compare it with the body type you are now using both for legibility and word count. You will find it easier to read than 7 point faces and that it gives the same word count as a 6 point.

The 6½ Point Ionic is made with italic and small caps and also in combination with Bold Face No. 2.

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

No dull *Summer* IN Los Angeles!

Keep your schedules active – in *June, July, and August!*

Los Angeles Examiner

PENNSYLVANIA

The KEYSTONE STATE

~ *The State of high wages and steady work!*

		Circulation	2,500 lines	10,000 lines
**Allentown Call	(M)	31,400	.10	.10
**Allentown Call	(S)	22,349	.10	.10
††Beaver Falls Tribune	(E)	6,553	.03	.03
††Bethlehem Globe Times	(E)	13,272	.06	.06
††Bloomsburg Press	(M)	7,673	.04	.04
**Chester Times	(E)	18,295	.06	.06
††Coatesville Record	(E)	6,783	.035	.03
**Connellsville Courier	(E)	5,928	.02	.02
**Easton Express	(E)	25,473	.08	.08
**Erie Times	(E)	28,596	.08	.08
††Greensburg Tribune Review	(EM)	14,883	.05	.05
††Hazleton Plain Speaker	(E)	19,852	.07	.06
††Hazleton Standard-Sentinel	(M)			
**Mount Carmel Item	(E)	4,307	.0285	.0285
**Oil City Derrick	(M)	8,588	.04	.04
**Pottsville Republican and Morning Paper	(EM)	15,346	.08	.07
**Scranton Times	(E)	43,230	.13	.12
**Sharon Herald	(E)	7,236	.0357	.0357
**Sunbury Daily Item	(E)	5,224	.03	.03
**Washington Observer and Reporter	(M&E)	17,589	.06	.06
††West Chester Local News	(E)	11,860	.04	.04
**Wilkes-Barre Times-Leader	(E)	26,204	.06	.06
††Williamsport Sun and Gazette & Bulletin	(ME)	28,000	.09	.09
††York Dispatch	(E)	19,632	.05	.05

**A. B. C. Publishers' Statement, March 31, 1926.

††Government Statement, March 31, 1926.

EVERY ONE of the dailies listed here covers a territory known for its busy factories, that employ workers steadily—the year 'round and pay good wages to satisfied workers.

Each of these communities is the trading area for rich farming country as well as mining towns where men work hard, earn big wages and have money to spend.

For the National Advertiser, Pennsylvania is an ideal market—easy to reach, distribution is simplified, and the daily papers offer the best and most direct medium.

PHILADELPHIA WOMEN ENTERTAIN OVERSEAS DELEGATES



MEMBERS of overseas delegations were entertained Sunday night by the Philadelphia Club of Advertising Women celebrating their 10th anniversary at a dinner and reception at the Ritz-Carlton. Mrs. Ellen S. Patten, president of the Philadelphia Club, welcomed the delegates. A musical program was rendered by Mlle. Jeanne Modave, Belgian cellist, and the Arion String Quartet. Among the guests were Sir William Henry Veno, advertising advisor of the Veno Drug Company, Ltd.; Sir Robert Baird, managing proprietor Belfast Telegraph; Col. E. Watts Allen, C. B. E., general manager Civil Supply Association, London; Lt. Col. Edward Frederick Lawson, president of the Advertising Association, England; Mrs. Lawson; Ivor Nicholson, director and business manager, National Magazine Company, Ltd., London; William Beveridge Robertson, advertising manager Amalgamated Press, Ltd., London, and Mrs. Roberston, and William M. Teasdale, advertising manager London & Northeastern Railway.

Among the speakers were President Woodbridge, Past President Rowe Stewart, Mrs. Bernice Blackwood, president of the Federated Women's Advertising Clubs; Miss Ethel Scully, member of the A. A. C. W. executive committee, Sir Robert Baird, Sir William Veno, Col. Lawson and others.

The reception committee comprises Mrs. G. A. Wiedemann, Mrs. E. G. Poret, Mrs. Thomas E. Ash, Mrs. Leonard Ormerod, Mrs. John H. Sinberg, Mrs. Rowe Stewart, Mrs. Edward B. Finck, Mrs. A. C. Delaplaine, Mrs. Ross Anderson, and Mrs. H. Ennis Jones.

BAYNE BUYS IN DULUTH

Purchases Control of News Tribu from James E. Rockwell

Reed Taft Bayne, who last Novem joined the *Duluth News Tribune* as v president and managing editor, recer purchased control of the publishing co pany from James E. Rockwell. Bayne has been elected president editor of the paper.

Ray D. Handy retains his stock in company and continues as treasurer general manager. J. H. Jordan, adver ing manager, has been named busir manager and Walter Hard, managing tor.

Before coming to Duluth Mr. Ba was managing editor of the *Supe* (Wis.) *Telegram.*

It was stated that Mr. Rockwell, v Charles R. Adams, formerly manag editor of the News Tribune, has p chased a daily in another section of country.

For the First Three Months of 1926

THE TAMPA MORNING TRIBUNE

printed 7,355,276 lines of Advertising and thus moved up from twelfth t SIXTH place among the newspapers o the United States.

The only newspapers printing a greate volume of advertising during that perio than The Tribune were the Miam Herald, the St. Petersburg Times, th Detroit News, the Chicago Tribune an the New York Times.

The Tribune covers the rich Sout Florida territory of 24 counties and 19 cities and towns, with a population o 713,943.

That's Why Its Advertising Volum Grows

The S. C. Beckwith Special Agency, National Representatives.

TRAINING OF SALESMEN TOLD TO TEACHERS

Curtis Executive Outlines What Qualities Are Sought in Prospective Solicitors Before Advertising Professors

By James M. Mosely

How the Curtis Publishing Company selects and trains its advertising representatives was explained by Earl M. Wilson, manager of the New York office, in a talk Tuesday night at a dinner of the National Association of Teachers of Advertising and Marketing, at the Benjamin Franklin Hotel, Philadelphia.

"The average age of our publishers' representatives is about 33 years," he explained. "We prefer to get a man when he is about 30 years old after he has had seven to nine years practical business experience following his education. Our staff of 100 to 115 men are recruited from all walks of life, each with an experience and fund of information. Sometimes the man has had three or four jobs.

"The first thing we want to know about a prospective salesman is what sort of a personal background he has had. Who is he? What did he do in school? Was he carefree or a worker? Was he fairly good in his studies? Could he get along with other people? Was he a leader in some branch of school activity?

"After receiving an application from a man who looks good to us, we are conservative about taking him on. We have him interview us a number of times and probably have him wait for three or four months so that when he does join us he knows we take our business seriously. When he is with us, we give him whatever time he needs to find himself without putting on him for a while any definite production responsibility. He has behind him our research department and the experience of co-workers.

"The qualities we require in a man—and the ones teachers of advertising should foster if it is possible—are energy (advertising is a poor place for a lazy man), imagination (controlled, not flighty), common sense (many errors and crimes blamed on advertising should be charged to lack of common sense), more psychology, the ability to discern important facts and brush aside non-consequentials, and sincerity."

The agency point of view on what the schools can do to shape advertising material was contributed by Fred J. Ross of the F. J. Ross Company, New York City.

"Can you not set the material a little more finely?" he asked. "The agencies must be exacting. They have to be. They need better material. They are not receiving the supply of material of caliber, trained or untrained, sufficient to meet the demand. Will it not be possible to set higher standards for education of the young men in advertising?

"It is good to see a young man from college who has a definite idea of what he wants to do in life. The number who call on us agencies without any such idea is astonishing.

"We wish the college graduate would take the advertising business more seriously. It is no field to enter for excitement or as a game or just for making money. At present we have to try to sift out and get our own material. Some day we hope we can depend on your schools for it.

"The young man about to enter advertising should be taught the function of policy which must lie behind all advertising efforts. He should be taught to be at his ease in the use of English. He should be taught the ethics of advertising."

DOMINANT!
in
Pinellas County, Florida
Daily News
ST. PETERSBURG'S PICTURE PAPER
Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall
America's Biggest Tabloid
Florida's Fastest
Growing Newspaper
To be assured of Complete Coverage—
USE THE NEWS
The only paper in St. Petersburg, Florida, whose application has been accepted by Audit Bureau of Circulations.
Represented by
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

Good Reporters make Good Newspapers

THE backbone of the newspaper is its news gathering staff. Lacking intelligently-collected and well-written news, no paper can be successful. Every successful newspaper has based its accomplishments primarily on the efforts of its reporters.

THE COPY DESK MAKES GOOD REPORTERS

THE COPY DESK, the keystone of the City Room, is the preceptor of the editorial staff. The Copy Desk cannot create good stories, but by its work of editing and by its surveillance of the work of the staff, can instil into the reporters its best conceptions of news gathering and writing. Thus the Copy Desk is likewise an all-important factor in the making of a paper.

NEW YORK COPY DESK TRAINING

NEWSPAPER MEN everywhere who wish to avail themselves of Copy Desk Training by the methods in use on the best New York newspapers will be interested in the new Home Study Course of the Newspaper Institute. This training in practical newspaper writing and editing in the New York manner was written by a newspaper man of 20 years' experience in the metropolitan field. A dozen New York staff writers contribute lectures on various phases of newspaper work.

It is the most complete and most practical training in newspaper work available by any method of instruction outside a New York editorial office, and contains many inside stories of how big news stories of recent years were handled. The Course is sold on reasonable terms. For catalog and special arrangements for members of the press, use the coupon.

Newspaper Institute of America
25 West 45th Street
New York

Newspaper Institute of America, Dept. 86
25 West 45th Street, New York
Send me, without obligation, complete information on your course in Newspaper Writing, also information on Special Press Enrollments.
Mr. / Mrs. / Miss. .....
Address .....
Occupation .....

WHAT'S WHAT IN THE FEATURE FIELD

Watson Davis Explains Functions of Science Service—Prof. Norton to Interpret Foreign Affairs—Fitzhugh Green Handles Comm. Byrd's Reception



Babe Ruth, handled by the Christy Walsh Syndicate, showing E. H. O'Hara, publisher of the *Syracuse Herald*, a wrist watch presented him by an admirer.

EWSPAPERS soon will never "dare to go to press" without including ne scientific copy within its columns," atson Davis, managing editor of ience Service, Washington, D. C., told mbers of the American Association College News Bureaus in convention Lafayette, Ind., June 18. Mr. Davis cribed science news as "truly inter- ional."

"Science is even more international n music, world politics, or interna- nal exchange," he said. "A foreign ntry which may care little whether not Coolidge is president, may eagerly sp and utilize a seemingly insig- cant result from a foreign research oratory."

Mr. Davis told how the late E. W. ipps endowed Science Service, which s organized five years ago. It has , he said, the co-operation of the three ling scientific societies of the country he American Association for the Ad- cement of Science, the National ademy of Sciences, and the National earch Council.

Today Science Service has established in preparation 15 different features use by newspapers," he continued. is estimated that one-fifth of the ulation of the United States is reached its product every day. This institu- for the popularization of science, le operating first in the newspaper l, because through the newspapers largest number of people can be hed with the smallest effort, time, expense, is now entering other fields, as book and magazine publication, form and radio lectures."

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new weekly feature interpreting ign affairs, written by Prof. Henry redge Norton, is being offered by New York Herald Tribune Syndi-

rof. Norton is described by the licate as having had vast experience ll foreign countries of importance. is said to number among his friends ervatives, radicals, prime ministers, revolutionary leaders. He is author everal books, and has contributed to y magazines and newspapers, includ- *Century, World's Work, Asia, Cur- History, Living Age, New York ld Tribune, New York Times, New Sun, Christian Science Monitor, chester Guardian, Amsterdam Tele- h, Brussels Soir, and Tokio Japan rtiser.*

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ltzhugh Green, general manager of George Matthew Adams Service, is g as personal representative of Com- ler Richard E. Byrd, first man to fly to the North Pole, who arrived in New York from his adventure on June 23. Mr. Green has himself made many trips to the arctic with polar expeditions.

Alexander Hamilton of the editorial department of the Metropolitan Newspaper Service, sailed from New York, June 24, on the S. S. "Majestic," bound for England and the continent on business for the syndicate. Mr. Hamilton has been a member of the Metropolitan staff since 1924. He is a great, great grandson of Alexander Hamilton of Colonial days, and also a grandson of the late J. Pierpont Morgan. Max Elser, Jr., president of the syndicate, would not disclose the purpose of the trip.

The Conde Nast Newspaper Service, New York, is now running a weekly house plan as part of its daily "House & Garden" service.

A prosperous condition in the newspaper field was reported this week by Philip Dietz, of the sales staff of the New York Herald Tribune Syndicate, following his return from a six weeks' trip through the south and middle west. Mr. Dietz called on more than 100 newspapers, and in not one office did he hear any grumbling about "poor business." Everywhere he heard comment on the large increase in national advertising.

A combination offer is being made by the Ullman Feature Service, Washington, D. C., of "That Motor Car of Yours," by William Ullman, and "The Trend of Business," by Herbert S. Hollander.

Philip D. Stong is now editor of the North American Newspaper Alliance, with offices in New York headquarters. Mr. Stong was formerly associated with the Associated Press and the Des Moines Register. John R. Coulter, assistant general manager of N. A. N. A., is on vacation, canoeing and fishing on the Connecticut River. He will return to New York in about two weeks.

Helen Keller, deaf and blind lecturer and author, is writing a daily feature "Be of Good Cheer" for the Famous Features Syndicate, Inc.

Leslie Fulenwider, president of Famous Features Syndicate, Inc., is in the south on business. W. L. Wardell, vice-president in charge of sales, has returned from the west to the New York office.

BRIDGEPORT

INDUSTRIAL CAPITAL OF CONNECTICUT

Bridgeport has more than 400 manufacturing establishments producing over 5000 different commodities.

Its diversified industries make Bridgeport an exceptionally prosperous market. There are no general dull times. The flow of income is steady and continuous.

The Bridgeport trading area embraces almost a quarter of a million people—all potential buyers of advertised products.

You can cover this fertile market profitably and thoroughly at one cost through the

BRIDGEPORT POST & TELEGRAM

Over 95% of The Post & Telegram's circulation is concentrated in the city and suburban territory.

THE BRIDGEPORT POST-TELEGRAM
THE BRIDGEPORT SUNDAY POST
BRIDGEPORT, CONN.

GILMAN, NICOLL & RUTHMAN
National Representatives
New York Chicago Boston San Francisco

ADVERTISING AGENCY AFFAIRS

E. H. Brown Starts Own Agency in Chicago—Rankin Gets All Hollywood Accounts—Hanson Moves to Own Building—Potter Partner in Prehn-Mackey Company

EDWARD H. BROWN has started an advertising business of his own at Chicago under the name of the E. H. Brown Advertising Agency. For the past five years he has been out-of-town classified advertising manager of the *Chicago Herald & Examiner*.

S. F. Merena has joined the new business as an account executive.

The Wm. H. Rankin Company of Chicago and New York will handle all the newspaper and magazine advertising of the Hollywood interests, Hollywood Beach Hotel and Port Florida during the coming year.

During the past year the Hollywood interests have had three advertising agencies, including the Rankin Company.

The Joseph E. Hanson Company, of Newark, N. J. has announced the removal of its offices from 12 Washington Place, to its own building at 85 Lincoln Park, corner of Pennsylvania Ave., Newark.

Douglas Potter has become associated as a partner in the Prehn-Mackey Company, agency, New York. Potter was formerly with the George L. Dyer Company, agency, New York City.

Completion of plans for the opening of offices in the Johnston building, Charlotte, N. C., by the Elias C. Lyndon Advertising Company, Inc., under the management of E. C. Lyndon, formerly connected with the Ivey organizations, has been announced.

The company will open with an authorized capital of $75,000 under a charter recently granted. Officers are announced as F. H. Bierman, president; E. C. Lyndon, secretary and general manager, and Everett C. Bierman, treasurer.

The agency will handle chamber of commerce, textile, real estate, mercantile and bank advertising.

Mr. Lyndon, who will be in active charge, was advertising manager of the local Ivey store for several years until 1925, when he resigned and affiliated himself with the Carl J. Bailliott Agency, of Greensboro.

Edwin J. Sommers, formerly with the F. R. Steel Agency, has now joined the merchandising staff of the Chicago Office of the C. E. Brinckerhoff Organization of Chicago and Cleveland.

W. Austin Campbell Company, advertising agency, has moved to larger quarters at Suite 709-15 Broadway Arcade building, Los Angeles. W. Austin Campbell heads the company bearing his name, while Norman J. Boroughs, realty advertising man, is vice-president. Research and statistics are under the direction of C. F. Remington, and sales and technical counsel is directed by Glen L. Codman, Merle Cox and Ernest Forestal are in charge of the art department, while F. F. Pohlman is the chief copy executive.

AD TIPS

Thomas M. Bowers Company, 304 South Wabash avenue, Chicago. Issuing orders to newspapers on the Atlantic hotel, Chicago.

Brandt Advertising Company, 431 North Michigan avenue, Chicago. Will place the advertising of the Rub-No-More company, Fort Wayne, Ind.

Critchfield and Co., 14 E. Jackson boulevard, Chicago. Sending out contracts to newspapers generally on Firestone Tire & Rubber Company of Akron, Ohio.

John H. Dunham Company, 431 North Michigan avenue, Chicago. Handling accounts of the Walbert Manufacturing Company, Chicago, which plans to start extensive advertising late in the fall, and the account of Thorardson Electric Company, Chicago. The Dunham company will make up their list soon.

Albert Frank and Co., 134 S. La Salle street, Chicago. Is issuing resort copy to metropolitan cities on the Shoreland Hotel, Chicago.

James Greene Co., Atlanta, Ga. Sending out schedules to southern papers on Davis Mfg. Co. (Fly-Flu), Knoxville, Tenn.

Henri, Hurst and McDonald, 58 East Washington street, Chicago. Making up the list for the Federal Telegraph & Telephone Co.

Kling-Gibson Company, 310 South Michigan boulevard, Chicago. Placing the account of the Trimm Radio Company, Chicago, and expects to make up a list shortly.

Martin Advertising Agency, 37 West 39th street, New York City. Has secured account of the Tannersville Chamber of Commerce, New York.

William H. Rankin Company, 435 N. Michigan avenue, Chicago. Will handle all the advertising of the Hollywood interests, Hollywood Beach Hotel and Port Florida, during the coming year.

Fred A. Robbins Co., 360 North Michigan avenue, Chicago. Compiling a regular list of newspapers on Burgess Battery Company, Madison, Wis.

Charles H. Touzalin Company, 7 South Dearborn street, Chicago. Issued orders to a list of newspapers on Vesta Battery.

Williams and Cunnyngham, 6 North Michigan boulevard, Chicago. Giving copy orders to College Inn Cooked Food Company, Chicago, to a small list of newspapers, chiefly metropolitan dailies. Thirty to forty cities are being used in a list of newspapers being made for the Western Clock Company, La Salle, Ill., to advertise a pocket watch.

Buffalo News Changes Type Style

The *Buffalo Evening News* has changed the style of its main body type from seven point face on seven point slug to seven point on an eight point slug, thereby improving its reading qualities, according to Marc A. Rose, managing editor.

MERCHANT & EVANS CO.
PHILADELPHIA
Producers of
SPARTAN TYPE METAL
Since 1866
LINO • MONO • STERO
INTERTYPE COMBINATION
Stocks in Principal Cities

HARTFORD TIMES WINS T. D. TAYLOR SUIT

Defense Claimed Fraud and Misrepresentation Influenced Signing of Contract for Advertising Plan—Judge Holds No Right of Accounting

A verdict favoring the *Hartford Times* in the suit brought against it by Thomas D. Taylor was handed down by Justice Edwin S. Thomas of the United States district court in Hartford, June 16.

Mr. Taylor brought suit in equity against the Times to recover damages and to secure an accounting of profits because of a signed contract by which the Times obtained a plan for securing classified advertising. The case had a long trial that started in New Haven and wound up in Hartford at which a large volume of testimony was introduced.

Judge Thomas upheld the defense of the Times that there was misrepresentation in the securing of the contract through Mr. Taylor's representing himself as the publisher of the *Philadelphia Evening Telegraph* when that connection had ceased three years before. He also found that Mr. Taylor deliberately used that previous connection with the intent to secure whatever advantage it would bring him. He also upheld the contention of the Times that there was a lack of consideration in the plan which Mr. Taylor sponsored. His decision stated that "the 'plan' was not a 'plan' and that its use would not accomplish the results promised for it."

He declared that there was no breach of contract and if there was a breach in the failure of the Times to use the plan there still would be nothing before him by which he could determine "even in the most speculative manner the extent of the damage." He held that no right of accounting exists.

Longmont (Col.) Times Elected to A.P.

The *Longmont* (Col.) *Times* has been elected to membership in the Associated Press. Ray S. Lanyon is publisher.

EDITOR & PUBLISHER CALENDAR

June 28-29—Pennsylvania Newspaper Publishers' Assn., convention, State College, Pa.

June 20-July 1—National Editorial Assn., 41st annual convention, Los Angeles, Cal.

July 2-4—Amateur Press Assn., meeting, Philadelphia.

July 5-8—Twelfth District, A. A. C. W., meeting, San Francisco.

July 6-8—Southern Newspaper Publishers Assn., annual meeting, Asheville, N. C.

Arthur Ruhl Marries in Berlin

Arthur Ruhl, Berlin correspondent for the *New York Herald Tribune*, was married on June 11, to Zinaida Yakounchikoff, a Russian, at the Russian Church in Berlin. After a honeymoon in London they will come to the U. S.

Our Customers Write Our Ads

Bloomsburg, Pa., Press Says—

"Since the installation of our super-excellent DUPLEX TUBULAR press, we have had *real joy* in our office."

DUPLEX PRESSES
FOR ALL NEWSPAPERS
Duplex Printing Press Co.
BATTLE CREEK, MICH.

AN UNDER-DEVELOPED ADVERTISING FIELD

Church advertising will be one of the very important phases of the international advertising convention in Philadelphia this coming week. It is to be the theme of ministers and laymen who will occupy the pulpits of seventy-six Philadelphia churches on June 20th, convention Sunday.

The value of advertising to churches will be fully discussed at the Tuesday and Wednesday sessions of the Church Advertising Department, June 22 and 23, in Room 200, College Hall, University of Pennsylvania, particularly with reference to newspapers as one of the most important mediums.

The discussions will be helpful and valuable to newspaper men who are developing church advertising in their papers. Are you planning to cover these meetings?

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS,
383 Madison Avenue
New York, N. Y.

WHAT THEY ARE SAYING

ADVERTISING DEFINED

"ADVERTISING conducted on the best accepted modern lines is in simple language the news about a man's business told to the public he seeks in an attractive, convincing way, and always told honestly."—T. A. Grehan, advertising manager, Independent Newspapers, Ltd., Dublin.

* * *

PRODUCT MUST BACK UP ADVERTISING

"TIME is the supreme test of every product. Good advertising will sell anything once, perhaps twice. Only real merit will sell a thing over and over again. Continued success is the crucial test of everything."—Franklin Dorset, Whittet & Shepperson, addressing Insurance Advertising session, A. A. C. W. convention, Philadelphia.

* * *

NEWSPAPERS BEST FOR IMMEDIATE SALES

"THE volume of our present business has been turned from the magazines as a medium to the newspapers, because newspapers get quicker action and more intimate action, especially in matters of real sales and not matters of mere publicity. We differentiate in the matter of immediate sales and publicity. We give precedence in seven cases out of ten to the newspapers rather than the magazines for immediate results."—Frank Presbrey of Frank Presbrey Advertising Agency, before *New York Times* advertising staff.

* * *

SELLING AD PROGRAM TO SALES FORCE

"ANY advertising plan to get the best results must be specific in showing the salesman *how* the advertising can help him directly and personally. If this could be brought home to every individual salesman not only would his sales increase but it would react to make advertising more effective and consequently add to the income of the organization for which he is working."—William A. Hart, Advertising Director, E. I. duPont deNemours & Co.

* * *

MODERN NEWSPAPERS SERVE PUBLIC

"TODAY the public gets local, state, country and world-wide news, all supplied indiscriminately as to quantity, regardless of expense in obtaining it, relative importance alone being considered. Today when a public service is to be performed in righting a political wrong it is the newspaper that initiates it. Today when a hospital needs an endowment, the committee's first thought is to enlist the support of the newspapers."—N. R. Hoover, Circulation Manager, *New York World*.

N. A. N. A. SENDS OUT TWO GLOBE-RACERS

. S. Evans, Detroit, and Linton Wells, New York, Start Out to Beat Present Record for Speed Around World —Goldstrom Loses

With John Goldstrom, former reporter f the *New York Evening World*, stuck Siberia, the North American Newsaper Alliance has sent two more reorters from New York in a race against gainst time around the world.

Edward S. Evans, Detroit, and Linton Vells, New York, made a dramatic getvay from the Puliter Building early the morning of June 16. The two en were guests at a dinner given by the . A. N. A., and, still in their evening othes, they were rushed aboard a coast uard patrol boat, which set out down le harbor under forced draft to catch le Aquitania. By not sailing on the ner, the globe-circlers picked up half an ur on the normal running time to ngland.

At the start of the race in front of e Pulitzer Building, John Henry Mears, esent record holder, who went around e world in 1913 in thirty-five days, enty-one hours, thirty-five minutes and ur-fifths of a second, shook hands with ans and Wells and wished them godeed.

DAILY FOR MOVIE FOLK

arbara Worth Times," Using U. P., Published on Location

Samuel Goldwyn Productions, Inc., is uing a daily newspaper for members the cast filming the "Winning of Barbara Worth," now on location in a Nevada desert. The United Press report is being used.

The Goldwyn organization has erected three movie cities, Rubio, Kingston and San Felipe on the desert wasteland, between Gerlach and Winnemucca, Nev., 35 miles from the nearest town. Collectively the three are known as Barbara Worth, Nev., and will accommodate at times more than 2,000 inhabitants, during the location period.

The daily paper is called the *Barbara Worth Times*, and will be continued for three months, according to present plans. It will be sold throughout Nevada and mailed to motion picture exhibitors throughout the country.

John Miles, U. P. correspondent, is handling the pony wire to the Goldwyn Camp.

CIRCULATION BUILDING SUPREMACY

We opened 1926 with the greatest newspaper campaign ever conducted, and secured over $300,000 in prepaid subscriptions for The Cleveland Plain Dealer. We can attain similar success for you!

THOUSANDS OF NEW, PREPAID, BONA-FIDE HOME-DELIVERED SUBSCRIBERS SECURED IN TEN WEEKS' TIME

HOLLISTER'S
Circulation Organization
Wire or Write us at 717-718 Commercial Exchange Bldg., LOS ANGELES

I Want To Get My Hand In Again!

A year from now I'll likely buy a daily

I want a year's job on a daily paper, first paper, second paper, last paper—just so the work is at the office of publication.

I know the newspaper business as it was five years ago. Pressman at fourteen, make-up at sixteen, circulation manager at eighteen, city editor at twenty, advertising manager at twenty-two, publisher's rep. at twenty-five.

At thirty I am beginning to realize on the result of four years' work as publisher of a trade journal, started from nothing, twenty thousand in the issue after we sold it.

Revenue from the sale of this publication is beginning to come in. I will eventually invest this money in the newspaper field. While I accumulate enough to be useful I believe practical newspaper experience will be worth while.

I have embarked in a business that requires close study of the daily press. My income for the coming year has been estimated at about twelve thousand dollars. I'm willing to pass this up for a lot less in newspaper work, but prefer a commission or bonus arrangement that will give a chance at profits rather than a stiff salary.

I believe I can sell advertising again, build volume and increase revenue, alone or with a staff.

I believe I can direct the staff of any newspaper or any department, and increase efficiency and revenue.

I'll turn my job over at the end of a year, with a competent understudy ready to step in. I'll guarantee not to buy opposition.

Now in New York—able to sell this business within a month—ready to go anywhere.

A telegram will bring a long distance phone call to arrange a conference—at once.

BOX A 600
EDITOR & PUBLISHER
TIMES BLDG. NEW YORK CITY

$5,000,000 YEARLY BUSINESS OF PEN FIRM CREDITED TO NEWSPAPERS

Sheaffer Company of Ft. Madison, Ia., Automatically Increases Advertising as Sales Mount—Dominating Space Used in Dailies and College Papers

By HAMMOND EDWARD FRANKLIN



Specimen of dominating newspaper copy used to sell a pen

AN early start for fall business by getting sales and advertising activities lined up and ready to release before July has been one factor in the growth within 13 years of an annual sales volume of more than $5,000,000 for the W. A. Sheaffer Pen Company, Fort Madison, Ia.

The company put out its first Lifetime Pen at $8.75 retail but sold only a small amount in its first year's volume of $100,926.82. Most of the sales were on low-price pens. Now more than half of the company's sales are on the $8.75 pen. National newspaper advertising has helped much in bringing this about.

Sales the second year were twice the first and each year since, except 1921, an increase has been enjoyed.

A study of the repairs on returned pens enabled the company to effect various improvements, such as adding a gold band to strengthen the cap and eliminate breakage, putting new and more costly material in the barrels (finally Radite, unbreakable), a heavy gold clip, etc., at the same time the increase in volume of sales obviated the necessity of raising the retail price. A lifetime guarantee, unconditional, was put behind the pen. All repairs were made free. If the old one could not be fixed, the customer was given a new one, regardless. This policy continues.

No advertising, other than giving pens to dealers, was used from 1913 until 1917 when the first campaign was released. That year sales went ahead $130,976.13. In 1918, the sales increased $380,666.34, showing the accumulated value of the previous year's advertising. For several years magazines only were used.

In 1922, the plan of utilizing newspapers was put into effect and has been continued with notable success. The company bases its expenditure on a percentage of past sales and current monthly sales, so that if it gets a jump, it promptly "steps up" the appropriation. The line is sold direct to stationery, drug, jewelry and department store retailers.

The company declines to sell for punch board or premium purposes. On any orders received direct, it sends a check to the dealer for the profit. It has become "choosy" of just what type of dealer carries the line and expects a representative stock to be ordered. The dealer's profit depends upon the amount of stock carried. It is planned on a sliding scale.

In the early history of the company, the officers did the marketing. In 1919, 20 salesmen were trained and put to work. At present about 75 men handle the line under a contract which pays them a commission after they have reached a certain pre-determined amount. The salesman also has a quota higher than this amount. A club for salesmen who sell more than $100,000 worth of pens gives a special incentive to live workers. The average sales per man in 1925 were over $77,000, a gain of $13,000.

"The addition of newspapers brought about a quick response and helped us chalk up further sales increases," an officer of the company commented. "Each year we have added more papers to our list as certain territories were brought up to a point that made intensive sales work profitable."

The newspapers have co-operated in running stories in their merchandising papers, giving local trade information, encouraging window displays and otherwise.

Three peaks appear in the fountain pen business. The first is in June when graduates and brides flourish. The second is in September when schools and colleges open and the third (and usually the sharpest) comes in the Christmas buying rush. However, through advertising and sales work, leading fountain pen makers, such as Sheaffer, have gone a long ways to even up sales, even during warm summer weather. Fountain pens and pencils are much more staple twelve months than some years ago.

C. K. Hart, the advertising manager, recently explained:

"Before July of the year we have ordinarily perfected what we believe to be a most effective campaign to follow for the fall or opening of school period. The program is likely to include more concentrated effort on the part of ou salesmen and backing them with adver tising in magazines, trade papers, news papers, college papers and by general pro motional work.

"We concentrate a little more effor in August even than June and July.

"By limiting our distribution to choice of dealer, based on moral stand ing, credit, etc., we increase the value o the Sheaffer franchise to the dealer. protects him in many ways, mainl granting him an opportunity to make liveability profit on the Sheaffer lin We have but one set of discounts ope to all Sheaffer accounts.

"We consider college newspaper adver tising effective. This year we plan t run in about a hundred to a hundre and twenty college papers dominatin space in each one, at about the same in tervals and the same period as we wi appear in general newspapers.

"Our newspaper list, we believ blankets the United States. We believ newspaper advertising is one of the mos

NEWSPAPER
ENGINEERING AND CONSTRUCTION
PROBLEMS
Solved by specialist eight years with Boston Post
EDWIN S. PARKER
Structural Engineer
15 Exchange Street
Boston
Am. Soc. C. E. Boston Soc. C. E.

Get Circulation During the Dog Days
That old fallacy that circulation could not be obtained during the summer is no longer taken seriously by aggressive newspapers.
Of course business is harder in July than in December but I can get it. I have one of the best crews in the country—all clean, respectable salesmen and with them I can get you all the circulation you want quietly and at low cost.
Let me show you what I have done for other papers and what I can do for you.
F. J. Marks Circulation Service
2524 E. 73d Street, Cleveland, O.

A SINGLE ADVERTISING APPROPRIATION
Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.
EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.
have entered into an agreement in respect to editorial and advertising representation in their respective fields and thereby afford a single source of information and service for those interested in international marketing and advertising.
Combination Advertising Rates for 12 Insertion Contract
Full Page .....$280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page ..... 82.50 per insertion
You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.
Editor & Publisher
1700 Times Building
Broadway at 42d St.
New York, N. Y.
Telephones:
Bryan 3052 - 3053 - 3054 - 3055 - 3056
able Address: E DPUB, NEW YORK
Advertising World
14 King Street
Covent Garden, W. C. 2
London, England
Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON

not the most, powerful factor in pres- day merchandising. At least, we de- id upon it greatly for our success. The fact we have grown from almost hing to a leader in the business dur- the past 13 years and greatly due the consistent use of newspaper ad- tising, is sufficient proof to us that, n properly handled, this medium will out in a most satisfactory way. We usually run dominating space— y of sufficient size when possible to e up over the half fold in the page. many instances, we run copy full page ize. This is particularly true in some he leading cities, such as New York, ladelphia, Boston and Los Angeles. some of the lesser towns of a hun- l thousand, we may run 960 line copy perhaps in some of our smaller cen- , we would run 378 lines."

LETTERS FROM OUR READERS

Spread of a Rumor

EDITOR & PUBLISHER: Your story 'Cancer Cures" brought to mind an inal bit of unfavorable publicity h has been given to beauty shops of in many of the larger cities of the try. The story seems to travel lly from mouth to mouth gradually ing its way into the newspapers. In y instance, however, it tells about an mpetent operator at the leading de- ment store beauty shop of the town wing water upon the head of a cus- r who fainted during a permanent operation, in consequence electro- g her.

ing an editor of a trade publication is field, the story has been sent to y subscribers or correspondents from ss than ten large cities during the two months. However, the origin e tale, it immediately becomes ex- ngly popular because a great number omen are not acquainted with the y and simplicity of the permanent ng process.

MARIE H. CALLAHAN,
Managing Editor,
Modern Beauty Shop, Chicago.

Praise from Sir Hubert

EDITOR & PUBLISHER:—Please per- e to extend my heartiest congratula- on the great Convention Number of DITOR & PUBLISHER. You and your have gotten out a wonderful maga- It has an amazing amount of ial in it, both editorial and advertis- that is of interest to every man cted with the publishing business. rt work is some of the finest I have seen. Altogether, the magazine is hing that you and your associates well be proud of for years to come.

Cordially yours,
ARTHUR CAPPER.

Libels on the Craft

EDITOR & PUBLISHER: The world has always despised the bird that fouls its own nest. Some so-called newspaper men apparently love to belittle the independence and honesty of the Press. The article in "The Independent," from which you quote in your last issue to hand, is an example of this.

The man who maintains that the Press as a whole and the majority of correspondents deliberately refuse to give anything but one-sided statements of events, is not speaking the truth. We have, of course, intellectual prostitutes among us—both editors and writers—but we mark them and know them for what they are.

This is not merely theory. Let me give my own experience. For over three years I was in Russia for the *Chicago Daily News*, at a time when feeling in America was very bitter against all forms of Communism. In my despatches I had often to write in a way that could not have been palatable to many of our readers. I had to do this, not because I like Communism—I hate it—but because my duty as an honest reporter was to give the facts as I saw them.

During that time my Editor never directly nor indirectly instructed me to modify my tone. He never suppressed my despatches nor altered them in any way.

My two leading colleagues in Moscow were Walter Duranty, of the "New York Times" and the correspondent of the Associated Press. The "New York Times" is pronouncedly anti-Bolshevist in its editorial columns, but it gave—and still gives—Walter Duranty the freest hand describing things as he saw them.

I lived in the next room for a very long time to the correspondents of the Associated Press. We met daily and freely discussed everything together. I never heard a single suggestion from them that they had received instructions to write to please public opinion in America. Their job was to give the facts and they did it.

I have had the same experience with great English newspapers. Some years ago I was sent by the London *Daily Mail* to examine conditions in one foreign country. My conclusions were not altogether in accord with the editorial policy of the paper. The *Daily Mail* printed my despatches in a prominent place and expressed quite frankly in its editorial columns its own views on the matter. The Government of the country concerned tried to silence me by offering me the post of propagandist agent. Then big financial influences were brought to bear to have my work stopped. Lord Northcliffe did not yield an inch.

My experience was, of course, the ordinary experience of decent workers employed by honest papers, and honest papers are still, thank God, the great majority among the English speaking nations.

It makes me, as it must make many of my fellow newspapermen, angry to hear the never-ending libels on our craft.

Yours very faithfully,
F. A. MACKENZIE

London, June 14, 1926.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

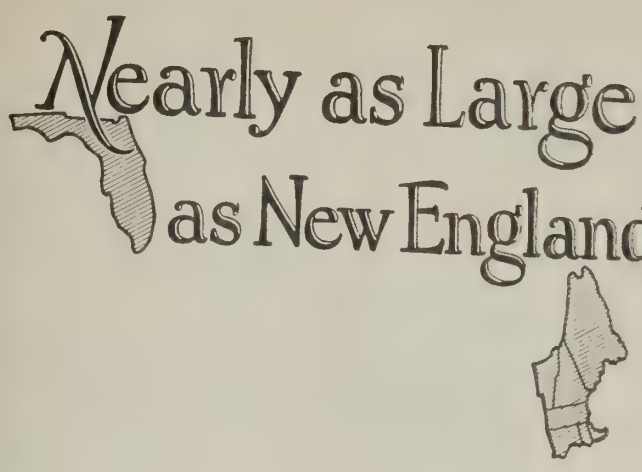
KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

Nearly as Large as New England



Florida is the second largest state east of the Mississippi River. Having an area of 58,666 square miles, it is almost as large as the six New England states—Maine, Vermont, New Hampshire, Massachusetts, Connecticut and Rhode Island combined.

Florida now has nearly one and a half million permanent residents and an equal number of winter visitors. Already a great market, imagine how much greater it will be a few years hence. It has been predicted by high authorities that Florida, with its remarkable climate and fertile soil, can and will support a population of fifteen millions, almost twice the present population of entire New England.

Obviously Florida is a market worth cultivating. And now is the time for the manufacturer and producer to come to Florida with advertising.

In planning an advertising campaign, remember that no outside medium covers this state so completely and economically as the Associated Dailies.

ASSOCIATED DAILIES of Florida

510 Clark Bldg. Jacksonville, Florida

Bradenton News
Clearwater Sun
Daytona Beach Journal
Daytona Beach News
Deland Daily News
Eustis Lake Region
Ft. Lauderdale News
Ft. Myers Press
Ft. Myers Tropical News
Ft. Pierce News-Tribune
Ft. Pierce Record
Gainesville News
Gainesville Sun
Jacksonville Florida Times-Union
Jacksonville Journal
Key West Citizen
Kissimmee Gazette
Lakeland Ledger
Lakeland Star-Telegram
Lake Worth Leader
Melbourne Journal
Miami Daily News
Miami Herald
Miami Illustrated Daily Tab
Miami Tribune
New Smyrna News
Ocala Central Florida Times
Orlando Morning Sentinel
Orlando Reporter-Star
Palatka News
Palm Beach Daily News
Palm Beach Post
Palm Beach Times
Pensacola Journal
Pensacola News
Plant City Courier
St. Augustine Record
St. Petersburg Independent
St. Petersburg News
St. Petersburg Times
Sanford Herald
Sarasota Herald
Sarasota Times
Stuart Daily News
Tampa Times
Tampa Tribune
Winter Haven Chief

TABLOIDS CENSURED BY STATE DAILIES

New York Publishers Request Suppression of Names of Women in Assault Cases to Avoid Restrictive Legislation

Two brief sessions were held at Ithaca last week by the Associated Dailies of New York State, a group composed of publishers of one newspaper in each city represented. Their meetings, presided over by Charles H. Congdon, publisher of the *Watertown Times,* were devoted to shop topics and were executive.



F. H. Keefe

Formation of a New York State group of newspapers to be represented jointly in the national advertising field was discussed at this meeting, as it has at several during the past two years, but no conclusions were announced. C. H. Spencer, publisher of the *Newark* (O.) *Advocate,* explained the workings of the Ohio Select List to an executive session which followed the joint banquet with the New York State Press Association.

As a sequel to the report of the legislative committee rendered by Frederick H. Keefe, publisher of the *Newburgh News,* the association adopted a resolution censuring newspapers which offended against good taste in the publication of salacious news or identification of the innocent victim of a criminal assault. Special reference was made to stories which have appeared in New York tabloid newspapers.

No formal addresses were made at the annual dinner. Entertainment was furnished by three Cornellians. Romeyn Berry, graduate manager of athletics, told two humorous stories with a moral; Prof. Walter King Stone told four funny stories chiefly about the good old days before Volstead; and Dr. Louis Agassiz Fuertes astounded his hearers with a scientific lecture on "somnology," illustrating by personal effort several various human snores in common use.

C. H. Mackay Honored by Italy

Clarence H. Mackay, president of the Postal Telegraph-Cable Company, has been made Commander of the Order of the Crown of Italy by King Victor Emmanuel III. Mr. Mackay's company recently helped establish direct communication between the United States and Italy through cables to the Azores to link with the new cable laid by the Italians from the Azores to Italy.

STATE DAILIES ADVERTISE NEW YORK STATE

(*Continued from page* 13)

finish without comment, he said, but his argument was scuttled by the submission in evidence of a New York tabloid carrying full details, including the name, address, and picture of a girl rape victim, together with a detailed account of the crime. Letters sent to New York City publishers elicited only two answers, both of which opposed any form of regulation by law.

Merwin K. Hart, Utica manufacturer and representative of the Associated Industries, Inc., asked the newspaper men to find more news interest in the affairs of industry, other than in the accounts of strikes, disputes and other occurrences adverse to the ordered conduct of business. He outlined plans for a state survey of industries, covering value of output, annual turnover, wages paid now and in the past, and declared that the enterprise as its various stages were completed would afford ample opportunity to the newspapers for constructive service to the business men of their communities.

L. B. Palmer, manager of the A. N. P. A., a luncheon guest, detailed the expansion program of his association, explained the new schedule of dues, and gave some excellent advice on the present newsprint situation.

Newspapers are now using practically all of the newsprint tonnage on the market, he stated, despite an increase in production of 14 per cent in little more than a year. Newsprint manufacturers' stocks at the mills are now about 2½ days' supply at present rate of consumption, while publishers' stocks on hand and in transit approximated 28 days' supply according to most recent figures.

These indications, he said, did not point to any acute situation now, but they did show the necessity of building up publishers' stocks during the slack summer season against the expected fall bulge of advertising. Careful use of newsprint during the coming months will also permit the manufacturer to increase the stock on hand at the mills. There is plenty of paper for all, Mr. Palmer emphasized, with no scare of a shortage in the immediate future and none in prospect if ordinary management cautions were taken by the publishers whenever opportunity afforded.

W. J. Pape, publisher of the *Waterbury Republican and American,* and president of the New England Daily Newspaper Publishers Association, was also a luncheon guest and told the association of a proposal that a school for printers be established in New England along the lines of that so successfully conducted by the New York publishers at Ithaca. Sherman H. Bowles, publisher of the *Springfield Republican* and *News* and *Springfield Union,* was also present. He inspected the Ithaca schools of printing and engraving thoroughly under the guidance of Director Kellogg.

The summer banquet was held prior to the meeting with Kent Cooper, general manager of the Associated Press, and Dr. Livingston Farrand, president of Cornell University, as speakers.

In the golf tournament which preceded the meeting, Arthur D. Hecox, general manager of the *Albany Knickerbocker Press and News,* won first prize in Class A, with a gross of 88, a handicap of 17, and a net of 71. A. C. Deuel, *Niagara Falls Gazette,* was second, with 88-16-72, and E. D. Corsón, publisher, *Lockport Union-Sun and Journal,* was third, with 81-6-75.

In Class B, Kent Cooper carried off first prize with 97-25-72; and L. B. Palmer tied with H. M. Hall of the *Jamestown Journal,* both netting a 78. Mr. Palmer's gross was 99, less his 21 handicap, while Mr. Hall scored a 95, less his handicap of 17.

Prizes were donated by the association.

VANDERBILT UNDER TREATMENT

Young Publisher of Vanishing Tabloids Abroad for Health

Cornelius Vanderbilt, Jr., president of Vanderbilt Newspapers, Inc., is in Europe, being treated by Continental specialists for the injury of his jaw sustained in the World War.

The young publisher has had considerable trouble with this war injury. In April he was being treated at Johns Hopkins Hospital, Baltimore, and left a sick bed to go to Miami and later to New York to make final efforts to avert a crash of his properties, when his father Brig. Gen. Cornelius Vanderbilt refused to advance more money after loaning about $1,500,000 to his son's publishing venture. His papers are now in receivers' hands.

HOME NEWS FOR TEXANS

Dallas Times-Herald Issues Tiny Editi at A.A.C.W. Convention

The numerous tall and heavy gent men sporting Texas hatbands arou Philadelphia read the spot news of th home state in the *Daily Times-Hera* of Dallas, which issued a four-pa three-column letter-size newspa packed with Dallas datelines, incl ing a daily report of the Texas Lea baseball games. The news was brou to Philadelphia over the Times-Hera leased wire to the *Public Ledger* off

H. U. Clayton acted as editor and bert Swinsky as advertising manager the convention edition.

New Washington Paper

The *Twin City Times,* published Pasco, Wash., published its first pa June 8.

America's Complete Newspape

New York Herald Tribun

We shall be pleased to see any newspaper man during the Philadelphia Convention and to talk over with him his classified advertising problems

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building · Philadelphia

MICHIGAN
and the
BOOTH NEWSPAPERS
THE LEADING NEWSPAPER I GRAND RAPIDS—THE ONL DAILY IN SEVEN OTHE CITIES
The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News
National Advertising Representatives
I. A. KLEIN — 50 East 42nd St. New York City
J. E. LUT — Tower Buildi Chicago, Ill.

creating Impression!
nearly half the 2013 national advertisers using the Cleveland Plain Dealer in 1925 used it *exclusively.*
The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it
J. B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 360 N. Mich. Ave., Chicago

WE'RE ALWAYS BUSY—WHY?
AUTOMOBILE PRIZE CAMPAIGNS
Get the Circulation
Get the Money For It
Get It Quickly
Get It Right
Conducted on THE KENDALL PLAN
We would like to know more of your circulation building methods and charges Without obligation to us, you may submit details terms etc
Our last Campaign was run
Name of paper City
By Title State
Should we use a Campaign we would want it to start about
Eighteen consecutive successful years of "Knowing How." Wire or write for details, references, etc.,
W. S. Kendall Company
104 NORTH BAILEY AVE.
LOUISVILLE, KENTUCKY
At present conducting third campaign within six years upon the WHEELING, W. VA., INTELLIGENCER.

Detroit
Fourth Largest City
Complete coverage with one paper.
The Detroit News
Offers advertisers unusual opportunities

THE WELFARE COMMITT
of the
INTERNATIONAL CIRCULATION MANAGER ASSOCIATION
Can supply you with com petent circulation men capacity and ability capab to take entire charge of you department or to fill impo tant posts in the departmen
Address the Secretar Treasurer please, Mr. Cla ence Eyster, care St Building, Peoria, Il.

NEWSPAPERMEN TESTIFY IN SENATE'S PENNSYLVANIA PRIMARY PROBE

Writers Figure Conspicuously in Campaign Fund Investigation —Correspondents Kept Hopping by Sensational "Breaks" in Big Story

By BART CAMPBELL

(*Washington Correspondent,* EDITOR & PUBLISHER)

MILLIONS of printed words already have been spread over the press of the United States by another U. S. Senate campaign "slush fund" investigation.

Since a special Senate committee began on June 9 to uncover staggering sums spent in the three-cornered Senatorial battle-royal beween Senator Pepper, Congressman Vare and Governor Pinchot in the Pennsylvania Republican primary, newspaper editors and reporters have figured conspicuously in the hourly grinding out of reams of copy, slugged "LEAD SLUSH" or, "ADD SLUSH."

From early morning until late at night, lead pencils have blazed the way for typewriters in recording startling revelations of the mounting cost of public office. Reporters have bent patiently to the exacting task of writing new leads and running stories at the sacrifice of sleep and leisure. Long, uncertain, sweating hours of a national presidential convention have never imposed heavy burdens more relentlessly upon mental and physical endurance to supply the wants of newspaper desk men and newspaper readers. Night sessions have intensified the exhausting grind of furnishing fresh copy.

Newspaper editors and reporters have also appeared as witnesses.

James L. West, chief of the Capitol staff of the Associated Press, and member of the Standing Committee of the Senate and House Press Galleries, has directed the coverage for his service.

Paul R. Mallon, for the United Press; Raymond Clapper, for the United News; William K. Hutchinson, for the International News Service; Fraser Edwards, Edward L. Roddan and John A. Kenedy for the Universal Service and the Hearst newspapers, have all joined in the work.

Staff correspondents and syndicate writers covering the story included:

Allan Davis, Walter Long and Bart Campbell, *Philadelphia Evening Bulletin;* Joseph Barton and Frederic William Wile, *Philadelphia Record;* John Cummings and Paul J. McGahan, *Philadelphia Inquirer;* Samuel W. Bell, Robert B. Smith and Warren Wheaton, *Philadelphia Public Ledgers* and *New York Evening Post;* Wilbur Morse, *Philadelphia Daily News;* William I. Grunlish and Robert M. Ginter, *Pittsburgh Gazette-Times;* Henry Hall, *Pittsburgh Chronicle-Telegraph;* Theodore A. Huntley, *Pittsburgh Post;* Leo R. Sack, *Pittsburgh Press* and the Scripps-Howard Ohio papers; Frank K. Boal, *Pittsburgh Sun;* Arthur Sears Henning and William J. Lawson, *Chicago Tribune;* Harry B. Gauss, *Chicago Daily News;* Charles Michelson and Elliott L. Thurston, *New York World;* Lewis Wood and L. C. Speers, *New York Times;* Robert Barry, *New York Evening World;* John Snure, *New York Herald-Tribune;* Arthur W. Hachten, *New York American;* Arthur W. Crawford, *New York Commercial;* Albert W. Fox, *Washington Post;* G. Gould Lincoln, *Washington Star;* Roy A. Roberts, *Kansas City Star;* Charles G. Ross and Raymond P. Brandt, *St. Louis Post-Dispatch;* Flora G. Orr, *St. Paul News* and other Scripps-Howard western newspapers; Theodore Tiller, *Baltimore Sun;* Kenneth R. Watson, *Birmingham Post* and other Scripps-Howard Southern newspapers; Charles S. Groves, *Boston Globe;* Robert B. Choate, *Boston Herald;* William G. Gavin, *Boston Traveler;* Theodore G. Goslin and Oliver McKee, Jr., *Boston Evening Transcript;* Robert L. Norton and Ralph Coolidge Mulligan, *Boston Post;* Henry Suydam and John S. Billings, Jr., *Brooklyn Eagle;* James L. Wright, *Cleveland Plain Dealer;* W. C. Murphy, *United States Daily;* David Lawrence, Consolidated Press Service; Jay G. Hayden, *Detroit News;* Nixon S. Plummer, *Detroit Free Press;* Carl D. Ruth, *Cleveland News;* Mark Thistlethwaite, *Indianapolis News;* Everett C. Watkins, *Indianapolis Star;* Laurence Todd, Federated Press; Robert R. Lane, *Newark Evening News;* James P. Higgins, *Newark Star-Eagle,* and Charles O. Gridley, *Portland Oregonian.*

Several times newspaper editors and reporters have stepped into the center of the picture when doubt was cast by witnesses upon newspaper accuracy or truthfulness. On one occasion Samuel S. Schwab, city editor, and Herman H. Anderson, Louis Wilgarde and George B. Beck, Jr., reporters for The Philadelphia Public Ledgers, were called to the stand to refute a sworn repudiation by Frank X. O'Connor, a Philadelphia magistrate, of a story carried by the morning edition of those newspapers in which he was quoted he was offered $150,000 if he would quit fighting Congressman Vare in South Philadelphia.

On another occasion Mayor Charles Kline, of Pittsburgh, challenged the account carried by the Pittsburgh Press, a Scripps-Howard newspaper, of a speech he delivered in the midst of the Pennsylvania campaign to Pittsburgh city employees in which he has quoted as ordering them to turn in for Senator Pepper and the rest of the Pepper ticket or run the risk of being fired as "cheaters."

William A. White, city editor of the Pittsburgh Press, and Frank Kury, one of his reporters, who together made a survey of political conditions in Pittsburgh before the Pennsylvania primary election on May 18, were backed up by other members of the staff of that newspaper, in making short work of Kline's denial. They supported the speech credited to Kline with a stenographic report of it.

Incidentally the revelations of the use of between $2,000,000 and $3,000,000 by or for the three Republican Senatorial candidates in the campaign preceding the Pennsylvania primary election, which the investigation has thus far developed, was considered as providing adequate justification for the articles written from Pittsburgh by Leo R. Sack, Washington correspondent for the Pittsburgh Press, in which he charged extravagant use of money by the Mellon interests and others. Sack's articles, appearing in the Scripps-Howard newspapers, were read into the Congressional Record by Senator Pat Harrison and other Democratic Senators when they forced the present investigation, as was reported in EDITOR & PUBLISHER at the time.

Joseph N. Mackrell and Roy D. S. Schooley, are among the former Pittsburgh newspapermen who have appeared before the investigating committee as office holders and politicians playing a leading part in the campaign on one side or the other. H. J. Hollister, of the Pittsburgh Post, headed a long line of those who acted as publicity men for one or another headquarters which included Edward J. Hunter, for Governor Pinchot, and Paul Gottlieb, for Vare.

The advertising aspects of the campaign, reported in EDITOR & PUBLISHER recently, as representing a total expenditure of $1,000,000, have been barely touched by the investigation so far. There has been ample statement by witnesses, however, that a considerable proportion of the money expended by the rival Senatorial candidates in Pennsylvania went for newspaper and other forms of advertising.

A Profitable market for National Advertisers—



INDIANA

The state of prosperous communities

A study of the various communities and cities of Indiana—Fort Wayne, Gary, Lafayette, South Bend, Terre Haute, Marion, La Porte, Indianapolis and Connersville—will convince any national advertiser that here are individual markets, wonderful in their prospects.

You can reach all of these centres, noted for their industrial and commercial activities, as well as for their agricultural business through the one group shown below.

	Circulation	Rate for 5,000 lines
**Columbus Republican (E)	4,912	.03
††Connersville News-Examiner (E)	4,681	.025
††Decatur Democrat (E)	3,215	.025
**Fort Wayne Journal-Gazette (M)	35,247	.08
**Fort Wayne Journal-Gazette (S)	28,468	.08
**Fort Wayne News-Sentinel (E)	43,365	.10
**Gary Evening Post-Tribune (E)	15,514	.06
†Hammond Times (E)	17,127	.06
**Huntington Press (M&S)	4,079	.025
††Indianapolis News (E)	128,341	.25
**Lafayette Journal & Courier (M) 7,878 (E) 13,583	21,461	.06
††La Porte Herald-Argus (E)	6,726	.04
**Marion Chronicle (E)	9,364	.04
†Shelbyville Democrat (E)	4,012	.025
**South Bend News-Times.. (M) 9,751 (E) 16,603	26,354	.07
**South Bend News-Times (S)	24,500	.07
††South Bend Tribune..(S) 21,431....(E)	22,254	.06
††Terre Haute Tribune (E&S)	23,442	.06

**A. B. C. Publishers' Statement, March 31, 1926.
†Government Statement, October 1, 1925.
††Government Statement, March 31, 1926.

OREGON PRESS FIGHTS STATE GRANGE

Denounces Move by Latter Body to Restrict Reporting of Public Meetings—Mallery Reelected President

Action was taken at the nineteenth annual convention of the Oregon State Editorial Association, held in Prineville, June 18-19, opposing the recent action of the Oregon State Grange which would limit newspapers in their effort to cover the news of public bodies. The Grange, at its recent convention in Baker, went on record in favor of a state enactment which would tie the hands of newspaper reporters in covering meetings of public and semi-public organizations until such time as the officers of these bodies regarded it as advantageous to issue a statement of the proceedings.

Oregon editors in a formal resolution adopted condemned the Grange proposal, which they said would curtail the legitimate activities of the press. The Association will resist the passage of any such legislation as is contemplated by the Grange.

Despite the objection of a representative of the Grange, who was present, the Editorial Association also voted to instruct its legislative committee to prepare a bill to be introduced at the next Oregon legislature for the abolition of the publication of the so called Candidate's Pamphlet. This pamphlet, which contains the platforms of candidates in the Primary, is sent by the the Secretary of State, under the present law, to every qualified voter before the primary election.

Roseburg was chosen as the 1927 convention place and the Southern Oregon city has promised to hold one of the meetings at Bandon, a Pacific beach resort within easy driving distance of Roseburg.

The following officers were elected: A. Lea Mallery, *Tillamook Headlight,* president (re-elected); Hal E. Hoss, *Oregon City Enterprise,* secretary (re-elected); directors, Ralph Cronise, *Albany Democrat Herald;* B. W. Bates, *Roseburg News Review;* George Aiken, *Ontario Argus* and Lionel Gordon, *Marshfield Southwestern Oregon Daily News.* Mr. Hoss was chosen as the Oregon director of the International Press Foundation.

Strong support was voiced in support of the Kendall and Cummins bills now befor Congress which would prevent the Post Office Department from soliciting and taking orders for printed envelopes. This practice was termed unfair competition.

In a resolution on publicity the Association urged publishers "to turn a deaf ear to appeals for free space."

An Oregon-Washington newspaper conference was endorsed.

The plan for the establishment of a press at the University of Oregon, to be known as the John Henry Nash Press for fine printing was endorsed by the association.

PUBLISHER MAKES PLANT HIS HOME

(*Continued from page 22*)

business?" his father asked him. Why not? The elder Elverson did not consider it wise to *give* his boy any amount of money he wanted to buy his stamps, but he was willing that he should *earn* the money for himself.

Thus at 11, James Jr., became the president and indeed, "the whole works," of the Keystone Stamp Company, of Philadelphia. His father gave him the use of a job press at his plant, and on it the boy printed all his circulars and other advertising matter he thought fit to use to promote his business. The stamp company really became well known among those who care about the hobby. It was financially successful, and Elverson accumulated a very valuable stamp collection for himself, a collection he prizes most highly to this day. And at the same time, by working after school on the job press at the plant, he was becoming acquainted with the printing business.

Elverson, Jr., graduated from the Episcopal Academy near Philadelphia, and finished his education in Paris and Berlin. When he returned to this country, still in his twenties, his father thought his son had enjoyed a scholar's leisure long enough, and put him to work at the very bottom of the newspaper business. First he solicited advertising for the Inquirer, and later became a reporter for the paper. With Anthony J. Drexel Biddle and other wealthy Philadelphia boys of his day, whose fathers believed in having their sons work for their living, Elverson formed a sort of *Latin-Quatier* in Philadelphia. These boys were as hard up as are the great majority of young men beginning in business or in a profession.

Col. Elverson thus worked up slowly through all departments of the paper. He won his present position on merit as well as by inheritance.

"He knows more about the business than anyone he employs," Mr. Blackman said to me about his chief. "He likes it all; he really enjoys it. He is a thorough-going, far-seeing, venturesome newspaper publisher."

NEW SOUTHERN DAILY TO START JULY 4

Columbus (Miss.) Discoverer to Enter Morning and Sunday Field—John L. Tait Publisher—Local Men Interested

The *Columbus* (Miss.) *Discoverer,* a morning and Sunday newspapers, will be launched Sunday, July 4, with John L. Tait, former St. Louis agency man and for 14 years of the *Memphis Commercial-Appeal* staff as president and publisher. Control of the publishing company is owned by Mr. Tait.

The minority stock is scattered among 30 of the leading business men and advertisers of Columbus, there being two stockholders among the officers of each bank in the city. The secretary of the company and business manager of the paper is Jack Senter, who resigned as assistant manager of the American Type Founders Company in St. Louis to accept the position. George Y. Banks, president of the First National Bank in Columbus and of the Banks Hardware Company is vice-president and J. S. Marx, a local newspaper man and capitalist, is treasurer and cashier. Lester Moore, manager of the job printing department, which will be separately conducted, is one of the publishers of *The Craftsman,* and is from Texarkana, Ark. The Benjamin and Kentnor Company of New York and Chicago will be the national advertising representative of the paper.

The paper will start with a guaranteed circulation of 4,000, Mr. Tait told EDITOR & PUBLISHER, although the first issue will run 10,000 copies. The Discoverer will have the International News leased wire service, and features from several syndicates. A four page color comic section will be a part of the Sunday edition.

Mr. Tait, until this June, was first vice-president of the Fisher Brown Advertising Agency of St. Louis.

Vandenberg Given Honorary Degree

Arthur H. Vandenberg, editor-in-chief of the *Grand Rapids* (Mich.) *Herald* and author of several volumes of history, was awarded the degree of Doctor of Laws at the 61st annual commencement of the Council of Hope College, Holland, Mich., June 16, "for conspicuous and brilliant service to the school, the church, the state and the nation."

A London Labor Editor Jailed

Following a recent police raid on the premises in London of *The Workers' Weekly,* a labor paper, and the finding of certain matter intended for publication and alleged to be of a nature likely to cause disaffection among the civilian populace, Thomas Alfred Jackson, acting editor of the paper was sent to prison for two months. Jackson stated that the matter seized by the police was only intended to be verified, and not necessarily for publication.

in Detroit—

Free Press city circulation reaches 31,000 more than the total number of families owning their own homes.

THE DETROIT "FREE PRESS"

"Starts the day in Detroit"

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.

Member A. B. C.

URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representatives:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

Still Gaining!

The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.

The net paid average for the American was 57,503.

You need these papers to cover Baltimore, they reach more than half the City.

Sold separately or in combination.

THE BALTIMORE NEWS
and
Baltimore American

ANNOUNCEMENT

To National Advertisers and Advertising Agencies

The National Advertising Departments of
New York Evening Journal
Baltimore Evening News
Baltimore American
Washington Evening Times
Washington Herald
Atlanta Evening Georgian
Atlanta Sunday American
are combined with offices in New York—Chicago—Detroit

New York Office:
W. G. HOBSON, *Eastern Manager*
2 Columbus Circle
Telephone: Circle 5400

Chicago Office:
F. E. CRAWFORD
Western Manager
913 Hearst Bldg.

Detroit Office:
FRANKLIN PAYNE
Representative
1351 Book Bldg.

All under direction of:
JAMES C. DAYTON, Publisher
NEW YORK EVENING JOURNAL

Buffalo, The Wonder City of America

Buffalo—A Profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo Homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Tribune Tower Chicago, Ill.
Atlantic Bldg. Philadelphia
Waterman Bldg. Boston

Regional Advertising
at
Regional Rates
in
The Christian Science Monitor
An International Daily Newspaper
Publishing SELECTED ADVERTISING
ATLANTIC, CENTRAL and PACIFIC Editions
Rates and Circulation Data Supplied on Request
ADVERTISING OFFICES
Boston, Philadelphia, Chicago, Cleveland, Detroit, New York, London, Paris, Florence, Kansas City, San Francisco, Los Angeles, Seattle, Portland
"Buy What You Can Use"

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
QUALITY NAME SERVICE NAME
CLINE WESTINGHOUSE

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

Los Angeles News
Los Angeles, Calif.

Ask them about it.

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

The DES MOINES CAPITAL

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best Advertising buy in the midwest

O'Mara & Ormsbee
Special Representatives

The DES MOINES CAPITAL
Lafayette Young
Publisher

2,000 TAKE PART IN BRILLIANT PAGEANT

Two-Hour Parade Held Monday Evening in Blaze of Light — Blare of Bands and Flashing Costumes Added Splendor

Philadelphia was a city of brilliant light Monday while the pageant of advertising wound its way down Broad street for almost two hours.

William Penn stood atop the city hall where the procession debouched below him, his back to the ceremonies while his shadow was thrown on clouds thousands of feet above him by the 450,000,000 candle-power searchlights turned skyward by an army unit which opened the ceremonies.

Thousands of electric lights gleamed along "Egyptian Way," a stretch of Broad street three blocks long, specially decorated for the recent Shrine convention and left to make bright the path for future sesqui-centennial celebrations.

Red and gray, blue and gold, navy blue and silver, flashed past the packed sidewalks and window casings as a hundred bands played quicksteps for the long line.

The Poor Richard Club sent out several platoons of Ben Franklins in velvet coats and tri-cornered hats, each Ben Franklin portraying his patron saint's entry into Philadelphia with a yard and a half of bread under each arm.

Soldierly close-order marching and drills were executed by smartly uniformed policemen of the Pennsylvania railroad which had several sections in the line, including a silvered model of a locomotive with bell tolling, the wheels rolling and polished valve-rods flashing points of silver in the bath of incandescence which flooded the line of march.

Scotch pipers with the drummers who can beat either side of the great bass with either hand and do so; the Reading Railroad Seashore band in uniforms that would have graced the shoulders of prewar Austrian officers; string bands, whose banjo, bell, and violin players wore tiny electric lights on their velvet shoes and miners' lights on their fancy caps; a graphic model display of Philadelphia's new water power development at Conowingo; several patrols of Artisans, a Philadelphia benevolent association which seems to specialize in tricky marching stunts—all of these and a few hundred other elements contributed to a spectacle the like of which has never been seen at an A. A. C. W. convention and seldom in Philadelphia, where they are rather accustomed to spectacular pageants.

For instance, there are the New Year Shooters, as Philadelphian an institution as scrapple or cinnamon buns, who broke their long time custom of parading in costume only on New Year's Day to grace the Monday night advertising celebration. There were 2,000 of the mummers in line in costumes ranging from the grass of a hula hula dancer to gorgeous bandbox creations that might have come from the Follies in New York —and may yet be seen there. It should be noted here that though many of the costumes were feminine, the Shooters were all of the other persuasion.

The floats, which numbered more than 100, covered most of Philadelphia's many industries. The *Philadelphia Bulletin,* as usual telling the world that "nearly everybody" reads it, showed two floats depicting family scenes with every one of the folks from daddy to the youngest of five children taking their evening dose of news from the Bulletin by the fireside. A lumber firm was represented by two great truckloads of timber, trailing a forest scene.

The pick of the city's beautiful young women, with a number of recruits from Atlantic City and Florida, gave the citizens any number of sights that were by no means difficult to look upon. They manned the floats in evening dress, in bathing suits that left no attractive line unseen, in costumes of Betsy Ross and the Civil War. They tossed candy and cantaloupes to the throngs which lined the sidewalks, they wore the sombrero and chaps of the rodeo, they donned powdered wigs and silk breeches and led divisions, mounted on the milk-white horses that tradition demands. One of them smiled from the apex of a pyramid of Bell telephones, each of which flashed a light and rang its tinkling bell several times a second. In fact, there was little that they didn't try a smile at.

Automobiles, most of which were apparently contributed for the occasion by a St. Louis manufacturer, rolled slowly in several divisions, bearing the marshals, distinguished guests, and the foreign delegations to the convention. Motor cycles manned by marines, police and members of the Shooters, thundered up and down the street keeping the parade in line and in motion. One racing car with its unmuffled exhaust roaring like a million saw-mills in action, called attention to Atlantic City's new speedway and the coming motor races.

E. T. Stotesbury was grand marshal of the pageant, his motor rolling near the head of the line. Preceding him was the float of the Poor Richard Club, "Miss Poor Richard," judged by many impartial Philadelphians to be the finest of the lot. Theodore E. Ash, of the club, was marshal of the parade, with Benedict Gimbel, Jr., as assistant marshal.

BRITISH A. A. C. W. DELEGATES ARRIVE ON "BERENGARIA"



English advertising men, bound for the Philadelphia convention of the Associated Advertising Clubs of the World, photographed aboard the *Berengaria* as they reached New York harbor, late last week.

PENN PICTURE PRESENTED

Col. Lawson Speaks for Sir Charles Higham at Poor Richard Luncheon

A picture of William Penn receiving the charter to Pennsylvania from King Charles II was presented to the Poor Richard Club, Tuesday noon, by Col. E. F. Lawson, head of the British delegation to the A. A. C. W. convention. Col. Lawson spoke in behalf of Sir Charles Higham, the donor of the painting. He spoke briefly on the division of English feeling on the independence of the American colonies during the Revolutionary era and said that all bitterness had long vanished.

Other speakers at the luncheon were Sir William Henry Veno and Eric Field of the British delegation, and Howard C. Story, president of the Poor Richard Club, who accepted the painting.

N. Y. TIMES HOST TO FRENCH DELEGATES

Tenders Luncheon to Overseas Advertising Men in Private Dining Room in Times Annex— Ochs a Speaker

The French delegates to the convention of the Associated Advertising Clubs of the World in Philadelphia were entertained at a small luncheon in the private dining room on the 11th floor of the *New York Times* Annex, Thursday, June 17.



Adolph Ochs

Place cards bearing the French Coat of Arms and the names of the guests in gold lettering prepared by the members of the Times staff, were at each plate. A few guests were present in addition to ten members of the staff of the *Times.*

Adolph S. Ochs, publisher of the Times, made a brief address of welcome. Dr. Marcel Knecht, general secretary of *Le Matin,* Paris, and also general secretary of the French Paris Provincial Newspaper Publishers Association and an honorary member of the Advertising Club of New York; M. Leon Renier Jr., commercial manager of Agence Havas; C. K. Woodbridge, president of the Associated Advertising Clubs of the World; Louis Wiley, business manager, the Times and Dr. John H. Finley of the editorial staff of the Times, spoke briefly.

After the luncheon, a picture was taken of the delegates and guests and they were then conducted through the Times plant.

Those in attendance were:

French Delegates: Dr. Marcel Knecht; M. Leon Renier, Jr.; M. Adrian Muller; M. Gillis Duroulet; M. Andre Kaminker; M. Henri Dumay, Jr.

Guests: C. C. Green; Reginald Colley; E. E. Pidgeon; Hecter Fuller; Paul Meyer; James Wright Brown; C. King Woodbridge; Bernard Gimbel; F. W. Hume.

Representatives of the Times: Adolph S. Ochs; Louis Wiley; Arthur Hays Sulzberger; J. O. Adler; John H. Finley; H. A. O'Donnell; Arnold Sanchez; C. McD. Puckette; T. D. Palmer; F. T. Birchall.

A. P. GIVING BY-LINES

T. T. Topping Credited for Dispatch from Druse War Zone

A definite break from the Associated Press's old custom of anonymity occurred this week, when a by-line was run over a dispatch from T. T. Topping, A. P. correspondent, now in the Druse-French war zone.

The dispatch was dated from Damascus, June 22, and presented a graphic picture of conditions along the Syrian front.

For about a year now, the Associated Press has been running by-lines over stories sent to South American members, but anonymity has been preserved in this country. The tendency towards giving correspondents public credit for their work was seen recently when a note was sent out to editors with a dispatch from Doorn describing affairs of the ex-Kaiser, telling them it was written by Elmer Roberts, now chief of the Paris bureau, but formerly assigned to Berlin.

"America" Pageant Washed Out

Heavy rain Wednesday forced postponement of the patriotic pageant "America's Message," to be presented for the advertising delegates at the sesqui-centennial grounds, Philadelphia, that evening. The spectacle was promised for Thursday evening, weather permitting.

Newspaper Poet Wins Verdict

Berton Braley, newspaper poet, was awarded a favorable verdict by a jury in White Plains, N. Y., June 16, in trial of three damage suits brought as the outcome of an automobile collision near Peekskill, N. Y., Oct. 22, 1922. Mr. Braley's home is at Oscawana Lake.

A. N. A. E. ADOPTS NEW MERCHANDISING RULES

(*Continued from page 5*)

Sweeney" series of promotion advertisements, took as his title "No Place for a Plumber." He discussed the need of definite knowledge, close study, and trained personnel in the conduct of a newspaper promotion campaign.

Miss Grace Walton, advertising manager of Julius Kayser & Co., opening the Tuesday morning discussion of national advertising, outlined the successful newspaper campaigns of the manufacturing company whose advertising she directs. Miss Walton's address revealed facts similar to those she narrated for EDITOR & PUBLISHER in the issues of Jan. 9 and March 27, 1926.

Roy S. Durstine, secretary-treasurer of Barton Durstine & Osborn, Inc., and president of the American Association of Advertising Agencies, applied some caustic surgery to the old sore spot of the charge that advertising agencies exist not by creating new business for newspapers but by taking business already established by other agencies.

Mr. Durstine based his statements on a survey which covered 48 advertising agencies. He said that of 631 new accounts, 471 became newspaper advertisers and that with reports from five of the 48 agencies missing, the new annual total business brought to newspapers was $18,700,000.

He added that the average showing of 13 new accounts for each agency was a refutation of the assertion that agencies only take business from each other.

I. R. Parsons, advertising director of the *New York Telegram,* and formerly a department store advertising manager, apparently convinced his audience, that though he had never been connected with a newspaper before, he was certain of his ability not only to merchandise a newspaper, but to conduct it. He drew several analogies between the business of a newspaper and of retail store to prove his assertion.

"In a newspaper we are manufacturing something to sell," he said. "We are seeking news, buying news, manufacturing news features, producing mechanically 36 to 60 sheets of paper folded twice, and we are attempting to sell what we have manufactured. In fact, let me go further with the parallel. In any store, for instance, we have counters and show-cases and windows. On them and in them we display our wares. By the attractive way we display our wares, and advertise our wares, and by the value of the wares themselves, and by the way we treat and serve our customers who come to look and to buy our wares, will our sales go up or down.

Edwin S. Friendly, business manager of the *New York Sun,* talked on the development of modern retail newspaper advertising. He found conditions steadily improving, with advertisers eliminating false claims and comparative prices, getting copy to newspaper offices in time for attractive reproduction, demanding and approving better typography.

An interesting discussion of special editions brought out the general opinion, expressed best by Louis Wiley, business manager of the *New York Times,* that the best way to handle special editions was to eliminate them.

Mr. Wiley, when gently chided about the special edition that the New York Times will soon issue in honor of its 75th anniversary and which will include only the business of firms more than 75 years old, pleaded *nolo contendere* and promised that the Times would solicit no advertising for the edition which would commemmorate its 100th anniversary in 1951. It was also the general view that special editions or sections at high rates should not be encouraged.

Norman S. Rose, of the *Christian Science Monitor,* which in recent years has issued a number of excellently edited and liberally patronized special editions for localities in every corner of the world, informed the convention that the Monitor would no longer publish such numbers. The card rate was charged for all editions, without any premiums or advances, and the expense of getting the business was out of proportion to the revenue, he stated.

Almost all of the speakers who touched upon the topic, "Should a newspaper combat merchants who advertise untruthfully?" answered the question affirmatively. They considered dishonest advertising as calling for their protective efforts for their own interest and those of honest merchants patronizing their columns.

"I tell the local dealers to save their money," was the succinct answer given by J. K. Groom, 70 years old and the perpetual youth of Aurora, Elgin, and Joliet, he represents the only newspaper in each of those Illinois cities. The question was "What should be the attitude of newspapers toward requests from periodical publication advertisers urging the newspaper to sell so-called 'tie-up' advertising to retailers."

A brief discussion of the Association's Standard of Merchandising Practice, adopted in 1921, demonstrated a general feeling that the code needed no revision.

Presentation of the Shuman cup to Mr. Tripp came during the Tuesday afternoon session, Joe Simpson of the *Philadelphia Bulletin* serving as chairman of the committee which judged the papers submitted and awarded the prize.

Mr. Shuman declared himself so satisfied with the result of the first competition of its kind the association has ever held that he will offer another cup next year in a contest on another phase of newspaper advertising, not yet determined.

Honorable mention was accorded by the judges to J. Mead, a copywriter of the *Columbus Dispatch;* Herbert W. Smith, a copy-writer for the *Dallas News* and a former professor of advertising at the University of Missouri and to E. J. Treffinger of the *Richmond* (Ind.) *Item.*

Classified advertising occupied most of the Wednesday morning session, addresses being made by W. W. Murdock, classified advertising manager of the *Detroit Free Press,* and Frank McCabe, classified advertising manager of the *New York World.*

"So many newspapers believe in advertising, talk advertising, sell advertising but use very little themselves," said Mr. Murdock. "Classified promotion is absolutely essential to the building of classified. A small box regarding the classified should be on the front page of your paper every day calling attention to the classified columns. Readers scattered throughout the paper with similar reference to this section are very helpful. Display ads should be used and in this way you reach not only your own readers, but readers of other newspapers. Whenever a page ad is run in your own paper, broadsides made of this on thintex paper should be mailed out. Broadside promotion in your own newspaper, billboards, street cars, novelties, or any other kind of good advertising is of great value in building classified.

"Every ad that goes into the paper should be censored. Any advertisement that lacks cleanliness, wholesomeness and truthfulness, or that might be misleading to the smallest extent should not be published in a modern classified section.

"Classified advertising should be properly indexed. Every ad should start with a key word and be in alphabetical order.

"Some newspapers abbreviate ads to such an extent that unless you have lived in the town several years, regardless of how much you know about classified advertising it is impossible for you to understand the advertisements. Even a skilled cross word puzzle worker would have difficulty in ferreting out the advertiser's message in some ads."

Mr. McCabe cited many examples from his own long experience on the World in proof of statements that classified advertising is a more valuable asset to newspapers than display copy, because of its intensely local character, its contacts with intimate personal and business relations of newspaper readers, its comparatively high revenue value and low cost of production and its ability to hold readers on a newspaper's list.

The tabloid newspapers, he said, had made no inroads upon the circulation of newspapers having strong want ad pages.

William B. Bryant, publisher of the *Paterson* (N. J.) *Press-Guardian,* entertained the advertising executives with reminiscences of his past fifteen years as a newspaper publisher and of his earlier career as an advertising, circulation, and mechanical department executive in New York.

BLANCHARD PRESIDENT OF UTILITIES GROUP

In Speech Gives Eight Reasons for Public Utility Advertising—British Delegate a Speaker

Frank L. Blanchard, manager of publicity for H. L. Doherty & Co., New York, was elected president of the Public Utilities Advertising Association, A. A. C. W. departmental, Wednesday.

"Banks are far more liberal in their terms to companies that have been regular advertisers than toward those that do not advertise," said Mr. Blanchard in his address June 23.

He mentioned eight specific purposes for which advertising can be profitably used by public utilities companies:

1. To sell the company's securities, service and merchandise.

2. To keep stockholders and customers informed regarding the affairs of the company and thus promote their interest in it."

3. To make known to the general public the company's policies, its methods of doing business, its personnel and its plans for improving its service.

4. To defend its self when unjustly attacked, and especially by politicians who hope to promote their candidacy for office.

5. To oppose legislation that would hamper the physical operations of the company, or impose financial obligations that would be unjustly burdensome.

6. To promote public good will by encouraging thrift, promoting safety, building up commercial enterprises and helping to make the city a better place in which to live.

7. To give reasons why it has applied to the State Utility Commission for permission to raise its rates.

8. To present arguments for the renewal of its franchise.

W. M. Teasdale, advertising manager of the London and Northeastern Railway, spoke on railway advertising in Great Britain.

"So far as my own company is concerned," said Mr. Teasdale, "I refuse to place any advertisements until I know everything pertaining to the financial side of the particular traffics affected. One of the results of this is that I find occasions when I have to refuse to sanction any advertising expenditure for some particular service or facility. Because I consider the proposition is not marketable. At first the railway official was astonished to find an advertising man who declined to advertise. He now, I hope, realizes that advertising is conducted on just as scientific principles as the running of his trains."

"The last two decades have witnessed no greater accomplishment than the building up of friendly relations and mutual confidence between public utility companies and the public whom they serve," said Martin P. Rice, manager of advertising, publicity, and broadcasting, General Electric Company.

"This accomplishment was brought about by the adoption of the following fundamental principles; absolute honesty as the only policy; service to customers, the public utility slogan; complete publicity; and customer ownership."

"The enormous volume of trade in the United States is proof of the stimulating force of advertising which has increased consumption, raised the standard of living and added incalculably to the wealth of the country," said Louis Wiley, business manager of the *New York Times* in his address on "Newspapers and Public Utilities."

AGENCY ASKS FREE ADS THROUGH REPORTERS

Coast Firm Again Offers Payment for All "News" Stories on Caterpillar Tractors Wormed Into News Columns by Staff Men

Watch out for graft advertising for "caterpillar" tractors in news columns!

EDITOR & PUBLISHER warned editors some weeks ago that the K. L. Hamman advertising concern, of Oakland, Cal., was offering to bribe employes of newspapers as a means of obtaining graft space.

The sponsors of this nervy new wrinkle in parasitic publicity are persistent, as is shown by a follow-up letter sent to newspaper men of the Pacific Coast. This document attempts to stress the "news value" of caterpillar stories and pictures, perhaps to sooth the conscience of employes of newspapers tempted by this outsider to put advertising in his employers' columns, or foist it upon some other publisher, and receive a reward from an advertising agency.

Here is the Hamman follow-up, as addressed to the city editor of a western newspaper man who forwarded it to EDITOR & PUBLISHER as an example of sly press agentry:

June 15, 1926.

Dear Mr. ————: Have you been on the lookout for "Caterpillar" Tractor stories, as suggested in our recent letter?

Since first making our offer to writers, *we have mailed checks to a number who have successfully placed feature articles and photographs* in magazines and newspapers. The Trade Journal field is especially inviting.

Editors of such publications, as you know, *are always interested in material describing new and better methods* developed through the use of modern machinery, such as "Caterpillar" Tractors—especially if it is shown how such methods have reduced costs and increased efficiency.

There is no reason why you should not *share in the money to be made by writing about the many interesting activities of "Caterpillar" Tractors* in industry and agriculture; and incidentally, you will be doing the editors and the public a real service.

To any writer who is a recognized contributor to reputable publications, the "Caterpillar" Tractor Co. will, if desired, give *a personal letter of introduction to the nearest "Caterpillar" dealer.* The dealer, in turn, will be glad to supply leads which may be followed up to advantage.

Perhaps the story will be found on a nearby construction or subdivision project, on a ranch or on the county or State highway system—"Caterpillars are used by the hundreds in road building, industry and agriculture.

Don't forget we are anxious to help you by supplying photographs, technical information and "leads." Assuming, of course, that no contribution will find its way into print unless it has practical value and reader-interest, *we will at least duplicate the payment you receive from an editor for any article featuring the "Caterpillar" in text or illustration.*

Cordially yours,

JAS. C. KNOLLIN,

In Charge of News Service.

(Italics ours.)

Not content with direct offers to newspaper men the Hamman concern is also attempting to route caterpillar copy through established syndicates. Several syndicate managers notified EDITOR & PUBLISHER this week that they had received proposals from Hamman's agent suggesting that they broadcast pictures and "stories" for their client, the Caterpillar Tractor Co., "largest manufacturer of tractors," according to the letter, but in this respect engaged in the smallest and meanest advertising business that has come to the attention of EDITOR & PUBLISHER in many months.

Naturally, reputable syndicates ignore the Hamman proposal.

VANDERBILT'S MIAMI TAB SUSPENDS; NEW RECEIVER APPOINTED

Paper Quits June 17 After Negotiations for Sale Fall Through —Employees Demand Wages—John W. Brodix Named Receiver When Inglis Resigns

(*Special to* EDITOR & PUBLISHER)

THE *Miami Illustrated Tab,* Cornelius Vanderbilt, Jr., publisher, has taken its place in the newspaper graveyard after a career of 18 months.

The tabloid had been in the hands of a receiver for four days when it suspended E. A. Inglis, Miami real estate operator, had been named receiver. The Tab made its appearance for the last time Thursday morning, June 17. It was 5 p. m. of that day before negotiations under way for sale and continued publication fell through and the receiver announced suspension.

Mechanical employees of the tabloid publication left their posts first and were followed soon after by employes in the other departments. The Tab office is at 70 West Flagler, which for years has seen the publication, first of the Daily News (which has a 99 year lease on the building) and then the Tab, first issue of that paper coming off the press on the morning of Jan. 12, 1925.

Auditors are busy taking an inventory of the property and auditing the books of the defunct newspaper. Advertisements for a receiver's sale are being printed.

The latest development in the Miami situation has been the resignation this week of E. A. Inglis, receiver, and the appointment of John W. Brodix of Miami in his stead. Brodix is the personal representative in Miami of Cornelius Vanderbilt, Jr.

Back salary due to almost all of the Tab employes will be first payment made after the sale of the property, Mr. Inglis stated after the suspension.

As late as 4 p. m. on the day previous to suspension of the publication efforts at a sale were continued, a conference with three prospective purchasers being held in the office of Mr. Inglis, but the effort fizzled and at five o'clock Mr. Inglis sounded the death knell.

"It was the only thing left for me to do," said Mr. Inglis. "The employees could not be paid and have not been paid for some time. Rent money also was long overdue and there were no funds in sight to straighten out the mess. The thing had to stop."

In the meantime, Vanderbilt Newspapers, Inc., publishing organization of the Tab, was operating under a court order to vacate the West Flagler property. The order was handed down by Acting County Judge Shippey on complaint of the Daily News under the name of News Tower, Inc., alleging failure to pay rent. The action was brought under the landlord and tenant's act and the court order named June 20, as the day to vacate the property. As a result equipment of the Tab is being moved out to make way for a drug store.

The Miami Illustrated Tab took its position as a morning and Sunday daily along with the tabloid newspapers started by Mr. Vanderbilt in Los Angeles and San Francisco.

Just previous to the first issue of his Miami paper, Mr. Vanderbilt came to Miami and sent communications to be printed in Los Angeles under his own name in which he said things about Miami and Florida which appeared to some to be so unfair that Mr. Vanderbilt was invited before one of the civic clubs and asked to explain and this he did, blaming the articles on his poor health.

A stock selling campaign was carried on in Miami and many representative Miami citizens purchased stock. On the board of directors appeared the names of Alfred I. DuPont, financier and manufacturer; and Ray A. Baker, former director-general of the U. S. Mint. The national advisory board was reported to include King G. Gillette of safety razor fame; Robert Fielder of the Guaranty Trust Company, New York, Mr. DuPont and others.

Mr. Vanderbilt's entrance into Florida journalism was marked by an ambitious publication program. He had a large staff, largely recruited from his California newspapers. Expenditures were made on a large scale and prosperity appeared to reward the efforts but as time went on it became apparent that the newspaper never was able to become self supporting and pay a dividend to the stockholders.

Frequent changes in the personnel attended the progress of the newspaper and reached a climax when early in the present year, Mr. Vanderbilt unexpectedly appeared one day and proceeded to dismiss 100 employees. In their place came more executives and employees from California.

Several weeks ago Mr. Vanderbilt announced from New York that his family had withdrawn their support of his newspapers after investing more than $1,000,000. The *San Francisco Daily Herald* shortly afterward was ordered to suspend publication and *The Illustrated Daily News* of Los Angeles was placed in the hands of a receiver, discontinuing its Sunday issue.

The Miami Illustrated Tab, also hard hit, suspended its Monday morning issue and drastic cuts in the personnel were made. Employees began to complain that pay checks were not forthcoming. Efforts to sell additional stocks were unsuccessful

Then came the receivership and "30" for the Miami Illustrated Tab.

WORLD CO-OPERATION SUPREME ISSUE

(*Continued from page 24*)

He thinks that representative government is being undermined by the philosophy of alien reds; I think that representative government is being undermined.

"By the practices of native voters.

"Every successful enterprise must be adequately financed—and farming is of course no exception," said Judge Lobdell. "Farm financing logically arranges itself into three divisions: First—The plant, to adopt the manufacturer's term, that is, the farm and its equipment. Second—Operating expenses—such funds as are necessary to plant, cultivate and harvest the crop, including fertilizer, and meet the general going expense. Third—Carrying and marketing credit—funds necessary to carry and market the crop in an orderly fashion in substantial response to conservative demand.

"In less than eight years of actual operation the Federal Land Banks have loaned more than a billion and a quarter of dollars to approximately four hundred thousand farmers, in every quarter of the country and upon every type of agricultural land.

"With nearly 5,000 Farm Loan Associations making service accessible in every community in the country, with the banks in abundant supply of funds and with other agencies competing for the business and meeting our terms and plans—as they must—the problem of farm credits would seem to be pretty well solved."

Miss Moreland said that the successful woman is no longer a headline.

"There are several other material and personal reasons beside the war for the place which women occupy in business and the profession today," she declared. "Increased cost of living, the breaking down of social barriers, increasing democracy of the world, and the granting of suffrage, have all resulted in the fact that women are now taken more or less as a matter of course in business.

"There are, I think, only two professions without women—the Army and Navy. 'One out of every five women have it'—'it' in this case being a job by which she is entirely or partially self supporting."

Three Presidents in Monitor Delegation

Three presidents of advertising organizations were among the *Christian Science Monitor's* delegation to the A. A. C. W. convention. Those present were Norman S. Rose, advertising manager; Don. E. Gilman, manager, San Francisco office, who is president of the Pacific Coast Advertising Clubs and a vice-president of the A. A. C. W.; Herman M. Craig, of St. Petersburg, president of the Florida association; Adah M. Graves, president of the Women's Advertising Club of Cleveland; George E. Munro, manager, New York office, and Florence E. Gill, manager, Philadelphia office.

FORRISTAL HEADS RETAIL ADVERTISERS

Executive of Foley Brothers, Houston Named President of A. A. C. W. Departmental—Copy Ideas Discussed

The Associated Retail Advertisers elected George B. Forristal, Foley Brothers Dry Goods Company, Houston, Tex., president; Catherine McNellis Fowler, Dick & Walker, Wilkesbarre, Pa., first vice-president; David Lampe, The Hub, Baltimore, second vice-president. Directors: Maurice O'Connell, Gilchrist Company, Boston; E. W. Clarke, Wm. Taylor & Sons, Cleveland; Lucille Babcock, E. E. Atkinson & Co., Minneapolis; Horace Ryan, T. S. Ayres Company, Indianapolis; Shelden R. Coons, Gimbel Bros., New York. Members of the Advertising Commission: Frank Black, Wm. Filene Sons Company, Boston; Mr. Coons and Mr. Forristal; secretary-treasurer, Esther Lyman, B. D. M. Read, Bridgeport.

"Department store advertising has gone through many changes in the last 25 years," said I. R. Parsons, advertising manager of the *New York Telegram.* "By and large it has established standards of merchandise presentation, copy, illustration and style that have been followed by the national advertisers.

"This has come about logically, for I believe all advertising experiences, those experiences which touch merchandise and merchandising in selling, distributions, turnover, delivery, advertising costs, copy, illustration, typography selection of media, and elimination of waste and the application of economic advantage come in due time to the advertising manager of a department store."

MERGER OF "SPECIALS" ANNOUNCED IN N. Y.

Carpenter & Co. and H. Edmund Scheerer, Consolidate to Form Scheerer, Inc.—W. F. Kentnor Joins Firm as Vice President

Carpenter & Co., and H. Edmund Scheerer, newspaper representatives have been consolidated effective July 1, it was announced this week.

The new firm will be known as Scheerer, Inc. The incorporators are: H. Edmund Scheerer, Pres. & Treas.; W. F. Kentnor, Vice President, and Allyne V. Carpenter, Sec'y. The consolidating of the newspaper lists of these two firms gives to Scheerer, Inc., one of the strongest lists of its kind in the country. Offices will be maintained in Chicago and New York.

The announcement also carries the news that Mr. W. F. Kentnor Sec'y of Benjamin & Kentnor Company, has resigned to accept the Vice Presidency of the new firm.

New Star Adcrafter

Harry Bressler, director of the Star Adcraft Service, New York, and Mrs. Bressler, are parents of a son, Edward C., born June 16.

PENN PUBLISHERS TO HEAR E. C. HOPWOOD

President of American Society of Newspaper Editors Banquet Speaker at Summer Meeting, State College, June 28-29—Program Announced

Erie C. Hopwood, editor of the *Cleveland Plain Dealer,* and president of the American Society of Newspaper Editors, will be a speaker at the annual banquet at the summer convention of the Pennsylvania Newspaper Publishers' Association at State College, Pa., June 28-29. His subject will be "Building on News." Dean Charles W. Stoddart, member of the College Administration Committee, will also speak. John L. Stewart, of the *Washington* (Pa.) *Observer* and *Reporter,* and association president, will be toastmaster.



E. C. HOPWOOD

The banquet is slated for the evening of the first convention day. It will be the chief social event of the comprehensive program drawn up for members of the big Keystone State newspaper group, which represents the consolidation of the Pennsylvania Associated Dailies, the Pennsylvania Weekly Newspaper Association, and the Pennsylvania State Editorial Association.

Separate meetings for daily and weekly divisions are planned.

Co-operation in selling a market, a keynote subject, will open the convention Monday morning, with Jason Rogers, publisher of the *Advertisers Weekly,* and former publisher of the *New York Globe,* the speaker.

Then members of the daily division will discuss the matter of renewal of scale with the typographical union, due to come up for many papers the first of the coming year. Mechanical problems will be given consideration, such as the use of oil burners for melting metal.

William S. Fish, *Coudersport Enterprise,* is chairman of the weekly divisional meeting. Discussions will be led by George R. Fry, *Newport News;* John G. Zook, *Lititz Express;* and Charles M. Meredith, *Quakertown Free Press.* Mr. Fry will talk on possible saving by elimination of representatives in the foreign field.

Reports of committee chairmen will be made June 29 by the following: Hawley Quier, *Reading Eagle,* labor; W. L. Sanborn, Lansdale, Pa., newsprint; E. J. Stackpole, *Harrisburg Telegraph,* transportation; Howard Reynolds, *Quarryville Sun,* finance; Irving Heywood, *Conshohocken Recorder,* postal; George J. Campbell, *Pittsburgh Legal Journal,* legislative; and Charles M. Meredith, *Quakertown Free Press,* daily and weekly departmental divisions.

The association is divided into six regional groups, headed by the following publishers, who will make reports the same day: W. L. McLean, *Philadelphia Bulletin;* W. R. Lynett, *Scranton Times;* Mr. Stackpole, *Harrisburg Telegraph;* Paul R. Eyerly, *Bloomsburg Press;* E. A. Sweeney, *Greensburg Tribune;* and W. D. Fish, *Coudersport Enterprise.*

Howard Reynolds, *Quarryville Sun,* treasurer of the association, will also report.

George E. Graff, publisher of the *Williamsport Sun and Gazette,* and champion newspaper golfer of Pennsylvania, has invited golf fans among association members to luncheon at the Centre Hills Country Club, June 29. The annual tournament will be held that afternoon. Mr. Graff has held for two years the "Paste Pot Trophy," a cup donated by the Philadelphia Bulletin.

In a letter addressed to all members, Mr. Graff challenged them to come out in force to compete for their association golf award.

SMALLER PAPERS WITH HIGHER RATES URGED BY WANAMAKER EXECUTIVE

Joseph H. Appel, Advertising Director, Says Modern Newspaper Overburdened with Advertising—Forsees a Decrease in Reader Interest—Store Host to British Delegates

SMALLER newspapers carrying less advertising at a much higher rate were advocated by Joseph H. Appel, advertising director of the John Wanamaker, New York department store, at a luncheon given June 19, at the store by Rodman Wanamaker to the British delegates to the convention of the Associated Advertising Clubs of the World in Philadelphia this week.

"With advertising of a century ago that cost the merchant $30 a year for unlimited space with the assurance that 'no respectable house would overdo the thing,' we are confronted with an advertising expenditure in the newspapers and magazines of $875,000,000 a year, with expenditure of from one to three million dollars by individual advertisers—are we not rushing along too fast?" he asked.

"Plainly the larger daily newspapers of America are being overburdened with advertising. Many of the larger magazines are suffering with the same disease. They are burdensome in form. They are losing reader interest—both in the editorial and advertising columns. They are not read as closely as they were, or with as much interest. Picture papers and magazines are growing more popular.

"Plainly advertising is being overdone. Some day this overdone advertising may kill the goose that lays the golden eggs, and both advertisers and publishers will be the goose.

"Is it not time to restrict advertising in space, to limit the amount to each advertiser in any one issue? Publishers will say then rates must increase. Well, they are increasing now. If publishers will cut out and cut down much of the fluff they now publish, present their news and features with some of the terseness now employed in advertisements, and then show advertisers that higher rates are necessary, I believe advertisers will co-operate to make a more readable, a more interesting, a better balanced newspaper, and a better advertising medium. They will gladly pay higher rates per line because each line of advertising will become more productive and advertising generally and newspapers as well will become of more service to the public."

In welcoming the overseas guests Mr. Appel paid a tribute to the London press during the recent strike.

"To Colonel Lawson and his brother publishers of Great Britain we want to say a special word in which I am sure all America unites," he said. "It is this:

"In the recent strike you wrote again a ringing Declaration of Independence for the press of the world, in refusing to accept the dictates of any group of society. At great financial cost to newspapers, to British business and to the nation at large you declared that the press shall not be censored except by the principles of truth and justice and civilization's code of morals and manners.

"And I cannot refrain, in passing, from offering our congratulations to Mr. Brown on his very fine convention number of EDITOR & PUBLISHER, in which among many other good articles, he publishes the very significant statement of Sir William Veno, another of our distinguished guests, that the British movement for the purchase of British goods alone must fall because it is unsound—smashing it with this pertinent query: if other nations adopt the same policy what will happen to the commerce of the world?"

Mr. Appel then talked of the history of retail advertising, quoting authorities who declared John Wanamaker to be the inventor of modern store advertising.

"If, as has been stated, John Wanamaker invented modern department store advertising—and, by the way, Mr. Brown's EDITOR & PUBLISHER in this week's issue, says the same thing—such advertising began with John Wanamaker's pioneering in publicity, first with his new kind of store in 1877, then with his inauguration of the Wanamaker conversational style of advertising in the early 80's—and his use of full newspaper pages beginning sometimes in 1888," he declared.

"It is, therefore, pertinent at least to inquire whether the pioneering of John Wanamaker did not inspire the great volume of advertising, both local and national, which today makes possible the great newspapers and magazines of America and without which they could not render their great service to the public.

"National advertising of manufacturers followed—it did not precede—the local advertising of stores.

"No authentic figures are available prior to 1915, but in that year the volume of national advertising in the United States and Canada was only $55,000,000 in the newspapers and $22,665,280 in the magazines against local advertising of $220,000,000 in newspapers alone—a ratio of one to three. In 1925 the national volume was $220,000,000 in the newspapers and $130,000,000 in the magazines, a total of $350,000,000 against a volume of $525,000,000 of local advertising, including classified, in the newspapers.

"The grand total of newspaper and magazine advertising in the United States and Canada for 1925 was therefore $875,000,000. The year's increase in newspaper advertising revenue alone throughout the United States in 1925 was approximately $100,000,000, of which increase one-ninth was in New York—the increase being due approximately one-third to increase in rate and two-thirds to increase in linage."

Other speakers were Mayor Walker, C. K. Woodbridge, president of the Associated Advertising Clubs of the World; Charles C. Green, president of the New York Advertising Club; Colonel E. F. Lawson, proprietor of the *London Telegraph,* who spoke for the British delegation; Adrian Muller, representing the French delegation, and Rowe Stewart.

Twenty-three of the British delegates, several of the French delegates and about seventy-five members of the New York Advertising Club attended the luncheon.

"Newspaper Wedding" in Chicago

A newspaper wedding was performed June 19 in the Hearst Square studio of WEBH, the Edgewater Beach Hotel-*Chicago Herald and Examiner* radio station, when Dayton L. Johnson and Miss Llora Ruth Yahr, both of Milwaukee, Wis., were married. The bridegroom has been connected with the advertising and promotion department of the *Wisconsin News.* The ceremony was performed by the Rev. Dr. W. H. Carwardine, religious editor of the Herald and Examiner, and Alexander Cameron of the advertising department of the *Chicago Evening American* acted as best man.

Washington Group Meets

Newspaper editors and publishers of Pierce and King counties met in Puyallup, Wash., Saturday, June 26, for a general conference on newspaper problems and policies.

Lawyer Sues Oklahoma Paper

N. S. Corn, county attorney of Dewey county, Oklahoma, has entered suit for $5,000 against John Disbrow and Mrs. Ada Disbrow, editor and publisher of the *Camargo* (Okla.) *Comet,* alleging improper criticism of his conduct of a murder case.

WORLD DOESN'T HATE US, SAYS VENO

BRUCE BARTON'S challenge to organized advertising that it seek the reasons why the world hates the United States, flung down in his Monday morning address before the first general session of the A. A. C. W., met a strong rebuttal from across the Atlantic on Wednesday.

Sir William Veno, head of the 1925 British delegation to Houston and an exceedingly active member of the present group, denied energetically that the world—or at least the parts of it that he knows—entertain any but the kindliest feelings for Uncle Sam and his boys and girls. Sir William's rejoinder was delivered at the International Trade Conference on Wednesday, when he was presiding over the afternoon session.

He cited the ovations which greeted the American delegation to the London A. A. C. W. convention in 1924 and the similar reception accorded the delegates of the American Bar Association. He said flatly that Mr. Barton was mistaken in his judgment of world feelings.

Other speakers at the Wednesday morning session of the international trade conference were Dr. Julius Klein of the U. S. Department of Commerce, who stated that the commerce of the world was back to its pre-war level and growing steadily; and Eric Louw, trade commissioner for South Africa, who finds Americans thoroughly ignorant of the people and commercial accomplishments and possibilities of his territory.

"I have met men," he said, "who seem to think that lions and tigers are shot as easily in Cape Town as cashiers and jewelers in New York."

Too many American manufacturers are neglecting foreign markets and losing money thereby, declared Eric Field, director of Erwoods, Ltd., London.

"When the United States manufacturers do wake up to the possibilities of the English market," he declared, "many of them will be too late, because American products are already widely copied in England."

Sinclair Wood, director of Advertising & Publicity, Ltd., London, addressed the afternoon session on the importance of research in international advertising.

Baltimore Men Await Jail

The three Hearst editors and the two Hearst photographers recently sentenced to one day in jail each by Judge Eugene O'Dunne are going about their business with the possibility that they will one day be called to drop pencils and cameras and serve the sentence hanging over their heads.

Bills of exceptions on which the appeal to the Court of Appeals will be based have been prepared and the case has been sent to the Court of Appeals, but no date has been fixed for argument. It is expected that the date will be sometime in the October term of court.

Illinois Group Holds Outing

More than 150 newspaper publishers and editors of Kane, McHenry, Will and DuPage counties, Illinois, and their wives and friends were guests of the Illinois Bell Telephone Company last week when the newspapermen gathered at Warrenville for their annual meeting. A dinner was served by the company. George Smith, Wheaton publisher, had charge of the party at Wheaton where the summer vacation camp was visited. An informal program was given later in the afternoon.

Spanish Edition for McAllen, Tex.

The *McAllen* (Tex.) *Morning Telegram* has started publication of a daily edition in Spanish. James Marion Bird is publisher.

New Paper at Orange, N. J.

The Orange and Maplewood, N. J., communities will have a new daily paper to be started this fall.

CITY FUNDS SHOULD PAY FOR ADVERTISING

Taxation Advocated to Raise Money for Community Campaigns by A. A. C. W. Speaker—Would Eliminate Publicity Demands on Newspapers

"When a community endeavors to tell its story to the world and obtains the desired objective in increased population, additional industries and payrolls, more and better homes, churches, schools, playgrounds and recreation spaces, every citizen of that community, directly or indirectly, benefits from the consequent development and growth of the city," said Martin Keet, secretary, Sunbury (Pa.) Chamber of Commerce, at the Community Advertising session of the international advertising convention of the Associated Advertising Clubs of the World in Philadelphia Wednesday. "But does every citizen thus benefiting, bear his proportionate share of the cost of the advertising which obtained these results?

"Ordinarily the chamber of commerce or similar civic organization undertakes the job of broadcasting the city's advantages to the world. The scope of its effort is limited only by its financial resources. Its revenues are dependent upon the co-operation of the progressive citizen to whom the expenditure of a few dollars a year for membership dues or fees is not an obstruction to his vision of the future. Yet, that other citizen who scoffs at the well-intentioned effort of his progressive neighbor, is content to share equally in the benefits that accrue but will not help to pay the freight. The burden falls upon only a comparatively few.

"Restricted by lack of sufficient funds for proper advertising expenditures, the chamber of commerce is confronted with one of two alternatives; it must either stage a 'drive' or 'campaign' for contributions for its advertising fund, in which event the comparative few again must contribute time, service and money, or, it must recourse to the courtesy of the newspapers. The newspaper is asked and expected 'in the interest of the community,' to gratuitously donate its space for 'publicity.' Now, space is the only commodity the newspaper must sell to provide its bread and butter. Not even the citizen who rides free on the prosperity vehicle which community advertising sets in motion, would expect the merchant to give away his bread and butter. Why shouldn't the city, like the merchant, pay for its advertising space?

"In these days of constantly directed effort toward reduction of taxation, national, state and municipal, it is perhaps treading upon questionable, if not dangerous ground, to suggest the expenditures of municipal revenues for community advertising. Yet, if the results obtained from a properly planned and directed advertising campaign be as beneficial to the city as a whole as the paving of streets, the laying of sewers, the improving of the water supply, would it be amiss to permit the people to determine the propriety of the expense?

"Additional taxation is never exactly welcomed. Yet the opposition therto recedes as the resultant advantages are realized and enjoyed. If the citizenship is willing to entrust the expenditure of its funds for other public improvements to its regularly elected officials, why isn't it reasonable to trust them with the expenditure of funds for this purpose?

"Whether or not the question of municipal appropriation for community advertising is yet of sufficient importance to warrant more definite consideration, is perhaps a matter of opinion; it at least offers a basis for discussion. But it occurs to me that here is an opportunity for research by such committee or committees as may be appointed to look into the subject more fully. The data presented at this time is more or less cursory. In fact no effort was attempted to learn how the problem is being solved in such States which have enacted the necessary legislation nor what results are being obtained by this method."

MEIGS NEW PUBLISHER CHICAGO HEARST DAILY

Advertising Manager of Evening American Now Directing Herald & Examiner—Succeeded by McNamee

M. C. Meigs, since 1917 advertising manager and assistant publisher of the *Chicago Evening American,* has been made publisher of the *Chicago Herald and Examiner.* The promotion was announced in a letter from William Randolph Hearst to Roy D. Keehn, president of the Illinois Publishing Company.



M. C. Meigs

W. M. McNamee, assistant advertising manager of the Evening American, will fill the position vacated by Mr. Meigs.

The new publisher of the Herald and Examiner is only 43 years old. He was born on a farm and followed the plow until he was 17, when he went to Racine, Wis., to sell threshing machines and steam engines for the J. I. Case Threshing Machine company. At the end of a year the company sent him to South America with headquarters at Buenos Aires. For the next four years he represented the company in the Argentine and kindred countries, and in England, France and Portugal.

In order to perfect himself in the Spanish and Russian languages, Mr. Meigs entered the University of Chicago where he became one of the institution's greatest athletes. In 1905 he played on the championship University of Chicago eleven. It was while a student at the University that he became associated with the Hearst organization. He became the campus correspondent for the Chicago Examiner.



W. M. McNamee

Upon leaving college he returned to the J. I. Case Company as advertising manager, but in 1914 he returned to Chicago as an advertising solicitor for the Examiner.

Mr. McNamee, the new advertising manager of the American, started with the old Examiner in 1909 as a classified advertising solicitor. He left there in 1912 as an assistant classified manager and in 1913 joined the Chicago American staff as local advertising representative. After being shifted to the western foreign office as sales representative he was finally made western foreign manager for the paper and was advanced two years later to national or foreign advertising manager, which position he held until 1921, when he became assistant advertising manager. He was educated at the University of Illinois.

EVENING HERALD
Los Angeles, Calif.
Gained 5,015 Daily Average Circulation
Sworn Government Statement, Six Months Ending March 31, 1925, 177,298 Daily. Six Months Ending March 31, 1926, 182,313 Daily. Increase in Daily Average Circulation, 5,015.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
John H. Lederer, 910 Hearst Bldg., Chicago, Ill.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

STORY OF TRIAL OF CARL MAGEE

(*Continued from page 9*)

nounced they would present a motion for an instructed verdict of acquittal.

Long before the hour for the night session the little court room was jammed with men and women drawn by the feeling that "something was about to happen." Opposing counsel took their places. Mr. and Mrs. Magee entered and took a position at one end of the table. Judge Armijo threw away a half smoked cigar and mounted the rostrum. He called court to order and Attorney Fred Wilson rose to argue the motion for an instructed verdict immediately after the jury had been ushered from the room.

Mr. Wilson argued for an instructed verdict because: 1. No evidence had been introduced proving the crime of manslaughter had been committed; 2. No evidence had been introduced showing the shooting was unlawful. 3. No evidence was introduced showing the killing was in the commission of an unlawful act. 4. Evidence introduced by the state affirmatively showed the defendant acted in self-defense. 5. Evidence by the state showed the homicide was accidental, without intent and not under heat of passion due to any act of the deceased.

Attorney General Wilson argued his motion for perhaps 15 minutes. District Attorney Hunker, declining to concede that the editor shot in self-defense, read a Supreme Court decision which he considered similar.

"I prosecuted that case myself," interrupted Judge Armijo, "and I don't believe it is similar."

"Then if the court concedes that the defendant shot in self-defense there is no use going on with this case," remarked Hunker.

"That's just what I concede and I'm going to sustain the motion," replied the judge conversationally and the trial was over.

There was no demonstration in court although many friends of the editor slipped quietly down to the railing to congratulate him.

"There was nothing else the court could do under the circumstances," District Attorney Hunker said, while waiting for the jury to return.

The jurors having signed the verdict and been dismissed, filed by the editor, shaking hands cordially.

The Albuquerque State Tribune was on the streets with the story within 20 minutes after the verdict was signed.

There was little surprise over the state of the verdict. There was much satisfaction expressed at the San Miguel county court procedure. The trial was orderly and all bars were down. Not a single objection to any question was raised by either defense or prosecution. There was an honest and successful effort to get at the facts in order that justice might be done.

The editor publicly expressed his appreciation of the fair treatment he received at the hands of the Court, sheriff, prosecuting attorney and all the press associations.

He even expressed his gratitude toward Judge Leahy for admitting frankly that it was his drive for a free press that ultimately caused the ex-jurist's attack on him.

NEW DAILY PLANNED FOR SCRANTON, PA.

W. J. Pattison, Former Scranton Republican General Manager and Business Men Backing Venture—Will Start as P.M. Paper July 4

A new afternoon newspaper is scheduled to start in Scranton on August 1 to be known as the *Sun.* It will be published afternoons by the Scranton Sun Publishing Company. The application for a charter is to be filed by Attorney Walter Hill of Scranton this week.

The application is to carry the signatures of William F. Hallstead, Scranton financier, Bernard Connell, head of the Scranton Button Company; W. J. Pattison, formerly general manager of the *Scranton Republican;* Mark Edgar, formerly secretary of the Scranton board of trade and T. J. Duffy, for years advertising manager of the Scranton Republican and prior to that managing editor of several newspapers in the city. The Sun also has the financial backing of 20 other Scranton business and professional men.

The new paper is to be independent in politics and will be located at 314-316 Adams avenue, Scranton. A three story building of partial steel construction has been leased and will be altered to meet the needs of the publication. The company has ordered a Hoe sextuple press and is to install ten type setting machines. So far the names of the news staff have not been revealed. There will be an intensive circulation drive launched a month before the newspaper makes its appearance.

The Sun will be a two cent daily. It has not announced what wire service it has arranged for.

Batavia Times to Enlarge Plant

John Lennon & Son Company have been awarded a contract for construction of a two story addition to the plant of the *Batavia* (N. Y.) *Times.*

New Advertising Book

CHICAGO.—Lloyd D. Herrold, associate professor of advertising of the School of Commerce at Northwestern University, has written a new book, "Advertising Copy, Principles and Practice," which has just been published by the A. W. Shaw Company.

There Are No Other Newspapers Covering South Jersey Completely

From the Standpoint of the National Advertiser

CAMDEN COURIER
The MORNING POST

60,000 Circulation
Combination Rate

National Representatives:
STORY, BROOKS & FINLEY

Do you know what percentage of errors are made in your Composing Room?

We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.

Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.

When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.

Matrix Contrast Corp.
33 W. 42d St., New York City

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

If Quality
of circulation is your first consideration
The Evening Star
With Sunday Morning Editions
Washington, D. C.
will have your preference—same as it has the preference of practically everyone in the National Capital.
The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.
N. Y. Office—110 E. 42nd St.
Dan A. Carroll
Chicago Office—Tower Building
J. E. Lutz

GRAVURE SECTIONS PRINTED
SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK
Standard Gravure Corporation
LOUISVILLE KY

400 NEWS MEN COVER CATHOLIC MEET

Dispatches Filed in a Dozen Languages at Eucharistic Congress— Photographers Get Unusual Opportunity

More than 400 newspapermen, many of them from foreign lands, covered the twenty-eighth international Eucharistic Congress at Chicago this week by word and picture. It was one of the largest and most cosmopolitan groups ever to represent the press on a single story and the news dispatches were filed in a dozen languages.

Reservations for newspaper correspondents to cover the Congress came from virtually all the larger metropolitan newspapers in the United States and nearly 100 correspondents and special writers were registered from foreign newspapers. The press committee of the Congress reserved 400 rooms at one of Chicago's downtown hotels to make certain that all visiting newspapermen were taken care of. Most of these rooms were occupied.

Covering this meeting of 1,000,000 church people presented one of the most difficult tasks ever attempted. Every large city in this country sent hundreds of delegates to the Congress and most of the visiting newspaper writers were assigned to cover the activities of their home town group, leaving the general story to the press associations, which were equipped with special staffs and impressive wire facilities. Commercial telegraph companies placed a staff of 40 telegraph operators at each of the larger sessions of the Congress and in addition handled thousands of words from their main and regular branch offices.

At the general meetings in Soldiers' Field, where on the first day approximately 400,000 people assembled, newspaper writers were assigned to positions in two large press boxes, built almost directly in front of the 125-foot altar before which the solemn pontifical high masses were celebrated. At the dozen or more sectional meetings, which were held simultaneously on the afternoon of each day, smaller groups of correspondents were accommodated.

Everywhere were telephones and telegraph instruments, transmitting the news and feature stories by wire to a multitude of newspaper offices.

But this mammoth gathering of people gave the newspaper photographers one of the most unusual opportunities of the century for working with vast masses of people. From every point of vantage in the huge stadium, photographers were posted with cameras. Some of their "shots" were of such exceptional character that one Chicago newspaper ran a "souvenir supplement," rolled it in wrappers, and sold it on specially constructed stands throughout the loop district at five cents a copy. The supplements were extensively filled with pictures of the great throng in Soldiers' Field.

Because of the terrific traffic congestion between the Stadium and the newspaper offices, photographers found extreme difficulty in getting their plates back in time for editions. To meet this emergency one Chicago newspaper chartered a speed boat, anchored it in Lake Michigan off the Stadium site, and rushed the plates up the lake shore, down the Chicago River, and into the back door of its engraving room. This paper scored a beat of nearly three hours on one of the most brilliant pictures of the crowd.

Keehn Sails for Abroad

Roy D. Keehn, president of the Hearst publications in Chicago, sailed June 19 from New York for Paris. Mr. Keehn will spend two months in Europe with his wife, touring France, Germany, Switzerland and England.

SCOTFORD RE-ELECTED

Jackson Citizen-Patriot M.E. Again President of Michigan A.P. Members

George W. Scotford, who recently celebrated the fiftieth anniversary of his connection with the *Jackson* (Mich.) *Citizen-Patriot,* was elected president of the Michigan Associated Press Editorial Association at the annual meeting of that organization held at Adrian last Sunday. Mr. Scotford is now managing editor of the Citizen-Patriot.

A. L. Miller, publisher of the *Battle Creek News and Enquirer,* was re-elected vice-president, and David J. Wilkie, A. P. correspondent in Detroit, was re-elected secretary. Arthur R. Treanor, of the *Saginaw News-Courier,* was re-elected to represent Michigan on the central division advisory board. Members named to act on the state advisory board were Louis Weill, of the *Port Huron Times Herald;* G. H. D. Sutherland, *Ludington News;* and A. C. French, *Monroe Evening News.*

The meeting next year will be held in Jackson.

Dillon Joins B. B. B. Staff

E. N. Dillon, formerly with the *Los Angeles Examiner,* recently with the *Bronx Home News,* New York, has joined the National Better Business Bureau to assist in financial investigations, succeeding H. J. Donnelly.

Seek to Affirm Medill Trustees

Citing the death of the original trustees of the estate of Joseph Medill, who died in 1899, a friendly suit has been instituted in Chicago by Mrs. Eleanor Patterson to obtain court recognition and sanction for the present acting trustees—Mrs. Patterson, Katherine McCormick, Orrin Carter, and Joseph Medill Patterson.

Boston Circulators Hold Banquet

Members of the *Boston Evening American's* circulation department staff held a get-together banquet at the Hotel Westminster, Boston, last week. George E. Curren, a member of Gov. Alvan T. Fuller's council, officiated as master of ceremonies. Entertainment was furnished by numerous acts from various Boston theatres.

Picture Editor to Wed

Morris Gilbert, picture editor of the *New York Herald Tribune,* is to be married on June 30, to Miss Grace Ross, of New York City, at St. Luke's Chapel.

STATE TO ADVERTISE

Premier of New South Wales Offers £10,000 from State Funds

The Labor Premier of New South Wales, Australia, Hon. J. T. Lang, is to make available the sum of £10,000 for advertising to "boost Australian goods." The amount is to be conditional on the manufacturers and vendors of Australian goods spending a like amount over and above their usual expenditure for the same purpose. Mr. Lang believes that Australia imports too much from England and the United States.

Labor Premier Lang is so biased against imports that he is prepared to give Australian goods a 30 per cent preference over foreign goods and a 20 preference over British goods. He is the first Premier to advocate state advertising, it was declared.

Reece Publishing Florida Paper

N. E. Reece, former editor and publisher of the *Pratt* (Kan.) *Daily Tribune,* is now editor and publisher of *Arcadia* (Fla.) *Arcadian,* a semi-weekly. He went to Florida last fall after disposing of his interests in the Tribune several months before.

St. Regis Earnings Announced

Net income of the St. Regis Paper Company for 1925 was $1,041,056, equal, after preferred dividends to $2.40 a share earned on common stock. This compares with $1,054,799, or $3 a share in 1924. Gross revenue for the year was $9,175,651 and operating income was $1,401,409.

Recommended for Federal Post

Anthony Czarnecki of the editorial staff of the *Chicago Daily News* has been recommended to President Coolidge by Senator Charles Deneen of Illinois for the post of customs collector at Chicago. Mr. Czarnecki was formerly an election commissioner.

Delaware Paper Mill Sold

The Nonantum paper mill, at Newar Del., which has been owned by Curt Brothers and Curtis Brothers Compar for 80 years, has been sold to Herbe W. Mason of Arden, Del. It will l operated as heretofore and will retain i present name.

Sales Forum for Business Staff

A forum in which present and pa methods of salesmanship were compare and discussed was held recently by th advertising department of the *India apolis Star* with Roy L. Johnson, ma ager of the Richman Bros. Company, a the speaker.

Flushing Daily Installs New Press

The *Flushing* (N. Y.) *Evening Journ* is now printing from its new Goss hig speed low-construction "unit-type" qua ruple press. It is equipped with tw folders, and is 28 feet in length.

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined.*

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

have
you been
following the
remarkable
growth
of the
Detroit Times

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

Take a Leaf from the Book of Other Advertisers

More than 85% of the National Advertising in the Miami Trading Zone is being placed in the Miami Herald.

Comparative figures, based on the past nine months (Sept., 1925, to May, 1926, inclusive) are as follows:

The Herald: 200,825½ Lines
Second Paper: 108,332½ Lines
Herald Lead: 92,493 Lines
—or more than 85%

The Miami Herald
"Florida's Most Important Newspaper"
Frank B. Shutts, Publisher.

THE TELEGRAM

now has the largest paid circulation in

CLARKSBURG, W. VA.

13,000 daily
14,000 Sunday

guaranteed.

Member Audit Bureau of Circulations

Represented Nationally by

The Devine-MacQuoid Co., Inc.
New York Philadelphia Pittsburg Chicago

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO EMPLOYERS

CHARLES L. HOLMES DEAD

Stockholder and President of Waterbury Republican and American Dies

Charles Leyland Holmes, 63, president of the *Waterbury* (Conn.) *Republican and American,* died suddenly, June 16, while fishing in a pond on his country estate in Middlebury, Conn.

Mr. Holmes became interested as an investor in the *Waterbury Republican* in 1902, and steadily increased his holdings in that newspaper, until, at the time of his death, he was the largest minority stockholder of the combined newspaper property publishing the American and Republican.

On graduating from Massachusetts Institute of Technology in 1888, Mr. Holmes went to Appleton, Wis., where he assisted in starting and operating the first commercial sulphite wood pulp mill in the United States.

He had been president of the Waterbury dailies for 25 years.

London Times Leader Writer Dead

William Stebbing, 90, for 30 years on the staff of the *London Times* as leader writer and second to the late T. J. Delane in the editorship, is dead, according to news reaching this country.

W. E. Boselly, of World Staff, Dies

William E. Boselly, 70, superintendent of the composing room of the *New York World,* died June 21, at his home in Brooklyn. He had served the World since 1890. In 1899 Mr. Boselly was president of Typographical Union No. 6. He was one of the 258 members present at the World's Quarter Century Association meeting held May 10.

N. Y. Sun Baseball Team Organized

The *New York Sun* has organized a baseball club. Suits have been ordered and several games are already scheduled. Harry Schoen, of the engraving department, is manager and Robert Grant, of the pressroom, is captain.

300 Compete in Daily's Race

Three hundred runners competed in the eighth annual four-mile road race of the *Chicago Daily News* in Lincoln Park, June 19. Winners were awarded medals and other trophies by the Daily News.

Italy Bans News Agencies

Abolition of local news agencies operating in Rome and elsewhere in Italy on a commercial basis has been ordered by the government.

Capt. Patterson in Alumni Parade

Capt. Joseph Medill Patterson, *New York Daily News,* and *Chicago Tribune,* paraded with the Class of 1891 at class day exercises held by Yale in New Haven this week.

Higham Prescribes U. S. Energy

Sir Charles Higham, British advertising agent, in a speech at the Old Colony Club in London, June 23, suggested that if grumbling executives of British firms would spend six weeks in the United States they would come back "re-energized and electrified." He urged English business men to adopt American selling methods.

features SINCE 1899

WEEKLY

Camera News, Fashion, Feature and Children's Pages; House Plans; Automobile Cartoon.

3-A-WEEK

Hints for the Motorist; Handicraft in the Home.

DAILY

Cross-word Puzzles, Dots and Cut-outs; Radio; Noozie; Fashion hints; 1 col. Comics; Portraits; Gillilan's Letters; News-Maps, also The Ad-route (house organ).

The International Syndicate

Baltimore, Md.

NEW YORK TIMES MAN IS DEAD IN LONDON

Leonard R. Holme Was Connected with New York Newspaper in U. S. and England for 21 Years—Was 53 Years Old

Leonard R. Holme, 53, member of the London staff of the *New York Times,* died in London, June 17.

Mr. Holme was born at Brighton, England. He was the son of the Rev. Robert Holme, vicar of Crewkerne, and of Elizabeth Lyon Holme. After attending the Crewkerne grammar school he entered the famous Westminster school in London as Queen's scholar and went thence to Jesus College, Cambridge, as a Rustat scholar. He was graduated from Cambridge with history honors and was a Hulsean Prize man. After graduation he went to Canada, where he became Professor of History at Bishop's College in the Province of Quebec.

Later Mr. Holme entered the newspaper field, becoming city editor of the *Montreal Gazette.* From Montreal he went to New York, where on January 1, 1905, he joined the staff of the New York Times. He remained there ten years, covering some of the most important news stories in that period. Returning to London after the outbreak of the World War, he joined the New York Times London staff in 1917 and remained actively at work there until his death.

THOMAS P. COATES

Chicago Herald and Examiner Promotion Manager Drowned

Thomas P. Coates, manager of the promotion department of the *Chicago Herald and Examiner,* and for 27 years in the Hearst service, was drowned June 14, when he fell into the canal at 119th street and Cottage Grove avenue, Chicago.

Mr. Coates, although a newspaper veteran, was only 45 years old. When only 16 he joined the United States army, by lying about his age, and served in Cuba in the Spanish-American war. His first newspaper work was done in 1898 in the Philippines, where he served as a war correspondent in that group which included Richard Harding Davis and Richard Henry Little.

For nine years he remained there, then returned to Chicago, his birthplace, and joined the staff of what was then the *Examiner,* now the Herald and Examiner.

Chicago Agency Executive Dies

Murray Springer, 52, vice president of the Crosby-Chicago advertising agency, 29 Quincy street, Chicago, died suddenly June 2 at his home. He had been in the advertising business in Chicago for the past 20 years, having come from Lisbon, O., in 1902.

Wheeler-Nicholson, Inc.

Complete Feature Service

Wire us for samples and prices of the

Largest, Most Original Most Artistic and Finest

blanket feature service on the market, which includes IVANHOE, VIVIAN VANITY, and the FAMOUS SHORT STORY SERIES, in addition to SPORTS, WOMAN'S PAGE FEATURES, COMICS, FICTION, VERSE, CARTOONS and everything for the newspaper.

Wheeler-Nicholson, Inc.

Malcolm Wheeler-Nicholson, President

373 4th Ave., New York City

Writers Narrowly Escape Drowning

Walter Schramm, news editor of the *Toledo Blade,* Helen Murphy, of the Blade staff, and V. K. Richards, the Blade's dramatic critic, narrowly escaped death when a squall overturned their canoe in the Maumee River, Toledo. Schramm and Richards together took Miss Murphy to shore.

A. P. Man Dies in Sofia

Svetozar Tonjoroff, 56, Associated Press correspondent at Sofia, Bulgaria, and former Boston and New York newspaperman, died in Sofia last week. He was night editor of the *Boston Advertiser* from 1897 to 1901, and also had been employed on the editorial staffs of the *New York Press, New York Evening World, New York Mail, Providence Journal* and *Worcester* (Mass.) *Spy.* He was an associate editor of *Munsey's Magazine,* and a contributor to the *Saturday Evening Post, Ladies' Home Journal* and other magazines.

Obituary

FRANCIS M. MORRIS, retired pastor and father of Charles E. Morris, editorial writer for the News League of Dayton, Ohio, and Edgar L. Morris, general manager of the *Springfield* (O.) *News,* died recently at Wapakoneta, O.

GEORGE SANBORN, 84, pioneer editor of the *Fonda* (Ia.) *Times* and one of the oldest residents of Fonda, died June 13. He edited the Times from 1879 to 1901 and was widely known in historical circles of Iowa for his history of Pocahontas county, a 900-page book.

MRS. NELLIE E. HOLDEN, wife of William H. Holden, Boston editorial and political writer, died at the Deaconess Hospital, Brookline, Mass., last week.

JEFFREY BLACK, 32, only son of Mrs. W. B. Bonfils, the "Annie Laurie" of the *San Francisco Examiner* (also Winifred Black of the King Features Syndicate) was drowned at Carmel Beach, Cal., June 19. Black was swimming with Paul Phelan of the Examiner and Sidney Robertson, a former reporter, and was swept out to sea.

"SKIPPY"

By PERCY CROSBY

The best juvenile comic strip. Combines great humor, excellent drawing and emphatic adult appeal.

A feature you can't afford to miss

JOHNSON FEATURES, Inc.

1819 Broadway, New York, N. Y.



Publishing Company Incorporated

The Newton (Mass.) Progress Publishing Company, Inc., of Newton, has been granted a charter to do a printing and publishing business under the laws of Massachusetts. The capital is $25,000 and the incorporators are Rupert C. Thompson, Clifton C. Mowry, Thomas L. Goodwin and James P. Gallagher, all of Newton, and Clement Hernandez, of Waltham.

Among The Newspapers Publishing

Constance Talmadge's Flapper Series

Chicago Journal — Philadelphia Sun
Detroit News — Buffalo Times
Toledo Blade — Louisville Courier J'l
Omaha Bee — Oakland Post Enquirer
Peoria Star Journal — Memphis News Scimitar
Newark Jersey Transcript

Why Not Join This List of Papers

Wire for Terms and Territory

COSMOS NEWSPAPER SYNDICATE
Covering the World

NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY

Herbert S. Houston, President and Editor-in-Chief — **Myles F. Lasker, Vice-President and General Manager**

RADIO

PROGRAMS NEWS NOTES FEATURES

Used and Praised by More than 200 Newspapers

Send for samples and prices

AUDIO SERVICE

326 West Madison St. Chicago



MR. FIXIT AIDS PUBLIC IN CIVIC MATTERS

Dallas Journal Furnishes Connecting Link Between Citizens and City Officials—His Complaint Column Popular

The man of the hour in Dallas is Mr. Fixit of the *Dallas Journal*. Mr. Fixit presides over a column designed primarily as a connecting link between the citizenship and its public officials.

Frequent complaints from readers of the Journal regarding minor civic matters convinced the editor that he could render city-wide service by publishing such complaints, suggesting the remedy and inviting others to report apparent faults in the public service.

The theory that nearly every person has something to kick about and is willing to kick publicly if his identity is not revealed was abundantly justified by the immediate and voluminous response.

From the two or three questions contained in Mr. Fixit's debut about ten weeks ago the feature has grown until it provokes an average of 20 complaints a day touching nearly every function of city and county service and even extending to neighborly relations.

It would bankrupt a city of 250,000 inhabitants, covering 36 square miles, to employ enough men to discover every bad hole in the streets, every weed-grown lot, every stagnant pool, every noisy dog-pack, but there is some individual citizen who known about and is inconvenienced by each of these specific cases. He reports them to Mr. Fixit.

The city officials get the complaint immediately. They are glad to have it and in nine cases out of ten they give it immediate attention. If results don't show the original complainant is asked to make a complete report to Mr. Fixit.

Every complainant is required to sig his name, give his address and the exac location of his complaint, but he is as sured his name will not be publishe Having that assurance he does not hesi tate to make his complaint; first, be cause he likes to see something he ha said or written get into the newspape and, second, because he feels he is al most certain to get relief.

The Journal is devoting to the featur an average of a column a day on fou days of the week and on the two othe days it attempts to use up the accumul tion sometimes as much as six column

Supplies and Equipment

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

GOSS 24 and 28-page presses good for black or color work, also Goss Sextuple.

HOE Pony Quadruple, Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.

DUPLEX Metropolitan Quadruple stereotype presses—print up to 32 pages.

Available For Early Delivery

WALTER SCOTT & COMPANY

Main Office & Factory.....Plainfield, N. J.
New York Office..Brokaw Bldg., 1457 Broadway
Chicago Office.....Monadnock Block

Rebuilt GOSS & HOE PRESS BARGAINS

ALL TYPES

SEND for LIST

THE GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON

Fight hot-weather fatigue

Fresh, cool, invigorating air — supplied by Sturtevant Ventilating Fans — would keep your men working at top-notch efficiency during the hot summer months.

B. F. STURTEVANT CO.
Hyde Park, Boston, Mass.
Branch Offices in Principal Cities

Sturtevant REG U.S. PAT. OFF.
Ventilating Fans

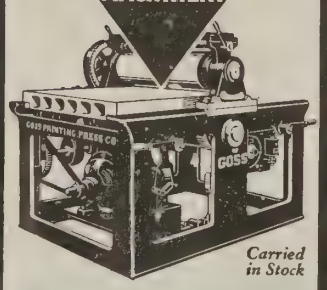
Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

GOSS STEREOTYPING MACHINERY



Carried in Stock

Some outstanding and exclusive features of The Goss *Combination Wet and Dry* Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Don't "Pig" Metal
It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER

Eliminates the Metal Furnace
Printers Manufacturing Co.
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

FOR BETTER PRINTING
use
Herrick Inks
Cost more. Worth it.

No substitutes. Made from the best materials.
Specializing to requirements of each pressroom.

Ask the Publishers who use them.

WM. C. HERRICK INK CO., INC.
401 West 33rd Street
New York City
Factory: Rutherford, N. J.



Newspaper Conveyors

take the papers in a steady stream, as fast as the presses can deliver them, up, overhead, around corners, through a ceiling or a wall to wherever they're wanted for mailing or delivery. Eliminating waste and delay by their speedy, dependable operation they are profitable equipment for papers large or small. Newspaper plants from London to Tokio have been using them for years.

Let us tell you how you can speed deliveries from your presses.

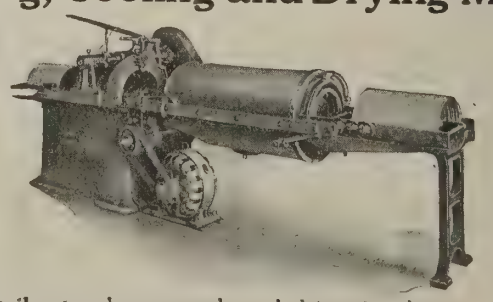
The CUTLER-HAMMER Mfg. Co.
Pioneer Mfrs. of Electric Control Apparatus
1203 St. Paul Avenue
MILWAUKEE, WISCONSIN
CUTLER-HAMMER

Publishers!

Under "Equipment For Sale" on the Classified page are listed bargains in used Equipment that may mean a considerable saving if you are in the market for any of the particular items advertised.

The "Editor & Publisher" is your market place. Buy Used or New Equipment advertised in its columns.

Hoe Automatic Curved Plate Finishing, Cooling and Drying Machine



Trims, tail-cuts, shaves, cools and dries six plates a minute.

R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street CHICAGO, ILL. also at DUNELLEN, N. J. 7 Water Street BOSTON, MASS.

Employment—Equipment—Services

EDITOR & PUBLISHER Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS (Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 341 Broadway, New York City.

BUSINESS OPPORTUNITIES

Brokers

Truly Bargains in Desirable Weekly Papers—We have recently listed desirable weekly papers with and without job plants. They nearly all occupy exclusive fields; have good circulations and earning handsome dividends. J. B. Shale, Times Building, New York.

Western Pennsylvania Weekly, only paper in county seat of large county. Profitable business and splendid equipment. Available for $21,500 on terms. Prop. 1450x. The H. F. Henrichs Agency, Litchfield, Ill.

Newspapers for Sale

Exclusive Afternoon Field, Kansas county seat 5,000; A. P.; offered for quick turn at slightly less than four times annual return to owners. Financial references first letter. A-590, Editor & Publisher.

Newspaper for Sale—Daily and Sunday, New England, 100,000 population. Plant in fine condition. Price reduced $100,000 by insurance on life of late owner; $50,000 to $75,000 cash required. About $250,000 annual business. Inquiries confidential. Address A-599, Editor & Publisher.

CIRCULATION

Premiums

Dish Dryers Appeal to every woman. They save 30 minutes after each meal. Price 60c. each. Order a sample now. Thirty-seven newspapers offering them. The Steel Co., Box 203, Palmyra, N. J.

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Real Tangible Results for the leading daily, city of 150,000. Production 2,100 subscriptions from 1st of June at a net saving of 60 per cent of the usual promotion cost. Let us produce circulation for you with small dinner sets. The Albright China Co., Palmyra, N. J.

EDITORIAL

Syndicate Features

Passaic Daily News and Perth Amboy Record are the new customers this week. For samples of a live, up-to-date service, write The Graphic Syndicate, 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

Classified Advertising Promotion Manager—To assume full charge of classified promotion department of two artists and copywriters. Department must turn out new copy daily, prepare broadsides, blotters, sales letters and plan campaigns and assist a large sales force to increase production by merchandising promotion to advertisers. This post is considered by promotion men as one of the best opportunities to use one's talents. If you have the qualifications to manage, are a self-starter, understand classified advertising in its entirety, know how to write copy, know typography and layouts, and having these qualifications are one who works, write for appointment, stating age, past experience in the classified field, salary desired. If you are the man, you will sell yourself by your letter. Box A-604, Editor & Publisher.

Classified Manager, experienced, wanted; capable of increasing three pages daily, seven pages Sunday, in the largest morning and afternoon papers in the State, with the only Sunday paper in the city of 144,000. Southwest. Submit full qualifications in first letter; age, salary, etc. A-594, Editor & Publisher.

Situations Wanted

Advertising Man, 45 years old, 20 years' experience in all phases of newspaper advertising work. Best references as to character and ability. Salary, $40 week to start. Address Ad Man, 214 Perrin avenue, Lafayette, Ind.

Advertising Manager and Newspaper Executive wishes connection June 28. Twelve years' experience—retail accounts, manager national, manager special features, statistical and circulars promotion preferred; age forty; married; Christian; arts graduate. Prefer growing suburban paper. A-593, Editor & Publisher.

Advertising Manager with successful record on both metropolitan and medium sized dailies; capable of materially increasing linage in a publication needing a man of proven ability. Have the personality, initiative and experience necessary to organize and develop all classes of newspaper advertising. Only interested in permanent connection where results will be rewarded. Write for my record and interview. A-597, Editor & Publisher.

Business Manager or Assistant to Publisher—A man fortified with years of experience, now employed as advertising director, is seeking above position. Can satisfy interested publisher concerning ability, energy, and integrity. Trained in the fundamentals governing the administration of the successful newspaper. Address A-572. Editor & Publisher.

Circulation Manager, successful record, young, now employed, is seeking connection with larger paper. Familiar with ABC and all phases of circulation work; has experience from ground up. South or Southwest preferred. A-580, Editor & Publisher.

Circulation Manager who can make you proud of your next A. B. C. audit. A hustler who knows how. References and proven record. What have you? Address Circulation Manager, 434½ 19th avenue, Moline, Illinois.

Circulation Manager—At present employed. Married, thirty-three years old, efficient and reliable. Thoroughly understand organizing department, and can produce results at minimum cost. Eastern publication preferred. References and reason for change gladly furnished. At liberty July 15th. Address A-596, Editor & Publisher.

Circulation Manager—Have had vast experience in constructive circulation building, both city and country. Fully conversant with A. B. C. records. Employed at present, but wishes to make change. Age, 31, married. Can furnish best of references. A-595, Editor & Publisher.

City Editor, married, wants to change fields. Consider desk, telegraph or local, or street. Guarantee satisfaction. Must pay $50. Will be available on two weeks' notice. Address A-588, Editor & Publisher.

Classified Advertising Manager, 28 years of age, 8 years' experience on metropolitan newspapers: at present employed in city of over 168,000. Over 25,000 ads gain in 1925, and over 350,000 lines. Present paper second in field, but running neck and neck with leading paper in Classified. If you want a man who can solve your Classified problem and who knows how to train and manage a department, get in touch with me at once. Present paper gaining better than 3,000 ads per month over 1925. Have managed Classified Departments of Accounting and Collection to the satisfaction of two publishers. Prefer Eastern or Middle Western newspaper in city over 100,000. Best of references. Will mail copies of promotion used on gains made during 1925 and 1926 to interested parties. A-601, Editor & Publisher.

Classified Manager—Healthy, vigorous, neat and refined appearance, possessed with energy and ability to sell and train a staff to sell, now employed, desires a change. Last year's record over 300,000 lines gain. A-556, Editor & Publisher.

Classified Advertising Manager; four years' experience on papers in cities of 100,000; now employed as Sales Manager of advertising lines, but wish to return to newspaper field; have good record for linage increase on previous publications. A-581, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Composing Room Superintendent wishes position where efficiency and ability are desired. Fourteen years in charge of one plant, now in charge of composing room of morning and afternoon paper. Prefer to go South on morning paper, but intend making a change, and would like to hear from manager or publisher desiring a reliable, permanent man. Can give reference. A-598, Editor & Publisher.

Editorial—Do you need City News, Managing or Feature Editor? Not Unemployed. Credentials that will satisfy; age 34, married; 10 years' desk experience, university education; now executive in big organization; ask $60 to $75 per week and can earn it. Write A-578, Editor & Publisher.

Editor—16 years' experience with first class newspaper, wants position as managing, assistant managing or city editor, afternoon paper city 200,000 or less. Married, 34, hard, fast, accurate worker. Reliable. Not floater. Wants something permanent. Available now because of sale. Excellent references. A-602, Editor & Publisher.

Managing, City, Telegraph Editor—Aggressive, hard worker, seeks connection on daily, town 20,000-35,000 population. Ten years' experience. Address, A-603, care Editor & Publisher.

Managing Editor—Four years managing editor Staten Island Advance; two years city editor, Camden, N. J., Courier; four years, City Hall reporter Philadelphia Evening Ledger, and three years City Hall reporter and political writer Philadelphia Record, seeks managing or city editor post on afternoon daily in city of 40,000 to 200,000 population. Best of references from owners or executives of all papers. Address St. John McClean, Mt. Pocono, Pa.

Managing Editor or News Editor—Must make change because of wife's health, 35 years old with record of uncommon achievements in daily field. Desires city under 100,000 where there is opportunity to build downtrodden paper; 15 years' experience. Address A-528, Editor & Publisher.

Motion Picture Critic wishes to syndicate criticisms and news being written in spare time for semi-monthly organization paper. Style is "free-and-easy," semi-humorous. Excellent service for smaller publications desiring this type news at modest rates. Beaumont, Post Office Box 48, Station O, New York City.

Newspaper Executive, practically trained in all departments of newspaper making, provincial and metropolitan, is available for immediate connection, where proven constructive ability, seasoned experience and pleasing personality will find permanency and congenial environment. Formerly business manager prominent New York City daily. Recently, a Hearst business executive. Excellent references. Consider any location. A-574. Editor & Publisher.

News Editor, city, telegraph. Hard worker seeks connection with middle-west daily. Address A-557. Editor & Publisher.

News Editor—Experienced newspaper man, employed in responsible position on editorial staff of metropolitan newspaper, desires executive place on smaller daily. Am 28, university graduate, and have spent the last 10 years in active newspaper work. Thoroughly familiar with all branches of editorial department, including make-up. A-605, Editor & Publisher.

Reporter—Two years' experience reporting and rewrite, seeks position on daily or weekly. A-606, Editor & Publisher.

MECHANICAL

Equipment for Sale

Duplex Tubular Printing Press, 16-page, for sale. Due to purchase of Journal by Sun, this fine machine will be released about July 10. Prints modern 8-column paper any size up to 16 pages, including 14 pages. In perfect condition. Specimens of work sent. Also other newspaper machinery, including Hoe Saw & Trimmer, Hoe Mat Rolling Machine now used on dry mats, Proof Presses, etc. For prices and terms, address Lewiston Daily Sun, Lewiston, Me.

Goss Comet and Duplex Flat-bed Presses for immediate delivery. Good condition guaranteed. Also several good bargains in stereotype presses and machinery. Griffiths Publishers Exchange, 154 Nassau street, New York.

Hoe Dry Mat Roller, new only one year ago. Alternating current motor, 40 seconds travel. Griffiths Publishers Exchange, 154 Nassau street, New York.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Engraving Co., 114 E. 13th St., N. Y. City.

Four Rebuilt Model 5 Linotypes for sale at bargain prices; equipped with gas metal pots and individual electric motors. Register Publishing Co., Danville, Va.

MECHANICAL

Equipment for Sale

Linotypes, Intertypes, Ludlows—8 machines, 3 complete Ludlow equipments; 4 Thompson type casters, large stock of foundry type. Peckham Machinery Co., 1328 Broadway, N. Y. City.

Printing Plant for sale, consisting of one Linotype machine Model 14; 3 Linotype machines, Model 8; 8 Linotype machines (rebuilt), Model 5; 3 Intertype machines. One 32-page Hoe Quad 4 plate wide press. The above complete, with motors and the highest type of electrical installation, conveniences and fixtures; about 9,000 feet of floor space on two floors, premises having two entrances. Lease runs for five years from May, 1926. Price complete and clear, $72,500. Plant can be seen at 5 Crosby street or 22 Howard street, New York, between 10 a. m. and 3 p. m. any weekday.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner Fendler Branch, A. T. F. Co., New York City.

Type Foundry Equipment and Stock—Sold on account owner's death. Large stock of best metal type, with 4 machines, $15,000. Peckham Machinery Co., 1328 Broadway, N. Y.

Two 10x15 and Two 12x18 Job Presses for sale, including Miller feeders, in first-class condition. The Johnston Tinfoil & Metal Co., 6106 So. Broadway, St. Louis, Mo.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Web Presses, Flat Bed—Goss, 4—8 page, now running, $2,300.00; Duplex double drive, 4, 6, 8-pages, motor, $4,400.00. Erected your plant by Duplex Press expert. Peckham Machinery Co., 1328 Broadway, N. Y. City.

Web Presses, Stereotype—Goss Straight line, 24-page; Hoe, late design, 32-page; Potter, 16-page; Erected your plant at special prices, to save removing and storage. Peckham Machinery Co., 1328 Broadway, N. Y. City.

PERSONAL

Desire Address of John Littmer, press expert. Answer through these columns.

FOR SALE

Florida bi-weekly newspaper with job plant. City has 12,000 population, county seat. Circulation, 3,000; advertising rate, 50 cents an inch. Weekly revenue, $500 for newspaper. Job plant does $15,000 annually. Price for both, $25,000. Terms to suit.

PALMER, De WITT & PALMER

Newspaper Properties

350 Madison Ave., NEW YORK

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON

Times Bldg. New York

WE CONNECT THE WIRES

WE WANT

Reporters

Copy readers

Advertising salesmen

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

WITH World War veterans already looking forward to the Legion convention in Paris in 1927, the *Los Angeles Times* is launching a special circulation campaign to be participated in by members of the Legion, and with special inducements offered to them. The campaign will give many former soldiers a chance to earn their way to Paris. Endorsement of the Times' plan has been given by the county council of the American Legion, and is being given wide publicity by the Times. The same idea should be readily adaptable to the circulation department of any newspaper.—HAROLD J. ASHE.

A page of "Thrift Items for Saturday Night Shoppers" is run each Saturday in the *Marion* (O.) *Star*. The page is made up of uniform 2x5 advertisements, the page being sold for a three months' run each period with the advertisers already on the page having preference for renewal of the space they desire. The plan has been a good puller for the Saturday evening issue.— B. A. T.

Many more individuals and firms would purchase and display the American flag on holidays if the flag dealers and bunting people were a little more aggressive in their advertising. These local merchants should prove a fertile field for an advertising solicitor prior to July 4th. —C. M. L.

An advertising page known as the A B C Special is published occasionally in *Topeka this Week*, a magazine issued weekly at Topeka, Kans., and devoted to the interests of that city. This page may be worked out in a number of ways but carrying out the general plan makes it attractive and catchy in appearance while a large amount of advertising may be used in a small space. This general plan is to let each lettter of the alphabet represent a business firm whose name begins with the letter. Each advertising line begins with that letter and the page is thus blocked into 26 advertising spaces with one firm taking a line between each block. One block or one twenty-sixth of the advertising represents the plan as follows:

UP-TO-DATE—

Men wear
iddleton's (734 Kansas)
ade to
easure suits

* * Yellow Cabs—Insured * *

In this case the Yellow Cab Company took the space between the blocks as well as four of the letters. This advertising between the blocks is particularly valuable to concerns that do business with the general public.—CAROL JOYCE, Topeka, Kan.

As it is becoming more and more the custom for persons to store valuables before taking long auto tours or vacations, a group of stores companies may be grouped at this season of the year, for making an appeal to those taking vacations and wishing to protect their property in the meantime.—C. M. L.

Look through your ad service and find a few four-leaf clover mats and, if possible, the mate of a horseshoe. Your art department or engraver can make them also. Then, lay out a double truck using the art. Make spaces for 15 merchants and sign them up for a 10-week contract for "Lucky Wednesday Sales." It's easy to write tie-ups. —DAVIS O. VANDIVIER.

ST. LOUIS WOMEN WIN

Toledo Trophy Awarded for Most Constructive Ad Work During Year

The Women's Advertising Club of St. Louis was awarded the Toledo Trophy Cup for having done the most during the past year to advance breadth in advertising and for having made the most constructive contribution to the art.

Nineteen clubs competed for the trophy, which is offered annually by the Women's Advertising Club of Toledo, Ohio.

The cup was presented to the St. Louis Club at a Tuesday noon luncheon by Miss Ethel B. Scully, the only woman on the executive committee of the A. A. C. W.

Whitehead Directing Perry Chief

G. E. Whitehead, formerly advertising manager of the *Newton* (Ia.) *Daily News* has been named resident publisher of the *Perry* (Ia.) *Daily Chief*, and has taken over active management of that paper.

Most states have somewhere within their borders one or more towns of communities that are operating on a cooperative or possibly communistic plan—like the communist village of New Llano in Louisiana, for instance. Such towns are generally found to be without police men or jails, without loafers or deadbeats, without lawyers, and with neither wealth nor poverty.—R. LEVIN.

A great many church societies, fraternal organizations and other groups have "press committees," "publicity chairmen," and various others, charged with the duties of getting news of the organization and advance notices of meetings to the newspapers. Most of those so appointed know nothing of what the newspaper want. Prepare a sheet or a booklet for their instruction and see that each one gets a copy. Cover just the things they ought to know, make it interesting and not too dictatorial. It will save much time for copy readers.—GUY M. CHASE

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

PRIZE contests of all kinds are now the fad in all newspapers. One Iowa newspaper is offering prizes from $5 to $50 each for photographs of the oldest vehicles in that state; old costumes which were in vogue, 25 to 50 years ago, action pictures, animal photographs and the like. A great deal of interest has been aroused by this contest. Why not offer a season prize for the best picture taken on a motor trip or camping trip, the photograph of the largest fish caught in your state during a certain period, etc.? Many interesting photographs could be obtained in this manner.—GEORGE SMIDAL.

Some town and village laws of New York State, and doubtless of other states too, require the posting of legal notices, in addition to publication. Usually such posting is made on telephone poles and trees with the usual unsightliness. Bulletin boards, erected and maintained by your paper (and that fact painted on the board) will help rid your community of eyescores. Besides it will be a good-will builder for you.—G. HARRIS DANZBERGER, Hartsdale, N. Y.

"My Favorite Summer Pastime"—a contest for girls 17 or over, with prizes of $5 for each letter published, 300 words or less, and a weekly prize of $10 for the best, is run by the *Chicago Daily News*. Accompanying snapshots are invited. How they put in Saturday half-holidays and hours saved by daylight schedules is the theme.—T. E. R. Chicago.

What's the crop outlook in your county and state for this year. Your Farm Bureau agent or Grange officials will doubtless tell you, and Extension Service workers will furnish you with facts on the natural wealth from the soil that will likely be produced. And why not a state survey of your crop forecast, with the state's Secretary of Agriculture aiding?—WILLIAM A. MILLEN, *The News*, Burlington, Vt.

The World's Greatest Newspaper Feature Service

Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

4 page ready-print color comics.

Write for samples and rates

NEA SERVICE INC.
1200 W. 3RD. STREET.
CLEVELAND, OHIO

LET YOUR READERS MEET

"America's Best Known Couple"

The Married Life of Helen and Warren

By Mable Herbert Urner

will fill your Sunday fiction bill

The Bell Syndicate, Inc.
JOHN N. WHEELER, Pres.
154 Nassau St. New York City

How To Play GOLF

By JOHNNY FARRELL
Famous Teacher of That Game

24 LESSONS
Illustrated

For release daily

KING FEATURES SYNDICATE, Inc.
New York City

COMPLETE WIRE REPORTS FOR EVENING AND SUNDAY PAPERS

International News Service

"Get It FIRST but First Get It RIGHT"

63 Park Row
NEW YORK CITY

THOS. W. BRIGGS CO.

Columbian Mutual Tower
MEMPHIS, TENN.

Let this organization with years of careful study and a personnel of experienced representatives secure for your newspaper the advertising appropriation of industrial plants, manufacturers, wholesalers and others in your city who are now spending their money for other forms of advertising.

Write us details

Briggs' Proven Feature Pages Will Solve Your Problem

BY UNITED PRESS

AROUND THE WORLD AROUND THE CLOCK

UNITED PRESS ASSOCIATIONS
World Building New York

"Soch a Life"

By J. L. LEIBSON

A new comic dialect dialogue without a sting to any race. Weekly doses of laughter in

One Thousand Word Stories

Illustrated by the well known artist

ALBERT LEVERING

The McClure Newspaper Syndicate
373 Fourth Avenue, New York

The world takes what NEW ENGLAND makes~



Advertise to the people who supply the world's machinery~

WORCESTER'S looms, Taunton's silverware, Haverhill's textiles, Fall River's cotton goods, the world-famous machine tools of Providence, and so on down the line, jewelry, machinery, clothing, fire-arms, and hundreds of other items—all manufactured in New England and used throughout the world.

Good workmanship and pride in maintaining a standard quality has created the demand for these products and this demand has kept New England's towns and cities prosperous.

That is why New England is such a good market for the National Advertiser and the daily papers listed here will help you reach this most concentrated populous area.

The dailies listed below are your key to one of the biggest markets in the United States. National Advertisers cannot afford to ignore it.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun .....(E)	5,845	.03	.03
**Boston Globe .....(M&S)	287,590	.50	.50
**Boston Globe .....(S)	332,282	.55	.55
*Boston Transcript ....(E)	38,807	.20	.20
**Boston Post .....(M)	377,443	.60	.60
**Boston Post .....(S)	349,596	.55	.55
**Fall River Herald-News (S)	23,150	.06	.06
**Fitchburg Sentinel ...(E)	11,828	.06	.045
*Haverhill Gazette ....(E)	15,729	.065	.05
††Lynn Item .....(E)	16,699	.065	.05
††Lowell Courier-Citizen and Evening Leader ..(M&E)	21,918	.07	.07
**New Bedford Standard Mercury (M&E)	33,321	.10	.10
**New Bedford Sunday Standard (S)	28,806	.10	.10
**North Adams Transcript (E)	9,918	.0425	.035
††Pittsfield Eagle .....(E)	17,011	.05	.05
**Salem News .....(E)	21,398	.09	.07
††Taunton Gazette ....(E)	9,279	.05	.04
**Worcester Telegram-Gazette (M&E)	92,314	.26	.23
**Worcester Sunday Telegram (S)	51,096	.19	.16

NEW HAMPSHIRE—Population, 443,683

	Circulation	2,500 lines	10,000 lines
**Concord Monitor-Patroit (E)	5,215	.0375	.025
††Keene Sentinel .....(E)	3,887	.036	.023
**Manchester Union Leader (M&E)	29,368	.13	.10

RHODE ISLAND—Population, 604,397

††Newport Daily News..(E)	6,271	.0336	.0293
**Pawtucket Times .....(E)	27,849	.07	.07
**Providence Bulletin ..(E)	68,315	.18	(B).25
**Providence Journal ..(M)	36,416	.11	(B).25
**Providence Journal ..(S)	70,518	.18	.18
**Providence News ....(E)	29,123	.08	.08
**Providence Tribune....(E)	21,961	.10	.09
**Westerly Sun .....(E&S)	4,950	.025	.025
**Woonsocket Call ....(E)	14,508	.05	.05

VERMONT—Population, 352,428

**Barre Times .....(E)	7,112	.03	.025
††Bennington Banner ....(E)	3,144	.0125	.0125
Brattleboro Reformer ..(E)	3,370	.03	.0175
**Burlington Free Press (M)	11,234	.05	.05
**Rutland Herald .....(M)	11,038	.04	.04
††St. Johnsbury Caledonian-Record (E)	4,055	.03	.0175

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
**Bridgeport Post-Telegram (E&M)	42,743	.15	.15
**Bridgeport Post .....(S)	21,162	.10	.10
**Hartford Courant ....(M)	33,003	.08	.08
**Hartford Courant .....(S)	56,274	.11	.11
**Hartford Times .....(E)	53,121	.13	.13
**Middletown Press ....(E)	8,359	.0325	.03
††New Haven Register (E&S)	46,218	.14	.13
**New London Day.....(E)	12,054	.07	.045
††Norwich Bulletin ....(M)	12,724	.07	.05
**Norwalk Hour .....(E)	6,107	.04	.04
††South Norwalk Sentinel (E)	5,043	.04	.035
**Stamford Advocate ..(E)	10,329	.05	.04

**A. B. C. Publisher's Statement, March 31, 1926.

††Government Statement, March 31, 1926.

(B) Combination rate Daily Journal and Eve. Bulletin.

Increasing Sales

In the World's Greatest Market

TO sell their products to the people of the great New York market, national advertisers use more space in The Sun than in any other New York evening newspaper.

They prefer The Sun because it has demonstrated its superior ability to create and increase consumer demand—to stimulate sales over the dealer's counter—to produce results in the territory where the largest results are available.

During the first five months of 1926 National Advertisers used 1,754,822 agate lines in The Sun. This was 420,926 lines greater than the volume used in the second New York evening newspaper.

NATIONAL ADVERTISING

New York Evening Newspapers • First Five Months, 1926 and 1925

	1st 5 Months 1926	1st 5 Months 1925	Gain
The Sun	1,754,822	1,586,690	168,132
2nd Evening Paper	1,333,896	1,214,476	119,420
3rd Evening Paper	804,050	706,338	97,712
4th Evening Paper	635,306	537,434	97,872
5th Evening Paper	389,200	369,770	19,430

A distinct advantage of The Sun as a medium for National Advertisers is the fact that it is a home newspaper and reaches all members of the family.

Eighty-two percent of The Sun's circulation is distributed after 3:00 o'clock in the afternoon, when New Yorkers begin to go home with their newspapers. Ninety-seven percent of its readers live in the New York city and suburban trading area.

Among the intelligent, prosperous, able-to-buy people of New York—the people who constitute the best market for the National Advertiser—The Sun has a larger home circulation than any other weekday newspaper.

For twelve consecutive months The Sun has published more Total Advertising than any other New York evening newspaper

The Sun

280 BROADWAY NEW YORK

BOSTON	WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO	LOS ANGELES
Old South Building	Munsey Building	208 So. La Salle St.	First National Bank Building	Van Nuys Building
PARIS	LONDON	BERLIN	ROME	PEKIN
10 Boulevard des Capucines	Trafalgar Building	14 Unter den Linden	25 Piazza Mignanelli Roma 6	8 Hsi La Huntung

THIS ISSUE:—SEMI-ANNUAL CIRCULATION AND RATE SURVEY

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1926

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 6 NEW YORK, JULY 3, 1926 By Mail in Advance $4, U. S. Possessions $4.50, Canada; $5, Foreign 10 CENTS Per Copy

JOURNALISM LIBRARY
Not to be taken from this room

Not to be taken from this room

Tell It to Sweeney—*Hessel did, twice!*

MEET Morris Hessel, master merchandiser. Five years in the retail fur business, out of wholesale; fifteen in this country, out of Austria; and only thirty in this world. Ten years ago, with William Weinberg and Ben Hertz, he started manufacturing fur coats. The firm knew how to make fur coats. They also had certain convictions: that a good reputation exceeded rubies, that their word outweighed gold, that honesty was the only practicable policy in a business where others sometimes assumed it wasn't. The trio is a simple partnership even now. Every check bears three signatures. Each partner bears triple responsibility.



Business from the start was good. The war came and business was better. The 1920 slump came, and business was terrible—but not for Hessel, Weinberg and Hertz. They had airtight contracts made in the spring of 1920 at prevailing prices for fall deliveries. John Wanamaker said it was time to deflate, and did so drastically. John Wanamaker was one of their customers. Morris Hessel observed the situation. A silent young man, one of his characteristic expressions is "It's reasonable." What Wanamaker's was doing seemed reasonable. So *H. W. & H.* adjusted all their orders to lower fall prices, or cancelled them altogether—although their pelts on hand had been bought at peak prices. They will show you Wanamaker's framed letter of commendation. This step cost $75,000 and wiped out four years surplus.

Morris Hessel was tired of manufacturing when he couldn't control sales, and decided to try retailing. The trio opened a retail store on Sixth Avenue, corner of Thirty-seventh Street, a single frontage with salesrooms one flight down. To distinguish the store from their wholesale business, they called it Wilson's.

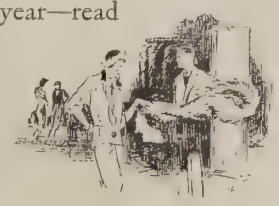
They started advertising through a local agency, using various papers. John Glass of The News stopped in one day, early in January 1922 and saw Morris Hessel. Hessel is one of the world's champion long-distance listeners. He thought the News rate too high, but agreed that a low rate paper might not be the best business getter. Glass asked him to test his copy, to ask customers where they saw the advertising.

Hessel tested all Spring, until the season was over. In July, he cancelled his 2500 line contract with The News, paid the short rate, and signed a new contract for the lowest rate he could get. Between August '22 and September '23, Hessel, Weinberg & Hertz used 110,886 agate lines in The News. They drew customers by thousands, and absorbed their entire factory output. Their unit of sale averaged $100, and still does. There are interesting exceptions to this average, however. People in the business sent their friends to Wilson's. Women who knew values came to save money. One actress bought a sable wrap for $10,000. Her friends think it was made for her in Paris. Sounds reasonable!

Hessel, Weinberg & Hertz carried out their usual policy. The slogan of Wilson's was "Truth in Furs." Every price tag tells the name of the actual skin used and the price in plain figures. Every coat is guaranteed against defects in manufacture for one year, and the purchase includes an insurance policy against theft or loss.

The News is proud of this account, because much of Wilson's success came from The News. Morris Hessel will tell you so; 90% of all the store's advertising has gone into The News. On their third contract, between September '23 and April '24, Wilson's used 102,502 lines; on the fourth, between May '24 and February '25—111,044 lines. And last year—read on, to the . . . . .

* * *



SECOND CHAPTER—A year ago, the partners decided to expand. Selling more fur coats than anybody else in New York and working Wilson's to capacity all the time, they needed more room. So they opened a new store, for a better type of business. Thirty-sixth Street, a hundred feet off Fifth Avenue—Selbert's, Ltd. The store is named from a combination of syllables in the partners' names. It was expensively fitted, newly staffed—a Fifth Avenue store throughout. They contracted for hundreds of thousands of dollars worth of new stock.

It was a serious step. "If this flops," said Weinberg, "it's back to shirt-sleeves and the bench for us." So they considered advertising very seriously—where the new business was to come from. They didn't expect it out of The News, and were even afraid to compete with themselves in The News.

They opened last August. Ten newspapers were used, with only "representative" copy used in The News. Forty thousand dollars were spent the first month. Almost as much the second. They checked sales constantly. And found that despite the competition of nine other papers, The News produced the highest quota of sales per dollar spent. So a major share of Selbert's copy has since gone to The News. The Hessel, Weinberg & Hertz contract for both stores, from February '25 to February '26, ran 199,840 lines—

and Wilson's closed this season with a volume of more than $900,000. Selbert's reached $800,000 in its first year, with the average unit of sale slightly in excess of $200. The Sweeneys can read all price tags! And if you know any newspaper which has equalled this record for productivity, we'd be much obliged to learn of it.

* * *

THIRD CHAPTER—This outfit won't be satisfied with Thirty-seventh Street forever. If some real estate man has a lease expiring in a year or so on some desirable Fifty-seventh Street store, or on the Avenue near Fifty-seventh Street, we suggest he see Morris Hessel about that time. And when the third shop starts, we know that The News will again produce a record of higher-unit sales.

If at this point we have to tell you why you should Tell It to Sweeney, the average family in New York, through The News—you're hopeless! A million circulation is an inexhaustible market for anything, including your product. The News has more than a million every day. The small page gives advertising more visibility, more reader attention, more effectiveness, less advertising competition—at lower cost. The national rate is now $1.40 per line, lowest per thousand circulation in New York. We usually have a rate increase every Fall. If your Fall schedule isn't in our shop, please get it in as soon as possible. Thank you.

THE NEWS
New York's Picture Newspaper
25 PARK PLACE, NEW YORK
Tribune Tower, Chicago

June Averages
DAILY . . . 1,060,644
SUNDAY . . 1,217,554
These are the largest circulations in America

Modern Press Equipment in the South

NET CIRCULATION YESTERDAY 43,679

This Paper Receives by Direct Wire the Full Associated Press and International News Dispatches

NORFOLK LEDGER-DISPATCH

HOME EDITION

The Weather

Richmond Times-Dispatch

Average Circulation for Week Ending June 19, 1926
Daily - - - - 52,184
Sunday - - - 57,671

Boxer Gets Long Term For Robbery

THE WEATHER

Kentucky's Greatest Newspaper

HERALD-POST

MORNING EDITION

VOL. XCVIII, NO. 186. LOUISVILLE, KY., TUESDAY MORNING, JUNE 15, 1926 Price THREE CENTS—On Trains FIVE CENTS

THE PAID CIRCULATION of the Houston Post-Dispatch in Houston territory was 6272 MORE THURSDAY Than It Was One Year Ago

Houston Post-Dispatch

HOUSTON
Population of metropolitan city 863,676.
Greatest Inland Cotton Port.
World's largest cotton compressing point.
Big Oil Refining Point.
Where 17 railroads meet in steamship Zone.

Only Birmingham Newspaper With Full 24-Hour, Seven-Day-A-Week ASSOCIATED PRESS Service

THE BIRMINGHAM AGE-HERALD

HOME EDITION

THE HOUSTON PRESS

EXCLUSIVE HIGH-SPEED LEASED WIRE SERVICE OF THE UNITED PRESS. WORLD'S GREATEST AFTERNOON PRESS ASSOCIATION.

HOME EDITION

Markets
Today's Stock Prices Complete in Six o'Clock Edition

Jacksonville Journal

CITY EDITION

FORMERLY THE FLORIDA METROPOLIS - FOUNDED 1887

FULL ASSOCIATED PRESS REPORT

THE PALM BEACH POST

MEMBER AUDIT BUREAU OF CIRCULATIONS

TIMES CLASSIFIED ADS

Chattanooga Daily Times

THE WEATHER

For we are Burden Bearers all,
And each should bear his own;

Yet I'll not let my brother fall,
Or struggle on alone.—*C. Harrison Riley*

Fashion

WINSTON-SALEM JOURNAL

2 CENTS A COPY

SHOWERS

The Charleston Daily Mail

FINAL EDITION

LEASED WIRE OF THE ASSOCIATED PRESS

VOLUME LXXXIII. NOT AFRAID TO PRINT THE NEWS CHARLESTON, W. VA., WEDNESDAY EVENING, JUNE 16, 1926 —12 PAGES TODAY'S NEWS TODAY PRICE 5 CENTS

TWO "DRYS" WIN NOMINATIONS IN

Paralytic Stroke Fatal to Princeton Man at Latonia

PRESIDENTIAL PRIMARY IDEA

USE DRASTIC TACTICS IN VOTE FRAUD PROBE

BECKLEY MEN'S AUTO INJURIES

These newspapers—leaders in the South—are operating or have ordered Scott *"Multi-Unit"* or *"Straight-Unit"* newspaper presses, realizing in this modern equipment the greatest speed durability, accessibility and safety.

WALTER SCOTT & COMPANY

Main Office & Factory - - - - - - - - - - **Plainfield, New Jersey, U. S. A.**
New York Office - - - - - - - - - - - - - **1457 Broadway**
Chicago Office - - - - - - - - - - - - - **1441 Monadnock Block**

Cable Address: WALTSCOTT, NEW YORK



first!

The New York Herald Tribune is first in volume of national advertising lineage in the New York weekday morning field.

The Herald Tribune took first position for the month of March, 1926, and has held this position as well for April and May*

Thus the Herald Tribune has entered its FOURTH CYCLE of SUCCESS.

The FIRST CYCLE came with the successful consolidation of the New York Herald with the New York Tribune.

The SECOND CYCLE appeared when the circulation of the consolidated Herald Tribune continued to show a steady growth—a growth which continues today.

The THIRD CYCLE was evident in 1925, when the Herald Tribune gained 3,218,864 lines of advertising — over 1,000,000 lines more than the combined gain of the Times, American and World.

The dominant position of the Herald Tribune in the New York morning field, as proved by its leadership in volume of national advertising published on weekdays, makes the Herald Tribune the logical keystone for any campaign designed to reach the influential people of New York, the world's greatest market.

*Figures compiled by N. Y. Eve. Post Statistical Dept.

NEW YORK

Herald Tribune

FIRST TO LAST — *THE TRUTH*: NEWS ~ EDITORIALS ~ ADVERTISEMENTS

CHICAGO Woodward & Kelly, 360 N. Michigan Ave.
DETROIT Woodward & Kelly, Fine Arts Building
SAN FRANCISCO Thomas Emory, 618 Market Place
BOSTON Carroll Judson Swan, 933 Park Square Bldg.

WHEN you consider that a daily average of 533,169 copies of The Bulletin are being sold, that practically every copy reaches each of the 530,000 families in the Philadelphia retail trading area—then you realize the *force* of our slogan, "In Philadelphia nearly everybody reads The Bulletin"—it's a simple statement of *fact.*

"In Philadelphia nearly everybody reads The Bulletin"

Net paid daily average for six months ending March 31, 1926:

533,169 copies a day

The circulation of The Bulletin is larger than that of any other Philadelphia newspaper and is one of the largest in the United States.

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

NEW YORK
247 Park Avenue
(Park-Lexington Building)

CHICAGO
Verree & Conklin, Inc.,
28 East Jackson Boulevard

DETROIT
C. L. Weaver, Verree & Conklin, Inc.
321 Lafayette Boulevard

SAN FRANCISCO
Thomas L. Emory, Verree & Conklin, Inc.
681 Market St.

(Copyright 1926—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 59 | NEW YORK, JULY 3, 1926 | No. 6

Elimination of Weak Papers Continues; Survivors Rule Advertising Field

Many Consolidations Indicated by Semi-Annual EDITOR & PUBLISHER Tabulation of Circulations and Advertising Rates—Steady Increase Shown in Both of Latter Elements, as Dominance of Daily and Sunday Press Wins General Recognition by National Advertisers

ACCELERATION of the movement toward consolidation of newspapers the purchase and elimination of ancially weak enterprises is notable in e semi-annual tabulation of newspaper culations and advertising rates pre- nted in this issue of EDITOR & PUB- SHER. While the total number of morn- g papers show an increase from 427 430, the number of evening newspapers opped from 1,581 to 1,560 since the bulation published in the YEAR BOOK. he latter figures were based on circula- n returns for the six months ending pt. 30, 1925, and corrected to Jan. 15, 26. The current statistics are based circulation returns as of March 31, 26, and are corrected to June 15, 1926. Because of the numerous suspensions d mergers the circulation totals are no ubt smaller than they should be to esent a true picture. Gains are shown every one of the three classifications morning, evening and Sunday, the lat- r making the largest proportionate owth. No account is taken in the tals of the figures for consolidated wspapers, which will be shown in true portions in the next tabulation, cover- g the Sept. 30 statements.

Morning newspapers, which had a tal net paid circulation as of March , 1926, of 12,791,965 copies daily, gained 1,578 copies, or 2.8 per cent.

Evening newspapers, which distributed total of 21,761,975 copies daily to paid bscribers according to the latest figures, ined 492,993 copies, or 2.3 per cent.

Sunday newspapers, which showed a tal net paid circulation of 24,455,822 pies per issue, gained 1,101,200 copies, 4.7 per cent.

All of the above comparisons are with e figures for Sept. 30, 1925.

Advertising rates, which are quoted on e basis of those applying to 5,000-line ntracts on general advertising, have vanced in all three groups, with six- y morning papers (Sunday issues ex- ded) having the largest increase. This probably due also to causes of which e tabulation takes no account—new en- rprises and consolidations. Rate in- eases are the rule in mergers, some blishers applying the working standard adding the rates of both newspapers d deducting 25 per cent in setting the sic rate on the new card pending the mplete amalgamation of the old circu- tions.

Another factor in the jump of morn- g paper rates may be traced to the rge increases in circulation noted by e metropolitan tabloids, with conse- uent and frequent additions to the rate hedule. Still another, not at all negli- le in the aggregate, is the steady step- ng-up of rates by morning paper pub- lhers in small cities and towns where e schedules in the past have hardly forded a living revenue.

The total morning newspaper rate Sunday excluded) increased from $33.- 5 six moths ago to $37.744—an ad- vance of $4,549, or exactly 13.7 per cent.

Total evening newspaper rate (Sunday excluded) increased from $72.373 to $74.- 546—a gain of $2.173, or 3 per cent.

Total Sunday newspaper rate (daily excluded) increased from $54.243 to $56.- 376, a gain of $2.133, or 3.9 per cent.

In the evening field the elimination process has taken the form of suspension rather than consolidation, as has been the rule in the morning changes. The eve- ning process tends to decrease, rather than increase, the advertising rate total.

The rate per line per million circula- tion gives a direct measure of the in- creased cost of space in newspapers.

Morning newspapers' rate per line per million is, for the time being, at its highest point, but it is still far the low- est-cost advertising medium known for the results it produces, in the space- buyers' hands. The figure is $2.95, an increase of 29 cents, or 10.9 per cent over the tabulation of January.

Evening newspapers' rate per line per million circulation is now $3.42, an in- crease of 3 cents, or eighty-eight hun- dredths of one per cent over the last previous figures.

The rate per line per million circulation of all daily—morning and evening news- papers—is $3.24, an increase from $3.13 of 11 cents, or 3.5 per cent.

Sunday newspapers' rate per line per million circulation is $2.30, about which it has fluctuated slightly for the past six years. The present figure is a decrease of 2 cents, or eighty-six hundredths of one per cent from the last statistics.

The Sunday figure is now lower than it was in the business depression of 1921.

All of the comparisons which have been cited are taken from the box on this page, giving the comparative circula- tions, advertising rates, rates per line per million circulation, and the increases or decreases shown by the latter since 1921.

It is in no such small percentage units that the cost of newspapers' production has advanced, or ever advances. It never decreases. A recent wage increase to newspaper printers in a large Eastern city amounted to more than 16 per cent, with back pay at the same rate for seven months.

A publisher who goes into the spot market for newsprint tonnage to handle the unprecedented volume of advertising that has come his way since the 1926 contracts were entered pays considerably more than 25 per cent above his contract price to get the stock promptly delivered.

If he considers a new building to care for the ever-increasing volume of printed pages and their prompt distribution to subscribers, he finds that the cost of building material has often advanced considerably between the conferences with his architect and the swinging into posi- tion of the first steel girder. Buildings that the architect had planned for a cost of $200,000 have in more than one case cost the publisher $250,000 or even $300,- 000 before the presses began to roll on their new foundations.

Apparently the newspaper business is well into the first stages of the economic growth that was marked in a number of other industries about 25 years ago.

It is well away from the days when the editor was the prime individualist of the community, giving pungent advice to friends and enemies and receiving sometimes their friendship, sometimes the business end of a long black whip, in re- turn for his advice, and at most a meagre sustenance from the revenues of the newspaper.

It is also getting past the era of the publisher's monarchy—a day when the publisher alone obtained a modest re- turn for his capital and his investment, with the results to the community and to advertisers constantly hampered by lack of means to give service, and the employees getting hardly more than a pittance.

The newspaper of today is a substan- tial part of its business community—often the largest single unit. Editorially, it does a large variety of services which were the dreams of progressive news- paper men little more than a decade ago. Its circulation has been developed in- tensively and extensively on a scale that even the dreamers of a few years ago might have called impossible. And its volume of advertising would have been considered fantastic had it been suggested to even present-day executives in 1916.

The volume of national advertising in newspapers has increased from an esti- mated $75,000,000 in 1914 to $225,000,000 in 1925.

The total volume of business in 1925 was estimated by EDITOR & PUBLISHER at $736,000,000, which is doubtless much more than double the revenue of 1914. No statistics of the kind are available for that year, but the linage figures indicate the truth of the "more than double" state- ment.

All of this striving for speedy distribu- tion, intensive cultivation of the local field and the suburban trading areas for new circulation, this constant increment in the number of pages of advertising have called for constant new capital ex- penditures. Returns on capital cannot be delayed without inviting disaster, as many a newspaper owner can testify from his experience of the past seven years, and the publishers who remain to serve their communities are getting their returns from the only available source—the charge paid by the advertiser.

Their product is continually more valuable and more costly to produce and its selling price has increased, but by no means in proportion to the increased cost of production. The newspaper of the present day is organized to pay its ex- penses by the card rate on a calculated volume of advertising, and its profits come from the excess of advertising over that calculated figure. And usually, the latter figure is the volume of advertising carried last year.

Yet, as was hinted a few paragraphs back, the newspaper today remains the medium which will carry the advertiser's name and attributes wherever he wants them carried and at the lowest possible cost. That fact has been stated so often, backed up by indisputable evidence, that it need not be rehearsed here.

Space-buyers tell of incidents which

(*Continued on page* 36)

BASIC FACTS FOR THE BUYERS AND SELLERS OF NEWSPAPER ADVERTISING SPACE

MORNING PAPERS

Period	Number of Papers	Total Net Paid Circulations	Total Agate Line Rate	Rate per Line per Million Circulation	Difference in Rate per Line per Million Circulation as of June 15, 1926		
6/15/26	430	12,791,965	$37.744	$2.95	.....	....	.....
12/31/25	427	12,440,387	33.195	2.66	Increase	$0.29	10.90%
12/31/24	429	12,365,215	33.581	2.71	Increase	0.24	8.85%
12/31/23	426	11,475,071	30.651	2.70	Increase	0.25	9.22%
12/31/22	426	10,809,619	27.529	2.52	Increase	0.43	17.06%
12/31/21	427	10,144,200	25.952	2.59	Increase	0.36	13.89%

EVENING PAPERS

6/15/26	1,560	21,761,975	74.546	3.42	.....	....	.....
12/31/25	1,581	21,298,982	72.373	3.39	Increase	0.03	0.88%
12/31/24	1,585	20,634,222	68.496	3.32	Increase	0.10	2.92%
12/31/23	1,610	19,978,632	66.667	3.33	Increase	0.09	2.70%
12/31/22	1,607	18,898,322	63.116	3.34	Increase	0.08	2.39%
12/31/21	1,601	18,279,480	60.009	3.29	Increase	0.13	3.94%

SUNDAY PAPERS

6/15/26	551	24,455,822	56.376	2.30	.....	....	.....
12/31/25	548	23,354,622	54.243	2.32	Decrease	0.02	0.86%
12/31/24	539	22,219,646	51.098	2.29	Increase	0.01	0.43%
12/31/23	547	21,463,289	48.672	2.27	Increase	0.03	1.32%
12/31/22	546	19,676,725	45.829	2.33	Decrease	0.03	1.28%
12/31/21	545	19,041,413	44.253	2.32	Decrease	0.02	0.86%

(*See* EDITOR & PUBLISHER *ready reckoner on page* 4)

A QUICK ESTIMATE CAN BE MADE OF A CAMPAIGN'S COS IN NEWSPAPERS OF ANY OR ALL STATES

Circulations and Rates of 430 Morning, 1,560 Evening and 551 Sunday Newspapers Given in Deta Are Summarized by States and Nationally for U. S. and Canada for Use of Buyers and Sellers of Newspaper Space

State	POPULATION 1920 Census	Number of English Language Daily Newspapers MORN.	EVE.	TOTAL	Total Net Paid Circulation MORNING	EVENING	TOTAL	Joint Minimum Advertising Rates MORN.	EVENING	TOTAL	NUMBER SUNDAY PAPERS	TOTAL SUNDAY CIR'N	SUN A R
Alabama	2,348,174	3	20	23	71,391	210,008	281,399	$ .23	$ .893	$1.123	9	218,561	
Arizona	334,162	7	8	15	40,333	30,982	71,315	.275	.289	.564	8	47,335	
Arkansas	1,752,204	6	27	33	76,641	75,021	151,662	.311	.595	.906	7	128,086	
California	3,426,861	40	103	143	834,676	1,150,465	1,985,141	3.362	4.453	7.815	43	1,492,946	4
Colorado	939,629	8	29	37	47,633	244,694	292,327	.266	1.089	1.355	11	342,025	
Connecticut	1,380,631	6	26	32	97,898	314,928	412,826	.350	1.142	1.492	6	177,663	
Delaware	223,003	2	2	4	8,509	38,167	46,676	.05	.120	.170	1	13,934	
District of Columbia	437,571	3	4	7	118,054	217,876	335,930	.850	.580	1.430	3	305,922	
Florida	968,479	24	35	59	228,992	215,721	444,713	1.163	1.382	2.545	32	381,958	1
Georgia	2,895,832	5	20	25	131,125	218,708	349,833	.375	1.034	1.409	15	456,515	1
Idaho	431,866	5	6	11	30,905	22,442	53,347	.220	.182	.402	6	43,706	
Illinois	6,485,280	14	100	114	1,229,127	1,619,656	2,848,783	2.321	4.736	7.057	22	2,522,825	3
Indiana	2,930,390	19	91	110	321,493	661,037	982,530	1.020	2.763	3.783	17	401,508	1
Iowa	2,404,021	4	42	46	115,094	561,903	676,997	.310	2.029	2.339	10	318,745	
Kansas	1,769,257	9	45	54	117,467	241,729	359,196	.434	1.362	1.796	13	219,885	
Kentucky	2,416,630	9	21	30	147,174	229,348	376,522	.460	.823	1.283	12	264,130	
Louisiana	1,798,509	4	10	14	149,822	163,241	313,123	.370	.538	.908	5	334,317	
Maine	768,014	5	6	11	97,427	68,291	165,718	.285	.238	.523	1	33,042	
Maryland	1,449,661	5	10	15	198,172	370,010	568,182	.458	.843	1.301	3	370,010	
Massachusetts	3,852,356	11	56	67	880,043	1,229,735	2,109,778	1.905	4.145	6.050	11	1,561,326	2
Michigan	3,668,412	5	51	56	241,172	1,036,198	1,277,370	.605	2.722	3.327	13	1,036,198	1
Minnesota	2,387,125	4	30	34	170,244	574,657	744,901	.363	1.651	2.014	7	571,786	1
Mississippi	1,790,618	4	11	15	11,417	56,471	67,888	.105	.360	.465	7	11,417	
Missouri	3,404,055	10	55	65	695,378	976,623	1,672,001	1.661	2.460	4.121	16	1,198,461	2
Montana	548,889	9	8	17	58,542	31,147	89,689	.310	.238	.548	11	58,542	
Nebraska	1,296,372	7	17	24	135,532	263,588	399,120	.351	.922	1.273	8	332,743	
Nevada	77,407	3	6	9	6,774	10,249	17,023	.066	.144	.210	3	6,774	
New Hampshire	443,083	1	9	10	14,281	42,474	56,755	.055	.220	.275	..	.....	
New Jersey	3,155,900	7	29	36	110,780	586,732	697,512	.401	1.855	2.256	10	189,917	
New Mexico	360,350	1	6	7	5,102	17,210	22,312	.05	.187	.237	1	5,102	
New York	10,385,227	29	96	125	2,980,960	3,172,003	6,152,963	7.179	9.311	16.490	28	5,030,692	8
North Carolina	2,559,123	11	28	39	147,521	135,692	283,213	.551	.826	1.377	16	207,123	
North Dakota	646,872	3	9	12	18,794	41,653	60,447	.075	.255	.330	2	25,598	
Ohio	5,759,394	23	112	135	476,051	1,992,425	2,468,476	1.391	5.337	6.728	29	1,258,220	3
Oklahoma	2,028,283	12	39	51	46,704	254,610	301,314	.551	1.336	1.887	26	289,122	1
Oregon	783,389	8	20	28	123,289	254,858	378,147	.400	.902	1.302	10	291,775	
Pennsylvania	8,720,017	32	125	157	1,147,833	2,116,402	3,264,235	2.846	6.209	9.055	16	1,725,154	3
Rhode Island	604,397	2	8	10	38,689	117,113	155,802	1.82	.557	1.639	3	84,853	
South Carolina	1,683,724	6	9	15	71,445	56,026	127,471	.285	.294	.579	8	96,184	
South Dakota	636,547	3	12	15	33,696	67,361	101,057	.120	.410	.530	2	26,149	
Tennessee	2,337,885	6	15	21	249,901	277,824	527,725	.430	.811	1.241	10	371,875	
Texas	4,663,228	20	82	102	313,805	643,484	957,289	1.212	2.896	4.108	47	804,666	2
Utah	449,396	1	5	6	42,925	65,498	108,423	.09	.274	.364	4	112,779	
Vermont	352,428	2	8	10	24,305	30,614	54,919	.09	.164	.254	..	.....	
Virginia	2,309,187	9	17	26	132,470	181,021	313,491	.401	.715	1.116	10	171,718	
Washington	1,356,621	10	23	33	389,020	175,482	564,502	.655	1.425	2.080	11	381,861	1
West Virginia	1,463,701	10	20	30	88,634	93,603	182,237	.443	.619	1.062	11	155,458	
Wisconsin	2,632,067	2	44	46	68,800	588,366	657,166	.193	2.039	2.232	5	360,428	
Wyoming	194,402	1	5	6	5,925	18,629	24,554	.03	.171	.201	3	16,788	
Total U. S. English Language Daily Newspapers	105,710,620	430	1560	1990	12,791,965	21,761,975	34,553,940	37.744	74.546	112.290	551	24,455,822	56
Territory of Hawaii	255,912	1	2	3	11,074	17,773	28,847	.06	.095	.155	1	17,440	
Newspapers as of Oct. 1, 1925		427	1,581	2,008	12,440,387	21,298,982	33,739,369	$33.195	$72.373	$105.568	548	23,354,622	$54
Newspapers as of Apr. 1, 1925		425	1,571	1,996	12,164,806	20,896,604	33,061,320	32.951	71.901	104.852	545	23,078,648	52
Newspapers as of Oct. 1, 1924		420	1,585	2,015	12,365,215	20,634,222	32,999,437	33.581	68.496	102.077	539	22,219,646	51
Newspapers as of Oct. 1, 1923		426	1,610	2,036	11,475,051	19,978,632	31,453,683	30.651	66.667	97.318	547	21,463,289	48
Newspapers as of Oct. 1, 1922		426	1,607	2,033	10,806,055	18,874,273	29,780,328	27.540	63.105	90.645	546	19,712,874	45
Newspapers as of Oct. 1, 1921		427	1,601	2,028	10,144,260	18,279,480	28,423,740	25.952	60.099	86.051	545	19,041,413	44

READY RECKONER FOR DAILY NEWSPAPERS OF THE DOMINION OF CANADA

Province	POPULATION 1920 Census	Number of English Language Daily Newspapers MORN.	EVE.	TOTAL	Total Net Paid Circulation MORNING	EVENING	TOTAL	Joint Minimum Advertising Rates MORN.	EVENING	TOTAL	NUMBER SUNDAY PAPERS	TOTAL SUNDAY CIR'N	SUN A R
Alberta	588,454	1	5	6	12,717	72,740	85,457	.055	.255	.310	..	.....	
British Columbia	524,582	4	7	11	27,420	134,910	162,330	.180	.402	.582	3	84,548	
Manitoba	610,118	1	4	5	22,097	87,907	110,004	.075	.216	.291	..	.....	
New Brunswick	387,876	2	5	7	22,326	24,995	47,321	.07	.141	.211	..	.....	
Nova Scotia	523,837	3	7	10	32,044	28,462	60,506	.169	.108	.277	..	.....	
Ontario	2,933,662	4	36	40	252,670	522,878	775,548	.585	1.492	2.077	1	186,706	
Prince Edward Island	88,615	1	1	2	5,303	3,308	8,611	.030	.020	.050	..	.....	
Quebec	2,361,199	3	12	15	57,036	404,077	461,113	.220	1.005	1.225	..	.....	
Saskatchewan	757,510	3	4	7	24,672	36,474	61,146	.110	.130	.240	..	.....	
	8,775,853	22	81	103	456,285	1,315,753	1,772,038	1.494	3.769	5.263	4	271,254	

For explanation and interpretation of this table see pages 3 and 36. All rights reserved. Copyright 1926, by Editor & Publisher Co.

N. E. A. CONVENTION OPENS IN LOS ANGELES

500 Editors Present at Wednesday's Opening Session—Hotaling's Report Shows Best Financial Situation in Years—644 New Members Added—Coolidge Sends Greetings—Prizes Awarded

(*By Telegraph to* Editor & Publisher)

OS ANGELES, June 30—Greeted by President Coolidge in a message to ıe effect that "a free press, ably and onscientiously edited, has from the first eer one of the staunchest pillars of our ational edifice," the forty-first annual onvention of the National Editorial Asociation got under way here this mornıg with 500 editors and their wives, epresenting 38 states of the nation, in ttendance.

Such gatherings are of "vital benefit to ıe government," the President's message ontinued.

The editors were welcomed by Goveror Friend W. Richardson of California nd by Mayor George E. Cryer, Los ngeles. In his response Frank O. dgecombe, publisher of the *Geneva* Neb.) *Signal* and president of the N. . A., advocated the strengthening of ate editorial associations. President dgecombe also advocated participation f state associations in directing national dvertising, particularly with reference) the rural press.

"The N. E. A. is like a great snowball -each year it rolls forward and becomes ırger and stronger," H. C. Hotaling, xecutive secretary of the Association deıared in delivering his annual report Vednesday.

The financial assets nave increased by 2,000 during the past year, he declared, ıe cash balance of May 1, being $12,-07.41 against $10,462.60 on May 1 a year go. New members added since last ear's meeting totalled 644.

The Washington bureau maintained by ıe N. E. A. with W. L. Daley in charge as never been so active as during past ear, Mr. Hotaling stated. Hundreds of legrams and thousands of bulletins ealing with legislative matters were sent) members. The N. E. A. is not disouraged at the tabling of the bill to olish government printing of return ldresses on envelopes, and "feels that ctory will yet be achieved."

An endowment fund of $100,000 to be ised by donations of $1,000 each by 00 men, the interest to be used in payg part of the overhead of the organation, was suggested by Mr. Hotaling. his would leave funds received from ies and membership available for ineased efforts and activities. The N. E. . secretary offered to launch the enowment fund drive with a $1,000 rsonal donation.

The N. E. A. Engraving Department, unched in 1922 with a total business for e first month of $14 did a business of ,461.60 in April of this year, the report ated.

The Editor & Publisher Cup for the eatest community service rendered by paper during 1925 was awarded the eneva (Neb.) Signal, edited by Presint Edgecombe.

The Bonnet-Brown Corporation Cup r the best advertising showing made ring the past year was won by the *ingfisher* (Okla.) *Times*. The cup fered for the best editorial page went to e *Freehold* (N. J.) *Transcript*. In the st weekly contest the cup offered by esident Edgecombe was awarded the *alton* (N. J.) *Reporter*.

The delegates were guests at noon at a ecial luncheon at which Marcus Lowe, os Angeles theater magnate, and the mbassador Hotel management were sts.

During the afternoon session Charles . Meredith of the *Quakertown* (Pa.) *ee Press*, reported on the legislative mmittee's activities, confining his report work done on efforts to get a bill rough Congress halting government velope printing.

During the late afternoon and evening e delegates were guests of the Beverly ills Chamber of Commerce, and were taken through the picture colony and plants at Hollywood.

Yesterday the delegates were guests of Orange County, enjoying a barbecue lunch at the expense of the county, and later being guests at the home of C. C. Chapman, one of California's most noted Citrus growers. A feature of the afternoon was the meeting of President Edgecombe, blind editor, with Henry Kuchel, also blind, for 40 years editor of the *Anaheim* (Cal.) *Gazette*.

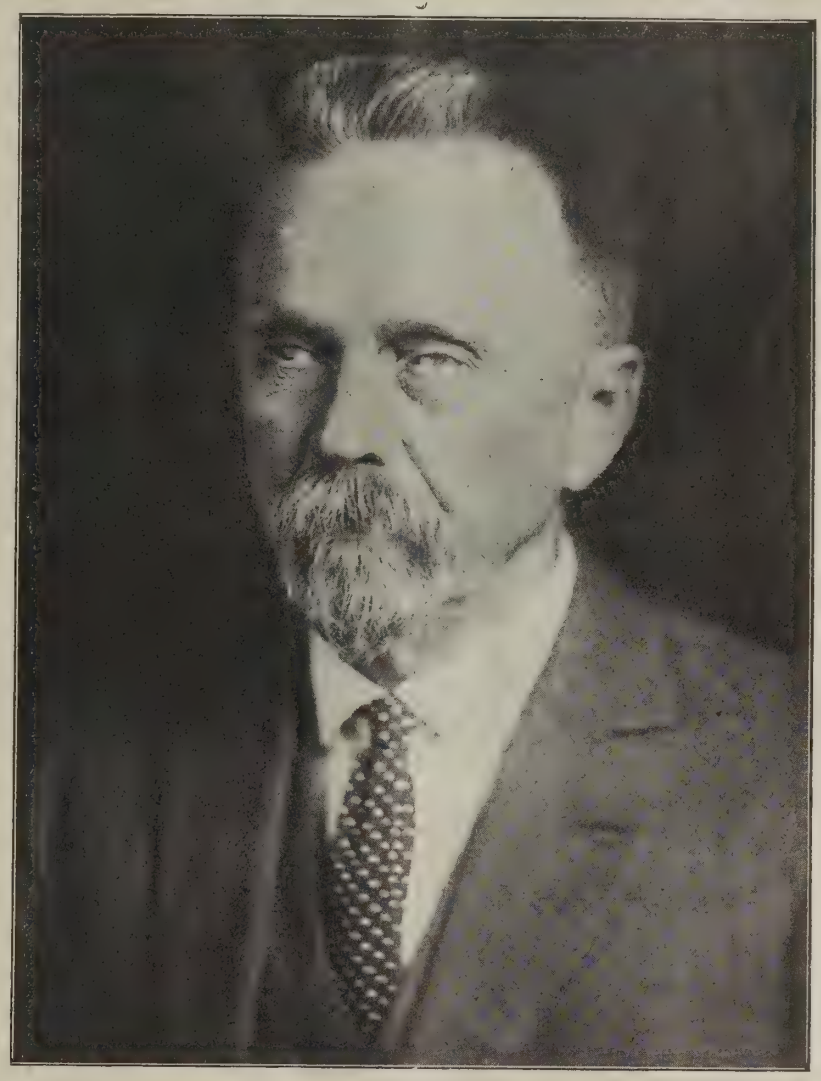
Two stops were made in Kansas by the N. E. A. special train carrying 300 editors from the East and Midwest to the convention. On June 25, the party halted at Hutchinson to join with citizens of that community in paying homage to the late President Harding, who was editor of the *Marion* (O.) *Star*.

President Harding was in Hutchinson June 23, 1923, on his way to Alaska, and worked for a short time as a "hand" in the Kansas wheat harvest. About a month later he lay dead in a San Francisco hotel.

School children of Hutchinson collected a fund to raise a granite memorial shaft in the wheat field where the President worked. It is near the Santa Fe trail and visible to the thousands of motorists who pass.

The N. E. A. delegates participated in the dedication of the shaft, the principal speaker being Frederick Snyder of the Walter Hines Page Foundation, and special Press Congress of the World representative of Editor & Publisher.

On June 26, the editorial party stopped in Liberal, Kan. An early morning "cowboy breakfast" was served out-of-doors by the Liberal Chamber of Commerce, with cowboys serving. An automobile trip over the city was the next event of the day, after which the editors were taken on an 80 mile trip through the wheat fields. At 10 p. m. the special train left for the West.



Frank O. Edgecombe, N. E. A. President

N. E. A. AD COMMITTEE URGES COST RESEARCH

SINCE the majority of country publishers are still without definite cost information gathered from the production of their own newspapers, the present time does not seem auspicious for advocating a further increase in rates, the Advertising Comimttee of the National Editorial Association declared in its report at the annual convention of that body in Los Angeles this week. The Committee stated, however, it was firmly convinced by the cost data in its possession, that an advance is warranted.

Continuance of the prevailing rates was recommended. The scale, per inch, is:

For 500 or less circulation 25c.
For 1000 or less circulation 30c.
For 1500 or less circulation 35c.
For 2000 or less circulation 40c.
For 2500 or less circulation 45c.
For 3000 or less circulation 48c.
For 3500 or less circulation 51c.

"The inability of the rural weekly press to offer the national advertiser an organized, systematized service covering certain definite areas of uniform cost and at a minimum buying cost is the condition which stands between the country press and a more general use of its advertising service by national advertisers," the report stated.

"Aside from the cost of the service, the cost of doing business with the average rural publisher makes the general use of the service prohibitive to many advertisers. While there has been much improvement in this respect in recent years, national advertisers complain that the detail of placing orders in rural weekly newspaper offices is expensive and discouraging and that it is directly due to a lack of business organization in newspaper offices. The remedy suggests itself. Consolidations and eliminations have greatly reduced the number of rural newspapers with the inevitable result that there are better newspapers and better equipped business offices.

"Primarily the problem of increasing the volume of advertising is one of organization and standardization. Each publication which fails to affiliate with the state and national press organizations is not only retarding its own development but is helping to keep away from all publications of its class a large volume of business which no other class of publications is so well fitted to handle."

Adoption of the 12 em column by rural papers was urged in the report.

"The necessity of materially increased revenue or marked decrease in production costs is conceded by all who have given the matter serious consideration," it stated. "The metropolitan press several years ago set a good example for their country brothers in adopting the cash in advance policy in their circulation departments. It would seem to your committee that they have again pointed the way whereby the country weekly may add materially to its advertising revenues and at the same time reduce to some degree their cost of production by changing from the 13-em to 12-em column newspaper.

"This plan has been given careful and thorough trial by many country publishers in various parts of the country with apparently unanimous approval.

"The size of a regular six-column 13-em page is 13⅜ inches wide by 19¾ inches long or 118½ column inches. By using 31x44 stock, which will be furnished by all paper houses, and reducing the measure to 12 ems, increasing the length of the columns to 20½ inches, allowing half-inch margins on sides and three-quarter inch top and bottom, giving the sheet the appearance of the city daily, gives 143½ column inches to the page—over 21% increase of printed matter.

"The adoption of the 12-em column automatically increases advertising rates approximately 20 per cent and in many instances does away with the necessity of additional pages, which cost from $24.00 to $33.00. Your committee is convinced that this plan is worthy of serious consideration by country publishers.

"In concluding this report your committee wishes to stress the apparent necessity of the establishment of better business methods by country publishers. These methods include accurate accounting; prompt and business-like attention to correspondence; and last—but far from least—the acquisition of accurate and uniform production costs in the individual plants.

"Your committee is firmly convinced that adequate advertising rates will not be generally obtained until there is established in the majority of offices a real business compass in the form of an adequate and truth giving Cost System. By no other means will it be possible to open the eyes of country publishers to the true conditions in their own plants and what it actually costs them to produce an inch of advertising. Speed the day when we may delete the word *guess* and substitute in its place the far safer and more satisfying word *know*."

Members of the advertising committee who submitted the report were: E. K. Whiting, *Owatonna* (Minn.) *Journal-Chronicle*, chairman; W. H. Bridgman, *Stanley* (Wis.) *Republican;* and C. L. Hobart, *Holden* (Mo.) *Progress*.

N. D. BECKER ELECTED HEAD OF INTERTYPE

Former President of Hammond Typewriter Company Succeeds H. R. Swartz, Who Becomes Chairman of Board

Neal Dow Becker, lawyer and one-time president of the Hammond Typewriter Company, was this week elected president of the Intertype Corporation,



Neal Dow Becker

New York and Brooklyn, succeeding H. R. Swartz, named chairman of the board of directors.

Mr. Becker has long been a prominent figure in commercial foreign trade and legal circles. Outside his private legal practice he is particularly well known as treasurer and director of the Federated American Chambers of Commerce of the Near East, Inc., an organization promoting American export business in the Near East. He also serves in a like capacity for the School of Foreign Travel, Inc. He has been consul general of Bulgaria in the United States since 1922.

Graduated from Cornell University in 1905, Mr. Becker started to practice law in New York City in 1907. From 1913 to 1924 he was president of the Hammond Typewriter Company. During this period he directed the advertising of this concern. His predecessor had not believed in advertising. Mr. Becker did. He promptly raised an advertising appropriation of less than $10,000 a year to more than $100,000 annually. The Hammond firm specializes in export business, and Mr. Becker expects to capitalize on the experience gained as chief executive of this concern in his new association with the Intertype Corporation, already established on an international scale.

"We are planning to make a special drive in foreign countries," Mr. Becker informed EDITOR & PUBLISHER.

Like many another executive, Mr. Becker can call himself a former newspaper man. In the summers of 1904 and 1905 he worked as reporter on the staff of the *Buffalo Courier*. Between the ages of 7 and 14, he also sold papers in a small town outside Buffalo.

Mr. Swartz, the new chairman of Intertype's board, is also president of R. Hoe & Co., printing press manufacturers, and is treasurer of the Advertising Club of New York.

New Jersey Daily Planned

G. Clifford Jones, publisher of the *Weekly Courier*, serving the Oranges and Maplewood in North Jersey, has announced the Courier will enter the daily field in the fall. A publishing company capitalized at $250,000 has been organized, $200,000 of which is to be issued and the balance held in reserve.

Sedalia Republican Suspends

The *Sedalia* (Mo.) *Republican*, an afternoon newspaper established in July, 1925, has ceased publication. The announcement was made by W. E. Hulburt, business manager. The paper was established by C. B. Heber and Paul Page, formerly of Springfield, Mo. C. B. and Heber Page have returned to the directory publishing business of their father, Charles Page, of Springfield. Paul Page has gone to St. Louis.

NEW TABLOID STARTED IN MONTREAL

Morning World Launched Monday With John H. Roberts, Former Montreal Sun Publisher as President—Leslie M. Roberts M. E.

The *Montreal* (Que.) *Daily World*, a morning tabloid, started publication Monday of this week sponsored by a company headed by John H. Roberts, former publisher of the *Montreal Sun*. Mr. Roberts is president of the publishing company, and Leslie M. Roberts is secretary-treasurer and managing editor.

Howard S. Smith, formerly of the telegraph desk, *Montreal Star*, is assistant managing editor.

The new paper is being served by the Universal Service, *New York Graphic* mat service, *Toronto* (Ont.) *Star* mat and photo service, *Wide World* and International News Reel photo service.

R. Kada, formerly of the University of Illinois, is in charge of the art department. James R. Watson, formerly with the *Montreal Herald*, is city editor.

Charlie Milne, formerly of the Montreal Star is sporting editor, and Miss Evangeline K. Roberts, society and women's page editor. Andrew St. Marie, formerly of the *Halifax Herald*, holds the mechanical superintendency. M. Champagne, formerly of *Montreal La Patrie*, is chief accountant.

MANKATO DAILY SUSPENDS

Field Too Small for Two Papers Says Herald Publisher

MANKATO, Minn., June 30.—The *Mankato Evening Herald*, Olive J. Quane publisher, established May 24, suspended tonight.

Announcement of suspension stated that five weeks had convinced the owners that the Mankato field did not warrant a second daily paper. O. J. Quane, founder, formerly was part owner of *St. Peter* (Minn.) *Herald* Weekly, and is well known in Minnesota journalistic circles.

The Herald was independent in politics.

Fultz Retires from Olmypia News

Hollis B. Fultz, for many years editor of the *Olympia* (Wash.) *News*, has sold his interest to Sam L. Crawford, who has been news editor of the paper, and to Frank E. Satterlee, business manager. Incorporation articles of the new company show its name to be the News Publishing Company and its capitalization $16,000. Fultz, who was a secretary of the late Governor Louis F. Hart, is editing the *State Capitol Review*, political weekly.

New Washington Daily Announced

The *Clarkson* (Wash.) *Evening World* is a new paper scheduled to start July 1. It will have the afternoon report of the Associated Press. Owners and publishers are Leslie R. Kuehl, of Clarkson, and Wallace B. Stainton, of Lewiston, Idaho.

Kansas City Star Bidding Extended

The period for submission of bids for the purchase of the *Kansas City Star* has been extended from June 30 to July 9 by trustees of the William Rockhill Nelson estate. The postponment was made at the request of one bidder.

CLANG! CLANG! HERE COMES "INVALID" REPORTER

FRANK CARSON, executive news editor of the *Chicago Herald & Examiner* worked an ingenious idea last week to bring his reporters to the office through the crush of people and the tangle of traffic at Soldiers Field during the sessions of the Eucharistic Congress.

The writers were literally carried out on stretchers.

An ambulance and crew were borrowed by the Herald & Examiner and stationed near the center of activity.

When it was necessary to get news to the office a convenient person in distress needing hospital care was always available. The "patient" was shoved into the daily's ambulance, a reporter hopped aboard, and the vehicle went clanging through the crowds with right of way maintained by traffic policemen.

Deadlines, consequently, held no worry for the Herald-Examiner staff.

PERMANENT RECEIVER FOR ELIZABETH TIMES

Joseph E. Stricker Appointed Under $10,000 Bond—Arthur Brisbane Disclaims Connection With New Jersey Paper

Joseph E. Stricker was appointed permanent receiver on June 29 for the *Elizabeth* (N. J.) *Times*, daily and Sunday paper. His bond was set at $10,000.

Petition for receivership was filed by the American Steel Chase Company of New York, with a claim of $2,740 and the American Metals Corporation of Brooklyn, with a claim of $2,022.

Arthur Brisbane has disclaimed any connection with the papers, it was stated in the petition. Credit had been advanced to the newspaper on the strength of his name, it was said in the petition.

The paper was bought last October by a group of Hearst executives. The Times' daily editions were sold in combination with the *New York Evening Journal*, of which Mr. Brisbane is editor, and the Sunday paper was sold with the *New York Sunday American*.

NEW FLORIDA DAILY PLANNED

Miami Beach Beacon, Weekly, to Change Field in November

The *Miami Beach* (Fla.) *Beacon*, established as a weekly newspaper in August, 1925, has been incorporated for $20,000 and will be issued as a daily in November, Kent Watson, publisher, announced this week.

Incorporators are: Mr. Watson, president; Kasa Sutherland, daughter of the United States Alien Property Custodian, vice-president; Joseph E. Quirk, secretary, and Alton B. Little, treasurer.

The stock in the Beach Beacon Publishing Company, was underwritten by business men of Miami Beach and not offered as a public issue.

The offices of the newspaper will remain temporarily in the Fenway building and, pending the erection of its own printing plant, the newspaper will be printed by the General Printing Company.

Mr. Watson said negotiations are under way for the purchase of part of the machinery used by the defunct *Miami Illustrated Daily Tab.*

Oklahoma Weekly Moves

M. J. Webber has moved the plant of the *Slick* (Okla.) *Times* to Mounds, Okla., and the paper will be known hereafter as the *Mounds Times*.

CRANE NEW PRESIDEN OF N. J. PRESS

Elizabeth Journal Publisher Succe Robertson — Libel Survey Sub mitted—Ede to Teach Journalism Classes

Frederick L. Crane, publisher of *Elizabeth* (N. J.) *Journal*, was elec president of the New Jersey Press A sociation at seventieth ann meeting held Lake Min waska, N. June 26, succe ing F. A. R ertson, of t *Washington* (J.) *Star*.



FREDERICK L. CRANE

Other offic chosen were: E mund H. C penter, *Wo bury Democr* vice-preside John W. Cl *Summit Herc* secretary, and W. B. R. Mason, *Bou Brook Chronicle*, treasurer.

The following were chosen memb of the executive committee: William Bryant, *Paterson Press-Guardian;* W liam A. Haffert, *Sea Isle City Tim* E. V. Savidge, *Hopewell Herald;* D. Moreau, *Flemington Democrat;* Rudol E. Lent, *Passaic Daily News;* Guion Wilson, *Long Branch Record*, and F. Robertson, *Washington Star*.

An associate membership was acco ed W. F. Oakley, American Press A sociation, New York.

Guion P. Wilson, *Long Branch Reco* reported as chairman of the commit on libel laws of New Jersey, subm ting drafts of three bills suggested adoption by the legislature. The rep was referred to the executive committ

Carl R. Woodward, of Rutgers, a nounced the date of the fall newspa institute as October 4 and 5.

P. C. Foster, of the *Elmer Tim* urged action on the practice of placi unaddressed third class mail matter letter boxes. This was referred to t executive committee. Similar action w taken on the matter of governme printed return cards. The associatio protest on this practice will be sent the National Editorial Association.

R. E. Lent, chairman of the comm tee of the Association on the School Journalism at Rutgers University, a former president of the Association, r ported that the legislature had increas its appropriation for carrying on t work of the school. This enables t employment of an assistant professor full time as co-worker with Profess Allen Sinclair Will for the coming ye Associated Press printers will be install in the class room.

It was announced that Hubert R. Ed city editor of the *Newark Evening New* had accepted the associate professorsh He will start work in the fall and w retire from the city editorship of t News, but will continue his associati in an editorial capacity. Mr. Ede h been on the editorial staff of the Ne for 12 years, and has been city edit since 1922. Lloyd M. Felmly, State e itor, has been appointed Ede's successo Felmly's successor as State editor Joseph T. Scarry, who has been assista State editor.

The Association renewed its appropri tion of $100 for a scholarship in journa ism, to be awarded to the most deservi student of the course during the ne school year.

All of the young men graduates of th year's class in journalism have obtain employment in New Jersey newspaper it was announced.

New Press Foreman for N. Y. Po

Joseph Oswald, formerly with the *Ne York Herald-Tribune*, has been appointe foreman of the *New York Evening Post* pressroom, succeeding Frank Sullivan.

ESSE H. JONES PURCHASES HOUSTON CHRONICLE

etirement of Marcellus E. Foster, Founder and Editor for Quarter of a Century—No Change in Policy Or Personnel Except Promotion of Executives

OLLOWING the announcement of the sale of Marcellus E. Foster's in- st in *Houston* (Tex.) *Chronicle,* nded by him 25 years ago, to Jesse H. es, already a leading stockholder and ictor of the publishing company, notice given that there would be no change he policies or personnel except that in responsible positions would be pro- ed.

r. Jones succeeded Mr. Foster as ident of the Houston Chronicle Pub- ng Company. Mr. Foster announced s retirement from active newspaper , except that he would continue his mn signed "Mefo" on a permanent s in the Chronicle. He left with his ly this week for Los Angeles and friends that he expected to travel, y, write and rest, but would retain ome and private real estate invest- s in Houston.

B. Gillespie, who has been manag- ditor and an official of the company, now become the active head of the r as vice-president and editor and share with Mr. Jones direct control e Chronicle's policies. G. J. Palmer ne vice-president and general man- George W. Cottingham was pro- d to the managing editorship.

his statement announcing promotions Jones pointed out that Mr. Gillespie been associated with the Chronicle its first edition 25 years ago, start- s city editor, and is now, from point ars in service, the dean of Texas ging editors. "He will be assisted," atement continued, "by George W. gham (news editor for four years), oted to managing editor, and by a editorial staff, who for the most have been with the Chronicle for years. These include: M. E. Wal- city editor; William C. Repass, C. D. Waide, feature; F. S. Will- d A. B. Foster, oil and art gravure; Talmage, commercial; W. K. Dun- d Kenneth Todd, sports and radio; Belle M. Costello, society; Miss D. MacCorquodale, music, and Wakefield, amusements and special ments.

. Palmer has had long years of ex- e as a newspaper executive, and assisted by Steve Kelton, for al- decade manager of national ad- g, and G. L. Mims, in charge of g and finance."

r important members of the cle staff include: E. C. White, ion manager; H. A. McCelvey, r of local advertising; Jake But- anager of classified advertising; ox, secretary; Walter B. Nail, erintendent of the mechanical de- t; Walter S. Lang, superinten- the mailing room; Turner Pope, of the press room; John R. dge, foreman of the stereotyping ent, and James H. Gibson, man- engraving and art gravure de- t.

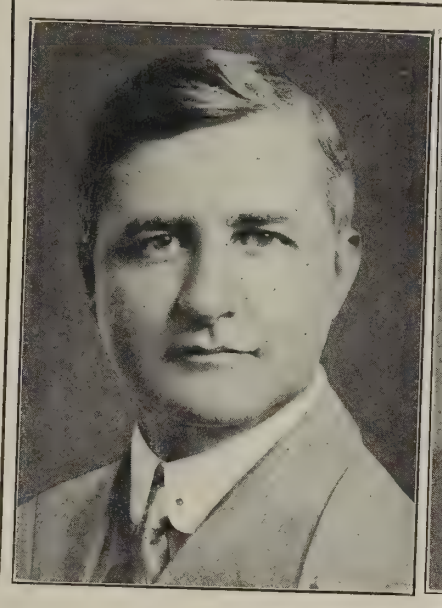
gard the publication of a news- Mr. Jones said further in his nt, "as a distinct public trust and to be treated lightly or abused sh purposes or to gratify selfish

A great daily newspaper can re- ower for good only so long as it uenced by unworthy motives and t by the desire for gain.

ewspaper that can neither be or bullied is the greatest asset or state. . . .

success or failure of a particular of little consequence compared all-important principle of a fear- honest newspaper. This I in- Chronicle shall always be."

I. Jones, given the title of "city by his Houston friends, owns a down-town buildings and is a r official of numerous business s. His interests also include k realty. During the last presi-



Jesse H. Jones



Marcellus E. Foster

dential campaign he was chairman of the national finance committee of the Democratic party. Several months ago he was chosen as director-general of the Texas Centennial Exposition and has announced he will devote much time and attention in behalf of the success of this project. In 1917, during the war, he became director-general of military relief work of the American Red Cross, and in 1918, by appointment of President Wilson, he was made member of the Red Cross War Council, going abroad with the late Henry P. Davison to assist in organizing the League of Red Cross Societies of the World. Mr. Jones was born in 1874 in Robertson County, Tenn., and began his Texas career in the lumber business, later branching into investment banking.

Marcellus Elliott Foster, who was born Nov. 29, 1870, at Pembroke, Ky., began his newspaper work with the *Huntsville* (Tex.) *Item.* From there he graduated to the old Houston Post, under Col. R. M. Johnston, where he rose from the position of reporter to managing editor. In 1901 he left the Post to establish the Chronicle, which started as a four-page, six-day-a-week daily with about 6,000 circulation. During the 25 years he headed the Chronicle the paper grew to a circulation of more than 75,000 daily and over 85,000 Sundays.

For the past seven years Mr. Foster has, under the pen name of "Mefo," contributed a daily column to the Chronicle. He threw the weight of the Chronicle's influence into a fight against the Ku Klux Klan, that paper being looked on as an outstanding opponent of the hooded order in the Southwest. Mr. Foster has served as a regent of the University of Texas, his alma mater.

Public announcement of the sale of Mr. Foster's stock to Mr. Jones was made in a first page spread in the Chronicle last Friday evening. For weeks this change had been rumored and was often denied. Mr. Jones' statement of the future plans and policies was published in the editorial columns, together with editorial appreciations of Mr. Foster's professional career by members of his staff.

On Sunday Mr. Foster published in a three-column editorial a remarkable statement concerning his own mixed emotions of unhappiness at parting and happiness to be relieved of responsibility and paid tribute to his associates. He recounted the services and virtues of his companions, naming the heads of departments and many men and women workers in the ranks of the big newspaper organization. The staff surprised him by presenting him with an oil painting of himself seated at his office desk.

In a subsequent editorial addressed to the readers of the Chronicle Mr. Foster said, in part:

"You and I have had many talks together for the past 24 years. I began visiting some of you when I was just thirty and you were in your 'teens. Some of you started with our first little group of a few thousand souls. We have added to our family daily and yearly until now there are 77,000 assembled every afternoon, and on Sundays we have a great feast with 90,000 seated around the table. . . . . During all these years you and I have either agreed or disagreed. You know that I have dictated the policies of the paper and you have held me responsible. When you didn't like what I said you wrote me about it; if you disagreed very seriously you wrote those awe-inspiring words, 'Stop my paper.'

"That's the privilege you people out there have—you who read The Chronicle—that right is yours. You vote on your paper each day. That makes this the most precarious business in the world. One may build a paper until it is a great pulsating power, with vast machinery and a staff of many brainy men, but no one can insure that paper's life. All the money in the world can not guarantee it. You can not BUY readers.

"Newspapers come and they go. They are here today—proud and boastful—and tomorrow they are slowly sinking wrecks, deserted by crew and passengers.

"Let the public get the impression that a great newspaper is run only for personal gain or power—and not for the good of the public—and its patronage soon begins to wane. Let the breath of scandal—some authentic report of the paper being debauched or bribed—reach the public ear, and the assets of that publication quickly dwindle.

"The Chronicle has grown and prospered because you had confidence in us. You felt that your trust was not misplaced. And that is what has been of more value to me than all financial success—the fact that you, the reader, had FAITH.

"Now that I am giving up the active management, I hope you will continue to have faith. The paper is passing into competent hands. In another column I have tried to tell you something of those men who have worked for me and you.

"I will not be here to guide them, but I believe they will maintain those ideals I have fostered. God help them if they do not—for I will not—I can not.

"After today I am merely a free lance writer. What I say in my column will be my own thoughts. As usual, I will not expect you always to agree. I love you just as much when you write me a scolding letter as I do when you send those kind flattering words . . . . Dear reader, I thank you for what you have done for me and The Chronicle.

"'You old men shall dream dreams; you young men shall see visions.'

"I will dream of the past, and I pray and trust that those who succeed me will have that vision which has ever been before me.

"That vision is you—the reader.

"'My companion, my guide, mine own familiar friend'—I bid you farewell."

NEW FT. SMITH DAILY LAUNCHED JULY 1

Company Capitalized at $100,000 Publishing Evening Journal—C. E. Palmer, Former Texarkana Publisher Heads Group

(*By Telegraph to* Editor & Publisher)

Ft. Smith, Ark., July 1.—The Fort Smith Journal Publishing Company, capitalized at $100,000, began publication of an afternoon newspaper, the *Fort Smith Journal* today.

The incorporators are C. E. Palmer, A. L. Hendricks, Rudolph Ney, Hugh Lathrop, I. H. Nakidemen, James A. Folts, A. B. McColm, C. H. Harding, Charles F. Holt, Fred Browne and Ben B. Johnston.

C. E. Palmer, who was formerly owner of the *Texarkana Four States Press* and *Texarkana Journal,* is president of the Company, and the directors consist of those named as incorporators. Dr. Charles S. Holt is vice-president, Hugh Lathrop, secretary and Arthur B. McColm, treasurer. Lathrop and McColm are from Texarkana, where they were formerly associated with Palmer.

More than 87 Leading Fort Smith business and professional men are stockholders in the Company.

A large two-story brick building containing 14,000 square feet of floor space and located in the central business district, has been leased for ten years and fitted up into a modern newspaper office.

Five Intertypes are being installed. A 28-page Hoe unit press with color cylinders has been ordered and delivery promised Aug. 1. In the meantime the paper will be printed on an 8-page Cox duplex.

Virgil Tomlin, long identified with the newspapers of Fort Smith, will be associate editor, and J. Ed Howe, former city editor of the *Texarkana Journal,* will have the same post on the Fort Smith paper.

Harry Cross Joins Herald Tribune

Harry W. Cross, who has been writing sports for the *New York Times,* joined the sporting staff of the *New York Herald Tribune,* June 28. Cross is a Harvard graduate, class of 1905, and worked first on the *Waterbury* (Conn.) *American* as a general reporter. In 1909 he went to the New York Times as a sports writer and worked there for 11 years. Then he became sports editor of the *New York Evening Post* for 4 years, and went back to the Times two years ago, where he has been covering the Giants.

Colorado Editors Meet July 23-25

One hundred and fifty editors of Colorado are expected to convene at Alamoso, July 23-25 for the annual meeting of the Colorado Editorial Association.

NEWSPRINT STOCKS LOW, PALMER TELLS PENNSYLVANIA PUBLISHERS

A. N. P. A. Executive Also Discusses Free Space Evil at State College Meet—Headquarters Moved to Williamsport—Golf Tournament a Feature

(By Telegraph to EDITOR & PUBLISHER)

STATE COLLEGE, Pa., June 29.—More than 100 Pennsylvania editors and publishers tonight closed a two-day summer outing meeting of the Pennsylvania Publishers Association, held at Pennsylvania State College here. It was the first summer gathering since the new organization replaced the three Associations that formerly held sway in Keystone newspaper circles.



JOHN L. STEWART

The outing was an immense success, both from the standpoint of the program arranged by Manager Albert W. Fell, of Williamsport, and in the scenic and recreational facilities offered in the Nittany Valley in central Pennsylvania's mountains.

Attention of newspapers generally to the amount of newsprint on hand was called by L. B. Palmer, A. N. P. A. manager, during the business sessions. The amount of publishers' stocks of newsprint on hand at the end of May was only a 26 days' supply, he said, compared to 28 days a month earlier and 34 days for May of last year. The supply in the mills at the end of May was only two and a half days' production, compared to a normal condition of five days.



L. B. PALMER

Mr. Palmer stated that he felt the best way to combat the free space evil was to have one man on the staff trained to identify press agent material at a glance when there is any question about it.

An important action taken at the convention was the removal of headquarters of the Association from Harrisburg to Williamsport, Dietrich Lamade of the *Williamsport Grit* was named delegate of the Association to the Press Congress of the World to be held in Geneva-Lausanne, Switzerland, in September.

Meetings opened Monday morning, daily and weekly publishers gathering separately for discussion of mechanical and business problems. A tour of the college campus and farms came in the afternoon following a meeting of Associated Press members at luncheon, addressed by Edward McKernon, Eastern division superintendent, New York.

Erie C. Hopwood, editor of the *Cleveland Plain Dealer*, and president, American Society of Newspaper Editors, was the principal speaker at the banquet Monday evening. He talked on "Building News" and defined news as "any marked departure from ordinary social routine." In discussing selection of news he said that in a one week survey he found that government affairs are featured on first pages more than double the amount for any other class of news.

"News has four definite obligations," Mr. Hopwood declared. "It must have accuracy, and to insure it there must be better paid reporters. News must be complete and comprehensible; must be interesting and free from bias. We cannot afford to lose the confidence of the public, and there has never been a time like the present when news was more free from bias."

Dean C. W. Stoddart, of the College Administrative Committee, told of the college service to the state. Ross Kellogg, of the Empire State School of Printing was unable to attend and his place on the banquet program was filled by Mr. McKernon who told how newspapers are molding civilization with the increased efficiency of gathering and disseminating news.

"Laying down nothing but cold facts without biased comment by newspapers is compelling readers to think for themselves," declared the A. P. executive.

Jason Rogers, publisher of *Advertisers Weekly*, was unable to attend the meetings to give two scheduled talks.

From the start of the meeting high interest was shown in the annual golf championship tournament and the awarding of the "Paste Pot Trophy" offered each year to the winner by the *Philadelphia Bulletin*.

A score of golfers enrolled for the tournament Tuesday afternoon. It was won by Frederick A. Godcharles, former publisher of the *Milton Miltonian*, who retains the trophy for a year. W. T. Winsor, present publisher of the *Miltonian*, was runner-up with second low net score, winning a golf bag offered by the Mergenthaler Linotype Company. H. M. Turner, *Towanda Review*, had the second low gross score, winning cigaret case donated by John L. Stewart, president of the Association and publisher of the *Washington* (Pa.) *Observer*. Claude G. Aikens, *State College Times*, has second low gross score and won golf balls given by Dietrich Lamade. George E. Graff, *Williamsport Sun*, previous holder of the cup, had the most par holes in scores above 100, winning golf balls donated by L. B. Palmer, manager of the American Newspaper Publishers Association for making the highest score, Dietrich Lamade, *Williamsport Grit*, won cigars offered by Paul Eyerly, of the *Bloomsburg Press*. Mr. Graff was host at luncheon for members preceding the tournament.

More than half of the visitors made a midnight visit to the Bellefonte Night Airplane Landing Field and saw Aviator Smith make his landing and get away under powerful flood-lights. There were many other side trips and attractions enjoyed by the publishers. Many brought their wives and children, the groups being housed in two new dormitories at the College. Meetings and the banquet and golf tournament were held at the Centre Hills Country Club on the outskirts of the town.

Following is a list of those attending the convention:

John L. Stewart, *Washington Observer*, president of the Association.
A. W. Fell, Williamsport association, manager.
Mr. and Mrs. J. H. Reitinger, Associated Press, Philadelphia.
Mr. and Mrs. Eben A. Ayers, Associated Press, Harrisburg.
Edward McKernon, Eastern division superintendent, Associated Press, New York.
Howard L. Christman, *Washington Observer*.
James H. March, *Beaver Falls Tribune*.
E. L. Freeland, *Beaver Daily Times*.
C. L. Shuck, Monessen.
Ernest G. Smith, *Wilkes-Barre Times-Leader*.
Mr. and Mrs. H. B. Heywood, and Irving Heywood, *Conshohocken Recorder*.
Mr. and Mrs. R. A. Walker, *Saltsburg Press*.
Mr. and Mrs. R. H. Harris, *Tamaqua Evening Courier*.
Mr. and Mrs. William G. Hower, *Bryn Mawr Home News*.
Ed C. Lowrey, *Warren Tribune*.
Mr. and Mrs. E. T. Stevenson, Mrs. H. C. Gillespie, *Titusville Herald*.
E. Arthur Sweeny, Miss Sweeny and Mrs. R. W. Herbert, Greensburg.
Mr. and Mrs. Frank H. Cook, *Sayre Evening Times*.
Mr. and Mrs. A. C. Dickinson, Mr. and Mrs. William L. Aiken, *Sharon News Telegraph*.
Mr. and Mrs. Paul R. Eyerly, *Bloomsburg Morning Press*.
Mr. and Mrs. C. A. Kniss, *Mifflinburg Telegraph*.
Charles Lindig, *Mifflinburg Telegraph*.
Mr. and Mrs. N. B. Wamsher, Miss Kulp, Edward Yerger, *Norristown Times Herald*.
Mr. and Mrs. A. W. Michener, *Harrisburg Telegraph*.
Mr. and Mrs. Charles S. Yeager, Miss Yeager, Mr. Arthur M. Yeager, *Ephrata Review*.
George J. Campbell, Pittsburgh Legal Journal.
Mr. and Mrs. Dietrick Lamade, *Williamsport Grit*.
Erie C. Hopwood, *Cleveland Plain Dealer*.
George E. Graff, *Williamsport Sun*.
Walter H. Savory, Mergenthaler Linotype Company, New York.
W. R. Lynett and E. J. Lynett, *Scranton Times*.
Howard Reynolds and Mr. J. Horace Reynolds, *Quarryville Sun*.
Hawley Quier and Robert M. Zeller, *Reading Eagle*.
H. W. Young and E. B. Williamson, *York Dispatch*.
I. Z. Buckwalter and A. E. McCollough, *Lancaster Intelligencer, News Journal* and *Sunday News*.
W. D. Fish, *Potter Enterprise*, Coudersport.
G. J. Robbins, Coudersport.
Thomas J. Finn and H. M. Turner, *Towanda Daily Review*.
A. W. McDowell, W. C. McDowell and W. B. Ramsay, *Sharon Herald*.
John R. Dershuck and Henry Walser, *Hazleton Plain Speaker* and *Standard Sentinel*.
Floyd Chalfont and Paul M. Yost, *Waynesboro Record Herald*.
Albert Stirling and Don Roseman, Pittsburgh, Intertype Corporation.
L. B. Palmer, New York.
W. G. Naylor, NEA Service, Inc., Cleveland.
Mr. and Mrs. B. A. Caparell, King Features, New York.
D. W. Smyth and D. A. Brown, Scott Paper Company, Plainfield, N. J.
Mr. and Mrs. E. J. Stackpole, *Harrisburg Telegraph*.
Lewis Dewart, J. S. McCombs, *Sunbury Daily*.
F. A. Kimball, New York.
Mr. and Mrs. M. E. Rank, Barnesboro.
Franklin Moore, Harrisburg.
George J. Fisher, *Harrisburg Telegraph*.
John C. Dye, *Norristown Times-Herald*.
Carl Sprout, *Harrisburg Patriot*.
G. J. Robbins, *Whitesville* (N. Y.) *News*.
Mrs. H. B. Heywood, *Jenkintown Tim Chronicle*.
Frederick A. Kimball, New York City,
Ross M. Blair, *Pittsburgh Legal Journal*.
Frederick A. Godcharles, Milton.
F. G. Hastings and P. G. Hastings, *Mil Evening Standard*.
R. J. Kennard, *State College Times*.

ADVERTISING STAFF MEETS

Chicago Tribune Executives Guests Col. McCormick on Outing

A general convention of all *Chic Tribune* advertising departments was h in Chicago, June 28-30, with E. W. P sons, advertising manager, presiding. Members of the eastern division under J. J. Evans Hessey, and western representatives under N. L. Lucius, manager of the Pacific Coast division, were present.



E. W. PARSONS

One day was devoted to national advertising. Speakers for the three-day meeting were: W. E. Macfarlane, ager, classified advertising departm Dan McMahon, manager, national a tising; Will Donohue, manager, advertising; Ben McCanna, manager iness survey; Clyde Benham, ma automobile advertising, and Fred Sl manager of copy and art departme

On Wednesday the business of the vention closed at noon, and in the noon the men were the guests of R. R. McCormick for their annual o at Cantigny Farm, near Wheaton,

Hanway A. P. Advisory Mem

J. M. Hanway, publisher of the (Wyo.) *Tribune and Herald*, was r recently as the Wyoming member Association Press advisory board, Mountain division. John C. Fle managing editor of the *Cheyenne une-Leader*, was elected chairman Wyoming association.

Old Tax Charge Dismissed

Charges of failure to accoun federal taxes due on membership the Chicago Press Club, lodged years ago against Clyde W. Mo then president. Tomo Thompson L. F. Miller, were dismissed by Attorney Edwin A. Olson, June Chicago.

Million to Sell Florida Fru

It is now announced that the p before the Florida citrus growe sociation is to invest $1,000,000 in tising.



Pennsylvania publishers and their wives photographed before the Centre Hills Country Club during their business meeting and outing Monday and Tuesday at State College, Pa.

RACTION INTERESTS AWAKEN TO ADVERTISING

wspaper Space Now Looks Good to Trolley and Bus Concerns—$4,500,000 Being Spent on Promotion This Year—$10,000,000 Predicted Within Five Years

By PHILIP SCHUYLER

many years the great traction iant lay sound asleep to advertis- uite comfortable on the feather bed nopoly. Five years ago it began n its eyes and stretch. Competi- was the alarm clock. Then first nts of the awakening giant were of ising.

921, not a dozen electric railways country were advertising con- ly. Today nearly 400 companies ing many kinds of advertising, in- $4,500,000 annually on promotion.



ublic is kept informed about ctric transportation system by s of newspaper advertisements by the Erie Railways Comnd the Erie Coach Company.

y appropriation of $10,000,000 ve years is the present predic-

present appropriation isn't Labert St. Clair, director of g of the American Electric Association, said this week. urging all members of our as- to do more advertising, to go heir own media—car cards—purchase space in newspapers. any sections of the country, rs are, already being used. executives are eager to learn ertising. What they want are suggestions."

urely is a field for local advercitors and also for advertising

he American Electric Railway n complains that the business t of a newspaper "only calls ocal traction company to sell e in a special edition or on an page." They rarely bring structive merchandising ideas. gencies, it is claimed, haven't ply enough into local traction

ave generally failed to go to of the matter and work out program," Mr. St. Clair

S. Storrs, managing director nerican Railway Association, believer in advertising. His is doing all it can to make dvertise. The local contact however.

month the association will a list of about 800 electric npanies a large portfolio re- hundreds of advertisements that have been used successfully by traction companies in various parts of the country, meeting a universal demand for advertising ideas.

"Traction companies are today transportation merchants," Mr. St. Clair said. "They have much to sell, much to tell. The advent of the bus, far from putting the street car out of business, has come as a stimulant to greater effort. Three hundred street car companies are today running busses, supplementing their track lines.

"But the business managers of newspapers have not shown a great deal of ingenuity in suggesting helpful newspaper copy. They have wasted their energies on special editions, rather than sales ideas, as far as traction companies are concerned."

The portfolio the association is sending out to its members will show at least nine different angles for traction advertising.

In the first and obvious place, there is transportation to be merchandised. The feather bed of monopoly has been pulled away, and traction concerns, awake to competition, must dig for passengers and freight. Some companies are now holding bargain sales of tickets.

Other companies are preaching safety in paid space. It has been estimated that four per cent of the gross income of electric railways is eaten up annually by payment of accident damages. The Youngstown (O.), Municipal Railway has found it pays to remind people of danger by copy placed in Youngstown dailies. In a recent advertisement in El Paso, Tex., newspapers the El Paso Electric Company pointed out the dangers attached to kite flying.

"There is danger of serious injury from kite flying, where there are electric wires," this advertisement read. "Kite flying is great fun, but it should be done where there is plenty of room for it. Parents are urged to co-operate with us by warning their boys and girls to avoid flying kites near electric wires."

"Watch Your Step," warns an advertisement placed in a Syracuse paper by the New York State Railways. The text pointed out the danger of slipping when stepping from a street car, when crossing a street, when boarding a car.

"Protect yourself," the copy concluded. "You can do away with a great deal of 'chance' if you 'watch your step.'"

"Lose a Minute and Save a Lifetime" is the slogan of the Youngstown Municipal Railway, used in the safety campaign mentioned above. Five commandments were stressed in the newspaper advertisements:

"Cross streets only at street intersections. Look both ways before crossing a street; look out for approaching automobiles and street cars before stepping off a curb, look behind before turning your machine or wagon upon the car tracks; and safeguard the children and teach them to be safe."

All simple reminders, but necessary, and constantly in need of repetition.

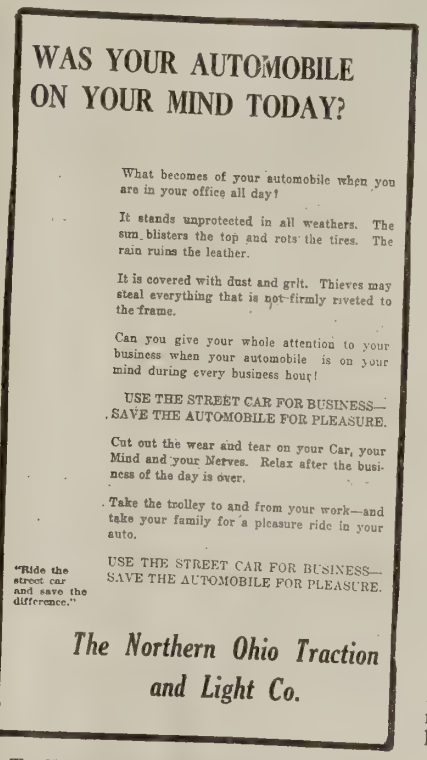
What traction companies term "the parking evil" is also being attacked in the advertising columns of newspapers.

Main streets, the traction companies contend, are being blocked for through traffic by parked cars. The congested condition resulting is dangerous to human lives. A thorough advertising campaign against this "evil," was conducted by the Northern Texas Traction Company, using newspaper space. It did not talk generalities. A reporter was sent by the company to various congested districts of Fort Worth, and what he found was told in paid copy.

The text of one advertisement in the series explains the system probably applicable in many another city. It reads:

"Parking around the First Baptist Church of Fort Worth on Sunday is becoming an alarming problem—and a most difficult and tiresome task. When you get ready to go to church or Sunday school on either this coming or some future Sunday morning, think of the many tiresome parking experiences you have had—and then—remember that you don't have to park your street cars."

An advertisement used by the El Paso


WAS YOUR AUTOMOBILE ON YOUR MIND TODAY?

What becomes of your automobile when you are in your office all day?

It stands unprotected in all weathers. The sun blisters the top and rots the tires. The rain ruins the leather.

It is covered with dust and grit. Thieves may steal everything that is not firmly riveted to the frame.

Can you give your whole attention to your business when your automobile is on your mind during every business hour?

USE THE STREET CAR FOR BUSINESS—SAVE THE AUTOMOBILE FOR PLEASURE.

Cut out the wear and tear on your Car, your Mind and your Nerves. Relax after the business of the day is over.

Take the trolley to and from your work—and take your family for a pleasure ride in your auto.

"Ride the street car and save the difference."

USE THE STREET CAR FOR BUSINESS—SAVE THE AUTOMOBILE FOR PLEASURE.

The Northern Ohio Traction and Light Co.

Trolley companies contend the automobile is for pleasure and the street car for business and are endeavoring to impress this point by use of paid newspaper space as shown above.

Electric Railway Company capitalized on the time frequently wasted by motorists, who drive "all over town trying to find a place to park." The copy argued that if the auto was only being used for transportation to and from business, the owner could save time and money by riding the trolley.

"Boost the community and the community will boost you" is the attitude that has been taken by other wide-awake traction companies and money is being spent to advertise various sections, the development of which will aid the trolley line.

"Street Cars Build Homes," was the headline of a newspaper advertisement run by the Southern Ohio Public Service Company.

"Adequate, progressive economical street car service is the thing your community must have for social and industrial growth," is the essence of the message conveyed.

Then electric railways are being urged to tell their communities about their personnel. Conductors and motormen are being considered more and more as the salesmen of the line. Telling about these employees, their training, and the service they are instructed to give, is thought to be one way to sell the traction company to the people through advertising.

The majority of trolley lines throughout the country are fighting the paving tax, and the suggestion recently went out from the headquarters office of the American Electric Railway Association that newspaper advertising be used as a weapon. The suggestion was accompanied by a series of advertisements in matrice form. Three states and 50 cities have been granted relief from the paving tax, but it is common elsewhere to tax traction companies to pay for paving between the rails and two feet on each side. Where relief was granted advertising was responsible. The association contends that the tax dates back to horse car days when cedar blocks between the rails were worn away by the horses. The series of newspaper advertisements planned to combat this tax are built around the slogan "The Damage Died with Dobbin."

Intelligent financial statements published in newspapers as advertisements have proved beneficial to some trolley companies. The effort is being made to eliminate technical terms, to tell the financial story, for instance, in terms of car riders.

Another advertising trend in the traction field is the use of paid space in obtaining franchises. Twenty years ago franchises were obtained by dark political intrigue. Now advertising campaigns are conducted in newspapers to sell the franchise to the people.

While some traction companies are hammering the bus lines in their copy, others are assimilating bus lines and are running supplemental advertising campaigns to boost both transportation units. And while editors in many sections of the country are calling for a five-cent fare, consistent advertising has made a variable charge possible.

"Results pay a high tribute to the power of advertising," Mr. Storrs has said. "When our industry began telling its story to the public, one-sixth of its local mileage was in bankruptcy and the rest was headed for a crash.

"Today practically every large property has emerged from receivership. The nickel fare, or any fixed fare appears to have been shaken off for all time.

"Nor is the monetary result the only one from this publicity. It was quickly realized that advertising is wasted unless service goes with it, and as a result, service has greatly improved."

THOMPSON GOLF WINNER

Pittsburgh Man With Low Gross of 82 in I. A. A. Meet

Robert Thompson, of Pittsburgh, led the field in the annual convention golf tournament of the International Advertising Association over the Manufacturers Club course, Philadelphia, Friday, June 25. Representing the Pittsburgh Advertising Club he shot a low gross of 82 and won a silver bowl donated by Cyrus H. K. Curtis.

Harry Donahue, of the Poor Richard Club, won a silver plaque donated by E. T. Stotesbury with a low net of 79, and Ray Neill and John C. Martin, both of the Poor Richard Club, tied for second place with low nets of 77 each, the prize for which was a silver pitcher donated by Rodman Wanamaker.

J. B. Mackenzie, of the Poor Richard Club, was chairman of the committee in charge of the tournament.

Bimba Appeal Up in October

The appeal case of Anthony Bimba, the Brooklyn, N. Y., editor, charged with blasphemy in an address at Brockton, Mass., will come up at the October term of superior court in that city.

Muskogee Press Sold

Properties of the Eastern Oklahoma Publishing Company, publisher of the *Muskogee* (Okla.) *Press*, afternoon newspaper, have been sold to Ben B. Wheeler for $20,100. Wheeler announced that publication of the daily will continue under the same name.

HOW LIBEL LAW PUNISHES CARELESSNESS

Punitive Damages May Be Awarded in Some States for Inadvertent Errors Introduced as Evidenc of Malice—Theory Is to Warn Publishers Never to Offend Again

By PHILIP SCHUYLER

Publishers in states where the libel law and its interpretation by the courts permits assessment of heavy punitive damages in cases of slight error are in constant peril of paying out huge sums for small mistakes, difficult to avoid in the rapid sweep of the news.

Harold Cross, member of the New York bar, and secretary of the New York Herald Tribune, this week explains the law of his state in this regard, in the 16th article of a series stripping the libel law of legal verbiage.

Editor & Publisher is seeking information regarding punitive damages in other states, and would appreciate the co-operation of its readers in forwarding data to the writer of this series.

CARELESSNESS is a crime, anyone will admit; and newspaper men have more reason to be careful than many. It is always fair, on the other hand, to make the punishment suit the crime, and the penalty for inadvertent newspaper carelessness seems in many an instance to be too severe and unjust.

New York libel law is probably more harsh in regard to carelessness than that of most other states. Newspapers in many states, in fact, have already obtained legislative relief from heavy punitive damages, except where there is real malice. In others, as in New York, publishers stand in constant peril of punishment, in addition to liability for compensatory and special damages, for what is frequently mere inadvertent error.

Typographical errors, misspelling, cases of mistaken identity, slips in make-up, slight exaggeration and over-play are frequently classed by courts as evidences of wanton carelessness and therefore subject to punishment without limit.

The situation as it exists in New York and in those states where reform has not yet been accomplished by legislative enactment was described for the writer by Harold Cross, member of the New York firm of Sackett, Chapman, Brown and Cross, attorneys for the *New York Herald Tribune*. Mr. Cross is secretary of the Herald Tribune, and is also a lecturer on libel law at the Pulitzer School of Journalism, Columbia University, New York.

"At the present time in New York," Mr. Cross explained, "a jury may award punitive damages, in addition to and as distinguished from compensatory damages, if it finds that there was actual malice in the libellous publication. The courts have defined actual malice to mean either personal ill will (which may be evidenced by proof of the existence of spite, or by the severe character of the publication) or such gross carelessness as is equivalent to wanton disregard of the plaintiff's rights.

"Stated in that form the rule does not appear unnecessarily harsh, but as a matter of fact, the courts allow evidence of any carelessness, however slight, to go to the jury on the issue of actual malice.

"The result is that in practically every case, in practically every libel suit, newspaper publishers are subjected to the peril of an award of punitive damages.

"The theory behind the law of punitive damages is that a publisher should be punished for actual malice as a warning never to offend again. Is that just where there has been mere negligence without wanton recklessness?

"There is no limit to the amount of punitive damages that may be awarded by a jury. For example, in a recent case a jury awarded $75,000 as punitive damages in addition to the amount which the jury thought compensated the plaintiff for his mental anguish and the loss of his reputation.

"We thus have a situation where a publisher may be punished without limit for mere carelessness, besides being required to make good to the plaintiff a sum to cover his loss of reputation.

"The injustice becomes apparent when it is realized that when a publisher is convicted by a jury of criminal libel, the utmost penalty that can be inflicted is fixed by statute. The maximum fine for criminal cases amounts to only a few hundred dollars. In a civil case, where no criminal issue is being litigated, there is absolutely no limitation to the punishment that can be inflicted."

Mr. Cross illustrated his point by citing a case where punitive damages were awarded against the New York Tribune.

The Tribune published a story of a fist fight sent in to the paper by an out-of town correspondent. It was published by another New York newspaper at the same time. The correspondent's source of information was in error. There had been no fist fight, and a libel suit was brought against the Tribune.

"The correspondent had served the Tribune for more than 20 years," Mr. Cross declared. "Never before had he been guilty of error or carelessness. Nevertheless, the court charged the jury that it might find actual malice because the newspaper had not communicated before publication with the person libeled, who lived in a distant city.

"It may well be doubted, whether in any other field of human relations it is considered gross carelessness and recklessness to rely on the trustworthiness of an employe who has served more than a score of years without a known or alleged mistake.

"Such injustice has been recognized and corrected by legislative enactment in some states, where the statutes provide in effect that although a plaintiff may recover damages for his loss of reputation and for his pain and suffering and for any actual pecuniary loss if the article was libellous and neither true no privileged, he cannot recover punitive damages, unless he shows either that the newspaper has been guilty of actual ill will or that he requested a retraction, which the newspaper refused to publish. The proper law, to my mind, is one that leaves libel plaintiffs free to recover their full compensations for loss of reputation, mental anguish and pecuniary loss, but protects the publisher from punishment, except where punishment is actually deserved."

The newspaper machine is a human machine, worked at high speed, and it is well nigh impossible to prevent errors from creeping in, and laws permitting the introduction of mere carelessness as evidence of actual malice are unjust.

Newspapers are generally, and they should be, prompt in correcting errors, but, Mr. Cross pointed out, editors closing the door to one libel by correction or retraction are apt to step into another case, unless they are extremely careful.

"In true journalism it is a proper policy to publish a fair correction of any inaccurate statement, if it is desired by the person aggrieved, as promptly as practicable after the fact of error has been ascertained," Mr. Cross said. "The policy is applicable in the case of disparaging statements which are not sufficiently severe to be defamatory in a legal sense.

"It is a policy of fair play that makes an appeal and is effective in reducing damages and in rebutting whatever evidence the libel plaintiff may happen to have of what the law terms is 'actual malice.'

"An explanatory or corrective statement to be most effective in the defense of a libel action should be full and frank, but care should always be taken that it does not contain anything defamatory of others and that it does not assume a legal responsibility that the newspaper did not assume in the original publication.

"For example, the original publication may be the report of one side of a case in a judicial proceeding and therefore privileged. The other party to the controversy might desire reference to his side of the case, and, in ordinary circumstances, is entitled to it; but the publisher should nevertheless take care to have it plainly appear that the statement of his side is explanatory and not in any sense a correction or retraction.

"Thus, suppose the Herald Tribune publishes an article saying that an action for fraud has been started by Tom Brown against John Smith. The story sets down the circumstances of the alleged fraud as outlined in some pleading or statement submitted to a court or on which a court has taken judicial action. Smith, the defendant, contends there is no fraud, and asks that reference be made to his side of the controversy.

"The publication of Brown's original statement charging Smith with fraud, although libellous, was privileged. If, in its statement published on the instance of the defendant, the Herald Tribune were to assume the truth of Smith's contention of innocence, it might put itself in the position of charging Brown, plaintiff in the fraud suit, with perjury.

"In short, explanatory statements, whether they are mere explanations or corrections or retractions, should, from the standpoint of defense in libel s be freely published in proper cases, care should be taken that these st ments will neither libel others nor barrass the newspaper if a suit brought"

The *New York World* has in Bureau of Accuracy and Fair I established in 1913, a highly efficient tem of making prompt and fair co tions when they are due.

All complaints of error are immedi turned over to Isaac D. White, d tor of the bureau, who sees that the investigated and if the newspape wrong that justice is promptly giv

"We have found that it pays to h all complaints with promptness and cision," Mr. White said to Editc Publisher. "In addition to ma straightforward and adequate pr corrections when we are at fault, w lieve in writing personally a repl every complainant, enclosing a cli of the correction and expressing on gret that the error was made."

File after file of complimentary ters in the office of the New World's Bureau of Accuracy and Play testify to the public favor in this careful system of handling paper mistakes is held. The ma of complainants are satisfied witl fair play given by the bureau, a not carry the error to the courts.

FAREWELL GESTURE OF A SOCIETY EDITOR

Reprinted from F. P. A.'s "Conning Tower," New York World, June 22

Here in this cubby-hole, littered with papers,
I've watched the old world at its comical capers,
I've talked on the phone to the socially prominent,
The weak-voiced sisters, the stern and the dominant,
The poor-but-grand, and the rich-and-lordly,
And elegant ones who conversed quite boredly;
I've cheered my soul with overmuch reading
And begged for pictures in tones most pleading;
Times have been when I've given them blessing
Because they were kind beyond all confessing—
As one at a horse show sees gallant steeds prancing,
So I have observed Society, dancing,
Made notes on flowers, and persons, and dresses,
And left unprinted some obvious caresses.
I have smiled at their airs and ignored their passion,
And shrugged my shoulders, "So *this* is Fashion!"
And this is the end: I leave to-morrow;
I shall write a book to drown my sorrow!

ELIZABETH MALCOLME DURHAM

ANNOUNCE NEW PRI IN HARVARD AWAR

Advertising Competition Now Reward for Trade Paper Camp and Local Drives in Cities 100,000—Total $12,000

Two new prizes of $2,000 each been added to the list of the Harva vertising Awards, it was announc week by Dean Wallace B. Donh the Harvard Business School. awards were founded in 1923 by E W. Bok.

The new prizes are offered f best advertising campaign which publicity for industrial products t industrial, trade, or professional jo or for the best campaign executed in cities of 100,000 population or le

The awards of former years inc $2,000 prize for the best nation local campaigns aimed to adverti cific products, a $2,000 prize for th est accomplishment in advertising r toward reducing wasteful expe four prizes of $1,000 each for inc advertisements and a gold medal tinguished services to advertising.

A jury to be chosen later wil the awards on the merits of the p and execution of the campaigns material to be considered for thes must be submitted, according to nouncement, before Dec. 31, 1926, awards will be made early in Jan

Kaltenborn on Wrecked T

H. V. Kaltenborn, associate e the *Brooklyn Eagle* was a passe the Cape Cod express, wrecked at ton, R. I., June 26, with a loss lives. After ascertaining that the passengers in his car were he collected details of the wre warding them to the Eagle on a the nearest telegraph station.

Correction

In an advertisement appearin week's Editor & Publisher Intertype Corporation it was in stated that there were 40 inste Intertypes being used by the (Tenn.) *Commercial Appeal*.



The Home Newspaper Sells The Home Purchasing Agent

Detroit News During First Five Months of 1926 Leads In Every Type of Advertising Dependent On the Home

THE DETROIT NEWS has peculiarly been the ***home*** newspaper since its inception. Fresh, vigorous, clean and independent, it has from the start made itself indispensable to the home, and as a result has led in circulation for more than half a century. Being the home newspaper it was only natural that The News should so conduct its editorial columns as to give the woman of the household, no less than the man, articles and news of special appeal.

Its Women's Pages have thus become the most widely read of any in the Middle West. Hundreds of thousands of letters received annually by the Women's Editor testify to the interest these pages hold. Advertisers were not slow to grasp the significance of so strong an appeal. They know that the woman is directly or indirectly responsible for 90% of the household purchases. Consequently, they have continued to place more and more of their advertising in the columns of The News.

Listed here are the classes of advertising conceded by all to be those that are dependent on reader interest for results. It will be noted that The Detroit News carries more advertising than both other Detroit papers combined in all but a few classifications and that even in these The News leads.

In total advertising The News likewise carries more lineage than both other papers combined. During the first five months of this year, as during all of 1925, The News led all other newspapers in America in advertising.

Note the Lead of The News in These Classifications

Space in Inches	News	2nd Paper	3rd Paper
2 Automobiles	61,741	52,939	32,208
1 Dept. Stores	194,739	55,944	55,570
1 Drug Stores	6,625	296	1,594
1 Electrical	12,800	3,781	3,350
1 Footwear	10,284	5,077	4,481
1 Furniture	109,187	9,695	28,907
1 Grocery and Food Products	37,973	11,668	13,269
1 Hardware and Sport Goods	4,313	2,178	1,406
1 Household Articles and Equipment	10,928	3,639	2,692
1 Jewelry, Watches, etc	15,547	1,614	9,107
2 Musical Instruments and Supplies	12,362	5,061	7,785
1 Radio	19,526	6,006	7,053
1 Rotogravure	13,264	1,826	.....
2 Tobacco	10,601	7,442	7,328
1 Toilet Articles and Shops	9,968	4,111	4,598
1 Men's Wear	38,219	14,215	12,652
1 Women's Wear	85,994	12,895	15,292

Key: (1) The Detroit News has more than all other Detroit newspapers combined.

(2) News leads.

The Detroit News

335,000 Sunday Circulation **The HOME Newspaper** ***320,000 Week Day Circulation***

LIBEL SYMPOSIUM TO FEATURE S. N. P. A. CONVENTION NEXT WEEK

Southern Laws to Be Surveyed with View of Possible Revision 200 Reservations Received for Meeting at Asheville—Johnson Plans to Retire

THE twenty-fourth annual meeting of the Southern Newspaper Publishers Association at Grove Park Inn., Asheville, N. C., July 6, 7 and 8 will be the largest in point of attendance the association has ever held. More than 200 publishers and members of their families will be present when the convention is called to order Tuesday morning, July 6.



Walter C. Johnson

President Walter C. Johnson announces all sessions will begin promptly at 9 a. m. and adjourn promptly at 1:30 p. m.

The program for the opening day includes reports of the officers, nominations, and the beginning of the reports from the different standing committees. A feature of Wednesday's program will be the election of officers, and for the closing day a symposium has been listed.

Announcement has also been made from S. N. P. A. headquarters in Chattanooga that special consideration will be given to libel laws in an effort to obtain laws in Southern States which are considered fair to the publishers.

A special memorial service will be conducted in memory of members of the Association who have died during the past year. A special service has also been arranged for the memory of Edgar M. Foster, business manager of the *Nashville* (Tenn.) *Banner* who died June 20. He was president of the S. N. P. A. in 1907-8 and was in charge of the S. N. P. A. advertising campaign.

A feature of the entertainment program will be golf tournaments of eighteen holes, at the Asheville County Club at 2 o'clock Wednesday afternoon, July 7. Members of the S. N. P. A. will contest in one section while guests and all others in attendance will be invited to contest in other sections.

Twenty or more prizes of practically equal value are offered by various auxiliary concerns in each section. Medal scores will count. Handicaps both straight and kickers must be established by the golf tournament committee by or before Tuesday, July 6. Prizes will be displayed at Grove Park Inn Tuesday, July 6. Walter H. Savory is chairman of this committee and serving with him are Richard Wasson, and Elmer E. Clark.

Announcement is also made that the ladies and gentlemen attending the convention will be guests of the citizens of Asheville on an automobile tour of the city and environs Tuesday afternoon. At the conclusion of the drive they will be tendered a reception and tea by the *Asheville Times* and the *Asheville Citizen.*

Ladies' entertainments for Wednesday and Thursday afternoons in the lobby of Grove Park Inn, will be arranged by a committee composed of Mrs. Walter C. Johnson, chairman; Mrs. V. H. Hanson, Mrs. George K. Kohn, Mrs. C. A. Webb, Mrs. D. W. S. Elias, Mrs. W. O. Boger, Mrs. Charles K. Robinson, Mrs. L. E. Fisher and Mrs. Randall Harris.

Officers are of the opinion that one of the most profitable features of convention will be discussions of trade topics in the hours set aside for symposiums, on Wednesday and Thursday. They state that subjects of vital concern to every newspaper in the Association will be taken up. Everyone interested will be invited to participate.

Maj. Allen Potts, of the *Richmond* (Va.) *News Leader* will preside over the Labor and Mechanical departments discussions. H. Galt Braxton of the *Kinston* (N. C.) *Free Press* will preside over the advertising topics.

W. A. Elliott, of the *Jacksonville* (Fla.) *Times Union* and L. K. Nicholson, of the *New Orleans* (La.) *Times Picayune,* will preside over the editorial topics.

President Johnson is completing ten years continuous service as an executive of the S. N. P. A. and it is understood he will ask for retirement to the ranks pledging his active interest in the affairs of the Association. He will recommend that appropriate recognition be made next year of the 25th anniversary of the S. N. P. A. A report will be made by James B. Nevin, editor of the *Atlanta Georgian* and chairman of a special committee as a result of the conference last fall at Vanderbilt University to consider the best means of bringing about co-operation between Southern newspapers and institutions of higher learning.

The committee reports as well as those of the officers have been prepared and will be presented in booklet form to all members of the Association in order that the reports may be discussed at length.

President Walter Johnson will leave Chattanooga Saturday by automobile and will drive through the country to Asheville with his wife and two children arriving there Sunday night. Secretary-Manager Craston Williams will also arrive in Asheville Sunday night.

Moran on the Equator

Casey Moran former editor of the *Dawson City* (Alaska) *Dagger* has just brought out the first number of the *Maracaibo* (Venezuela) *Tropical Sun,* leaping from the Arctic Circle to the equator. Maracaibo is at present the scene of an oil boom. Editor Moran produced a 12 page tabloid size with no type smaller than ten point and with foreign speaking printers who composed by matching type and copy. "There is no doubt about it," apologized the globe-trotting editor in the first number "this is a h—— of a looking Ne(u)spaper." He explained that the printers ran out of w's before the editorial page was reached.

Labor M. P.s Boycott Dailies

Scottish Labor members of the British Parliament have pledged themselves not to give news to representatives of the Glasgow and Dundee newspapers that have declared themselves non-union since the general strike. The M. P.s have also asked labor organizations and trade unions to urge their members not to buy the papers. As the principal papers of the two cities have declared non-union, there is little prospect of the boycott being serious in its effect.

LIBEL SUIT DISMISSED

Judge Acts Speedily Without Calling Defense Witnesses

Justice Charles H. Brown of the New York State supreme court, sitting at Mayville, dismissed the libel suit brought by Albert Woodward against the *Jamestown* (N. Y.) *Morning Post* without hearing defense after the plaintiff had presented his case.

Mr. Woodward contended an article published in the Post relative to a raid on a dance pavilion operated by him so injured his business that he was compelled to suspend. State troopers said the newspaper had reported only actual happenings, then this testimony, brought out in cross examination of plaintiff's witnesses, was sufficient to cause dismissal of the action.

Woodbridge to Address Coast Clubs

C. King Woodbridge, president of the International Advertising Association, will address the annual convention of the Pacific Coast Advertising Clubs Association, meeting in San Francisco, July 5-8. Mr. Woodbridge will return east via Seattle, Minneapolis and Chicago, stopping to address the National Retail Furniture Institute in Grand Rapids, July 15.

Adopts Eight Column Page

The *Albany* (Ore.) *Democrat-Herald,* which recently changed its body type from eight point to seven, on July 1, increased its page size to eight columns.

BRIDGEPORT TIMES SOLD BY KENDALL CRESSEY

New Owners to Be Announced Later—Former Owner Bought Paper in 1925 After Leaving Hearst Boston Daily

Kendall B. Cressey, president of the Bridgeport (Conn.) Times Company, publishing the *Bridgeport Times,* issued the following statement to the Bridgeport newspapers Tuesday morning of this week:

"I have as of this day sold my controlling interest in the Bridgeport Times Company, and have resigned as president and treasurer. I have also resigned as editor and publisher of the Times. The names of the new owners of the Times will be announced at such time as they may desire."

Mr. Cressey took control of the old Times Publishing Company in November, 1924, and became the actual owner of the Bridgeport Times at the time he organized his new corporation, the Bridgeport Times Company, on Feb. 1, 1925.

At the time Cressey sold the Times, he was the owner of 90 per cent of the common stock and 80 per cent of the first preferred stock.

Mr. Cressey said he would make no plans until fall. With Mrs. Cressey he will spend July and August on a vacation.

Mr. Cressey purchased the Bridgeport Times shortly after his resignation from the Hearst service. He had previously been publisher of the *Boston Daily and Sunday Advertiser.*

New Directory Gives

Jacksonville

a Population of

180,070

R. L. Polk & Company, announces Jacksonville's population, exclusive of South Jacksonville, is 180,070.

With a daily city circulation of 26,000, the Florida Times-Union is serving 72% of this population. (Figures based upon the official 5 readers to a paper). In addition to this impressive city coverage, the Florida Times-Union leads all other Florida publications in state circulation.

The Florida Times-Union

JACKSONVILLE

DAILY 53,000 SUNDAY 70,000

THE WATERTOWN STANDARD



Northern New York's Leading Newspaper

announces effective July 1st

ADDISON B. PARKER

Publisher and General Manager

ADDISON B. PARKER, for seven years Deputy Secretary of State of New York, the man who managed the campaign that elected Nathan E. Miller, Governor of New York, the man who for four years has been General Manager of the Watertown Standard, now becomes Publisher and General Manager.

Mr. Parker's advancement is just one step in a series which is making the leadership of Watertown Standard in the Northern New York field even more dominant than it is today.

WATERTOWN STANDARD

WATERTOWN, NEW YORK

Largest total circulation.
Largest home delivery.
Largest Department Store advertising volume.
Most local advertising.
Largest classified volume.



Watertown, the hub of Northern New York's great dairy and paper manufacturingindustries, a rich market for national advertisers.

NORTHERN NEW YORK'S LEADING NEWSPAPER



Our Own World of Letters

By JAMES MELVIN LEE

OF the mistakes of newspaper editors we have heard enough and to spare in the magazines. E. W. Howe who has a lot of fun editing a monthly "devoted to indignation and information' chats in his current issue about "The Mistakes of Magazine Editors." Ed. knows a thing or two about fiction for he once wrote "The Story of a Country Town." Of this book the great American critic, Charles Dudley Warner, once said, "The book is one of the small number of genuine American books which cannot be left out when we reckon up our literature of fiction." Warner was not only a good critic but also an able newspaper man —as all who worked with him on the *Hartford Courant* can testify.

* * *

BETWEEN assignments or between takes a rattling good short story to read is "Extra! Extra!" which Robert E. Sherwood, editor of *Life,* contributes to *Scribner's Magazine* for July. It leaves the reader still wondering what the "Extra" was about, but realizing that he has read a little chapter from life's real story.

* * *

CLARENCE S. BRIGHAM, librarian of the American Antiquarian Society at Worcester, Mass., is author of a pamphlet that will interest all editors and publishers who are collecting material relating to the history of journalism in the United States. This particular pamphlet deals with the various newspapers which for various reasons have appeared printed on wall paper. A copy may be obtained upon application to Clarence S. Brigham, American Antiquarian Society, Worcester, Mass.

* * *

THE fourth edition of "Population and Its Distribution," compiled by the J. Walter Thompson Advertising Agency, is now off the press. For advertisers this volume has five helpful features.

Of these five possibly the most important is the listing of 679 retail shopping areas, each one of which represents a shopping district with commercial rather than poltical boundaries. A complete set of maps is an excellent supplement to this feature.

Another feature, given for the first time in this edition, is the extension of population and income tax figures to counties. It makes it possible to determine sales quotas on the basis of population per income tax per county.

A new compilation of retail and wholesale dealers adds to the attractiveness of the volume. Eighteen trades are covered by states and counties: they include automobiles, drugs, hardware, grocery, etc.

Another one of these features is the listing of chain stores in every city with a population of over 25,000. So far as I know "Population and Its Distribution" is the first to have such figures within the covers of a book.

The last of these features may be found in the population figures for 1925. These are based on state censuses and federal estimates. Cities and towns in each state are grouped according to population. This feature makes this book especially valuable for the editorial rooms. The chief appeal of the volume is of course to those who work in the advertising department.

* * *

IN "Business Ethics" (The Ronald Press) may be found considerable material relating to the ethical advance in advertising. Frankly, however, one of the best things in the volume is a quotation from a pamphlet that came from the pen of Claude C. Hopkins of the Lord & Thomas Agency in Chicago. He received the request from an editor of a paper to write his views regarding sensational newspapers. He had been a strenuous fighter for clean advertising and this particular editor evidently thought the campaign would be started for clean news columns. The pamphlet by Mr. Hopkins is entitled "Sensational Newspapers" and the quotation given in "Business Ethics" is as follows:

> The sensational newspaper does more to promote law and order than all the policemen, all the jails in existence. "Death by Moonshine" is the greatest temperance lecture ever written. The picture of a car in a tree, with the headline, "Going 60 Miles an Hour" is the greatest speed eradicator. "Banker Goes to Jail" is the chief protection for our money.
>
> Sensational newspapers, at the cost of a few cents daily, tell us the wages of every sort of sin. It would cost one a fortune in fines, perhaps, to learn as much as he learns at one breakfast table. It would take a hundred years in jail, a score of divorces and two score of beatings to learn what he learns for some 25 cents a week.

* * *

> Many of us, at some points of life's journey, meet infatuations. Most of us do not exhibit them. What is the reason? It lies mainly in the sensational newspaper.
>
> We are dressing some night for a dinner to meet the attractive lady. As we dress we glance over the headlines, and we see, "The Husband's Revenge." We never need to wade far into details to keep us in line for that evening.
>
> Next time it may be, "Wife Leaves Home." Next time, "Wife Shoots Rival." There is always something in the papers which keeps us fairly tame.
>
> Again one thinks of writing the lady a letter. He jots down an outline of what he would say. Then he glances at a paper, and there, behold, is a copy of his letter, almost word for word. It was used that day as evidence in a divorce case or a suit for breach of promise. The letter begins, "My Heaven's Eyes" and ends, "Your Baby," just like the letter proposed. Then somehow that letter looks rather silly.
>
> The idea of a bungalow with an underground passage holds strange infatuation for some men. But when one is ready to draw up the plans he reads of a man who possessed such a love nest and who shot himself on a lonely road.

* * *

ALFRED A. KNOPF will publish this month "Agricultural Journalism" by Nelson Antrim Crawford, director of information of the United States Department of Agriculture and Charles Elkins Rogers, professor of Industrial Journalism, of the Kansas-State Agricultural College. This field of journalism has not been previously covered in book form and each of the authors has had practical experience both in writing agricultural articles and in teaching agricultural journalism. Only recently Mr. Crawford was director of the Department of Agricultural Journalism at the Kansas State Agricultural College at Manhattan, Kan.

* * *

THE School of Journalism at the University of Oregon publishers monthly a house organ for the newspaper folk of that state. It is called *Oregon Exchanges.* The current issue opens with an interesting interview, "Journalism and Diplomacy," which E. E. Brodie, editor and publisher of the *Oregon City Enterprise,* recently gave to Jack Hempstead, a junior in the school. Mr. Brodie, it will be remembered, was in 1921 elected president of the National Editorial Association and more recently was United States minister to Siam from which he returned about a year ago to resume his editorial duties on the Enterprise.

* * *

CHARLES ANDERSON DANA used to recommend the Bible to cub reporters for its style. Other editors are making continued reference to the beauty of the King James version. Consequently the pamphlet, "The English Bible," by William D. Melton, president of the University of South Carolina, ought to be on the shelves of the newspaper library. A copy can be obtained by Addressing President Melton, University of South Carolina, Columbia, S. C.

* * *

A LITTLE over a year ago William Allen White, editor of the *Emporia* (Kan.) *Gazette,* delivered a series of lectures at the University of North Carolina on American citizenship. These lectures, somewhat elaborated, have now appeared in book form under the title, "Some Cycles of Cathay" (University of North Carolina, Chapel Hill, N. C.). America, according to Mr. White, has passed through three major political cycles: the Revolutionary cycle, the Anti-Slavery cycle, and the Populist cycle. Mr. White also believes that each one of these cycles is a part of the still larger cycle of the growth and development of democracy in America. Editorial writers who obviously are interested in currents of modern thought and tendencies of political parties will find this volume stimulating and worth perusal, even though they may not agree with everything that is said by the Sage of Emporia.

The chapter which especially challenges thought is the one with which the volume concludes, "What of the Future?" The answer given by Mr. White is:

> The race never has seen even one stage ahead upon its journey. Is it not presumable that democracy and its ideals are established to gather men into some vast unity for another flight? Surely these impassioned voices crying across our times for justice, surely all this clanging of machinery, all this hiving in industry, all this organizing of commerce, all this levelling up of democracy, all the aspirations of the prophets of our age for the natural rights of man and the call of brotherhood that have been massing men by millions over the earth with a common mind and a quickening heart, surely these signs and wonders are portents of a new order. Surely we are pipping at the shell of a larger destiny.

* * *

THE latest book to come to my desk is "Printing Ink" (Harper & Bros.) by Frank B. Wiborg, one of the founders of the great firm of Ault and Wiborg, manufacturers of printing inks. The book will be reviewed in this department at an early date.

Extra Issued on Editor's Birthday

The *Middletown* (N. Y.) *Times-Press* recently issued an extra edition in honor of the 69th birthday of Henry P. Powers, Goshen editor. Lead position in the extra carried a story telling of the gift of a fountain pen to the editor by the newspaper's staff.

CIRCULATION BUILDING SUPREMACY

We opened 1926 with the greatest newspaper campaign ever conducted, and secured over $300,000 in prepaid subscriptions for The Cleveland Plain Dealer. We can attain similar success for you!

THOUSANDS OF NEW, PREPAID, BONA-FIDE HOME-DELIVERED SUBSCRIBERS SECURED IN TEN WEEKS' TIME

HOLLISTER'S Circulation Organization

Wire or Write us at 717-718 Commercial Exchange Bldg., LOS ANGELES

No dull Summer in Los Angeles!

Keep your schedules active - in June, July, and August!

Los Angeles Examiner

The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

thoroughly and alone cover the Oklahoma City Market

Agricultural authorities predict a 60,000,000 to 80,000,000 bushel wheat crop for Oklahoma—which should yield an income of from sixty-five to ninety millions of dollars.

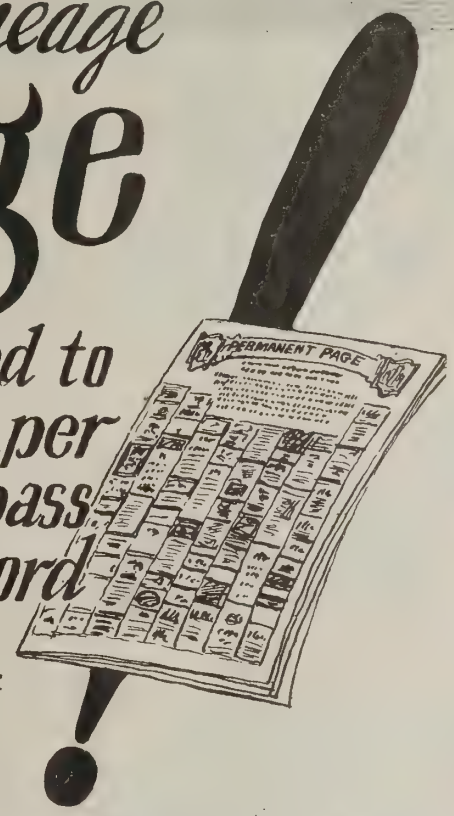
Moreover, this income is "spendable" and with other crop prospects should assure the greatest fall business in Oklahoma's history, barring possibly two war years.

The Oklahoman and Times thoroughly and alone cover the entire Oklahoma City market—the great Central and Western portions of the state—which will share largest in Oklahoma's bumper wheat crop.

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City Detroit Atlanta San Francisco

A man may be proud of his ancient Lineage but new lineage is required to make a newspaper proud and surpass last year's record



This Pride Can Be Attained by Using One or More of

BRIGGS' PROVEN FEATURE PAGES

Which will Add 100,000 to 500,000 Lines to Your Annual Lineage—Created from a NEW SOURCE.

The Briggs Organization is equipped to create new business principally from manufacturers, industrial plants, jobbers, wholesalers, and others who are now spending their appropriations in forms of advertising other than newspaper display. Briggs' men are competent, especially trained for developing this heretofore untouched field for newspaper publishers. They can make long term contracts grow where no contracts have grown before. The Briggs Organization does not interfere in any way with the regular staff.

IF YOU HAVE A PROBLEM, WE CAN SOLVE IT BY PROMOTING FOR YOU ONE OR MORE OF OUR TWELVE FEATURE PAGES. MORE THAN EIGHTY LEADING DAILIES THROUGHOUT THE UNITED STATES AND CANADA ARE USING THESE PAGES TO ADD TO THEIR LINEAGE.

FEATURE EDITIONS

Our special edition department, consisting of the highest class trained men in this particular field, is now in a position to handle special sections, such as rotogravure (tabloid or full size), feature editions in black and white and anything in the way of special editions whenever the occasion warrants. Write or wire us. We will gladly present further details to you without obligation.

Thomas W. Briggs Co.

HOME OFFICE - COLUMBIAN MUTUAL TOWER
MEMPHIS, TENN.

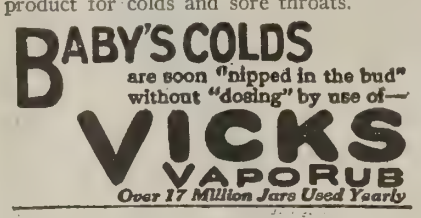
Largest Organization of its Kind in United States and Canada

VICK'S, SEASONAL PRODUCT, RUNNING COPY THROUGH SUMMER MONTHS

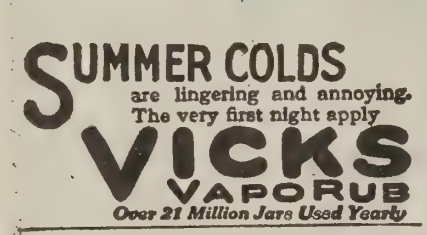
Reminder Ads First Run, Then Copy Stressing Value of Product for Hot Weather Ailments—Serves as Strong Link Between Seasons of Big Sales

By HAMMOND EDWARD FRANKLIN

ANY manufacturer who considers his business seasonal, and who wonders what he can do to make it at least a little less so, should consider the plan now being followed by the Vick Chemical Company of Greensboro, N. C., makers of Vick's VapoRub, a proprietary product for colds and sore throats.







Small in size but having both reminder and sales value—Three specimens of Vick's summer copy for dailies

Here, if anything, is a product which is seasonal in appeal. In cold weather, it is evident it would meet its real demand. Ever since the product was put on the market 25 years ago, the company planned its advertising to appear in newspapers during the winter season and offer its product for colds and allied ailments in small, persistent space.

Eight or nine years ago it occurred to an executive of the company that it would be well to keep some advertising running through the hot weather, not with the idea of pushing Vick's for special summer needs, but as sound policy in keeping the product before the public to a certain extent all the time, in season and out—"keeping everlastingly at it."

The company simply ran the same reminder advertisements in the summer as the winter.

"The idea dawned on us that Vick's did have a number of summer uses covering summer ailments which we had been overlooking in our enthusiasm in getting distribution throughout the whole of the United States," outlined C. A. Holland to EDITOR & PUBLISHER the other day.

"Four years ago we decided to run a special summer newspaper campaign featuring the use of Vick's for such summer ailments and inconveniences as summer colds, sunburn, bites and stings, etc., and hay fever in the late summer and fall."

About 25 per cent of the firm's annual appropriation for advertising was used for this campaign. Apparently the public had been well convinced of the value of the product for colds, but was not yet won to the new hot weather uses for the result in direct sales the first season was nothing to get excited about. However, the company felt its policy was right and its persistence would be bound, over a period, to affect summer sales and widen the consumption of the product at the same time it kept the name constantly before the public in off months.

The advertising department the same year prepared a year-'round set of small, one-inch reminders covering both winter and summer ailments. By the use of aluminotypes, a full set of these plates will last two or three years and this concern happens to be one which isn't afraid of using the same copy over again for a number of seasons when it believes it is using its space to advantage.

"We send all our papers complete sets of these basic reminder advertisements," Mr. Holland explained further. "In the fall, we pick out 15 or 20 of those we want run during the winter months and send instructions to run these and file away all the others for future use.

"Then in the spring, we pick out those we want run during the summer and have the winter plates filed away. Each summer for the last four years we have been running a light series of reminder advertisements taken from our full-year schedule."

The summer copy bears, in large hand letters, a single summer trouble, such as burns, hay fever, bites, stings, sore throat, sunburn, baby's colds, summer colds, head colds, with two lines of copy and the name, Vick's VapoRub, "over 21 million jars used yearly."

The company states:

"We are not setting the woods on fire with our summer sales, but we do believe it is possible to create a bigger summer demand. Moreover, we have a lot of faith in keeping our name persistently before the public and, aside from a direct sales effort, our summer reminder copy ties up nicely with our heavier winter schedule which preceded it and which will be in order again with the coming of cold weather.

"For our summer advertising, we use practically our full list of papers. This includes around 1,200 dailies and 600 weeklies with a total circulation of almost 20,000,000.

"We don't see any reason why manufacturers of products which are not strictly seasonable should have such a big problem in maintaining their sales during the summer months with judicious advertising coupled with a little extra merchandising to fit the season."

The financial statement of the Potter Drug & Chemical Corporation, another firm which believes in summer advertising and which markets Cuticura Soap, Ointment and Talcum, recently has been issued. It shows a surplus of $2,030,249. Among its assets are $643,828 in cash on hand, $654,476 in accounts receivable, more than half a million dollars worth of machinery and real estate and securities and other assets, to boot. Its only liability is the inconsequential sum of $58,139 in accounts payable. The company's balance sheet shows a financial position which may well be the envy of any corporation.

Yet this concern, which distributes its line through every drug and department store in this and many other countries, has never had a salesman on the road. It depends entirely on demand from the consumer created by advertising which runs all the year in nearly every newspaper and which is just as constant in the summer as the winter.

"Putting up the shutters and going out to play golf just because it's summer and because it is thought a slump in sales is inevitably is folly," a New York business man declared recently, "and American executives ought to be keen enough to realize it."

Canadian Paper Exports Increase

Canadian exports of pulp and paper in May showed a considerable increase over the previous month according to the report issued by the Canadian Pulp and Paper Association. Total exports for the month were valued at $13,143,410 as compared with $10,994,458 in April and with $12,451,667 in May, 1925. Exports of wood-pulp in May were valued at $3,756,685 and exports of paper at $9,386,725 compared with totals of $3,163,773 and $7,830,685 respectively in April.

W. C. Watson, Publisher, Dead

William C. Watson, 65, vice-president of the Bristol (Pa.) Courier died at his home in Bristol June 29. He had been in the newspaper business about 50 years, and was a former president of the Bucks County Press Association.

Our Customers Write Our Ads

Pe l Printing Company
Penn Yan, New York

Says—

"We consider the Duplex Model A Flatbed perfect mechanically, positively dependable, and by far the most profitable of any of the present day methods of printing a weekly newspaper."

DUPLEX PRESSES
FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

PEJEPSCOT PAPER COMPANY

Manufacturers for Over Fifty Years of

NEWSPRINT

Combining the Three Essentials of Quality
Strength • Cleanliness • Color

Colored Newsprint a Specialty

Daily Capacity — 160 TONS

PEJEPSCOT PAPER COMPANY ★ MAINE ★

MILLS IN THE STATE OF MAINE, U. S. A.
Sales Office: • 42 Broadway • New York, N. Y.

BUFFALO THE WONDER CITY OF AMERICA

To Financial Advertisers Seeking Business in Buffalo—

TO SECURE greatest possible results from financial advertising it should reach the investment buyer of the FUTURE as well as the investor of the present. In the Buffalo territory the News reaches and influences both.

The News is read in more than 140,000 homes in Western New York. Average daily circulation for May was 142,907.

The News has the interest of the investing public because it gives complete financial and business news—all the news and quotations of all the major markets.

The News gives TODAY'S financial news TODAY—when interest is most keen.

The News has unusual reader interest and influence because of its authentic news service and its well-known policy of protecting its readers by careful censorship of all advertising.

The market for financial advertisers is steadily increasing because new people are constantly reaching higher ground financially.

Reach both prospective and present investors in Buffalo by directing your advertising message to them through the paper they read—the News. It can be done effectively and at moderate cost.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

A. B. C. Mar. 31, 1926
134,469

EDWARD H. BUTLER, *Editor and Publisher*

Present Average Over
142,000

National Representatives

KELLY-SMITH COMPANY

Marbridge Building
New York City

Waterman Building
Boston, Mass.

Atlantic Building
Philadelphia, Pa.

Tribune Tower
Chicago, Ill.

J. C. HARRIS, Jr., Atlanta

N. Y. DAILY NEWS WINS $100,000 LIBEL SUIT

Two Weeks' Trial Ends in Victory for Defense in Action Brought by Mrs. S. L. Robertson—DeWitt Pleads Truth of Article

After two weeks' trial, a jury in Justice Philip J. McCook's part of New York supreme court returned a verdict for the defendant, June 25, in a $100,000 libel suit brought against the *New York Daily News* by Mrs. Sarah L. Robertson, of East Orange, N. J.

Mrs. Robertson's action, the seventh instituted by her against New York and New Jersey dailies for the same alleged libel, was based upon a story published in the Daily News, Feb. 24, 1925, which was an account of her confession to the charge of conspiring to defraud Lloyd's insurance company of $76,000 by framing a robbery of her insured jewels. Of the seven suits Mrs. Robertson has lost five and won two. The latter are on appeal. Tried in New Jersey courts on the conspiracy charge, Mrs. Robertson was acquitted. Then she started bringing libel actions against newspapers that had published her earlier confession.

She claimed she had not confessed to framing the robbery and asked damages.

MacDonald Dewitt, of Dewitt and Van Aken, attorneys for the News, in his summation to the jury said the issue at stake was whether the News' story of the confession was true or false.

"The issue is not whether or not the plaintiff is guilty of any crime," he said. "That has all been taken care of by the New Jersey authorities. The issue is whether or not the defendant, the New York Daily News, is guilty of publishing a false report, a serious crime in the conduct of the newspaper business."

Mr. Dewitt claimed in defense that the article complained of was published as a matter of news in the ordinary routine of business, and that it had been published with fairness to the plaintiff and with truthfulness to the public.

"While the plaintiff had demanded that the News print a retraction, I had advised my client that no retraction could be printed without the publisher of the News stultifying himself, because the original article was true," he said.

The lawyer asserted that both charges in the article the plaintiff had alleged were false and malicious were fair and true reports. These two charges, he pointed out, were: first, that the plaintiff had staged a hold-up at her home in Deal, N. J., for the purpose of defrauding Lloyds, and, secondly, that after she had been arrested, she had confessed to public authorities that she did stage the fake hold-up.

Mr. Dewitt showed to the satisfaction of the jury that the jewels which the plaintiff had taken from a safety deposit box to the Hotel McAlpin in New York on the Friday preceding the alleged hold-up and which she claimed were stolen by hold-up men were subsequently found in the kitchen closet of one of her friends in New York City where the plaintiff had secreted them on the Monday following the alleged hold-up.

Under cross examination by Mr. Dewitt, Mrs. Robertson was involved in many contradictions. The attorney brought out that the estate of the plaintiff's second husband which she had testified was worth more than $1,000,000 was in fact only $109,000, that she had been in continuous litigation for almost 30 years, and that shortly before the "hold-up" she needed money so badly she had had to pawn some of her jewels.

This was vehemently denied by Mrs. Robertson, but she was confronted with a letter she herself had written, stating that she had pawned some of her jewels to pay back taxes.

During the trial one of Mr. Dewitt's assistants was approached by Edward Roth, a bystander in the courtroom, who asked him if he wanted the jury "fixed." The assistant immediately reported to Mr. Dewitt who informed the judge. The man was arrested and was held in $500 bail pending examination of his past records.

PRESS STUDENTS SAIL

Party of 49 Leaves Montreal to Study Foreign Papers

A party of 49 newspaper men and women and teachers and students of journalism from 14 states and British Columbia embarked from Montreal, Thursday, as members of a European journalism tour conducted by Prof. E. M. Johnson, of the University of Wisconsin. The party will visit Canada, England, Scotland, France, Switzerland, Belgium and Holland.

Editors and proprietors of European newspapers and American correspondents will lecture to the party in European capitals. Prof. Chilton R. Bush of the University of Wisconsin Course in Journalism and Prof. Johnson will lecture on shipboard on Comparative Journalism.

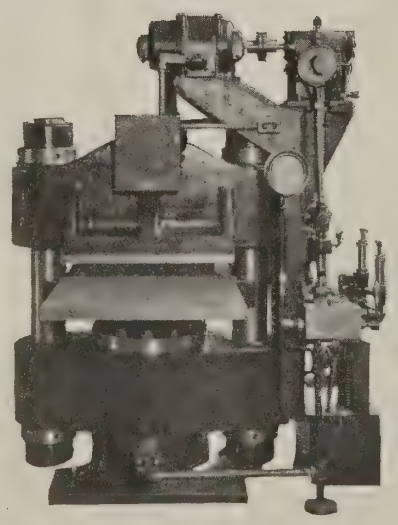
S. C. Press Meet July 13-16

The fiftieth annual meeting of the South Carolina Press Association, is to be held at Myrtle Beach, July 13-16. Robert Lathan, editor of the *Charleston News & Courier* is president of the group.

EDITOR & PUBLISHER CALENDAR

July 5-8—Pacific Coast Advertising Clubs Assn., 10th District, International Advertising Association, annual convention, San Francisco.
July 6-8—Southern Newspaper Publishers' Assn., annual meeting, Asheville, N. C.
July 13-16—South Carolina Press Assn., annual convention, Myrtle Beach, S. C.
July 16—Idaho State Editorial Assn., annual meeting, McCall, Idaho.
July 19-24—International Stereotypers and Electrotypers Union of North America, meeting, Los Angeles, Cal.
July 21-23—North Carolina Press Assn., annual convention, Hickory N. C.
July 23-24—Northeast Nebraska Editorial Assn., annual convention, Homer, Neb.
July 23-25—Colorado Editorial Assn., midsummer meeting, Alamosa, Col.
July 23—American Photo-Engravers Assn., annual convention, Detroit.

BIROTADRUCK



HYDRAULIC MATRICE PRESS

Direct Pressure Under Complete Control. Fast, Positive, Non-Vibrating Hydraulic Operation. The first successful hydraulic matrice moulding press to be introduced into this country.
Birotadruck Presses are now in operation on the plants of The New York Times (3 presses), New York Herald-Tribune (2 presses), Boston Globe, Cleveland Press and Dallas News.

AMERICAN BIROTADRUCK CO., Inc.
120 West 42d St., New York City

CERTIFIED COLD STEREOTYPING

Has replaced wet mats and steamtables
in the plants of these
representative Southern newspapers

Our Policy:

One Size
all mats 20" by 24"

One Quality
only the best we can make
—used by
The New York Times
Cleveland Plain Dealer
Detroit Times
and several hundred
others

One Price
15 cents on standing order

ASHEVILLE (N. C.) TIMES
CHATTANOOGA (TENN.) TIMES
CLARKSBURG (W. VA.) TELEGRAM
HOUSTON (TEX.) POST-DISPATCH
JACKSON (MISS.) NEWS
ST. PETERSBURG (FLA.) INDEPENDENT
SAVANNAH (GA.) NEWS

What your fellow publishers in the South, North, East, and West have accomplished with Certified Dry Mat Cold stereotyping, you can, too.

¶ Have you received your copy of our booklet, "The Certified Road to Simplified Newspaper Stereotyping"? It's free upon request.

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue New York, N. Y.
for wet mat printing with DRY MAT facility—use Certifieds
MADE IN THE U. S. A.

BECAUSE for nearly half a century the Scripps-Howard newspapers have remained free from fettering political, financial and social alliances, these newspapers have been able to serve the public with a singleness of purpose that has merited and won nation-wide recognition.

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



He exposes quack medios.—Frederick E. Shapiro.

FREDERICK E. SHAPIRO, managing editor of the *Philadelphia Daily News*, Macfadden tabloid, has been battling a little more than a year now to introduce tabloidism to the Quaker City, and, after some mechanical setbacks at the start, has, he believes, at last hit his stride.

Philadelphia's circulation story more than elsewhere has as its main theme distribution. The city sprawls over some 129 square miles, a maze of winding narrow thoroughfares, and speed in manufacturing the newspaper product and getting it out to streets and homes, is considerably more than half the problem. And that half is now being met.

The original plant where the Daily News started publication in March, 1925, was inadequate. On Jan. 1, of this year, Bernarr Macfadden purchased a controlling interest in the paper and by April the News moved into its present home, and the editorial product which Mr. Shapiro is now putting out, is beginning to claim new highs in circulation figures.

"What has surprised me," Mr. Shapiro said this week in an interview, "is the progress we have made without much expenditure on promotion. Tabloid circulations have usually been rolled up to the tune of many prize contests, but during our first year we have had comparatively few of them. We have offered small prizes for letters to the editor, have used theater tie-up contests, and have attracted girl readers by vacation trip offers, but the amount of money we have spent in this way has been remarkably small."

The 15 months' experience with the Daily News has been Mr. Shapiro's first in Philadelphia.

Last week the News started a series of articles uncovering practices of "quack" doctors in Philadelphia. A reporter named Nelson Phillips was thoroughly examined by a reputable doctor and found to be in good physical condition. Then he called on a number of advertising "M. D.'s," who found he was the victim of gastritis, bad blood, and had in his veins the deadly streptococci germs, all within a few hours after he had been examined by the regular physician.

Philadelphia apparently has a large "quack area," which was badly in need of exposure.

Mr. Shapiro, who is only 30 years old, came to Philadelphia from Washington, where he was night editor of the *Washington Herald*. Prior to that he was on the *Washington Post*, was night editor of the *Newark* (N. J.) *Ledger*, and on the copy desk of the *New York Evening Telegram*. He has also worked for the *St. Louis Republic* and the *St. Joseph Gazette*.

U. P. WIRE REORGANIZATION

High Speed Circuit Linking More Than 16 Newspapers Started June 28

Virtual reorganization of the United Press day wire service became effective June 28, when a new high speed printer circuit, linking more than 16 client newspapers and all leading bureaus, went into operation.

The new fast printers supplement the regular Morse wire, and, according to Hugh Baillie, U. P. business manage triples the news service.

Among client papers on the new ci cuit are: *Baltimore Evening Sun, Balt more Post, Washington News, Akr Times Press, Youngstown Telegra Cleveland Press, Columbus Citizen, Ci cinnati Post, Toledo News Bee, Detro News, Detroit Free Press, Winds* (Ont.) *Border City Star, Indianapo Times, Milwaukee Journal, St. Lou Star* and *Kansas City Post*. The wi is operated from 6 a. m. to 6 p. daily.

On June 7, the U. P. opened a hi speed printer wire from the New Yo office to the *Bridgeport Star, Waterbu* (Conn.) *Democrat, Waterbury Ame can, Hartford Times, New Haven Unio* and *Boston Traveler*. Seven days lat another printer circuit was opened between Denver, Col., and the *A buquerque* (N. M.) *State Tribune* a the *El Paso Post*.

WE'RE ALWAYS BUSY—WHY?

AUTOMOBILE PRIZE CAMPAIGNS

Get the Circulation
Get the Money For It
Get It Quickly
Get It Right



Conducted on THE KENDALL PLAN

We would like to know more of your circulation building methods and charges Without obligation to us, you may submit details terms etc

Our last Campaign was run _____

Name of paper _____ City _____

By _____ Title _____ State _____

Should we use a Campaign we would want it to start about _____

Eighteen consecutive successful years of "Knowing How." Wire or write for details, references, etc.,

W. S. Kendall Company
104 NORTH BAILEY AVE.
LOUISVILLE, KENTUCKY

At present conducting third campaign within six years upon the WHEELING, W. VA., INTELLIGENCER.

GET THE RIGHT PEOPLE WORKING FOR YOU AND YOU GET THE RIGHT RESULTS

Our COMPLETE checking service handles the entire detail work of supplying "checking proofs" to every agency and advertiser promptly—and—efficiently.

WE DO IT ALL

from a few complete copies.

The Advertising CHECKING BUREAU Inc.
538 So. Clark St. CHICAGO
79 Madison Ave. NEW YORK

TRADE LINOTYPE MARK

6½ pt. Ionic No. 5

COMBINES

The word count of 6 point and the legibility of 8 point

The British delegation of trade-union representatives, who came here on Tuesday at the invitation of "The London Daily Mail" to study reasons for the disparity between the high wages and prosperous living conditions of the American worker and their own lower wage standards, gained considerable light in a tour of several industrial establishments in Brooklyn yesterday.

They had been curious to know how it was that the average wage of the American toiler virtually doubled that of his British brother, and how it was possible for industries here to offer such fat envelopes to their employees and at the same time compete successfully in world markets.

American More Productive

After a study of the Brooklyn Edison plant and the factory methods of the Mergenthaler Linotype Company in Brooklyn, the delegates remarked that one of the vital reasons for the disparity was that the American worker was capable of producing and actually did produce more than the British toiler in a given time.

This he was enabled to do, they learned, because of the high standards of efficiency obtaining here, mass-production methods, the utter perfection of organization for which the American industrialist seems always to be striving, and labor-saving devices evident on every hand.

The comments of the delegates were voiced by Sir Percival Phillips, special correspondent of "The Daily Mail"; Fenton MacPherson, of the same newspaper, and William Mosses, J. P., who had a prominent part in the British Labor Ministry during the war.

MERGENTHALER LINOTYPE COMPANY
Brooklyn, New York
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Representatives in the Principal Cities of the World

Again! —*the Big Stores of New York Indorse the City's Favorite Home Newspapers!*

AT THE END of last year it was shown that the seventeen leading department stores of New York placed 22.5% of their combined 1925 advertising lineage in THE WORLD and THE EVENING WORLD. This practical demonstration of confidence on the part of the most important group of merchants in America, whose advertising policies are the subject of constant study and analysis by the best-informed experts in the advertising field, indicated beyond question the power of these two newspapers in moving merchandise from the retailers' shelves. The figures for the month of May in several important classifications go still further toward establishing THE WORLD and THE EVENING WORLD as indispensable units in any advertising campaign designed to sell goods in the New York market.

The World The Evening World

As Indicating Its Appeal to Women—

The Dry Goods advertiser centers the major appeal of his copy on the woman of the home. THE WORLD was the *only* standard morning paper to *increase* its Dry Goods lineage last month. The figures are:

	Gain	*Loss*	*Per Cent.*
THE WORLD	2,906	.....	1.5%G
Second Paper	....	11,306	2.6%L
Third Paper	....	13,260	4.0%L
Fourth Paper	....	35,968	12.2%L

As Indicating Its Cultural Appeal—

Book Advertising in the *weekday* WORLD was greater than all three of its standard morning competitors *combined.* Its *gain* of 7,892 lines, or 177%, was alone greater than the total Book Advertising carried by its three competitors. As indicating its appeal to a leisure class. THE WORLD'S gain of 80% in Railroad Advertising and 25% in Steamship and Travel Advertising outdistanced all other gains in these classifications in the *weekday morning* field.

As Indicating Its Value to Builders—

The unprecedented building activity throughout the New York Metropolitan Area is reflected in a gain of 614% in the advertising of Building Material in the *weekday* WORLD.

This is double the ratio of gain registered by the next nearest morning paper to show an increase in this classification, and is important as indicating the vastly increased recognition accorded THE WORLD by the advertisers of every product that enters into the *construction* of the home.

As Indicating Its Appeal to Women—

THE EVENING WORLD, as in the case of THE WORLD, was the *only* New York evening paper to *increase* its Dry Goods lineage in the month of May. The figures:

	Gain	*Loss*	*Per Cent.*
EVENING WORLD	70,344	.....	18.2%G
Second Paper	.....	9,322	1.8%L
Third Paper	.....	46,210	41.4%L
Fourth Paper	.....	93,584	16.4%L
Fifth Paper	.....	115,412	81.5%L

As Indicating Its Household Appeal—

As the outstanding evening paper of *home* influence, it is only natural that THE EVENING WORLD in May stood *first* in its gain in advertising of Foodstuffs, its increase being *more* than the combined gains of the only two other papers reporting increases.

	Gain	*Loss*	*Per Cent.*
EVENING WORLD	7,252	.....	16.0%G
Second Paper	3,918	.....	6.0%G
Third Paper	3,076	.....	6.0%G
Fourth Paper	....	1,468	3.0%L
Fifth Paper	....	2,662	22.0%L

As Indicating Its General Usefulness—

THE EVENING WORLD is *built* for the New York *home.* In its conception of the needs of the community it *serves,* its handling of the day's news, its superior feature pages, it has always kept the *home* uppermost in its considerations.

While it enjoys the reputation among newspaper men of "turning more quickly" than other papers in its field on the big news-story of the moment, its street sales due to ephemeral reasons have never been a factor compared to the bulwark of the day-in-and-day-out purchasers who carry it into the *home* for the evening's reading.

Pulitzer Building—New York

Tribune Tower—Chicago

TRENTON TIMES BUYS STATE GAZETTE

James Kerney Will Continue Publication of Both Morning and Evening Papers—Plants Consolidated but Chief Executives to Remain Unchanged

James Kerney is now editor and publisher of the two newspapers published in Trenton, N. J., the *Times,* evening, and the *State Gazette,* in the morning field. The State Gazette was purchased by the Times this week, the change in ownership becoming effective with the issue of June 29.



JAMES KERNEY

The State Gazette, one of New Jersey's oldest newspapers, was purchased last November by Ferdinand W. Roebling, Edward C. Rose and Frank D. Schroth. Mr. Schroth was editor and publisher of the Gazette, and he is now assistant publisher of the consolidated papers. Mr. Roebling and Mr. Rose have retired from the newspaper field.

"Operation of both papers from the same plant will make for increased efficiency," Mr. Kerney said in a statement to EDITOR & PUBLISHER. "We do not expect to make any important changes in the executive staffs."

Mr. Kerney has been actively engaged in newspaper work since 1895. He has been editor of the Times since 1903.

During the World War, Mr. Kerney, at the suggestion of President Wilson, went to France to direct the distribution to European countries of all official information regarding American war activities. He left this country early in 1918 and remained overseas until shortly before the signing of the armistice. He is author of "The Political Education of Woodrow Wilson."

Mr. Schroth, the assistant publisher, is a newspaper man of long experience. He received his early training on the Trenton Times and for more than 15 years was political writer for the *New York Tribune* and the *Philadelphia Record.*

The State Gazette was founded in 1792 by Matthias Day, a practical printer. Prior to its purchase in November by Roebling, Rose and Schroth it was published for 25 years by the State Gazette Publishing Company, consisting of Henry W. Comfort, president; Charles B. Case, secretary; and Charles H. Baker, treasurer and general manager.

Minnesota Editors Hold Outing

The Northern Minnesota Editorial Association held its 18th annual outing at Winnipeg, Manitoba, June 24 to 27.

Cambridge News Service Formed

A charter of incorporation was granted University News Service, Inc., of Cambridge, Mass., last week, to conduct a business "to collect and dispose of news items, notices and information." The capital is given as 1,000 no par value shares. The incorporators are Richard Donovan, Arlington; Leo J. Dunn, Roslindale; John H. Powers, Winchester, and Elizabeth G. Barry, Brighton.

Former Publisher Now Bank Executive

George D. Buckley, at one time publisher of the *Chicago Herald Examiner,* was this week elected vice-president of the National City Bank of New York. He has been associated with the bank for the last year. Mr. Buckley was also formerly president of the Crowell Publishing Company. He is a graduate of the University of Chicago, Class of 1906.

BOMB WRECKS HOME OF WHEELING EDITOR

Theory is Bootlegging Organization Was Seeking Revenge or Intimidation of H. C. Ogden, Intelligencer's, Chief—No One Injured

(*By Telegraph to* EDITOR & PUBLISHER)

WHEELING, W. Va., June 29—Federal and state officials are working on the theory that a bootlegging organization was seeking to intimidate H. C. Ogden, editor of the *Wheeling* (W. Va.) *Intelligencer,* whose home was damaged early Wednesday morning by explosion of a dynamite bomb. The Intelligencer has attacked bootleggers strenuously in recent editorials.

The bomb, placed on the rear porch of Mr. Ogden's home exploded about 3:15 o'clock in the morning of June 28. The porch was wrecked, doors and windows in the rear of the house blown in, and considerable damage done.

Members of the family sleeping in the rear of the house narrowly escaped injury from glass blown into the bed room. The explosion rocked houses in the neighborhood for half a mile around.

No definite clew to the perpetrators of the outrage has been found.

Perjury Charge Against Editor

Accused of falsely swearing to the number of times a bankruptcy notice ran in his newspaper, William Viktora, editor of the *Muscoda* (Wis.) *Progressive,* will get a preliminary hearing July 7 on a charge of perjury in the court of Judge C. W. Burous, Lancaster. The charge is the outgrowth of bankruptcy proceedings of Ellis A. Lee, a printer employed by the paper.

OVER 100 NEWSPAPERS ARE NOW USING OUR

Hardened Steel Heads

THAT LAST FOREVER

Among them are the following Southern Publishers:

RICHMOND TIMES DISPATCH
TIMES PICAYUNE
MIAMI HERALD
SAVANNAH NEWS
COLUMBUS LEDGER
CHATTANOOGA NEWS
LOUISVILLE COURIER JOURNAL
ABERDEEN AMERICAN

A. J. SOSSNER
363 West Broadway, New York

It's all in the Control



THERE'S many a pitcher with a swift delivery and a bunch of good curves who is dropped back into the ranks of the bush leaguers because he hasn't got "control."

And there's many a good job spoiled on many a good press for the same reason—lack of good control.

Your presses are under instant, perfect control when they are equipped with

Cline-Westinghouse Universal Control Push Button System

Simplicity, convenience and the highest degree of safety of any press control apparatus are combined in this equipment. Every part of it is made stronger than it would ever need to be to meet the most serious emergencies or the most exacting demands which could be made on it. Motors and controllers are made together, shipped together. Twenty-five years of specialized experience of Cline engineers have made Cline System the "Standard of the World."

Specify Cline System for all your printing needs

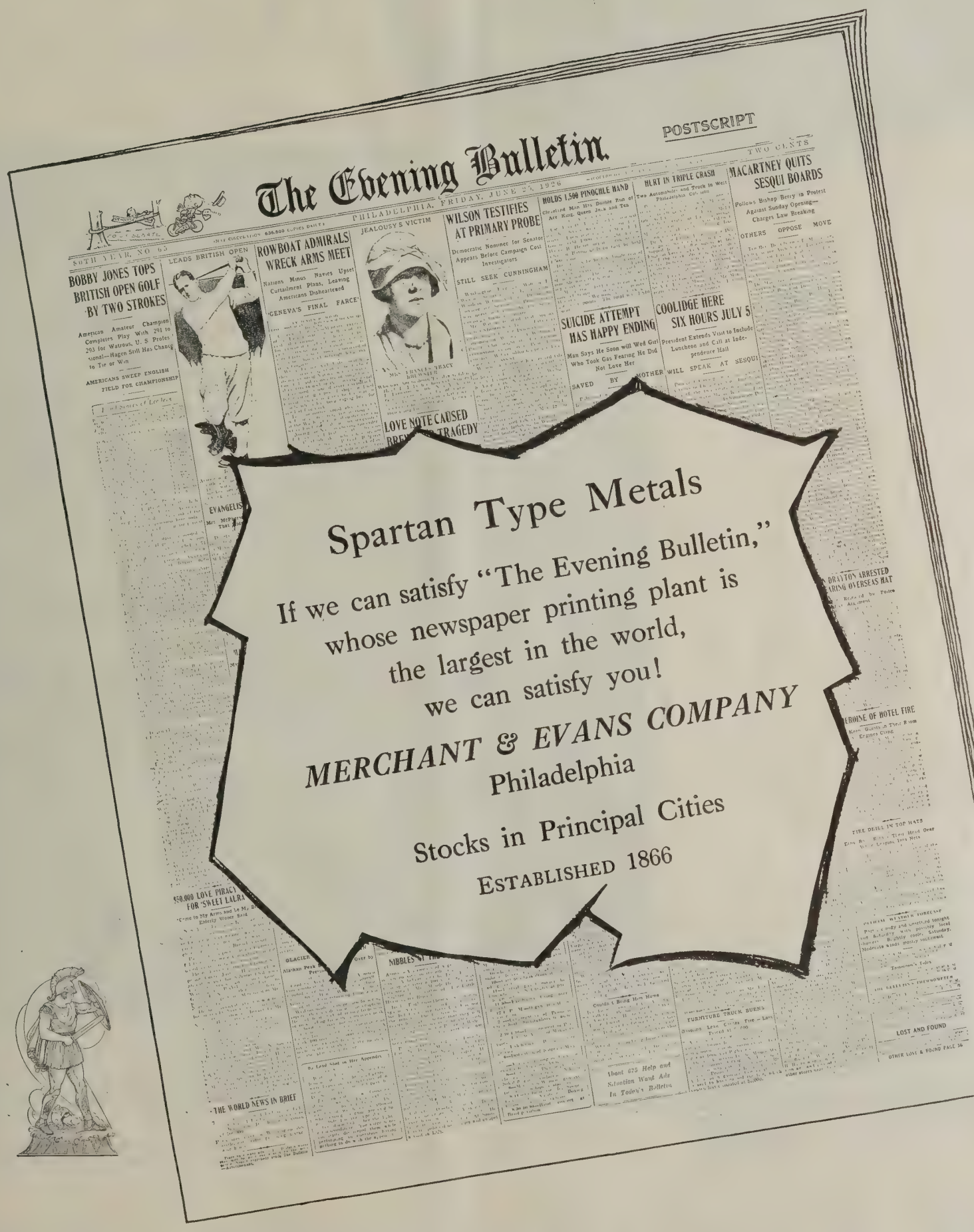
CLINE ELECTRIC MFG. CO.

Eastern Office
Marbridge Bldg.
47 W. 34th St.
New York

Conway Bldg.
111 W. Washington St.
CHICAGO

Western Office
First Nat'l Bank Bldg.
San Francisco
Calif.

CLINE SYSTEM — CLINE ELECTRIC MFG. CO. CHICAGO — QUALITY SERVICE SAFETY — CLINE WESTINGHOUSE



Spartan Type Metals

If we can satisfy "The Evening Bulletin," whose newspaper printing plant is the largest in the world, we can satisfy you!

MERCHANT & EVANS COMPANY

Philadelphia

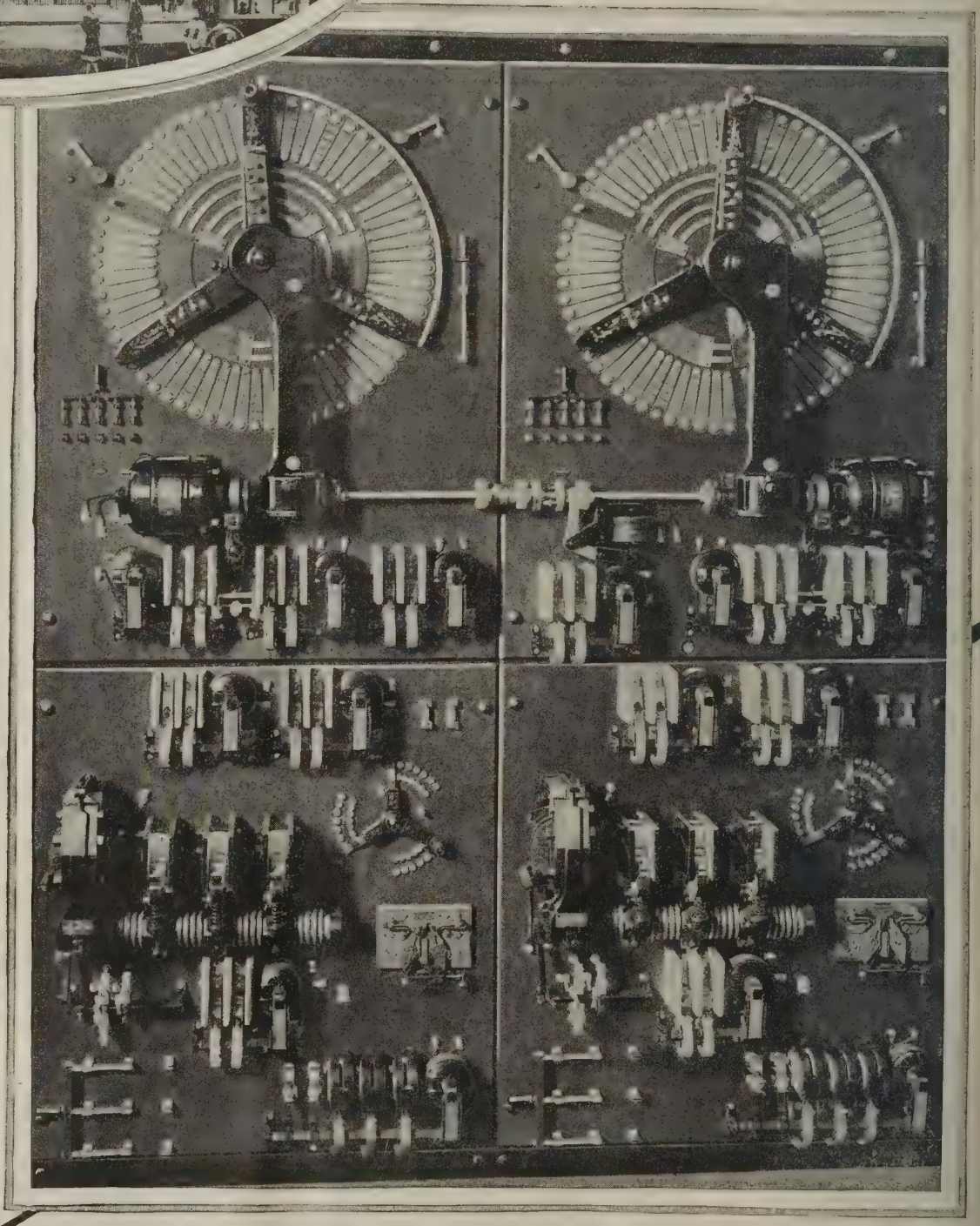
Stocks in Principal Cities

ESTABLISHED 1866



for the

General Electric CR6230 full automatic push-button operated control for two 100-h.p., 3-phase, 60-cycle drives—for independent or synchronized operation.



Apply the proper G-E Motor and the correct G-E Controller to a specific task, following the recommendations of G-E specialists in electric drive, and you have G-E Motorized Power. "Built-in" or connected to all types of industrial machines G-E Motorized Power provides lasting assurance that you have purchased the best.

MOTORIZED POWER
-fitted to every need

GENERAL

GENERAL ELECTRIC COMPANY, SCHENECTADY, NEW YORK

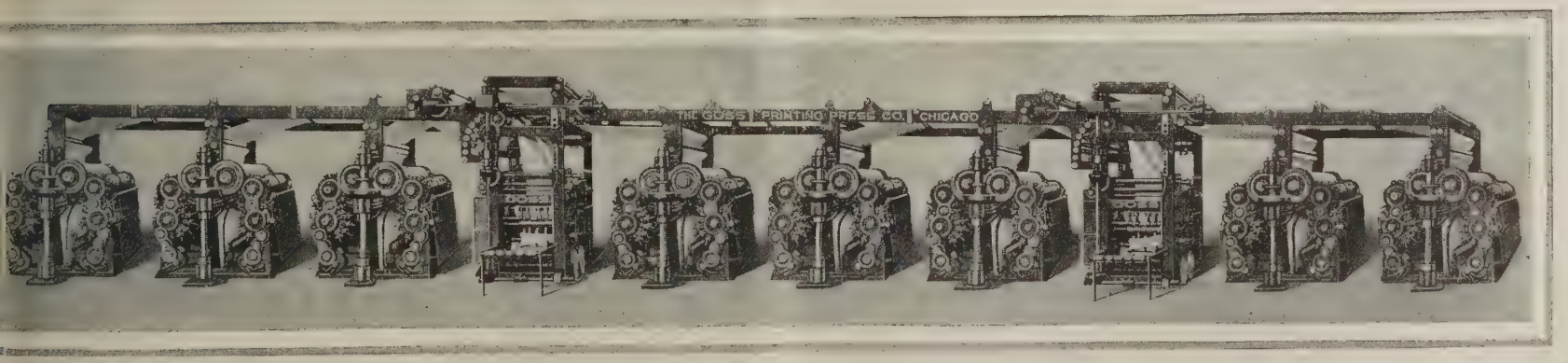
Fort Wayne News-Sentinel G-E Control

Control by G-E—always a mark of the highest distinction—has been given further significance by the introduction of the new General Electric CR6230 a-c. press-control.

This control is especially adapted to the operation of unit-type presses from an alternating-current source of supply.

Its performance marks a distinct advance in press-room operation. Smoothness of acceleration and retardation, extremely wide range of printing speeds, and exact nicety of control with any number or combination of units have been achieved to an extent hitherto believed impossible with a-c. slip-ring motors.

Publishers whose plants are located in an alternating current zone—who seek the utmost in press production at minimum operating expense—who desire the most reliable and effective rather than the cheapest—are invited to investigate. Complete information at your nearest G-E office.



The six-unit Goss Press (with provision for two additional units) installed in new plant of the Fort Wayne News-Sentinel is driven by G-E motors and operated by the CR6230 control.

230-11

GENERAL ELECTRIC

SALES OFFICES IN ALL PRINCIPAL CITIES

MUSSOLINI CUTS SIZE OF ITALIAN PAPERS

Fascist Economy Plan Limits Newspapers to Six Pages—Personal Journalism Declared Doomed in Italy —Press Approves

Personal journalism in Italy is doomed, Signor Turati, secretary general of the Fascist Party declared in Rome June 30, to an Associated Press correspondent, following the announcement of drastic new press regulations.

The regulations reduce all newspapers to no more than 6-pages in size.

Fascism, Turati said, is determined to bring out the educational and moral aspect of the press.

Fascist newspapers unanimously approve the changes. In addition to elimination of detailed foreign correspondence, sporting art, and literary news and accounts of court cases, particularly crimes, will gradually be dropped, the semi-official Rome Tribuna declared.

"We will have dry newspapers, restricted to the most essential comments," says *Il Tevere,* extreme Fascist organ, adding ironically: "Alas, we won't know whether the new sect of worshippers of tape-worms started on the banks of the Potomac."

The Impero sees the cut in the size of newspapers as the work of a genius, declaring that daily journalism has become a scandalous waste ot paper.

The Tribuna says Fascism desires faithfulness to fundamental central ideas and brief, succinct, basic consideration.

COLLEGE DAILY WINS $35,000 LIBEL SUIT

Action Against Columbia (Mo.) Missourian Grew Out of Campaign for City Manager Form of Government —"Truth" Was the Defence

The *Columbia* (Mo.) *Missourian,* the general daily newspaper published by the School of Journalism of the University of Missouri, last week won a $30,000 libel suit filed against it by Ira L. Davis, a member of the Columbia city council.

The suit grew out of a campaign for city manager form of government in Columbia.

The plaintiff alleged that he had been libeled in an article which stated that a public accountant's audit of the city expenditures showed that he had been paid a sum of money for machinery lent to the city.

The Missourian based its defense on the truth of the article. The newspaper filed a demurrer to the evidence given in court and the court held that the article was true and that it was not libelous and ordered the jury to return a verdict in favor of the Missourian.

GERMAN DAILY MOVES

Milwaukee Herold Now Printing From New Three-Story Home

The new home of the *Milwaukee Herold and Sonntagspost,* Milwaukee's German language daily, is completed and was occupied by all departments Monday.

The new structure contains three stories and basement with a frontage of 100 feet by 150 feet deep. Alleys on both sides of the building and a clearing in the rear gives light from all sides. It is conveniently located at 178-194 Seventh street between Grand avenue and Wells street. The entire frontage is finished in terra cotta brick. The newspaper completely refurnished its office with new desks and office equipment. The composing room is refurnished with new steel type cases and make-up tables. Monotype casters provide new type daily. Twelve linotypes machines were moved from the old plant to the new plant in 24 hours. The moving took place immediately following the last edition of the Milwaukee Sonntagspost, the Sunday issue, on Saturday night and was set up and ready for operation by Monday morning. Complete dry mat equipment has been installed in the stereotype department.

The Milwaukee Herold has a high speed sextuple press with a capacity of 48 pages installed by the Goss Printing Press Company. Color fountains provide for color work.

The newspaper will occupy the entire main floor and basement of the new building. The second and third floors will house the North American Press, large printing and binding establishment.

The Milwaukee Herold was established in 1858. It has been housed in the Brumder Building, 105 Wells street, for the past 30 years.

The Herold officers are: President, Herman O. Brumder; vice-president, H. H. Coleman; treasurer, George F. Brumder; secretary, Herbert P. Brumder.

ADVERTISING REDUCES COST TO CONSUMERS

So Food Man Declares in Urging National Campaign to "Advertise Advertising"—Says Public Has Wrong Idea

A cooperative campaign by advertisers "to advertise advertising" was suggested by Austin W. Carpenter, sales manager of the Larrowe Milling Company of Toledo, at a joint convention last week in Buffalo of the Mutual Millers and Feed Dealers Association and the Eastern Federation of Field Merchants.

Mr. Carpenter declared interests are at work endeavoring to poison the minds of consumers of food stuffs with the idea that large advertising campaigns of the producers of these commodities are adding greatly to retail cost. He declared his own company's large but judicious investment in advertising had been largely responsible for an increased sales volume which had enabled it to reduce its per unit cost of producing its product to the lowest point of all time in spite of higher wages, purchase of new equipment and other added costs.

The speaker recommended that large advertisers of food products get together in a national advertising campaign to convince consumers of the merits of advertising in reducing ultimate consumer cost of merchandise. He asserted repeated experience has shown the consumer profits more by advertising than the producer and cited the development of the automobile industry in this country to prove his contention.

Journalism Professor Advanced

Dr. S. V. Sanford, head of the Henry W. Grady School of Journalism, University of Georgia, has been made dean of the University and president of Franklin College, liberal arts division, by the board of trustees. John E. Drewry, adjunct professor of journalism was promoted to associate professor.

252,330

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

May, 1926

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of May, 1926, was 192,051.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

CALIFORNIA WINS VIRGINIA PIRATE CHEST



CALIFORNIA has won the Virginia Pirate Chest, the first prize in the National Editorial Association contest. It was awarded at the 1926 convention of the Association in Los Angeles this week. Last year Virginia agreed to unearth her treasures and make suitable presentation of them at the convention to the State obtaining most member ship for the association. The above is replica of the chest and a tablea depicting its burial, together with th pirate queen whose tongue had becom too sharp for her lord and master. Th scene is the coast near Cape Henry, V where the picture was taken.

Capper Birthday Picnic, uly 14

Senator Arthur Capper, publisher of the *Topeka Daily Capital* and head of the Capper Publications, will give his annual picnic for Topeka children in celebration of his birthday at Garfield Park, Topeka, July 14. This is the 18th annual celebration of the event. M Capper has leased the park for the en tire day, with all of the concessions. Fre transportation will be furnished the chil dren to and from the park as well a free admission to all of the amusement and free refreshments. A large at tendance of children is anticipated.

The INDIANAPOLIS

In the 26 publication days of May, The Indianapolis News published 416,232 lines of national advertising, surpassing the new record of 396,486 lines in April, both of which exceeded every other month in history. For 8 consecutive months a new record each month!

Dan A. Carroll
110 E. 42nd
NEW YORK

J. E. Lutz
Tower Bldg.
CHICAGO

NEWS

Frank T. Carroll,
Advertising Director

Buffalo Had Six Dailies Now It Has Only Three

ADVERTISING problems relating to coverage of Western New York have been simplified overnight by the merger of the Buffalo Courier, the Buffalo Express and Buffalo Daily Star.

From three daily papers with combined circulations of more than 160,000 we have developed one great metropolitan morning paper, alone in its field and reaching an audience heretofore accessible only by the use of three separate media.

One Sunday paper has been created from two which had a combined circulation of more than 170,000 copies. This paper, the Sunday Courier and Express, will have the largest circulation of any newspaper in the state outside of New York City.

In cleaning up the Buffalo situation we feel that we have rendered a signal service to the advertiser, giving him a medium that will thoroughly cover the Western New York field at the lowest possible cost.

Buffalo Courier
BUFFALO AND EXPRESS

W. J. Conners, Jr., Publisher — Burrows Matthews, Editor

LORENZEN & THOMPSON
19 W. 44th Street, New York
Publishers' Direct Representatives

EDITORIAL



If thou seest the oppression of the poor, and violent perverting of judgment and justice in a province, marvel not at the matter: for he that is higher than the highest regardeth; and there be higher than the high.—Ecclesiastes; 8.

MEETING CHARGES OF MALICE

IT is often a simple matter for a zealous lawyer to distort a newspaper's attitude toward a libel claimant into one of malice. We have all watched the shyster as he wept on the jury's shoulder with some such false but telling argument as this: "This brutal editor had no pity for this poor woman. This libelous article drags her in the mire for the mere sake of sensation and that, gentlemen, was for profit. This article plainly shows that the writer held my client in contempt and gloried in her misfortune and that the editor of the paper became a party to that malicious attitude when he published this libel," etc.

Every reporter should carry in his pocket a letter of instruction from his editor, which outlines the policy of the paper toward persons and institutions written about in the news. The same general instructions should be printed and conspicuously hung in the city room. These instructions should be approved by local counsel. The following dozen points are offered as the basis of general instructions: (1) This paper, as a matter of honor and decency, subscribes to the principle of live and let live and has no prejudice or grudge against any person, class, race, party or institution which lives within the law; (2) reporters and editors are instructed to act the part of gentlemen in their work and write of strangers with full consideration of their rights and interests; (3) it is the reporter's business to relate to the public through the medium of the newspaper those facts concerning people and things of which society by custom is entitled to have knowledge; (4) accuracy of statement, insofar as it is possible to discern and describe truth, is demanded of every writer for this paper; (5) any writer who uses his privilege to vent personal ill-will toward any person or institution written about, or for any other selfish end, is disloyal to this newspaper and violates the first tenet of the code of ethics governing American journalism; (6) the principle upon which this newspaper's editorial conduct is founded is one of service to the public welfare, and your treatment of individuals must be consistent with this policy; (7) freedom of the press is not a license, but a grave obligation; (8) keep faith with individuals with whom you come in contact, even as you keep faith with the readers of this newspaper; (9) you are trusted not to invade private rights of individuals without sure warrant of service to readers of this paper; (10) investigate before you write and by all means avoid mistakes, but if you do make a mistake and discover it, report promptly to your editor and thus give him opportunity to make such correction as may be possible; (11) act and write fairly, impartially, decently, carefully, with the sole object of telling the readers of this newspaper what they are entitled to know concerning the world in which they live; (12) in other words, play the part of a gentleman, good journalist and good American.

Secret of youth: Every morning begin your newspaper experience all over again.

A CLASSIC EXAMPLE

IF by chance any reader of Editor & Publisher, who is interested in local advertising, missed reading Frank E. Tripp's thrilling story of how newspaper space saved the independent grocers of Elmira, N. Y., from annihilation by chain store competition, it is respectfully suggested that last week's issue of this newspaper be consulted without delay.

It is a classic example of enterprise, public service and common-sense methods of meeting the science of the chain store. Moreover, Mr. Tripp's achievement, which won for him the Shuman cup, is one of the most inspiring stories we have heard in the advertising field in many a day.

Is the chain grocery store a problem in your city? With page 8 of last week's Editor & Publisher in hand any enterprising newspaper man might proceed to make local application of the Tripp plan. Indeed, the success of the Elmira grocers may suggest a means of relief from chain store opposition for local merchants in other lines of trade.

In our opinion, the important lesson to learn from Mr. Tripp's story is that when newspaper men get ground-floor understanding of local merchandising problems and apply the magic of the newspaper, they are in big business for themselves, their papers and their communities.

JAPAN'S STRANGE REPLY

ANSWERING an editorial recently appearing in Editor & Publisher and widely reproduced in the Far East, Tetsuo Kuwayama, Japan's Minister of Communications, did not dispute our claim that his Government is standing in the way of reasonably priced radio communication across the Pacific, but promised relief—in four years. The Minister told of a Government project to erect a new Japanese radio station that would cut press tolls between America and Japan and said that service might be expected in 1930.

This, of course, permits the matter to stand where it is. It is inconceivable that an enlightened nation would permit the temporary profits of a communications monopoly to embarrass the exchange of public information upon which two great peoples are forming opinions in international affairs. Pacific press rates are prohibitive. Japan is responsible for the blockade. If that nation desires to open the channels of news she may do so in four months, rather than four years.

Italian newspapers are reduced to six-page maximum, but what good are six or 60 pages if editorial expression is controlled by a dictator?

JULY FOURTH, 1776

HOW did the principal newspapers of England record the big "flash" of 150 years ago?

Hayden Church recently investigated the subject for the North American Alliance and found that it was not until five weeks after the signing of the Declaration of Independence that the news reached London. Even then editors did not get excited about it, but gave their first pages to theatrical news, letters to the editor, financial advertisements and casual gossip, while the tidings from Philadelphia were tucked into obscure corners of back pages.

Morning Post alone commented editorially on the news, with the following classic bunk:

> "Though the Congress have at last carried out their favorite point, in voting, by a small majority, the United Colonies free and independent states, it will prove the most impolitic measure they could have devised; it has already driven most of the dispassionate members from their councils and caused a general desertion through their camps; if their declaration of *independence* was founded on view of forming allies with some powerful European, the absurdity of the idea will soon be manifest."

The "absurd idea" was realized almost immediately.

Mr. Church found that in Revolutionary days four or five weeks were required for news to reach England from America and, though the first blood was spilled for American independence on April 19, 1775, it was not until May 30 that the people of England learned how "the embattled farmers stood, and fired the shot heard round the world." Washington became Commander-in-Chief of the American Army on July 2, but England did not learn of this until September 4. The news of the signing of Thomas Jefferson's epochal declaration on July 4, reached London, August 12. Five days later the historic document was published in full text by the leading English newspapers. But there was no comment on the fact that this was one of the greatest expositions of principle ever committed to paper, editors merely attempting to discount it by disparaging remarks about "defiance," "empty gesture" and "ill-advised act."

Prophesy was poor editorial stuff then as now.

A PRIZE OFFER

C. W. BARRON, publisher of the *Wall Stree Journal,* this week gave a demonstration o what he thinks the card advertising rates o the daily press amount to and also reveals his franl judgment of average editorial responsibility.

He sent to publishers a circular letter advising tha he was interested in the sale of certain books b Swedenborg, offered for a price in the name of Boston agent. Enclosed was a publicity article o 574 lines, illustrated by portraits of Swedenborg Galli-Curci and Mr. Barron himself. There was als enclosed a display book advertisement of 308 lines and this is what Mr. Barron said he was willing t do:

(1) Publication of the article, giving publicity t the books, to a public singer, to Barron and to Henr Ford's *Dearborn Independent,* "entitled" the news paper to a single insertion of the display advertisemen at regular rates.

(2) If this proposal was accepted the publishe should ask for a mat or plate of the illustrations.

(3) "This and ANY FURTHER ADVERTIS ING (the caps are ours) should be billed to Doremu and Company Advertising Agency, of which agency am also president," said Mr. Barron.

(4) Request was made for two copies of the pape containing, not the display advertising, but the pub licity, addressed to Mr. Barron's palatial home, "Th Oaks," Cohasset, Mass.

Aside from the point of subsidizing editoria columns, our readers may be interested in a strictl business analysis of the famous Wall Street publisher' proposal:

Newspaper in Middle West town with 3,400 circula tion publishes the Barron publicity and display adver tisement. At regular national minimum rate of cents per line the publicity would displace space worth $11.48. The display advertisement of 308 lines figure $6.16, less 92 cents for Mr. Barron's advertisin agency, or a net of $5.23, assuming that the agenc does not discount the bill 2 per cent for early pay ment. The paper retails for 2 cents a copy and as checking copies go to the agency and 2 more go t "The Oaks" it would be fair to charge off 8 cent for copies, and naturally a couple of letters will b written, costing five cents each. It looks like a trans action worth about $5 to the publisher of this news paper. On that basis Mr. Barron will have succeede in cutting the card rate by approximately two-thirds

This is one of the poorest and most transparen business proposals that has ever emanated from Wal Street, which is uttering a mouthful. But we d not doubt that "The Oaks" will be littered wit marked copies of newspapers. Editor & Publishe offers 100 shares of Nutmeg, pf., as a prize to an advertiser who will work Barron's wrinkle on th *Wall Street Journal.*

Harry Thaw succeeded in getting first page spreads across the land on a faked wife reconciliation story, neatly hooking the publicity to a book advertising venture. Who's looney now?

CAN'T BE DONE

HEYWOOD BROUN points out that the show "Bunk of 1926," went broke and closed, no because of the play jury, the district attorney the police or the efforts to suppress it, but because the public rejected it. It lost money every week except the one following the play jury's demand that it be closed. Mr. Broun thinks the moral is that the American public can be depended upon to decide for itself what is fit or foul.

This is also the case with newspapers. No positively indecent newspaper can force its way through to success in this country. A few newspapers come to mind as we write, whose amateur editors attempt short-cuts to circulation by occasional exhibitions of pruriency, but we observe reactions of thud force each time they try it. Not one is a sound success. Mr Broun says that theatre-goers need no guardianship and that goes for newspaper readers, too.

Put a stubborn executive problem on the operating table in the presence of the staff and perhaps the office boy will be able to tell how it may be safely amputated.

PERSONAL

WILLIAM ALLEN WHITE, editor of the *Emporia* (Kan.) *Gazette,* accompanied by Mrs. White sailed June 23 for Europe.

Bernard M. Wynkoop, editor and manager of the *Jackson* (Mich.) *Citizen Patriot,* and Mrs. Wynkoop, have sailed from New York for a two months' trip abroad.

Fritz Schotthofer, editor of the *Frankfurter Zeitung,* Berlin, has been visiting his brother Joseph Schotthofer, near Salem, Ore. He came to this country at the request of Columbia University and the Carnegie Institute to speak upon industrial conditions in Germany.

Judge King Dykeman, publisher of the *Seattle Post-Intelligencer,* was the principal speaker at the graduation exercises at Hill Military Academy, Portland, Ore., recently.

S. G. Goldthwaite, publisher of the *Boone* (Ia.) *Republican-News,* who attended the reunion of his class at Brown University, Providence, R. I., was in New York the past week on his way home.

Ben S. Mickel, owner-editor of the *Soldier* (Kan.) *Clipper,* was recently reappointed postmaster of Soldier.

IN THE BUSINESS OFFICE

G. B. WILLIAMS, secretary-treasurer of the *Geneva* (N. Y.) *Daily Times,* will leave shortly for a three weeks' hiking and canoeing trip in the Puget Sound region.

Joseph L. Jernegan, for the past five years assistant classified advertising manager, *Chicago Herald and Examiner,* has joined the display advertising staff in the automobile department.

Norman F. Rall, of the cashier's department, *Newark Evening News,* is making an automobile trip to the West.

Anton Jepperson, of the business staff, *Mason City* (Ia.) *Globe Gazette,* left July 3 for a three-month's automobile trip through the West.

F. O. Larson, business manager, *Tulsa* (Okla.) *World* is in New York on business. Mr. Larson also attended the advertising convention at Philadelphia.

Earle A. Smith has joined the advertising staff of the *Mason City* (Ia.) *Globe Gazette,* succeeding Lester Laidig who resigned to join Hess Bros., Rockford, Ill.

Paul W. Denman has been promoted from advertising manager to business manager of the *Plant City* (Fla.) *Daily Courier.* Norman C. Moyse, solicitor, has been made advertising manager.

Elmer T. Ellison formerly with the *Mason City* (Ia.) *Globe Gazette* has been named advertising manager of the *Newton* (Ia.) *Daily News.* Frederick Schnerler is taking his place on the Gazette staff.

Henry J. Auth, general manager of the *Newark Star-Eagle* has returned to his desk after an illness.

IN THE EDITORIAL ROOMS

WARRE B. WELLS, of the *New York Herald Tribune's* London office, will arrive early in July for a visit to this country. Wells was the Irish correspondent for the Herald Tribune, and covered the Irish rebellion.

T. E. Brooks, city editor, *Altoona Tribune,* has been promoted to news editor.

Stuart P. Sherman, book editor of the *New York Herald Tribune* will deliver a course of lectures on literature at the summer session of the University of Colorado, Colorado Springs, during July and August.

George Egbert recently joined the *Knoxville Free Press* staff.

Bruce Rae, of the *New York Times* staff and Ishbel Ross, his wife, of the *New York Herald Tribune,* have left for a three weeks' vacation in Canada.

James A. Stuart, managing editor of the *Indianapolis Star* and former editor of the *Rocky Mountain News* and *Denver Times,* visited the News-Times office while in Denver for the recent convention of Rotary International.

Leland F. Stowe, staff reporter, *New York Herald Tribune,* sails in about two weeks for Paris to become assistant to Wilbur Forrest, Herald Tribune correspondent in Paris. Stowe will take the place of Foster Dulles, who returns to this country for a leave of absence.

George Breed of the Orange bureau staff of the *Newark Evening News,* is spending his vacation at Cape Cod.

Waite Arnold recently joined the *Tulsa* (Okla.) *World* reportorial staff.

Fred Ross has been named automobile and sports editor of the *Vancouver* (Wash.) *Evening Columbian.*

T. Y. Brownlow, is the new editor of the *Republic News-Miner.* R. A. McCall, recent editor and manager, has gone to Peyette, Idaho, to continue in newspaper work.

David Lidman, who recently left the *Richmond* (Va.) *Times-Dispatch* to manage a theater in Bethlehem, Pa., will rejoin the Richmond newspaper.

Marshall Smith, real estate editor, *Tulsa* (Okla.) *World* left Monday for a two weeks' tour through Eastern Oklahoma.

Miss Lillian Franklin, reporter for the *Richmond* (Va.) *Times-Dispatch,* will leave shortly for a vacation in Bermuda.

Edward Connelly, formerly of the *New York Journal of Commerce,* is in charge of the newly established insurance department of the *New York Herald Tribune.*

Sol Abramson, junior at the University of Oregon, is worknig this summer as copy reader on the *Vancouver* (Wash.) *Evening Columbian.*

Eugene V. Lokey has left the *New York Herald Tribune's* financial department to join the *New York Times.*

Dave Herman has been made assistant sporting editor of the *Richmond* (Va.) *Times-Dispatch* vice George Netherwood, who has been made sporting editor of the *Petersburg* (Va.) *Index-Progress.*

Arthur Tiernan recently resigned as assistant sports editor, *Indianapolis Star* to become advertising manager of the Carl H. Wallerich Auto Sales Company of Indianapolis.

Paul Robarts, city hall reporter, *Tulsa* (Okla.) *World* has returned from a two-weeks' vacation in the Ozark Hills.

Robert G. Tucker, dramatic editor, *Indianapolis Star* has been granted a leave of absence. He plans to spend the summer months in Los Angeles.

Fred O. Seibel, until recently cartoonist on the *Albany* (N. Y.) *Knickerbocker-Press,* is now chief cartoonist of the *Richmond* (Va.) *Times-Dispatch.*

FOLKS WORTH KNOWING

CHARLES E. ROGERS, associate professor of industrial journalism at the Kansas State Agricultural College, Manhattan, Kan., was recently appointed head of the department of journalism, filling the vacancy caused by the resignation of Prof. Nelson Antrim Crawford.



CHARLES E. ROGERS

In 1919, Mr. Rogers joined the staff of the Kansas State Agricultural College. Since then, the journalism enrollment has doubled and the department faculty has increased from four to six instructors.

Mr. Rogers is co-author of a new journalism text book, entitled "Agricultural Journalism" and is also the publisher of two bulletins "Stories Farm Paper Editors Want," and "How to Gather and Write Farm News."

He is vice-president of the American Association of Agricultural Editors, and is a member of Sigma Delta Chi, University of Oklahoma, '14, and of the American Association of Teachers of Journalism.

H. Sunby-Hansen, Joseph B. Phillips, Harold A. Holbrook, and Edwin B. Lough are recent additions to the *New York Herald Tribune* staff.

Jack Grimes, proofreader, *Tulsa* (Okla.) *World* and Mrs. Grimes are parents of an eight-pound boy.

Homer M. Price has returned to the *Marshall* (Tex.) *News* as editor. He founded the paper several years ago and sold in 1925.

Paul R. Leach, Washington correspondent of the *Chicago Daily News,* has returned to the Chicago office of the News.

Ray Humphreys, for three years general assignment man on the *Denver Post,* has resigned to devote his time to fiction.

W. A. S. Douglas of the *Baltimore Sun* has been named Chicago correspondent.

Martin Stevers, formerly with the Chicago editorial office of Liberty, is now a member of the *Chicago Tribune's* business survey, preparing copy for WGN, radio station.

Henry Justin Smith, managing editor of the *Chicago Daily News,* has left with Mrs. Smith for a two-months' stay in Paris.

(*Continued on page* 30)

Worth While Fiction

THREE months ago the Central Press Association inaugurated its present policy of supplying to its clients fiction by noted American authors. This step forward has met with the warm approval of the hundreds of users of our service.

Our first serial number under the new policy was "That Terrible Thorne Girl," by Frederick Arnold Kummer. It went over big everywhere. On June 28 we started releasing a splendid new serial by Samuel Merwin. Papers subscribing for our service now will receive back installments of this serial without extra charge.

These serials are a part of our regular daily budget service, which includes a splendid line of features, editorial cartoons by Cargill, up-to-the-minute news mats, sports, women's page material, etc. Write or wire today for samples and prices.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Editor and Manager

DICKEY'S DOGS



Bark You a Glorious Fourth of July!

They "Speak" for themselves — Let them speak to your readers.

WHISTLE
for
Buddie, Bucky,
and
Angus

the
Inimitable Creations
of
ROBERT L. DICKEY
The National Dog Artist
and they will come for a romp!

Once-a-week — In 3-Col. Size

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager — *Earl J. Hadley, Associate*

150 Nassau St., New York City

(*Continued from page 29*)

Charles L. Lancaster, city editor of the *Pittsburgh Sun,* has left on a vacation trip to Florida.

Elias Tobenkin who spent eight weeks in Russia making a survey of conditions there for, the *New York Herald Tribune,* arrived in New York June 19.

Charles Milne has joined the staff of the *Montreal* (Que.) *Daily World* as sporting editor.

HOLDING NEW POSTS

W. M. WATT from reporter to copy desk, *Tulsa World.*

H. L. McCleary, from *San Antonio Evening News* reportorial staff, to night news editor, *Waco News-Tribune.*

George W. Munford, from night telegraph editor, *Jackson* (Mich.) *Citizen Patriot,* to staff, *Springfield* (Ill.) *State Register.*

Edward F. Hall, from *New York Herald Tribune* staff, to *New York Times.*

George S. Willard, from *Waterloo* (Ia.) *Tribune,* to *Jackson* (Mich.) *Citizen Patriot* as night state editor.

James F. Bechtel, from reporter *Cincinnati Commercial,* to *Jeffersonville* (Ind.) *Evening News,* as reporter.

WITH THE SPECIALS

HOWLAND and Howland, newspaper representatives, New York, have been appointed to represent the *Asbury Park* (N. J.) *Press,* effective Aug. 1.

Kelly-Smith Company, New York, has been appointed to represent the *Watertown* (N. Y.) *Standard.*

J. P. McKinney & Son, special representatives, New York, have been named to represent the *Newburgh* (N. Y.) *Daily News.*

MARRIED

HENRY CABOT LODGE, 2nd, of the staff of the *New York Herald Tribune's* Washington bureau, to Miss Emily E. Sears, of Boston, at Beverly, Mass., July 1. Mr. Lodge has taken a six months' leave of absence from his paper and with Mrs. Lodge will tour Europe.

David J. Whichard, Jr., proprietor of the *Greenville* (N. C.) *Daily Reflector,* to Miss Virginia Young Suther, of Goldsboro, N. C., recently.

Finley P. Curtis, Johnson City, Tenn., newspaperman, to Miss Ruth Wyatt, of Columbus, Miss., in Knoxville recently.

James W. Wilson, manager, *Lankersheim* (Cal.) *Press,* to Mrs. Nena Evelyn Smith of Hollywood.

Ewing C. Scott, son of Charles F. Scott, owner and editor of the *Iola* (Kan.) *Register,* to Miss Dorothy Carnine at Colorado Springs, June 24.

C. N. Coghlan, circulation manager, *Youngstown* (O.) *Telegram,* to Miss Ruth Fitzgerald of the Firestone Tire and Rubber Company of Akron, June 19.

George Trotter of the *Chicago Tribune* composing room, to Miss Marie Byrnes, May 22.

John Hunton of the classified department, *Chicago Tribune,* to Miss Maryellen Rogers, June 26.

James D. Murphy, classified ad solicitor for the *Chicago Tribune,* to Georgia M. Henrici, June 19.

Alvin H. Ursprung of the *Chicago Tribune's* composing room, to Miss Johanna Bauer of Milwaukee, June 19.

Robert E. Williams, city editor of the *Raleigh* (N. C.) *News and Observer,* to Miss Anna Cowan Strong, in Raleigh, June 26.

CHANGES OF OWNERSHIP

STANWOOD (Wash.) NEWS was recently purchased by C. F. Brown former part owner and editor of the *Palouse Republic.*

Colfax (Wash.) *Commoner* was recently purchased by S. E. Ratliff.

Manhattan Beach (Cal.) *News* is now being edited by Edwin H. Badger, formerly publisher of the *El Segundo* (Cal.) *Herald.*

East Long Beach (Cal.) *Star-Progress* has been sold by R. M. Durkee to T. F. Pfanstiel and W. J. Brunton.

A holding company headed by Fred M. Harrison, of the *Gallatin* (Mo.) *North Missourian,* has purchased the *Gallatin Democrat* and the two papers will be merged later. Herschel M. Colbert was former owner of the Democrat.

Norman H. Parks, editor and publisher of the *Holtville* (Cal.) *Tribune,* has sold his interest in the paper to George Bennitt of Hollywood. Bennitt was formerly connected with the *El Centro* (Cal.) *Imperial Valley Press.*

Phil L. Nicar, receiver for the *Mishawaka* (Ind.) *Enterprise,* announced June 25 that the business had been sold to Ralph H. Jernegan, formerly a stockholder. Jernegan will continue the publication of the paper.

SPECIAL EDITIONS

KANSAS CITY JOURNAL, 32-page section devoted to the Piggley Wiggly Bird Stores in Greater Kansas City, June 21.

Bellefontaine (O.) *Daily Examiner,* 22-page special sale number, June 19.

Albany (N. Y.) *Knickerbocker Press,* tabloid Vacation Guide section June 13.

Houston Chronicle, 12-page section commemorating 39th anniversary Levy Brothers Dry Goods Company, June 21.

Boston Sunday Herald, 86-page annual summer resort number, June 27.

Quincy (Mass.) *Patriot Ledger,* high school graduation number, June 24.

Amarillo (Tex.) *News-Globe,* 126-page edition in honor of the West Texas Chamber of Commerce, June 20.

Boston Evening Transcript, 80-page annual summer resort and travel edition, June 26.

Peekskill (N. Y.) *Evening Star* commencement number for gradautes of local high school, June 22.

Chelsea (Mass.) *Evening Record,* 16-page "Trade In Chelsea Week" edition, June 25.

NEW PLANTS AND EQUIPMENT

WORK on a new home for the *Wichita Falls* (Tex.) *Daily Times* has been started. The building will be two stories high and of the latest type newspaper construction. New equipment has been ordered.

Rushville (N. Y.) *Community Leader* has purchased a site and will erect a new building.

Additional space in the building of the *Burlington* (Kan.) *Daily Republican* has been provided for a new Duplex press, John Redmond is editor and publisher.

Toronto Mail and Empire is installing an 8-Unit Z-Pattern Superspeed Balcony Type Hoe press.

ASSOCIATIONS

RICHMOND ADVERTISING CLUB and the Retail Merchants' Association of Richmond staged a golf tournament recently under the auspices of the *News-Leader.* Several cups were given by the newspaper.

More than 100 members of the BRITISH COLUMBIA INSTITUTE OF JOURNALISTS were the guests of the Union Steamship Company and the P. G. E. railway on an outing trip to Rainbow Lodge, Alto Lake, recently.

INDIANA REPUBLICAN EDITORIAL ASSOCIATION gathered in Fort Wayne in a four-day session last week to lay plans for the coming election campaign.

WASHINGTON PRESS ASSOCIATION is carrying on a campaign of development called the "Awakening of Washington" through its news and editorial columns with the purpose of awakening the people of that state to the possibilities of its future.

MEDINA (N. Y.) ADVERTISING CLUB plans to issue a quarterly journal to be known as *The Golden Rule* in the interests of farm trade shopping in that city.

MISSOURI STATE PRESS ASSOCIATION will hold its fall meeting at Cape Giradeau, Sept. 23-24-25. The editors will assemble in St. Louis the morning of Sept 23 and take a boat down the Mississippi to the convention city, arriving at 5 p. m.

Henry E. Miller, head of the advertising agency bearing his name, was recently elected chairman of the local chapter of the CALIFORNIA ADVERTISING SERVICE ASSOCIATION. Miller succeeds Barton A. Stebbins, of the Logan & Stebbins agency. Maurice M. Mummert of Stutzman & Mummert was elected secretary, succeeding Milton S. Weinberg of the Milton S. Weinberg Agency.

PRESS ASSOCIATION NOTES

LEO T. HEATLEY, assistant city editor, is acting city editor of the Standard News Association, New York, during the vacation of Gerald D. Murray, city editor, who is spending a month in Canada.

ON THE MECHANICAL SIDE

FRED TALCOTT has resigned from the pressroom of the *Chicago Herald and Examiner* to take over a large orchard in Texas which he inherited.

Printing Exhibit Planned

A printers' exposition under the auspices of the Club of Printing House Craftsmen will be held at the Grand Central Palace, New York, opening Labor Day, Sept. 5, 1927, and closing Sept. 17.

FLASHES

One puzzling thing is how these women who do the shooting ever manage to conceal the weapon.—*Nashville Banner.*

A Washington lady weighing 330 pounds is charging her husband with cruelty by beating her and dragging her around the room. A beauty parlor would charge her a stiff bill for similar services.—*Dallas News.*

"What," queries the fashion department of the *Omaha Bee,* "has become of the old-fashioned sash?" It still abounds, dearie, only nowadays it is called a skirt. —*New York World.*

It is becoming harder for girls to get by with stockings that are not silk all the way.—*Florence* (Ala.) *Herald.*

Farm relief, in the old days, consisted of a tall unshorn individual who was paid $30 a month and found.—*Detroit News.*

"When does cider change to vinegar?" inquires an earnest seeker. Well, in these piping times of prohibition, very rarely indeed.—*Nashville Banner.*

We shudder to think what scientists would reconstruct if they should dig up some well-known skulls of this age.—*West Palm Beach Post.*

AN UNDER-DEVELOPED ADVERTISING FIELD

Church advertising will be one of the very important phases of the international advertising convention in Philadelphia this coming week. It is to be the theme of ministers and laymen who will occupy the pulpits of seventy-six Philadelphia churches on June 20th, convention Sunday.

The value of advertising to churches will be fully discussed at the Tuesday and Wednesday sessions of the Church Advertising Department, June 22 and 23, in Room 200, College Hall, University of Pennsylvania, particularly with reference to newspapers as one of the most important mediums.

The discussions will be helpful and valuable to newspaper men who are developing church advertising in their papers. Are you planning to cover these meetings?

Church Advertising Department

ASSOCIATED ADVERTISING CLUBS,

383 Madison Avenue

New York, N. Y.

CONTINUOUS COMPOSITION

ON THE TRADE LINOTYPE MARK *MODEL 26*

MENSE SURPLUS

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LARGE RECEIPTS FOR NEW LOAN

Mellon Announces Refunding of Securities is Unnecessary for First Time Since the War.

DEBT CUT OF $85,000,000

Income and Other Tax Payments Will Run Beyond the Earlier Estimates of Treasury.

WASHINGTON—Government receipts from income taxes and other sources are exceeding estimates by so wide a margin that it will be possible to meet all current expenditures for the rest of the fiscal year and retire approximately $333,700,000 of the short term debt which matures on June 15 without resort to further borrowing this month, according to an announcement made today by Secretary Mellon.

This means that, for the first time since the Government started its program for handling the public debt following the end of the World War in 1919, there will be no quarterly offering of short term securities for refunding purposes. It also indicates that the surplus of ordinary expenditures over ordinary receipts at the close of the fiscal year on June 30 may be $400,000,000 or more, and that public debt retirement

Body Type: 6½ Point Ionic No. 5

STENOGRAPHER, one familiar with calculations. Address F 29, P. O. Box 3443.

TELEPHONE OPERATOR, for night work, on private branch; good pay; steady work; state age and experience. P 518, Ledger Office.

YOUNG LADY for clerical work; good writer; state age, experience and salary expected. Address "E-55," P. O. Box 3500.

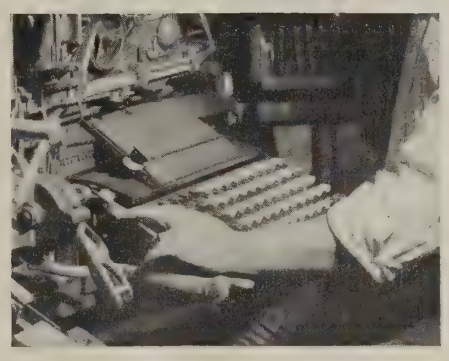
YOUNG LADY for general office work; state experience and salary. P 419, Ledger Office.

DESIRABLE TRAVELING POSITION will be vacant Dec. 1; acceptable applicant must be 28 to 45 years old, with high-school or college education; an unmarried woman or widow without incumbrance preferred; pleasing personality and adaptability essential; no investment necessary; no experience required; position permanent, with advancement; will pay right party excellent salary.

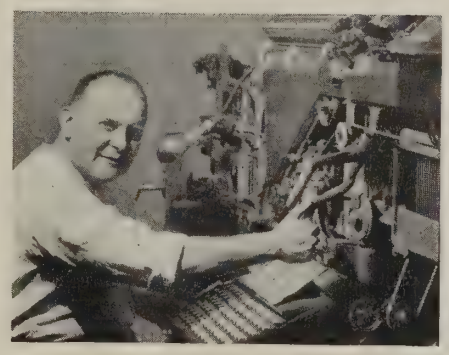
5½ Point No. 4 with Bold Face Cond. No. 2



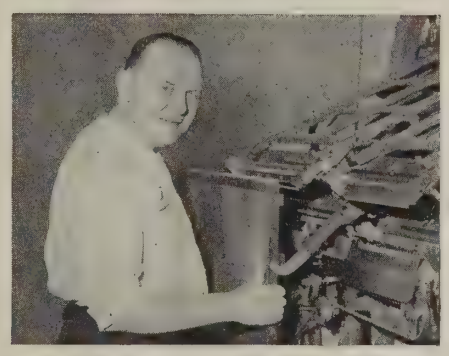
You can carry your display heads in the two auxiliary magazines (two fonts of caps and figures)



A touch on the shift-key changes the keyboard action to one of the main magazines and you can set the sub-head



Lift a lever and the other main magazine is instantly brought into operative position ready to set the body matter



If you want other faces for classified or display ads, the magazines can be quickly changed and are all interchangeable with other Linotypes

MERGENTHALER LINOTYPE COMPANY

SAN FRANCISCO CHICAGO NEW ORLEANS

BROOKLYN, NEW YORK

Representatives in the Principal Cities of the World

CANADIAN LINOTYPE LIMITED, TORONTO

530.28.7-P

COMPOSED ON THE LINOTYPE IN CLOISTER AND CLOISTER BOLD, DISPLAY IN NARCISS

ADVERTISING AGENCY AFFAIRS

Merritt Bond, Former M. E. of New York Evening Post, Joins Barton, Durstine & Osborn—Joseph Agency Opens Unique Building in Cincinnati—Denver Agent Visits New York

MERRITT BOND, former managing editor of the *New York Evening Post,* who was succeeded July 1, by Ralph Renaud, formerly of the *New York Herald Tribune,* has joined the staff of Barton, Durstine & Osborn, Inc., New York advertising agency, effective July 6.

Mr. Bond came to New York from Philadelphia to become managing editor of the Evening Post in February, 1924, shortly after that newspaper was purchased by Cyrus H. K. Curtis. He had been managing editor of the *Philadelphia Public Ledger.*

After attending the University of Delaware, Mr. Bond started newspaper work as district man for the *Philadelphia Bulletin,* and later became a desk man for that newspaper. He transferred to the Evening Public Ledger in 1917 as assistant city editor, becoming city editor a year later. He was appointed managing editor in 1923.

Joseph Advertising Agency, Cincinnati, has opened its new building at 1801 Reading Road.

The building is designed of brick and stucco, ornamented with rough stones. At the top of the building is a gilded ink well, 6 feet in diameter. In the well is a quill, 10 feet tall.

Mr. Joseph came from Baltimore in 1908. He opened the agency in September, 1909. He is past president of the Advertising Agencies Council of Cincinnati.

Hart Conway Company, has been incorporated at Rochester to engage in a general advertising and publicity business. It has a capital of $25,000. Principal directors are Henry L. Hart and William E. Conway, Rochester.

James A. Henderson, manager of the Denver office of the H. K. McCann Company, visited New York this week, following the Philadelphia advertising convention.

C. C. Winningham, Inc., Detroit advertising agency, has been appointed advertising and merchandising counsel for Larned, Carter & Co., makers of "Headlight" overalls and pants. The Winningham organization was recently incorporated and now occupies enlarged headquarters in the General Motors Building, Detroit.

James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies will address the American Photo-Engravers' Association, meeting in Detroit, July 23.

The team representing Calkins & Holden, Inc., defeated Barton, Durstine & Osborn, Inc., 17 to 5 on June 25, becoming champion of the Advertising Agency Baseball League of New York. The championship nine was awarded a silver trophy donated by the Walker Engraving Company, and each member of the team received a silver loving cup donated by the *New York Herald Tribune.* Many advertising men saw the game.

Correction

A correspondent at Hickory, N. C., last week sent to EDITOR & PUBLISHER the mis-statement that the mid-summer convention of the North Carolina Press Association had occurred last week, whereas it is scheduled to take place July 21, 22 and 23. A wire correction came too late. EDITOR & PUBLISHER regrets the error.

New Plant for Nebraska Daily

The *McCook* (Neb.) *Daily Gazette* has announced plans for erection of a new two-story modern plant, 25 x 100 feet, with a full basement. The Gazette on July 1 this year celebrated its second birthday, having gone to a daily from a semi-weekly. H. D. Strunk, is editor and publisher.

WITH THE GENERAL ADVERTISERS

Pennsylvania Railroad's Advertising Begins with $500,000 Appropriation—A. & P. Stores Plan to Increase Newspaper Space—Church & Dwight to Advertise

WITH an appropriation of $500,000, the Pennsylvania Railroad has resumed advertising, using newspaper space in chief cities along its main line. J. Walter Thompson, Inc., handles the account.

The newspaper copy, according to present plans, will not run simultaneously. The campaign began last week in New York newspapers, and copy this week was placed in Chicago. The copy, 6,000 line display space, emphasizes the extent, speed and comfort of Pennsylvania service.

This is the first time the Pennsylvania has advertised nationally since the World War. In addition to newspapers, magazines and radio are being used.

The "lion's share' 'of an increased advertising appropriation will go to the newspapers, it was announced this week by the Great Atlantic & Pacific Tea Company's headquarters office in Jersey City, N. J. A half million dollars has been added to the chain store company's present appropriation of $1,500,000. In addition to use of newspaper space, a magazine campaign is also being planned. A. G. Peart is director of advertising.

For the first time in its 80 years of history, the Church & Dwight Company, New York, manufacturer of Arm and Hammer brand and Cow brand baking soda (bicarbonate of soda), will shortly begin to advertise nationally. The account has been placed in the hands of Dorrance, Sullivan & Co., New York advertising agency.

The first advertising developed will take the form of a six months' newspaper campaign in cities and towns throughout New England, featuring medicinal and personal hygienic uses of bicarbonate of soda as well as its culinary purposes.

A sum of $250,000 has been appropriated to be spent in American newspapers and magazines this fall advertising the attractions of Cuba as a vacation and health resort. The announcement was made in New York by Augustin Aguero of the Cuban National Tourist commission, Havana. The account is directed by the Tampa, Fla., office of the Caples Company, New York.

Aguero said Gen. Gerardo Machado, president of the Cuban republic, is giving his active support to the work of the commission and it was through his efforts that the $250,000 was appropriated.

Newspapers will be used to promote sale of the product of the Three Feathers Malt Extract Company, Cincinnati, which has just placed its advertising account with the M. L. Staadeker Advertising Agency, Cincinnati.

The California Prune Growers Association, with headquarters in San Jose, Cal., has appropriated $100,000 to advertise Sun-sweet prunes. A campaign is being planned by the San Francisco office of the H. K. McCann Company.

The Jacobson Manufacturing Company, Newark, N. J., manufacturer of Depend-oil Home Heaters, has appointed the William H. Rankin Company, New York advertising agency, to direct its advertising campaign, now running in Eastern newspapers. Another new Rankin account is that of the Lepel Ignition Corporation, New York. Magazines and newspapers will be used.

Yost Advertising Company, St. Louis, announces a newspaper advertising campaign for "No-Mo-Nox," a chemical for reducing carbon in automobile motors, manufactured by Frier-Sturges, Inc., St. Louis.

Alice Foote MacDougall, New York, coffee and pottery, is planning to use newspapers and magazines in separate campaigns placed by W. I. Tracy, Inc., New York advertising agency.

O. C. Harn, manager of advertising of the National Lead Company, and president of the Audit Bureau of Circulations, has been elected president of the New York Sales Managers' Club.

Frank L. Erskine, who recently returned after having been advertising manager of the W. L. Douglas Shoe Company, Brockton, Mass., for the past 35 years, last week was presented a 32nd degree Masonic diamond ring by his business associates. The presentation was made at a banquet at which Major Patrick F. O'Keefe, president, P. F. O'Keefe Advertising Agency, Boston, president. Lester D. Morse has been appointed advertising manager of the Douglas company to succeed Mr. Erskine.

Harry King Tootle, who recently resigned as promotion manager of King Features Syndicate, to go with the Fruit Dispatch Company, has been appointed assistant to the vice-president and general manager with offices in the Whitehall Building, New York. The Fruit Dispatch is the selling subsidiary of the United Fruit Company and this year is reported to be spending $500,000 in advertising.

Tribute Paid to Frank A. Munsey

The owners' committee of the New York Newspaper Publishers Association paid tribute to Frank A. Munsey late owner of the *New York Sun* and the *New York Evening Telegram,* in a resolution passed June 27.

DeFord's Term as Commissioner Ends

William A. DeFord's term as commissioner of the Board of Transportation of New York City expired this week. Mr. DeFord is the chief counsel of the Hearst Corporation. The political post carried a $15,000 a year salary.

Daily Host to Newsboys

Newsboys and carriers of the *Chicago Daily Journal* were guests of the paper June 28 at the Journal's annual newsboys' night at White City, amusement park.

H. D. ROOSEN CO.

INKS

News, Comic, Rotogravure

Leaders in High Grade Colors

16 East 43rd Street New York City

Arthur S. Thompson
Manager, News Ink Dept.

The Ludlow--

A Great Factor in Building Beauty and Dignity

IN writing us recently Mr. Charles S. Bates, Advertising Manager of the Miami Herald, paid the Ludlow the following unsolicited compliment: "We consider our Ludlow equipment indispensable and credit it with being a great factor in building beauty and dignity into advertising copy appearing in our columns."



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
New York: 63 Park Row
Boston: 261 Franklin Street

LUDLOW QUALITY COMPOSITION

The Newspaper of Today is the Most Direct, Acceptable, Completely Covering, Readily Available, Economical and Resultful of All Advertising Mediums.



NEWSPAPER advertising now, more than ever, demonstrates its immediate availability, its instant adaptability, and its speedy responsiveness. You may send your sales message to every nook and corner of this broad land tomorrow if you like, or you may select your spots and sections, a score, a hundred, a thousand cities and towns, as you desire, or as manufacturing and transportation conditions advise.

We are the National Advertising Representatives of Twenty Progressive Newspapers in that many fine cities of the United States.

Our several offices are the offices of each of those publications, where complete files and data of all kinds concerning both field and publication are in readiness for anyone interested. Our traveling representatives are thoroughly familiar with the publications and the fields in which they circulate.

We are at all times prepared—in conjunction with their respective service departments—to provide valuable and useful merchandise surveys and information reports that will assist the manufacturer of any commodity, either in opening up the territory, or in extending distribution already under way.

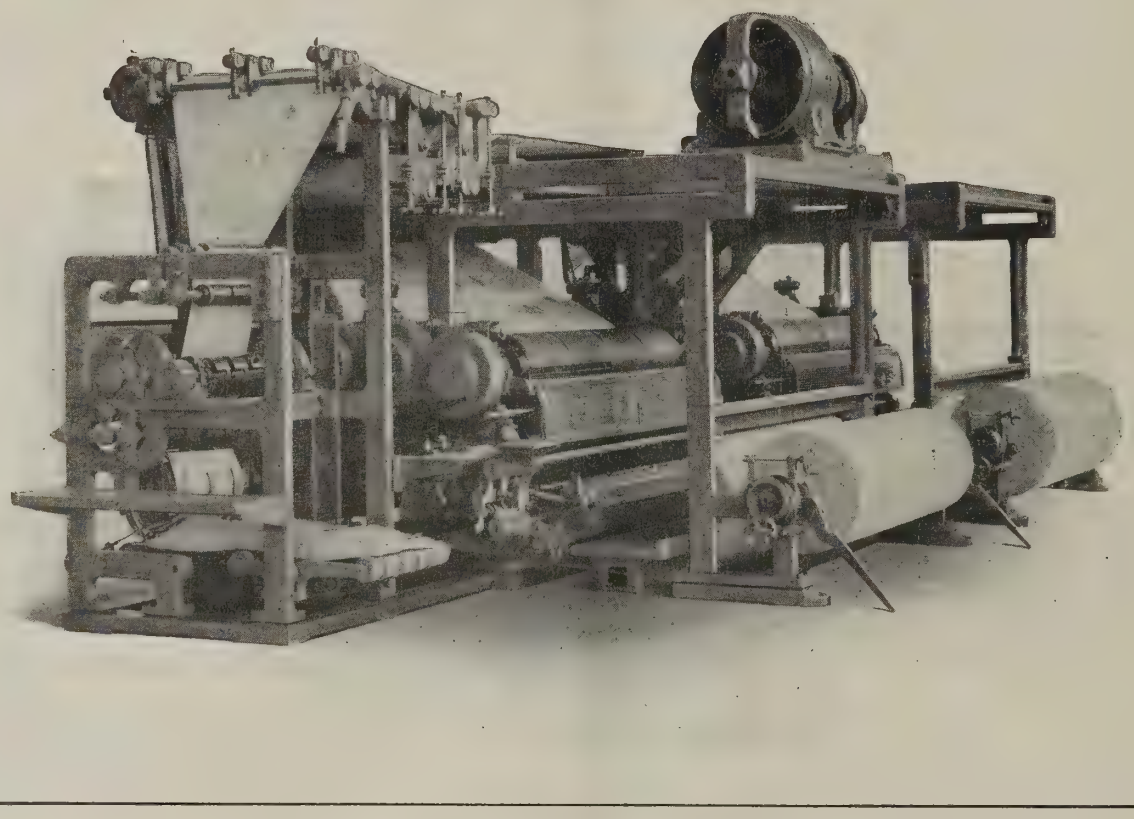
We bring to the advertising agency an intimate, complete and down-to-the-minute knowledge of market conditions and possibilities and of publicity outlets in the fields we cover, that will enable it to act with the decision, speed and assurance so largely contributing to satisfactory and successful service to its clients.

9 East 37th Street . . NEW YORK
Tribune Tower . . . CHICAGO
Chemical Building . . ST. LOUIS
Healey Building . . . ATLANTA
Sharon Building . SAN FRANCISCO
Higgins Building . LOS ANGELES

THE JOHN BUDD COMPANY

National Advertising Representatives
of Newspapers

The BEE-LINE Press
Enables the Smaller-City Da



WOOD NEWSPAPER MACHINERY CORP

y Publisher to Step Out of the FLAT-BED Class—

And into Modern, Economical Rotary Press Production

BECAUSE the BEE-LINE Press is expressly designed for the smaller-city daily publisher, it enables him to get away from the many limitations of flat-bed printing and adopt modern, economical, metropolitan-daily production methods sooner than any other existing press.

It produces a handsome sheet at high speed and low operating cost. It is compact, convenient and ultra-modern. It is easy to handle and cheap to install—requiring no pit.

The BEE-LINE Press is built in standard-size units; requires only a small, within-reason investment; and may be purchased on easy terms.

RATION, 501 Fifth Avenue, New York City

ELIMINATION OF WEAK NEWSPAPERS; SURVIVORS RULE THE FIELD

(*Continued from page 3*)

show that the newspaper fight is no longer defensive. It is not the solicitor's business nowadays to fight for the "newspaper's share of business" in competition with magazines, car cards, etc., etc. His principal antagonist is the man from another newspaper in his own city or one from a nearby metropolis which has presented a plausible story of universal coverage within a titanic radius.

The newspapers are first, where they were last if at all, on the lists of many national advertisers who have learned that national advertising with spotty distribution is largely money wasted. Last of all to realize the change, it seems, were the newspaper advertising men, whose old defensive-offensive program has become obsolete during the past twenty-four months.

Here is a story in point, related to the newspaper men's meeting at the Philadelphia advertising convention a few days ago:

"When a man comes to our office with an advertisement," the speaker said in substance, "one of the first things we do is to impress him that newspaper advertising is not on trial. Its ability to move goods that people want or might be induced to want has been proven long ago. We tell him to consider whether his product is exactly what he says it is and whether its market is actually what he thinks it is.

"If his advertising doesn't bring the results that he expected, we do not let him take the attitude of running down our newspaper or newspaper advertising in general. We prove to him that his copy or his product is at fault, or that he has chosen the wrong time, place, or price at which to sell it and we help him to remedy the defective condition whenever possible. But we do not let him doubt newspaper advertising!"

That would have been tall talk for a newspaper man even five years ago, but the hundred or more men in the meeting room at Philadelphia accepted it as commonplace. The "inferiority complex" ghost has been exorcised.

Detailed figures or circulation and advertising rate, together with other such interesting data as the population of the city and trading area, date of establishment of each newspaper and the authority for its circulation figures (Government Statement or A. B. C. reports), appear on following pages of this issue. The usual valuable summary, known to EDITOR & PUBLISHER readers for the past nine years as the "Ready Reckoner" of the cost of a campaign of advertising in one state, a group of states, or the entire nation, appears on page 4.

EDITOR & PUBLISHER would appreciate prompt notification of any errors that may be noted in the tabulation. Corrections will be promptly published.

ENGLISH LANGUAGE DAILIES OF U. S. WITH CIRCULATIONS AND RATES

Circulation Figures Are Average Net Paid for Six Months Ending March 31, 1926, as Filed with Government or A. B. C. Advertising rates are those on General Contracts, effective June 1, 1926, on 5,000 lines. Copyright 1926 by the Editor & Publisher Co.

ALABAMA

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
15,000	38,000	1911	Albany	Albany-Decatur			
				Daily	(e)	3,736	.03*
		1924	Andalusia	Star	(e)	1,706	.025*
17,734	78,000	1882	Anniston	Star	(e)	5,512	.035*
				Sunday edition	(s)	5,512	.035*
230,000	600,000	1870	Birmingham	Age-Herald	(m)	34,994	.09*
				Sunday edition	(s)	50,699	.11*
		1888		News	(e)	76,974	.18*
				Sunday edition	(s)	88,952	.18*
		1921		Post	(e)	48,536	.10*
10,034	.....	1908	Dothan	Eagle	(e)	1,996	.032*
4,936	.....	1889	Eufaula	Citizen	(e)	.....	.018
17,000	65,000	1889	Florence	Times-News	(e)	5,175	.04*
				Sunday edition	(s)	5,175	.05*
19,125	150,000	1925	Gadsden	Star	(e)	3,163	.025*
		1867		Times	(e)	5,897x	.05357*
8,018	50,000	1910	Huntsville	Times	(e)	3,502x	.025*
				Sunday edition	(s)	3,592x	.025*
65,000	220,000	1881	Mobile	News-Item	(e)	11,993	.05*
		1814		Register	(m)	20,427	.08*
				Sunday edition	(s)	32,096	.10*
				Combined Daily	(me)	32,420	.13*
65,000	376,000	1828	Montgomery	Advertiser	(m)	15,970	.06*
				Sunday edition	(s)	22,621	.08*
				Journal	(e)	17,889	.06*
		1888		Times	(e)	7,589	.06*
		1910		News	(e)	2,575	.014*
4,960	.....	1888	Opelika	Times-Journal	(e)	5,714	.035*
15,589	54,697	1825	Selma	Sunday edition	(s)	5,714	.035*
11,500	.....	1907	Sheffield & Tuscumbia	Tri-Cities Daily	(e)	2,350	.035*
6,546	.....	1909	Talladega	Home	(e)	1,501	.021*
5,696	.....	1892	Troy	Messenger	(e)	.....	.018*
11,996	.....	1832	Tuscaloosa	News-Times Gazette	(e)	4,200	.036*
				Sunday edition	(s)	4,200	.036*

ARIZONA

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
9,205	60,000	1914	Bisbee	Ore	(e)	1,803	.032
		1898		Review	(m)	4,082	.035*
				Sunday edition	(s)	4,082	.035*
9,916	.....	1901	Douglas	Dispatch	(m)	3,174	.036*
				Sunday edition	(s)	3,174	.036*
8,500	.....	1913	Globe	Arizona Record	(m)	2,100	.036*
				Sunday edition	(s)	2,100	.036*
6,689	15,000	1919	Miami	Bulletin	(e)	2,271	.036*
		1878		Silver Belt	(e)	2,125	.036*
5,199	.....	1914	Nogales	Herald	(e)	2,472	.036*
45,000	165,000	1880	Phoenix	Ariz. Gazette	(e)	12,265	.06*
		1890		Ariz. Republican	(m)	20,098	.07*
				Sunday edition	(s)	22,072	.08*
5,010	.....	1881	Prescott	Courier	(e)	3,526	.021*
		1864		Journal-Miner	(m)	3,484	.03*
				Sunday edition	(s)	3,484	.03*
30,000	50,000	1877	Tucson	Arizona Star	(m)	5,559	.0375*
				Sunday edition	(s)	5,662	.0375*
		1870		Citizen	(e)	4,674	.0375*
				Sunday edition	(s)	4,925	.0375*
4,320	15,000	1925	Yuma	Herald	(e)	1,846	.03*
		1906		Sun	(m)	1,836	.03*
				Sunday edition	(s)	1,836	.03*

ARKANSAS

3,311	.....	1921	Arkadelphia	Siftings Herald	(e)	1,050	.014*
11,000	100,000	1903	Blytheville	Courier-News	(e)	4,120	.035*
4,500	.....	1920	Camden	News	(e)	950	.018*
4,564	.....	1908	Conway	Log Cabin Democrat	(e)	1,199	.014*
25,000	75,000	1921	El Dorado	News	(m)	6,277	...
				Times	(e)	2,743	...
				Combined Daily	(me)	9,020	.07*
				Sunday edition	(s)	7,327	.07*
2,429	.....	1881	Eureka Springs	Times-Echo	(e)	.....	.011*
5,362	.....	1894	Fayetteville	Democrat	(e)	2,020	.028*
35,000	150,000	1907	Fort Smith	Southwest American	(m)	12,624x	...
		1882		Times-Record	(e)	8,447x	...
				Combined Daily	(me)	21,071x	.08*
				Southwest Times-Record	(s)	23,706x	.08*
3,477	.....	1876	Harrison	Times	(e)	1,000	.015*
9,112	85,000	1871	Helena	World	(e)	.....	.025*
				Sunday edition	(s)	.....	.025*
4,790	.....	1923	Hope	Star of Hope	(e)	.....	.018*
20,500	.....	1880	Hot Springs	New Era	(e)	.....	.025*
		1877		Sentinel-Record	(m)	3,517	.036
				Sunday edition	(s)	3,517	.036
9,384	.....	1903	Jonesboro	Sun	(e)	2,218	.02*
		1906		Tribune	(e)	2,057	.021*
100,000	.....	1871	Little Rock	Arkansas Democrat	(e)	25,919	.07*
				Sunday edition	(s)	30,733	.07*
		1819		Arkansas Gazette	(m)	39,358	.10*
				Sunday edition	(s)	47,946	.12*
		1917		News	(e)	10,701	.03*
5,000	.....	1916	Malvern	Record	(e)	.....	.01*
3,453	25,000	1898	Mena	Star	(e)	770	.011*
3,500	.....	1901	Newport	Independent	(e)	700	.014*
6,306	.....	1895	Paragould	Press	(e)	1,250	.025*
19,280	.....	1881	Pine Bluff	Commercial	(e)	7,266	.035*
		1886		Graphic	(m)	5,437	.03*
				Sunday edition	(s)	5,437	.03*
2,691	.....	1906	Prescott	News	(e)	.....	.007*
3,318	30,000	1910	Rogers	Post	(e)	1,281	.015*
6,025	30,000	1924	Russellville	Courier-Democrat (e) (new daily)			.014*
2,836	.....	1890	Searcy	Citizen	(e)	530	.007*
2,590	.....	1910	Siloam Springs	Register	(e)	.....	.014*
4,522	15,000	1920	Stuttgart	Arkansawyer	(e)	800	.014*
30,609	35,000	1876	Texarkana	Gazette	(m)	9,428	.06*
				Sunday edition	(s)	9,870	.06*

*(Figure effective from March 7, '26, to March 31, '26. Consolidation of the Four States Press, Texarkana Journal, and Texarkanian took effect on March 7, '26.)

CALIFORNIA

28,806	.....	1909	Alameda	Times-Star	(e)	4,243	.03
24,000	37,000	1924	Alhambra	xPost-Advocate	(e)	6,380	.04*
	xx (Sold in combination with the Los Angeles Evening Express)						
7,500	25,000	....	Anaheim	Bulletin	(e)	3,945	.04*
24,229	30,000	1886	Bakersfield	Californian	(e)	9,167x	.045*
		1886		Echo	(m)	3,176x	.04*
				Sunday edition	(s)	3,468x	.04*
55,886	.....	1877	Berkeley	Gazette	(e)	7,401	.045
6,763	15,000	1903	Brawley	News	(e)	1,850	.025*
12,500	18,000	1906	Burlingame	Advance	(e)	2,775	.03*
7,028	23,000	1904	Calexico	Chronicle	(e)	1,382	.021
10,000	17,000	1869	Chico	Enterprise	(e)	2,193x	.03*
		1853		Record	(m)	2,120	.025*
				Sunday edition	(s)	2,120	.025*
2,935	.....	1916	Coalinga	Record	(e)	1,040	.025*
8,700	15,000	1877	Colton	Courier	(e)	1,483	.025*
2,000	.....	1863	Colusa	Sun	(e)	885	.021*
1,449	6,000	1918	Corning	Observer	(e)	725	.021*
5,687	10,000	1906	Corona	Independent	(e)	897	.021*
3,400	.....	1909	Dinuba	Sentinel	(e)	1,546	.025*
5,464	25,000	1901	El Centro	Imperial Valley Press	(e)	2,600	.032*
2,200	4,200	1912	Escondido	Times-Advocate	(e)	780	.021*
19,865	31,800	1872	Eureka	Humboldt Standard	(e)	4,906	.03
		1852		Humboldt Times	(m)	5,182	.03
				Sunday edition	(s)	5,609	.03
54,966	125,000	1922	Fresno	Bee	(e)	26,660	.08*
				Sunday edition	(s)	25,661	.08*
		1876		Republican	(m)	29,257	.10*
				Sunday edition	(s)	29,712	.10*
11,000	35,000	1889	Fullerton	News-Tribune	(e)	3,753	.035*
3,800	10,000	1925	Gilroy	Dispatch	(e)	976	.025*
13,536	40,000	1913	Glendale	News	(e)	7,634	.06*
		1921		xPress	(e)	5,857	.04*
	xx (Sold in combination with the Los Angeles Evening Express)						
5,500	15,000	1863	Grass Valley	Union	(m)	1,582	.025*
				Sunday edition	(s)	1,583	.025*
							.007*
2,500	.....	1906	Gridley	Globe	(e)	1,595	.025*
5,888	.....	1891	Hanford	Journal	(m)	1,595	.025*
				Sunday edition	(s)	1,634	.025*
		1886		Sentinel	(e)	680	.029*
5,000	.....	1925	Hawthorne	Leader	(e)	(New Daily)	.021*
5,000	20,000	1925	Hayward	Review	(e)	645	.014*
2,500	.....	1919	Healdsburg	Tribune	(e)	1,187	.021*
2,781	.....	1909	Hollister	Free Lance	(e)	5,045	.05
100,000	.....	1905	Hollywood	Citizen	(e)	Free	...
				Sunday edition	(s)	11,817	.05*
		1921		xxNews	(e)	2,975	.032*
	xx (Sold in combination with the Los Angeles Evening Express)						
12,000	25,000	1923	Inglewood	News	(e)	36,041	.12*
140,000	160,000	1888	Long Beach	Press-Telegram	(e)	34,658	.12*
		1924		Sunday edition	(s)	12,570	.07*
		1923		Sun	(m)	12,570	.07*
				Sunday edition	(s)	171,606	.39
1,000,000	1,350,000	1903	Los Angeles	Examiner	(m)	393,168	.70
				Sunday edition	(s)	104,516	.22*
		1871		xxExpress	(e)	182,313	.42
	xx (In a number of towns this circulation is sold in combination with local paper)						
		1911		Herald	(e)	91,394	.30*
		1923		Illustrated Daily News	(m)	76,034	.30*
				Sunday edition	(s)	.....	.036
		....		Journal	(m)	(New Daily)	.042
		1925		Journal of Commerce	(m)	56,138	.12*
		1895		Record	(e)	135,210	.27
		1881		Times	(m)	199,240	.37
				Sunday edition	(s)	1,250	.025*
4,250	14,500	1903	Madera	Tribune & Mercury	(e)		

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

GLISH LANGUAGE DAILIES OF U. S.—CIRCULATIONS AND RATES

CALIFORNIA—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
898	12,000	1900	Martinez	Gazette	(e)	1,178	.021*
		1911		Standard	(e)	1,397	.029*
000	30,000	1859	Marysville	Appeal	(m)	2,226x	.03*
				Sunday edition	(s)	2,223x	.03*
		1884		Democrat	(e)	2,601x	.03*
320	32,000	1880	Merced	Sun-Star	(e)	3,671	.035*
000	45,000	1890	Modesto	Herald	(m)	3,346x	....
				News	(e)	7,510x	....
				Combined Daily	(me)	10,856x	.06*
				Sunday edition	(s)	3,374x	.06*
500	15,000	1926	Monrovia	Messenger	(e)	(New Daily)	.029*
		1909		News	(e)	.....	.025*
516	25,000	1876	Monterey	Peninsula Herald	(e)	2,893	.03*
757	.....	1889	Napa	Journal	(m)	1,750	.018*
				Sunday edition	(s)	1,750	.018*
		1872		Register	(e)	2,197	.021*
800	550,000	1922	Oakland	Post-Enquirer	(e)	47,507x	.13*
		1874		Tribune	(e)	74,735x	.18*
				Sunday edition	(s)	74,543x	.18*
934	20,000	1910	Ontario	Report	(e)	3,715	.03*
500	15,000	1908	Orange	News	(e)	2,572	.025*
340	.....	1872	Oroville	Mercury	(e)	.....	.025*
		1877		Register	(m)	1,643	.025*
				Sunday edition	(s)	1,643	.025*
417	12,500	1898	Oxnard	Courier	(e)	1,625	.021
		1924		Tribune	(m)	1,522	.025*
				Sunday edition	(s)	1,522	.025*
974	.....	1902	Pacific Grove	Review	(e)	.....	.018*
500	15,000	1892	Palo Alto	Times	(e)	2,806	.04*
000	.....	1919	Pasadena	xxPost	(e)	10,232	.05*
	xx (Sold in combination with the Los Angeles Evening Express)						
		1886		Star-News	(e)	18,123	.075*
		1925		Sun	(m)	8,645	.036
226	18,000	1894	Petaluma	Argus	(e)	2,575	.021*
		1884		Courier	(m)	1,650	.018
				Sunday edition	(s)	1,650	.018
000	35,000	1910	Pomona	Bulletin	(m)	3,454	.03
				Sunday edition	(s)	3,454	.03
		1885		Progress	(e)	4,271	.03
100	.....	1924	Placerville	Republican	(e)	.....	.025*
000	15,000	1908	Porterville	Recorder	(e)	2,158	.025*
104	.....	1885	Red Bluff	News	(e)	1,350	.02*
000	13,000	1852	Redding	Courier-Free Press	(e)	1,256	.018*
		1897		Searchlight	(m)	1,630	.021*
				Sunday edition	(s)	1,630	.021*
580	36,420	1890	Redlands	Facts	(e)	3,049	.03*
500	15,000	1922	Redondo Beach	xxBreeze	(e)	2,662	.03*
	xx (Sold in combination with the Los Angeles Evening Express)						
026	.....	1923	Redwood City	Tribune	(e)	1,347	.025*
843	30,000	....	Richmond	Independent	(e)	3,604	.03*
		1900		Record-Herald	(m)	2,730	.029*
				Sunday edition	(s)	2,730	.029*
000	40,000	1885	Riverside	Enterprise	(m)	4,098	.03*
				Sunday edition	(s)	4,098	.03*
		1885		Press	(e)	6,424	.03*
000	175,000	1857	Sacramento	Bee	(e)	47,330	.12*
		1851		Union	(m)	12,705	.06*
				Sunday edition	(s)	13,505	.07*
308	15,000	1872	Salinas	Index	(e)	1,932	.025*
		1888		Journal	(m)	1,380	.021*
				Sunday edition	(s)	1,380	.021*
000	38,749	1894	San Bernardino	Sun	(m)	8,601	.028
		1865		Telegram (and Index)	(e)	2,641	.027
				Combined Daily	(me)	11,242	.055*
				Sunday edition	(s)	8,870	.055*
231	142,026	1925	San Diego	Independent	(m)	(New Daily)	.05*
				Sunday edition	(s)	(New Daily)	.05*
231	142,026	1881	San Diego	Sun	(e)	20,534	.06*
		1868		Union	(m)	25,698	....
		1895		Tribune	(e)	23,701	....
				Combined Daily	(me)	49,339	.12
				Sunday Union	(s)	33,581	.11
284	1,275,636	1855	San Francisco	Bulletin	(e)	64,175	.16
		1856		Call & Post	(e)	101,098	.23
		1865		Chronicle	(m)	86,798	.26
				Sunday edition	(s)	149,122	.31
		1880		Examiner	(m)	167,025	.35
				Sunday edition	(s)	346,510	.65
		1903		News	(e)	68,120	.15*
000	105,000	1851	San Jose	Mercury-Herald	(m)	17,146	.075*
				Sunday edition	(s)	17,842	.075*
		1883		News	(e)	5,615	.04*
000	76,893	1888	San Luis Obispo	Tribune	(m)	2,108	....
				Telegram	(e)	2,111	....
				Combined Daily	(me)	4,219	.045*
				Sunday edition	(s)	2,108	.045*
000	40,000	1906	San Mateo	Times & News-Leader	(e)	4,257	.04*
...	60,000	1903	San Pedro	xxNews	(e)	5,488	.04*
	xx (Sold in combination with the Los Angeles Evening Express)						
		1912		Pilot	(e)	3,838	.035*
000	61,375	1905	Santa Ana	Register	(e)	10,233	.045*
000	40,000	1880	Santa Barbara	News	(e)	6,903	.04*
		1863		Press	(m)	6,303	.04*
				Sunday edition	(s)	6,663	.04*
000	20,000	1907	Santa Cruz	News	(e)	2,965	.03*
		1855		Sentinel	(m)	2,980	.03*
				Sunday edition	(s)	2,980	.03*
943	.....	1918	Santa Maria	Times	(e)	1,220	.014*
000	60,000	1877	Santa Monica	xxOutlook	(e)	8,887	.06*
				Sunday edition	(s)	.....	.075*
	xx (Sold in combination with the Los Angeles Evening Express)						
000	15,000	1889	Santa Paula	Chronicle	(e)	1,712	.025*
758	.....	1857	Santa Rosa	Press-Democrat	(m)	8,804	.05*
				Sunday edition	(s)	8,804	.05*
		1880		Republican	(e)	6,289	.035*
296	.....	1858	Stockton	Independent	(m)	8,055	.04*
				Sunday edition	(s)	8,055	.04*
		1895		Record	(e)	16,749	.07*
000	15,000	1912	Taft	Midway Driller	(e)	3,634	.03*
000	13,500	1886	Tulare	Advance-Register	(e)	2,267	.03*
630	15,000	1904	Turlock	Journal	(e)	2,450	.029*
000	.....	1868	Vallejo	Chronicle	(e)	1,524	.025*
		1897		News	(e)	1,246	.018*
		1867		Times-Herald	(m)	2,197	.03*
				Sunday edition	(s)	2,197	.03*
000	.....	1908	Venice	xxVanguard	(e)	3,314	.03*
	xx (Sold in combination with the Los Angeles Evening Express)						
000	.....	1925	Ventura	County Star	(e)	1,710	.025*
		1902		Free Press	(e)	1,548	.03*
		1902		Post & Democrat	(m)	2,003	.025*
				Sunday edition	(s)	2,003	.025*

ing newspapers—name in light-face; evening papers—name in bold-face; Government state-- April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" average for 3 months; flat rate indicated by an asterisk.

The San Francisco Call

First in Evening Circulation

In Prosperous San Francisco

where salaried employees and wage earners "bring home the bacon" to the tune of $82,265,330 per year.

Most of this money goes to the 7,884 retail stores to buy both necessities and luxuries for San Francisco's 557,530 inhabitants.

Direct this great buying power to your product through

THE SAN FRANCISCO CALL

The government statement for April 1st, 1926, gives the Call a total net paid circulation of

101,098

With an average of four persons to each family the Call reaches 409,392 readers.

The total net paid circulation of the Call for one week, beginning June 21, was: Monday 105,920; Tuesday 105,216; Wednesday 141,875; Thursday 108,542; Friday 109,052; Saturday 111,174.

Average for week ending June 26 was 113,629. Average for June with three days to go is 106,874.

The San Francisco Call

CHARLES S. YOUNG, Publisher

National Advertising Representatives:

HERBERT W. MOLONEY
Times Bldg.
New York

JOHN H. LEDERER
910 Hearst Bldg.
Chicago

KARL J. SHULL
Transportation Bldg.
Los Angeles

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

CALIFORNIA—Continued

City	Population Trade Area	Date Estab.	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
8,250	17,500	1859	Visalia ..... Delta	(m)	1,783	.025*
			Sunday edition	(s)	1,783	.025*
		1892	Times	(e)	1,695x	.025*
5,013	.....	1868	Watsonville ..... Pajaronian	(e)	1,560	.021
		1876	Register	(m)	1,904	.025*
			Sunday edition	(s)	1,904	.025*
7,997	18,000	1900	Whittier ..... News	(e)	3,333	.03
4,000	.....	1877	Willows ..... Journal	(e)	998	.018*
12,000	16,000	1923	Wilmington ..... Journal	(e)	1,780	.02
5,400	18,000	1877	Woodland ..... Democrat	(e)	2,249	.036*
		1866	Mail	(m)	1,604	.036*
			Sunday edition	(s)	1,604	.036*

COLORADO

2,250	5,000	1885	Aspen ..... Democrat-Times	(e)	455	.011
10,989	.....	1889	Boulder ..... Camera	(e)	2,340	.018
		1906	News-Herald	(e)	2,410	.021*
4,551	12,000	1925	Canon City ..... American	(e)	1,262	.02*
		1906	Record	(e)	1,798	.02*
35,723	50,723	1872	Colorado Springs .... Gazette	(m)	4,777	...
			Telegraph	(e)	6,853	...
			Combined Daily	(me)	11,630	.07*
			Sunday edition	(s)	11,469	.07*
2,325	.....	1893	Cripple Creek ..... Times-Record	(m)	.....	.018*
			Sunday edition	(s)	.....	.018*
275,000	350,000	1906	Denver ..... Express	(e)	14,865	.05*
		1892	Post	(e)	147,115	.30*
			Sunday edition	(s)	237,614	.40*
		1859	Rocky Mtn' News	(m)	28,681	.18*
		1870	Times	(e)	23,723	.18*
			Combined Daily	(me)	52,404	.23*
		1859	Sunday edition	(s)	54,857	.15*
		1892	Durango ..... Democrat	(m)	1,687	.018*
			Sunday edition	(s)	1,687	.018*
		1881	Herald	(e)	.....	.018n*
3,000	8,000	1899	Florence ..... Citizen	(e)	844	.014*
16,875	30,000	1873	Fort Collins ..... Express-Courier	(e)	4,613	.035*
			Sunday edition	(s)	4,613	.035*
3,818	9,500	1908	Fort Morgan ..... Times	(e)	1,460	.021*
11,340	25,000	1893	Grand Junction ..... Sentinel	(e)	3,963	.025*
			Sunday edition	(s)	3,960	.025*
12,000	18,000	1916	Greeley ..... Tribune-Republican	(m)	1,712	...
		1903	Tribune-Republican	(e)	2,922	...
			Combined Daily	(me)	4,634	.03*
10,883	30,000	1903	La Junta ..... Democrat	(e)	1,400	.021*
4,500	30,000	1897	Lamar ..... News	(e)	2,074	.029*
4,959	.....	1880	Leadville ..... Herald-Democrat	(m)	3,321	.025*
			Sunday edition	(s)	3,321	.025*
5,848	12,000	1898	Longmont ..... Call	(e)	1,520	.021*
		1892	Times	(e)	1,530	.021*
5,279	.....	1923	Loveland ..... Reporter-Herald	(e)	1,965	.021*
3,980	12,000	1882	Montrose ..... Press	(e)	.....	.025*
45,000	97,000	1871	Pueblo ..... Chieftain	(m)	7,455	.04
			Sunday edition	(s)	10,064	.04
		1901	Star-Journal	(e)	10,092	.05*
			Sunday edition	(s)	11,229	.05*
4,689	.....	1924	Salida ..... Record	(e)	.....	.018*
7,500	50,000	1910	Sterling ..... Advocate	(e)	4,356	.04*
2,000	.....	1894	Telluride ..... Journal	(e)	598	.015*
10,900	50,000	1880	Trinidad ..... Chronicle-News	(e)	3,211	.02*
			Sunday edition	(s)	3,211	.02*
		1915	Picketwire	(e)	3,325	.025*

CONNECTICUT

50,579	.....	1884	Ansonia ..... Sentinel	(e)	6,879	.04*
175,000	236,975	1890	Bridgeport ..... Herald	(s)	44,865	.10*
		1883	Post	(e)	29,300	...
		1891	Telegram	(m)	13,443	...
			Combined Daily	(me)	42,743	.15*
		1911	Sunday Post	(m)	21,162	.10*
		1919	Star	(e)	9,882	.05*
		1790	Times & Farmer	(e)	8,814	.05*
20,620	.....	1871	Bristol ..... Press	(e)	4,570	.025
22,325	.....	1880	Danbury ..... News	(e)	7,412	.021*
164,184	373,000	1837	Hartford ..... Courant	(m)	33,003	.09
		1913	Sunday edition	(s)	56,274	.13
		1841	Times	(e)	53,121	.13*
23,000	40,000	1914	Manchester ..... Herald	(e)	4,572	.025
38,907	78,000	1886	Meriden ..... Journal	(e)	7,277	.03
		1860	Record	(m)	8,439	.03
25,000	50,000	1884	Middletown ..... Press	(e)	8,359	.03
15,051	.....	1895	Naugatuck ..... News	(e)	4,068	.03
70,000	104,074	1878	New Britain ..... Herald	(e)	12,392	.05
		1855	Record	(e)	11,264	.05
218,000	290,000	1766	New Haven ..... Journal-Courier	(m)	18,760	.06
		1812	Register	(e)	46,218	.135
			Sunday edition	(s)	46,218	.135
		1892	Times-Leader	(e)	15,548	.06
		1871	Union	(e)	14,830	.05
			Sunday edition	(s)	14,830	.05
29,000	70,000	1881	New London ..... Day	(e)	12,054	.045
		1890	Globe	(e)	.....	.011
30,150	34,000	1871	Norwalk ..... Hour	(e)	6,107x	.04*
32,747	50,000	1870	So. Norwalk ..... Sentinel	(e)	5,043	.025
29,685	75,000	1850	Norwich ..... Bulletin	(m)	12,724	.05
		1888	Record	(e)	3,791	.03
45,000	80,000	1892	Stamford ..... Advocate	(e)	10,494x	.045
20,623	.....	1874	Torrington ..... Register	(e)	5,082	.03
116,366	140,000	1881	Waterbury ..... Republican	(m)	11,529	...
			American	(e)	12,376	...
			Combined Daily	(me)	23,905	.08
			*Sunday edition	(s)	15,476	...

(*Sunday edition sold only in combination)

		1881	Democrat	(e)	9,995	.04
12,330	18,000	1877	Willimantic ..... Chronicle	(e)	3,250	.03
8,248	.....	1888	Winsted ..... Citizen	(e)	2,230	.02

DELAWARE

117,727	250,000	1866	Wilmington ..... Every Evening	(e)	15,795x	.05
		1888	Journal	(e)	22,372x	.07
		1880	Morning News	(m)	8,509x	.05*
			Combined Daily	(me)	30,881x	.09*
		1881	Sunday Star	(s)	13,934x	.06*

DISTRICT OF COLUMBIA

City	Population Trade Area	Date Estab.	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
475,966	697,551	1906	Washington ..... Herald	(m)	54,029	.15*
			Sunday edition	(s)	121,978	.28*
		1894	Times	(e)	54,289	.18*
			Combined Herald & Times	(me)	108,318	.25*
		1921	News	(e)	65,078	.18*
		1877	Post	(m)	64,025	.20
		1878	Sunday edition	(s)	77,124	.22
		1852	Star	(e)	98,509	.22*
		1905	Sunday edition	(s)	106,820	.22*
		1926	United States Daily new daily	(m)	.....	.50

FLORIDA

1,534	.....	....	Avon Park ..... Twin Cities Sun	(e)	(New Daily)	.04
3,868	.....	1922	Bradentown ..... Herald	(e)	3,200	.03
			Sunday edition	(s)	3,200	.04
8,500	16,000	1925	Clearwater ..... Herald	(m)	3,000	.03
			Sunday edition	(s)	5,000	.04
		1914	Sun	(e)	3,516	.03
12,000	15,000	1882	Daytona Beach ..... Journal	(m)	4,013	.05
			Sunday edition	(s)	4,269	.05
		1905	News	(e)	5,695	.04
			Sunday edition	(s)	5,961	.04
12,000	20,000	1915	DeLand ..... News	(e)	3,675	.03
1,193	.....	1923	Eustis ..... Lake Region	(e)	....	.02
			Sunday edition	(s)	....	.02
15,915	.....	1910	Ft. Lauderdale ..... News-Sun	(me)	6,104	.06
			Sunday edition	(s)	6,104	.06
15,000	.....	1911	Fort Meyers ..... Press	(e)	3,550	.03
		1922	Tropical News	(m)	4,688	.04
			Sunday edition	(s)	4,688	.04
6,000	.....	1922	Fort Pierce ..... News-Tribune	(e)	2,021	.02
		1925	Record	(m-Sun)	(New Daily)	.03
5,286	31,000	1925	Gainesville ..... News	(e)	(New Daily)	.02
		1881	Sun	(m)	2,763	.03
			Sunday edition	(s)	2,763	.03
4,500	.....	1925	Haines City ..... Herald	(e)	1,526	.03
			Sunday edition	(s)	1,526	.03
12,500	75,000	1925	Hollywood ..... News	(m)	(New Daily)	.05
			Sunday edition	(s)	(New Daily)	.06
2,114	.....	1926	Homestead ..... Leader	(e)	(New Daily)	.03
102,471	300,000	1866	Jacksonville ..... Times-Union	(m)	49,903	.12
			Sunday edition	(s)	59,239	.15
		1887	Journal	(e)	25,020	.08
		1879	Citizen	(e)	2,282	.02
4,500	.....	1924	Kissimmee ..... Gazette	(e)	1,620	.02
	*(Figures to Feb. 1, '26)					
24,700	60,000	1924	Lakeland ..... Ledger	(e)	5,173	.04
			Sunday edition	(s)	5,442	.04
		1911	Star-Telegram	(m)	4,954	.04
		1925	Star-Telegram	(s)	5,283	.04
1,106	.....	1925	Lake Worth ..... Leader	(e)	3,196	.03
87,350	125,575	1910	Miami ..... Herald	(m)	48,108x	.11
			Sunday edition	(s)	60,006x	.12
		1904	News	(e)	43,189x	.11
			Sunday edition	(s)	42,810x	.11
		1924	Tribune	(e)	16,220	.10
7,500	.....	1895	Ocala ..... Star	(e)	1,650	.02
22,255	65,000	1876	Orlando ..... Reporter-Star	(e)	8,492x	.04
			Sunday edition	(s)	....	
		1912	Morning Sentinel	(m)	9,962x	.04
			Sunday edition	(s)	11,349x	.04
7,241	17,650	1900	Palatka ..... News	(e)	3,175	.03
9,523	20,000	1894	Palm Beach ..... News	(m)	....	.10
			Sunday edition	(s)	....	.10
38,000	72,416	1898	Pensacola ..... Journal	(m)	5,849x	
		1885	News	(e)	3,956x	
			Combined Daily	(me)	9,805x	.04
			Sunday edition	(s)	9,093x	.03
8,000	22,000	1884	Plant City ..... Courier	(m)	(New Daily)	.03
			Sunday edition	(s)	(New Daily)	.03
6,192	12,000	1894	St. Augustine ..... Record	(e)	3,382	.03
			Sunday edition	(s)	3,382	.03
125,000	.....	1925	St. Petersburg ..... News	(e)	10,672	.03
			Sunday edition	(s)	14,177	.10
		1908	Independent	(e)	11,917	.03
		1884	Times	(m)	12,143	.03
			Sunday edition	(s)	12,143	.03
10,432	15,000	1920	Sanford ..... Herald	(e)	2,621	.03
12,000	30,000	1925	Sarasota ..... Herald	(m)	2,914	.03
			Sunday edition	(s)	2,914	.03
		1924	Times	(e)	2,914	.03
			Sunday edition	(s)	2,914	.03
7,100	30,000	1925	Sebring ..... American	(m)	2,179	.03
			Sunday edition	(s)	2,179	.03
		1925	Stuart ..... News	(e)	1,464	.03
5,365	22,000	1914	Tallahassee ..... Democrat	(e)	....	.03
		1925	State	(m)	(New Daily)	.03
124,116	300,000	1925	Tampa ..... Telegraph	(m)	14,087	.03
			Sunday edition	(s)	21,959	.03
		1891	Times	(e)	23,325	.03
		1892	Tribune	(m)	32,954	.03
			Sunday edition	(s)	52,217	.10
1,442	....	1925	Vero Beach ..... Press	(m)	(New Daily)	.03
			Sunday edition	(s)	(New Daily)	.03
20,296	40,000	1908	West Palm Beach .... W. P. B. Post	(m)	12,243x	.03
			Sunday edition	(s)	14,046x	.03
		1922	Palm Beach Times	(e)	12,346	.03
			Sunday edition	(s)	12,346	.03
5,000	25,000	1924	Winterhaven ..... Florida Chief	(e)	3,820	.03
			Sunday edition	(s)	3,820	.03

GEORGIA

11,555	.....	1892	Albany ..... Herald	(e)	5,952	.03
9,010	150,000	1879	Americus ..... Times-Recorder	(e)	2,572	.02
20,000	250,000	1832	Athens ..... Banner-Herald	(e)	3,397	.03
			Sunday edition	(s)	3,369	.03
272,000	1,215,736	1868	Atlanta ..... Constitution	(m)	68,079	.15
			Sunday edition	(s)	108,292	.15
		1906	Georgian	(e)	58,070	.15
		1913	Sunday American	(s)	131,606	.20
		1883	Journal	(e)	68,314	.15
			Sunday edition	(s)	118,940	.15
60,000	350,000	1785	Augusta ..... Chronicle	(m)	11,059x	.03
			Sunday edition	(s)	11,340x	.03
		1892	Herald	(e)	14,246	.03
			Sunday edition	(s)	14,547	.03
14,413	.....	1901	Brunswick ..... News	(e)	....	.03
			Sunday edition	(s)	....	.03

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an mean average for 3 months; flat rate indicated by an asterisk.

An Important Announcement Concerning Reading, Penna., An Important Advertising Field

The Reading Times, a John H. Perry newspaper, on June 21st purchased the circulation, plant and equipment of the Reading Tribune and the latter paper suspended publication with its issue of Tuesday, June 22nd.

The Times, published mornings every weekday since 1858, now has a paid circulation in excess of 30,000 copies a day. In addition several thousand subscriptions to the Tribune purchased by Pomeroy's, Inc., Reading's largest department store, are to be fulfilled by the Times for an average period of ten months. However, the Times rate of eight cents per line is based solely upon the reader paid circulation.

Adequate coverage of the rich Reading and Berks County territory requires the use of Times.

The Reading Times

A John H. Perry Newspaper

Represented in the national field by the

E. Katz Special Advertising Agency

NEW YORK CHICAGO KANSAS CITY DETROIT ATLANTA SAN FRANCISCO

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

GEORGIA—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
53,000	75,000	1828	Columbus	Enquirer-Sun	(m)	6,732	.04*
				Sunday edition	(s)	6,810	.04*
		1886		Ledger	(e)	11,387	.036
				Sunday edition	(s)	11,507	.036
6,538	.....	1908	Cordele	Dispatch	(s)	1,650	.018*
				Sunday edition	(s)	1,650	.018*
10,840	397,258	1884	Dublin	Courier-Herald & Dispatch	(e)	1,700	.021*
8,240	17,000	1871	Griffen	News & Sun	(e)	2,571	.025
17,038	40,000	1842	La Grange	Reporter	(e)	2,261	.0215*
65,000	250,000	1884	Macon	News	(e)	15,794	.06
				Sunday edition	(s)	15,854	.06
		1826		Telegraph	(m)	24,035	.08*
				Sunday edition	(s)	24,439	.08*
6,789	.....	1905	Moultrie	Observer	(e)	1,650	.014*
15,000	40,000	1843	Rome	News-Tribune	(e)	4,168	.03*
				Sunday edition	(s)	4,237	.03*
85,000	371,576	1850	Savannah	Morning News	(m)	21,220x	.06*
				Sunday edition	(s)	22,161x	.07*
		1891		Press	(e)	15,675x	.05*
10,300	.....	1855	Thomasville	Times-Enterprise	(e)	1,600	.014*
3,005	.....	1914	Tifton	Gazette	(e)	1,565	.014*
10,783	.....	1867	Valdosta	Times	(e)	3,016	.02*
18,068	95,000	1883	Waycross	Journal-Herald	(e)	3,120	.025*
				Sunday edition	(s)	3,120	.025*

TERRITORY OF HAWAII

11,000	100,000	....	Hilo	Tribune-Herald	(e)	1,818	.03*
				Sunday edition	(s)	1,818	.03*
83,327	384,000	1856	Honolulu	Advertiser	(m)	11,074	.06*
				Sunday edition	(s)	17,440	.07*
		1893		Star-Bulletin	(e)	15,893	.065*
				Saturday edition	(e)	18,825	.07*

IDAHO

23,000	120,000	1901	Boise	Capital News	(e)	10,115	.04
				Sunday edition	(s)	10,115	.04
		1864		Idaho Statesman	(m)	13,983	.06*
				Sunday edition	(s)	14,709	.06*
6,447	15,000	1906	Coeur D'Alene	Press	(e)	2,113	.021*
8,064	60,000	1905	Idaho Falls	Post	(e)	....	.03*
6,574	.....	1892	Lewiston	Tribune	(m)	4,825	.03*
				Sunday edition	(s)	4,825	.03*
5,234	.....	1911	Moscow	Star-Mirror	(e)	1,620	.021*
7,621	.....	1919	Nampa	Idaho Free Press	(m)	4,221	.03*
				Sunday edition	(s)	4,221	.03*
20,001	50,000	1924	Pocatello	Idaho State Journal	(m)	4,726	.04*
		1892		Tribune	(e)	5,427	.04*
				Sunday edition	(s)	6,652	.05*
8,400	30,000	1922	Twin Falls	News	(m)	3,150	.03*
				Sunday edition	(s)	3,184	.03*
		1905		Times	(e)	3,167	.03*
3,500	15,000	1910	Wallace	Press-Times	(m)	2,182	.03

ILLINOIS

27,500	50,000	1836	Alton	Telegraph	(e)	9,985	.04*
40,000	83,000	1846	Aurora	Beacon News	(e)	18,694	.07*
				Sunday edition	(s)	18,496	.07*
7,111	.....	1890	Beardstown	Illinoian State	(e)	.....	.007
26,000	50,000	1839	Belleville	Advocate	(e)	6,465	.03*
		1855		News-Democrat	(e)	7,035	.025*
7,804	15,000	1892	Belvidere	Republican	(e)	3,358	.021*
7,201	20,000	1922	Benton	News	(e)	2,936	.025*
35,000	170,000	1881	Bloomington	Bulletin	(e)	6,309x	.035*
				Sunday edition	(s)	8,265x	.035*
		1846		Pantagraph	(m)	18,843x	.06
17,000	110,783	1868	Cairo	Bulletin	(m)	.....	.022*
				Sunday edition	(s)	.....	.022*
		1899		Citizen	(e)	4,696	.03
12,000	50,000	1912	Canton	Ledger	(e)	4,526x	.03*
		1890		Register	(e)	3,392	.02
6,267	.....	1903	Carbondale	Free Press	(e)	.....	.015*
5,212	.....	....	Carlinville	Enquirer	(e)	.....	.009
15,000	47,000	1884	Centralia	Sentinel	(e)	6,077x	.033
34,023	86,119	1871	Champaign-Urbana	Daily Illini	(m)	4,100	.03*
				Sunday edition	(s)	4,100	.03*
		1852		News-Gazette	(e)	13,911	.05*
		1917		Sunday edition	(s)	13,907	.05*
6,615	.....	1840	Charleston	Courier	(e)	2,976	.02*
		1892		News	(me)	.....	.018*
2,970,185	3,500,000	1900	Chicago	American	(e)	488,492	.75*
		1881		Herald & Examiner	(m)	383,936	.55*
				Sunday edition	(s)	1,151,978	1.10*
		1844		Journal	(e)	123,771	.24
		1920		Journal of Commerce	(m)	20,654	.26
		1876		News	(e)	401,671	.70*
		1890		Post	(e)	36,021	.18
		1847		Tribune	(m)	700,443	1.00
				Sunday edition	(s)	1,087,990	1.40
7,000	20,000	1908	Clinton	Journal	(m)	2,008	.032*
		1908		Sunday edition	(s)	2,007	.032*
		1895		Public	(e)	2,236	.025*
35,000	132,168	1866	Danville	Commercial-News	(e)	22,147	.065
		1886		Press	(m)	8,894	.04*
		1886		Sunday edition	(s)	8,991	.04*
52,500	176,190	1880	Decatur	Herald	(m)	21,034	.06*
				Sunday edition	(s)	20,821	.06*
		1878		Review	(e)	20,629	.06*
				Sunday edition	(s)	19,512	.06*
9,250	32,000	1890	DeKalb	Chronicle	(e)	3,475	.025*
		1914		Independent	(e)	.....	.014*
10,000	27,750	1850	Dixon	Telegraph	(e)	5,024x	.035*
7,285	.....	1895	Duquoin	Call	(e)	.....	.02*
75,000	175,000	1889	East St. Louis	Journal	(e)	11,564	.05
				Sunday edition	(s)	11,677	.05
		1925		News-Review	(e)	7,495	.04
5,336	.....	1862	Edwardsville	Intelligencer	(e)	5,218	.03
4,024	.....	1868	Effingham	Record	(e)	.....	.032
5,004	.....	1921	Eldorado	Journal	(e)	1,430	.018*
		1924		News	(e)	1,129	.014*
30,199	50,000	1871	Elgin	Courier-News	(e)	17,088x	.06*
(Figures from Jan. 1, 1926 to March 31, 1926)							
58,000	.....	1872	Evanston	News-Index	(e)	6,729	.04*
21,000	100,000	1848	Freeport	Journal-Standard	(e)	9,613	.045*
4,742	.....	1834	Galena	Gazette	(e)	1,100	.018*
28,207	61,330	1891	Galesburg	Mail	(e)	11,004x	.03*
		1873		Republican-Register	(e)	10,703x	.03*

ILLINOIS—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
12,711	.....	1908	Harrisburg	Register	(e)	4,852	.025
10,986	.....	1923	Herrin	Journal	(e)	2,270	.025*
6,000	.....	1872	Hoopeston	Chronicle-Herald	(e)	1,964	.02*
		1925		Times	(e)	1,631	.02
15,713	40,000	1876	Jacksonville	Courier	(e)	2,622	.022*
		1866		Journal	(m)	3,636	.029
				Sunday edition	(s)	3,700	.029
3,839	.....	1898	Jerseyville	Democrat	(e)	.....	.004
55,000	90,000	1904	Joliet	Herald-News	(e)	19,591x	.07
				Sunday edition	(s)	19,358x	.07
16,721	85,000	1892	Kankakee	Republican	(e)	7,861	.035*
		1892		News	(e)	5,736	.02
20,000	40,000	1893	Kewanee	Star-Courier	(e)	4,089x	.02
23,657	40,000	1891	La Salle	Post	(e)	2,100	.02*
		1891		Tribune & Peru Press	(e)	3,989	.025*
5,080	30,000	1922	Lawrenceville	Record	(e)	2,019	.025*
2,279	.....	1896	Lewistown	Record	(e)	1,080	.014*
12,800	30,000	1856	Lincoln	Courier	(e)	3,170x	.025*
		1911		Star	(e)	1,603x	.02*
6,200	.....	1906	Litchfield	News-Herald	(e)	2,175	.02
		1913		Union	(e)	.....	.024
6,714	.....	1894	Macomb	Journal	(e)	6,434	.032*
9,582	.....	1902	Marion	Post	(e)	2,025	.02*
		1908		Republican	(e)	2,908	.02*
3,391	.....	1921	Marseilles	Press	(e)	790	.018*
13,552	23,992	1857	Matton	Journal-Gazette & Commercial-Star	(e)	5,785x	.03*
83,799	125,000	1876	Moline	Dispatch	(e)	11,681	.045*
49,457	30,000	1846	Monmouth	Review-Atlas	(e)	5,416	.035*
4,725	.....	1878	Morris	Herald	(e)	3,041	.02*
7,456	16,000	1839	Mt. Carmel	Republican-Register	(e)	3,320	.02*
2,000	.....	1890	Mt. Carroll	Mirror-Democrat	(e)	1,200	.021*
9,815	.....	1921	Mt. Vernon	Herald	(e)	5,070	.025*
		1892		Register-News	(e)	6,632	.03*
12,580	37,091	1873	Murphysboro	Independent	(e)	4,756	.03*
4,491	.....	1898	Olney	Mail	(e)	4,787	.012*
12,960	48,000	1840	Ottawa	Free Trader Journal	(e)	4,784	.021*
		1884		Republican-Times	(e)	5,389x	.03
6,122	15,000	1889	Pana	Palladium	(e)	1,450	.018*
7,985	.....	1848	Paris	Beacon	(e)	1,871	.02*
		1893		Gazette	(m)	.....	.008*
				Sunday edition	(s)	.....	.008*
		1908		News	(e)	2,761	.02
3,033	.....	1898	Paxton	Record	(e)	.....	.08*
12,086	.....	1853	Pekin	Times	(e)	.....	.03*
91,345	150,000	1880	Peoria	Transcript	(m)	10,314	...
		1871		Journal	(e)	25,253	...
				Combined daily	(me)	35,567	.09
				Sunday edition	(s)	25,259	.09
		1897		Star	(e)	29,874	.07
				Sunday edition	(s)	22,497	.07
8,869	.....	1887	Peru	News-Herald	(e)	.....	.025
7,400	18,000	1895	Pontiac	Leader	(e)	3,597	.022
40,000	325,685	1835	Quincy	Herald-Whig	(e)	.....	...
				Morning edition	(m)	.....	...
				Combined Daily	(me)	30,000	.11*
				Sunday edition	(s)	30,000	.12*

Note—Herald and Whig-Journal consolidated June 1, 1926, Publisher's guarantee combined circulation of 30,000.

4,000	10,000	1919	Robinson	News	(e)	2,000	.025
75,000	150,000	1840	Rockford	Register-Gazette	(e)	16,189	.05
		1896		Republic	(e)	10,582	.04
		1888		Star	(m)	14,459	.05
				Sunday edition	(s)	14,459	.06
73,033	170,000	1851	Rock Island	Argus	(e)	11,462	.045
5,237	.....	1917	Savanna	Times-Journal	(e)	2,033	.017
3,590	.....	1883	Shelbyville	Union	(e)	1,270	.011
71,835	350,000	1831	Springfield	State Journal	(m)	31,429	.08*
				Sunday edition	(s)	27,715	.08*
		1836		State Register	(e)	29,162	.08*
				Sunday edition	(s)	27,099	.08*
11,109	45,000	1854	Sterling & Rock Falls	Gazette	(e)	6,342	.04*
15,000	44,316	1873	Streator	Free Press	(e)	4,550	.025
		1884		Independent Times	(e)	4,532	.025
8,000	38,000	1895	Taylorville	Breeze	(e)	1,996	.018
		1887		Courier	(e)	2,504	.02
10,230	.....	1878	Urbana	Courier	(e)	3,767	.03*
27,000	60,000	1921	Waukegan	News	(e)	3,848	.03
		1899		Sun	(e)	5,114	.03
18,167	60,000	1918	West Frankfort	American	(e)	3,500	.03
5,523	.....	1921	Woodstock	Sentinel	(e)	2,227	.029

INDIANA

4,172	.....	1880	Alexandria	News	(e)	895	.011
		1885		Times-Tribune	(e)	1,325	.014
32,268	100,000	1885	Anderson	Bulletin	(e)	8,904x	.035
		1868		Herald	(m)	8,252x	.035
				Sunday edition	(s)	10,340x	.035
3,392	.....	1913	Attica	Ledger-Tribune	(e)	1,936	.02
4,650	.....	1870	Auburn	Star	(e)	....	.015
9,076	.....	1892	Bedford	Mail	(e)	....	.025
		1892		Times	(e)	3,950	.025
8,000	28,000	1919	Bicknell	News	(e)	3,144	.02
11,595	.....	1877	Bloomington	Telephone	(e)	4,362	.02
		1892		World	(e)	4,405	.02*
5,591	15,000	1899	Bluffton	Banner	(e)	3,085	.02*
		1892		News	(e)	3,170	.02*
9,293	20,000	1888	Brazil	Times	(e)	4,515	.03
10,962	.....	1912	Clinton	Clintonian	(e)	3,078	.025
3,499	8,090	1889	Columbia City	Commercial Mail	(e)	1,450	.021
		1896		Post	(e)	1,350	.014
10,000	40,000	1882	Columbus	Herald	(e)	1,050	.011
		1877		Republican	(e)	4,912	.03*
9,901	17,000	1887	Connersville	News-Examiner	(e)	4,681	.025
10,200	38,000	1848	Crawfordsville	Journal	(e)	2,756	.02
		1848		Review	(m)	5,648	.03*
7,252	.....	1903	Decatur	Democrat	(e)	3,215	.025
3,000	.....	1875	Edinburg	Courier	(e)	....	.02*
33,000	60,000	1892	Elkhart	Truth	(e)	12,702	.04*
24,277	60,000	1892	Elwood	Call-Leader	(e)	3,126	.015
93,601	523,154	1845	Evansville	Courier	(m)	27,302	.07*
		1832		Journal	(e)	12,843	.04*
				Combined daily	(me)	40,145	.09*
				Sunday edition	(s)	29,982	.09*
93,601	523,154	1906	Evansville	Press	(e)	21,441	.05
		1925		Sunday edition	(s)	21,791	.05*
100,000	300,000	1854	Fort Wayne	Journal-Gazette	(m)	35,456x	.08
				Sunday edition	(s)	29,534x	.08
		1833		News-Sentinel	(e)	43,365x	.10*
11,585	26,000	1877	Frankfort	Times	(m)	8,219	.04
				Sunday edition	(s)	8,219	.04

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an mean average for 3 months; flat rate indicated by an asterisk.

ANNOUNCING

THE APPOINTMENT OF

MERRILL C. MEIGS

AS PUBLISHER

CHICAGO

HERALD AND EXAMINER

Chicago, June 21, 1926

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

INDIANA—Continued

City	Population Trade Area	Date Estab.	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
5,050	18,000	1885	Franklin ..... Star	(e)	3,256	.021*
84,000	100,000	1909	Gary ..... Post-Tribune	(e)	15,514	.06
10,000	24,000	1837	Goshen ..... Democrat	(e)	2,376	.015*
		1856	News-Times	(e)	3,368x	.02
5,000	.....	1850	Greencastle ..... Banner	(e)	2,250	.021*
		1906	Herald	(e)	2,185	.021*
4,500	.....	1889	Greenfield ..... Reporter	(e)	2,340	.014*
5,345	.....	1881	Greensburg ..... News	(e)	3,309	.02
		1910	Times	(e)	2,003	.017*
36,004	200,000	1906	Hammond ..... Times	(e)	17,633	.06*
6,183	.....	1893	Hartford City ..... News	(me)	2,462	.02
		1886	Times-Gazette	(me)	2,428	.02
15,000	40,000	1848	Huntington ..... Herald	(e)	3,639x	.025*
		1912	Press	(m)	4,064x	.025*
			Sunday edition	(s)	4,287x	.025*
360,000	800,000	1895	Indianapolis ..... Commercial	(m)	4,235	.06
		1869	News	(e)	130,660x	.25*
		1903	Star	(m)	97,995x	.18
			Sunday edition	(s)	136,329x	.25
		1888	Times	(e)	53,702x	.12*
10,098	18,000	1872	Jeffersonville ..... News	(e)	1,507	.02*
5,273	25,000	1890	Kendallville ..... News-Sun	(e)	2,178	.02*
36,000	51,700	1870	Kokomo ..... Dispatch	(m)	9,412	.04*
			Sunday edition	(s)	11,106	.045*
		1848	Tribune	(e)	9,800	.045*
30,000	85,000	1829	Lafayette ..... Journal-Courier	(m)	7,878	...
		1831	Evening edition	(e)	13,583	...
			Combined daily	(m)	21,461	.06*
18,000	44,000	1880	LaPorte ..... Herald-Argus	(e)	6,726	.04*
6,267	28,000	1891	Lebanon ..... Reporter	(e)	3,314	.025*
5,845	35,000	1898	Linton ..... Citizen	(e)	....	.018*
24,000	50,000	1844	Logansport ..... Pharos-Tribune	(e)	11,893	.05*
		1844	Press	(m)	11,520	.04*
			Sunday edition	(s)	11,520	.04*
6,711	20,000	1849	Madison ..... Courier	(e)	2,961	.02*
		1871	Herald	(e)	1,050	.018*
26,000	54,500	1865	Marion ..... Chronicle	(e)	9,364	.04*
		1889	Leader-Tribune	(m)	9,251	.04*
			Sunday edition	(s)	10,005	.04*
4,895	.....	1889	Martinsville ..... Reporter	(e)	....	.011*
19,475	.....	1881	Michigan City ..... Dispatch	(e)	3,305	.015*
		1882	News	(e)	4,839	.035
22,168	.....	1924	Mishawaka ..... Enterprise	(e)	....	.025*
2,800	.....	1896	Monticello ..... Journal	(e)	1,285	.015*
5,284	9,000	1867	Mt. Vernon ..... Democrat	(e)	1,350	.015*
42,000	150,000	1890	Muncie ..... Press	(e)	11,666	.045
		1889	Star	(m)	24,130x	.07
			Sunday edition	(s)	15,527x	.07
22,992	60,000	1888	New Albany ..... Tribune	(e)	....	.02*
17,000	32,000	1841	New Castle ..... Courier	(e)	4,221	.025
		1908	Times	(e)	3,045	.02
5,000	15,000	1888	Noblesville ..... Ledger	(e)	3,305	.025*
14,000	28,600	1893	Peru ..... Chronicle	(m)	3,100	.015*
		1884	Journal	(me)	3,882	.03*
		1921	Tribune	(e)	4,357	.025
4,338	.....	1894	Plymouth ..... Democrat	(e)	2,512	.026*
		1851	Pilot	(e)	2,524	.02
5,958	15,000	1887	Portland ..... Commercial-Review	(me)	2,310	.015
		1915	Republican	(e)	2,540	...
		1908	Sun	(e)	2,065	...
			Combined daily	(e)	4,605	.025
7,132	29,201	1846	Princeton ..... Clarion News	(e)	3,139	.018
		1860	Democrat	(e)	3,008	.02
2,912	.....	1897	Rensselaer ..... Republican	(e)	800	.016*
28,000	72,000	1878	Richmond ..... Item	(m)	13,093	.05*
			Sunday edition	(s)	13,790	.05*
		1831	Palladium	(e)	12,358	.05
3,720	17,000	1923	Rochester ..... News-Sentinel	(e)	2,810	.025*
5,850	22,000	1840	Rushville ..... Republican	(e)	2,977	.02
7,348	.....	1879	Seymour ..... Tribune	(e)	2,439	.018*
9,701	26,000	1880	Shelbyville ..... Democrat	(e)	4,018	.025
		1854	Republican	(e)	....	.017*
117,867	300,000	1908	South Bend ..... News-Times	(m)	9,751	...
		1883	Evening edition	(e)	16,603	...
			Combined daily	(me)	26,354	.07*
		1887	Sunday edition	(s)	24,500	.07*
		1873	Tribune	(e)	22,254	.06*
		1922	Sunday edition	(s)	21,431	.06*
4,489	.....	1905	Sullivan ..... Times	(e)	....	.02*
70,000	190,000	1906	Terre Haute ..... Post	(e)	16,812	.04675
		1903	Star	(m)	25,260	.06*
			Sunday edition	(s)	23,693	.06*
		1896	Tribune	(e)	23,323	.06*
			Sunday edition	(s)	23,406	.06*
4,878	.....	1895	Tipton ..... Tribune	(e)	3,098	.02*
5,880	32,000	1861	Union City ..... Times	(e)	2,265	.021*
6,518	.....	1870	Valparaiso ..... Vidette	(e)	2,000	.02*
19,500	75,000	1883	Vincennes ..... Commercial	(m)	5,845	.035*
		1884	Sunday edition	(s)	6,048	.035*
		1879	Sun	(e)	4,287	.02
13,376	42,000	1859	Wabash ..... Plain Dealer & Times Star	(e)	6,043	.04*
5,478	30,000	1850	Warsaw ..... Times	(e)	3,607	.025*
		1860	Union	(e)	2,525	.02*
8,748	31,000	1886	Washington ..... Democrat	(e)	2,754	.02*
		1905	Herald	(e)	2,863	.025*

IOWA

City	Population Trade Area	Date Estab.	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
9,350	25,000	1867	Ames ..... Tribune	(e)	3,018	.03*
5,477	40,000	1871	Atlantic ..... News-Telegraph	(e)	5,250	.04*
14,174	54,300	1865	Boone ..... News-Republican	(e)	4,977	.035*
28,000	145,000	1937	Burlington ..... Gazette	(e)	10,990	.045*
		1830	Hawk-Eye	(m)	10,365	.045*
			Sunday edition	(s)	13,590	.045*
6,316	.....	1899	Cedar Falls ..... Record	(e)	2,021	.025*
51,041	225,000	1883	Cedar Rapids ..... Gazette	(e)	21,012	.07
		1870	Republican	(e)	13,156	.065*
		1902	Sunday edition	(s)	13,544	.065*
8,486	40,000	1894	Centerville ..... Iowegian & Citizen	(e)	4,756	.025*
7,350	25,000	1896	Charles City ..... Press & Intelligencer	(e)	3,156	.025*
27,000	85,000	1858	Clinton ..... Advertiser	(e)	10,653	.045*
		1856	Herald	(e)	10,004	.04*
41,000	101,430	1857	Council Bluffs ..... Nonpareil	(e)	16,268	.06*
			Sunday edition	(s)	16,353	.06*
8,034	26,000	1881	Creston ..... Advertiser	(e)	3,550	.045*
68,000	395,094	1886	Davenport ..... Times	(e)	24,939	.08*
		1855	Democrat & Leader	(e)	13,677	.06*
			Sunday edition	(s)	16,920	.06*
147,500	826,547	1882	Des Moines ..... Capital	(e)	50,738	.14*
		1849	Register	(m)	84,277	...
		1881	Tribune	(e)	84,277	...
		1849	Sunday edition	(s)	149,515	.30*
			Combined daily	(me)	171,320	.30*

IOWA—Continued

City	Population Trade Area	Date Estab.	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
42,811	289,000	1920	Dubuque ..... American Tribune	(e)	17,244	.05*
			Sunday edition	(s)	17,244	.05*
		1836	Telegraph-Herald	(e)	20,497	.06*
			Sunday edition	(s)	20,663	.06*
		1856	Times-Journal	(e)	13,204	.05*
			Sunday edition	(s)	13,170	.05*
5,948	.....	1849	Fairfield ..... Ledger	(e)	4,868	.03*
21,702	464,271	1856	Fort Dodge ..... Messenger & Chronicle	(e)	10,365x	.05*
15,000	35,000	1886	Fort Madison ..... Democrat	(e)	4,898	.035*
15,286	6,708	1840	Iowa City ..... Press-Citizen	(e)	6,708	.035*
17,000	81,972	1847	Keokuk ..... Gate City	(e)	5,610x	.035*
17,500	80,000	1870	Marshalltown ..... Times-Republican	(e)	11,,266	.045*
24,000	105,000	1857	Mason City ..... Globe-Gazette & Times	(e)	13,863	.05*
3,985	.....	1891	Missouri Valley ..... Times	(e)	531	.017*
4,334	.....	1879	Mt. Pleasant ..... News	(e)	1,495	.02
18,173	79,103	1840	Muscatine ..... Journal & News-Tribune	(e)	8,010	.04
8,500	27,885	1902	Newton ..... News	(e)	3,103	.025*
8,525	72,671	1906	Oelwein ..... Register	(e)	3,144	.03*
9,487	.....	1887	Oskaloosa ..... Herald	(e)	5,250	.03*
27,365	150,000	1848	Ottumwa ..... Courier	(e)	13,043	.06*
5,642	.....	1894	Perry ..... Chief	(e)	2,263	.025*
5,494	40,000	1891	Shenandoah ..... Sentinel-World	(e)	4,201	.032*
78,571	400,000	1870	Sioux City ..... Journal	(m)	8,385	...
			Evening edition	(e)	45,877	...
			Combined Daily	(me)	54,262	.13*
			Sunday edition	(s)	45,267	.13*
		1884	Tribune	(e)	53,391	12*
4,120	25,000	1886	Vinton ..... Cedar Valley Times	(e)	5,009	.035*
4,800	15,000	1893	Washington ..... Journal	(e)	3,003	.025*
38,000	200,000	1858	Waterloo ..... Courier	(e)	17,679	.06*
		1879	Tribune	(m)	12,067	.05*
			Sunday edition	(s)	12,479	.05*
6,649	.....	1894	Webster City ..... Freeman-Journal	(e)	2,173	.025*

KANSAS

City	Population Trade Area	Date Estab.	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
5,150	.....	1896	Abilene ..... Chronicle	(e)	....	.014*
		1887	Reflector	(e)	1,387	.014*
14,403	.....	1886	Arkansas City ..... Traveler	(e)	6,024	.04*
17,300	30,000	1877	Atchison ..... Globe	(e)	7,535	.04*
			Sunday edition	(s)	7,638	.04*
4,219	15,000	1892	Augusta ..... Gazette	(e)	1,653	.018*
3,315	13,866	1901	Beloit ..... Call	(e)	1,993	.011*
2,560	15,072	1891	Burlington ..... Republican	(e)	2,712	.021*
2,191	.....	1920	Caldwell ..... Messenger	(e)	1,151	.014*
3,427	.....	1919	Caney ..... Chronicle	(e)	....	.018*
10,286	.....	1892	Chanute ..... Tribune	(e)	2,732	.0225
		1912	Timesett	(e)	4,058	.025*
			(Free circulation paper)			
4,698	.....	1898	Cherryvale ..... Republican	(e)	....	.015*
4,473	.....	1914	Clay Center ..... Dispatch-Republican	(e)	1,380	.014*
13,452	.....	1872	Coffeyville ..... Journal	(e)	5,764	.03*
		1919	News	(m)	4,882	.02*
			Sunday edition	(s)	4,882	.02*
3,155	.....	1893	Columbus ..... Advocate	(e)	....	.011*
4,705	.....	1902	Concordia ..... Blade-Empire	(e)	2,976	.029*
2,650	.....	1872	Council Grove ..... Republican	(e)	2,150	.02*
5,061	.....	1911	Dodge City ..... Globe	(e)	2,804	.025*
10,995	.....	1882	El Dorado ..... Times	(e)	4,420	.03*
13,000	27,000	1890	Emporia ..... Gazette	(e)	5,477	.035
10,693	35,000	1862	Fort Scott ..... Tribune-Monitor	(e)	3,350	.025*
2,000	25,000	1906	Frankfort ..... Index	(e)	1,425	.018*
3,954	25,000	1892	Fredonia ..... Herald	(e)	1,565	.018*
5,240	6,600	1890	Galena ..... Times	(e)	1,018	.018*
5,000	35,000	1876	Great Bend ..... Tribune	(e)	3,175	.025*
3,222	.....	1908	Hiawatha ..... World	(e)	3,175	.025*
28,000	75,000	1908	Hutchinson ..... Herald	(m)	8,634	..
			News	(e)	15,358	..
			Combined Daily	(me)	23,992	.09*
			Sunday edition	(s)	8,950	.09*
10,900	40,000	1912	Independence ..... Free Press	(m)	3,551	-021*
			Sunday edition	(s)	3,551	.021*
		1881	Reporter	(e)	3,924	.03*
9,500	25,672	1867	Iola ..... Register	(e)	3,636	.025*
7,533	.....	....	Junction City ..... Union	(e)	2,850	.02*
120,000	149,131	1895	Kansas City ..... Kansan	(e)	22,899	.07*
			Sunday edition	(s)	23,008	.07*
1,520	10,247	1915	Kiowa ..... Record	(m)	....	.012*
			Sunday edition	(s)	....	.012*
15,000	40,000	1854	Lawrence ..... Journal-World	(e)	5,743	.03*
16,902	60,000	1857	Leavenworth ..... Times	(e)	6,903	.035*
			Sunday edition	(s)	6,903	.035*
3,200	.....	1905	Lyons ..... News	(e)	2,045	.02*
4,595	.....	1885	McPherson ..... Republican	(e)	....	.014*
10,112	36,000	1921	Manhattan ..... Chronicle	(m)	2,618	.025*
			Sunday edition	(s)	2,618	.025*
		1909	Mercury	(e)	2,325	.025*
3,943	.....	1897	Neodesha ..... Sun	(e)	....	.014*
9,781	25,000	1885	Newton ..... Kansan-Republican	(e)	3,320	.025*
2,300	.....	1906	Norton ..... Telegram	(e)	1,925	.015*
10,165	22,580	1881	Ottawa ..... Herald	(e)	4,783	.03*
20,000	35,000	1905	Parsons ..... Republican	(m)	4,967	.021*
			Sunday edition	(s)	4,967	.021*
		1871	Sun	(e)	4,531	.03*
20,000	150,000	1886	Pittsburg ..... Headlight	(e)	9,224	.04*
		1915	Sun	(m)	6,837	.04*
			Sunday edition	(s)	6,999	.04*
5,111	38,000	1917	Pratt ..... Tribune	(e)	2,108	.025*
17,000	35,000	1887	Salina ..... Journal	(e)	12,030	.06*
60,026	230,000	1876	Topeka ..... Capital	(m)	39,032	.10*
			Sunday edition	(s)	40,300	.10*
		1874	State Journal	(e)	21,052	.06
7,048	40,000	1901	Wellington ..... News	(e)	2,375	.021*
95,000	281,405	1872	Wichita ..... Beacon	(e)	41,924	.12*
			Sunday edition	(s)	44,531	.12*
		1872	Eagle	(m)	53,883	.15*
			Sunday edition	(s)	65,538	.15*
11,700	37,000	1872	Winfield ..... Courier & Free Press	(e)	4,850	.032*

KENTUCKY

City	Population Trade Area	Date Estab.	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
25,000	100,000	1895	Ashland ..... Independent	(e)	7,413	.04*
			Sunday edition	(s)	8,216	.04*
18,000	38,000	1851	Bowling Green ..... Park City News	(e)	3,181	.025
		1882	Times-Journal	(e)	3,276	.018*
57,121	135,000	1892	Covington ..... Kentucky Post	(e)	26,853	.065*
			Sunday edition	(s)	17,323	.065*
		1892	Ky. Times-Star	(e)	18,840	.07
5,034	.....	1865	Danville ..... Advocate	(e)	2,335	.021*
		1910	Messenger	(e)	2,125	.021*

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

You may deal with these 28 leading Iowa daily newspapers as with one publication, if you wish. Excellent coverage of the entire state. Uniform marketing help under the "Iowa Plan."



Iowa market *approved* by national advertisers

The most eloquent O.K. that could be put on any market is the steadily increasing national lineage of these Iowa Daily Newspapers.

In the first four months of 1926, these papers show more than a million and a half lines increase over the same period of last year.

Every one of these 28 leading Iowa daily newspapers contributed to that increase. Not a one but made a substantial gain.

Here are the totals:

In 1925 from January 1st to May 1st, the national lineage in these 28 Iowa daily newspapers was 8,361,705.

In the same four months of 1926 the national lineage was 9,897,253.

The increase is 1,535,548 lines.

These figures show that national advertisers are not unduly stampeded by political thunderings.

They know the underlying **soundness** of Iowa—year after year. They know the **insistence** with which Iowa people demand the best in life—luxuries as well as necessities.

You too will find this market worthy of your best selling effort.

You can talk to these people most effectively through the Iowa daily newspapers.

Rates and fuller information upon request.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

KENTUCKY—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
9,805	.....	1900	Frankford	State Journal	(m)	3,197	.025*
				Sunday edition	(s)	3,197	.025*
3,145	.....	1899	Fulton	Leader	(e)	.....	.018*
15,500	76,000	1888	Henderson	Gleaner	(m)	2,615	.025*
				Sunday Gleaner & Journal	(s)	3,182	.04
		1899		Journal	(e)	1,265	.015*
				Sunday edition	(s)	1,265	...
9,696	60,000	1869	Hopkinsville	Kentucky New Era	(e)	3,900	.025*
48,641	173,534	1870	Lexington	Herald	(m)	17,014	.06*
				Sunday edition	(s)	16,452	.06*
		1888		Leader	(e)	19,640	.06*
				Sunday edition	(s)	19,531	.06*
267,981	668,948	1826	Louisville	Courier-Journal	(m)	71,921	...
				Sunday edition	(s)	112,850	.22*
		1884		Times	(e)	67,515	...
				Combined daily	(e)	139,436	.25*
		1878		Herald-Post	(m)	30,811	.12
				Evening edition	(e)	43,066	.10
				Sunday edition	(s)	56,628	.12
5,030	.....	1917	Madisonville	Messenger	(e)	3,129	.025*
6,583	.....	1900	Mayfield	Messenger	(e)	.....	.03*
6,385	.....	1881	Maysville	Bulletin	(m)	1,652	.015*
		1907		Independent	(m)	2,750	.02
		1867		Public Ledger	(e)	1,627	.02
8,045	.....	....	Middlesboro	News	e)	1,806	.025*
23,000	100,000	1884	Owensboro	Inquirer	(e)	6,703	.03*
				Sunday edition	(s)	6,990	.03*
		1875		Messenger	(m)	8,018	.03*
				Sunday edition	(s)	8,280	.03*
28,800	225,988	1871	Paducah	News-Democrat	(m)	9,196	.04*
				Sunday edition	(s)	10,216	.04*
		1898		Sun	(e)	9,266	.04*
5,622	.....	1862	Richmond	Register	(e)	2,498	.025*
7,866	.....	1875	Winchester	Sun	(e)	4,910	.025*

LOUISIANA

17,510	.....	1883	Alexandria	Town Talk	(e)	7,064	.035*
21,782	75,000	1842	Baton Rouge	State Times	(e)	8,310	...
		....		Advocate	(m)	1,400	...
				Combined Daily	(me)	9,710	.06*
				Sunday edition	(s)	1,400	...
6,108	.....	1899	Crowley	Signal	(e)	.....	.018*
7,855	.....	1913	Lafayette	Advertiser	(e)	2,515	.025*
13,088	.....	1892	Lake Charles	American Press	(e)	4,372	.035*
25,000	66,000	1909	Monroe	News-Star	(e)	6,347	.04*
412,000	.....	1877	New Orleans	Item	(e)	63,265	.15*
				Tribune	(m)	32,688	.10*
				Combined Daily	(me)	95,953	.20*
				Sunday edition	(s)	84,895	.18*
		1879		States	(e)	52,642	.13*
				Sunday edition	(s)	82,324	.16*
		1837		Times-Picayune	(m)	81,662	.16*
				Sunday edition	(s)	117,735	.20*
3,389	.....	1905	Ruston	Leader	(e)	.....	.015*
72,000	100,000	1895	Shreveport	Journal	(e)	18,726	.06*
72,000	100,000	1872	Shreveport	Times	(m)	34,072	.08*
				Sunday edition	(s)	48,863	.11*

MAINE

17,954	165,000	1825	Augusta	Kennebec Journal	(m)	11,112	.05*
25,978	320,000	1872	Bangor	Commercial	(e)	19,612	.06
		1889		News	(m)	28,162	.07*
14,731	.....	1860	Bath	Times	(e)	2,087	.012
24,825	.....	1884	Biddeford	Journal	(e)	5,026	.03
		1895		Record	(e)	3,012	.011
24,075	120,000	1893	Lewiston	Sun	(m)	17,085	...
		1861		Journal	(e)	13,784	...
				Combined Daily	(me)	30,869	.10
70,000	200,000	1862	Portland	Press Herald	(m)	34,946	...
		1882		Express	(e)	24,770	...
		1887		Telegram	(s)	33,042	.12
				Combined Daily	(me)	59,716	.17
13,351	50,000	1904	Waterville	Sentinel	(m)	6,122	.03

MARYLAND

11,214	15,000	1884	Annapolis	Capital	(e)	2,450	.021*
797,716	917,000	1773	Baltimore	American	(m)	56,764	.15*
		1872		News	(e)	115,647	.25*
				Combined Daily	(me)	172,411	.35*
				Sunday edition	(s)	154,945	.30*
		1922		Post	(e)	102,438	.20*
		1837		Sun	(m)	124,614	...
		1910		Evening Sun	(e)	119,542	...
				Combined Daily	(me)	244,156	.45
		1901		Sunday edition	(s)	188,285	.35
8,000	60,000	1897	Cambridge	Banner	(e)	1,365	.02*
34,810	100,000	1872	Cumberland	News	(m)	8,330	.04*
		1869		Times	(e)	14,339	.06*
				Sunday edition	(s)	9,530x	.06*
11,066	60,000	1883	Frederick	News	(e)	4,659	...
		1910		Post	(m)	3,852	...
				Combined Daily	(me)	8,511	.035*
35,000	300,000	1897	Hagerstown	Globe	(e)	2,435	.025*
		1873		Herald	(m)	4,612	...
		1880		Mail	(e)	7,135	...
				Combined Daily	(me)	11,747	.05*
8,000	86,000	1923	Salisbury	Times	(e)	.....	.025*

MASSACHUSETTS

10,036	.....	1888	Amesbury	News	(e)	2,550	.018
23,019	40,000	1889	Attleboro	Sun	(e)	5,628	.03
22,561	.....	1893	Beverly	Times	(e)	5,244	.036
1,950,000	2,574,115	1813	Boston	Advertsier (tab.)	(m)	137,226	.25*
		1904		Sunday edition	(s)	502,565	.75*
		1904		American	(e)	243,721	.50*
		1908		Christian Science Monitor	(e)	104,314	.50
		1872		Globe	(m)	124,047	...
		1878		Globe	(e)	156,112	...
				Combined Daily	(me)	280,159	.50*
		1877		Sunday edition	(s)	332,282	.55*
		1846		Herald	(m)	109,147	...
		1825		Traveler	(e)	141,316	...
				Combined Daily	(me)	250,463	.45*
		1846		Herald	(s)	124,215	.35*
		1887		News Bureau	(me)	11,366	.46
		1831		Post	(m)	377,443	.60*
		1893		Sunday edition	(s)	349,596	.55*
		1921		Telegram	(e)	.....	.25
		1830		Transcript	(e)	35,391	.20*
				Saturday edition (Sat)		55,885	.30*

MASSACHUSETTS—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
70,599	155,000	1880	Brockton	Enterprise	(e)	23,596	.065*
		1894		Times	(e)	11,274	.045*
47,052	75,000	1890	Chelsea	Record	(e)	3,680	.018
14,180	23,075	1893	Clinton	Item	(e)	2,845x	.0175
130,000	163,000	1885	Fall River	Globe	(e)	8,681	.04*
		1872		Herald	(e)	.....	...
		1859		News	(e)	.....	...

Note—Fall River Herald and News merged June 14 as Herald & News. Herald circulation A. B. C. 3-31-26—17,057. News circulation A. B. C. 3-31-26—5,098. New rate .08*.

44,034	110,000	1838	Fitchburg	Sentinel	(e)	11,828	.055
21,072	40,000	1897	Framingham	News	(e)	4,790	.025
18,730	35,000	1869	Gardner	News	(e)	4,423	.25
22,947	33,450	1856	Gloucester	Times	(e)	7,061	.035
15,462	.....	1900	Greenfield	Recorder	(e)	3,675	.03
55,000	100,000	1877	Haverhill	Gazette	(e)	16,187	.06
		1902		Sunday Record	(e)	12,870	.05
60,203	.....	1898	Holyoke	Telegram	(e)	9,901	.04
		1882		Transcript	(e)	13,667	.05
7,607	.....	1902	Hudson	Sun	(e)	.....	.021
98,000	123,314	1884	Lawrence	Telegram	(e)	7,793	.05
				Sun	(s)	.....	.05
		1868		Eagle	(m)	1,847	...
		1890		Tribune	(e)	20,792	...
				Combined Daily	(me)	22,639	.07
19,745	.....	1873	Leominster	Enterprise	(e)	4,142	.02
112,759	175,000	1845	Lowell	Courier-Citizen	(m)	16,851	...
				Leader	(e)	5,067	...
				Combined Daily	(me)	21,918	.07
		1878		Sun	(e)	.....	.055
		1898		Sunday Telegram	(s)	17,762	.05
109,063	275,000	1877	Lynn	tem	(e)	16,765x	.055
		1898		Telegram-News	(e)	17,839x	.05*
				Sunday edition	(s)	19,038x	.05*
50,877	.....	1892	Malden	News	(e)	9,543	.06
18,500	40,000	1889	Marlboro	Enterprise	(e)	4,150	.029
18,204	.....	1906	Melrose	News	(e)	.....	.018
13,471	.....	1887	Milford	News	(e)	4,635	.025
131,000	160,000	1807	New Bedford	Mercury	(m)	7,688	...
		1850		Standard	(e)	25,633	...
				Combined Daily	(me)	33,321	.10*
		1907		Sunday edition	(s)	28,806	.10*
		1924		Times	(e)	12,326	.045*
15,784	40,000	1888	Newburyport	News	(e)	5,609	.03
23,500	49,000	1895	North Adams	Transcript	(e)	10,090x	.0425
23,000	40,000	1890	Northampton	Hampshire Gazette	(e)	7,408x	.03
9,238	20,000	1870	North Attleboro	Chronicle	(e)	2,250	.016
47,241	100,000	1892	Pittsfield	Berkshire Eagle	(e)	17,011	.05*
47,876	65,000	1837	Quincy	Patriot-Ledger	(e)	10,428	.055
		1907		Telegram	(e)	.....	.025
45,000	150,000	1880	Salem	News	(e)	21,398	.08
15,000	.....	1923	Southbridge	News	(e)	2,657	.021
148,402	450,000	1824	Springfield	Republican	(m)	20,015	...
		1880		News	(e)	39,790	...
		1892		Union	(m)	32,684	...
		1864		Evening edition	(e)	29,656	...
				Combined Daily	(me)	122,145	.28*
		1926		Union-Republican	(s)	67,211	.21*

(Sunday figures are a two months average)

39,286	60,000	1848	Taunton	Gazette	(e)	9,279	.04
13,025	28,735	1894	Wakefield	Item	(e)	3,025	.04
30,915	.....	1862	Waltham	News-Tribune	(e)	7,200	.035
13,258	40,000	1923	Webster	Times	(e)	2,753	.0225
16,574	42,000	1901	Woburn	Times	(e)	3,800	.025
193,666	441,842	1891	Worcester	Post	(e)	28,706	.085
		1885		Telegram	(m)	41,729	...
		1801		Gazette	(e)	50,585	...
				Combined Daily	(me)	92,314	.24
		1884		Sunday edition	(s)	51,096	.17

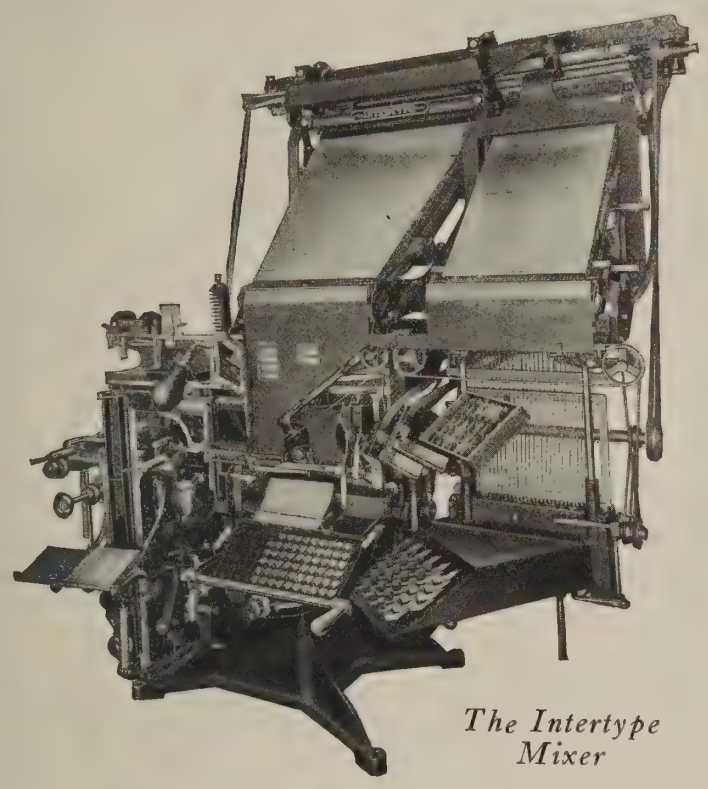
MICHIGAN

11,878	60,000	1892	Adrian	Telegram	(e)	10,205	.035*
9,678	19,000	1868	Albion	Recorder	(e)	2,527	.018
14,000	25,000	1899	Alpena	News	(e)	3,457x	.025*
25,471	45,000	1835	Ann Arbor	Times-News	(e)	9,893	.04*
42,500	75,000	1894	Battle Creek	Enquirer-News	(e)	12,430	.05
				Sunday edition	(s)	12,676	.05
		1872		Moon-Journal	(e)	11,281	.035
50,000	130,000	1879	Bay City	Times Tribune	(e)	18,794x	.06*
		1923		Sunday edition	(s)	17,555x	.06*
12,233	.....	1886	Benton Harbor	News-Palladium	(e)	6,548	.035
5,000	.....	1864	Big Rapids	Pioneer	(e)	2,374	.013
11,672	40,000	1862	Cadillac	News	(e)	3,555	.025
22,379	60,000	1892	Calumet	News	(e)	2,642	.017
5,642	27,000	1875	Cheboygan	Tribune	(e)	3,131	.012
7,222	25,000	1895	Coldwater	Reporter	(e)	3,331	.02
1,283,822	1,500,000	1873	Detroit	News	(e)	303,598	.45
		1893		Sunday edition	(s)	334,052	.45
		1920		Times	(e)	241,481	.42*
		1922		Sunday edition	(s)	304,779	.42*
		1831		Free Press	(m)	186,160	.40*
		1831		Sunday edition	(s)	259,193	.45*
5,440	.....	1896	Dowagiac	News	(e)	2,177	.018
14,552	27,500	1910	Escanaba	Press	(m)	6,556	.05
				Sunday edition	(s)	6,556	.05
135,000	140,000	1883	Flint	Journal	(e)	37,818x	.10*
		1922		Sunday edition	(s)	33,135x	.10*
7,205	.....	1885	Grand Haven	Tribune	(e)	.....	.015
153,877	375,000	1882	Grand Rapids	Herald	(m)	34,408	.10
				Sunday edition	(s)	31,370	.10
		1890		Press	(e)	88,054	.18*
5,100	25,000	1856	Greenville	Independent News	(e)	2,075	.02*
7,527	100,000	1884	Hancock	Copper Journal	(e)	3,694	.025*
5,476	30,000	1909	Hillsdale	News	(e)	4,720	.02*
12,166	.....	1896	Holland	Sentinel	(e)	2,709	.018*
4,456	100,000	1899	Houghton	Mining Gazette	(m)	6,483	.02
				Sunday edition	(s)	6,483	.02
6,935	.....	1879	Ionia	Sentinel-Standard	(e)	3,330	.018*
8,251	45,000	1921	Iron Mountain	News	(e)	7,014	.035
15,739	45,000	1919	Ironwood	Globe	(e)	5,396	.035
52,000	134,754	1838	Jackson	Citizen-Patriot	(e)	28,934	.08*
				Sunday edition	(s)	27,570	.08*
55,000	143,000	1833	Kalamazoo	Gazette	(e)	27,062	.08*
				Sunday edition	(s)	26,751	.08*
82,000	175,000	1921	Lansing	Capital News	(e)	9,409	.04*
		1855		State Journal	(e)	37,519	.10*
9,000	19,831	1869	Ludington	News	(e)	3,690x	.025
				Sunday edition	(s)	3,689x	.025
8,697	32,000	1894	Manistee	News-Advocate	(e)	3,260	.025
12,009	40,000	1884	Marquette	Mining Journal	(m)	7,565	.035
4,270	12,000	1879	Marshall	Chronicle	(e)	2,600	.02
8,807	.....	1861	Menominee	Herald-Leader	(e)	3,646	.025
11,572	35,000	1859	Monroe	News	(e)	5,079	.03
14,823	35,000	1899	Mount Clemens	Leader	(e)	.....	.035
56,240	75,000	1856	Muskegon	Chronicle	(e)	17,155x	.06*

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

One Standardized Intertype Beats Two Ordinary Machines

"We used two machines at the old plant for heads. We are now using one 'CSM No. 2' with nine fonts of matrices and getting better results."—*Oliver S. Gusman, Machinist, Houston Post-Dispatch.*



The Intertype Mixer

"The big feature that we like especially is the interchangeability of all special equipment—a feature that we have found extremely advantageous. The percentage of errors due to machine trouble has been reduced fully 75 per cent."—*R. L. Dudley, Vice-President and General Manager, Houston Post-Dispatch.*

These comments are from users of twenty Standardized Intertypes—one from the technical man and one from the "front-office" man. Both of them emphasize *profitable* features of the Intertype.

Therein lies the secret of Intertype success: the machine is designed to be profitable to users. That is why such a large percentage of Intertype sales are repeat orders.

Some Dixie Users of Intertypes

SCRIPPS-HOWARD NEWSPAPERS	63	HOUSTON POST-DISPATCH	20
LOUISVILLE HERALD-POST	23	MACON TELEGRAPH	10
MEMPHIS COMMERCIAL APPEAL	18	JACKSONVILLE JOURNAL	15
RICHMOND NEWS LEADER	16	ST. PETERSBURG TIMES	14
WEST PALM BEACH (FLA.) POST	13	MIAMI TRIBUNE	13
		MIAMI NEWS	11

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ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

MICHIGAN—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
7,311	.....	1886	Niles	Star	(e)	3,200	.025
12,575	40,000	1892	Owosso	Argus-Press	(e)	7,214	.035
5,064	35,000	1900	Petoskey	News	(e)	1,734	.015
51,000	125,000	1900	Pontiac	Press	(e)	**19,655x**	.06*
38,000	135,000	1870	Port Huron	Times-Herald	(e)	**19,512**	.06
20,000	50,000	1925	Royal Oak	Tribune	(e)	5,114	.03
72,000	150,000	1883	Saginaw	News-Courier	(e)	**26,408x**	.08*
				Sunday edition	(s)	**25,338x**	.08*
10,100	35,000	1891	St. Joseph	Herald-Press	(e)	**3,451**	.018
12,096	.....	1903	Sault Ste. Marie	News	(e)	4,185	.025*
3,829	14,874	1899	South Haven	Tribune	(e)	.....	.015
5,995	25,000	1859	Sturgis	Journal	(e)	3,452	.025
7,500	20,000	1895	Three Rivers	Commercial	(e)	**2,541**	.02
10,925	30,000	1856	Traverse City	Record-Eagle	(e)	4,992	.03
10,433	18,000	1880	Ypsilanti	Ypsilantian-Press	(e)	3,692	.025

MINNESOTA

8,056	35,000	1897	Albert Lea	Tribune	(e)	4,876	.03*
10,118	35,000	1891	Austin	Herald	(e)	3,885	.03*
7,086	25,000	1903	Bemidji	Pioneer	(e)	2,609	.025*
9,591	.....	1901	Brainerd	Dispatch	(e)	2,360	.018
6,825	36,000	1886	Crookston	Times	(e)	2,987	.02
105,000	325,000	1883	Duluth	Herald	(e)	**42,390**	.14
		1868		News Tribune	(m)	**31,057**	.07*
				Sunday edition	(s)	**30,530**	.09*
4,630	.....	1905	Fairmont	Independent	(e)	2,504	.017
		1901		Sentinel	(e)	3,412	.029*
11,089	.....	1914	Faribault	News	(e)	4,199	.03*
7,581	45,000	1883	Fergus Falls	Journal	(e)	6,171	.03*
17,132	40,883	1920	Hibbing	News	(e)	3,965	.025*
				Sunday edition	(s)	3,965	.025*
		1899		Tribune	(e)	4,710	.03*
3,448	12,000	1911	International Falls	Journal	(e)	1,596	.02*
5,500	.....	1892	Little Falls	Transcript	(e)	2,256	.025*
15,000	50,000	1887	Mankato	Free Press	(e)	**7,133**	.04*
425,435	500,000	1878	Minneapolis	Journal	(e)	**118,860**	.25*
				Sunday edition	(s)	**162,293**	.30*
		1920		Star	(e)	**62,614**	.14*
		1867		Tribune	(m)	**63,759**	...
		1876		Evening edition	(e)	**67,262**	...
				Combined Daily	(me)	**131,021**	.28*
		1867		Sunday edition	(s)	**163,617**	.32*
6,884	.....	1883	Moorhead	News	(e)	1,018	.021*
7,258	18,000	1916	Owatonna	People's Press	(e)	**2,725**	.025*
				Sunday edition	(s)	2,725	.025*
8,637	.....	1911	Red Wing	Eagle	(e)	2,120	.021
8,637	.....	1857	Red Wing	Republican	(m)	497	...
				Evening edition	(e)	2,371	...
				Combined daily	(me)	2,868	.025*
13,722	50,000	1892	Rochester	Post-Bulletin	(e)	8,796	.04*
15,873	75,000	1892	St. Cloud	Journal-Press	(e)	4,721	.03*
		1887		Times	(e)	5,364	.035*
281,000	360,000	1853	St. Paul	Pioneer Press	(m)	**74,931x**	...
		1868		Dispatch	(e)	**89,178x**	...
				Combined Daily	(me)	**164,109x**	.28
		1882		Sunday edition	(s)	**150,512x**	.28*
		1900		News	(e)	**88,832x**	.17*
				Sunday edition	(s)	**62,109x**	.14*
8,000	.....	1891	South St. Paul	Reporter	(e)	**5,321x**	.03
7,735	20,000	1884	Stillwater	Gazette	(e)	1,515	.018*
14,021	.....	1893	Virginia	Enterprise	(e)	3,161	.025*
21,250	60,000	1855	Winona	Republican-Herald	(e)	**12,257x**	.045*

MISSISSIPPI

25,000	40,845	1898	Gulfport-Biloxi	Herald	(e)	6,372	.03*
7,550	.....	1908	Clarksdale	Register	(e)	4,167	.021
12,500	.....	1926	Columbus	Commercial-Dispatch (New daily)	(e)	.....	.03*
				Sunday edition	(s)	.....	.03*
				Discoverer (New daily)	(e)	.....	...
				Sunday edition	(s)	.....	.03*
5,498	.....	1894	Corinth	Corinthian	(e)	1,176	.018
11,560	.....	1888	Greenville	Democrat-Times	(e)	1,987	.02*
11,000	175,000	1916	Greenwood	Commonwealth	(e)	2,100	.021
15,115	.....	1917	Hattiesburg	American	(e)	5,971	.05
31,000	220,675	1837	Jackson	Clarion-Ledger	(m)	7,867	.03
				Sunday edition	(s)	7,517	.03
		1891		News	(e)	**13,031x**	.05*
				Sunday edition	(s)	**12,504x**	.05*
17,600	145,000	1911	Laurel	Leader	(e)	4,350	.03*
23,436	248,000	1898	Meridian	Star	(e)	**12,623x**	.06
				Sunday edition	(s)	**12,729x**	.06
12,608	237,552	1865	Natchez	Democrat	(m)	3,550	.025*
				Sunday edition	(s)	3,950	.04*
18,072	.....	1864	Vicksburg	Herald	(m)	.....	.02
				Sunday edition	(s)	.....	.02
		1883		Post	(e)	4,694	.03

MISSOURI

3,575	.....	1919	Aurora	Advertiser	(e)	800	.011*
4,665	.....	1919	Boonville	Central Missourian	(e)	1,475	.018*
6,304	50,000	1914	Brookfield	Argus	(e)	2,365	.018*
		....		Budget	(e)	.....	.018*
2,894	.....	1889	Butler	Democrat	(e)	.....	.011*
3,248	.....	1905	Cameron	News-Observer	(e)	.....	.014*
18,000	80,000	1901	Cape Girardeau	Southeast Missourian	(e)	**7,914x**	.04*
3,218	.....	1881	Carrollton	Democrat	(e)	610	.011*
10,068	.....	1884	Carthage	Democrat	(m)	.....	.018*
				Sunday edition	(s)	.....	.018*
		1884		Press	(e)	3,070	.018
6,772	.....	1860	Chillicothe	Constitution	(e)	2,996	.021*
		1881		Tribune	(e)	.....	.021*
5,098	.....	1884	Clinton	Democrat	(e)	785	.011*
13,000	32,000	1908	Columbia	Missourian	(e)	3,608x	.025*
		1901		Tribune	(e)	4,436x	.03
4,165	.....	....	Excelsior Springs	News	(m)	1,386	.02*
		1889		Standard	(e)	1,695	.021*
				Sunday edition	(s)	1,695	.021*
5,595	.....	1916	Fulton	Gazette	(e)	1,720	.018
20,000	138,500	1839	Hannibal	Courier-Post & Journal	(e)	6,607x	.04*
11,686	.....	1905	Independence	Examiner	(e)	3,756	.03
		1913		News	(e)	1,800	.016*
14,490	.....	1900	Jefferson City	Capital News	(m)	4,750	.03
				Sunday edition	(s)	4,750	.03
		1908		Post	(e)	5,108	.02
		1875		Tribune	(e)	4,239	.025*

MISSOURI—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
31,000	250,000	1896	Joplin	Globe	(m)	**24,088**	...
		1872		News-Herald	(e)	**11,282**	...
				Combined Daily	(me)	**35,370**	.1
				Sunday edition	(s)	**26,884**	.1
550,000	700,000	1854	Kansas City	Journal	(m)	**148,301**	.2
		1905		Post	(e)	**155,586**	.2
				Sunday edition	(s)	**173,292**	.3
				Combined Daily	(me)	**302,887**	.4
		1901		Times	(m)	**247,404**	...
		1880		Star	(e)	**250,597**	...
				Sunday Star	(s)	**282,631**	.4
				Combined Daily	(me)	**498,001**	.6
7,213	25,000	1901	Kirksville	Express & News	(e)	5,124	.0
				Sunday edition	(s)	5,124	.0
		1926		Journal	(e-s)	(New Daily)	.0
2,500	.....	1901	Lamar	Democrat	(e)	701	.0
4,695	.....	1923	Lexington	Advertiser	(e)	.....	.0
		1898		Intelligencer	(e)	.....	.0
3,549	30,000	1908	Macon	Chronicle-Herald	(e)	3,139	.0
5,200	40,000	1873	Marshall	Democrat-News	(e)	2,250	.0
4,762	27,744	1910	Maryville	Democrat-Forum & Tribune	(e)	4,398	.0
6,018	22,000	1879	Mexico	Intelligencer	(e)	.....	.0
		1886		Ledger	(e)	1,723	.0
12,808	60,000	1873	Moberly	Monitor-Index & Democrat	(e)	5,174	.0
4,206	.....	1908	Monett	Times	(e)	1,190	.0
3,968	.....	1905	Neosho	Democrat	(e)	650	.0
7,139	.....	1908	Nevada	Mail & Post	(e)	.....	.0
8,042	50,000	1895	Poplar Bluff	Interstate American	(e)	3,087	.0
		1923		Republican	(e)	2,890	.0
3,500	.....	1886	Rich Hill	Review	(e)	.....	.0
8,503	.....	1888	St. Charles	Banner-News	(e)	1,290	.0
		1835		Cosmos-Monitor	(e)	.....	.0
77,939	207,786	1845	St. Joseph	Gazette	(m)	**16,432**	.0
				Sunday edition	(s)	**18,017**	.0
		1879		News-Press	(e)	**40,704**	.0
		1897		Stock Yard Journal	(e)	.....	.0
1,000,000	1,300,000	1852	St. Louis	Globe-Democrat	(m)	**226,697**	.0
				Sunday edition	(s)	**250,739**	.0
		1878		Post-Dispatch	(e)	**210,016**	.0
		1887		Sunday edition	(s)	**384,685**	.0
		1888		Star	(e)	**115,656**	.0
		1907		Times	(e)	**70,386**	.0
21,144	.....	1889	Sedalia	Capital-Democrat	(me)	7,699	.0
				Combined Sun. ed.	(s)	7,699	.0
		1925		Republican	(m)	(New Daily)	.0
				Sunday edition	(s)	(New Daily)	.0
50,000	90,000	1867	Springfield	Leader	(e)	25,387	.0
				Sunday edition	(s)	24,247	.0
		1891		Republican	(m)	18,621	.0
				Sunday edition	(s)	18,698	.0
6,951	28,671	1861	Trenton	Republican-Tribune	(e)	2,013	.0
		1871		Times	(e)	1,130	.0
6,500	.....	1913	Warrensburg	Star-Journal	(e)	.....	.0
7,807	.....	1890	Webb City	Sentinel	(e)	640	.0
3,718	.....	1903	West Plains	Quill	(e)	900	.0

MONTANA

56,771	110,000	1889	Anaconda-Butte	Standard	(m)	**9,441x**	.0
				Sunday edition	(s)	**13,789x**	.0
16,000	115,000	1901	Billings	Gazette	(m)	**6,493x**	.0
				Evening edition	(e)	**1,963**	.0
				Combined Daily	(me)	**8,456**	.0
				Sunday edition	(s)	**8,951**	.0
6,183	.....	1911	Bozeman	Chronicle	(m)	2,260	.0
				Sunday edition	(s)	2,260	.0
45,771	110,000	1876	Butte	Miner	(m)	**10,024x**	.0
				Sunday edition	(s)	**21,152x**	.0
		1913		Post	(e)	**11,136x**	.0
26,000	80,000	1888	Great Falls	Leader	(e)	**3,081x**	.0
		1887		Tribune	(m)	**12,455x**	.0
				Sunday edition	(s)	**15,007x**	.0
5,429	.....	1909	Havre	News-Promoter	(e)	1,711	.0
				Sunday edition	(s)	1,711	.0
12,037	26,000	1886	Helena	Independent	(m)	5,342	.0
				Sunday edition	(s)	5,342	.0
		1900		Record-Herald	(e)	**5,762x**	.0
5,147	.....	1891	Kalispell	Inter Lake	(e)	2,398	.0
9,200	40,000	1905	Lewistown	Democrat-News	(m)	5,873	.0
				Sunday edition	(s)	5,873	.0
6,326	.....	1909	Livingston	Enterprise	(m)	2,006	.0
				Sunday edition	(s)	2,006	.0
7,937	22,000	1910	Miles City	Star	(e)	2,879	.0
				Sunday edition	(s)	4,098	.0
14,500	50,000	1873	Missoula	Missoulian	(m)	**4,648x**	.0
				Sentinel	(e)	**2,217x**	.0
				Combined Daily	(me)	**6,865xx**	.0
				Sunday edition	(s)	**6,290x**	.0

NEBRASKA

9,664	29,721	1902	Beatrice	Sun	(m)	5,286	.0
				Sunday edition	(s)	5,286	.0
6,200	35,000	1880	Columbus	Telegram	(e)	3,907	.0
4,930	.....	1867	Falls City	Journal	(e)	3,268	.0
		1874		News	(m)	.....	.0
10,000	41,000	1883	Fremont	Tribune	(e)	6,662	.0
15,000	55,000	1884	Grand Island	Independent	(e)	7,505	.0
12,500	54,171	1905	Hastings	Tribune	(e)	8,563	.0
7,702	.....	1880	Kearney	Hub	(e)	3,564	.0
85,997	350,000	1867	Lincoln	Journal	(m)	**24,428**	.0
		1889		Evening edition	(e)	**13,476**	.0
				Combined Daily	(me)	**37,904**	.0
		1887		Sunday edition	(s)	**27,476**	.0
		1902		Star	(e)	**34,225**	.0
				Sunday edition	(s)	**26,725**	.0
8,000	.....	1924	McCook	Gazette	(e)	2,970	.0
6,279	75,000	1858	Nebraska City	Nebr. News-Press	(m)	3,576	.0
				Sunday edition	(s)	3,576	.0
11,000	80,000	1887	Norfolk	News	(e)	**9,205**	.0
240,000	350,000	1871	Omaha	Bee	(m)	**45,721x**	.0
				Evening edition	(e)	**30,771x**	.0
				Combined Daily	(me)	**76,492x**	.0
				Sunday edition	(s)	**78,504x**	.0
		1899		News	(e)	78,769	.0
				Sunday edition	(s)	77,906	.0
.....	.....	1924	South Omaha	Sun	(e)	.....	.0
240,000	350,000	1865	Omaha	World-Herald	(m)	**53,863x**	.0
				World-Herald	(e)	**55,938x**	.0
				Combined Daily	(me)	**109,801x**	.0
				Sunday edition	(s)	**110,612x**	.0

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by a mean average for 3 months; flat rate indicated by an asterisk.

210,084★
(Daily)

266,823★
(Sunday)

★ *Average Net Paid Circulation for May, 1926*

FIGURES cited here showing the net paid circulation of The Free Press for the month of May—the last current month of record—show an increase over the average net paid circulation for the six months ending March 31, 1926, of 23,904 daily, 7,630 Sunday.

Present circulation as represented by the figures quoted above show an increase over the circulation of five years ago, totaling 71,764 daily, and 79,093 Sunday. In other words, The Free Press has each year added to its *permanent* circulation over 15,000 families—a growth based alone upon newspaper merit, and not upon so called newspaper "pressure."

With 80.3% of its total circulation concentrated within the local shopping area —an area embracing one of the most prosperous and responsive markets in America, The Free Press is positively indispensable to any advertiser seeking to cover and sell the Detroit market.

A FIVE-YEAR RECORD OF CIRCULATION

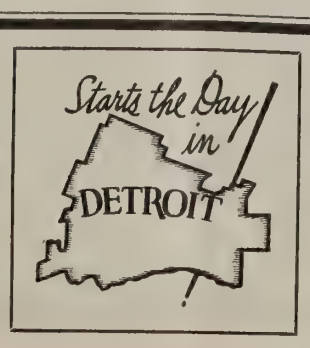
	Daily	Sunday
May 1922	138,320	187,730
1923	159,882	222,073
1924	174,212	242,403
1925	182,253	258,354
1926	210,084	266,823

This is an enviable record of growth in view of the fact that The Free Press sells daily for 3 cents or 50% more than the evening papers.

The DETROIT FREE PRESS

VERREE & CONKLIN, INC., National Representatives

New York Chicago Detroit San Francisco



ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

City	Population	Trade Area	Date Estab.	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
NEBRASKA—Continued							
Plattsmouth	4,190	.....	1904	Journal	(e)	2,100	.011*
Scottsbluff	8,227	.....	1901	Star-Herald	(m)	2,658	.03*
				Sunday edition	(s)	2,658	.03*
Wymore	2,613	.....	1916	Arbor State	(e)	290	.011*
York	5,388	.....	1909	News-Times	(e)	2,375	.03*
NEW JERSEY							
Asbury Park	15,000	55,000	1885	Press	(e)	9,788	.035
			1879	Sunday edition	(s)	5,476	.035
Atlantic City	60,000	75,000	1896	Press	(m)	22,234	....
			1895	Union	(e)	7,718	....
				Combined Daily	(me)	29,952	.10*
				Sunday Press	(s)	15,693	.08*
			1926	Times	(e)	(New Daily)	.08*
				Sunday edition	(s)	(New Daily)	.08*
Bayonne	85,000	.....	1911	News	(e)	10,528	.04*
			1870	Times	(e)	11,535x	.05*
Bridgeton	14,323	.....	1879	News	(e)	6,600	.03
			1886	Pioneer	(m)	.....	.011*
				Sunday edition	(s)	.....	.011*
Burlington	9,049	.....	1868	Enterprise	(e)	5,204	.02
Camden	138,000	350,000	1882	Courier	(e)	45,112	.12
			1875	Post-Telegram	(m)	16,929	.05
				Combined Daily	(me)	62,041	.15
Elizabeth	105,000	175,000	1871	Journal	(e)	24,274x	.08
			1900	Times	(e)	10,200	.06
				Sunday edition	(s)	10,200	.12*
Hackensack	20,000	44,848	1895	Bergen Record	(e)	11,101	.05
Hoboken			1892	Jersey Observer	(e)	42,927x	.11
Jersey City			1867	Jersey Journal	(e)	44,138x	.12*
Long Branch	13,521	40,000	1902	Record	(e)	5,291	.025
Millville	14,691	.....	1865	Republican	(e)	4,600	.03
Morristown	12,548	.....	1826	Jerseyman	(e)	4,811	.03*
			1900	Record	(e)	.....	.025*
Newark	.....	1,000,000	1872	Sunday Call	(s)	74,687x	.14
			1914	Ledger	(m)	39,879	.11
				Sunday edition	(s)	30,831	.11
Newark	.....	1,000,000	1883	News	(e)	116,470x	.21
			1832	Star-Eagle	(e)	88,444	.17
New Brunswick	32,779	.....	1878	Home News	(e)	13,003	.055
				Sunday Times	(s)	10,587	.055
Passaic	.....	165,832	1873	Herald	(e)	13,933x	.05
			1877	News	(e)	14,095x	.05
Paterson	149,000	259,174	1889	Morning Call	(m)	16,704	.06
			1890	News	(e)	13,651	.05
			1836	Press-Guardian	(e)	14,753	.05
			1893	Sunday Chronicle	(s)	12,933	.05
Perth Amboy	42,000	92,000	1903	News	(e)	11,556	.045
Plainfield	30,000	54,000	1884	Courier-News	(e)	9,780	.04*
Trenton	126,000	175,000	1792	State-Gazette	(m)	.....	.06*
(Paper incorporated Dec. 1, 1925)							
			1882	Times	(e)	40,647	.13*
			1883	Sunday Times Advertiser	(s)	29,510	.13*
Union City	.....	629,124	1874	Hudson Dispatch	(m)	15,034	.06*
Vineland	6,799	20,000	1872	Journal	(e)	2,873	.025*
Woodbury	7,000	.....	1897	Times	(e)	3,700	.025*
NEVADA							
Carson City	2,500	.....	1865	Appeal	(e)	....	.018
			1891	News	(m)	525	.011
				Sunday edition	(s)	525	.011
Ely	2,090	.....	1920	Times	(e)	755	.021*
Goldfield	4,838	.....	1905	Tribune	(e)	347	.029
Reno	12,016	25,000	1876	Gazette	(e)	6,045x	.04*
			1867	Nevada State Journal	(m)	5,004	.03
				Sunday edition	(s)	5,004	.03
Tonopah	4,144	.....	1901	Bonanza	(e)	1,262	.018*
			1915	Times	(m)	1,245	.018*
				Sunday edition	(s)	1,245	.018*
Winnemucca	2,800	8,000	1925	Humboldt Star	(e)	1,840	.025*
NEW HAMPSHIRE							
Claremont	9,524	19,500	1914	Eagle	(e)	2,100	.011
Concord	24,500	66,013	1809	Monitor & New Hampshire Patriot	(e)	5,206	.03
			1925	Telegram	(e)	2,133	.021
Dover	13,029	.....	1873	Foster's Democrat	(e)	....	.02
Keene	11,210	.....	1799	Sentinel	(e)	3,887	.022
Laconia	10,897	.....	1925	Citizen	(e)	1,526	.011
Manchester	84,000	150,000	1862	Union	(m)	14,281	.11
				Leader	(e)	15,087	.11
				Combined Daily	(me)	29,368	.11
Nashua	28,379	.....	1869	Telegraph	(e)	6,285	.025
Portsmouth	14,877	.....	1884	Herald & Times	(e)	6,250	.025
NEW MEXICO							
Albuquerque	18,000	43,096	1910	Herald	(e)	.....	.05
			1880	Journal	(m)	5,102	.05
				Sunday edition	(s)	6,366	.04
			1922	New Mexico State Tribune	(e)	10,608	.05*
East Las Vegas	8,000	.....	1879	Optic	(e)	3,172	.02
Raton	5,544	.....	....	Range	(e)	1,295	.021*
Roswell	7,062	15,000	1903	Record	(e)	.....	.021*
Santa Fe	7,236	.....	1849	New Mexican	(e)	2,135	.025
NEW YORK							
Albany	130,000	500,000	1842	Knickerbocker Press	(m)	34,018	.11*
				Sunday edition	(s)	56,924	.16*
			1922	News	(e)	34,444	.10*
				Combined Daily	(me)	68,462	.17*
			1886	Sunday Telegram	(s)	19,609	.06
			1853	Times-Union	(e)	39,689	.12*
Amsterdam	38,000	50,000	1833	Recorder-Democrat	(e)	7,810x	.04
Auburn	36,192	.....	1829	Advertiser-Journal	(e)	3,864	....
			1870	Citizen	(e)	6,389	....
				Combined Daily	(e)	10,253	.055
Ballston Spa	4,800	.....	1798	Journal	(e)	1,100	.014*
Batavia	15,000	50,000	1878	News	(e)	9,148	.04*
Beacon	10,996	.....	1894	Journal	(e)	2,560	.018*
			1883	Herald	(e)	2,375	.018*
Binghamton	74,000	150,000	1904	Press & Leader	(e)	34,806	.10*
			1822	Sun	(m)	20,324	.10*
Brooklyn	2,233,647	2,812,000	1900	Citizen	(e)	43,108	.12
				Sunday edition	(s)	43,108	.12
			1841	Eagle	(e)	73,764	.22
				Sunday edition	(s)	84,997	.22
			1863	Standard Union	(e)	64,329	.20*
				Sunday edition	(s)	55,121	.20*
			1848	Times	(e)	81,640	.18
				Sunday edition	(s)	80,906	.18
Buffalo	545,273	825,000	1834	Courier	(m)	51,254	.1
				Sunday edition	(s)	111,212	.2
Note—Courier, Star-Enquirer and Express merged as Courier June 19. Express circulatio A. B. C. 3/31/26—D, 52,702; S, 58,890; Star-Inquirer, 36,158.							
			1880	News	(e)	134,469	.2
			1879	Times	(e)	100,393	.2
				Sunday edition	(s)	104,076	.2
Canandaigua	7,686	30,000	1797	Messenger	(e)	3,155	.0
Catskills	5,000	32,000	1879	Mail	(e)	2,790	.0
Cohoes	26,500	62,000	1884	American	(e)	....	.0
Cooperstown	2,725	.....	1909	Glimmerglass	(e)	....	.0
Corning	20,238	46,000	1884	Leader	(e)	9,326	.0
Cortland	13,294	35,000	1892	Standard	(e)	6,005	.0
Dansville	5,300	.....	1908	Breeze	(e)	1,500	.0
Dunkirk	20,407	55,000	1882	Observer	(e)	4,343x	.0
Elmira	51,067	300,000	1853	Advertiser	(m)	8,326x	
			1828	Star-Gazette	(e)	25,834x	
				Combined Daily	(me)	34,160x	.1
			1879	Sunday Telegram	(s)	24,698	.0
Flushing	45,000	.....	1879	Journal	(e)	8,300	.0
Freeport	15,000	44,680	1921	Review	(e)	7,991	.0
Geneva	16,000	45,000	1895	Times	(e)	5,040	.0
Glens Falls	20,000	45,000	1904	Post-Star	(m)	9,590	.0
			1879	Times	(e)	7,319	.0
Gloversville and Johnstown	35,000	50,000	1890	Herald	(m)	5,595x	.0
			1887	Leader-Republican	(e)	7,238x	.0
Herkimer	10,910	35,000	1898	Telegram	(e)	3,175	.0
Hornell	15,784	.....	1879	Tribune-Times	(e)	7,634	.0
Hudson	13,000	45,000	1866	Register	(e)	2,852	.0
			1847	Star	(m)	3,458	.0
Ithaca	18,948	35,000	1815	Journal-News	(e)	7,751x	.0
Jamaica	250,000	250,000	1898	L. I. Press	(e)	16,939	.0
Jamestown	45,000	100,000	1826	Journal	(e)	8,702	.0
			1901	Post	(m)	11,722	.0
Kingston	29,000	74,979	1871	Freeman	(e)	8,073	.0
			1881	Leader	(m)	3,642	.0
Little Falls	14,000	25,000	1886	Times	(e)	4,548	.0
Lockport	25,000	45,000	1821	Union-Star & Journal	(e)	8,320	.0
Long Island City	460,000	.....	1876	Star	(e)	22,879x	.0
Malone	8,820	20,000	1905	Telegram	(e)	4,769	.0
Mamaroneck	6,500	24,226	1925	Times	(e)	2,750	.0
Medina	6,237	30,000	1905	Journal	(e)	....	.0
Middletown	20,000	50,000	1870	Herald	(e)	4,002	.0
			1906	Times-Press	(e)	7,127	.0
Mount Vernon	50,382	80,000	1892	Argus	(e)	10,437	.0
Newburgh	35,000	80,000	1885	News	(e)	12,132	.0
New Rochelle	40,000	60,000	1923	Standard-Star	(e)	8,598	.0
New York City	6,500,000	9,500,000	1882	American	(m)	225,081	.5
				Sunday edition	(s)	1,083,911	1.5
			1795	Commercial	(m)	11,480	.2
			1924	Graphic	(e)	141,597	.4
			1841	Herald-Tribune	(m)	285,800	.6
				Sunday edition	(s)	345,484	.6
			1907	Home News	(e)	130,000	.3
				Sunday edition	(s)	130,000	.3
			1896	Journal	(e)	696,447	1.2
			1827	Journal of Commerce	(m)	26,768	.2
			1924	Mirror	(m)	310,333	.5
			1836	Morning Telegraph	(m)	40,586	.2
				Sunday edition	(s)	40,586	.3
Note—Morning Telegraph and Running Horse merged June 1 as Telegraph & Running Ho							
			1919	News	(m)	998,617	1.3
			1921	Sunday News	(s)	1,224,063	1.4
			1892	News-Record	(m)	14,009	.8
			1896	North Side News	(e)	....	.1
				Sunday edition	(s)	....	.1
			1801	Post	(e)	31,210	.1
				Saturday edition	(e)	56,596	.3
			1833	Sun	(e)	257,067	.1
			1867	Telegram	(e)	181,937	.4
			1851	Times	(m)	356,471	.7
				Sunday edition	(s)	610,041	.9
			1926	Inquirer	(s)	(New Paper)	
			1926	Leader	(s)	(New Paper)	
			1882	Wall St. Journal	(me)	29,937	.1
			1893	Wall St. News	(m)	3,260	.1
			1910	Women's Wear	(e)	29,086	.2
			1883	World	(m)	287,970	.1
				Sunday edition	(s)	583,163	.8
			1887	Evening World	(e)	290,106	.1
Niagara Falls	65,000	115,000	1854	Gazette	(e)	20,628	.0
N. Tonawanda	35,000	60,000	1880	News	(e)	4,552	.0
Norwich	8,269	.....	1891	Sun	(e)	2,772	.0
Nyack	8,000	.....	1889	Journal	(e)	2,400	.0
Ogdensburg	18,000	50,000	1926	Advance	(e)	1,529	.0
			1882	News	(m)	....	.0
				Sunday edition	(s)	....	.0
			1830	Republican-Journal	(m)	5,045	.0
Olean	24,000	100,000	1881	Herald	(e)	....	.0
			1860	Times	(e)	8,082	.0
Oneonta	12,057	47,404	1890	Star	(m)	8,108	.0
Ossining	12,000	195,000	1901	Citizen-Sentinel	(e)	....	.0
Oswego	23,626	75,000	1845	Palladium-Times	(e)	10,476	.0
Peekskill	15,868	.....	1921	Star	(e)	3,410	.0
			1900	Union	(e)	2,875	.0
Plattsburgh	10,909	.....	1925	Clinton County News	(e)	(New Daily)	.0
			1894	Press	(m)	4,087	.0
			1811	Republican	(m)	4,301	.0
Port Chester	19,746	42,000	1899	Item	(e)	4,732	.0
Port Jervis	12,000	20,000	1872	Union-Gazette	(e)	3,084	.0
Poughkeepsie	43,000	120,000	1860	Eagle-News	(m)	6,804	.0
			1883	Star & Enterprise	(e)	12,824	.0
			1872	Sunday Courier	(s)	13,916	.0
Rochester	331,530	600,000	1832	Democrat-Chronicle & Herald	(m)	79,664	.2
				Sunday edition	(s)	91,277	.2
(Herald amalgamated with Democrat-Chronicle 2/28/26)							
			1858	Journal & Post-Express	(e)	43,188	.1
			1922	Sunday American	(s)	67,581	.2
			1918	Times-Union	(e)	70,406	.2
Rome	26,341	50,000	1881	Sentinel	(e)	8,436	.0
Salamanca	9,878	.....	1904	Republican Press	(e)	2,370	.0
Saratoga Springs	14,000	53,000	1854	Saratogian	(e)	8,233x	.0
Saugerties	4,490	.....	1877	Post	(e)	....	.0
Schenectady	100,000	110,000	1894	Gazette	(m)	23,380	.0
			1855	Union-Star	(e)	15,436	.0
Staten Island	125,000	.....	1886	Advance	(e)	14,817	.0
Syracuse	185,000	450,000	1877	Herald	(e)	47,938	.1
			1881	Sunday edition	(s)	73,449	.2
			1839	**Journal-American	(e)	65,326	.1
				Sunday edition	(s)	78,873	.2
**(Figures from Nov. 5, '25, to March 31, '26)							
			1828	Post-Standard	(m)	55,034	.1
			1917	Sunday edition	(s)	60,039	.1

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an mean average for 3 months; flat rate indicated by an asterisk.

ONLY HOE PRESSES CAN MEET SUCH DEMANDS


Editor & Publisher for April 17, 1926

A Message to Readers of The Evening Bulletin

PRINTING PRESS manufacturers have declared that The Evening Bulletin of Philadelphia operates the largest newspaper printing plant in the world. Notwithstanding this, the printing equipment of The Evening Bulletin is being increased as fast as the builders can deliver more new model printing machines because

The Evening Bulletin gives readers all of the news of the day almost as quickly as it happens.

It must be printed and distributed in time to reach its army of readers before they leave their places of employment, and at practically each of the more than half-a-million homes in Philadelphia, Camden and their suburbs before these families sit down to their evening meal.

News-gathering, editing, setting-up, printing and distributing The Bulletin requires a very large daily working force, not including the many thousands of special correspondents of the Associated Press and other sources of news used daily by this newspaper.

In addition, 158 automobiles and other methods of delivery carry the printed copies of The Bulletin to various neighborhood sections of Philadelphia, Camden and their suburbs, where nearly 10,000 Bulletin carriers obtain their supply for distribution to the homes, offices, factories and shops of Bulletin readers.

THE BULLETIN BUILDING

THE BULLETIN ANNEX

Some of the Special Features in The Evening Bulletin

All the News
Authentic Sports Reports
News from Washington
Foreign Reviews
Accurate Financial Reports
Interesting Photo Page
Activities of Women
Dr. Purvis Sermons
Most Popular Comics
Articles by the Queen of Roumania
Helen Rowland's Clever Chat
Best Serial Stories
Daily Fashion Notes
List of Marriage Licenses
Evening Society Chat
Appetizing Menus
List of Death Notices
Radio Broadcast Programs
Stories from Real Life
Theatrical Gossip and Notes
Motor, Pathfinder and Routes
Letters to the Editor
Etiquette and Personal Notes
Interesting Advertisements
Anne Campbell's and other Poems
The Cheerful Cherub
Daily Love Story
How to Live

and many other interesting and informative articles on subjects too numerous to mention in this space.

ORDER IN ADVANCE

To avoid disappointment please tell your newsboy, newsagent or dealer to serve you with The Bulletin regularly each day.

Readers are requested to notify the Circulation Department if they are unable to obtain copies of The Bulletin. Phone: Bell, Lenox 6000; Keystone, Main 7301

ONE OF THE BATTERY OF NEW STYLE SUPER-SPEED ROTARY PRINTING PRESSES IN THE PLANT OF THE EVENING BULLETIN—PRINTS 1800 EIGHT-PAGE OR 800 FORTY-EIGHT-PAGE BULLETINS A MINUTE

Printing 7820 Forty-eight-Page Bulletins a Minute

The size of a newspaper printing plant is determined by the number of press units employed, and their capacity. In modern practice a printing press capable of producing a 16-page paper is counted as one unit.

The printing plant of The Bulletin consists of five duo-double-sextuple, four double-sextuple and five octuple rotary printing presses, a total of 104 separate press units producing complete copies of The Bulletin at the amazing output listed herewith:

	Per Hour	Per Minute
8 pages	2,346,000	39,100
16 pages	1,173,000	19,550
24 pages	782,000	13,033
32 pages	586,500	9,975
36, 40, 44 or 48 pages	469,200	7,820

Nearly 225 tons of newsprint paper (about 9 freight-car loads) are needed each day to print The Bulletin.

Progress of The Bleeding Bulletin

March Net Paid Daily Average Circulation 551,378 copies

America's Twenty Largest Daily Newspapers

"In Philadelphia nearly everybody reads The Bulletin"

28,000,000 Pages

each afternoon

for

six days each

week

Sixteen more Hoe Superspeed 16-page press units are now being constructed for The Bulletin.

Philip Schuyler in *The Editor & Publisher* of June 19, 1926, writes:

"What is done daily in that stadium of presses staggers the mind of any man. In much less than the hours of daylight, nearly 28,000,000 pages of news are sped through this one place into 158 trucks to be carried from vantage points by 10,000 boys into a half a million homes."

"The 104 press units in the Bulletin plant produce an average of 1,173,000 16-page papers or 391,000 48-page papers an hour. This amazing press capacity means that 39,100 eight-page copies, or 6,517 48-page copies can be turned out every minute."

Net Production is what counts • Hoe Presses give the maximum

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504-520 GRAND STREET • • NEW YORK CITY

BOSTON • CHICAGO • LONDON • DUNELLEN

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

NEW YORK—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
12,000	17,000	1912	Tarrytown	News	(e)	2,449	.025*
76,000	130,000	1896	Troy	Record	(m)	4,903	..
				Evening edition	(e)	17,776	..
				Combined Daily	(me)	22,679	.06*
		1797		Sunday Budget	(s)	17,850	.05*
		1875		Observer	(s)	15,225	.035
		1851		Times	(e)	18,201	.05*
105,000	300,000	1922	Utica	Observer-Dispatch	(e)	39,241	.09*
				Sunday edition	(s)	....	.055*
		1882		Press	(m)	28,626	.06
33,396	100,000	1894	Watertown	Standard	(e)	17,617	.07*
		1861		Times	(e)	17,241	.08*
5,000	.....	1880	Wellsville	Reporter	(e)	....	.029
28,000	50,000	1907	White Plains	Reporter	(e)	8,574	.05*
110,000	119,497	1889	Yonkers	Herald	(e)	13,120	.07
		1883		Statesman	(e)	6,942	.035*

NORTH CAROLINA

40,000	148,579	1868	Asheville	Citizen	(m)	13,035	.055*
				Sunday edition	(s)	13,398	.055*
		1896		Times	(e)	10,924	.05*
				Sunday edition	(s)	9,828	.05*
8,750	15,000	....	Burlington	Times	(e)	3,200	.021*
60,000	450,000	1888	Charlotte	News	(e)	17,810	.05
				Sunday edition	(s)	18,642	.05
				Observer	(m)	33,455	.09
		1869		Sunday edition	(s)	37,188	.10
12,874	.....	1900	Concord	Tribune	(e)	2,195	.025*
44,000	104,154	1894	Durham	Herald	(m)	11,802	.06*
				Sunday edition	(s)	11,973	.06*
2,777	.....	1922	Edenton	News	(e)	1,988	.018*
8,925	.....	1911	Elizabeth City	Advance	(e)	2,964	.025
8,877	50,000	1817	Fayetteville	Observer	(e)	3,500	.03*
45,000	275,000	1905	Greensboro	News	(m)	27,865	.07
				Sunday edition	(s)	31,382	.08
		1891		Record	(e)	8,112	.04*
				Sunday edition	(s)	8,112	.04*
12,871	21,000	1880	Gastonia	Gazette	(e)	5,609	.03*
11,296	.....	1885	Goldsboro	Argus	(e)	2,818	.02*
		1922		News	(m)	2,300	.025*
				Sunday edition	(s)	2,300	.025*
5,772	.....	1894	Greenville	Reflector	(e)	2,655	.025*
5,627	45,000	1914	Henderson	Dispatch	(e)	2,241	.03
3,720	.....	1926	Hendersonville	News	(m)	(New Daily)	.036*
				Sunday edition	(s)	(New Daily)	.036*
		1925		Times	(e)	2,250	.025*
14,000	35,000	1915	Hickory	Record	(e)	2,444	.025*
26,500	50,000	1914	High Point	Enterprise	(e)	4,822	.03
				Sunday edition	(s)	4,822	.03
12,000	50,000	1882	Kinston	Free Press	(e)	3,130	.025*
12,000	50,000	1914	Kinston	News	(m)	2,025	.025*
				Sunday edition	(s)	2,025	.025*
12,198	.....	1916	New Bern	New Bernian	(m)	3,297	...
		1876		Sun-Journal	(e)	3,062	...
				Combined Daily	(me)	6,359	.04
				New Bernian	(s)	3,297	.04
33,000	300,000	1865	Raleigh	News & Observer	(m)	33,661x	.08*
				Sunday edition	(s)	36,159x	.09*
		1875		Times	(e)	10,998x	.05
12,742	225,000	1908	Rocky Mount	Telegram	(e)	3,786	.025*
23,000	60,000	1912	Salisbury	Post	(e)	7,188	.04*
				Sunday edition	(s)	6,406	.04*
2,000	.....	1882	Scotland Neck	Commonwealth	(e)	1,250	.018*
9,350	.....	1920	Statesville	Daily	(e)	1,850	.018*
5,500	.....	1889	Tarboro	Southerner	(e)	1,945	.02
6,166	125,000	1909	Washington	News	(e)	2,100	.025*
40,000	155,000	1895	Wilmington	News-Dispatch	(e)	4,823	.035
		1867		Morning Star	(m)	7,051	.04*
				Sunday edition	(s)	7,803	.05*
10,653	150,000	1902	Wilson	Times	(e)	4,300	.036*
70,000	200,000	1892	Winston-Salem	Journal	(m)	13,768	.05*
				Sunday edition	(s)	13,788	.05*
		1882		Twin City Sentinel	(e)	17,728	.07*

NORTH DAKOTA

9,253	100,000	1881	Bismarck	Tribune	(e)	4,379	.03
5,140	.....	1904	Devil's Lake	Journal	(e)	2,400	.025*
30,000	132,000	1878	Fargo	Forum	(m)	6,787	.08*
				Evening edition	(e)	14,617	.08*
				Combined Daily	(me)	21,404	.08*
				Sunday edition	(s)	11,893	.06*
18,772	160,848	1879	Grand Forks	Herald	(m)	12,007	.07*
		1906		Evening edition	(e)	5,494	.07*
				Combined Daily		17,501	.07*
				Sunday edition	(s)	13,705	.07*
7,500	80,000	1878	Jamestown	Sun	(e)	3,656	.045*
5,168	75,000	1914	Mandan	Pioneer	(e)	2,514	.025*
10,476	125,000	1884	Minot	News & Optic-Reporter	(e)	5,093	.03*
4,783	.....	1906	Valley City	Times-Record	(e)	3,500	.025*

OHIO

200,000	280,000	1869	Akron	Beacon Journal	(e)	51,973	.10*
		1892		Times-Press	(e)	44,031	.09*
		1919		Sunday edition	(s)	33,554	.09*
25,762	60,000	1888	Alliance	Review	(e)	10,740	.04*
11,500	24,627	1850	Ashland	Times-Gazette	(e)	5,148	.025*
28,000	70,000	1888	Ashtabula	Star-Beacon	(e)	9,659	.04*
7,500	60,000	1905	Athens	Messenger	(e)	10,436	.04*
				Sunday edition	(s)	10,757	.04*
17,000	95,000	1913	Bellaire	Leader	(e)	6,483	.03
10,000	30,000	1892	Bellefontaine	Examiner	(e)	5,654	.025*
5,776	34,000	1899	Bellevue	Gazette	(e)	2,116	.018*
6,500	35,000	1890	Bowling Green	Sentinel-Tribune	(e)	3,637	.02*
10,425	50,000	1887	Bucyrus	Telegraph-Forum	(e)	.....	.03*
14,304	50,000	1892	Cambridge	Jeffersonian	(e)	11,048	.045*
106,260	250,000	1910	Canton	News	(e)	27,717x	.055*
		1910		Sunday edition	(s)	21,789x	.055*
		1878		Repository	(e)	36,785x	.075*
		1892		Sunday edition	(s)	32,221x	.075*
4,266	10,000	1907	Celina	Standard	(e)	2,265	.014*
19,347	65,000	1830	Chillicothe	News-Advertiser	(e)	4,711	.015
		1800		Scioto Gazette	(e)	6,817	.025*
560,281	600,000	1793	Cincinnati	Commercial Tribune	(e)	58,472	.14
				Sunday edition	(s)	58,472	.17
		1842		Enquirer	(m)	63,372	.17
		1842		Sunday edition	(s)	170,132	.35
		1880		Post	(e)	192,464	.28*
		1837		Times-Star	(e)	149,761	.26

OHIO—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
7,049	.....	1883	Circleville	Herald	(me)	.....	.016*
				Union Herald	(e)	.....	.016*
1,087,670	1,525,000	1879	Cleveland	News	(e)	167,780	.34*
		1848		Sunday edition	(s)	200,858	.37*
		1841		Plain Dealer	(m)	200,239	.38*
		1841		Sunday edition	(s)	266,578	.48*
		1878		Press	(e)	222,637	.37*
		1822		Times	(m)	32,232	.17
				Sunday edition	(s)	32,232	.17
304,000	641,694	1899	Columbus	Citizen	(e)	84,510	.15*
		1864		Dispatch	(e)	106,451	.22
				Sunday edition	(s)	106,451	.22
		1811		State Journal	(m)	47,742	.12
				Sunday edition	(s)	47,742	.12
9,343	.....	1891	Conneaut	News-Herald	(e)	3,055	.0225
12,000	30,000	1917	Coshocton	Tribune	(e)	6,641	.03*
				Sunday edition	(s)	6,592	.03*
175,000	500,000	1875	Dayton	Herald	(e)	40,801	.09*
		1808		Journal	(m)	26,336	.08*
				Sunday edition	(s)	46,128	.09*
				Combined Daily	(me)	67,137	.13*
				Ev. & Sunday	(es)	.....	.13*
		1808		News	(e)	51,394	.10*
		1913		Sunday edition	(s)	46,509	.10*
8,876	20,000	1889	Defiance	Crescent-News	(e)	3,521	.02
10,000	20,000	1884	Delaware	Gazette	(e)	2,448	.014*
		1841		Journal-Herald	(e)	1,372	.011*
5,745	.....	1875	Delphos	Herald	(e)	1,408	.014*
5,524	.....	1899	Dennison	Paragraph	(e)	.....	.014*
11,103	20,000	1848	Dover	Reporter	(e)	6,423	.03*
25,000	55,000	1876	East Liverpool	Review-Tribune	(e)	11,677	.045*
5,750	.....	1915	East Palestine	Leader	(e)	1,650	.014*
25,000	100,000	1898	Elyria	Chronicle-Telegram	(e)	8,733	.04*
17,021	38,304	1886	Findlay	Republican	(m)	8,157	.045*
		1886		Courier	(e)	3,100	.045*
				Combined Daily	(me)	11,257	.045*
11,500	35,000	1860	Fostoria	Review	(e)	3,762	.02*
		1898		Times	(e)	3,154	.013*
12,468	40,000	1840	Fremont	Messenger	(e)	2,352	.015*
		1887		News	(e)	3,885x	.018*
9,000	.....	1893	Galion	Inquirer	(e)	2,709	.015
6,070	.....	1895	Gallipolis	Tribune	(e)	.....	.008*
3,100	.....	1900	Geneva	Free Press	(e)	1,741	.02*
7,104	52,000	1892	Greenville	Advocate	(e)	4,325	.018*
		1921		News-Tribune	(e)	.....	.021*
50,000	87,925	1856	Hamilton	Journal	(e)	11,138x	.0425
		1879		News	(e)	10,449	.045
20,000	50,000	1850	Ironton	Tribune	(e)	7,605x	.04*
				Sunday edition	(s)	4,975x	.04*
7,690	35,000	1893	Kenton	Democrat	(e)	2,250	.015*
		1843		News-Republican	(e)	3,025	.015*
14,706	44,000	1890	Lancaster	Eagle	(e)	5,326	.018
		1826		Gazette	(e)	5,634	.0238*
50,000	150,000	1923	Lima	Gazette & Republican	(m)	6,000	.05*
		1896		News	(e)	16,255	.06
				Combined Daily	(me)	22,255	.10
				Sunday News	(s)	.....	.06

(Note—Sunday editions of News & Gazette consolidated circulation on A. B. C. Publisher's Statements March 31, 1926, Gazette 7,088—News 16,900)

				Star	(m)	10,782	.05*
				Sunday edition	(s)	10,782	.05*
3,000	.....	1908	Lisbon	Journal	(e)	.....	.018*
39,295	50,000	1921	Lorain	Journal	(e)	7,295	.025
		1879		Times-Herald	(e)	8,268	.03*
27,824	100,000	1924	Mansfield	Journal	(e)	8,011	.03*
				Sunday edition	(s)	8,011	.03*
		1885		News	(e)	11,868	.04*
				Sunday edition	(s)	11,661	.04*
16,500	25,000	1894	Marietta	Register	(e)	4,967	.03*
16,500	25,000	1864	Marietta	Times	(e)	5,815	.025*
				Sunday edition	(s)	.....	.025*
30,000	150,000	1884	Marion	Star	(e)	13,987	.05*
13,000	100,000	1891	Martins Ferry	Times	(e)	9,658	.04*
4,000	20,000	1898	Marysville	Tribune	(e)	1,934	.015*
25,000	29,000	1863	Massillon	Independent	(e)	8,616x	.04*
1,470	.....	1903	Mechanicsburg	Telegram	(e)	742	.014*
30,000	40,000	1890	Middletown	Republican-News	(e)	4,186	.02*
		1921		Advocate	(e)	11,149	.035*
		1874		American Tribune	(e)	9,152	.025
12,000	34,000	1898	Mount Vernon	Journal	(e)	6,360	.025*
		1893		Sunday edition	(s)	6,831	.025*
26,718	60,000	1820	Newark	News-Signal	(e)	5,603	.025*
		1827		Banner	(e)	3,169	.015*
12,000	40,000	1903	New Philadelphia	Times	(e)	8,384	.03*
13,080	.....	1924	Niles	Times	(e)	1,421	.02*
10,000	32,000	1830	Norwalk	Reflecter-Herald	(e)	3,907	.018*
14,000	30,000	1822	Painesville	Telegraph	(e)	4,316	.02*
18,000	48,000	1888	Piqua	Call & Press Dispatch	(e)	6,017	.025*
4,294	.....	1902	Pomeroy	News	(e)	.....	.014*
42,917	80,000	1921	Portsmouth	Sun	(m)	7,709	...
		1894		Times	(e)	14,833	...
				Combined Daily	(me)	22,542	.08*
		1919		Sun-Times	(s)	14,144	.06*
7,219	.....	1925	Ravenna	Republican	(e)	3,348	.025*
7,000	.....	1902	St. Mary's	Leader	(e)	2,680	.025*
12,000	30,000	1889	Salem	News	(e)	3,481	.018*
24,000	50,000	1822	Sandusky	Register	(m)	10,043	.035*
				Sunday edition	(s)	10,430	.035*
		1866		Star-Journal	(e)	9,025	.03*
5,578	.....	1900	Shelby	Globe	(e)	2,500	.014*
8,590	.....	1891	Sidney	News	(e)	3,675	.02*
		1908		Journal	(e)	.....	.014*
70,000	110,000	1817	Springfield	News	(e)	19,765	.05*
				Sunday edition	(s)	18,421	.05*
		1894		Sun	(m)	15,059	.035
				Sunday edition	(s)	12,586	.035
35,000	150,000	1804	Steubenville	Herald-Star	(e)	16,592	.06*
15,000	43,176	1886	Tiffin	Advertiser	(e)	3,648	.021*
		1845		Tribune	(e)	2,812	.021*
283,000	600,000	1848	Toledo	Blade	(e)	120,845	.26
		1876		News-Bee	(e)	92,845	.22*
		1908		Times	(m)	26,872	.06
				Sunday edition	(s)	49,427	.12
4,271	8,000	1878	Toronto	Tribune	(e)	1,763	.018*
7,260	45,000	1909	Troy	News	(e)	2,657	.014*
6,428	70,000	1895	Uhrichsville	Chronicle	(e)	2,820	.015*
3,779	.....	1879	Upper Sandusky	Chief	(e)	2,820	.015

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

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Ventilating Fans

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

OHIO—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
7,621	30,000	1883	Urbana	Democrat	(e)	4,616	.013
				Citizen	(m)	594	.012
				Combined Daily	(me)	5,210	.025*
3,100	30,000	1873	Van Wert	Bulletin	(e)	2,274	.015*
		1863		Times	(e)	2,110	.015*
5,295	.....	1905	Wapakoneta	News	(e)	4,050	.021
35,000	85,000	1870	Warren	Tribune-Chronicle	(e)	11,652	.045*
7,962	.....	1885	Washington, C. H.	Herald	(me)	3,216	.021*
6,687	.....	1898	Wellston	Sentinel	(e)	.....	.011
5,037	40,000	1837	Wilmington	News-Journal	(e)	3,437	.025
9,500	40,000	1887	Wooster	Record	(e)	7,191	.03*
12,000	32,000	1881	Xenia	Gazette	(e)	3,687	...
		1912		Republican	(m)	1,558	...
				Combined Daily	(me)	5,245	.025*
155,153	300,000	1851	Youngstown	Telegram	(e)	33,480x	.08*
		1869		Vindicator	(e)	32,397x	.08*
				Sunday edition	(s)	30,937x	.08*
40,000	130,000	1885	Zanesville	Times-Recorder	(m)	19,356	...
				Signal	(e)	11,257	...
				Combined Daily	(me)	30,613	.07*
				Sunday edition	(s)	.....	.035*

OKLAHOMA

8,012	.....	1901	Ada	News	(e)	2,445	.025*
				Sunday edition	(s)	2,445	.025*
5,100	27,000	1889	Alva	Review-Courier	(e)	2,750	.021*
19,174	50,000	1893	Ardmore	Ardmoreite	(e)	7,119	.04*
				Sunday edition	(s)	7,119	.04*
		1921		Press	(m)	7,223	.04*
				Sunday edition	(s)	7,223	.04*
18,334	50,000	1904	Bartlesville	Enterprise	(e)	4,447	.03*
		1903		Examiner	(m)	4,300x	.03*
				Sunday edition	(s)	4,414x	.03*
15,150	106,444	1899	Blackwell	News	(e)	3,132	...
				Tribune	(m)	8,411	...
				Combined Daily	(me)	11,543	.06*
				Sunday edition	(s)	8,411	.06*
12,000	.....	1922	Bristow	Record	(e)	2,484	.032*
10,179	.....	1899	Chickasha	Express	(e)	2,801	.021*
3,425	.....	1910	Claremore	Progress	(e)	.....	.018*
				Sunday edition	(s)	.....	.018*
10,000	40,000	1919	Cushing	Citizen	(e)	2,580	.025*
6,460	.....	1914	Drumright	Derrick	(e)	.....	.036*
8,000	.....	1921	Duncan	Banner	(e)	1,261	.025*
				Sunday edition	(s)	1,261	.025
7,340	.....	1900	Durant	Democrat	(e)	2,327	.025*
7,737	.....	1900	El Reno	Democrat	(e)	2,850	.025*
16,576	65,000	1893	Enid	Eagle	(e)	5,816	...
				News	(m)	6,291	...
				Combined Daily	(me)	12,107	.06*
				Sunday edition	(s)	6,291	.06*
5,000	20,000	1917	Frederick	Leader	(me)	2,315	.029*
13,360	55,000	1892	Guthrie	Leader	(e)	6,449	.05*
				Sunday edition	(s)	6,449	.05*
5,889	.....	1916	Henryetta	Free Lance	(e)	.....	.029*
				Sunday edition	(s)	.....	.029*
6,368	.....	1913	Hugo	News	(e)	.....	.021*
				Sunday edition	(s)	.....	.021*
8,930	.....	1901	Lawton	Constitution	(e)	3,510	.029*
				Sunday edition	(s)	3,510	.029*
13,000	40,000	1896	McAlester	News-Capital	(e)	3,657x	.025*
6,802	60,000	1917	Miami	News-Record	(e)	8,590	.04*
				Sunday edition	(s)	8,590	.04*
42,000	150,000	1924	Muskogee	News	(e)	6,920	.045*
				Sunday edition	(s)	6,920	.045*
		1901		Phoenix	(m)	13,100x	...
		1894		Times-Democrat	(e)	10,896x	...
				Combined daily	(me)	23,996x	.10*
				Sunday edition	(s)	14,422x	.10*
2,533	.....	1916	Newkirk	Reporter	(s)	634	.011
9,000	.....	1913	Norman	Transcript	(e)	2,563	.275
				Sunday edition	(s)	2,563	.275
5,000	.....	1910	Nowata	Star	(e)	2,700	.021*
				Sunday edition	(s)	2,700	.021*
7,500	70,000	1925	Okemah	Leader	(e)	3,682	.03*
110,000	728,624	1906	Oklahoma City	News	(e)	41,552	.10*
		1889		Oklahoman	(m)	70,305	...
				Times	(e)	64,638	...
				Combined daily	(me)	134,983	.28*
				Sunday edition	(s)	85,944	.28*
				Okla. & Times	(eve-s)	150,582	.35*
25,000	65,000	1918	Okmulgee	Times	(m)	6,590	...
		1910		Democrat	(e)	3,609	...
				Combined daily	(me)	10,199	.065*
				Times	(s)	6,678	...
				Democrat	(s)	3,487	...
				Combined Sunday		10,165	.065*
10,000	.....	1904	Pawhuska	Journal-Capital	(e)	2,750	.025*
				Sunday edition	(s)	2,750	.025*
3,154	.....	1914	Perry	Journal	(e)	1,208	.018*
14,360	.....	1919	Ponca City	News	(e)	5,750	.0357*
				Sunday edition	(s)	5,750	.0357*
11,634	.....	1914	Sapulpa	Herald	(e)	3,115	.025*
				Times	(m)	.....	.035*
				Sunday edition	(s)	.....	.035*
15,348	.....	1895	Shawnee	News	(m)	6,786	.04*
				Sunday edition	(s)	6,786	.04*
5,000	.....	1908	Stillwater	Press	(e)	.....	.021*
	(Free Circulation)						
109,920	275,000	1906	Tulsa	World	(m)	46,704x	.11*
				Sunday edition	(s)	52,701x	.12*
		1904		Tribune	(e)	38,378x	.09*
				Sunday edition	(s)	42,705x	.09*
5,010	.....	1913	Vinita	Journal	(e)	.....	.018*
2,286	.....	1925	Wilson	Post	(e)	(New Daily)	.018*
3,849	10,000	1923	Woodward	Press	(e)	1,682	.035*

OREGON

7,000	35,000	1865	Albany	Democrat-Herald	(e)	4,115	.035*
4,283	.....	1865	Ashland	Tidings	(e)	1,805	.021*
13,000	40,000	1875	Astoria	Astorian	(m)	2,259	.03*
				Sunday edition	(s)	2,288	.03*
13,000	40,000	1892		Budget	(e)	2,695	.029*
9,000	15,000	1870	Baker	Democrat	(m)	1,440	.025*
				Sunday edition	(s)	1,468	.025*
		1901		Herald	(e)	1,545	.025*
8,500	13,000	1916	Bend	Bulletin	(e)	2,101	.025*
		1915		Central Ore. Press	(m)	1,745	.025*
				Sunday edition	(s)	1,745	.025*
7,639	25,000	1862	Corvallis	Gazette-Times	(e)	2,063	.03*

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

OREGON—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
16,000	42,000	1894	Eugene	Register	(m)	6,118	.035*
				Sunday edition	(s)	6,311	.035*
		1890		Guard	(e)	5,917	.035*
4,801	.....	1896	Grants Pass	Courier	(e)	1,430	.021*
10,000	20,000	1910	Klamath Falls	Herald	(e)	3,246	.025*
		1923		News	(m)	2,784	.025*
				Sunday edition	(s)	2,828	.025*
6,913	.....	1898	La Grande	Observer	(e)	2,627	.03*
4,034	.....	1878	Marshfield	Coos Bay Times	(e)	3,808	.035
		1911		S. W. Ore. News	(e)	4,105	.03*
8,200	40,000	1906	Medford	Mail-Tribune	(e)	4,127	.03*
				Sunday edition	(e)	4,127	.03*
5,686	25,000	1910	Oregon City	Enterprise	(m)	2,205	.025*
				Sunday edition	(s)	2,205	.025*
8,000	25,000	1875	Pendleton	East Oregonian	(e)	2,811	.025
285,000	400,000	1906	Portland	News	(e)	45,109	.10*
		1902		Journal	(e)	93 557	.18*
				Sunday edition	(s)	117,521	.20*
		1861		Morning Oregonian	(m)	101,173	.20*
				Sunday edition	(s)	147,278	.25*
		1877		Telegram	(e)	57,528	.14*
4,381	.....	1875	Roseburg	News-Review	(e)	4,300	.021*
22,000	42,000	1877	Salem	Capital Journal	(e)	7,634	.04*
		1851		Oregon Statesman	(m)	5,565	.035*
				Sunday edition	(s)	6,004	.035*
7,500	43,000	1890	The Dalles	Chronicle	(e)	2,076	.025*

PENNSYLVANIA

87,329	200,000	1888	Allentown	Call	(m)	31,400	.10*
				Sunday edition	(s)	22,349	.10*
		1870		Chronicle & News Item	(e)	12,791	.05*
		1893		Leader	(e)	6,114	.02
66,000	125,000	1874	Altoona	Mirror	(e)	28,222	.08*
		1856		Tribune	(m)	13,625	.06*
8,000	.....	1909	Ashland	News	(e)	2,718	.021
5,402	.....	1894	Bangor	News	(e)	.....	.016*
4,135	40,000	1874	Beaver	Times	(e)	5,016	.03*
12,802	55,000	1884	Beaver Falls	Tribune	(e)	6,553	.03*
12,181	.....	1903	Berwick	Enterprise	(e)	3,419	.03
50,358	.....	1894	Bethlehem	Globe-Times	(e)	13,271	.06
8,000	.....	1902	Bloomsburg	Press	(m)	7,673	.04
20,879	.....	1886	Braddock	News-Herald	(e)	4,200	.035*
15,525	25,000	1877	Bradford	Era	(m)	5,270	.029*
		1879		Star & Record	(e)	5,049	.014
10,273	.....	1906	Bristol	Courier	(e)	2,145	.017
8,000	100,000	1915	Brownsville	Telegraph	(e)	7,203	.036*
23,778	85,000	1869	Butler	Eagle	(e)	13,013	.04*
10,632	.....	1875	Canonsburg	Notes	(e)	.....	.03
18,640	60,000	1872	Carbondale	Leader	(e)	5,686	.032

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

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CONSUMER DEMAND IN

THE SOUTH

IS EVER INCREASING

The shifting of a substantial population southward was inevitable. The lure of speculation in the extreme South played a minor part in the general drift to a land that had been experiencing an extraordinary industrial development for more than a generation and, while creating another important merchandising territory, in no way minimized the untold opportunities for prosperity.

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The daily newspapers of the South offer you market information and merchandising cooperation.

Use these Newspapers for National Advertising

ALABAMA	Circulation	2,500 Lines	10,000 Lines
*Birmingham Age-Herald (M)	34,994	.09	.09
*Birmingham Age-Herald (S)	50,699	.11	.11
*Mobile News-Item (E)	11,993	.05	.05
*Mobile Register (M)	20,427	.08	.08
*Mobile Register (S)	32,096	.10	.10
FLORIDA			
†Daytona Beach News (ES)	5,731	.04	.04
*Florida Times-Union (M) 49,903 (S)	59,239	.12(S.15)	.12(S.15)
*Lakeland Ledger (E)	5,173	.03	.03
*Miami Herald (M)	48,108	.11	.11
*Miami Herald (S)	60,006	.12	.12
*Orlando Reporter-Star (E)	8,502	.06	.06
*Orlando Sentinel (M&S)	10,655	.06	.06
*Pensacola News and Journal (E&M)	9,805	.06	.06
†St. Augustine Record (M)	3,382	.04	.04
†St. Petersburg Independent (E)	11,917	.055	.055
*Tampa Times (E)	23,325	.08	.08
†Tampa Tribune (M) 34,841 (S)	53,762	.09(.11S)	.09(.11S)
*West Palm Beach Post (M)	12,243	.06	.06
GEORGIA			
*Augusta Herald (E)	14,246	.05	.05
*Augusta Herald (S)	14,547	.05	.05
*Macon Telegraph (M)	24,035	.08	.08
*Macon Telegraph (S)	24,439	.08	.08
**Savannah Morning News (M), 21,015 (S)	22,204	.06(.07S)	.06(.07S)
KENTUCKY			
*The Lexington Leader (E)	19,640	.06	.06
*The Lexington Leader (S)	19,531	.06	.06
**Paducah Sun (E)	9,255	.04	.04

NORTH CAROLINA	Circulation	2,500 Lines	10,000 Lines
†Greensboro Daily News (M)	27,485	.08	.07
†Greensboro Daily News (S)	31,505	.09	.08
*Salisbury Post (E)	7,188	.06	.06
†Winston-Salem Journal (M)	13,702	.05	.05
†Winston-Salem Journal (S)	13,720	.05	.05
*Winston-Salem Sentinel (E)	18,259	.07	.07
SOUTH CAROLINA			
**Columbia State (M)	23,663	.07	.07
**Columbia State (S)	24,838	.07	.07
**Greenville News (M)	21,704	.075	.07
*Spartanburg Journal (E)	4,613	.05	.05
*Spartanburg Herald (M) 6,860 (S)	9,856		
TENNESSEE			
**Chattanooga Times (M)	30,203	.10	.10
**Chattanooga Times (S)	30,230	.10	.10
*Memphis Commercial Appeal (M)	100,934	.18	.18
*Memphis Commercial Appeal (S)	129,219	.21	.21
*Nashville Banner (E)	54,519	.11	.11
*Nashville Banner (S)	56,007	.12	.12
VIRGINIA			
*Danville Register and Bee (M&E)	14,313	.05	.05
*Danville Register (Sunday)	9,065		
*Newport News Times-Herald (E)	7,968	.05	.05
*Newport News Daily Press (S&M)	5,413		
*Roanoke Times & World News (M&E)	25,772	.08	.08
*Roanoke Times (S)	16,076	.07	.07
*Staunton News-Leader (M), Leader (E)	6,855	.035	.035

* A. B. C. Statement, March 31, 1926.
** A. B. C. Statement, September 30, 1925.
† Government Statement, March 31, 1926.

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

PENNSYLVANIA—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
10,916	.....	1881	Carlisle	Sentinel	(e)	4,408	.03*
13,181	48,000	1790	Chambersburg	Franklin Repository	(e)	4,347	.025*
		1869		Public Opinion	(e)	4,555	.025*
		1847		Valley Spirit	(e)	.....	.0175
11,516	.....	1900	Charleroi	Mail	(e)	2,470	.029*
64,697	118,000	1876	Chester	Times	(e)	18,295	.06
10,000	.....	1913	Clearfield	Progress	(e)	5,225	.029*
14,515	.....	1908	Coatesville	Record	(e)	6,783	.03
13,256	.....	1888	Columbia	News	(e)	3,719	.03
16,105	90,000	1902	Connellsville	Courier	(e)	5,928	.02*
		1898		News	(m)	5,775	.025*
9,500	.....	1898	Corry	Journal	(e)	2,932	.018*
10,000	.....	1897	Danville	News	(m)	2,863	.018*
15,000	.....	1916	Donora	Herald	(e)	3,103	.025*
3,837	47,500	1890	Doylestown	Intelligencer	(e)	5,418	.03
17,000	30,000	1879	Du Bois	Courier	(m)	5,277	.029*
		1883		Express	(e)	4,090	.013
65,000	175,000	1855	Easton	Express	(e)	25,473	.08*
		1866		Free Press	(e)	12,112	.06*
8,958	.....	1920	Ellwood City	Ledger	(e)	2,900	.03*
128,755	165,000	1852	Erie	Dispatch-Herald	(e)	28,504	.08*
				Sunday edition	(s)	23,311	.08*
		1888		Times	(e)	28,596	.08*
9,970	.....	1878	Franklin	News-Herald	(e)	6,700	.045*
4,439	25,000	1902	Gettysburg	Times	(e)	4,180	.03*
21,000	243,402	1903	Greensburg	Review	(m)	4,763	....
		1886		Tribune	(e)	6,158	....
				Combined daily	(me)	10,921	.05*
8,101	35,000	1897	Greenville	Record-Argus	(e)	4,365	.025*
8,664	50,000	1894	Hanover	Record-Herald	(e)	5,369	.025*
		1915		Sun	(e)	9,977	.045*
83,422	225,000	1852	Harrisburg	Patriot	(m)	20,957	....
		1917		News	(e)	46,770	....
				Combined daily	(me)	67,727	.14*
		1903		Sunday Courier	(s)	.....	.06*
		1831		Telegraph	(e)	42,047	.11
33,365	90,000	1882	Hazleton	Plain Speaker	(e)	9,935	....
		1866		Standard-Sentinel	(m)	9,917	....
				Combined daily	(me)	19,852	.06
20,452	60,000	1880	Homestead	Messenger	(e)	4,819	.025
8,350	40,000	1922	Huntington	News	(e)	3,811	.035*
7,043	50,000	1904	Indiana	Gazette	(e)	7,550	.042
10,627	17,000	1922	Jeannette	News-Dispatch	(e)	3,875	.035*
7,000	.....	1902	Jersey Shore	Herald	(e)	2,162	.018*
67,327	200,000	1883	Johnstown	Democrat	(m)	18,113	.06*
8,000	.....	1894	Kane	Republican	(e)	2,963	.021*
67,327	200,000	1853	Johnstown	Tribune	(e)	31,630	.09*
7,153	75,568	1909	Kittanning	Simpsons' Leader-Times	(e)	5,786	.025*
58,000	225,000	1877	Lancaster	New Era	(e)	22,158x	.08
		1909		News Journal	(m)	14,396x	.....
		1794		Intelligencer	(e)	14,536x	.....
				Combined daily	(me)	28,932x	.09*
				Sunday News	(s)	.....	.09*
9,625	27,000	1920	Lansford	Record	(e)	3,052	.021
9,484	25,000	1902	Latrobe	Bulletin	(e)	5,056	.03*
24,643	63,152	1872	Lebanon	News-Times	(e)	10,216	.045*
		1891		Report	(e)	4,498	.02*
6,102	.....	1903	Lehighton	Leader	(e)	1,790	.015*
13,000	50,000	1903	Lewiston	Sentinel	(e)	6,492x	.025
8,557	.....	1882	Lock Haven	Express	(e)	3,286	.018
53,000	125,000	1925	McKeesport	Journal	(e)	10,338	.04*
		1884		News	(e)	13,461	.04*
16,971	40,000	1922	Mahanoy City	Press	(e)	4,994	.025*
		1871		Record-American	(e)	5,506	.029*
4,000	.....	1893	Mauch Chunk	News	(e)	.....	.029
		1883		Times	(e)	2,360	.018*
16,000	40,000	1884	Meadville	Tribune-Republican	(m)	5,601	.....
		1865		Republican	(e)	2,293	.....
				Combined daily	(me)	7,894	.04*
4,688	.....	1923	Mechanicsburg	Local News	(e)	.....	.029*
5,290	20,000	1890	Middletown	Journal	(e)	2,535	.01*
9,000	38,000	1890	Milton	Standard	(e)	4,011	.029*
18,179	.....	1902	Monessen	Independent	(e)	2,900	.017*
8,688	.....	1846	Monongahela	Republican	(e)	2,350	.025*
20,000	37,000	1888	Mount Carmel	Item	(e)	4,037	.029*
		1887		News	(e)	4,337	.021*
9,361	.....	1874	New Brighton	Beaver Valley News	(e)	1,275	.014
52,000	73,920	1880	New Castle	News	(e)	16,687	.05*
15,947	85,000	1891	New Kensington	Dispatch	(e)	5,030	.03*
35,000	75,000	1924	Norristown	Register	(e)	4,601	.04
		1799		Times-Herald	(e)	12,978	.07
23,934	100,000	1882	Oil City	Blizzard	(e)	3,554	.018
		1871		Derrick	(m)	7,613	.04
2,077,475	3,000,000	1847	Philadelphia	Bulletin	(e)	533,169	.65*
		1829		Inquirer	(m)	282,375	.45*
				Sunday edition	(s)	442,291	.65*
		1925		News (Tab)	(e)	59,024	.20*
		1836		Public Ledger	(m)	114,807	
		1914		Eve. Public Ledger	(e)	200,768	
				Combined daily	(me)	315,575	.60*
		1902		Sunday edition	(s)	437,024	.65*
				Sunday & Eve.	(se)	.....	.80*
		1870		Record	(m)	149,597	.35*
				Sunday edition	(s)	121,480	.30*
		1908		Star	(e)	.....	.12*
		1925		Sun	(m)	46,298	.15*
		1916		Sunday Item	(s)	.....	.14
		1849		Sunday Transcript	(s)	.....	.125*
4,000	.....	1888	Philipsburg	Journal	(e)	2,250	.011*
10,484	41,450	1889	Phoenixville	Republican	(e)	3,620	.03
988,273	1,800,000	1841	Pittsburgh	Chronicle-Telegraph	(e)	108,194	.21
		1786		Gazette-Times	(m)	101,574	.21
		1901		Sunday edition	(s)	150,443	.21
		1842		Post	(m)	143,739	.23
				Sunday edition	(s)	188,342	.25
		1884		Press	(e)	183,495	.28
				Sunday edition	(s)	243,688	.28
		1906		Sun	(e)	79,860	.20
60,143	.....	1850	Pittston	Gazette	(e)	.....	.035
17,431	40,000	1887	Pottstown	News	(m)	3,190	.04
25,500	81,500	1825	Pottsville	Journal	(e)	10,397	.03
		1922		Morning Paper	(m)	2,913	
		1884		Republican	(e)	12,433	
				Combined daily	(me)	15,346	.07
10,311	51,000	1906	Punxsutawney	Spirit	(e)	4,400	.03*
115,000	260,000	1868	Reading	Eagle	(e)	38,475x	.10
		1868		Sunday edition	(s)	27,555x	.10
		1858		Times	(m)	18,768x	.07*
		1923		Tribune	(e)	11,726	.07*
				Sunday edition	(s)	11,726	.07*
5,877	.....	1907	Renovo	Record	(e)	1,315	.014*
6,037	22,000	1904	Ridgway	Record	(e)	2,627	.021*
6,967	10,000	1910	St. Marys	Press	(e)	1,312	.021*

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

PENNSYLVANIA—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
8,078	.....	1917	Sayre	Times	(e)	4,750	.025
150,000	300,000	1920	Scranton	Dispatch	(s)	.....	.07*
		1867		Republican	(m)	34,620	.19
		1870		Times	(e)	43,230	.12
		1897		Scrantonian	(s)	38,168	.09
22,000	46,000	1886	Shamokin	Dispatch	(e)	4,858	.029
		1887		Herald	(e)	.....	.014
		1893		News	(e)	4,264	.029
25,000	50,000	1909	Sharon	Herald	(e)	7,236	.036
		1891		News-Telegraph	(e)	6,927	.03
30,000	75,000	1870	Shenandoah	Herald	(e)	5,675	.032
5,278	23,000	1894	Stroudsburg	Record & Times-Democrat	(e)	4,217	...
4,855	.....	1913	East Stroudsburg	Press	(m)	3,142	...
				Combined daily	(me)	7,339	.045
17,500	50,000	1872	Sunbury	Daily	(e)	5,120	.03*
		1892		Item	(e)	5,224	.03*
6,000	.....	1886	Susquehanna	Transcript	(e)	1,200	.014
15,000	40,000	1873	Tamaqua	Courier	(e)	4,110	.029
10,061	45,000	1904	Tarentum	Valley News	(e)	5,120	.025
8,579	20,000	1865	Titusville	Herald	(m)	4,966	.029
5,000	35,000	1879	Towanda	Review	(m)	5,574	.04
9,084	.....	1887	Tyrone	Herald	(e)	2,950	.018
15,692	100,000	1907	Uniontown	Herald	(m)	10,396	...
		1900		Genius	(e)	7,285	...
				Combined daily	(me)	17,681	.035
		1888		News Standard	(e)	5,532	.025
14,756	40,000	1889	Warren	Mirror	(m)	3,964	...
		1900		Times	(e)	4,504	...
				Combined daily	(me)	8,468	.042
		1923		Tribune	(e)	.....	.025
25,000	189,000	1871	Washington	Observer	(m)	11,171	...
		1808		Reporter	(e)	6,418	...
				Combined daily	(me)	17,589	.05
10,000	.....	1919	Waynesboro	Press	(e)	.....	.015
		1893		Record-Herald	(e)	3,326	.03*
11,717	.....	1872	West Chester	Local News	(e)	11,860	.04
76,951	230,000	1909	Wilkes Barre	News	(e)	13,878	.035
		1832		Record	(m)	23,020	.05*
		1906		Sunday Independent	(s)	18,777	.06*
		.....		Sunday Telegram	(s)	.....	.04*
		1879		Times-Leader	(e)	26,204	.06
45,000	200,000	1801	Williamsport	Gazette & Bulletin	(m)	10,008	...
		1872		Sun	(e)	20,099	...
				Combined daily	(me)	30,107	.09*
47,512	144,521	1876	York	Dispatch	(e)	19,632	.05*
		1795		Gazette & Daily	(m)	19,468	.07*

RHODE ISLAND

4,500	20,000	1892	Arctic	Pawtucket Valley Times	(e)	2,815	.03*
30,255	.....	1891	Newport	Herald	(m)	3,429	.07*
		1846		News	(e)	6,271	.02*
95,163	130,000	1885	Pawtucket	Times	(e)	27,849x	.07
303,837	770,000	1918	Providence	News	(e)	28,974x	.08*
		1863		Bulletin	(e)	69,839x	.18*
		1829		Journal	(m)	35,260x	.11*
		1885		Sunday edition	(s)	71,163x	.18*
				Combined daily	(me)	105,099x	.25*
		1906		Tribune	(e)	21,961x	.09
				Sunday edition	(s)	8,740x	.09
14,597	42,996	1893	Westerly	Sun	(e)	4,896x	.03*
				Sunday edition	(s)	4,950x	.03*
49,529	100,000	1892	Woonsocket	Call & Evening Reporter	(e)	14,503	.03*

SOUTH DAKOTA

17,000	125,000	1904	Aberdeen	Morning American	(m)	6,390	...
		1886		Evening News	(e)	4,637	...
				Combined daily	(me)	11,627	.06
		1919		Sunday edition	(s)	9,663	.06
2,403	8,000	1876	Deadwood	Pioneer-Times	(m)	1,750	.03*

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Haverhill Gazette

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ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

SOUTH DAKOTA—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
10,196	62,000	1887	Huron	**Huronite**	(e)	6,500	.04*
6,810	10,500	1894	Lead	**Call**	(e)	1,340	.024
4,144	13,000	1890	Madison	**Leader**	(e)	1,585	.016*
		1893		**Sentinel**	(e)	.....	.021*
10,000	65,300	1883	Mitchell	**Republican**	(e)	10,203	.050*
3,205	54,000	1889	Pierre	**Capital Journal**	(e)	1,750	.021*
				Dakotan	(e)	847	.018*
7,459	.....	1885	Rapid City	**Journal**	(e)	3,100	.03*
31,500	200,000	1885	Sioux Falls	**Argus-Leader**	(e)	28,280	.08*
		1883		**Press**	(m)	14,529	.06*
				Sunday edition	(s)	16,486	.06*
9,400	71,000	1882	Watertown	**Public Opinion**	(e)	4,993	.04*
5,024	.....	1861	Yankton	**Press & Dakota**	(e)	4,126	.04*

SOUTH CAROLINA

18,000	150,000	1915	Anderson	**Independent & Tribune**	(m)	3,726x	.035
				Sunday edition	(s)	3,819x	.035
		1899		**Mail**	(e)	3,609x	.03*
74,338	285,000	1803	Charleston	**News & Courier**	(m)	10,425x	.05*
				Sunday edition	(s)	12,619x	.05*
		1894		**Post**	(e)	14,737x	.06*
53,000	395,570	1891	Columbia	**Record**	(e)	12,612x	.05*
		1913		Sunday edition	(s)	12,152x	.05*
		1891		State	(m)	23,186	.07*
				Sunday edition	(s)	24,870	.07*
10,968	200,000	1923	Florence	News-Review	(m)	5,600	.03
				Sunday edition	(s)	5,600	.03
64,000	140,000	1874	Greenville	**News**	(m)	21,648	.07
				Sunday edition	(s)	22,856	.07
		1902		**Piedmont**	(e)	10,281	.04*
8,703	.....	1911	Greenwood	**Index-Journal**	(e)	4,376	.03*
				Sunday edition	(s)	4,376	.03*
8,809	50,000	1911	Rock Hill	**Herald**	(e)	3,168	.025*
28,196	250,000	1890	Spartanburg	**Herald**	(m)	6,860	...
		1844		**Journal**	(e)	4,613	...
				Combined daily	(me)	11,473	.05*
				Sunday edition	(s)	9,856	.05*
9,508	.....	1894	Sumter	**Item**	(e)	.....	.018
6,141	.....	1850	Union	**Times**	(e)	2,630	.021*

TENNESSEE

24,190	450,000	1888	Chattanooga	**News**	(e)	28,786	.08*
		1869		**Times**	(m)	29,184	.10*
				Sunday edition	(s)	28,942	.10*
8,110	45,000	1808	Clarksville	**Leaf-Chronicle**	(e)	3,317	.025*
6,522	.....	1923	Cleveland	**Banner**	(e)	.....	.021*
5,526	.....	1898	Columbia	**Herald**	(e)	2,160	.021
3,775	32,840	1918	Greeneville	**Democrat-Sun**	(e)	3,890	.032*
18,860	.....	1878	Jackson	**Sun**	(e)	6,729	.03
				Sunday edition	(s)	6,729	.03

TENNESSEE—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
19,074	65,000	1922	Johnson City	**Chronicle**	(m)	3,755	...
		1910		**Staff-News**	(e)	3,881	...
				Combined daily	(me)	7,636	.05*
		1921		Sunday edition	(m)	7,014	.05*
10,000	.....	1917	Kingsport	**Times**	(e)	3,412	.03*
				Sunday edition	(s)	3,412	.03*
119,904	425,000	1921	Knoxville	**News**	(e)	16,432	.04*
		1898		**Journal**	(m)	29,581	.07
				Sunday edition	(s)	26,399	.07
		1885		**Sentinel**	(e)	26,885	.07
				Sunday edition	(s)	26,793	.07
211,056	676,626	1840	Memphis	**Commercial-Appeal**	(m)	100,934	.18*
				Sunday edition	(s)	129,219	.21*
		1880		**News-Scimitar**	(e)	55,301	.15
		1922		Sunday edition	(m)	47,791	.16
		1906		**Press**	(e)	44,981	.09*
5,881	.....	1916	Morristown	**Gazette-Mail**	(e)	2,656	.032*
143,692	650,000	1875	Nashville	**Banner**	(e)	54,519x	.11
				Sunday edition	(s)	56,007x	.12
		1812		Tennessean	(m)	38,656x	.12
				Tennessean	(e)	24,915x	...
				Combined daily	(me)	63,571x	.11*
				Sunday edition	(s)	39,569x	.11*

TEXAS

22,500	60,000	1895	Abilene	**Reporter**	(e)	7,695	.045*
				Sunday edition	(s)	8,712	.045*
23,000	50,000	1909	Amarillo	News	(m)	9,481	...
				Globe	(e)	5,396	...
		1924		Combined Daily	(me)	14,877	.08*
		1926		Sunday News-Globe	(s)	15,804	.08*
3,176	.....	1901	Athens	**Review**	(e)	720	.021
40,000	101,103	1914	Austin	American	(m)	12,423x	...
		1871		**Statesman**	(e)	6,746x	...
				Combined Daily	(me)	19,169x	.09*
				Sunday edition	(s)	19,153x	.09*
2,767	.....	1906	Ballinger	**Ledger**	(e)	863	.008*
3,454	.....	1904	Bay City	**Tribune**	(e)	.....	.018*
52,548	131,862	1878	Beaumont	Enterprise	(m)	20,423	...
				Journal	(e)	10,406	...
				Combined Daily	(me)	30,829	.11*
				Enterprise	(s)	29,413	.10*
				Eve. & Sunday	(es)	.....	.12*
6,008	.....	1898	Bonham	**Favorite**	(e)	1,681	.018*
1,846	.....	1920	Breckenridge	**American**	(e)	2,150	.03*
				Sunday edition	(s)	2,150	.03*
5,006	.....	1875	Brenham	**Banner-Press**	(e)	1,029	.014*
16,000	.....	1892	Brownsville	**Herald**	(e)	3,454	.03
				Sunday edition	(s)	3,454	.03

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ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

TEXAS—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
8,233	40,000	1901	Brownwood	Banner-Bulletin	(e)	2,158	.025*
6,307	.....	1876	Bryan	Eagle	(e)	1,280	.018*
7,422	35,000	1920	Cisco	News	(e)	1,885	.025*
				Sunday edition	(s)	1,885	.025*
12,820	35,000	1904	Cleburne	Review	(m)	3,338	.025*
				Sunday edition	(s)	3,338	.025*
		1924		Times	(e)	.....	.021*
				Sunday edition	(s)	.....	.021*
5,600	40,000	1914	Commerce	Journal	(e)	.....	.014*
16,000	40,000	1883	Corpus Christi	Corpus Christi Caller	(m)	2,713	.03
				Sunday edition	(s)	2,965	.03
		1910		Times	(e)	4,082	.025
22,000	100,000	1893	Corsicana	Sun	(e)	4,119	.029*
3,671	25,000	1894	Cuero	Record	(e)	720	.018*
				Sunday edition	(s)	720	.018*
232,000	325,000	1906	Dallas	Dispatch	(e)	32,452	.08
		1914		Journal	(e)	39,383	.11
		1885		News	(m)	73,774	.17
				Combined Daily	(me)	113,157	.20
				Sunday edition	(s)	96,783	.21
		1879		Times-Herald	(e)	60,483	.14
				Sunday edition	(s)	60,483	.14
17,065	23,000	1889	Denison	Herald	(e)	5,063	.03
				Sunday edition	(s)	5,063	.03
9,500	35,355	1903	Denton	Record-Chronicle	(e)	2,619	.025
5,765	.....	1915	Eagle Pass	Guide	(e)	900	.018*
9,368	.....	1923	Eastland	Telegram	(e)	1,789	.02*
				Sunday edition	(s)	1,789	.02*
				Tribune	(e)	.....	.025*
				Sunday edition	(s)	.....	.025*
104,928	399,429	1880	El Paso	Herald	(e)	20,405	...
		1879		Times	(m)	15,184	...
				Combined Daily	(me)	35,589	.12*
				Sunday edition	(s)	19,923	.12*
		1922		Post	(e)	12,015	.045*
7,224	.....	1892	Ennis	News	(e)	1,225	.018*
155,000	185,000	....	Fort Worth	Live Stock Reporter	(e)	.....	.035
		1921		Press	(e)	21,846	.06*
		1895		**Record-Telegram	(m)	21,453	...
		1906		Star-Telegram	(e)	97,445	....
		1906		Sunday Star-Telegram & Record	(s)	120,717	.27*
				Combined Daily	(me)	118,898	.27
				Sunday Star-Telegram & Record & Morning Record-Telegram	(ms)	.....	.37*
				Sunday Star-Telegram & Record & Evening Star-Telegram	(es)	.....	.44*
(**Morning Record-Telegram shows (5) months' figures only.)							
8,648	.....	1884	Gainesville	Register	(e)	1,950	.02*
				Sunday edition	(s)	1,950	.035*
53,370	70,000	1842	Galveston	News	(m)	11,107	.07
				Sunday edition	(s)	13,509	.09
		1880		Tribune	(e)	7,718	.05
2,268	.....	1914	Gilmer	Mirror	(e)	608	.015*
3,128	.....	1897	Gonzales	Inquirer	(e)	.....	.011*
12,384	.....	1894	Greenville	Banner	(e)	.....	.03
		1890		Herald	(m)	.....	.03
				Sunday edition	(s)	.....	.03
6,952	20,000	1896	Hillsboro	Mirror	(e)	1,273	.012*
205,000	300,000	1901	Houston	Chronicle	(e)	76,236	.16
				Sunday edition	(s)	86,162	.18
		1885		Post-Dispatch	(m)	56,977	.14*
				Sunday edition	(s)	63,609	.15*
		1911		Press	(e)	33,287	.09*
3,723	.....	1910	Jacksonville	Progress	(e)	800	.014*
2,107	.....	1904	Lampasas	Leader	(e)	405	.009
22,710	.....	1883	Laredo	Times	(e)	.....	.018*
5,713	25,000	1923	Longview	News	(e)	3,046	.029*
8,000	.....	1923	Lubbock	Avalanche	(m)	.....	.029*
				Sunday edition	(s)	.....	.036*
		1925		Journal	(e)	4,356	.025*
				Sunday edition	(s)	4,356	.025*
4,878	.....	1915	Lufkin	News	(e)	.....	.013
5,331	.....	1921	McAllen	Press	(e)	.....	.018
4,310	.....	1901	Marlin	Democrat	(e)	.....	.021*
14,271	.....	1877	Marshall	Messenger	(e)	2,375	...
		1919		News	(m)	3,440	...
				Combined Daily	(me)	5,815	.045*
				Sunday edition	(s)	3,440	.045*
6,677	.....	1897	McKinney	Courier-Gazette	(e)	1,650	.018*
3,105	.....	1913	Mart	Herald	(e)	475	.014*
10,132	.....	1899	Mexia	News	(e)	6,115	.042*
				Sunday edition	(s)	6,115	.042*
7,890	.....	1900	Mineral Wells	Index	(e)	1,061	.017*
4,099	.....	1906	Mt. Pleasant	Times	(e)	.....	.011
3,546	.....	1899	Nacogdoches	Sentinel	(e)	1,100	.018*
5,060	.....	1895	Navasota	Examiner	(e)	750	.014*
9,212	.....	1902	Orange	Leader	(e)	2,180	.025*
				Sunday edition	(s)	2,180	.025*
11,039	.....	1901	Palestine	Herald	(e)	1,481	.014*
		1898		Visitor	(e)	.....	.018*
15,040	.....	1887	Paris	Dinner Horn	(e)	(Free)	.057*
		1869		News	(m)	4,730	.03*
				Sunday edition	(s)	4,730	.03*
41,618	.....	1901	Port Arthur	News	(e)	7,449	.04*
				Sunday edition	(s)	7,640	.04*
16,205	.....	1919	Ranger	Times	(e)	3,205	.03*
				Sunday edition	(s)	3,205	.03*
10,000	.....	1884	San Angelo	Standard	(e)	4,742	.027*
				Sunday edition	(s)	5,126	.03*
201,000	.....	1865	San Antonio	Express	(m)	33,055x	.12
		1918		News	(e)	36,027x	.11
				Combined Daily	(me)	69,082x	.20
				Sunday edition	(s)	57,649x	.20
				Sunday Express-News	(es)	.....	.24
		1881		Light	(e)	34,454x	.10
				Sunday edition	(s)	55,671x	.12
5,070	.....	....	San Benito	Light	(e)	(New Daily)	.021*
15,031	72,000	1879	Sherman	Democrat	(e)	4,515	.03*
				Sunday edition	(s)	4,515	.03*
5,558	.....	1888	Sulphur Springs	News-Telegram	(e)	1,375	.012
				Sunday edition	(s)	1,375	.012
4,307	.....	1915	Sweetwater	Reporter	(e)	2,300	.021*
				Sunday edition	(s)	2,300	.021*
5,965	50,000	1903	Taylor	Democrat	(e)	.....	.018*
		1913		Press	(e)	.....	.02

TEXAS—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,00 Line Adv. R
11,033	.....	1907	Temple	Telegram	(e)	6,824	.05
				Sunday edition	(s)	6,824	.05
8,349	.....	1916	Terrell	Tribune	(e)	3,492	.02
30,609	35,000	1876	Texarkana	Gazette	(m)	9,428	.06
				Sunday edition	(s)	9,870	.06
(Figure effective from March 7, 1926 to March 31, 1926. Consolidation of the Four States Pr							
Texarkana Journal, and Texarkanian took effect on March 7, 1926.)							
12,085	.....	1926	Tyler	American	(m)	(New Daily)	.02
				Sunday edition	(s)	(New Daily)	.02
1,526	.....	1902	Timpson	Times	(e)	.....	.01
12,085	.....	1889	Tyler	Courier-Times	(e)	2,633	.02
				Sunday edition	(s)	2,633	.02
7,500	.....	1926	Vernon	Record	(e)	2,643	.03
5,957	.....	1897	Victoria	Advocate	(e)	960	.01
				Sunday edition	(s)	960	.01
57,210	.....	1911	Waco	News-Tribune	(m)	20,138x	.07
				Sunday edition	(s)	20,226x	.07
		1892		Times-Herald	(e)	13,916	.08
				Sunday edition	(s)	13,916	.08
7,958	55,700	1893	Waxahachie	Light	(e)	2,478	.03
6,203	.....	1900	Weatherford	Herald	(e)	1,325	.01
51,500	141,688	1919	Wichita Falls	Record News	(m)	15,398x	.05
				Sunday edition	(s)	15,185x	.05
		1907		Times	(e)	18,060x	.07
				Sunday edition	(s)	18,393x	.07
6,184	.....	1897	Yoakum	Herald	(e)	1,240	.01
				Times	(m)	745	.01
				Sunday edition	(s)	745	.01

UTAH

9,439	30,000	1878	Logan	Journal	(e)	1,931	.02
42,000	60,000	1870	Ogden	Standard-Examiner	(e)	10,950	.06
				Sunday edition	(s)	11,870	.06
10,303	40,000	1885	Provo	Herald	(e)	3,225	.02
				Sunday edition	(s)	3,500	.03
125,000	225,000	1850	Salt Lake City	Deseret News	(e)	28,212	.08
		1902		Telegram	(e)	21,180	.08
				Sunday edition	(s)	25,817	.09
		1871		Tribune	(m)	42,925	.09
				Sunday edition	(s)	71,592	.13

VERMONT

10,008	60,000	1897	Barre	Times	(e)	7,112	.03
9,982	.....	1903	Bennington	Banner	(e)	3,144	.02
8,332	30,000	1913	Brattleboro	Reformer	(e)	3,390	.01
26,000	65,000	1828	Burlington	Free Press	(m)	13,071	.05
		1894		News	(e)	6,366	.04
7,125	.....	1893	Montpelier	Argus	(e)	3,461	.01
16,000	56,000	1861	Rutland	Herald	(m)	11,234	.04
		1899		News	(e)	.....	.01
7,582	.....	1861	St. Albans	Messenger	(e)	3,086	.01
8,701	30,000	1837	Johnsbury	Caledonian-Record	(e)	4,055	.02

VIRGINIA

18,000	.....	1784	Alexandria	Gazette	(e)	4,395	.03
22,250	135,000	1870	Bristol	Herald-Courier	(m)	8,315	..
		1925		News-Bulletin	(e)	4,231	..
				Combined Daily	(me)	12,546	.07
				Sunday edition	(s)	10,098	..
				M. or E. and Sunday	(ds)	.....	.07
10,688	.....	1892	Charlottesville	Progress	(e)	5,806	.02
6,500	38,700	1905	Clifton Forge	Review	(e)	1,389	.01
5,623	.....	1914	Covington	Virginian	(e)	2,190	.02
30,557	65,000	1847	Danville	Register	(m)	4,303	..
		1899		Bee	(e)	10,010	..
				Combined Daily	(me)	14,313	.06
		1847		Sunday edition	(s)	9,055	..
				Eve. & Sunday	(es)	.....	.07
5,882	.....	1895	Fredericksburg	Star	(e)	2,115	.01
6,000	80,000	1896	Harrisonburg	News-Record	(m)	7,465	.03
40,000	151,159	1886	Lynchburg	Advance	(e)	6,165	..
				News	(m)	8,973	..
				Combined Daily	(me)	15,138	.05
				Sunday edition	(s)	10,477	.05
35,596	200,000	1896	Newport News	Press	(m)	4,887	..
				Times-Herald	(e)	7,968	..
				Combined Daily	(me)	12,855	.05
				Sunday edition	(s)	8,571	.05
225,000	275,000	1865	Norfolk	Virginian-Pilot	(m)	39,671	.09
				Sunday edition	(s)	42,574	.11
		1876		Ledger-Dispatch	(e)	41,550	.10
31,002	.....	1865	Petersburg	Progress-Index	(e)	9,001	.04
				Sunday edition	(s)	9,001	.05
54,387	.....	1894	Portsmouth	Star	(e)	6,243	.04
				Sunday edition	(s)	6,243	.04
7,026	140,000	1926	Pulaski	Southwest Times	(e)	(New Daily)	.02
				Sunday edition	(s)	(New Daily)	.02
190,000	200,000	1903	Richmond	News-Leader	(e)	62,291x	.16
		1850		Times-Dispatch	(m)	48,616x	.11
				Sunday edition	(s)	54,503x	.14
55,000	114,000	1886	Roanoke	Times	(m)	12,944	..
				World-News	(e)	12,828	..
				Combined Daily	(me)	25,772	.08
				Sunday edition	(s)	16,076	.07
				Eve. & Sunday	(es)	.....	.09
12,000	50,000	1904	Staunton	Leader	(e)	2,094	..
				News-Leader	(m)	4,761	..
				Combined Daily	(me)	6,855	.03
				Sunday edition	(s)	5,120	.03
17,400	.....	1923	Suffolk	News	(e)	2,803	.02
7,400	35,000	1896	Winchester	Star	(e)	4,337	.02

WASHINGTON

18,656	45,000	1901	Aberdeen	World	(e)	6,854x	.04
25,570	.....	1922	Bellingham	American	(e)	4,352	.03
		1890		Herald	(e)	14,841	.03
		1884		Reveille	(m)	8,066	.03
				Sunday edition	(s)	8,066	.03
8,918	.....	1901	Bremerton	News-Searchlight	(e)	3,124	.03
				Sunday edition	(s)	3,124	.03
8,500	22,000	1910	Centralia	Chronicle	(e)	3,435x	.05
5,000	18,000	1909	Ellensburg	Record	(e)	2,126x	.02
35,000	67,498	1898	Everett	Herald	(e)	14,150x	.04
		1901		News	(e)	4,022	.03
				Sunday edition	(s)	4,022	.03

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an mean average for 3 months; flat rate indicated by an asterisk.

ENGLISH LANGUAGE DAILIES OF U. S.—CIRCULATIONS AND RATES

WASHINGTON—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
10,058	.....	1889	Hoquiam	Washingtonian	(m)	4,006	.035*
				Sunday edition	(s)	4,006	.035*
8,500	.....	1925	Kelso	Kelsonian-Tribune	(e)	1,750	.03*
13,800	18,000	1923	Longview	News	(e)	4,630	.03*
4,500	.....	1922	Mount Vernon	Herald	(e)	3,015	.029*
12,000	18,000	1891	Olympia	Olympian	(m)	1,931	.03*
				Recorder	(e)	2,457	.03*
				Combined Daily	(me)	4,388	.045*
				Olympian-Recorder	(s)	3,473	.035*
10,000	15,000	1916	Port Angeles	News	(e)	3,800	.035*
380,000	450,000	1893	Seattle	Journal of Commerce	(m)	.....	.07
		1865		Post-Intelligencer	(m)	84,368x	.20
				Sunday edition	(s)	148,841x	.30
		1899		Star	(e)	84,039x	.20*
		1885		Times	(e)	79,019x	.22*
		1902		Sunday edition	(s)	104,299x	.27*
		1900		Union Record	(e)	28,301	.12*
125,064	350,000	1886	Spokane	Chronicle	(e)	39,168x	.115
		1901		Press	(e)	15,477	.045*
		1884		Spokesman Review	(m)	48,857x	.13
				Sunday edition	(s)	56,859x	.15
104,480	160,000	1883	Tacoma	Ledger	(m)	14,875	.06*
				Sunday edition	(s)	29,758	.09*
		1907		News-Tribune	(e)	32,725	.09*
		1903		Times	(e)	21,243	.07*
15,000	40,000	1891	Vancouver	Columbian	(e)	3,701x	.035*
18,087	35,000	1906	Walla Walla	Bulletin	(e)	5,733	.04*
				Sunday edition	(s)	5,560	.04*
This rate effective after Oct. 31, 1926—rate now .035*)							
				Union	(m)	3,337	.029*
				Sunday edition	(s)	3,362	.029*
10,000	32,000	1905	Wenatchee	World	(e)	8,200x	.03*
20,000	65,000	1905	Yakima	Herald	(m)	6,020	.035*
				Sunday edition	(s)	10,491	.035*
		1902		Republic	(e)	6,870	.035*
				Combined Daily	(me)	12,890	.06*

WEST VIRGINIA

7,054	.....	1924	Beckley	Post-Herald	(m)	6,528	.035*
23,686	210,000	1893	Bluefield	Telegraph	(m)	12,085	.05*
				Sunday edition	(s)	16,944	.06*
60,000	323,325	1887	Charleston	Gazette	(m)	18,766	.07*
				Sunday edition	(s)	24,168	.08*
		1883		Mail	(e)	14,100	.06*
				Sunday edition	(s)	14,100	.06*
33,443	178,000	1910	Clarksburg	Exponent	(m)	11,747	.045*
				Sunday edition	(s)	12,616	.045*
		1861		Telegram	(e)	9,097	.04*
				Sunday edition	(s)	10,479	.045*
7,000	.....	1907	Elkins	Inter-Mountain	(e)	.....	.025*
23,000	50,000	1900	Fairmont	Times	(m)	6,570	.03
		1918		Sunday edition	(s)	8,458	.03
		1845		West Virginian	(e)	7,285	.035*
8,517	85,000	1903	Grafton	Sentinel	(e)	2,608	.025
5,000	38,000	1902	Hinton	News	(e)	1,475	.02*
65,000	100,000	1889	Huntington	Advertiser	(e)	12,536	.05*
				Sunday edition	(s)	11,968	.05*
		1909		Herald-Dispatch	(m)	17,274	.06
		1909		Sunday edition	(s)	17,506	.06
6,003	.....	1912	Keyser	Mineral Daily News	(e)	.....	.018*
14,922	40,000	1907	Martinsburg	Journal	(e)	5,010	.035*
18,000	40,000	1897	Morgantown	New Dominion	(m)	6,279	.03*
		1899		Post	(e)	4,593	.022
11,000	20,000	1891	Moundsville	Echo	(e)	3,206	.02*
		1910		Journal	(e)	.....	.011*
24,050	45,000	1898	Parkersburg	News	(m)	7,526	.03*
				Sunday edition	(s)	8,866	.03*
		1889		Sentinel	(e)	9,093	.035
3,059	5,559	1921	Point Pleasant	Register	(e)	.....	.021*
3,500	15,000	1895	Sistersville	Review	(e)	.....	.021*
7,110	75,000	1923	Welch	News	(e)	4,536	.025
4,918	.....	1897	Wellsburg	Herald	(e)	1,180	.02*
65,000	170,000	1852	Wheeling	Intelligencer	(m)	11,755	.05
		1890		News	(e)	15,174	.07
				Sunday edition	(s)	19,992	.09
				Combined Daily	(me)	26,929	.095
		1863		Register	(m)	10,104	.04*
				Sunday edition	(s)	10,361	.045*
		1902		Telegraph	(e)	.....	.036
6,819	38,560	1890	Williamson	News	(e)	3,710	.03*

WISCONSIN

8,451	25,000	1905	Antigo	Journal	(e)	3,993	.025
23,000	70,000	1852	Appleton	Post-Crescent	(e)	13,152	.05
11,334	.....	1883	Ashland	Press	(e)	2,650	.018
5,538	.....	1894	Baraboo	News	(e)	2,675	.021*
		1895		Republic	(e)	.....	.018*
7,992	.....	1911	Beaver Dam	Citizen	(e)	2,742	.021*
25,000	50,000	1885	Beloit	News	(e)	9,376	.05
4,400	.....	1881	Berlin	Journal	(e)	1,400	.022
9,500	37,000	1894	Chippewa Falls	Herald	(e)	3,368	.025*
		1887		Telegram	(e)	3,369	.04*
22,000	125,000	1881	Eau Claire	Leader	(m)	7,855	.025
		1894		Telegram	(e)	3,857	.022
				Combined Daily	(me)	11,712	.045
				Sunday edition	(s)	7,938	.045
30,000	80,000	1870	Fond du Lac	Commonwealth	(e)	6,937	.04*
		1883		Reporter	(e)	6,476	.04*
24,700	75,000	1915	Green Bay	Press-Gazette	(e)	14,975	.055
21,952	80,000	1845	Janesville	Gazette	(e)	12,311	.055
48,000	51,500	1894	Kenosha	News	(e)	10,206	.05
34,000	175,000	1854	La Crosse	Tribune & Leader Press	(e)	13,612	.06*
				Sunday edition	(s)	13,140	.06*
48,000	200,000	1917	Madison	Capital Times	(e)	22,379	.07*
		1839		State Journal	(e)	21,697	.07*
		1912		Sunday edition	(s)	21,302	.07*
24,000	75,000	1895	Manitowoc	Herald-News	(e)	6,832	.04
		1920		Times	(e)	5,131	.025
13,610	40,000	1893	Marinette	Eagle-Star	(e)	4,591	.03
7,394	25,000	1921	Marshfield	News	(e)	2,905	.029*
7,214	.....	1894	Menasha	Record	(e)	1,824	.011
8,068	.....	1908	Merrill	Herald	(e)	3,458	.025
77,757	1,044,367	1882	Milwaukee	Journal	(e)	141,895	.21
		1911		Sunday edition	(s)	145,836	.21
		1911		Leader	(e)	49,702	.12
		1837		Sentinel	(m)	60,945	.17
		1879		Sunday Sentinel & Milwaukee Telegram	(s)	172,206	.32
		1847		Wisconsin News	(e)	94,308	.22*
5,000	21,568	1878	Monroe	Journal	(e)	665	.014*
		1898		Times	(e)	2,777	.035
15,000	20,000	1880	Neenah	News-Times	(e)	1,946	.019
38,478	100,000	1868	Oshkosh	Northwestern	(e)	14,713	.06
5,582	35,000	1850	Portage	Register-Democrat	(e)	1,800	.021*

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement at April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" when average for 3 months; flat rate indicated by an asterisk.



ILLINOIS

Leads in the World's greatest Industries—

Among the first few industries, considered from the standpoint of the value of products manufactured, is the packing industry. Illinois is the centre for this great industry. Agricultural machinery is another industry whose greatest plants are located in Illinois.

Besides these industries Illinois obtains its wealth from productive mines and hundreds of industries which keep things humming day after day all year 'round.

Illinois is a wonderful State for you to advertise in. Let the daily papers carry the message of your product to its progressive citizens.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Aurora Beacon-News (E)	18,694	.06	.06
†Chicago Herald & Examiner (M)	385,276	.55	.55
†Chicago Herald & Examiner (S)	1,153,360	1.10	1.10
†Chicago Daily Journal (E)	123,771	.26	.24
**Evanston News Index (E)	6,729	.04	.04
**Freeport Journal-Standard (E)	9,613	.045	.045
**Joliet Herald News (E)	19,591	.06	.06
††Mattoon Journal Gazette (E)	5,712	.03	.03
**Moline Dispatch (E)	11,680	.045	.045
**Monmouth Daily Review Atlas (E)	5,416	.035	.035
**Peoria Star (S) 22,497 (E)	29,874	.075	.06
Rock Island Argus (E)	11,248	.045	.045
**Waukegan Daily Sun (E)	5,213	.03	.03

**A. B. C. Statement, March 31, 1926
†Government Statement, March 31, 1926
††Government Statement, September 30, 1925

ENGLISH LANGUAGE DAILIES OF U. S.—CIRCULATIONS AND RATES

WISCONSIN—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
64,528	84,946	1881	Racine	Journal-News	(e)	12,011	.05
		1883		Times-Call	(e)	10,081	.05
6,654	.....	1917	Rhinelander	News	(e)	1,642	.025
37,000	209,085	1887	Sheboygan	Press	(e)	13,530x	.055
11,370	50,000	1873	Stevens Point	Journal	(e)	6,116	.035*
5,101	15,000	1906	Stoughton	Courier-Hub	(e)	1,896	.025*
40,000	140,000	1890	Superior	Telegram	(e)	20,223	.07
9,299	50,000	1895	Watertown	Times	(e)	3,419	.026
12,558	.....	1919	Waukesha	Freeman	(e)	2,490	.022
22,062	50,000	1907	Wausau	Record-Herald	(e)	8,230	.04*
7,243	20,000	1914	Wisconsin Rapids	Tribune	(e)	4,618	.03

WYOMING

32,276	45,000	1919	Casper	Herald	(m)	5,925	...
		1916		Tribune	(e)	6,200	...
				Combined Daily	(me)	12,125	.06*
				Sunday edition	(s)	6,211	.06*
16,000	26,000	1895	Cheyenne	Wyo. State Tribune	(s)	6,675	.05*
		1867		State Leader	(s)	6,904	.05*
2,133	.....	1918	Lander	Post	(e)	.....	.021
3,565	.....	1886	Laramie	Republican & Boomerang	(e)	2,264	.03
12,700	25,000	1906	Sheridan	Post-Enterprise	(e)	3,490	.04*
				Sunday edition	(s)	3,673	.04*

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

DAILY NEWSPAPERS OF CANADA—CIRCULATIONS AND RATES

Circulations Taken from Publishers' Statements to A. B. C. for Six Months Ending March 31, 1926, or on Sworn Statements—Ratio Effective as of June 1, 1926, on 5,000 Lines General Advertising Contracts.

ALBERTA

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
67,500	200,000	1902	Calgary	Albertan	(m)	12,717	.055
		1883		Herald	(e)	24,692	.08*
65,378	300,000	1880	Edmonton	Bulletin	(e)	13,607	.05*
			(Circulation figures quoted are for 3 mos. period)				
		1903		Journal	(e)	26,563	.08
11,165	55,000	1907	Lethbridge	Herald	(e)	6,081	.03*
9,575	40,000	1910	Medicine Hat	News	(e)	1,797	.015*

BRITISH COLUMBIA

9,350	.....	1874	Nanaimo	Free Press	(e)	.....	.02
		1900		Herald	(m)	.....	.02
				Sunday edition	(s)	.....	.02
6,000	50,000	1902	Nelson	News	(m)	3,766x	.025*
14,440	.....	1860	New Westminster	British Columbia	(e)	.....	.029*
5,500	12,000	1907	Prince Rupert	Empire	(e)	.....	.018*
		1909		News	(e)	1,308x	.025
120,000	250,000	1898	Vancouver	Province	(e)	67,232	.14*
		1925		Sunday edition	(s)	72,103	.15*
	Feb. 1,	1926		Star	(m)	13,653	.08*
			(Figures from Feb. 1, 1926, to March 31, 1926.)				
		1886		Sun	(e)	57,446	.012*
			(Figures from Feb. 1, 1926, to March 31, 1926.)				
34,000	75,000	1858	Victoria	Colonist	(m)	10,091x	.055*
				Sunday edition	(s)	12,445x	.055*
		1881		Times	(e)	8,924x	.05*

MANITOBA

16,776	.....	1883	Brandon	Sun	(e)	4,446	.025*
6,748	.....	1895	Portage La Prairie	Graphic	(e)	1,525	.016*
178,364	240,000	1874	Winnipeg	Free-Press	(m)	22,093	...
		1889		Free Press Bulletin	(e)	44,222	....
				Combined daily	(me)	66,315	.15*
		1890		Tribune	(e)	37,714	.10*

NEW BRUNSWICK

9,000	.....	1880	Fredericton	Gleaner	(e)	.....	.025
		....		Mail	(e)	.....	.011
20,000	.....	1868	Moncton	Times	(m)	5,301	.02
		1882		Transcript	(e)	.....	.02
55,000	388,092	....	St. John	Globe	(e)	8,547	.035
		1904		Times-Star	(e)	16,448	...
		1868		Telegraph-Journal	(m)	17,025	...
				Combined daily	(me)	33,473	.10

NOVA SCOTIA

9,998	.....	....	Amherst	News	(e)	.....	.012
20,000	.....	1901	Glace Bay	Gazette	(e)	.....	.03
70,333	....	1844	Halifax	Chronicle	(m)	12,566	...
		1873		Echo	(e)	7,998	...
				Combined Daily	(me)	20,564	.09*
		1875		Herald	(m)	17,117	...
		1878		Mail	(e)	15,296	...
				Combined Daily	(me)	32,413	.10*
8,974	20,000	1910	New Glasgow	News	(e)	3,000	.0125
22,527	.....	1900	Sydney	Post	(m)	2,361	...
		1907		Evening edition	(e)	2,168	...
				Combined Daily	(me)	4,529	.025
.....	.....	1898	Truro	News	(e)	.....	.007

ONTARIO

12,163	.....	1867	Belleville	Intelligencer	(e)	.....	.02
		1870		Ontario	(e)	.....	.02
30,000	51,000	1853	Brantford	Expositor	(e)	9,890	.04
10,000	50,000	1820	Brockville	Recorder & Times	(e)	4,320x	.02
14,118	59,000	1890	Chatham	News	(e)	6,318x	.03
22,339	36,000	1893	Ft. William	Times-Journal	(e)	5,758x	.025
19,000	32,000	1896	Galt	Reporter	(e)	5,008x	.0275
18,875	30,000	1867	Guelph	Mercury	(e)	5,105	.03
120,000	150,000	1888	Hamilton	Herald	(e)	13,532	.06
		1846		Spectator	(e)	35,929	.09

Morning newspapers—name in light-face; evening papers—name in bold-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

DAILY NEWSPAPERS OF CANADA—CIRCULATIONS AND RATES

ONTARIO—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000 Line Adv. R
27,000	45,000	1849	Kingston	British Whig	(e)	8,070x	.04
		1810		Standard	(e)	7,547x	.04
28,000	50,000	1877	Kitchener	Record	(e)	8,692	.03
8,000	20,000	1895	Lindsay	Post	(e)	2,746x	.02
62,000	350,000	1914	London	Advertiser	(m)	15,990	...
		1863		Evening edition	(e)	5,353	...
				Combined Daily	(me)	21,343	.06
		1849		Free Press	(m)	24,598	...
				Evening edition	(e)	14,314	...
				Combined Daily	(me)	38,912	.09
14,695	.....	1879	Niagara Falls	Review	(e)	3,908	.017
18,000	30,000	1925	Oshawa	Reformer	(e)	3,269x	.02
140,000	280,000	1844	Ottawa	Citizen	(m)	7,121x	...
				Evening edition	(e)	22,336x	...
				Combined Daily	(me)	29,457x	.08*
		1913		Le Droit	(e)	9,670x	.04
		1917		Journal Dailies	(m)	6,087x	...
				Evening edition	(e)	23,773x	...
				Combined Daily	(me)	29,860x	.08*
12,321	60,000	1922	Owens Sound	Sun-Times	(e)	.....	.03
21,000	33,000	1884	Petersborough	Examiner	(e)	7,195x	.03
16,000	36,000	1900	Port Arthur	News-Chronicle	(e)	4,139	.025
.....	.....	....	Port Hope	Guide	(e)	.....	.008
22,052	50,000	1891	St. Catherines	Standard	(e)	9,536	.04
62,000	350,000	1914	St. Thomas	Times-Journal	(e)	8,457x	.035
19,500	45,000	1917	Sarnia	Canadian Observer	(e)	5,453	.035
21,800	24,500	1912	Sault Ste. Marie	Star	(e)	5,136	.03
18,425	50,000	1887	Stratford	Beacon-Herald	(e)	6,467x	.027
542,187	750,000	1844	Toronto	Globe	(m)	90,336	.22
		1872		Mail & Empire	(m)	108,538	.21
		1892		Star	(e)	134,542	.20
		1910		Sunday edition	(s)	186,706	.28
		1876		Telegram	(e)	113,271	.20
85,000	145,000	1918	Windsor	Border Cities Star	(e)	27,124	.08*
15,680	40,000	1886	Woodstock—Ingersoll	Sentinel-Review	(e)	6,020	.025

PRINCE EDWARD ISLAND

12,350	88,000	1891	Charlottetown	Guardian	(m)	5,303	.03
		1851		Patriot	(e)	3,303	.02

QUEBEC

10,470	.....	1878	Levis	Quotidien (Le)	(e)	.....	.015
836,304	979,027	1903	Montreal	Le Canada	(m)	8,830x	.07
		1910		Le Devoir	(e)	14,334x	.06
		1778		Gazette	(m)	30,917x	.09
		1811		Herald	(e)	10,047x	.055
		1878		La Patrie	(e)	24,919x	.09
				Saturday edition (Sat)		51,610x	.09
		1884		La Presse	(e)	159,003x	.25
				Saturday edition (Sat)		176,606x	.25
		1869		Star	(e)	112,121x	.18
164,607	216,281	1907	Quebec	L'Action Catholique	(e)	19,349	.07
		1764		Chronicle-Telegraph	(e)	5,078	.04
		1867		Le Evenement	(m)	17,289	.06*
		1896		Le Soleil	(e)	48,930	.12*
25,069	175,000	1897	Sherbrooke	Record	(e)	9,606	.045
		1910		La Tribune	(e)	6,690	.04
30,000	115,000	1920	Three Rivers	Le Nouvelliste	(e)	.....	.04*

SASKATCHEWAN

21,000	100,000	1923	Moose Jaw	Herald	(m)	2,901	...
		1889		Times	(e)	4,186	...
				Combined Daily	(me)	7,087	.05*
8,000	50,000	1911	Prince Albert	Herald	(e)	2,788	.02*
36,000	200,000	1883	Regina	Leader	(m)	22,367	...
		1910		Post	(e)	7,613	...
				Combined Daily	(me)	29,980	.09*
27,000	200,000	1902	Saskatoon	Phoenix	(m)	2,305	...
		1905		Star	(e)	21,887	...
				Combined Daily	(me)	24,192	.08*

NEWFOUNDLAND

40,000	.....	....	St. John	Globe	(e)	.....	.011
		1894		News	(e)	.....	.014
				Telegram	(e)	8,656	.014

Morning newspapers—name in light-face; evening papers—name in bold-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

N. Y. PRESS AGENT ASKS WARBURG TO PAY

International Banker Sought Prestige Alleges Walter Hyams in Suit for $7,769.95 to Meet Lunch Bill

Walter Hyams, press agent, filed complaint in New York this week against Felix M. Warburg, international banker, demanding judgment for $7,769.95 in payment for his services at a luncheon given in November, 1922.

The luncheon was for Lord Mountbatten, a relative of King George of England and his wife, Lady Edwina, who were here on their honeymoon.

Hyams asks $7,500 as a fee. The remainder is expenses which he says Warburg guaranteed, as follows: roses for Lady Mountbatten, $154.95; printing, $25; tips, $50; photographs, $30; auto hire, $10.

Hyams further alleges that the purpose of the luncheon was to advance the social prestige and business of Mr. Warburg; that it was ostensibly to be given to newspaper men and that Warburg was to appear merely as an invited gue

Hyams declares in his petition that has operated a newspaper clipping serv for a number of years. He says he w approached Nov. 6 by Warburg w wished him to arrange the luncheon advance the social prestige and busin of the banker. Hyams says the banl impressed upon him the necessity of h ing it appear to the public that the lun eon was to be given to newspaper m of prominence and that, though Warbu was to pay all bills, his name was not appear as the provider of the lunche

Hyams alleges the luncheon was h on Nov. 22, 1922, at 1 o'clock, and lea ing newspaper men attended. Warbu he says, has refused to pay his fee.

Six Point League Directory Ready

The 12th annual directory of adv tisers and advertising agencies in t territory east of Buffalo and Pittsbur will be issued next week by the S Point League, organization of New Yo special representatives. The compi tion was largely in the hands of R. Mulligan, who has handled the work the last six years.

U. S. IS SHUTTING DOOR TO PRESS AGENTS

Department of Agriculture States It Will Not Endorse Food Campaigns in Future—Apple Stunt Fails

The government departments at Washington are shutting their doors to press agents. The Department of Agriculture has ruled that it can no longer endorse campaigns for increased food consumption. The White House has stated that it is asked to approve so many commodities, associations, and "drives" that it must decline to endorse any.

Endorsement of campaigns in the past by the Department of Agriculture has resulted in criticism that it is not the function of a government agency to play the commodity of one set of producers against another. Similar complaints have been made to the Department of Commerce with regard to the extensive publicity given rayon by that establishment. Cotton and wool manufacturers declare that the favorable government "puffs" given rayon are prejudicial to their interests.

Prior to the establishment of the Department of Agriculture policy not to endorse campaigns for increased food consumption, a representative of cold storage interests requested the department to get out a statement urging people to eat more eggs. The cold storage houses were full to overflowing with eggs, and bankruptcy stared many firms in the face unless the commodity could be moved before the beginning of the new laying season.

The department issued a story stating that the per capita consumption of eggs was one-half an egg a day, and urged people to eat the other half. The story was of the box feature type, it was printed by newspapers everywhere, and was credited later with having helped move the surplus stocks of eggs. The cold storage press agent lost no opportunity to inform the public often and voluminously that the Department of Agriculture endorsed cold storage eggs.

On another occasion, the department gave its official approval of an "eat more meat" campaign, whereupon the milk people, the bread people, and the truck crop people raised their voices in protest. Food consumption is inelastic, they said, and endorsement of a campaign to increase consumption of meat is prejudicial to other products. The department then established its policy of treating all food commodities alike by endorsing none.

No government official is immune from attack by the press agent. Greeks bearing commercial gifts march up the White House walks, conspicuously displaying their offerings to tempt the eyes of the newspaper camera men. Should they succeed in having the President pose with the products on the White House steps, they have achieved a free publicity coup.

Mrs. Coolidge recently informed a girls' club in Vermont that she regretted she could not accept an "old-fashioned apple pie" as a gesture to inaugurate National Apple Week, inasmuch as so many requests were received by the White House to endorse campaigns and products of various kinds that a general policy had to be adopted to endorse nothing.

The press agent who engineered the applie pie episode had prepared elaborately to have the pie transported to Washington by members of the club, the delicacy appropriately heralded along the route, and finally, if possible, to have Mrs. Coolidge cut into the pie and even bite into it to the delight of the commercial news photographers. The movie news weeklies would certainly take such an unusual picture.

The press agent managed to have the newspaper correspondents at the White House informed of the refusal to accept the pie, and actually succeeded in making the front page with National Apple Week. Refusal of the offer he considered a bigger story than acceptance.

Sullivan Again Bats for Broun

Frank Sullivan is conducting Heywood Broun's column in the *New York World*. Broun is on vacation.

Still Gaining!

The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.

The net paid average for the American was 57,503.

You need these papers to cover Baltimore, they reach more than half the City.

Sold separately or in combination.

THE BALTIMORE NEWS

and

ANNOUNCEMENT

To National Advertisers and Advertising Agencies

The National Advertising Departments of
New York Evening Journal
Baltimore Evening News
Baltimore American
Washington Evening Times
Washington Herald
Atlanta Evening Georgian
Atlanta Sunday American
are combined with offices in
New York—Chicago—Detroit

New York Office:
W. G. HOBSON, *Eastern Manager*
2 Columbus Circle
Telephone: Circle 5400

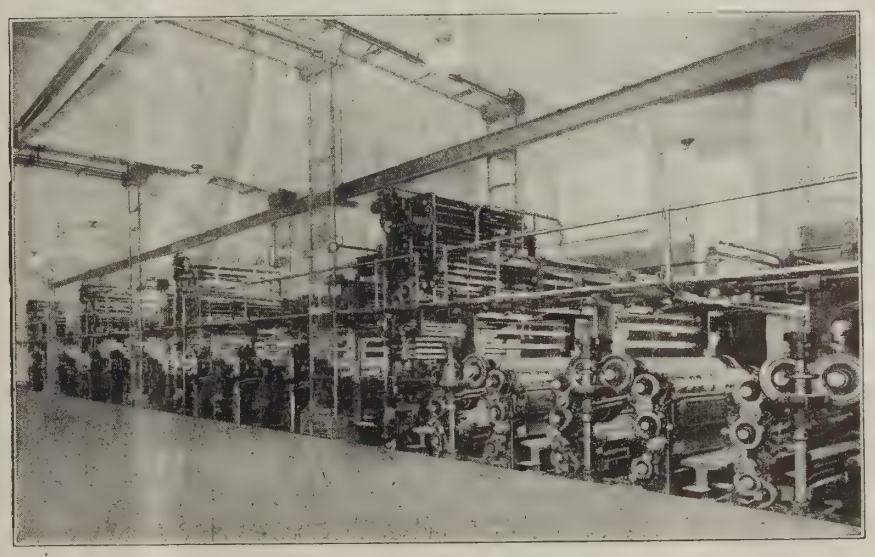
Chicago Office:
F. E. CRAWFORD
Western Manager
913 Hearst Bldg.

Detroit Office:
FRANKLIN PAYNE
Representative
1351 Book Bldg.

All under direction of:
JAMES C. DAYTON, Publisher
NEW YORK EVENING JOURNAL

GREETINGS TO THE S.N.P.A.

on the occasion of the largest convention in its history—



THAT the publishers of the prosperous South also exhibit a marked preference for Goss Presses, is a source of never-ending pride to our organization. We invite attention to the following list as representative of those many Southern Newspapers which, we are happy to say, use Goss equipment:

Item, New Orleans
Daily States, New Orleans
Times, Chattanooga, Tenn.
News, Knoxville, Tenn.
Observer, Charlotte, N. C.
Age-Herald, Birmingham
Herald, El Paso, Tex.
Times, Shreveport, La.
Post, Charleston, S. C.
Sentinel, Parkersburg, W. Va.
Gazette, Charleston, W. Va.
News, Greensboro, N. C.
Enquirer-Sun, Columbia, Ga.
News, Wheeling, W. Va.
Post, Morgantown, W. Va.

Courier-Journal, Louisville
Banner, Nashville, Tenn.
Dispatch, Dallas, Tex.
News, Dallas, Tex.
Chronicle, Augusta, Ga.
News, Birmingham
Advertiser, Montgomery, Ala.
Times-World, Roanoke, Va.
Virginian-Pilot, Norfolk, Va.
Sun, Spartansburg, S. C.
Record, Columbia, S. C.
Sun, Jackson, Tenn.
Press, Newport News, Va.
Record News, Wichita Falls, Tex.
Times, St. Petersburg, Fla.
Telegram, Macon, Ga.

Commercial Appeal, Memphis
Press, Memphis
Leader, Lexington, Ky.
Register, Mobile, Ala.
Journal, Beaumont, Tex.
Post, Birmingham
Tribune, Tampa, Fla.
Times, Raleigh, N. C.
Journal, Pensacola, Fla.
Herald-Courier, Bristol, Va.
Enterprise, High Point, N. C.
Chronicle, Johnson City, Tenn.
Telegram, Temple, Tex.
Journal, Winston-Salem, N. C.
Democrat, Tallahassee, Fla.

THE GOSS PRINTING PRESS COMPANY - CHICAGO

The Goss Printing Press Company of England, Ltd., London

Messers. Edwards Dunlop Company, Ltd., Sydney, Sole Australian Agent

WOMEN IN ADVERTISING AND JOURNALISM

Virginia Swain Probes the Hearts of Senators—Righthand "Man" of Sir Charles Higham Is Ethel Mannin, Who Has Just Written Her First Novel—Girl Reporter Goes Abroad

VIRGINIA SWAIN, serial and feature writer for NEA Service, Inc., played lobbyist at the hearts of Senators and Congressmen in Washington the other day. Miss Swain, who in private life is Mrs. Philip Duffield Stong, was gathering material for a weekly feature she has been writing for two years now



Miss Virginia Swain

called "The Great American Love Story," in which she tells the romances of celebrities. So far she has probed the hearts of nearly 100 prominent men. She learned the love stories of nine Solons in Washington.

Some day, perhaps, one of these Washington love stories will appear in fiction form, for Miss Swain, in addition to writing true story features, is also a serial author. In the fall of 1925 she wrote her first serial for NEA, called "Spinsterhood," or, in some cities "The Love Dodger." Recently she completed a serial of college life, which will appear in September.

Miss Swain was born and went to school in Kansas City, Mo. She taught Latin there for three years after finishing her secondary education, and was graduated from the school of journalism of the University of Missouri in 1923.

Her first newspaper job was as a reporter on the old *Des Moines News*, now consolidated with the *Des Moines Tribune*. From July, 1923, until the consolidation in November, 1924, she worked as reporter and woman's page editor there.

She then joined the staff of the consolidated papers as feature writer and remained until March, 1925, when she went to the Cleveland office of NEA Service, as general staff writer.

Her eight months of work on the Cleveland staff included interviews, woman's page material and an exposé of a spiritualist camp in Indiana last summer, which led to an attempt by fanatics to lynch her, reported at the time in EDITOR & PUBLISHER.

She was transferred to the New York staff of NEA in November, 1925.

Since her marriage to Mr. Stong, editor of the North American Newspaper Alliance, on Nov. 8, 1925, Miss Swain has lived in Elmhurst, Long Island.

Discovered—the righthand "man" of Sir Charles Higham, noted British advertising agent, who makes frequent flying visits to this country from London in the interest of India Tea. Her name is Ethel Mannin, and she has not yet reached her 25th birthday. Duffield recently published this English advertising woman's first novel. It is called "Sounding Brass," and is described by critics as a clever diagnosis of the Jazz Age. The hero of the book is an advertising man. Miss Mannin began her career as a typist and has attained a high position in the office of Charles Higham Limited, London.

Miss Edith Righter is handling the newspaper space buying for the Pennsylvania Railroad account, directed by J. Walter Thompson & Co., New York advertising agency. Miss Righter has been associated with this agency for nine years and is widely known among newspaper advertising men. She has had 13 years' advertising experience.

Miss Flora Merrill, free lance writer, is now traveling in England and on the Continent. Her interviews with English literary leaders are being published in the *New York Sunday World*.

Newspaper women visiting New York this summer were this week invited to make use of the privileges of the New York Newspaper Club by Miss Theodora Bean, club president, and editor of the T-Bean Syndicate, New York.

Miss May Frank, instructor in journalism in the University of Oklahoma and editor of the literary page of the Sunday edition of the *Oklahoma City* (Okla.) *Daily Oklahoman*, has gone to Santa Fe, N. M., where there is a large colony of artists and writers. She plans to obtain a series of interviews to be published in the Sunday Oklahoman.

Miss Priscilla Platte, reporter for the *St. Petersburg* (Fla.) *Daily News*, tabloid, sailed this week from New York to become European representative for her paper.

She will go first to Damascus, Syria, with the idea of interviewing Bennett J. Doty of the French Foreign Legion, now held in prison on a charge of desertion. She will carry a letter from Doty's mother, who lives in Biloxi, Miss., according to Maj. Alfred Birdsall, assistant publisher of the News.

The News' European office will be located at 37 Quai d'Anjou, Paris, Maj. Birdsall said, where Miss Platte will be in charge following her trip to Damascus.

AD TIPS

Auspitz, Lee and Harvey Company, 360 North Michigan avenue, Chicago. Will use a list of about 14 cities in Indiana, Illinois and a few in Iowa on the advertising of Sampson Electric Co., Chicago.

Behel and Harvey Company, 326 West Madison street, Chicago. Is submitting propositions to a list of newspapers in scattered territory on Gervaise Graham company, Chicago.

Bisberne Advertising Company, 58 East Washington street, Chicago. Is placing the advertising of the Apex Laboratories, Chicago, who manufacture a cleaner like Energine. The company is awaiting the outcome of a recent campaign to decide on policy for the fall.

Dorland Agency, Inc., 244 Madison avenue, New York City. Now handling the following accounts: A. P. Babcock Company, New York City, manufactures toilet preparations and Guerlain, Inc., New York City, manufactures perfumes.

Dorrance, Sullivan & Co., 130 West 42nd street, New York. Has secured account of Church & Dwight Company, Inc., New York, manufacturers of Arm and Hammer brand and Cow brand Baking Soda.

George L. Dyer Company, Inc., 33 South Clark street, Chicago. Placing account of Weyerhauser Forest Products, Chicago.

J. R. Hamilton Company, 326 West Madison street, Chicago. Using a small list of newspapers in the Middle West for the advertising of Thompson's Malted Milk Co., Racine, Wisc.

The Kling-Gibson Co., 310 South Michigan boulevard, Chicago. Issuing contracts and in some places schedules, to newspapers generally on Edna Wallace Hopper Co., Chicago.

W. D. McAdams Company, 360 North Michigan boulevard, Chicago. Will place the advertising of Squibbs Cod Liver Oil. The advertising will not be placed in newspapers at present, it is reported.

Matteson-Fogarty-Jordan Company, 307 North Michigan avenue, Chicago. Will try a small list of newspapers on a campaign for the Globe Soap Company, Cincinnati.

Mitchell-Faust Advertising Company, 7 S. Dearborn street, Chicago. Will place the account of the Cheney Medicine Company, Toledo, O.

Mumm-Romer-Jaycox Company, 314 E. Broad street, Columbus, Ohio. Placing the following accounts: The Lancaster Tire & Rubber Company, Columbus, Ohio, and The Republic Metalware Co., Buffalo, N. Y.

Olson & Enzinger, Inc., 228 Third street, Milwaukee. Now handling account of the Miessner Piano Company, Milwaukee.

Potts-Turnbull Company, 6 North Michigan avenue, Chicago. Placing the account of Remmers-Graham Co., (Antoinette Donnelley products), Cincinnati, O. A list is contemplated in the near future.

Fred M. Randall Company, 6 North Michigan avenue, Chicago. Sending out copy on New Era Spring and Specialty Co., Grand Rapids, Mich., to newspapers in scattered territory, in towns where a distributor is secured.

Reimers & Osborn, Inc., 285 Madison Ave., New York City. Now handling the following accounts: The Kolynos Company, New Haven, Conn., manufactures "Kolynos" Dental Cream. Cleveland & Whitehill Company, Newburgh, N. Y., manufacturers "Keystone" Trousers.

John Ring, Jr., Advertising Company, 211 North 7th street, St. Louis. Will place account for the St. Louis Chamber of Commerce.

Ruthrauff and Ryan, 225 North Michigan avenue, Chicago. Will compile a list of newspapers in the near future on Glessner Company, (Dr. Drake's Glessco and Turpo), Findlay, O.

Sehl Advertising Company, 360 North Michigan avenue, Chicago. Sending copy schedules on Leo Co. (Pen-Jell), St. Joseph, Mo., to towns in Colorado, Oklahoma and Missouri.

Smith, Brooke & French, Inc., 206 Eliot street, Detroit. Placing account of the Traub Manufacturing Company, Detroit, manufacturers genuine "Orange Blossom" rings.

Turner-Wagener Company, 400 North Michigan avenue, Chicago. Is using a list of newspapers on "Certified Cleaner", through the Charles H. Nichols Co., Chicago.

University Commercial Club has started a three-year campaign to advertise the University District of Seattle, Wash. Newspaper advertising will be used in scattered territory.

Williams and Cunnyngham Company, 6 North Michigan boulevard, Chicago. Now placing the account of Fallis, Inc., Cincinnati, manufacturers of Peter Pan Cosmetics.

MADISON DAILY TO BUILD

Capital Times Completes Plans for $150,000 Two-Story Home

The *Madison* (Wis.) *Capital Times* has completed its plans for the erection of a new $150,000 home.

The new building will have 25,000 square feet on two floors and a basement. The press is to be located in the basement; business office and mailing room on the first floor and editorial office and composing room on the second floor. A 64-page Hoe press is to be installed.

Officers of the Capital Times Company are: William T. Evjue, president; Tom C. Bowden, vice-president and treasurer, and Harry D. Sage, secretary.

The Capital Times has been a crusading newspaper, and at present is engaged in a legal fight to determine whether a judge can impose an order of secrecy upon witnesses testifying in a case where reporters are barred.

Burbank Review in Daily Field

The *Burbank* (Cal.) *Review* has been changed from a four-times-a-week publication to the afternoon daily field. Harvey R. Ling is the publisher. The *Burbank Pathfinder*, also published by Ling, formerly a semi-weekly, will hereafter be published weekly.

DAILY PAPERS FROM OTHER CITIES
HOTALING'S NEWS STAND
BROADWAY AND 43RD ST.
NORTH END THE TIMES BUILDING

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway . . . Here is a mammoth news stand which sells newspapers from every city in the world. . . Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."
—*Boston Transcript, Oct. 29, 1921*

HOTALING'S NEWS AGENCY, 308 WEST 40th STREET, NEW YORK

First in New York

The New York Times in six months of this year published 15,251,876 agate lines of advertising, an excess of 5,609,058 lines over the second New York newspaper and a gain of 1,664,480 lines over The Times's record for the corresponding period of 1925.

This great volume represents advertisements that have met the censorship standards of The New York Times. Thousands of lines of advertising have been declined by The Times since the first of the year as unworthy to be presented to its readers.

RELATIONS OF PRESS AND COURT ANALYZED BY BALTIMORE ATTORNEY

Cooperation Necessary to Foster Best Interests of Each—Contempt Case Cited—Says Reporting Can Be Suppressed in Extraordinary Cases

IN an extraordinary case a judge might "pass an order that no account of the proceedings should be published at least until after the trial was finished."

W. Calvin Chesnut, a leading member of the Baltimore Bar, expressed that opinion in a paper recently read before the Maryland State Bar Association at its annual meeting in Atlantic City.

Because of the case in which Judge Eugene O'Dunne sentenced three editors and two photographers of the Hearst papers in Baltimore, the *News* and the *American*, to serve a day each in jail for contempt of court, the relations of the courts and the newspapers and the law of contempt have been much discussed in Maryland.

It would be only in an extraordinary case that such an order by the judge would be justified said Mr. Chesnut.

He said in part:

"The principle deducible from these contempt cases clearly does not extend to fair reports of the testimony and proceedings in pending cases. On the contrary, the public both demands it and it is in the public interest that the demand should be supplied. Here and there a case may arise in which extraordinary conditions might in the public interest or to insure a fair trial justify a judge in passing an order that no account of the proceedings should be published at least until after the trial was concluded. As we have seen such an order was recently passed by a Mississippi judge. Many years ago Federal Judge Baldwin at Philadelphia deemed it necessary in a particular murder case that there should be no daily report of the proceedings. And while he felt without power in view of the act of Congress of 1831 to prohibit publication as such, he nevertheless pointed out that he did have the authority to require a promise from newspaper reporters admitted to the trial that they would publish no account of the proceedings until after the final conclusion of the case. It is said that this order was fully obeyed. In State vs. Morrill, 16 Ark., 394 in 1855, it was said 'Such orders have been frequently made in important and exciting trials in this country.'

"Nevertheless, I think we will all agree that the case indeed must be exceptional in which the court would, at the present time, feel justified in passing such an order. And probably no such order has ever been passed in Maryland courts in this century. It is interesting, however, to note that very recently a bill was introduced in Parliament and I think passed by the House of Commons by a large majority and apparently without active opposition by the press the effect of which is to suppress the publication of any details in divorce cases.

"It must fairly be said for the press that a very considerable portion of it deplores the current practice of 'trial by newspaper.' Mr. Wigmore, in 2 Journal Criminal Law and Criminology, page 68 quotes the *Chicago Herald* as saying:

"'If we are to have civilization we must try cases in the courts, not in public print. Freedom of the press in all essential respects must be upheld but it must not become perverted to excuse such arguments as were made to the public before and during the legal trial of the MacNamaras. In England such practices are forbidden. Discussion of a case pending in the courts is punished at once as a contempt.'

"The *Chicago Tribune*, on July 23, 1924, has this to say:

"'The injury to justice is in publicity before the trial. Newspaper trials before the case is called have become an abomination. No newspaper can escape it. They have met the demand and in meeting it have stimulated public appetite for more.

Recently the condition of crime and criminal procedure in Chicago has attracted widespread attention. In this connection it is interesting to note that on May 12, 1925, all of the Chicago Superior Courts adopted jointly the following rule:

"'No photographs shall be taken in any courtroom over which this court has jurisdiction or control before the trial of any cause, nor so close to such courtroom as to disturb the order and decorum thereof, either while the court is in session or at any other time when court officials, parties, counsel, jurymen, witnesses or other connected with the proceedings therein are present.'

"It was said that this order was on the whole well received by the press.

"It is clear enough that a court has the undoubted power to prescribe reasonable rules and regulations for behavior in the courtroom. The status of a newspaper reporter or editor therein is only that of any other citizen. The freedom of the press does not of itself justify his presence or expand his privileges. Without reference to any particular case, I think it is also true that the general and promiscuous taking of photographs in a court room or even the publication of sketches and cartoons of the judges, jurymen, parties or witnesses is objectionable because it tends to cheapen and detract from the dignity of judicial proceedings. It is also indirectly an obstruction of justice in the tendency it has or may have to aggravate the disinclination of parties or witnesses to appear in court. Those of us who are frequently in and about the courts often fail to realize that to the average citizen an appearance in court is a matter of extreme rarity and is an experience looked forward to as an ordeal. The strangeness and formality of the surroundings tends to create nervousness and very generally there is a feeling that it is desirable to avoid attendance in court. It is unwise to permit the feeling to be increased by the knowledge in certain cases that the witness may be subjected to further and often undesired publicity by having their features presented or misrepresented in the public press, or their manner and behavior while on the witness stand or while merely as spectators in court described and commented on, often to their disadvantage, by the searching eyes and sometimes imaginative pen of a newspaper reporter eager for items of news.

"And this leads me briefly to another feature of news reporting that is probably not reachable, even if it were desired to do so, by contempt proceedings, but which is nevertheless unfortunately against the public interest. I refer to the general inadequacy and inefficiency (at least from the trial lawyer's point of view) of the generally prevailing type of newspaper report of pending cases.

"But, from the impersonal point of view, what the lawyer wants and what the public should want and have is 'respectable criticism of the courts, and reasonably accurate reports of judicial proceedings. It is, I think, the common view of lawyers, that it is almost impossible to tell from the newspaper report of a case either what are the apparent merits or what is the legal issue. The reason for this I believe is due not so much to the incapacity of the reporter as to the point of view with which he approaches the subject. He is looking for items of news interest and finds them only in those phases of the case which produce so called 'human-interest' stories.

"The problem of the relation of the press to the courts should never be approached by either side in the spirit of antagonism, but rather in the spirit of co-operation. Each is necessary to the other. The press is dependent in the last analysis on the courts for the proper enforcement of its true and constitutional freedom. And the courts are dependent on the press for proper publicity."

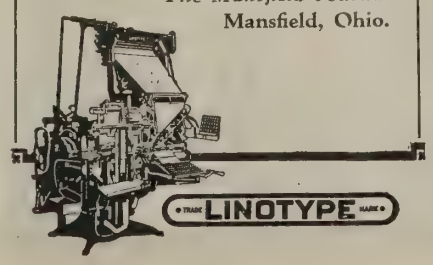
From the Linotype Mailbag

MODEL 26

"big feature is quick changing from one font to another"

"We are glad to say that this Model 26, installed last March, has given entire satisfaction in every way and we are highly pleased with its performance. We use this machine as a head and straight matter machine, carrying 12, 28, 36 and 42 point for our heads and 8 point for straight matter. The big feature of the machine is the quick changing from one font to another without having to wait for distribution, which saves considerable time during the course of a day's work. We have run this machine as high as three days without a distributor stop and it is a very common occurrence to run a full day without having to start distributor."

The Mansfield Journal
Mansfield, Ohio.



KILL A MYTH

One of the hardest beliefs to kill has been the one that circulation could not be made during the dog days.

Of course, it's purely a myth and aggressive publishers long ago killed it.

But it still persists in some quarters.

If it does in yours let me kill it for you.

Do you want circulation this summer?

I can get it for you without tricks or contests—I'll just sell your paper and help you improve it if it needs that.

Write or wire for details

F. J. Marks Circulation Service
2524 East 73rd Street
Cleveland, O.

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO EMPLOYERS

E. F. S.
Editors' Feature Service

Over 70 independent newspapers throughout the country subscribe to this fine daily service as a protection against rising feature costs.

Six Pages Daily
Illustrations in Mat Form

Write or wire for samples, price and territory.

Editors' Feature Service, Inc.
1819 Broadway, New York
Allied with Johnson Features, Inc.

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

Productive Advertising

Among those New Yorkers who constitute the best market for advertised products—the prosperous, intelligent, responsive New Yorkers—The Sun has a greater appeal than any other New York evening newspaper.

It is for this reason that manufacturers and merchants have found it so profitable to advertise their products in The Sun.

National Advertisers as well as Manhattan Department Stores have for years used more space in The Sun than in any other New York evening newspaper.

The Sun
280 Broadway New York

The **DES MOINES CAPITAL**

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best Advertising buy in the midwest

O'Mara & Ormsbee
Special Representatives

The DES MOINES CAPITAL
Lafayette Young
Publisher

EDGAR M. FOSTER DIES IN NASHVILLE

Business Manager of Nashville Banner Failed to Survive Operation—Widely Known in South—Served as Banner Executive 30 Years

After 56 years of life in Nashville, Tenn., and with the greater part of those years dedicated to the service of his community and profession, Edgar Martin Foster, for 30 years business manager of the *Nashville Banner*, died June 20, following a short illness. On June 12, he underwent an operation, which at first was believed successful, physicians thinking that his strong constitution and will power would carry him through.



EDGAR M. FOSTER

He was buried in Mt. Olivet Cemetery, June 22. Men and women from every walk in life attended the funeral services at the First Presbyterian Church, and heard the eulogy preached by Dr. James I. Vance. The entire church was filled with floral offerings.

On one side of the church sat the entire force of the *Banner*, and on the opposite side the Rotary Club of which he was a member and past president.

Mr. Foster is survived by his wife, Mrs. Nina Stratton Foster and one son, Stratton Foster, publisher of the *Clarksville* (Tenn.) *Leaf-Chronicle*, one sister, Miss Evalina Foster, a brother, Robert C. Foster and a niece, Mrs. Josephus Daniels, Jr., of Raleigh, N. C.

The honorary pallbearers were the officers of the First Presbyterian Church, while the following employes of the Nashville Banner served as active pallbearers; Battle Clark, M. B. Morton, E. B. Dakin, Henry Fryer, Robert Hallum, John Gilmore, Sam Youree, Martin Clark, A. J. Grigsby, J. G. Stahlman, W. E. Beard, Horace Powell, A. T. Miller and Walter Cain.

Mr. Foster was born in Nashville, April 10, 1870, and lived in that city all his life. He was the son of Robert Coleman Foster and Elizabeth Bradford Foster, his father was the scion of one of Middle Tennessee's most noted families, being the son of Ephrain H. Foster, United States Senator.

At the age of eight, young Foster began selling the Nashville Banner on the streets of his city. His ability was soon recognized and in due time he was taken into the office of the paper and promoted to Route Manager. His only employment outside of the years he spent with the Banner, was with a local shoe store as a salesman, and a short time with Herriford Chadwell Company, and J. S. Reeves & Company.

When he was 20 years old he returned to the Banner as route manager and before he reached the age of 21 was made circulation manager. He continued to push forward until at the age of 24, he was made business manager of the paper.

Mr. Foster was president of the Southern Newspaper Publishers Association in 1904, and was chairman of the Advertising Committee for the Development of the South's Resources. He served on the nominating committee many times.

He was one of the most active members of the Nashville Commercial Club and its successor the Chamber of Commerce and was president of the Rotary Club in 1920. It was as a member of the Rotary Club that he interested that organization in the raising of a fund to purchase a model home for Sergeant Alvin York, outstanding hero of the World War.

He was one of the leading workers in the Nashville Community Chest and headed the initial gifts committee in the recent drive for an endowment fund for Vanderbilt University. He was a member of the Old Capitol Club and the Hermitage and Belle Meade Country Clubs.

MRS. MARY C. RIDDER

Widow of New Yorker Staats-Zeitung Publisher Is Dead

Mrs. Mary C. Ridder, 76, widow of Herman Ridder, former owner and publisher of the *New Yorker Staatz-Zeitung*, died suddenly June 27, at Monmouth Beach, N. J., where she had gone to recuperate from an illness.

Mrs. Ridder was born in New York, and was married to Mr. Ridder in 1880. Surviving are three sons, Bernard Ridder, president of the Staats-Herold Corporation; Joseph E. Ridder, vice-president; Victor F. Ridder, secretary.

Dies from War Gas

Sidney Pratt, composing room superintendent of the new *Montreal* (Que.) *World*, died suddenly June 29 from the effects of poison gas received while he was serving as a soldier overseas. He was formerly with the *Montreal Witness*, *Sherbrooke* (Que.) *Record* and *Aberdeen* (Scotland) *Free Press*.

Obituary

FRANK A. ROOT, 89, pioneer Kansas newspaperman, who published the *Atchison* (Kan.) *Free* Press and the *Atchison Champion*, died recently at his home in Topeka.

CHARLES R. LATHA, 55, on the staff of the *Windsor Locks* (Conn.) *Journal*, weekly, for 35 years, died suddenly, June 24.

RICHARD ELLIS DAVIES, 65, former pressman for the *Columbus Ohio State Journal* died recently.

WILLIAM H. PERKINS, 62, Portland, Ore., advertising man, died reecntly following a short illness.

DANIEL CUPPS, 50, former editor of the *Conroe* (Tex.) *Courier*, died recently at San Antonio. He was a native of Bedford, Ind.

W. W. IRELAND, 74, father of William A. Ireland, cartoonist on the *Columbus* (O.) *Dispatch*, died recently at his home, Chillicothe, O.

CHARLES R. COOK, 34, managing editor of the *Concordia* (Kan.) *Blade-Empire*, died recently at his home.

HORACE GREELY JAMES, 57, former editor and publisher of the *Independence* (Kan.) *Daily Reporter*, died recently at his home in Kansas City. After selling the Reporter to Clyde H. Knox, Mr. James became secretary of the Western Petroleum Refiners' Association.

MRS. M. T. A. HANNA, 70, first woman newspaper publisher of Washington and called by many the "mother of journalism" in her state, died at her home at Edmonds, Wash., Tuesday, June 15. She started the *Edmonds Review* and was also publisher of the *Edmonds Record*. At one time she was associate editor of the *Edmonds Examiner and Tribune-Review*.

Florida Paper in New Plant

Titusville (Fla.) *Star-Advocate* is now located in its new plant. The structure is of concrete block and stucco construction, 30 by 90 feet. New equipment has been installed including a new Duplex Model A web perfecting press, and the paper has changed to an eight-column 12 em page. Three platen presses are also included in the equipment, one of which is equipped with a Miller feeder. A new steel type cabinet with complete new type outfit has been added to the job department. Controlling interest in the Star-Advocate was purchased last September by H. H. Hudson, formerly of the *Cleveland Press*.

Daily Sponsored Sales Event

The *Niagara Falls* (N. Y.) *Gazette* sponsored a Suburban Sales event June 23-24, backed by 176 local merchants. Three advance announcements were used by the merchants and on the day preceding the sale the Gazette printed a 40-page issue.

Utah Press Association Meets

Summer convention of the Utah State Press Association, held in Tooele recently, was principally devoted to sightseeing and visiting industrial plants. R. T. Porte, president of the Porte Publishing Company, Salt Lake City, tendered his resignation as secretary-treasurer, and James H. Wallis, interested in papers published in Uintah Basin and elsewhere, was appointed in his stead. Will R. Holmes, of Brigham City, president of the Association, presided at the meeting.

Daily Combats Peddlers

To combat door-to-door peddlers, the *Wellsburg* (W. Va.) *Daily Herald* recently ran an eight-column box, four inches deep across the top of page one with the caption "Peddlers Not Wanted —This City Buys Only from Reliable Merchants." The text matter attacked house-to-house selling.

Miscellaneous

Those planets in the Advertising Firmament that have no place among the general classifications are seen most frequently in the Miami Trading Zone by readers of The Miami Herald.

Comparative figures as of last year show that advertisers in this classification "keep step" with others while within Miami's range of vision. The miscellaneous advertising figures are:

The Herald: 1,531,222 Lines
Second Paper: 1,142,715 Lines
—or a Herald lead of over 33%

The Miami Herald
"Florida's Most Important Newspaper"
Frank B. Shutts, Publisher.

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined*.

THE PITTSBURGH PRESS
A Scripps-Howard Newspaper
Member of the A. B. C.

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6th Floor OCCIDENTAL BLD
INDIANAPOLIS, IND.

We shall be pleased to see any newspaper man during the Philadelphia Convention and to talk over with him his classified advertising problems

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building Philadelphia

Largest Weekday Circulation IN THE CITY
The Item Tribune
NEW ORLEANS

GRAVURE SECTIONS PRINTED
SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK
Standard Gravure Corporation
LOUISVILLE KY

WHAT'S WHAT IN THE FEATURE FIELD

Chicago Tribune to Syndicate Its Advertising, Art and Merchandising Service—Maj. Newman Writes Confessions of Congressman—"Chasing the Champion" by Harry Wills

THE *Chicago Tribune* has completed plans for the sydication of its advertising copy, art and merchandising service. The idea was developed by Fred Shafer, manager of the Tribune's advertising copy and art department. H. J. Hirsch, Mr. Shafer's assistant, will be in charge of this new Tribune activity.

The Tribune maintains for the service of local stores and retail shops, eight advertising writers and 26 artists. Service is expected to start this entire personnel available for use by other newspapers in August.

Eugene MacLean Newspaper Features, San Francisco, started June 28 issuing a daily mat service to western newspapers. The service includes news pictures and complete departments from comics to radio, described as having a "western flavor." A new office has been opened in Los Angeles, with Fred Masters, in charge, assisted by Miss May Bradfield, formerly of *San Francisco Daily News.*

W. H. Johnson, New York, president of Johnson Features and of Editors' Feature Service, Inc., is making an automobile tour of the central states after a visit at the Cleveland plant of Editors' Feature Service.

Harry Wills' own version of what he has experienced in trying to obtain a bout with Jack Dempsey is being offered newspapers by Premier Syndicate, New York, under the title "Chasing the Champion." The feature runs in 22 illustrated installments.

Dr. William T. Ellis of Swartmore, Pa., who writes a weekly Sunday School lesson feature for the McNaught Syndicate, New York, returned this week from the Near East, where he spent the last 10 months writing a book on the Bible lands. Dr. and Mrs. Ellis covered every principal geographical point mentioned in the Bible, including the New Testament cities of interior Turkey; the heart of the Sinai Peninsula, where they rediscovered Kadesh-Barnea; Arabia, Mesopotamia, Transjordania and Shushan and Ecbatana in Persia.

Manuel Rosenberg, cartoonist on the *Cincinnati Post*, sailed for Europe from New York last week on a sketching tour of the Continent. He will draw pictures of the training camp at Cape Griz Nez where Lillian Cannon, NEA Service, channel swimmer is in training.

"The Microbe Hunters," by Paul de Kruif, collaborator with Sinclair Lewis in "Arrowsmith" is being distributed as a Sunday feature in 12 installments by Current News Features, Inc., New York and Washington.

"One Burning Minute" is the title of a newspaper serial being prepared by Orlin Tremaine for King Features Syndicate, Inc., New York.

George G. Janosik, treasurer and business manager of the McClure Newspaper Syndicate, New York, is planning to attend the annual convention of the Southern Newspaper Publishers Association, at Asheville, N. C., July 6-8.

Acme Newspictures, New York, obtained exclusive pictures last week of Lt. Comm. Richard E. Byrd's arrival home from his flight to the North Pole. A tug was chartered and cameramen sailed out into a storm to find Byrd's ship two miles east of Ambrose Lightship, 32 miles from the Statue of Liberty. Making the trip were J. A. Nesensohn, Ellis Edmunds, and P. A. MacGregor of the New York office.

The 1926 edition of "Johnny Farrell Tells How to Play Golf" is now being offered newspapers by the Premier Syndicate, New York.

"Laila," a story of the days of Christ, is a new serial offering by the Eugene MacLean Newspaper Features Syndicate, San Francisco. It is written by John Newport.

Maj. Oliver P. Newman, newspaper and magazine writer, has written "The Confessions of a Cabinet Minister" for Current News Features, Inc., New York. Maj. Newman is author of "The Confessions of a Congressman," previously run by clients of the same syndicate. Both series are to appear in book form later.

Pat Sullivan, creator of "Felix," and cartoonist for King Features Syndicate, Inc., New York, has obtained a temporary injunction against the C. F. Eckhart Company, Port Washington, Wis., makers of "Fido" an inanimate plaster-of-paris feline.

"Fido" is said to look enough like Felix to be his twin, and is therefore alleged to be an infringement of the rights of the New York cartoonist.

L. F. Parton, editor of Current News Features, Inc., New York, has returned to his desk following a short illness.

New features added to the daily budget service of Editors' Feature Service include "Many Minds," editorial review; "Wife Preservers," household helps department; "The One-Minute Pulpit," a Bible feature, and "Noah Numskull," one column comic panel.

German Ambassador Praises U. S. Press

Baron Ago von Maltzan, German Ambassador to the United States, praised the U. S. press for accuracy and fairness in an interview granted prior to his sailing for Germany June 24.

COMIC ARTISTS FORM NATIONAL BODY

American Association of Cartoonists and Caricaturists Established with Eugene Zimmerman President, and Freeman Hubbard, Secretary

Establishment of the American Association of Cartonists and Caricaturists, with Eugene Zimmerman as president, was announced this week in New York.



EUGENE ZIMMERMAN

Other officers are: Bud Fisher, New York, ("Mutt and Jeff"), first vice-president; Rube Goldberg, New York, ("Boob McNutt"), second vice president; and Freeman H. Hubbard, New York, editor of *Cartoons Magazine*, secretary.

The following were named to the Advisory Board: Albertine Randall, ("In Rabbitboro"); Clare A. Briggs, ("Mr. & Mrs."); M. M. Branner, ("Winnie Winkle"); Winsor McCay, ("Little Nemo"); Eddie McBride, sports cartoonist and a syndicate art manager; Milt Gross, ("Nize Baby"); Pat Sullivan, ("Felix the Cat"); Ed Wheelan ("Minute Movies"), all of New York City, and Bill Steinke, editorial cartoonist, *Newark* (N. J.) *Evening News;* C. H. Wellington, Hollywood, Cal., ("Pa's Son-In-Law"); and Manuel Rosenberg, art editor, *Cincinnati* (O.) *Post.*

As a tribute to one of America's very few women cartoonists, Albertine Randall was chosen chairman of the board.

"Our purposes are," Mr. Zimmerman said, "to increase public interest in our profession, encourage talented amateurs and help the members with information and publicity. This Association is not a labor union.

Headquarters of the organization will be in the Nichols Building, 244 West 49th street, New York City.

Chapin Resigns Editorship

George Chapin has resigned as managing editor of the *Champaign* (Ill.) *News-Gazette*, to become secretary of the Urbana (Ill.) Association of Commerce. He assumed his new duties July 1.

Daily Sponsors Boat Races

The sixth annual Chesapeake Bay Workboat races conducted by *Baltimore Sun* and *Evening Sun* were run at Solomon's Island, Md., Saturday, June 26. Prizes of cups and cash purses were given in each class.

For the First Three Months of 1926

THE TAMPA MORNING TRIBUNE

printed **7,355,276** lines of Advertising, and thus moved up from twelfth to **SIXTH** place among the newspapers of the United States.

The only newspapers printing a greater volume of advertising during that period than The Tribune were the Miami Herald, the St. Petersburg Times, the Detroit News, the Chicago Tribune and the New York Times.

The Tribune covers the rich South Florida territory of 24 counties and 190 cities and towns, with a population of 713,943.

That's Why Its Advertising Volume Grows

The S. C. Beckwith Special Agency, National Representatives.

The Morning Telegraph

Is the giant influence on the Turf, in Society, Music, Theatre, Motion Picture and Finance, having the largest circulation of any Daily in the United States at a ten-cent Price.

Circulated in every State in the Union and the principal capitals of Europe. An exclusive market for its advertisers.

The Morning Telegraph
50th St. & 8th Ave., N. Y. City

have you been following the remarkable growth of the Detroit Times

EVENING HERALD
Los Angeles, Calif.

Gained 5,015 Daily Average Circulation

Sworn Government Statement, Six Months Ending March 31, 1925, 177,298 Daily. Six Months Ending March 31, 1926, 182,313 Daily. Increase in Daily Average Circulation, 5,015.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
John H. Lederer, 910 Hearst Bldg., Chicago, Ill.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

creating Impression!

nearly half the 2013 national advertisers using the Cleveland Plain Dealer in 1925 used it *exclusively.*

The Plain Dealer
ONE *Medium* — ONE *Cost* ALONE *Will sell it*

J. B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 360 N. Mich. Ave., Chicago

Do you know what percentage of errors are made in your Composing Room?

We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.

Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.

When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.

Matrix Contrast Corp.
33 W. 42d St., New York City

first! in OHIO

9,561,237 Lines

Dispatch advertising record for the first five months of 1926, exceeding other Columbus newspapers combined by 1,378,109 lines. In 1925 the Dispatch published 21,544,376 lines, exceeding second largest Ohio newspaper by 2,648,383 lines.

NET PAID CIRCULATION

CITY	55,812
SUBURBAN	26,973
COUNTRY	23,666
Total Daily Circulation	106,451

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

LONG ISLAND PUBLISHERS AT ANNUAL MEETING



ABOVE are shown members of Long Island Press Association photographed at their annual meeting at Rockaway Beach on June 21. Those in the picture are: Front row left to right; Jesse F. Merritt, *Mineola Nassau County Times;* Mabel W. Merritt, *Farmingdale Post;* Alwena M. Robbins; Mrs. E. B. Myer, *Whitestone Herald;* Joseph Arnold, *Greenpoint News;* Mrs. Joseph Arnold; Antoinette M. Umeloch; Freda Fisher, *Bellmore Courier;* Mrs. Elizabeth Marlow; Frank M. Marlow, president, L. I. Press Association; D. W. Murray, *Rockaway Beach Wave;* R. M. Gipson, president, Chamber of Commerce, Rockaways; Francis Hoag, *Sayville Suffolk County News;* George LeBoutillier, vice-president, Long Island Railroad; George Schubel, *Ridgewood Times;* William McCarthy, *Mineola Sun;* V. A. Williams, *Hempstead Enquirer;* Marion L. Hoag; A. E. Allees, C. of C. of the Rockaways; W. L. Bird, *Jamaica Long Island Daily Press.*

Center row: Joseph R. Robbins, *Smithtown Branch Messenger;* Nicholas Clute, *Elmhurst Newtown Register;* Lena M. Clute; A. Park Campbell; Mrs. Morris Friedman; E. G. W. Williams, *Valley Stream Record;* Mrs. E. G. W. Williams; J. H. Hansen, *Richmond Hill Long Island Weekly News;* A. J. Ball, *Woodhaven Leader-Observer;* W. L. Parks, Mergenthaler Linotype Company; Joseph Pearlson, *Rockaway Beach Argus;* William McCarthy, *Roslyn News;* P. H. Vogel, *Floral Park Review;* William H. Neel, *New York Times;* Robert Cresswell, *New York Herald Tribune;* John W. Wainwright, Miss Margaret Wainwright, Hubert Murray.

Top row: George Wolpert; George Flatow, L. I. Railroad; John P. McDermott, Walter S. Funnel, Long Island Association; Hugo Seeselberg, *Flatbush Observer;* Dorothea J. Kieson, *Belmore News;* W. H. VanWinkle, *Merrick News;* N. H. Uhlman and Morris Friedman, *Hicksville Courier;* R. Douglas, *Sea Cliff News;* M. L. Friday, E. W. Blatchford Company; H. Sizenmore, Lanston Monotype Company; Paul Charleston, F. A. Nauftus, *Queen-Hollis Times;* Harry C. Tudor, J. F. Roche, EDITOR & PUBLISHER; W. F. Cone, *Brooklyn Weekly News;* Thomas Kelly, Harry Rogers, Clifford Ball, *Queens Village Review;* C. A. Ryder, N. Y. Telephone Company; Mrs. John W. Wainwright.

NEWSPAPER EXHIBIT DEDICATED

Camden (N. J.) Courier-Post Formally Opens Buildings at Sesqui

David Stern, publisher of the *Camden* (N. J.) *Courier-Post,* on June 29, formally dedicated the building his newspaper has erected at Sesqui City, Philadelphia, as part of the Sesqui-Centennial Exposition.

The building is a replica in miniature of old Indian King Inn, cradel of New Jersey's liberty, and is the only newspaper building at the Sesqui-Centennial. Inside is housed an editorial exhibit, telling the story of the Courier-Post's growth.

Preceding the dedication ceremony Thursday, luncheon was served at the Hotel Walton, Philadelphia.

Hershfield Heads Cheese Club Again

Harry Hershfield, comic strip artist for King Features Syndicate, Inc., was last week re-elected president of the Cheese Club, an organization of theatrical publicity and newspaper men. Other officers chosen included Walter J. Kingsley, first vice-president, and Lewis Levenson, secretary.

New Weekly at Kramer Hills

Lloyd Tiernan, publisher of the *Barstow* (Cal.) *Printer,* has established the *News* at the new mining town of Kramer Hills, Cal., scene of the new gold rush.

BLADE PLANNING NEW HOME

Work on Toledo Daily's Plant Scheduled to Begin in Few Days

Plans for the new building to he constructed by the Toledo Blade Co., with frontages on Superior, Beech and Huron streets, Toledo, have been completed. It is expected the contract will be signed and the ground broken within a few days.

The building, three stories with basement, will be of stone, with 300 feet frontage on Beech street and 100 feet frontage on Superior and Huron streets.

The ornamentation will be of a Spanish type. The equipment throughout will be new, including presses.

Suit, Charging Ad Fraud, Fails

Suit for receivership of the Mizner Development Corporation, owners and developers of Boca Raton, was dismissed in Federal Court at Jacksonville, Fla., June 29. The suit was brought by Guy A. Reed, New York carpet manufacturer, who asserted in his petition that misleading advertising was used in newspapers, magazines, and pamphlets by the corporation to picture improvements and existing conditions wrongfully and victimize the public and prospective purchasers.

Former Critic Wins Poetry Prize

"High Passage," a book of poems by Thomas Hornsby Ferril, Denver, former dramatic critic of the *Rocky Mountain News* and *Denver Times,* was recently awarded first place in the annual competition of the Yale University Press for the best collection of poems by American younger poets during the year. Most of the verses in the winning volume were first printed on the editorial page of the News and in the Times.

Myers Loses in Court

Charles B. Myers, stockholder and trustee of the Colorado Pulp & Paper Company, Denver, lost a suit brought May 26, in United States District court at Brighton, Col., against the officers of the company who, he alleged, were mismanaging the concern. Myers asked the appointment of a receiver and charged also that the company was insolvent and had been for the last eight months.

THE TELEGRAM

now has the largest paid circulation in

CLARKSBURG, W. VA.

13,000 daily
14,000 Sunday

guaranteed.

Member Audit Bureau of Circulations

Represented Nationally by

The Devine-MacQuoid Co., Inc.
New York Philadelphia Pittsburg Chicago

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

DOMINANT!
in
Pinellas County, Florida
Daily News
ST. PETERSBURG'S PICTURE PAPER
Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall
America's Biggest Tabloid
Florida's Fastest
Growing Newspaper
To be assured of Complete Coverage—
USE THE NEWS
The only paper in St. Petersburg, Florida, whose application has been accepted by Audit Bureau of Circulations.
Represented by
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.
Member A. B. C.
URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representatives:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

MICHIGAN
and the
BOOTH NEWSPAPERS
THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES
The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News
National Advertising Representatives
I. A. KLEIN, 50 East 42nd St., New York City
J. E. LUTZ, Tower Building, Chicago, Ill.

A paper with the people
The public decides the progress of a newspaper.
The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.
Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.
With a constantly increasing circulation, plus a constant growth in advertising lineage, the New York Evening Graphic offers the advertiser an extremely profitable opportunity.
Published by BERNARR MACFADDEN
NEW YORK
EVENING GRAPHIC
H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION
Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.
Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

WHAT THEY ARE SAYING

URGES SYNDICATE FOR CHINA

"IT is doubtless partly owing to the poverty of these smaller papers that no native syndicate has yet been organized to sell features throughout China. The foreign papers buy features and 'funnies' from abroad, but for the native editor, who is a much driven beast of burden, generally managing his sheet single-handed, the sun of such assistance has not yet risen. It seems to me there is a rich harvest to be reaped by the first firm having sufficient enterprise to sell a blanket service to the Chinese."—Sum Nung Au-Young, Director, Chinese Government Bureau of Economic Information, New York.

* * *

SUGGESTION FOR SOLICITORS

"I AM wondering if too many of us are forgetting that no newspaper, great or small, can carry a line of any man's advertising until that man has first been sold on newspaper advertising. In our enthusiasm for our own lineage records are we leaping headlong over our duty to sell newspapers first and then our own paper?"—Frank E. Tripp, general manager, Gannett Newspapers.

* * *

PROMOTING CLASSIFIED

"TO obtain classified advertising from the occasional advertiser, newspapers must create an atmosphere favorable to advertising. Office ads, fillers and testimonials are very useful. Joseph Pulitzer considered the *World's* first page ears to be the most valuable part of the paper in which to advertise the advertising value of the World. He paid $100 a week to a specialist to write two short epigrammatic ads daily. He wanted something short and striking about the World's ads that the advertiser could quickly grasp and retain in his memory."—Frank McCabe, classified advertising manager, *New York World.*

DEMAND FOR CHURCH NEWS GROWING

Many Large Denominations Now Have Bureaus Cooperating with Press, Methodist Bulletin Issued in Chicago Declares

A growing demand for church news is reported in the annual bulletin of the World Service Commission of the Methodist Episcopal Church, issued in Chicago. There is a greater demand for genuine church news by the newspapers than can possibly be supplied, the report says.

"There has been a remarkable growth in the number of newspapers in the United States which now either have church editors or are giving special attention, particularly on Saturdays and Sundays, to religious news and reports," the bulletin declares.

"We are finding no difficulty in placing real interesting news matter. If there is any difficulty, it lies in deciding what information regarding the church is considered propaganda by the newspapers, and what is considered news of general public interest.

"So insistent has the demand for church news become that several large church organizations are co-operating by organizing church press bureaus.

The Catholics have a well organized press bureau in Washington and have recently established a bureau in Chicago.

"At Philadelphia the Presbyterians have a press bureau which sells at cost copy of advertising material to the preachers and churches. It also sends out news material set up in galley proof or on white glazed paper ready for the printer.

"The Protestant Episcopal church has a press bureau in New York, supervised by a clergyman and using several good newspaper men as writers and supervisors.

"In the Lambuth building, Nashville, Tenn., the Methodist Episcopal church, South, has its secular press bureau."

INCORPORATE DAILY

Indianapolis Political Group Form Half-Million Corporation

(*By Telegraph to* EDITOR & PUBLISHER)

INDIANAPOLIS, Ind., July 1.—A group of local City Hall executives and assistants recently formed the *Indianapolis Tribune Publishing Co.*, with a capitalization of $500,000 to publish a morning newspaper, daily and Sunday.

The incorporators were Donald F. Roberts, city attorney; Claude C. McCoy, secretary of the board of safety; George Morgan, assistant superintendent of parks; Jesse J. McClure, director of recreation, and Thomas N. Chilcote, a clerk in the building commissioner's department. The incorporators declined to divulge their plans.

Boston Herald Makes Traffic Survey

A Staff writer of the Boston Herald this week concluded a survey of traffic conditions in seven principal cities of the east and middle west.

MIAMI WARRING ON "CLASSIFIED CROOKS"

Newspapers and Better Business Bureau Combine in Appealing to Public to Report Fakers

The Miami Better Business Bureau and the Miami newspapers have combined to "fight the classified faker."

At the head of its classified advertising columns each day, the *Miami Herald*, reputed to have carried last year more advertising than any other newspaper in the country, reproduces this statement:

"The Miami Herald will not knowingly accept any advertising of a fraudulent nature. You can assist us in protecting our readers by asking the Miami Better Business Bureau to investigate any unknown proposition or propositions that are not as represented in the advertising. Their service to the public is rendered without cost. Their telephone number is 35977."

In the opinion of the Miami Better Business Bureau, which has just issued a proclamation of war on the "classified crook," the classified column of a newspaper can prove to be a haven of refuge to the purveyor of doubtful or dubious propositions.

"It enables him," says the Bureau statement, "to open a channel of contact with the public without revealing in his copy the nature of his business. A box number can serve as a cover to a promoter whose mere name might prove to be a warning.

"Such a situation renders it exceedingly difficult for classified managers to censor copy. And it renders it virtually impossible for the bureau to cover such a situation. In the final analysis it is the public that should bear the burden of the investigation. The newspaper will eliminate the fraudulent proposition when known, but the public must do its share. This responsibility can be put before the public squarely by the newspapers."

FREDERICK CUNLIFFE-OWEN

Editor and Writer, Known as Marquise de Fontenoy, is Dead

Frederick Cunliffe-Owen, 71, editor and writer, died in New York, June 28. He was author of a widely syndicated letter dealing with the affairs of the European nobility. This letter he signed as "By La Marquise de Fontenoy." He was a prolific writer on European politics.

Mr. Cunliffe-Owen was born in London on January 30, 1855, the son of Sir Philip and Lady Cunliffe-Owen. His mother was the Baroness von Reitzenstein. He was educated at Lansing School, England, and the University of Lausanne, Switzerland. He came to America a young man and in 1889 became foreign editor of the *New York Tribune*, keeping this post until 1898, when he became society editor. He left the paper in 1913.

If Quality
of circulation is your first consideration

The Evening Star
With Sunday Morning Editions
Washington, D. C.
will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

N. Y. Office—110 E. 42nd St.
Dan A. Carroll
Chicago Office—Tower Building
J. E. Lutz

features SINCE 1899
WEEKLY
Camera News, Fashion, Feature and Children's Pages; House Plans; Automobile Cartoon.
3-A-WEEK
Hints for the Motorist; Handicraft in the Home.
DAILY
Cross-word Puzzles, Dots and Cut-outs; Radio; Noozie; Fashion hints; 1 col. Comics; Portraits; Gillilan's Letters; News-Maps, also The Ad-route (house organ).
The International Syndicate
Baltimore, Md.



Wheeler-Nicholson, Inc.
Complete Feature Service
Wire us for samples and prices of the
Largest, Most Original
Most Artistic and Finest
blanket feature service on the market, which includes IVANHOE, VIVIAN VANITY, and the FAMOUS SHORT STORY SERIES, in addition to SPORTS, WOMAN'S PAGE FEATURES, COMICS, FICTION, VERSE, CARTOONS and everything for the newspaper.
Wheeler-Nicholson, Inc.
Malcolm Wheeler-Nicholson, President
373 4th Ave., New York City

RADIO
PROGRAMS
NEWS NOTES
FEATURES
Used and Praised by More than 200 Newspapers
Send for samples and prices
AUDIO SERVICE
326 West Madison St.
Chicago

There Are No Other Newspapers Covering South Jersey Completely
From the Standpoint of the National Advertiser
CAMDEN COURIER
The MORNING POST
60,000 Circulation
Combination Rate
National Representatives:
STORY, BROOKS & FINLEY

Peoria
The Try-Out City
THE PEORIA JOURNAL Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

FARGO FORUM BUILDING NEW PLANT



ABOVE is an architect's sketch of the new building which is being erected by the Fargo Forum Publishing Company, and which will become the home of the *Fargo* (N. D.) *Forum.*

It is expected that the building will be ready for occupancy about Oct. 1. The building is three stories over a full basement and is of fireproof construction, and will have a facing of light colored brick. It is sixty-five feet wide and has a depth of one hundred and forty feet.

In connection with the new building program the Fargo Forum is also purchasing extensive new equipment including a high speed press.

N. B. Black, is president and publisher; Norman D. Black, general manager; and H. D. Paulson, editor.

FOREIGN CORPS HOST TO DELEGATES

British and French I. A. A. Convention Groups Tenedered Luncheon, Monday, on Mauretania—Knecht and Lawson Speak

By Harold Butcher.

There was keen competition among the Association of Foreign Press Correspondents, the Cunard Company, and the English Speaking Union to entertain the British and French delegates to the International Advertising Association Convention on their return to New York from Philadelphia. In the end a compromise was effected and a luncheon was given on Monday, June 28, on board the *Mauretania* under the auspices of the Foreign Correspondents Association, with John Daniels, secretary of the English Speaking Union, present to represent his organization.

Dr. A. Moravski-Nawench, *Czas* Poland, president of the foreign press, in introducing Dr. Marcel Knecht, head of the French delegation, said that Melville Stone had described Knecht as "the best informed person in the United States."

Dr. Knecht spoke briefly, in "better English than the English" according to Colonel Lawson, head of the British delegation. Of the Foreign Correspondents Association he said its spirit had always been the spirit of understanding.

"What we have gained by the convention of the International Advertising Association," said Col. Frederick Lawson, "is a personal contact with those people over here who are engaged in the same profession as ourselves, who are facing the same problems and the same difficulties in another country. We have come to know them personally, and when we return to our own countries we shall understand much better what is going on in America, and we shall delight to tell how extraordinarily well we have been treated over here by our American hosts."

Colonel Lawson, who is joint proprietor of the *London Daily Telegraph,* also spoke of the quality of the foreign correspondents in America representing European papers. "We in England," he said, "always send our best men over here, and we see that every other country is doing the same. The reason for our success in telling Europe of what is going on in America is to be found in the integrity and ability of the individuals who are conducting the work."

Capt. Arthur H. Rostron, commander of the Mauretania, eloquently revealed the attitude of a sea captain to his work.

In addition to the speakers the following also sat at the head table: Mrs. Lawson, Leon Renier, vice-chairman of the French delegation; Consul Scott, representing Sir Harry Armstrong, British Consul-General, E. Hope Prince, editor, *Liverpool Echo,* Louis Wiley, business manager, *New York Times,* Percy S. Bullen, American correspondent, *London Daily Telegraph;* and E. H. Borer, general passenger agent, Cunard line. Sydney J. Clarke, secretary of the Foreign Correspondents Association, took care of the luncheon details for the Association.

A. P. MESSENGER BOY IS HONEST TO GAMBLERS

THOUSANDS of newspaper readers who gamble on the daily clearing house balance as printed in evening newspapers depend upon the honesty of a young Associated Press messenger boy, it was revealed this week by Norris A. Huse of the A. P. executive staff in a radio address.

Lester Aronstein, 15, goes each day from the A. P.'s Wall Street bureau to obtain a copy of the day's report, including the fateful figures upon which a great deal of money is later to change hands.

On several occasions, according to Mr. Huse, Lester has been halted by strangers, who have offered him $50 to reveal the figures several hours in advance of publication.

"And this boy, without a moment's hesitation, has in each instance refused the bribe and has remained true to his trust and to the Associated Press," Mr. Huse said.

USE THE CLASSIFIED PAGE

It will sell Equipment or Services, make contact between employer and employee and open up Business Opportunities.

Many advertisers endorse the Classified page of

EDITOR & PUBLISHER

NEW ADDITION READY

Tulsa World Editorial Department Moves Into New Quarters

With work on the new four-story addition to the five-story building of the *Tulsa* (Okla.) *World* rapidly nearing completion, the editorial staff was moved Tuesday into its new quarters on the third floor and the second floor given over to the mechanical department.

When the addition is completed Eugene Lorton, publisher, will erect a private bungalow on the roof.

New equipment for the mechanical department, including three linotype machines and stereotyping apparatus, will be installed soon. The World will receive Consolidated Press service beginning July 15.

Move to N. Y. Post Plant Delayed

The *New York Evening Post* will not move to its new plant until Aug. 1, it was announced this week by C. C. Lane, business manager. It had been expected that the move would be made about July 4. Work of installation of four sextuple Scott presses is virtually completed. The linotype battery, consisting of 40 machines, has not yet been installed.

Supplies—Equipment

PRESS CONTROL

C-H "Safest System in the World"

For large and small plants

Cutler-Hammer Controllers for presses of every size and for every type of motor-driven machine.

Address all communications:

The CUTLER-HAMMER Mfg. Co.

Pioneer Manufacturers of Electric Control Apparatus

1203 St. Paul Avenue, Milwaukee, Wis.

CUTLER-HAMMER

Don't "Pig" Metal

It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co.

1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

THE MARGACH FEEDER

for

Linotype, Intertype, Monotype, Ludlow, and Elrod machines

$75.00 each

Further inquiries may be directed to the

N. Y. Times — Phila. Bulletin
Chicago Tribune — Boston Herald

or several hundred other publishers upon request.

Margach Mfg. Co., Inc.

211-215 Centre St., New York

Modern

Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.

TWO RIVERS, WIS.

Rebuilt GOSS & HOE PRESS BARGAINS

ALL TYPES

SEND for LIST

THE GOSS PRINTING PRESS CO.
CHICAGO—NEW YORK—LONDON

LEGAL

INTERNATIONAL PAPER COMPANY
New York, May 26th, 1926.

The Board of Directors have declared a regular quarterly dividend of one and three-quarters per cent (1¾%) on the Cumulative 7% Preferred Stock of this Company, and a regular quarterly dividend of one and one-half per cent (1½%) on the Cumulative 6% Preferred Stock of this Company, for the current quarter, payable July 15th, 1926, to holders of record at the close of business July 2nd, 1926. Checks will be mailed. Transfer books will not close.

OWEN SHEPHERD, Treasurer.

EDITOR & PUBLISHER
Reaches the Man Who Buys

Employment—Equipment—Services

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS
(Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

/hite space charge at same rate per line per sertion as earned by frequency of insertion. pecial rates quoted for 13, 26 and 52 insertions. he Editor & Publisher reserves the right to assify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE

ADVERTISING

General Promotion

dvertising Promotion—If you want more usiness, communicate with the International ublications Service, Incorporated, Suite 1004, 41 Broadway, New York City.

USINESS OPPORTUNITIES

Brokers

wo Splendid Bargains—Evening paper exclu- ve Southwestern field; earning 25% net on ice asked; initial payment $10,000; balance sy terms. Weekly paper and job plant; large rtile field. Earning 40% on price asked; itial payment $7,000. These are real oppor- nities. J. B. Shale, Times Bldg., New York.

estern Pennsylvania Weekly, only paper in unty seat of large county. Profitable busi- ss and splendid equipment. Available for 1,500 on terms. Prop. 1450x. The H. F. enrichs Agency, Litchfield, Ill.

Interest for Sale

terest, carrying position of business mana- r; Oklahoma city of ten thousand; only daily rich and fast growing city; salary commen- rate with ability; applicant should have from e to seven thousand. Address A-612, Editor Publisher.

CIRCULATION

Premiums

emiums of every description. Your Publisher ces no risk. C. R. Bailey, Hoboken, N. J. rmerly New York. Estab. 1888.

el Coaster Wagons—A Philadelphia daily ers 10,000 (ten thousand) and numerous large lies throughout the country are offering usand lots. Parents will work on a wagon er. Let us quote you. Circulators report a nderful summer for kid offers. Plenty of py. The Steel Co., Box 203, Palmyra, N. J.

Promotion

culation—When quick, additional circulation erage becomes necessary, remember that our nty years in this one line of endeavor is ir proof against experimenting. Write or e Pacific Coast Circulation Service, Bell ck, Cincinnati, Ohio.

culation Builders—Blair & Austin, 1504 Cen- Ave., Reading, Penn. Originators of Sales- nship Club Campaigns.

w Many New Mail Subscribers do you nt? We will tell you how to get 'em and get fast. A large daily secured ten thousand ,000) subscribers on this offer. The All- ght China Co., Palmyra, N. J.

EDITORIAL

Syndicate Features

w York Bolletina dela Sera and Toledo io) Times are the new customers this k. For samples of a live, alert, up-to-date vice, write The Graphic Syndicate, 25 City l Place, New York.

EMPLOYMENT

Help Wanted

istant Manager—Man, age 30 to 40, as istant to the manager of internationally wn and fast growing photographic news anization. Must have editorial and manager- experience. This position offers an unusually ht future for the right man. State all of r qualifications including age, education, past erience and earnings. Write freely as your r will be held in strictest confidence. Ad- s President, A-621, Editor & Publisher.

sified Manager, experienced, wanted; capa- of increasing three pages daily, seven pages day, in the largest morning and afternoon rs in the State, with the only Sunday paper the city of 144,000. Southwest. Submit qualifications in first letter; age, salary, *Oklahoman and Times,* Oklahoma City, a.

EMPLOYMENT

Help Wanted

Editorial Writer—Experienced, with background of liberal education, and fitted for making up editorial page. Character and dependability requisite. Wanted by leading paper in attractive city between 250,000 and 300,000 population. A-627, Editor & Publisher.

Managing Editor for the leading newspaper in a highly competitive New Jersey field. $100 weekly. In answering give full details of previous experience. Box A-622, Editor & Publisher.

Reporter—Vermont Daily seeks reporter with Vermont background, 22 to 32 years old. Should be capable of early growth to desk responsibilities, but genuinely devoted to reporting. Address A-611, Editor & Publisher.

Telephone Room Manager in Classified Advertising Department of large Metropolitan newspaper (Daily and Sunday) where selling ability is essential and governs production. Person selected for this post must possess initiative, executive ability, experience in managing telephone division, selling classified advertising by telephone, able to conduct sales meetings and assist girls in improving their sales talk. Classified Department of this newspaper is one of the leaders in the country in methods employed to develop classified advertising. The value of this paper to advertisers is equal to that of any paper in this locality, but it must be sold. Manager of this Telephone Room must be able saleswoman and executive of highest type. Write for appointment, stating age, past experience in classified field, salary desired, etc. A-629, Editor & Publisher.

Situations Wanted

Advertising Manager and Newspaper Executive wishes connection July 12. Twelve years' experience—retail accounts, manager national, manager special features, statistical and circulars promotion prepared; age forty; married; Christian; arts graduate. Prefer growing suburban paper. A-593, Editor & Publisher.

Advertising Manager, experienced, loyal, aggressive, forceful. I can deliver. Possess executive, salesmanship and creative ability. Can manage entire advertising department. Want permanent place on daily. Can come on receipt of wire. A. M. Vurman, 151 Queen St., Charleston, S. C.

Advertising Manager with successful record on leading papers, will connect with good paper, any location. Best references. A-625, Editor & Publisher.

Advertising Manager, Solicitor—8 years' experience, cities up to 260,000. Builds linage, prestige, goodwill. Writes selling copy, makes effective layouts. Married. Permanent connection in Southwest preferred. Town 8,000 to 100,000. References. A-624, Editor & Publisher.

Assistant Circulation Manager or Circulation Accountant—Position wanted by disabled veteran. A find for a progressive publication interested in clean circulation only. A-610, Editor & Publisher.

Circulation Manager—Will make you proud of your next A. B. C. audit. Can give you an increase in circulation that will warrant a boost in your advertising rates. 20 years in the business. Proven record. Address Circulation Manager, 434½—19th Ave., Moline, Illinois.

Circulation and Promotion Manager seeks confidential correspondence and interview with publication or combination needing new life in the direction and leadership of its circulation department.

Study this ad, it's your paper's opportunity. The writer with years of experience, enjoys a constant flow of productive ideas; is a good leader and pusher; never hibernates; knows cost, where his figure is at all times and how to control it; accustomed to the keenest competition, yet able to eliminate lost motion in promotion; will show tangible results within ninety days and thereafter until you say "enough." Metropolitan and provincial experience.

Judicious spender, showing 100% results for your dollar.

Actual working experience covers every cog of a circulation department, consequently the applicant can immediately place his hand on any part of an organization not functioning 100%.

Location—no objection.

Salary reasonable with provision for compensation in accordance with results. Future prime thought, not a drifter.

Age 35, family, excellent health. At liberty with due notice. Excellent reference.

Now is the time to change a circulation executive to perfect your organization and show fast, sound growth. Address A-618, Editor & Publisher.

Circulation Manager with fifteen years' experience, all branches of department, desires permanent connection with live organization as manager where ability counts. Have had complete charge department on several leading daily newspapers. At present assistant on Morning, Evening and Sunday in city of 175,000. An organizer and executive, economical and hard worker. Especially strong on boy promotion, city and country. Believe in honest methods, can fill requirements of A. B. C. Get the revenue and production at lowest cost; 38 years old, married, sober. Best of references and record. Available on 30 days' notice. Address A-626, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Circulation Manager—Mr. Publisher, can you use this Circulation Man? Age 28, Christian; started as newsboy and worked up to Circulation Manager, Subscription Manager, etc., of one of the leading dailies in the east; knows the circulation problems of the average publication thoroughly and his long training and experience fits him to offer intelligent solutions. His record substaniates his constructive efforts; does not resort to sensational methods but believes in a sane, constant program in gaining objectives. His present position does not afford him of further advancement and his ambition and enthusiasm will not reconcile itself to such a situation—hence, he wants to make a change; preferably with some publisher in a city of about 100,000—who desires a circulation manager who is not afraid of "plugging" and putting in long hours. Highest references. What have you to offer? Write in confidence to A-623, Editor & Publisher.

Circulation Manager, competent, available on short notice due to sale of paper. Thoroughly familiar with all phases of circulation work by actual experience, from mailing room to promotion. Address A-614, Editor & Publisher.

Classified Advertising Manager; four years' experience on papers in cities of 100,000; now employed as Sales Manager of advertising lines, but wish to return to newspaper field; have good record for linage increase on previous publications. A-581, Editor & Publisher.

Composing Room Superintendent wishes position where efficiency and ability are desired. Fourteen years in charge of one plant, now in charge of composing room of morning and afternoon paper. Prefer to go South on morning paper, but intend making a change, and would like to hear from manager or publisher desiring a reliable, permanent man. Can give reference. A-598, Editor & Publisher.

Copy Reader, Reporter, 15 years' experience on large, small dailies, seeks job with newspaper which can use man of wide training in all divisions of editorial department work. Good on city desk, makeup, special editions. No objection to small city; 35, married. A-619, Editor & Publisher.

Desk Man and Editorial Writer with 14 years' experience in metropolitan and smaller fields, eight as managing editor, now available. Thoroughly competent and reliable, with excellent record of accomplishment. Details and references gladly submitted. Write or wire "Editor," 122 East 2nd Street, Muscatine, Iowa.

Editor, City or Telegraph, now employed, city near 50,000, trained in all departments, seeks desk or assistant position in city of 50,000-100,000. Handle sports. A-620, Editor & Publisher.

Editorial and Desk Work on daily paper wanted by newspaper man of experience. Examples of headlines, special articles and editorials furnished on request. References. B-992, Editor & Publisher.

Managing Editor—Four years managing editor Staten Island Advance; two years city editor, Camden, N. J., Courier; four years, City Hall reporter Philadelphia Evening Ledger, and three years City Hall reporter and political writer Philadelphia Record, seeks managing or city editor post on afternoon daily in city of 40,000 to 200,000 population. Best of references from owners or executives of all papers. Address St. John McClean, Mt. Pocono, Pa.

Managing Editor or News Editor—Must make change because of wife's health, 35 years old with record of uncommon achievements in daily field. Desires city under 100,000 where there is opportunity to build downtrodden paper; 15 years' experience. Address A-528, Editor & Publisher.

News Editor—Experienced newspaper man, employed in responsible position on editorial staff of metropolitan newspaper, desires executive place on smaller daily. Am 28, university graduate, and have spent the last 10 years in active newspaper work. Thoroughly familiar with all branches of editorial department, including make-up. A-605, Editor & Publisher.

News Room executives' services available. Seventeen years experience with newspapers and wire services. A-617, Editor & Publisher.

Reporter—City editor, sports, feature, and circulation experience, desires opportunity on paper west of Chicago. A hard worker with good references. Age 25. A-613, Editor & Publisher.

Reporter—Four years' experience all runs. Some desk experience also. References. Ralph Kahn, 3411 North 16th, Omaha, Nebr.

Superintendent-Foreman composing room, desires change. Foreman daily 14-48 pages. Experienced all branches. Capable executive who can get maximum output. Go anywhere. A-616, Editor & Publisher.

Veteran Editor, metropolitan and interior experience, wants responsible executive or editorial position; now on New York daily. A-615, Editor & Publisher.

MECHANICAL

Equipment for Sale

Duplex Tubular Printing Press, 16-page, for sale. Due to purchase of Journal by Sun, this fine machine will be released about July 10. Prints modern 8-column paper any size up to 16 pages, including 14 pages. In perfect condition. Specimens of work sent. Also other newspaper machinery, including Hoe Saw & Trimmer, Hoe Mat Rolling Machine now used on dry mats, Proof Presses, etc. For prices and terms, address Lewiston Daily Sun, Lewiston, Me.

Goss Comet and Duplex Flat-bed Presses for immediate delivery. Good condition guaranteed. Also several good bargains in stereotype presses and machinery. Griffiths Publishers Exchange, 154 Nassau street, New York.

Hoe Dry Mat Roller, new only one year ago. Alternating current motor, 40 seconds travel. Griffiths Publishers Exchange, 154 Nassau street, New York.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Engraving Co., 114 E. 13th St., N. Y. City.

Four Rebuilt Model 5 Linotypes for sale at bargain prices; equipped with gas metal pots and individual electric motors. Register Publishing Co., Danville, Va.

The New York Times Has for Sale 10 Hoe pneumatic steam tables, 2 wood matrix rollers, 2 Westinghouse Duplex Direct, motor driven Air Compressors with tank. If interested write Mechanical Superintendent, The New York Times, 229 W. 43d Street, New York City.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner Fendler Branch, A. T. F. Co., New York City.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Equipment Wanted

Duplex Tubular Press equipment wanted—must be in good condition. Sixteen page preferred. Give price, terms and date available. A-628, Editor & Publisher.

Tissue Holder and table for wet mat making wanted. Lansing Capital News.

Newspaper Properties

Bought, Sold and Appraised.
All negotiations confidential.

PALMER, DEWITT & PALMER
350 Madison Ave., New York
Business Established in 1899.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

WE WANT

Reporters
Copy readers
Advertising salesmen

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

DOLLAR $$ $$ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

SOME good warm day get up a page of "Ways of Keeping Cool," and get the swimming pool, the ice cream parlors, the palm beach suit merchants, electric fan people, ice box people, ice dealers, bathing suit and sporting goods dealers, straw hat stores, auto dealers, cool restaurants, etc, etc., to take space and specifically show the residents how.—C. M. L.

Newsboys on one newspaper are given a specified commission on every classified advertisement they turn in at the office or substation received from their subscribers. The slogan of the paper is: "Give your Want Ad to the carrier boy or telephone it to the office."—B. A. T.

This will be a big summer for portable music—harmonicas, ukuleles, portable radio sets, portable phonographs, etc. Devote a spread to the advertising of musical instruments that can be easily carried on auto trips and to summer resorts and camps.—F. H. Williams.

A local grocer has stirred up quite a bit of additional business by listing the new merchandise he gets in each day. He heads it—"New Arrivals—Just In For Tomorrow's Business." He runs it single column, from four to six inches as needed, and it brings business, not only because it conveys vividly the idea that his goods are fresh—new goods arriving daily—but the housewife reads it every day for hints on what she can have—something different—for the next meal.—O. H. S., *Washington* (Ia.) *Democrat.*

Everybody stages a "week" to direct attention to some particular offering. Why not a Want-Ad week? The *Danville* (Ill.) *Commercial News* does and with such success that it is an annual affair and brings advertisers to the want-ad column who become frequent users. Full-page ads, news-stories of the purpose of the want-ad page and its uses, with results of ads during the week build up interest.—L. S. J., Danville.

Ask Mr. Advertiser what is unique about his store and get him to advertise this feature. One department store in Cincinnati furnishes a bus that takes you free to the very door of its competitors! Yet they are making money on this unusual service. A customer purchases a ticket to his destination for five cents. This ticket can afterwards be used at the store as the equivalent of five cents on any purchase made there.—Thora Eigenmann, Bloomington, Ind.

A "What's Right with Blankville" contest will add heavy linage for your paper. Offer a capital prize of $50 in gold, $15 and $10 respectively for second and third prizes, for the best 100 word essay on the subject. Get three prominent business or professional men as judges. In towns of 25,000 it is easy to get at least 24 extra pages for the edition. The contest will create interest in your paper and dollars in your pocket. It gives an opportunity to get revenue from firms which usually have nothing to advertise. —Davis O. Vandivier, *Franklin, Ind.*

Did you ever try sending out notices in advance by mail concerning pictures to appear in your paper at a future date? Send the notices to all the subjects and other interested persons. It pays.—B. A. T.

DAILY HOLDS "STUNT" PARADE

Big Rally Held for Dr. B. U. L. Conner Mythical Editorial Character

A political parade unique in Texas annals was successfully carried out June 19, by Dr. B. U. L. Conner, mythical editorial page character of the *Fort Worth Press,* Scripps-Howard newspaper.

The parade was a climax of the "good-will building" race of Dr. Conner for the office of county judge on the Democratic ticket. He was filed by the newspaper as bona-fide candidates file, and campaign cards, billboards and all the propaganda regular candidates use, were used liberally in Dr. Conner's behalf.

Six floats prepared by interested people of Fort Worth, Dr. Conner "fans," followed a band, and 500 boys marched carrying banners. Movies were made of the parade, and are being shown in a local theater.

filed cost the sender $310; that cablegrams are not infrequently sent to distant and little known parts of the world.—L. C. Pratt, *Pasadena* (Cal.) *Star-News.*

An excellent Sunday feature is a Stamp Collector's column, with an article at the top, perhaps written by a local collector, followed by questions and answers for the youngsters following. An older collector in the city would be glad to act as Stamp Editor. The number of philatelists is growing constantly. The *Philadelphia Public Ledger* has long run such a column, and the *London Times* runs a daily stamp article.—J. B. H.

The *Green Bay* (Wis.) *Press-Gazette* is rendering a noteworthy service to its community in taking flowers to the sick. It has provided a flower car which calls at homes every Saturday and collects bouquets for the ill who are confined in the city's three hospitals. On the first trip seventy persons made floral offerings.—J. R. Wolf.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

IN these days of abundant divorces it might be of interest to offer a prize for the longest married couple in your city or county, and to have the aged husband and wife each give their recipe for their long and successful married relationship. You can uncover an endless chain of golden weddings in this respect, all of which are worthy of mention—Norman W. Ralston, Urbana, O.

In view of the widespread and apparently growing interest in religious subjects, why not invite your readers to state their views briefly on their religious beliefs. The *San Bernardino* (Cal.) *Sun* is now publishing a series of 50 short statements from leading citizens of the community under the heading, "My Religion."—L. C. P.

An examination of old municipal court dockets to unearth the queer things for which men were fined years ago in your city, the odd charges on which men were imprisoned, the spectacular crimes that stirred local interest anywhere between 50 and 10 years ago would make an excellent story or series of stories for summer reading.—Ruben Levin.

An Indiana newspaper adds punch to its radio section by offering a weekly prize to the local fan who turns in the best 300-word review of the week.—B. A. T.

For the convenience of local vacation tourists, and as circulation enterprise, the *Dayton* (O.) *Daily News* recently published a list of newsstands and agencies handling this paper in all important cities and resorts throughout the country, as well as in the foreign capitals. Some 30 cities were listed.—C. W. Myers.

There's a good human interest story waiting for an inquiring reporter in every telegraph office. The *Sacramento Bee* recently found that the longest telegram ever sent from the Sacramento Western Union office was one which Bryan sent to Wilson in 1913; that the shortest telegrams often contain but one word; that the average message contains twelve words; that the most expensive message

The World's Greatest Newspaper Feature Service

Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

4 page ready-print color comics.

Write for samples and rates

NEA SERVICE INC. 1200 W. 3RD. STREET, CLEVELAND, OHIO

How To Play GOLF

By JOHNNY FARRELL

Famous Teacher of That Game

24 LESSONS

Illustrated

For release daily

KING FEATURES SYNDICATE, Inc.

New York City

"Soch a Life"

By J. L. LEIBSON

A new comic dialect dialogue without a sting to any race. Weekly doses of laughter in

One Thousand Word Stories

Illustrated by the well known artist

ALBERT LEVERING

The McClure Newspaper Syndicate

373 Fourth Avenue, New York

COMPLETE WIRE REPORTS FOR EVENING AND SUNDAY PAPERS

International News Service

"Get It FIRST but First Get It RIGHT"

63 Park Row
NEW YORK CITY

BY UNITED PRESS

AROUND THE WORLD AROUND THE CLOCK

UNITED PRESS ASSOCIATIONS
World Building New York

WALTER HAGEN

is covering the National Open Golf Tournament at Columbus, Ohio, for The Bell Syndicate

One preliminary story and a special wire each day during the tournament — analytical and critical material gauged to grip

The Bell Syndicate, Inc.
JOHN N. WHEELER, Pres.
154 Nassau St. New York City

Among The Newspapers Publishing

Constance Talmadge's Flapper Series

Chicago Journal
Detroit News
Toledo Blade
Omaha Bee
Peoria Star Journal
Philadelphia Sun
Buffalo Times
Louisville Courier J'l
Oakland Post Enquirer
Memphis News Scimitar
Newark Jersey Transcript

Why Not Join This List of Papers

Wire for Terms and Territory

COSMOS NEWSPAPER SYNDICATE INC
Covering the World
NINE EAST THIRTY-SEVENTH STREET NEW YORK CI

Herbert S. Houston, President and Editor-in-Chief

Myles F. Lasker, Vice-President and General Manager

NEW YORK~ One of the greatest Agricultural states~



HAS GREAT WEALTH IN FARMS

NEW YORK has always stood for supremacy in commerce and trade. But, the valleys and hillsides throughout the Empire State are dotted with hundreds of prosperous farms who readily find a market for their products in the rich urban communities and prosperous industrial centers. In fact, New York is one of the richest agricultural States according to the U. S. Census figures.

National advertisers are taking advantage of this fact by putting the daily papers of New York State on their lists.

Through the group shown below the greatest coverage of New York State is possible at the lowest cost.

	Circulation	2,500 Lines	10,000 Lines
**Albany Evening News.....(E)	34,444	.10	.10
**Albany Knickerbocker Press.....(M)	34,018	.11	.11
**Albany Knickerbocker Press.....(S)	56,924	.16	.16
**Amsterdam Recorder-Democrat .....(E)	7,810	.04	.04
††Auburn Citizen .....(E)	6,389	.065	.055
**Brooklyn Daily Eagle .....(E)	73,764	.22	.22
**Brooklyn Daily Eagle.....(S)	84,997	.22	.22
Buffalo Courier and Express.....(M)	110,000	.22	.22
Buffalo Courier and Express .....(S)	160,000	.30	.30
**Buffalo Evening News.....(E)	138,294	.25	.25
**Buffalo Evening Times.....(E)	102,562	.21	.21
**Buffalo Sunday Times.....(S)	108,219	.21	.21
††Corning Evening Leader.....(E)	9,339	.05	.05
**Elmira Star-Gazette Advertiser.....(E&M)	33,487	.11	.11
**Freeport Daily Review .....(E)	7,991	.05	.05
††Geneva Daily Times.....(E)	5,040	.04	.04
**Gloversville Leader Republican.....(E)	7,238	.035	.035
††Ithaca Journal-News .....(E)	7,751	.05	.05
**Jamestown Morning Post.....(M)	11,722	.04	.035
**Middletown Times-Press .....(E)	7,127	.04	.04
**Mount Vernon Daily Argus.....(E)	10,437	.05	.05
**Newburgh Daily News.....(E)	12,132	.06	.06
††New Rochelle Standard-Star .....(E)	8,598	.04	.04
**The Sun, New York .....(E)	257,067	.60	.56
**New York Times ....(M)	356,471	.80	.784
**New York Times.....(S)	610,041	.95	.931
††New York Herald-Tribune .....(S)	345,484	.693	.672
††New York World .....(M)	287,682	.595	.58
††New York World .....(S)	582,929	.595	.58
††New York Evening World .....(E)	294,442	.595	.58
**Niagara Falls Gazette .....(E)	20,629	.07	.07
**Port Chester Item.....(E)	4,732	.03	.03
**Poughkeepsie Star and Enterprise.....(E)	12,824	.06	.06
††Rochester Times-Union .....(E)	70,406	.21	.20
††Syracuse Journal .....(E)	65,326	.16	.16
**Troy Record .....(M&E)	22,679	.06	.06
**Watertown Times .....(E)	17,334	.08	.08

** A. B. C. Statement, March 31, 1926.
††Government Statement, March 31, 1926.

High Printability

NO telegraphic service in America has a higher percentage of use than the Consolidated Press service for Sunday newspapers.

Why?

Because there is always space for a good story. And it *is* a good story if it is by

that genial reporter, known up and down America for his knack with words and his twenty years' intimacy with the great and the near-great of the nation: *Bob Small.*

that cheerful woman writer who gets a laugh into every line of her copy and yet keeps it *copy* in the news-desk sense: *Jessie Henderson.*

those two canny reporters, one who has the investment market in his inside pocket, and the other who turns out banner-heads for the business pages: *Byron Seller* and *Harden Colfax.*

those four outstanding "giants" of European journalism trained in American news values and past masters at picking the human stories out of the tangle of trans-Atlantic news: *Gardiner, Harden, Reache* and *Bird.*

those three time-tested sport writers, revered on the bleachers, the green and the squared-circle, who give you high spots on golf, boxing and baseball: *McCarthy, McGann* and *Chadwick.*

These are some of the reasons for the 100 per cent *printability* of the Friday Night Leased Wire Service of The Consolidated Press.

A telegram will bring our prospectus.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Third Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Bulletin Building	19 Rue d'Antin

THIS ISSUE: SOUTHERN PUBLISHERS PROCLAIM NEW INDUSTRIAL ERA

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1926

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 7 | NEW YORK, JULY 10, 1926 | By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign | 10c Per Copy

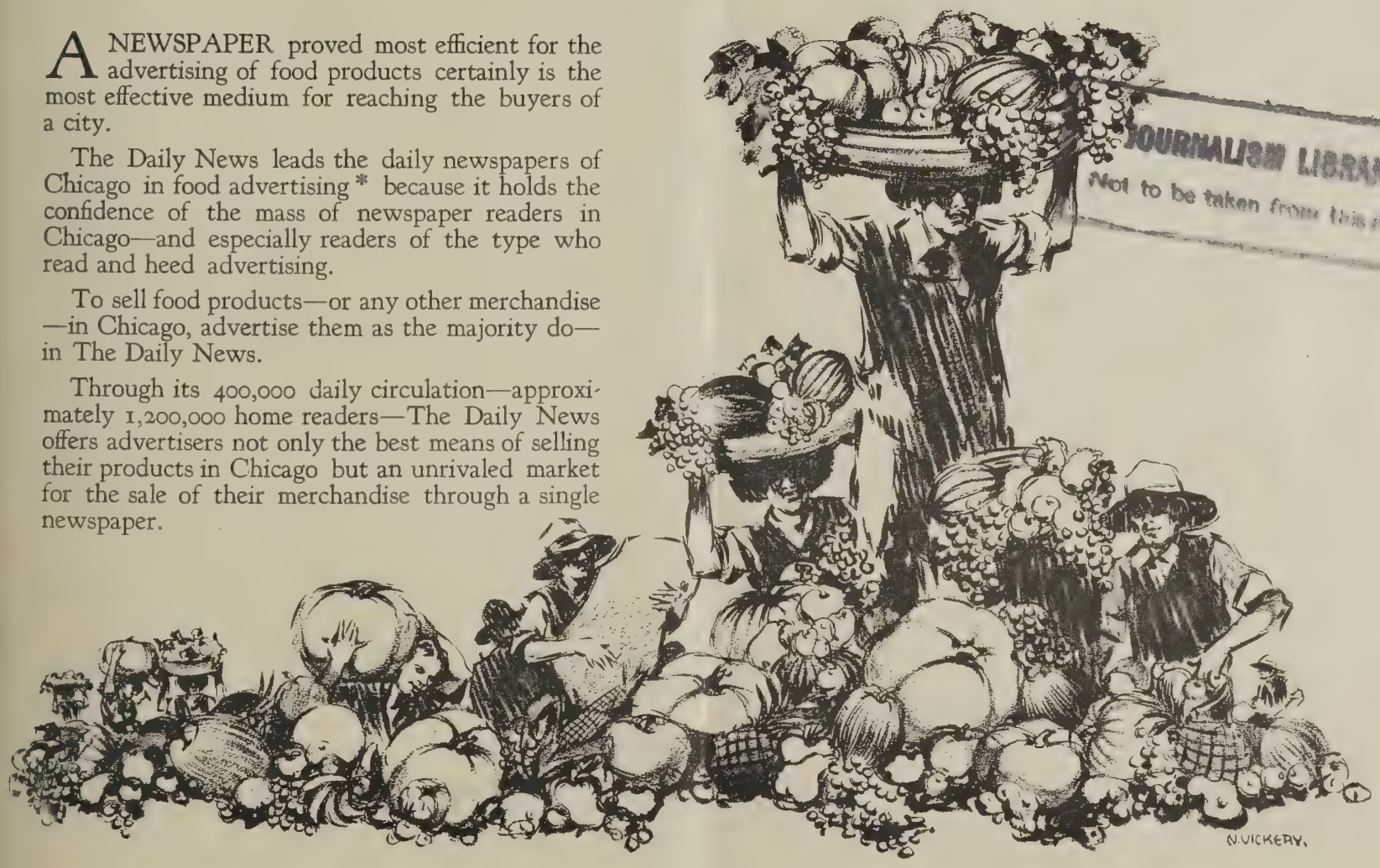
FOOD PRODUCTS Are a Barometer of the Advertisers' Market

A NEWSPAPER proved most efficient for the advertising of food products certainly is the most effective medium for reaching the buyers of a city.

The Daily News leads the daily newspapers of Chicago in food advertising * because it holds the confidence of the mass of newspaper readers in Chicago—and especially readers of the type who read and heed advertising.

To sell food products—or any other merchandise—in Chicago, advertise them as the majority do—in The Daily News.

Through its 400,000 daily circulation—approximately 1,200,000 home readers—The Daily News offers advertisers not only the best means of selling their products in Chicago but an unrivaled market for the sale of their merchandise through a single newspaper.



JOURNALISM LIBRARY
Not to be taken from this room

*The Daily News leads Chicago daily newspapers both in food products advertising and in total display advertising. Following is the comparison for the first five months of 1926:

Food Products Advertising	*Total Display Advertising*
The Daily News, 415,791 lines	The Daily News, 7,386,315 lines
Next paper, . . 359,872 lines	Next paper, . 6,084,453 lines

THE CHICAGO DAILY NEWS

First in Chicago

Advertising Representatives

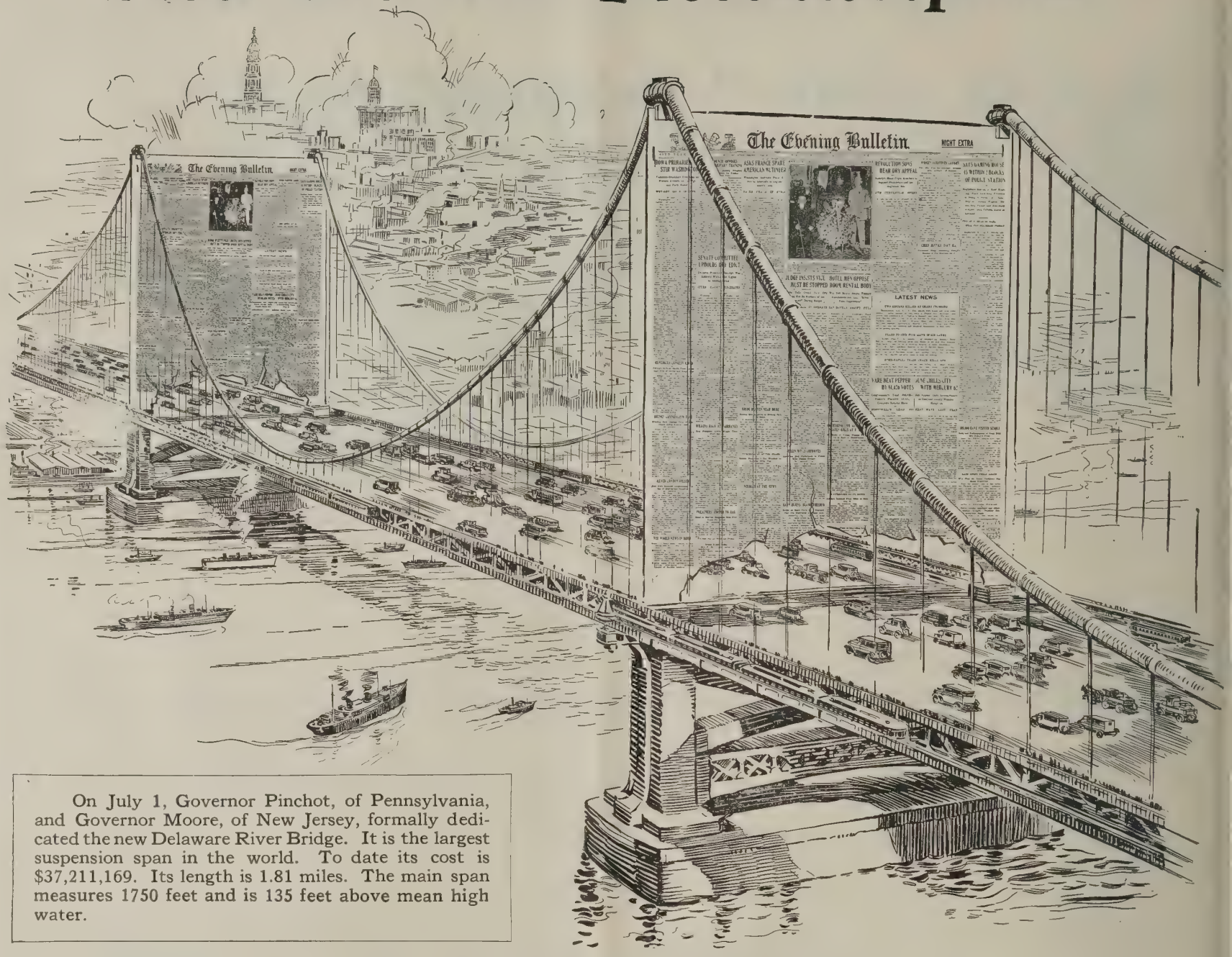
NEW YORK
J. B. Woodward
110 E. 42d St.

DETROIT
Woodward & Kelly
Fine Arts Building

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

SAN FRANCISCO
C. Geo. Krogness
353 First National Bank Building

How to Enter Philadelphia!



On July 1, Governor Pinchot, of Pennsylvania, and Governor Moore, of New Jersey, formally dedicated the new Delaware River Bridge. It is the largest suspension span in the world. To date its cost is $37,211,169. Its length is 1.81 miles. The main span measures 1750 feet and is 135 feet above mean high water.

The Evening Bulletin is the Main Support of the "Bridge" between the Advertiser and the Philadelphia Consumer

The population of the Philadelphia retail area is about 3,300,000. U. S. Census figures give 5.4 persons to a family in this—America's third largest market.

Divide the population by 5.4 and the result will show you how completely this one newspaper covers this field.

"In Philadelphia nearly everybody reads The Bulletin"

(Copyright 1926—Bulletin Company)

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

533,169 copies a day

Average daily net paid circulation for the six months ending March 31, 1926. The circulation of The Bulletin is larger than that of any other Philadelphia newspaper and is the third largest in the United States

New York—247 Park Avenue (Park-Lexington Bldg.)
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit—C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market St.

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 59 | NEW YORK, JULY 10, 1926 | No. 7

Advertising and Circulation Forces In Drive to Rout Summer Slump Bugaboo

Seasonal Lassitude Declared to Be Largely State of Mind—Newspaper Executives in Many Offices Tell What They Are Doing to Overcome Illogical Business Reaction in June, July and August—Excellent Linage Showings Are Reported

FIGHTING SUMMER LET-DOWN

EDITOR & PUBLISHER advertising statistics show that last year in 25 leading cities of the United States linage totals for July and August were approximately one-third below those for October of the same year.

This was in the face of the fact that 36 out of 85 principal lines of business in the United States enjoyed their peaks of trade in the months of June, July or August, or all three of the mid-summer months.

It is the experience of many newspapers that the so-called summer slump, both in the advertising and in the circulation departments, can be largely or completely overcome by energetic and intelligent staff work.

Mid-summer relaxation does not reflect general business conditions so much as it does the ennui, fatigue, lassitude or hot weather let-down of selling forces, in the opinion of many newspaper executives. Instead of coddling of this futile psychology enterprising managements are using strong measures to discourage it.

The mid-summer reaction in the newspaper business is being vigorously attacked this year, as communications from many advertising and circulation managers in this issue of EDITOR & PUBLISHER testify.

WHY a Summer slump in the newspaper business?

Two weeks ago EDITOR & PUBLISHER asked this question editorially, citing the fact that the midsummer relaxation does not reflect economic conditions in this country, as business proceeds in hot weather as usual in many lines, 36 out of 85 leading businesses actually showing peak year volume of trading in June, July and August. It was further pointed out that people, possessing greater leisure often read newspapers more completely in Summer months. In short, there is no real business logic in the customary average decline of one-third in newspaper advertising linage in mid-summer.

A large number of newspaper advertising executives and circulation managers have responded to EDITOR & PUBLISHER'S suggestion that business be prodded with a sharp stick in June, July and August to hold normal linage averages.

What are newspapers doing to maintain normal business conditions in June, July and August? This question is answered in many of the communications received by EDITOR & PUBLISHER this week as follows:

Louis Wiley, business manager, *New York Times*, said: "We have found that it is unnecessary to make any special effort to develop business to prevent a big summer slump, if a special effort is made to maintain circulation.

"Make your paper available to people traveling, is, I believe, one fundamental rule for preventing a slump in circulation during July and August.

"We have followed that rule carefully this year. For the first time we solicited and obtained subscriptions for the Times from the leading hotels in all important cities of the world where Americans are apt to be visiting. We also conducted a special drive the result of which has made it possible for people to obtain copies of the Times at all principal hotels and news stands in large cities of the United States. This summer, in order to hold up circulation, we have also started special rotogravure supplements, which are distributed with the Sunday Times in Westchester county, Long Island, and New Jersey."

"The *Washington* (D. C.) *Star* does not suffer a serious business summer slump," said Fleming Newbold. "As an evidence of business activity during last July, August and September the Star's advertising volume was only three per cent less than during the months of January, February and March. There is an indication of greater summer activity than usual this year. June's business was 16 per cent over last year only the rich and fashionable leave Washington for the summer. There are 750,000 people within the city and trading area, dependent upon the nation's capitol for their needs, whose homes are open throughout the entire year. This population is greater than that of any one of thirteen states and is thoroughly covered by the Star's delivery system."

W. W. Hawkins, of the Scripps-Howard general management, said: "The phrase, 'summer slump,' ought to be eliminated from the newspaper lexicon. There are many busy, thriving cities in the world where it is warmer all the year round than in any important city in the United States in August.

"If a newspaper man talks about a 'summer slump' and prepares himself for it, he surely will get it. It is almost entirely psychological.

"The Scripps-Howard newspapers throughout the country have shown the greatest gains in their history this year. June was one of the greatest months the concern has ever known. July is starting off like a record breaker. All it takes is a little forethought and planning to kill the idea of a 'summer slump' and convince everyone that this is the best time of the year for creative competitive work. People who are busy seldom have time to complain about the heat; loafers love to talk about it."

F. E. Tripp, general manager of the Gannett Newspapers said: "The Gannett Newspapers discovered last summer that the so-called summer slump to a certain extent is the result of a mental attitude on the part of the solicitors of the advertising departments. By enthusing our own departments we were able to make a considerably better showing.

"This year we are repeating the same idea and making special drives on seasonable summer copy such as electric refrigeration, ice cream, travel resorts and the like. We also have had considerable success in one of our cities with a campaign waged by the ice men competing electric refrigeration, also general publicity campaigns carried by local retailers against the increasing competition of house-to-house selling which seems to multiply in the summer months through the activity of students and the increased summer sale of women's underwear and hosiery."

Frank Carroll, advertising manager of the *Indianapolis* (Ind.) *News*, said: Special selling effort has been placed during the past two or three months upon advertisers whose business is logical for summer development. Our trade paper advertising is continued regularly, regardless of the seasons. Last year was the high linage record of the Indianapolis News, but the first six months of this year surpassed the same period of last year. In June our national linage was phenomenal, considering the season. It was increased sixty-eight per cent over June, 1925 and the increase looks good to continue during the balance of 1926."

S. E. Thomason, *Chicago Tribune*, said: "We are all working with our coats off, getting unusually satisfactory results, and there's no story in that. This summer slump in newspaper offices is largely a mental holiday."

W. F. Schmich, of the Baltimore "Sunpapers" said: "We are experiencing no mid-summer slump. Our business shows a ten per cent increase over the same period last year. Our morning and Sunday papers have had an increase of 86,481 lines and the Evening Sun has increased 139,904 lines. The total volume of the morning and Sunday Sun in June was 1,530,608 lines while that of the Evening Sun was 1,565,613 lines. July started off in good shape, national business being exceptionally strong and the local showing good. Classified is holding its own, although real-estate classification is very much off this summer."

E. M. Carney, editor of *Exchanges* and supervisor of promotion of the Hearst newspapers said:

"Ever since last fall, all the Hearst Newspapers have been preparing to beat the 'summer slump' in 1926. Ways and means of doing this have constituted valuable contributions to our house organ, Exchanges, all through the winter and summer months.

"The current issue of Exchanges might be called the 'Anti-Summer Slump Number' because the leading article and other contributions tell How to Beat the Bugaboo!

"One of our papers is using statistics to prove that business is good and that the 'Summer slump' is only a state of mind.

"Another paper has sent out handsomely printed 'invitations' to its advertisers 'to participate in the profits that accrue to advertisers who maintain full schedules during June, July and August.'

"Others are putting out various forms of promotion; and in many cases, summer vacations are going to be taken in the winter!

"The 'summer slump' bugaboo has received a great deal of attention in the Hearst Organization and it looks now as if we have it licked before it gets here!"

F. I. Archibald, advertising manager *Lincoln* (Neb.) *Star*: "About 13,000 student population leaves Lincoln during three summer months, curtailing store advertising, but we keep our linage up and our organization active on special pages and sections. We have been averaging about eleven special pages per week and publish the last of each August our annual review, State fair number, of about 120 pages. Through these efforts we have been showing increases in local, national and classified each month for the past several years. Outdoor parks, iceless refrigerators and resort and travel pages have assisted materially in our linage increase."

(*Continued on page* 40)

U. S. MAY CITE PAPERS PRINTING FRAUD ADS

New Trade Commission Rules Expected Dividing Responsibility for Fake Copy Between the Publisher and Advertiser

Equal responsibility for false or misleading advertising may soon be placed by the Federal Trade Commission upon newspaper and periodical publishers on one hand, and the advertiser and advertising agency on the other.

The Commission has under serious consideration the adoption of a new policy by which such responsibility would be divided between those who accept and those who place "fake," "quack," or otherwise fraudulent advertising.

While members of the Commission were chary this week about discussing the new rules governing advertising which are already partly formulated, it was learned authoritatively by EDITOR & PUBLISHER such rules are likely to be made public within a week or two.

It is understood the Commission feels the adoption of such rules would be in accord with the policy long advocated by those newspaper and periodicals which maintain an unrelaxing vigil over their advertising columns to prevent false or misleading advertising from creeping into them.

Several of the Commissioners are confident the proposed rules would meet with the approval of these newspaper and periodical interests, and would accomplish much toward stamping out not only objectionable advertising matter but the low-grade publication that is its medium.

Heretofore the Commission has only cited the concern or individual using "fake" or misleading advertising to misrepresent some article placed on the market. Those accepting such advertising have thus far escaped the commission's condemnation except indirectly. The Commission believes that if it were to deal equally with all parties to a false or misleading advertisement it could do much toward discouraging a practice which it knows has the strongest disapproval of legitimate publishing and advertising interests.

The Commission had not intended its plans with respect to "unclean" advertising as opposed to "clean" advertising to become public at this time, as it is not yet prepared to announce them, but the fact that it is contemplating dealing with false and misleading advertising with what it believes will be a more effective method than heretofore employed by it leaked out at the National Capital.

Approached by EDITOR & PUBLISHER, members of the Commission admitted such plans are now nearing completion, and expressed confidence when they are known and explained fully they will meet with the unqualified approval of those publishing and advertising interests to which, of course, the new rules cannot be applied as they are aimed only at the unscrupulous publisher who may not care what kind of advertising pours money into his till.

Harrop Buys Share in Daily

L. C. Harrop, recently Southern division business manager of the United Press with headquarters at Atlanta, has purchased an interest in the *Manistee* (Mich.) *News-Advocate,* evening paper, and will act as business manager. Harry W. Musselwhite, from whom Harrop acquired his interest, will direct editorial activities.

Percy Hammond Ill

Percy Hammond, dramatic critic for the New York Herald Tribune, who has been seriously ill as the result of an infected tooth, is recovering slowly. The infection from the tooth spread to his throat and Mr. Hammond was taken from his home at Easthampton to the Southampton Hospital, on June 27, where several operations were performed. He was reported resting comfortably on July 8.

GANNETT IN KANSAS CITY

New York State Publisher to Bid for Daily Star

Frank E. Gannett, owner of the Gannett string of papers in New York State, arrived in Kansas City, Tuesday, to bid for the *Kansas City Star.*

He said he had not decided what price he will offer. Mr. Gannett was accompanied by John McConnell, Chicago; Raymond H. McKinney, New York; Frank E. Tripp, Rochester, and Stanton Griffis, New York.

DAILY SPENDS $2,000 TO SOLICIT STORE

Brooklyn Eagle Buys Full Page Space in New York Times to Ask Gimbel Brothers for Its Business—New Departure

Merchants along Fifth Avenue, New York, were interested this week when the *Brooklyn Daily Eagle* purchased $2,000 full-page space in the *New York Times* to solicit the advertising of Gimbel Brothers, New York department store.

Instead of playing up the usual generalities found in newspaper advertisements, the Eagle addressed its full page directly to Gimbels, which has not been advertising in the paper.

"We have chosen this as the most efficient means to place a message simultaneously before the various members of your organization," the text of the advertisement began. "We know it would be most profitable for you to give Eagle readers the opportunity to follow your advertising in their favorite newspaper."

Then the story of the Eagle's market territory and its sales arguments were presented in detail in six tightly packed columns.

Sheldon Coons, advertising director of Gimbels, declined to be quoted regarding this new departure in solicitation, when questioned by EDITOR & PUBLISHER.

"The advertisement naturally will be applicable to other department stores than Gimbels," Robert V. Titus, advertising director of the Eagle said. "We consider the expense worth while. Addressing the message directly to one group of stores and in a way in which one of our representatives would tell it were he calling at Gimbels or Saks in person, is at least, we think, refreshingly new."

The idea originated with Harry Madden of the Eagle's New York office.

PROBE MARKET TRENDS

A. N. A. Announces Keynote of Annual Convention Set for Nov. 8-10

New tendencies in marketing will be the keynote of the annual convention of the Association of National Advertisers, it was announced this week by Robert K. Leavitt, association secretary. Sessions will be held Nov. 8-10 at some eastern city to be selected later.

Special effort will be made to bring out present day views on questions relating to distribution and to advertising as a factor in distribution. The newer tendencies of advertising, selling, market analysis and general distribution will be presented to show that "advertising is neither a sacred business nor a cure-all for distribution ills, but a sound marketing method," Mr. Leavitt said.

William A. Hart, director of advertising of the E. I. du Pont de Nemours & Co., has been appointed chairman of the convention program committee.

Arthur H. Ogel, advertising manager of the Wahl Company, has been elected to fill the unexpired term on the A. N. A. board of directors of W. S. Ashby, resigned.

The association's executive committee has appointed Mr. Leavitt to represent the A. N. A. on the Advertising Commission of the International Advertising Association for the next three years. E. T. Hall, Ralston Purina Company, and A. N. A. president, will also represent the Association.

N. Y. PUBLISHERS AND TYPOS FAIL TO AGREE

Meetings Adjourned July 7—Contract Expires July 1—Printers Ask $6 a Week Increase and 6½ Hour Day —Owners Ask Reductions

Negotiations for a new contract between the Publishers Association of New York City and Typographical Union Number Six are temporarily at a standstill.

Meetings between the two groups, which began June 1, were adjourned July 7, subject to the union's call. The present contract bears an expiration date of July 1, but contains a continuing clause, providing for *status quo* conditions until an agreement is reached or other action is taken by the International Typographical Union.

Leon H. Rouse, union chief, declined comment on the adjournment, pending a special meeting of the union to be held at Star Casino, New York, Sunday, July 11. Fred A. Walker, publisher of the *New York Telegram,* and chairman of the publishers' association, was likewise silent.

The printers are asking an increase in wages of $6 a week and a six and a half hour day. The owners have countered with demands for a reduction in pay and return to eight hour shifts. The wage reduction sought by the newspapers amounts to about $2.40 a day.

The contract under discussion became effective January 1, 1924, and provided for semi-annual increases in pay of a dollar a week.

Workers on day shifts were paid $58 a week from January 1 to July 1, 1924; night men $61, and "third shifts" $64. At the present time day men are getting $60 a week, night men $63 and "third shifts" $66.

Reporter on Airplane Trip

Bruce Gould, staff reporter of the New York Evening Post, was granted a week's leave of absence this week to accompany Capt. Homer M. Berry, who took off from Rooesvelt field, L. I., July 7, for a cross-country flight to Seattle, Wash., in a new Sikorsky, Pullman biplane. Gould intends to stop off at Des Moines, Ia., his home town. He formerly was associated with the *Des Moines Register.*

CUTS SUBSCRIPTION RATES

Decreased Cost of Production Cited by Huntington Advertiser

HUNTINGTON, W. Va., July 5.—Decreased cost of production and ability to handle a larger volume of business because of completion of a new plant and installation of new equipment is assigned by Luther T. Long, publisher of the *Huntington Advertiser,* afternoon daily, for a cut in subscription rates amounting to about 50 per cent.

The new rates are 10 cents a week by carrier and by mail, two cents a copy on week days and five cents a copy on Sunday. The old rate was 20 cents a week, three cents a copy on week days and seven cents a copy on Sunday. Announcement will soon be forthcoming, Mr. Long said, of improvements in news, editorial and feature service.

"The rates which have been in effect for the past few years," Mr. Long said, "were dictated by necessity. Under the stress of war, the price of white paper ascended to unprecedented levels and at the same time production costs in general soared. It was an experience typical of every other line of industry at the time. The Advertiser was compelled to advance its subscription rates.

"An important factor in the decision to cut the prices of the advertiser to the public is the new home in which it is published."

George C. Gardiner is circulation manager.

TAMPA TRIBUNE BUYS MORNING TELEGRAPH

Latter Daily, Owned by W. O. Stovall, Suspended with Issue of July 3—Plant to Be Sold

The *Tampa* (Fla.) *Morning Telegraph,* first issued Oct. 11, last year, was purchased by the *Tampa Tribune,* July 2, and its last issue appeared July 3.

The Telegraph was owned by the Gulf City Publishing Company, organized by W. O. Stovall, son of W. F. Stovall, former owner of the Tribune, immediately following the sale of the Tribune by the latter to its present owners. While W. F. Stovall was not actively known as one of the owners of the Telegraph, he financed the paper and, two months ago, took direct personal charge.

Purchase by the Tribune included only mechanical equipment and circulation. The price paid was virtually the inventory cost of equipment, it was stated. The Tribune will dispose of all equipment with the exception of the engraving plant, which it will operate.

The sale of the Telegraph ends the long newspaper career of W. F. Stovall, covering 35 years in Florida. Under the terms of the sale, neither Col. Stovall nor his son can engage in newspaper or other publishing business in Tampa for 25 years.

No changes will be made in the executive personnel of the Tribune, E. D. Lambright continuing as Editor and J. S. Mims as general business manager. S. L. Frisbie, former general manager of the Telegraph returned to the Tribune several weeks ago as advertising manager.

The transaction restores the Tribune to occupancy of the Tampa morning field which it has held for 33 years with the exception of the eight months' existence of the Telegraph.

Col. Stovall, in a telegraph statement to EDITOR & PUBLISHER said:

"When I sold the Tampa *Morning Tribune* in June, 1925, to a syndicate of local business men for $1,200,000, I made up my mind to retire from the trying and exacting vicissitudes of journalism. Up to this time I have not changed my plans. I have never owned one penny's worth of stock in the Tampa Morning *Telegraph.* My son, W. O. Stovall and 30 other former employes of the Tribune organized the Telegraph and I loaned them $200,000, for two years without interest in order to assist them. The Tampa field is not ripe for two morning papers and the Telegraph sold its physical assets and its circulation to the Tribune and suspended publication. All creditors and stockholders will be paid dollar for dollar leaving W. O. Stovall to suffer personally whatever pecuniary loss that may occur."

$40,000 Offered for Paper

An offer of $40,000, exclusive of the book accounts, has been made for the Elizabeth Times Company, publishers of *Elizabeth* (N. J.) *Times,* by a syndicate headed by James E. Moran of Brooklyn.

Joseph E. Stricker, receiver for the Times will ask Vice-Chancellor Backes for a rule to show cause why the offer should not be accepted.

Hoe Names New Vice-President

F. G. Kent, works manager, R. Hoe & Co., Inc., was elected a member of the board and vice-president at the last meeting of the company's directorate.

Mr. Kent was at one time vice-president of the Sowers Manufacturing Co., Buffalo, and previously works manager of the Pierce Arrow Motor Car Co.

Bridgeton News Fire

The *Bridgeton* (N. J.) *News* was able to continue publication without interruption following a $75,000 fire which almost wiped out its plant June 30.

S. N. P. A. PROCLAIMS NEW INDUSTRIAL ERA

Elect Park President—Johnson Chairman of Board—Next Meet Probably at Atlanta—Reports Indicate Flourishing Conditions Reflecting General Southern Prosperity—Tribute to Late Edgar M. Foster

(*By Telegraph to* EDITOR & PUBLISHER)

By ARTHUR T. ROBB

ASHEVILLE, N. C., July 8.—A year of rapid progress for Southern newspapers and Southern industries was reviewed here this week when the Southern Newspaper Publishers Association gathered at Grove Park Inn, for its 24th annual convention.

That the entire South, led by the press, is entering a period of remarkable expansion and progress was the theme of the meeting, which was the largest and most successful in the history of the Association.

The S. N. P. A. at the present time is functioning in a broad and efficient manner officers' reports showed. The membership is closely knit and cooperating fully in the many Association activities. Increased national advertising reached Southern dailies during the year as a result of the S. N. P. A. advertising campaign. No labor difficulties were encountered and co-operation with other publisher groups was closely maintained.

Walter C. Johnson, general manager of the *Chattanooga News*, who topped off nine years as secretary-treasurer with a term as president, was advanced to chairman of the board and was succeeded in the presidency by John A. Park, publisher of the *Raleigh* (N. C.) *Times*. Wiley L. Morgan, general manager of the *Knoxville Sentinel*, was re-elected secretary-treasurer, and the following directors were unanimously elected:

Alabama—Victor H. Hanson, *Birmingham News*.

Arkansas—J. S. Parks, *Ft. Smith Southwest American & Times-Record*.

Florida—Herbert Felkel, *St. Augustine Record*.

Georgia—Clark Howell, Jr., *Atlanta Constitution*.

Kentucky—Urey Woodson, *Owensboro Messenger*.

Louisiana—L. K. Nicholson, *New Orleans Times-Picayune*.

Mississippi—Frederick Sullens, *Jackson News*.

North Carolina—C. A. Webb, *Asheville Citizen*.

Oklahoma—E. K. Gaylord, *Oklahoma City Oklahoman and Times*.

South Carolina—W. W. Holland, *Spartanburg Herald and Journal*.

Tennessee—M. Stratton Foster, *Clarksville Leaf-Chronicle*.

Texas—A. E. Clarkson, *Houston Post-Dispatch*.

Virginia—J. P. Fishburn, *Roanoke Times and World-News*.

West Virginia—W. Guy Tetrick, *Clarksburg Exponent*.

Major Howell was elected in place of his father, who declined the tender of the nomination committee, which included the following: past presidents of the association, F. G. Bell, *Savannah News*, chairman; W. A. Elliott, *Jacksonville Times-Union;* W. T. Anderson, *Macon Telegraph;* A. F. Sanford, *Knoxville Journal*, and A. G. Newmyer, *New Orleans Item-Tribune*.

The S. N. P. A. will probably hold its 25th birthday party in the place of its origin, Atlanta, where the first meeting was held in 1903. The city extended through its newspapers an invitation to the 24th convention here this week and opinion apparently favors acceptance. The Board of Directors, which names time and place of meetings, will sound opinion by a referendum, the new board decided.

An informal mid-winter conference will be held in New Orleans, the convention voted Thursday.

Outstanding in the convention proceedings was the tribute paid to Edgar M. Foster, business manager of the *Nashville Banner*, who died June 20, just after he had prepared the report of the Association's Advertising Committee of which he had been chairman for several years. The report was read to the convention by Mr. Hanson. Upon its conclusion, Mr. Sanford, as a personal friend, and several others who had been associated with Mr. Foster during his 24 years as a member, director, and president recalled his services to the Association and his fine personal and business qualities, and Mr. Hanson presented the following resolution, which was adopted by a rising vote, the convention standing in silence for three minutes:



John A. Park, new president of Southern Newspaper Publishers' Association

WHEREAS, death has taken from the Southern Newspaper Publishers Association one of its most devoted, active and faithful members, a former president, a regular attendant upon its conventions and an enthusiastic worker in every branch of the activities of this body, and that this Association has suffered an irreparable loss in the passing of Edgar Foster, of the Nashville Banner, and

WHEREAS, not only the newspaper with which he had been connected for more than 30 years, not only this association of newspaper men who honored him and loved him, but also the people of Nashville, of Tennessee, and of the entire South lost in his death a faithful, loyal, enthusiastic friend, therefore,

BE IT RESOLVED, by the Southern Newspaper Publishers Association, in annual convention assembled, that this Association go on record as expressing publicly its feeling of great and irremediable loss and as expressing to his friends, his business associates and his family our profound sympathy with them in their hour of grief, and be it further resolved, that copy of this resolution be spread upon the records of this Association and copies be furnished his family and the Nashville Banner.

Mr. Foster's report, which appears at length in another column, emphasized the excellent results which the Association's advertising campaign had wrought for the newspapers of the South, stating that national advertisers have spent more money in the South during the past year than in any similar period and since January most Southern newspapers have broken all previous records in the volume of national business.

Of cognate interest was the discussion Wednesday of the Association's part in the litigation on advertising commissions before the Federal Trade Commission. James F. Finlay, Association attorney, expounded the progress of the suit to date and outlined the Association's plan to call about 100 witnesses to establish the falsity of the Commission's charges that present advertising procedure is illegal. Mr. Finlay's explanation was supplemented by L. B. Palmer, manager of the American Newspaper Publishers Association, the convention going into executive session to hear their reports.

Necessity for ample funds to execute the association's defense was stressed by President Johnson and several other members, notably C. P. J. Mooney, *Memphis Commercial-Appeal*, who warned the members against underestimating the serious situation for publishers which would result from an adverse decision by the Trade Commission.

"Don't be serene," said Mr. Mooney, "if this decision goes against us, it will be equivalent in the national field to a summary dismissal of all of our solicitors in the local field. We will have to reorganize our entire business if it is decided that the payment of commission only to advertising agencies and not to direct advertisers is a violation of the law."

Mr. Parks of Fort Smith and the officers warned the membership that the proceeding was against them as individuals and that each was liable for damages under the Sherman Act if the Commission held that advertising is Interstate Commerce and present practices to be unfair competition and in restraint of trade. Only nominal legal expenses have been incurred so far, it was stated, but it was impossible to predict how long the litigation would continue or what further expenditures would be needed. The cost of the defense to each member was trifling compared with the direct and indirect outlay consequent upon upsetting of the existing advertising structure. Collection of funds was referred to the Finance Committee to be named by the new president.

Postal affairs were reported by Col. Robert Ewing, *New Orleans States*, and discussed in greater detail by George H. Lucas, secretary of the American Publishers Conference, and L. B. Palmer. Upon motion of A. G. Newmyer, the convention voted thanks to Col. Ewing and his fellow committee members for their past year's labors. The report is summarized in another column.

Messrs. Palmer and Lucas also adverted to the Vestal copyright bill before the recent Congress, noting its provision for automatic copyright with registration of the copyrighted matter, which was declared to be an ever-present danger for newspapers. It accords international copyright privilege to any written article and lays open to infringement penalty any publication of such an article without the owner's authority. Mr. Palmer declared that the bill had no opportunity of passage at the session just closed and that the A. N. P. A. would be alert to protect newspaper's interest if the bill ever approached the dangerous stage.

Labor disputes have caused practically no trouble in the South during the past year, it was reported by F. C. Withers, *Columbia State*, chairman of the Committee, and only general principles were set forth by Harvey J. Kelly of Indianapolis, chairman of the Special Standing Committee of the A. N. P. A. in his first address to an S. N. P. A. gathering. Mr. Kelly referred to the trade union practice of arguing for increased wages by pointing to higher scales paid in other cities and urged the publishers not to give undue attention to that plea. It is only one of several important factors to be considered in wage adjustments, he stated. He also argued against execution of contracts with provisions for progressive wage increases over several years, stating that such contracts caused the prevailing average wage to ascend in an unending spiral and made equitable adjustment of wages in neighboring cities difficult. He offered the facilities of the A. N. P. A. office in Indianapolis to S. N. P. A. members having need of information in conciliation or arbitration proceedings, but declared that it was impossible in view of the amount of business in that office for the chairman to present individual cases in local arbitrations.

Mr. Kelly answered many questions from the floor as to existing and pending wage situations, the meeting going into executive sessions during his explanations.

"The extent to which some publications carry the lack of records is deplorable," declared John A. Park as chairman of the Business Office Affairs Committee. "There are instances where too much system and too many records have proven

(*Continued on page* 8.)

EWING, SHREVEPORT TIMES, TAKES HOME STAR PRIZE OF S. N. P. A. GOLF MEET

Poker Chips, Beverage Kits, Frappe Shakers, and Mahogany Humidors Won by Other Frantic Publisher Golfers Beneath Southern Pines

(*By Telegraph to* Editor & Publisher)

ASHEVILLE, N. C., July 7—J. D. Ewing, *Shreveport Times,* was the star golfer at the S. N. P. A. tournament today, his 81 winning best gross in the members section and a silver cigarette case given by R. Hoe & Co., Inc. President Johnson's silver pitcher for best net by members went to James G. Stahlman, *Nashville Banner,* with 90-26-64.

In the guests' section, a mahogany poker chip case given by the E. Katz Special Agency was won by W. H. Johnson, Editors Feature Service, with a best gross of 86. J. F. Hawkins, of the Ludlow Typograph Company turned in the best net, 96-29-67, winning a beverage kit in case donated by the Cline Electric Manufacturing Company. Other awards were won by J. L. Ewing, New Orleans States, 84; 3rd best gross—hand carved whistler from Black Forest by American Type Founders Company won by J. R. Gray, *Atlanta Journal,* 87; 2nd best net—golf bag by Mergenthaler Linotype Company, won by Clark Howell, Jr., *Atlanta Constitution,* 95-26-69; 3rd best net—golfer's frappe shaker by John M. Branham Company, won by D. C. Barrow, *Pensacola News and Journal,* 91-20-71.

Largest number par holes in scores of 100 or more—Gladstone traveling bag by Walter Scott & Co., won by Richard Wasson, *Asheville Citizen;* 3 pars largest number birdies or eagles in scores of 99 or less—cigarette set and pouch by Imperial type Metal Company, won by Chas. A. Webb, *Asheville Citizen,* drawn *from 4 ties;* 2 birds best kicker—camera by Intertype Corporation, won by W. E. Page, *Columbus* (Ga.) *Ledger;* 2nd best kicker—golf bag by International Paper Company, won by Munsey Slack, *Bristol Herald-Courier,* drawn from 4 ties; 3rd best kicker—clock by John Budd Company, won by J. R. Holliday, *Atlanta Constitution,* drawn from 3 ties.

Worst gross—mahogany humidor by Goss Printing Press Company, won by Walter C. Johnson, *Chattanooga News,* 137; 2nd worst gross—royal Doulton tobacco jar by Lanston Monotype Company, won by Carter Glass, Jr., *Lynchburg News,* 121; worst net—half dozen golf balls, in case won by Junius P. Fishburne, *Roanoke Times and News World;* 4th best gross—three golf balls won by W. C. Dowd, *Charlotte News,* 88; 5th best gross—three golf balls won by R. H. Ryan, *Petersburg Progress-Index,* 90; 6th best gross—three golf balls won by E. Brown, *Nashville Tennesseean,* 94; 7th best gross—three golf balls won by H. C. Adler, *Chattanooga Times,* 94, drawn from 2 ties. Fourth best net—three golf balls won by R. F. Hudson, *Montgomery Advertiser,* 73; 5th best net—three golf balls won by James M. Thomson, *New Orleans Item,* 76; 6th best—three golf balls won by John A. Brice, *Atlanta Journal.*

Guests' section: Best gross—mahogany case of 300 poker chips by E. Katz Agency won by W. H. Johnson, Editors Feature Service, 86; 2nd best gross—sterling silver Hagen putter by Editor & Publisher won by Glenn Allen, Southern Sports Bureau, 87, from tie; 3rd best gross—sterling flower center piece by Geo. H. Morrill Company won by E. Wheatley, Reeve-Angell, 87.

Best net—beverage kit in case by Cline Electric Manufacturing Company won by J. F. Hawkins, Ludlow Typograph Company, 96-29-67; 2nd best net—wrist watch by Standard Rate and Data Company won by G. V. Rothenburg, Cone, Rothenburg & Noee, 92-24-68; 3rd best net—golf desk ornament by J. T. Horney Developments won by A. E. Beirnes, Standard Rate & Data Company, 106-37-69.

Largest number par holes in scores of 100 or more—auto lunch kit and thermos bottles by E. W. Blatchford Company won by G. J. Noee, Cone, Rothenburg & Noee, drawn from tie; largest number of birdies or eagles in scores of 99 or less—golf shirt, cap, stockings, etc. won by J. C. Harris, S. C. Beckwith Agency. Best kicker—golf scarf pin by Charles H. Eddy Company won by Chas. C. Kahlert, Kelly-Smith Company; 2nd best kicker—ostrich skin scarf and cigarette cases by Story, Brooks & Finley won by Jess Whiteley, Cecil, Barreto & Cecil, drawn from 4 ties.

Worst gross—taper wallet, cigarette case, card case and bill fold, in ornamental box by Ludlow Typograph Company won by Walter Botthof, Standard Rate & Data Company, 142; 2nd worst gross—thermos carrier and two Stanley bottles by Cutler-Hammer Electric Manufacturing Company won by A. B. Meyer, Bowater Paper Company, 134; worst net—half dozen Dunlop balls in case won by R. M. Watt, Kimberly Clarke Company, 128-24-104; 4th best gross—three golf balls won by H. A. Earle, Perkins Goodwin Company, 90; 5th best gross—three golf balls won by Geo. M. Kohn, *Printers Ink,* 91; 6th best gross—three golf balls won by Fred W. Bott, Mergenthaler Linotype Company, 94; 7th best gross—three golf balls won by H. W. Wilke, General Electric Company, 194; 4th best net—three golf balls won by J. C. Wilberding Gravure Service Corporation, 104-34-70; 5th best net—three golf balls won by Nelson Maynard, Wood Flong Corporation, 97-22-75; 6th best net—three golf balls won by R. O. Van Horn, Intertype Corporation, 115-40-75; 7th best net—three golf balls won by J. M. Marshall, Great Northern Paper Company, 101-24-77.

SOUTHERN RENAISSANCE IS HERE, SPEAKERS SAY

ASHEVILLE, N. C., July 8.—Economics of the present southern prosperity formed the background of several addresses delivered at an informal evening meeting of the Southern Newspaper Publishers Association, a new feature of the program which kept the morning meltings entirely for convention business and devoted the evenings to the invited guests.

Oscar Wells, of Birmingham, president of the American Bankers Association; C. P. J. Mooney, of the *Memphis Commercial Appeal* and Dr. Frank Bohn, newspaper correspondent, all discussed various phases of the South's development.

"In the industrial age, we know industrialism does not produce very much," said Mr. Mooney, "it simply transforms, it takes things already in existence and makes them into other things—to make life easier for some people—and a great deal harder for many others.

"I went out riding this afternoon and saw some of your magnificent roads. I saw people in cars—going, going, going, —some ten, some 50, some 40 and a few 60 miles an hour.

"And I could tell from the faces of most of them that they did not have to get there in a hurry and in fact, had no particular place to go. That is what is wrong with us.

"We are on our way, but we do not know where. As I rode, I saw no bits of cotton and I saw no blades of corn and no golden grapes on your hill-sides and none close to your splendid roads. All I saw was automobiles—going, going, going, nowhere.

"Back in the old days, we editors used to spend our time discussing politics, cussing the 'damn—Yankees' and abusing each other. We sat at the corner grocery store and talked while the women worked. But a few years ago some of the editors got some sense—just a little. They went to work, not to reform the world, but to reform themselves. And with that beginning, the South has been transforming itself.

"But it isn't enough. We must keep from becoming industrial skeptics, and we can do that only by keeping our people on the farms and by making farm life easier and better, healthier and more sanitary."

Dr. Bohn's message was similar:

"I am convinced" he said, "that the South is destined to become the third great area of industrial civilization within the United States. The Northeastern and Midwestern industrial areas have become plethoric and morally decadent, engorged with great wealth and they no longer measure life in terms of manner or morals.

"I simply wish to warn you newspaper men that you have a duty to perform in shaping the South in its new life to steer clear of the rampant industrialism that has crushed the moral fibre of the North. You are bound here in the South to become vastly rich, but industrial success and the money it brings often proves a curse of civilization.

"Your only salvation lies in agriculture, just as the only salvation of the North will be in the taking of the vast hordes in the cities back of the country and spreading them in small towns."

Flat declaration that government subsidies to the farmer are dangerous and uneconomic was made by Mr. Wells, who said that the farmers difficulties cannot be solved by legislative encroachment upon economic law.

Mr. Wells touched also upon the installment buying system, saying that it has come to stay and that the present generation has the task of finding the best way of grafting it upon the present credit structure.

That it contained both extravagance and abuse, he said, there was no doubt, but these elements would be eliminated in time. He warned the publishers of danger to the country's economic safety if congress delayed in renewing the charters of the Federal Reserve banks, which expire in 20 years.

Dr. Dyer, traced the history of education in the South and the leadership of North and South Carolina in this field.

AIR ADVERTISERS FAVORED

New York Radio Stations Busy Selling Broadcast Space

Broadcasters paying for "air space" will dominate entertainment offered by New York radio stations when the fall programs begin, according to a copyright story published by the *New York Sun,* July 6.

Booking offices have begun a busy summer selling broadcasting time for the winter, giving the "air" to advertisers who will bear the cost of entertainment talent.

The Sun learned from officials of the Broadcasting Company of America and the Radio Corporation of America that little time on the winter schedules is being reserved for broadcast programs that are not "sponsored."

Sporting events and a few nationally important celebrations and dinners will be offered to the listening public without an advertising byline.

Attention is called to the fact that a number of political campaigns are on the calendar and that stations will sell time to candidates. Proposed legislation that would compel broadcasting owners to open their microphones to both parties was shelved until December with adjournment of Congress.

Don Seitz a Bank Founder

Don C. Seitz, an editor of the *Outlook* magazine and for many years business manager of the *New York World,* is named as an incorporator of the Cos Cob Trust Company, now being organized in Cos Cob, a suburb of New York City.

A.N.P.A. BEGINS WORK ON EXPANSION DRIVE

E. H. Butler, Buffalo News, Membership Committee Chairman, Appoints Leaders in Each State to Inform Papers of Association Work

Active work on its expansion program has been begun by the American Newspaper Publishers Association, with first steps being taken towards handling an increased enrollment expected to result from reduction of membership dues to smaller newspapers which becomes effective Sept. 1.



E. H. Butler

E. H. Butler, publisher of the *Buffalo Evening News,* and chairman of the A. N. P. A. membership committee, following a conference in New York late this week with L. B. Palmer, association manager, is appointing sub-chairmen in every state, who will name local committees to answer queries of non-member publishers and keep them informed regarding services performed by America's only national group for daily publishers.

No formal drive for new members is being made, according to Mr. Palmer, but he is confident many smaller papers will take advantage of the reduced dues.

"We have always realized," he said, "that a nation association, to be truly representative and function for the greatest benefit of the entire newspaper industry, must of necessity comprise in its membership not only portions of all classes of daily newspapers, but the largest possible number of all classes."

The total A. N. P. A. membership is now nearly 500. This number comprises some 210 members with less than 20,000 circulation and 84 with less than 10,000.

The slash in dues, first announced exclusively by Editor & Publisher last April, applies only to newspapers under 10,000 circulation. An increase in dues, making possible the addition of two new association departments—mechanical and traffic—is being borne by papers with circulations above 20,000. This latter group forms the bulk of the association's membership list.

The membership dues, effective Sept. 1, are figured as follows:

All members pay monthly dues of $12 per typesetting machine a year.

Members with circulations of 5,000 or under pay an annual fee of $50; with circulations of from 5,000 to 10,000, $75; and for circulations of more than 10,000 $25 for each cent of the national advertising rate.

Preliminary plans are now being made for the association's second fall convention to be held at French Lick, Ind., Nov. 10-12, and the suggestion is to be brought before the next meeting of the directors that non-members be invited to attend sessions, in order to learn just what the association is doing.

This same meeting of the board of directors to be held in August will complete plans for inauguration of the traffic and mechanical departments.

CLEVELAND NEWS MOVES

Occupies New Building July 4—Five Stories Devoted to Newspaper

The *Cleveland* (O.) *News* moved July 4, into its new five-story building, publishing its last edition in the old building occupied for the last 13 years on that date.

The new building is devoted exclusively to departments of the newspaper. It contains a cafeteria and barber shop for employees, a dining room for executives, and an auditorium. Virtually all new equipment was installed.

WHAT TO DO WHEN A LIBEL IS PRINTED

Nine Methods of Showing Absence of Actual Malice Listed by Col. H. W. Sackett, Noted New York Lawyer—"Good" Answer Frequently Half the Legal Battle, Sometimes Whole of It, He Says

By PHILIP SCHUYLER

Way back in 1885, *Col. Henry W. Sackett, member of the New York bar, prepared a book for employes of the New York Tribune a brief pamphlet entitled "The Law of Libel," with the sub-head, "What Every Newspaper Man Is Expected to Know About It."*

From this book, which has stood the test without revision as a practical guide to reporters and editors for more than 35 years, is obtained the material making up this the 17th article obtained by EDITOR & PUBLISHER, *stripping the libel law of legal verbiage.*

Col. Sackett for many years has been lecturer on the law of libel in the Pulitzer School of Journalism at Columbia University, New York. His book may be obtained by application to the University.

WHEN you're caught good and proper and you're in a libel suit up to your neck, what are you going to do?

Three defenses to libel suits, two of them discussed at length in previous articles of this series, lay at hand. They are:

1. To prove the published charge is true. This is called a "justification."
2. To show that the publication was "privileged."
3. To prove circumstances connected with the publication tending to show that it was not malicious or was provoked and excused by the conduct of the complainant. This is called a defense "in mitigation of damages," and forms the subject of this article.

Defenses in mitigation of damages are ably discussed by Col. Henry W. Sackett, member of the New York bar, and attorney for the *New York Herald Tribune,* in a book he has written entitled "The Law of Libel." He writes:

"If the publishers who are defendants in a libel suit are unable to show that the defamatory publication is *true* or that it is *privileged,* then the injured plaintiff is entitled to a verdict *in some amount.* How small this sum shall be will depend upon how good a case the defendants can make out *in mitigation of damages.* The range of defenses that may be interposed for this purpose is very broad. The following may be enumerated as the most important:

"(1) That the general conduct of the plaintiff gave the defendant 'probable cause' for believing the charges to be true.

"(2) That rumors to the same effect as the libelous publication had long been prevalent and generally believed in the community and never contradicted by the accused or his friends.

"(3) That the libelous article was copied from another newspaper and believed to be true.

"(4) That the complainant's general character is bad.

"(5) That the publication was made in heat and passion, provoked by the acts of the plaintiff.

"(6) That the charge published had been made orally in the presence of the plaintiff before publication, and he had not denied it.

"(7) That the publication was made of a political antagonist in the heat of a political campaign.

"(8) That as soon as the defendant discovered that he was in error he published a retraction, correction or apology.

"(9) That the defamatory publication had reference not to the plaintiff, but to another person of a similar name, concerning whom the charges were true, and that readers understood this other individual to be meant.

"The principle underlying all the above defenses is that they tend to show an absence of actual malice. Many other circumstances, too numerous and varied to be classified, and which properly could be used in the same manner and for the same reason to reduce damages, will readily suggest themselves in every one.

"The successful defense of libel suits depends largely upon having clear and trustworthy proof of the facts sought to be sustained promptly at hand as soon as the suit is brought. The 'Answer' that the publisher finds it necessary to make to complaint for libel differs from ordinary pleadings in this important respect—it must set forth in detail the *facts* that the defendant expects to prove.

"*For instance.*—The newspaper has called X. a blackmailer; X. brings a libel suit against the publishers. They seek to justify.' It will not be sufficient for them in their answer to allege that 'it is true, as charged, that X. is and was a blackmailer,' and then wait until the trial to bring forward proof of it. But X. has a right to know from the answer what the facts are upon which the publishers rely to establish the justice of the epithet 'blackmailer' as applied to him.

"Or, if the answer disclosed a defense 'in mitigation of damages,' as for example that the plaintiff's personal conduct was such as to induce any reasonable person to believe him guilty of the offense charged in the publication complained of, any particular instances of such conduct on the plaintiff's part that the publishers expect to prove on the trial must be set forth explicitly in the same manner.

"The putting in of a 'good' answer is therefore frequently more than half the legal battle and sometimes the whole of it.

"Any metropolitan newspaper that deserves the name finds itself compelled every day to publish matter that is defamatory in character. Otherwise there would be no journalistic records of crimes or of a large portion of the other occurrences in which the public is interested. The publisher's concern in that particular is a double one—that whatever of that nature is published in his newspaper should be *true* or *privileged* and that there should be clear *proof* of the truth or privilege.

"Every newspaper writer frequently finds himself called upon to deal with such matter. If it is the report of a trial in court, or if the writer finds that it is 'privileged' under the statute in any other way, he need have regard, so far as his report is concerned, to three points: (1) that the judicial or official proceedings have been already begun; (2) that his report of the testimony, etc., or synopsis of the sworn papers is fair and impartial; and (3) that he knows where he can put his hands upon the official records to sustain the privilege at any time.

"If the matter is defamatory and not privileged in any way, then the utmost care before publication with regard to the proof of its truth will be the only safeguard against libel suits.

"The publication of such matter upon the authority of any person's mere word, however truthful, trustworthy and careful that person may be believed to be, will always be attended with danger. The statements may be entirely true, and yet the giver of the information when called upon may not be able to furnish the proof. If he is, probably he could furnish it as well before as after publication.

"The only absolutely certain way for any newspaper writer to avoid all risk of this sort is for him to furnish for publication such defamatory matter only as he can sustain by his own testimony as an eye-witness, or such as he has seen the proofs of before writing the article.

"The almost certain result will be to prevent the bringing of a libel suit—the first consideration in this connection. If, on the other hand, a libel suit should be brought, the writer would be able to furnish the publishers with the best means of defense, namely, proof of the truth of the publication—which is of next importance."

Investigation of the claims and assertions made by the libel plaintiff in the complaint he has filed against a newspaper is of utmost importance in the defense of a damage action.

The plaintiff's lawyer has seen to it in his pleading that his client is a man or woman of faultless reputation and that the newspaper has been utterly malicious in attacking this innocent individual.

Newspaper lawyers in big suits spare no expense in rounding up facts regarding plaintiffs in damage litigation against them. In the recent case brought by Mrs. Sarah L. Robertson against a number of New York newspapers, one newspaper sent a representative all the way to the Pacific Coast to uncover details of the woman's past, which were introduced at the trial and contributed considerably in proving to the satisfaction of the jury that she was truly guilty of the charges published against her.

Libel has been defined as a "malicious defamation, either written or printed, charging upon or imputing to another that which renders him liable to imprisonment or tends to injure his reputation in the common estimation of mankind, or to hold him up as an object of hatred, scorn, ridicule or contempt."

But it is not generally necessary that the injured complainant should prove actual malice, according to Col. Sackett.

"If the defamatory matter complained of is false, the law presumes that the publication was malicious, unless it can be shown either that it was privileged by statute or otherwise, or the presumption of malice is overcome by actual proof," he explained. "That is to say, if the publisher claims that, although false and not privileged, the defamatory publication was not malicious, be must prove it.

"To prove that the defamatory publication complained of is true is an absolute and complete defense.

"The old maxim of the English criminal law, 'The greater the truth the greater the libel,' frequently quoted erroneously in this connection, has no application to actions in the civil courts, and at the present time would scarcely be invoked even in any of the criminal courts of this country, except under the most extraordinary circumstances.

"But it is not enough that the writer of defamatory articles himself knows that they are true, unless he is able to produce, when required, *competent legal proof of their truth.* What he himself has witnessed is, of course, competent evidence as far as it goes; when such proof can be strengthened by official records or other documentary proof, and by the evidence of other persons who can testify of their personal knowledge to the truth of the publications, a defense of the strongest character is presented.

"But one distinction should be observed carefully, a misconception in regard to which has given rise to many libel suits that have been difficult to defend. When it is said that 'the truth is a complete defense,' the literal truth of the published statement is not meant; *but the truth of the defamatory charge.*

"*For example*: a prominent official, say a judge, during the progress of a political campaign, either in the course of an interview or of a public speech, makes the charge against a candidate for an important office that he (the candidate obtained his naturalization papers either through perjury or subornation of perjury. A newspaper publishes the interview or the speech, giving the speaker's name and the exact language he used. If the candidate referred to should sue the newspaper for libel because of this publication, it would be no defense for the publishers to show that it was *true* that the speaker had said just exactly what the newspaper represented him to have said. In order to justify they would have to show that the defamatory charge was true, that the candidate had been guilty of perjury or subornation of perjury in obtaining his naturalization papers.

"In other words, no publisher or writers can escape responsibility for defaming a man's character by showing that it was on the authority of some other individual.

"The same principle applies to defamatory accusation republished from another newspaper, whether the name of the newspaper from which they are copied is given or not."

Col. Sackett has had nearly 40 years' experience as a newspaper libel lawyer and for many years has been lecturer on libel law at the Pulitzer School of Journalism, Columbia University, New York.

Of all the rules and admonitions regarding libel, that which he considers most important applies to the writers of headlines. Violation of this rule, he has said, has caused the large proportion of the difficulties encountered in the defense of libel suits.

This fundamental Sackett rule reads: "No headline should impute unchastity to a woman or a crime to any person. The utmost that headlines can properly do is to indicate that charges of unchastity or crime have been made or sustained in privileged cases, that is in 'judicial, legislative or other public and official proceedings."

INTERVIEWS ARABIAN KING

Dr. Ellis Returns After Adventures in Holy Land

Dr. William T. Ellis arrived in New York this week, accompanied by Mrs. Ellis, following remarkable adventures in the Holy Land. For the first time in history this newspaper man succeeded in covering in a ten months' journey the entire Bible area. Dr. Ellis succeeded in interviewing King Ibn Saoud, of Arabia, and got closer to Mecca than any undisguised Christian has ever gone. Death is the penalty the Christian suffers if caught inside of Mecca, and Dr. Ellis spent a night in the company of the king on the outskirts of the city, 14 miles from the Kaaba.

There were other adventures. In Arabia, their escort of armed cars was shot up by a large force of Arabs, Dr. Ellis' party escaping only because an American car with a frightened Armenian chauffeur is faster than the fleetest Arab steeds.

The party penetrated to all the ruined Biblical cities of Asia Minor and also of the Trans-Jordan region and did exploratory work in the heart of the Sinai Peninsula. They visited Babylon and Ur of the Chaldees, and Shushan and Ecbatana in Persia.

"Even more pervasive throughout the Near East than American automobiles," said Dr. Ellis, who is writing a book 'Bible Lands Today,' are the political ideals of America. The American war aims may have been temporarily forgotten in the land of their origin, but they are the greatest present political force in hither Asia. No Fourth of July orator ever conceived of such an outreach of our national ideals and influence as every traveller in the East may today report as a verifiable reality. History has no parallel for it. Most of the unrest in the Orient is due to the working of this American yeast. Our leadership of the oldest peoples is an international fact to be reckoned with."

S. N. P. A. PROCLAIMS NEW INDUSTRIAL ERA

(*Continued from page* 5)

burdensome, but the one outstanding need of Southern publishers is better accounting and more complete records."

In the editorial department, the situation is just as bad according to Robert Lathan, *Charleston News and Courier,* chairman of the Editorial Affairs Committee, whose report was read by Maj. Howell. The lack of contact between the editorial executives of Southern newspapers and the Association was emphasized when the Committee was unable to obtain entries for the prize awarded by the late George F. Milton for the Southern newspaper writer whose work during the preceding year was deemed most effective in the cause of international peace. The award was postponed until next year. A special effort was urged to have a meeting of editors scheduled for the next convention.

The past year's work was outlined in the reports of President Johnson, Secretary-Treasurer Morgan, and Manager Cranston Williams, the latter also reporting at length for the Committee on Traffic, of which he has been chairman.

During the past year the S. N. P. A. membership made a net gain of six, Wiley L. Morgan, secretary-treasurer, reported. Fifteen new members were enrolled as against a loss of six members by resignation and three because of suspension of publication. Total membership now stands at 196 as compared with 190 a year ago.

The membership represents an aggregate newspaper circulation of 3,234,994 covering 14 Southern states, the report said.

The 15 newspapers added to the Association were: *Gadsden* (Ala.) *Star; Blytheville* (Ark.) *Courier-News; El Dorado* (Ark.) *News-Times; Texarkana* (Ark.) *Gazette; Daytona Beach* (Fla.) *Journal; Ft. Lauderdale* (Fla.) *News; Pensacola* (Fla.) *News; Pensacola* (Fla.) *Journal; Sarasota* (Fla.) *Herald; St. Petersburg* (Fla.) *News; West Palm Beach* (Fla.) *Times; Columbus* (Miss.) *Commercial Dispatch; El Paso* (Tex.) *Times; El Paso* (Tex.) *Herald; Waco* (Tex.) *Times-Herald.*

The three suspensions were: *Orangeburg* (S. C.) *Times and Democrat,* now a tri-weekly; *Spartanburg* (S. C.) *Sun,* and *Danville* (Va.) *News.*

"The advertising campaign has been successfully carried out this year, under the able leadership of our late beloved Edgar M. Foster, and his committee," the report said. "Fiscal year began with an unexpended balance of $7,963.53 to the fund. Subscriptions for the campaign of 1926-27 were made by eighty-two newspapers aggregating $13,185.46, of which latter sum $10,048.25 already has been paid by fifty-two publications, leaving $3,137.21 to be remitted on this year's subscriptions.

The Association has a cash balance of $8,633 on hand after disbursements of $10,230.87 for the year, the report stated.

The emergency fund, created two years ago for the defense of the Federal Trade Commission suit and for fighting postal rates, was continued last year and has a cash balance of $2,783.87. Eighty-three of the 196 members contributed to this fund.

The Advertising Committee received a total of $13,489.62 during the year, which was augmented to $21,426.15 by a $7,936.53 surplus from the previous year. The sum of $9,976.28 was expended in the advertising campaign, leaving a balance on hand of $11,449.87.

Tribute was paid in the secretary's report to ten members of the Association who died during the past year. They were:

A. M. Carpenter, editor, *Fayetteville* (N. C.) *Observer.*

Robert G. Hiden, former president of the *Birmingham* (Ala.) *Ledger* and previously associated with the *Richmond* (Va.) *Times-Dispatch* and the *Birmingham* (Ala.) *News.*

H. M. Huie, publisher of the *Alexandria* (La.) *Town Talk.*

Col. Henry M. McIntosh, founder and editor of the *Albany* (Ga.) *Herald.*

Capt. Fred Lee Merritt, formerly of the *Raleigh* (N. C.) *News and Observer,* the *Norfolk* (Va.) *Virginian Pilot,* and the *Asheville* (N. C.) *Citizen.*

A. P. Lowe, editor, *Fredericksburg* (Va.) *Star.*

Rudolph C. Seigling, president, *Charleston* (S. C.) *News and Courier.*

A. M. Smith, of the *Anniston* (Ala.) *Star,* and one of the founders of the erstwhile *Birmingham* (Ala.) *Ledger.*

Edgar M. Foster, business manager of the *Nashville* (Tenn.) *Banner,* charter member and past president, former director, and chairman of the advertising committee for several years past.

Headquarters office of the S. N. P. A. has been kept busy during the past year with legal and legislative matters, in addition to the regular routine, Cranston Williams, manager, declared in his report.

The S. N. P. A. employment bureau was called upon many times to furnish employees to member newspapers, Williams said. The bureau aims to keep a list of personnel available for S. N. P. A. members, with the exception that the name of a person employed on a member paper is not given another member paper.

Efforts to create more newspaper advertising have been constant and effective, the manager declared. Close contact has been maintained with the Bureau of Advertising of the American Newspaper Publishers Association. Special copy in behalf of newspaper advertising were prepared and mats furnished to S. N. P. A. papers.

Award of a cash prize to the editor of a Southern daily for the best editorial on International Peace, provided for in the will of the late George F. Milton of the *Chattanooga News,* was postponed until the next annual meeting. The fund became available late in 1925, making it impossible to get a representative selection of editorials for that year. The first award, therefore, will be competed for by editorials written this year.

The official S. N. P. A. code of ethics was printed and forwarded to all members during the year.

Mr. Williams recounted also the efforts of the railways serving the South to obtain increased freight rates on newsprint paper and on cores. Several new schedules have been filed and are pending while it is expected that others will be within a few weeks, the discussion indicated.

Mr. Williams also detailed the organization progress of the Washington & Lee University School of Journalism, established under the Association's patronage.

Discussion of oil fuel in stereotype pots as a substitute for coal and gas was the feature of a round table on mechanical topics conducted by Maj. Allen Potts, *Richmond News-Leader.* With a good burner and proper thermostatic control, it was said by F. G. Bell of Savannah, oil has been found in the *News* plant to be somewhat cheaper than gas and slightly more expensive than coal. In other parts of the South, other publishers said, the delivered price of oil makes either of the other fuels preferable from a cost standpoint.

Several publishers spoke in high praise of the service rendered by the Pressmen's Union in sending expert pressmen to solve pressroom difficulties of newspapers. One publisher narrated how one of the union's field men had remained in his plant more than a week and succeeded in producing a perfectly printed sheet from a second-hand machine which his own mechanics had declared worthless. Another publisher told of a saving of $35,000 to a publication through the services of the union expert, who influenced a press manufacturer to replace a defective machine.

Dry mats received a general "okay" from the meeting, and it was stated that the paper saving effected through their use averaged one and one-third percent of the total bill.

In the editorial discussion led by L. K. Nicholson, *New Orleans Times-Picayune,* the favored proportions of advertising and News were respectively 60 and 40 per cent. Professional baseball and football were laid on the anvil by several publishers, who reported no financial return from such news commensurate with the outlay. No success has attended Southern publishers' efforts to get paid advertising from the professional baseball teams and the publishers in one city declared that they no longer carry "specials" on baseball when their home teams are abroad, using only press service dispatches and box scores. Mr. Mooney urged the news development of amateur and semi-amateur sports by special reports of such games.

Editorial salaries are now higher than ever, it was generally agreed, the rule adopted by some papers being to keep them above the level of the mechanical department wages.

Press agentry threatened to keep the convention in session all day, but the impending golf tournament cut the discussion short. The waste basket was held up as the best cure for the evil, but there should be a distinction drawn between undesirable or graft publicity and that which the editor feels should be extended for the community's good.

Mr. Mooney roused general dissent when he urged the newspaper men to encourage men starting in business, provided their character was good and their venture promising, by extending them a line of credit in advertising.

"Don't give them free notices" he said. "Give them advertising space, $250 worth or so and you'll be surprised how often your investment will be repaid. Treat them as a bank or a supply house would treat them. They are assets to your city. Don't put the item on your books at all. If they come through, they are friends and advertisers. If they fail, you don't have to charge it off your books."

Honorary life membership was voted to Marcellus E. Foster, who recently sold his interest in the *Houston Chronicle* and is now retired. Mr. Foster, a past president, is the third honorary member, the others being Adolph S. Ochs, *New York Times* and *Chattanooga Times,* and Fred L. Seely, of Grove Park Inn.

Entertainment, in charge of C. A. Webb, *Asheville Citizen,* and Don S. Elias, *Asheville Times,* consisted of a tour of the Asheville mountain region and a reception and tea for members and guests. Card parties were arranged by the ladies Wednesday and Thursday afternoons by a committee headed by Mrs. Walter C. Johnson and including Mrs. V. H. Hanson, Mrs. George M. Kohn, Mrs. Webb, Mrs. Elias, Mrs. W. O. Boger, Mrs. C. K. Robinson, Mrs. L. E. Fisher and Mrs. Randall Harris.

The golf tournament, which is reported fully in another column, was in the hands of Walter H. Savory, Mergenthaler Linotype Company, chairman; Richard Wasson, Asheville Citizen, and Elmer E. Clark, *Little Rock Democrat.*

Addresses were made in the great hall of the inn on Tuesday evening by Oscar Wells, Birmingham, president of the American Bankers Association, and Kent Cooper, general manager of the Associated Press. A motion picture of the A. P. in action round the world was shown in conjunction with Mr. Cooper's address.

Wednesday evening's speakers were Dr. Frank Bohn, newspaper correspondent, and Dr. Gus Dyer, of Vanderbilt University.

Discussion of circulation, advertising and miscellaneous topics, an informal address by James O'Shaughnessy, executive secretary of the Four A's, and adoption of resolutions occupied the closing session.

The advertising round table under direction of H. Galt Braxton, *Kingston Free Press,* covered 29 topics.

Scheme advertising was declared not so profitable to advertisers as regular contract space. Advertisers should pay for illustrations, it was generally said.

Smaller newspapers cannot live on a local rate basis of three cents per inch per thousand circulation it was said though the larger members believe such basis equitable.

Double truck advertising should carry a charge for an extra half column, according to newspaper practice in Dixie.

Publishers should have the name of a prospective national advertiser before giving an agency merchandising information.

Installation of ad-setting machines was declared to be the best method of improving newspaper typography.

Under leadership of W. A. Elliott, Jacksonville, the circulation topics developed an interesting discussion of features which were said to be of secondary importance in the south, where sport news local and foreign and a strong editorial policy are prime requisites of editorial success, according to Mr. Mooney.

Insurance as circulation promotion has many users but not so many friends in southern journalism. North Carolina laws prohibit its use as a newspaper premium, a condition which won for Tarheel publishers congratulations from other states.

F. G. Bell, *Savannah News* and an A. N. P. A. director, urged the members to attend the November meeting of the national body at French Lick, Ind.

Mr. O'Shaughnessy referred briefly to the Federal Trade Commission suit or agency commissions and predicted favorable results.

He said that his membership was particularly interested in the growth of the South at a rate far beyond that of other sections, that more business than ever was being placed in southern newspapers and that the 1927 outlook was even brighter. However, an upset of the existing advertising fabric would probably cost southern newspapers $15,000,000 in advertising, he said.

S. N. P. A. CONDEMNS POSTAL DELAY

AFTER reviewing the postal situation and the efforts of the S. N. P. A. to obtain relief from the present Congress the association's committee condemned delay and questioned the proposal of the Senate committee to gather more data. It was asserted that there are no additional figures which will be helpful to the Senate Committee, "because second class mail matter is the one class on which the Department always has full information as to volume and revenues," the report said. "The Committee's position as to third and fourth class is possibly justified by the desire for additional figures, but we feel that they were afraid to recommend the reduction in second class and force the third and fourth class mail users to wait alone. * * * The fact is that in the spring of 1925 most of the third and fourth class mail users left Washington feeling in the light of the absurd allocation by the Postal Department of an alleged deficit of $75,000,000 per year in the handling of second class mail, perfectly safe from any increase. Need more be said?

LACK OF COST DATA DEPLORED

THE S. N. P. A. Committee on Business Affairs reported this week that a collection of data on labor cost in composing rooms shows tremendous variations in the unit cost of type production in various offices. The greatest cost is in large offices where pages are close set, with many editions and many makeovers. Because of their failure to use maximum sized pages with full length columns some of the smaller offices have high composing room costs. Too many wide columns are still in use. Reduction of column widths would conserve 5 per cent of space and reduce newsprint expense.

The report concerns only 15 per cent of the total membership, but an analysis of groups of these papers gave the following statistics: The groups showing the largest percentage of profits are: designating papers of 15,000 to 30,000, and group E, covering those above 30,000 circulation. Four papers of less than 3,0

(*Reports continued on page* 46)

INSURANCE MILLIONS WAIT ON ADVERTISING

How Co-operative Schedule in Newspapers Would Open Way to Vast New Premium Income—Expert Discussion of Big Neglected Opportunity

By CHARLES H. HOLLAND

President Independence Indemnity Company and Independence Fire Insurance Company of Philadelphia, in an address at the recent Philadelphia Advertising Convention

THE two gigantic institutions, Newspapers and Insurance—both serving the public in an unusual degree, one disseminating information as to conditions—the other providing security against all unfavorable conditions, one proclaiming the path of progress—the other making progress possible by securing against its certain dangers, one guiding the minds of the people—the other protecting their possessions and their livelihood—these two gigantic institutions surely must have much in common. Hand-in-hand they would accomplish their two great missions, each of assistance to and supplementing the efforts of the other.

So it would seem.

Why it is not so, and whether it might be so, are questions I shall attempt to answer.

It is a noticeable fact that, without the slightest feeling or suspicion of antagonism between the two, Newspapers seldom, if ever, make any but the most passing reference to insurance and insurance seldom if ever takes advantage of that most valuable arena for publicity, the newspaper advertising columns.

Of all the great institutions having goods or services to sell to the general public the institution of insurance is probably the least developed as regards advertising, except perhaps in the way of leaflets; pamphlets and other forms of direct-by-mail matter. Some companies carry space in insurance journals, many of which are of great value to insurance men, but none of which are widely read outside of the insurance business. A few companies have experimented in a moderate way with magazines of national circulation. Occasionally, agents run cards in their local newspapers. But companies themselves use practically no newspaper space.

And the result is that the absence of publicity in the place where publicity is natural and expected leaves the Insurance business less understood as an institution than any of the other great interests of the nation. And this ignorance or lack of understanding on the part of the public, despite the peculiarly personal nature of the relations of insurance with the individual members of the public, engenders a suspicion and distrust on the part of many that, at least, prevents the largest measure of efficient service.

The reasons for this peculiar neglect of general or "consumer" advertising on the part of the Insurance companies are not undiscoverable; three of them will be recognized readily. First, the standardized character of insurance contracts makes the offerings of most companies appear to be substantially the same; so that in contrast with trade-marked articles and those of special design the individual companies have nothing exclusive on which to build up a public demand. Second, the sale of insurance through the personality of local agencies, many of which represent a number of companies selling precisely similar insurance, makes it difficult for the company which might do the advertising to secure for itself more than a small proportion of the return on its advertising investment. Third, no impressive effort has been made, either by newspapers or by insurance-advertising officials, to plan such a campaign as would "sell itself" readily to those upon whom would rest the responsibility of authorizing the necessary expenditure of money.

Whatever may be the reasons for the subjection of insurance to this unnecessary but existent handicap, it surely is in every way desirable that the various divisions of the insurance business should recognize their joint interest in the work of building up in the mind of the public a proper understanding of the insurance function; for while the various divisions differ in underwriting methods and sometimes in sales methods, they have fundamental unity in that they arise from the instinctive human desire for security, and in that the mission of all of them is to the entire public.

Such a work, if undertaken, would have more than a merely educational aspect; it would have a direct sales purpose, for the insurance business faces no "saturated market." In some forms of coverage the present sales are less than one per cent of the possible limit, while they probably have not reached 50 per cent on even those most widely sold. The field therefore for the further sale of insurance is almost inconceivably large; while the more complete "sale" of the insurance idea to the general public would be a matter of public welfare.

It cannot be doubted that the right kind of a consumer advertising campaign would make vast hosts of friends for insurance from among those who at present regard insurance premiums as a tax which they pay with a certain amount of silent resentment, and would at the same time exert a powerful influence in extending the public desire for insurance. Such friendship and such a desire would be a matter of joint, not individual, advantage; it would be extended towards insurance rather than to a single insurance company, but it would benefit insurance as a whole—including all reputable companies—and should therefore be a matter of joint enterprise and joint expense.

Newspaper advertising is essentially local in its application and is the most intensive means of covering any locality, because practically all adults read newspapers. The modern newspaper carries departments that appeal to all members of the family and all classes in every American community, and its reading has become an intimate personal habit on the part of the American family.

This has become a newspaper age to the degree that practically everyone who reads at all has for a habitual companion at least one newspaper, without whose daily or weekly visit the world would seem out of joint. The newspaper therefore is ubiquitous; but insurance also is ubiquitous, and there is not a community where a newspaper is published which does not also have at least one insurance agent ready and able to satisfy any demand created by the local publicity.

The fact that newspaper advertising is essentially local in its application involves the seeming disadvantage that any attempt to reach a number of localities would run into a large aggregate expense and would be an undertaking of formidable proportions compared with what has hitherto been done by insurance interests.

But in a joint campaign such as is suggested, would the cost be prohibitive? Would it, for the results to be achieved, cost even fractionally as much as companies are already accustomed to spend upon various forms of non-unified publicity—all or most of which is, within its limited area, extremely useful, and which it is not suggested should be discontinued.

Assuming that the combined premium incomes of the stock companies in the fields of fire, casualty and surety insurance (leaving out of consideration for the time being the vast incomes of the life companies and those engaged in yet other classes of the insurance business) amount to $1,500,000,000 per year, even so insignificant a proportion as one-fifteenth of one per cent would produce the substantial sum of one million dollars, with which a far-reaching, important and successful campaign might be undertaken. So small a percentage of turnover for newspaper advertising of national scope would seem inconceivably minute to most advertisers who attempt to enroll the active support of the buying public. So, while, on account of cost, there is very little likelihood or possibility of systematic newspaper advertising on the part of individual companies, the cost that would be prohibitive to a single company could be absorbed almost without notice if equitably apportioned among two or three hundred companies.

Most insurance agencies to which we look for the production of insurance premiums, are quite as local as their home newspapers; and they sell so great a variety of forms of protection that any and every step in popularizing insurance would inure to their own benefit and to the benefit of their companies. I believe that thousands of agents would gladly welcome a joint effort in behalf of the companies to advertise the "idea" of insurance and the various forms of coverage to the people of their communities through their local newspapers, and would immediately seek to tie up their own agencies to the results of such advertising by running cards in the papers which carried the joint campaign.

It is likely also that the newspapers would take prompt advantage of such an opportunity and give valuable aid in such a campaign by encouraging and soliciting advertising from the local agents. All papers are desirous of developing new fields of local advertising, and the insurance field is almost virgin. If, therefore, a local newspaper could carry joint advertising representing the companies as a whole—representing "Insurance" as an institution—supplemented by a number of local and individual advertisements on the same subject, there would automatically be created what would amount to an Insurance Department of that newspaper, which could not fail to have a marked effect in increasing the sale of insurance in the community, and which would at the same time provide for the newspaper and its readers an opportunity for a closer acquaintance with and knowledge of so vital a factor in modern life as the institution of insurance has proved itself to be.

Thus, the carrying out of a well-planned and capably-managed nation-wide campaign of newspaper consumer advertising, participated in by the fire, casualty and surety stock insurance companies, and participated in locally, as would inevitably occur, by a fair proportion of the local agents, would be of benefit to four general classes:

First, To the companies because it would open the way to hundreds of millions of dollars of additional premium income; and would at the same time interpret to the public a great business of which they are largely ignorant and therefore suspicious.

Second, To the agents for exactly the same reasons.

Third, To the newspapers, for whom it would bring a new national advertiser into the field, and to whom it would open a new source of local advertising revenue.

Fourth, To the public, who would benefit enormously by the larger spread of insurance protection, thereby lessening the economic dangers of contingency and chance.

That the subject deserves the profound consideration of the insurance companies I am firmly convinced; that the advantages of such a public campaign would be immeasurable can hardly be questioned; and that its cost, even if the campaign included every daily newspaper in the United States, would not be unduly expensive is easily provable.

And the wider spread of the beneficent protection of insurance would redound to the credit of the companies and to the welfare of the public.

GLOBE GIRDLERS ON WAY HOME



In the foreground are shown Edward Evans of Detroit and Linton Wells, New York newspaper man, who are attempting to lower the round-the-world travel record, under the auspices of the North American Newspaper Alliance. The photograph shows them arriving at Le Bourget, France from Cherbourg, and ready to hop to Berlin by airplane. They are now on board the Empress of Asia, en route to the U. S. They expect to lower the record of John Mears from 35 days, 21 hours and 35 minutes to about 28 days.

J. H. JONES, NEW HOUSTON PUBLISHER, WARMED HIS FEET AT ROYAL FIRE

Chronicle Owner, with President Wilson in London, Made Himself at Home in Buckingham Palace—As Farm Lad He "Ploughed at a Trot" and Still Does

(*By Telegraph to* Editor & Publisher)

HOUSTON, Tex., July 7.—In the memorable winter of 1918 it was cold in London hotel rooms, and Jesse H. Jones, new owner of the *Houston Chronicle*, went in search of a warmer place. He had arrived late in London to join former President Woodrow Wilson and party on that historic pilgrimage to the Peace Conference. Mr. Jones drove to



Jesse H. Jones

Buckingham Palace, and in some manner got past all the flunkeys that surrounded the abode of Royalty. A great warming fire attracted him, and so he pulled off his shoes and there he sat warming his feet. When a short time later the King of England and the President of the United States came arm in arm down the corridor.

Just a touch of good old American democracy introducing itself into the cast-iron formalities of aristocracy. But Jesse Jones had first learned to toast his cold feet before an open fireplace on a Robertson County, Tennessee farm, some forty years before. It was on that farm where he spent the first few years of his life. As a farmer lad he plowed but one day. His father gave him a tract to plow. That ordinarily would have been two days' work, but young Jesse urged the mules into a trot and kept them at it, until in one day he had done two days' work. When the father returned in the evening the field was plowed, but the mules were white with foam. And Mr. Jones has been plowing in a trot ever since.

His first job was in a lumber yard.

Twenty-eight years ago, Mr. Jones came to Houston, Tex., and again went to work in a lumber yard. He must have plowed at a double trot for in a few years he controlled 65 retail lumber yards and a few sawmills over Texas.

A score of years ago he embarked, modestly at first, in the building business, and it was there that fame first perched on his banner. By all odds he is now the premier builder of Texas. In Houston he has built and owns more than a dozen of the city's greatest structures, and at this time three great hotels, four large theatres and three office buildings. A mark of his genius as a builder, are in process of erection in Houston and at Fort Worth.

But New York City is also feeling the stimulus of the enterprise of this Texan as a builder. For the Houston Properties Corporation, of which he is the head and principal owner, has in two years expended $20,000,000 there in building operations. One of these structures, already completed, is the Tower Building, 200 Madison Avenue. In addition to all this, Mr. Jones has found time to engage in the banking business, and as the head of banks and trust companies, is widely known.

"Whatever success I have attained is due to my supreme faith in Texas, and the love of work," says Mr. Jones. "It is a diversity of endeavor that lends zest to work, and makes it so interesting. President Wilson believed in that, as he said."

But the telephone rang. Someone wanting to know whether to add two stories to a building.

"Use your own judgment as to that," he advised.

More phone calls, about plans and the great mass of blue prints littered on his desk, and then calls about banking problems, and a call even from the editor of his paper. Someone entered to ask about details of a new refrigeration system in a great hotel he owns.

But when he mentioned Woodrow Wilson there was a key to the new publisher's ideals of public service. He is prouder of his association with the great war President than perhaps anything else. He recalls proudly when he and the former President and the late Cleveland H. Dodge led the Red Cross parade through the streets of New York in 1918. He is proud Woodrow Wilson was his friend and trusted him. He treasures the voluminous correspondence that passed between them, almost up to the end of Mr. Wilson's life. The former President made him a member of the Red Cross War Council and he served as Director General of the military relief work of the American Red Cross. During the last illness of the President, Mr. and Mrs. Jones were frequently guests at the Wilson home, when it was almost inaccessible to even the warmest friends, and Mr. Jones went from Texas to serve as an active pallbearer at Mr. Wilson's funeral.

During the Presidential campaign of 1924, Mr. Jones served as Director of Finance of the Democratic National Committee. As such his duties were to raise the funds for others to spend. He raised $1,250,000.

Mr. Jones indicates unmistakably he will not make the mistake so many men of large business affairs make, of attempting overnight to master the details of the publishing business, and assume control of all the intricacies of the management of the business.

It must not be understood, however, Mr. Jones is a novice in the newspaper game. For many years he has been a very heavy stockholder in the Chronicle, of which he is now sole owner. As such he has had a voice in its management, and has helped shape and direct both its editorial and business policies.

"The day has only 24 hours in it and my 24 hours are pretty full now," he says. "I shall generally direct the paper's policy and act as counselor for both those in the business and editorial ends of the paper.

"I hold that no paper can fulfill its mission of service unless it can stand on its own bottom, unless it is a going business concern, unless it be a profitable business," says Mr. Jones. "There are two sides to a newspaper, its business side and its public service side. If it fails in its service to the public, in its ideals, it usually fails as a growing business. On the other hand, if it fails to stand on its own bottom, it can manifestly survive only as the subsidized organ of some man or interest. I expect the Chronicle to remain a great newspaper, to become a much greater newspaper."

In acquiring full ownership of the Chronicle from M. E. Foster, founder and for 25 years its directing head, Mr. Jones made no change in personnel, except to promote some executives. When asked as to his ideals of what a newspaper should be, Mr. Jones referred the questioner to a statement he made on the editorial page of the paper the day he took charge, which is: "I regard the publication of a newspaper as a distinct public trust and one not to be lightly treated or abused for selfish purposes or to gratify selfish whims. A great daily newspaper can remain a power for good only so long as it is uninfluenced by unworthy motives and unbought by the desire for gain.

"A newspaper that can neither be bought nor bullied is the greatest asset of a city or state. Naturally, a newspaper makes mistakes in judgment as it does in type, but so long as errors are honestly made they are not serious when general results are considered.

"The success or failure of a particular issue is of little consequence compared with the all important principle of a fearless and an honest newspaper. This I intend the Chronicle shall always be, a newspaper for all of the people, democratic in fact and in principle, standing for the greatest good to the greatest number, championing and defending what it believes to be right and condemning and opposing what it believes to be wrong.

"Such have always been the policies of the Chronicle and to such it is now rededicated."

LITTLE ROCK NEWS SOLD TO ARKANSAS GROUP

El Dorado Men Join with Present Publisher and Associates in Purchase of Afternoon Daily—Myers Remains in Charge

Purchase of the controlling stock in the *Little Rock* (Ark.) *Daily News*, afternoon paper, was announced July 6, by L. B. Myers and associates of Little Rock and Stanley Andrews and associates of El Dorado.

The stock purchased was that formerly held by the L. T. Brady estate of Tulsa, Okla. Mr. Myers and the El Dorado group pooled interests in the purchase of the stock.

The plant will be moved immediately to the building occupied by the *Arkansas Farmer and Homestead*, of Little Rock, now owned by the Stanley Andrews Publishing Company of El Dorado. The two papers will be operated through one mechanical department though the business, editorial and advertising departments will be separate. There will be no financial merger of the two properties.

Mr. Myers, who with the Brady estate bought the Little Rock Daily News four years ago, will remain as publisher while Stanley Andrews, will become editorial director.

Associated with Mr. Myers are his wife, Mrs. Ruth Myers, and Ray Metzer. The latter will be business manager of the News. Associated with Mr. Andrews are: L. C. Callow, Floyd Miller, Alex Washburn, and J. A. Plotner, of El Dorado, all interested in the Arkansas Farmer and Homestead at Little Rock as well as in the *El Dorado Morning News and Evening Times*.

Kenneth B. Roy, foreign advertising manager for the Farmer and Homestead, will also direct the foreign advertising and merchandising department of the News. Robert Lambert is managing editor. The News was founded in Little Rock eight years ago by a group headed by L. P. Robbins.

Roosen Now Making Colored Inks

H. D. Roosen Company, New York manufacturers of printers ink, have started production of a new special colored ink for comic sections.

New Classified Chief on N. Y. Times

John A. Finneran has been promoted from assistant to classified advertising manager of the *New York Times*, succeeding W. W. Miller, who has been placed in charge of book advertising.

CHICAGO NEWS ENTERS NEWSREEL FIELD

Serving 40 Theaters With Local Motion Pictures That Tie Up With News of the Week—First Release July 5

The *Chicago Daily News* has entered the motion picture industry with a news agency, the Chicago Daily News Screen Service, Inc., the object of which is to give Chicagoans local news on the silver screen. The first release was shown in Chicago theaters Monday, July 5.

More than 40 theaters have already contracted for the Daily News weekly newsreel service, the pictures for which will be gathered by news men and expert photographers. The scenes are strictly local and the pictures are to be taken and booked only within a limited radius of Chicago. They will not compete with national news reels on the market.

Under the present arrangement, 500 feet of film will be released at the beginning of each week. Four hundred feet covering "spot news," will be distributed at intervals thereafter throughout the week. Major events of the day will be shown on the screen the same evening.

The first release included movies of the tennis matches at Skokie country club; the horse races at Homewood, Ill.; the automobile races at Roby, Ind.; the veterans' dedicatory services at Blackhawk park; the Moose convention program in Grant Park; the Sammy Mandell-Rocky Kansas championship fight; the return of Mr. and Mrs. Carter H. Harrison, globe trotters.

The new corporation is a subsidiary of the Chicago Daily News, and operates under the direction of the paper.

The Daily News' entry into the motion picture field was welcomed by film magnates and screen stars.

"The Chicago Daily News is to be congratulated for pioneering in an important field," Marcus Loew, exhibitor, declared. "The extension of an up-to-the-minute news reel service is bound to become a very important factor in our life. The big national news reels, of course, cannot satisfy the eagerness of communities for pictures that are of peculiar local interest, any more than a national newspaper can provide local news features which newspaper readers in every town want to find and do find in their own home papers. I am satisfied that the Daily News is launching upon an adventure predestined to be emulated throughout the country."

"It is logical that a newspaper should undertake this new development of motion pictures," said James Rowland, general manager, First National Pictures Corporation. "It is a department that fits in exactly with the business of newspaper making. I feel that the news reel is but a logical department of the service which a newspaper should give its public.

"It will be interesting to watch the effect it is bound to have on papers that are inclined to exaggerate facts. The news pictures cannot lie, and if an irresponsible publication indulges in wordy extravagances concerning an event, all who see a picture revealing that event as it actually occurred will be impressed with the unreliability of the lying paper. Thus papers which cleave to the truth must benefit by the broadcasting of local news pictures."

Correction

In a recent issue of Editor & Publisher, H. A. Dryden, secretary of the Association of Newspaper Classified Advertising Managers was named as being classified manager of the *Peoria Star*. Mr. Dryden is classified manager of the *Peoria Journal-Transcript*.

Merger of Weeklies in Virginia

The *Waynesboro* (Va.) *Valley Virginian* has purchased and absorbed the *Waynesboro Times*. Both are weeklies. The Valley Virginian is edited by Louis F. Jordan, a frequent contributor of legal articles to Editor & Publisher.

CURTIS CENTERING INTEREST IN NEWSPAPERS

Noted Philadelphia Publisher Now Giving Personal Attention to His Dailies, Leaving Magazines in Capable Hands, He Says—A Visit to Lyndon Reported

By PHILIP SCHUYLER

This is the second and concluding chapter reporting a visit made with Cyrus H. K. Curtis to his estate "Lyndon" near Philadelphia, Pa. In the first article published June 19, Mr. Curtis named his favorite advertising writers.

"NO, I never took any lessons. I learned to play myself."

This answer to a question given by Cyrus H. K. Curtis as he played the pipe organ in the luxurious music room in his estate "Lyndon," near Philadelphia, Pa,. fixed the publishing genius very clearly in my mind.

He learned how himself—the sort of man who has a will to do together with the desire.

You, perhaps, have heard a great organist play, have read an immortal writer's lines, have seen an expert tennis player serve, and have said:

"I wish I could do that."

Mr. Curtis said the same thing when he first heard an organ played, then went a step further. He answered his own wish. He was his own geni of Aladin's lamp.

Thus a youngster at the back door of a newspaper in Portland, Me., sat on a newsprint roll one day waiting for his bundle of papers.

"Gee, I wisht I was a great publisher," he dreamed, as he heard the presses roar in the room behind him. Then he went out and made his wish come true.

Mr. Curtis became publisher of America's greatest magazines. Today he has relinquished his interest in the management of his *Saturday Evening Post, Ladies' Home Journal,* and *Country Gentleman,* and his centering his own personal interest in his newspapers, the *Philadelphia Public Ledger and North American,* the *Philadelphia Evening Public Ledger,* the *Philadelphia Sun,* a tabloid, and the *New York Evening Post.*

"I want to be the publisher of America's greatest newspaper," he had said to me toward the end of a short motor drive from the Curtis Publishing Company's building on Independence Square, Philadelphia to Lyndon, his estate, 15 miles outside the city.

As I sat listening to him at the pipe organ, master of that most beautiful and difficult instrument, I wondered if this time Mr. Curtis would make his own wish come true.

"I'm not giving a thought to my magazines now," he said. "They are in capable hands. I've really just started to become a newspaper publisher. As I have said before, I don't want to become owner of a chain of newspapers. I don't want to buy any more newspapers. I want to make what I have the very best in the daily field. They are very good now; but I want to make them even better.

"I've realized my ambitions as magazine publisher. Now I'm tackling the daily field. I want to make a go of it.

"There isn't and shouldn't be any quarrel between newspapers and magazines as advertising media," he added, answering a question. "Both are necessary; both have their own particular advantages and uses for the intelligent advertiser."

Mr. Curtis' personal direction of his newspapers while close is periodic. Last week he sailed from New York on his yacht Lyndonia for a summer vacation in Maine. Unlike William Randolph Hearst, who does not keep in constant telegraphic touch with his papers while he is away, the past several months, however, Curtis has devoted all his energies to his dailies.

"And," he said, "you will see the New York Evening Post humming in the future."

Mr. Curtis in the course of conversation explained how he met and mastered the intricate problems of newspaper direction. The way he "learns it himself" is by guessing sometimes complete ignorance, by taking the opposite side of a question to have the side he approved argued to him.

He will, for instance, he explained, receive his advertising manager, his editorial executives, his business managers and hear their presentation of some new proposal or plan.

Frequently he will, he said, profess antagonism at first toward the plan, whether he approves it or not. He will argue against it just to hear its supporters back it with reasons.

"I like to have my executives sell their plans to me," he said.

Another possibly revealing hint at Curtis philosophy was also dropped in a casual way during the several hours of talk.

Mr. Curtis was telling of a visit to Philadelphia made by Julian S. Mason, just after he had been appointed editor-in-chief of the New York Evening Post.

"I showed Mr. Mason the magazine presses—floor after floor of them printing the Saturday Evening Post," Mr. Curtis recalled. "He wasn't impressed at all. He didn't seem to give a continental for these machines.

"Then I took him to the press room, where the Public Ledger is printed. That was different. That was marvelous. He understood newspaper presses, you see.

"People, you will always notice, are only interested in those things they can understand. Make your newspaper or magazine easy to read, easy to understand—that's the answer to this publishing business."

Mr. Curtis hadn't talked newspapers while he played about half an hour on the organ. It was all music then. Some of the time he merely improvised, throwing together great harmonious chords. Then he would break off into a simple hymn, such as "Hark the Herald Angels Sing," "Abide with Me," "Holy Night." A glow of pride lit up momentary pauses as he explained different stops to show the various tones and shades of harmony the instrument was capable of producing. These many stops all answered the slightest finger touch, changing the solo air from tremulous violin to silvery flute, transforming deep tones of gloom to dancing joy lights.

Organ playing and publishing are surely of the same kin.

Mr. Curtis took justifiable pride in showing off his organ, his big house, his garden. The eager newsboy still looked out from his keen grey-blue eyes. Beneath the dignity of the whitening beard one could imagine just a little scornful smile at some of his costly possessions. He is what he is and never lives in the land of pretend.

The walls of the music room, which Mr. Curtis had built as an annex to the original Lyndon built by an Abram Barker, a banker who went bankrupt, are lined with portraits in oil done by famous masters.

"Mrs. Curtis is the one who is interested in these," he declared candidly. "I don't care very much for them.

"Here is something I do like, because I understand it," he said later, snapping on the lights over a seascape, unsigned, showing a spray-washed Maine coastline.

"I know that," he explained. "I can just feel that mist in my face.

"And here is a room you really must see. This is my room. Here are the pictures I really like."

He opened the door to his bedroom. First he went to the bureau and showed me photographs of Mrs. Curtis in silver frames. Then he walked to a corner, where on the wall in one frame was a group of about a dozen photographs of civil war vintage. All were head and shoulder portraits of bearded men. Pointing to the group, Mr. Curtis said:

"This picture I guess I like best of all. These men were members of the Portland, Me., band. This one here," and he indicated one of the group, "is my father. He played the trombone."

The Philadelphia Sesquicentennial marks the 50th year of Mr. Curtis' residence in Philadelphia.

During the centennial year, 1876, Cyrus H. K. Curtis and Mrs. Curtis moved from Boston to Philadelphia to purchase the *Tribune-Farmer,* a weekly. Mr. Curtis was then only 26 years old, but had already been a publisher for several years. A newsboy in Portland, Me., he had started his own paper, and his first small property had been wiped out by fire.

The first Mrs. Curtis was the inspiration and guiding hand behind the *Ladies' Home Journal,* started as a supplement to the Tribune. Later Mr. Curtis bought the *Saturday Evening Post* for $1,000, and, after he had spent $1,250,000 on it, it turned the corner in four years.

"He charted the course and led the way to advertising as it is in America today," Richard Spillane has said of Mr. Curtis.

"In this country advertising is a century in advance of Europe and ages ahead of the rest of the world.

"If Mr. Curtis were to be gauged only by what he has done in revolutionizing advertising, he would rank high."

Of advertising, Mr. Curtis himself has said:

"Advertising is the essence of public contact; and as such it is worth almost any investment that might be made in it."



Cyrus H. K. Curtis and George Horace Lorimer aboard the "Lyndonia," Mr. Curtis' yacht.

Court Denies Lindsley's Plea

The California Supreme Court has denied a writ of review to Alfred Lindsley, Humboldt editor, serving 1000 days in jail for contempt of court. Lindsley maintained that the articles published in his paper, which drew forth the sentence for contempt of court, were a repetition of former articles and not contemptuous.

$100,000 Plant Addition Planned

Ground has been broken for a $100,000 addition to the building occupied by the San Diego (Cal.) Sun Publishing Company, on Seventh street. The publishing company is planning on investing an additional $75,000 in equipment at a later date.

HERMAN ROE ELECTED N. E. A. PRESIDENT

Publisher of Northfield (Minn.) News Succeeds Edgecombe—Omaha Picked for 1927—Group to Continue Envelope Fight—E. & P. Fight Against Free Publicity Praised

WITH a million dollars' worth of entertainment tucked away, delegates to the forty-first annual convention of the National Editorial Association closed their business sessions at Los Angeles, Cal., last Friday, July 2, after electing Herman Roe, publisher of the *Northfield* (Minn.) *News*, president, and selecting Omaha, Neb., as the 1927 meeting place.

Accepting the report of the resolutions committee, the convention went on record as favoring a continuance of the fight against government printing of envelopes; against free publicity for propaganda purposes; against government subsidy in postage rates to newspapers; as favoring a fair attitude toward the development of the Colorado river as an aid to California, and as commending the EDITOR & PUBLISHER for leading the fight against free publicity as a means of advertising.

The resolutions committee's suggestion that executive secretary's salary be raised from $4,000 to $5,000 a year met favorable action. G. W. Marble, *Fort Scott* (Kan.) *Daily Tribune*, was chairman of the resolutions committee.

Charles M. Meredith of the *Quakertown* (Pa.) *Free Press* was elected vice-president and a new board of directors consisting of the following was elected: Harry M. Taylor of the *Traer* (Ia.) *Star-Clipper;* L. M. Nichols, *Bristow* (Okla.) *Record;* Justus F. Creamer, *Orange* (Cal.) *News*, and John A. Kuypers, *DePere* (Wis.) *Journal Democrat*. Mr. Creamer is the only new member, being elected to fill the vacancy made by the advancement of Mr. Meredith to the vice-presidency. W. W. Aikens of the *Franklin* (Ind.) *Daily Star* continues as treasurer.

Closing of the business sessions did not close the tour of California enjoyed by the delegates. Virtually every community of sufficient size to accommodate the 500 delegates and their wives vied with each other to entertain the visitors.

The entertainment began at Kansas City when the special train bearing the delegates reached that city and was scheduled to last as long as there was a sufficient number remaining together to be designated as a group.

The delegates were given a day in which to inspect Imperial Valley on their entrance into California. They were taken about the great valley in automobiles to impress upon them the need of protection against floods from the Colorado river. This trip resulted in the resolutions committee recommending the development of the Colorado river.

At San Diego the delegates were tendered a dinner where they were greeted formally by Governor Friend W. Richardson of California, president of the California Editorial Association and a former publisher. The governor remained with the delegates until the close of the business sessions.

In Orange county, the center of California's citrus industry, a day was spent in sight-seeing. The delegates were treated to a barbecue, typical California style of hospitality, served in a great natural park.

The formal convention was opened Wednesday morning with the reading of a telegram from President Coolidge, who said:

"A free press, ably and conscientiously edited, has from the first been one of the staunchest pillars in our national edifice. Whatever tends to strengthen and to widen the influence of such a press, of course, is of direct and vital benefit to our government, and every citizen.

"Your plans for an extensive trip through the Middle West and the Far West will provide valuable opportunity for an exchange of experience and views among men of the various states. Such exchange cannot fail to result in keener realization that we are one nation and that we must not permit sectional jealousies to sway our judgment in the consideration of national problems."

Omaha's campaign for the 1927 convention got under way at Kansas City and gained strength up to the time of voting when it developed that virtually all other requests for the honor were too weak to make vote counting necessary. New Orleans, Minneapolis, Atlanta, Atlantic City, Providence, R. I., Cleveland and Duluth, Minn., were among the cities which extended invitations.

Outstanding in the address of the sessions was the report of J. C. Brimblecom, past president of the association, and editor of the *Newton* (Mass.) *Graphic* who gave a symposium of results obtained in a questionnaire to newspapers on the prohibition question.

"Of 147 answers received 98 declared their communities favored strict enforcement of the Eighteenth Amendment," said Mr. Brimblecom. "Twenty-nine were for modification, 11 for both enforcement and modification, three favored repeal of the amendment and six desired government control.

"I believe that much of the unrest concerning the prohibition question could be eliminated if the larger dailies could abstain from publishing quips and jokes on the problem of enforcement. The smaller dailies and weeklies have done much good by observing a request that this policy be pursued. But the larger dailies, looking for the sensational, are prone to make light of this most serious problem."

The report was received with enthusiasm, and the convention instructed that copies of the speech be given to all news associations operating leased wires out of Los Angeles.

An address by Frederick M. Snyder, representative of the Press Congress of the World, who declared that another great world war is certain to come soon unless something can be done to divert the public mind, was received with applause.

"The most hideously advertised thing in the world is war," said Mr. Snyder. "There is no progress in war. Every conflict drags the world into a backwa step in civilization. The purpose of t Press Congress of the World is to fi an idea which will allay suspicion, a bring peoples closer together."

"The Relation Between Advertisi Agencies and Smaller Newspapers," w the subject discussed by George W. Cu ing of McKinney, Marsh & Cushing, D troit advertising agents.

Mr. Cushing pointed out that the sma town publishers themselves are largi responsible for the indifference of natio advertisers to the country press as an a vertising medium. He asserted that t average publisher is a better editor th business man.

"It is a fine thing to have editori ideals and live up to them," said Cushi "It's another thing to get your tear she and bills out on time.

"I am a staunch believer in the m sion of the smaller newspaper," contin the advertising man. "You may not t into every advertising and merchandis campaign, but you have a definite place fill."

Cushing pointed out that: "There no standard basis from which to b rates in a smaller paper. Your circu tion is not verified by organizations s as those maintained by the metropoli paper."

Herman Roe, president of the N. A., has had long experience in asso tion work. In 1922 he won the Pr dent's Silver Cup for the state v president obtaining the most memb for the association from his state.

He served as chairman of the N. E. Advertising Committee for three ye 1923 to 1925. He was elected a m ber of the executive committee in 1 at the Oklahoma City convention elected vice-president at the Richm meeting in 1925.

In his home state he is president the Minnesota State Fair and secret of the Republican State Committee. is 40 years old, and was born at Por Mills, Wis., June 9, 1886. He i graduate of St. Olaf College, Northfi

MEMBERS AND FRIENDS OF NATIONAL EDITORIAL ASSOCIATION



SIDELIGHTS OF N. E. A. CONVENTION

Harry Chandler Host at Breakfast—Women Prominent in Sessions—Florida Editor Praises California—Mrs. Lord Pilots Locomotive

H. C. HOTALING of St. Paul, Minn., sprung a surprise on the convention when he suggested that an endowment fund of $100,000 be created to support his work. Secretary Hotaling suggested that 100 members be asked to donate $1,000 each and offered to be the first subscriber.

JUSTUS F. CREAMER, newly elected director, was much in evidence during the convention. Mr. Creamer's particular task was doing what no one else was delegated to do, which was call taxicabs, hunt addresses of friends of the delegates, make appointments for Rotary Club members to make up attendance and in general spread oil on troubled convention affairs.

ONE of the unique features of entertainment provided for the editors and their wives was a breakfast on the last morning of the convention given by Harry Chandler, publisher of the *Los Angeles Times*, at the Los Angeles Breakfast Club. Incidentally the affair brought Mr. Chandler and William Randolph Hearst into close and friendly contact. The two men sat side-by-side at the function under an arrangement suggested by Mr. Chandler.

WOMEN were prominent on the convention floor, both as delegates and speakers. Virginia Sneed of the *Vicksburg* (Miss.) *Evening Post* claimed the distinction of being the youngest woman newswriter at the convention. She brought with her a distinctive Southern drawl. Miss Marian Clifford of the *Pittsville* (Pa.) *Daily Republican* spoke on "A Woman's Opportunity in the Newspaper Field," declaring that this opportunity is largely what the individual woman makes it.

FRANK O. EDGECOMBE of the *Geneva* (Neb.) *Signal*, who is blind, but manages at most times to conceal the misfortune, presided over all formal sessions in a manner that aroused much favorable comment among the delegates. In his last session as president of the association Mr. Edgecombe spoke with feeling of the friendships the office had brought him, and congratulated the association on the selection of Herman Roe as its next president.

NEWSPAPERS are obtaining much excellently trained material for their editorial and business staffs from the journalism schools, according to Buford O. Brown of the University of California school of journalism, who spoke on "What the Schools of Journalism are Doing for the Weekly Newspapers." Professor Brown declared "newspapers should develop into more perfect products mechanically and more serviceable organs" as the result of the work done by these schools.

MRS. EDGECOMBE, wife of the retiring blind president of the association, is credited by her husband with being his "eyes." She was his constant guide about the convention halls and the city.

MR. MEREDITH, newly elected vice-president, led the discussion on the envelope printing fight. He declared that the practice of the government competing with private printing plants is working a great hardship on the small publisher. His remarks were greeted with applause.

EDITORS attending the Breakfast Club breakfast given by Mr. Chandler learned the password of the club which is given as follows: A member of the club meets another of the fraternity and says, "Hello, Ham," whereupon he is answered, "Hello, Egg." The unique greeting worked well at the breakfast.

OLE BUCK, secretary of the Nebraska Press Association and head of the Nebraska delegation which won the 1927 convention for Omaha, was known among the delegates by his smoke. In fact, it was reported that he smoked the opposition out. When he appeared on the floor to place the Omaha invitation he displayed two pipes which rolled out the smoke like a bad furnace.

J. F. COMSTOCK of the Cranston (R. I.) *News* went to the conclave with the avowed intention of taking the 1927 convention to Providence. He admitted his state could offer no such entertainment as that given in Los Angeles, but assured the association that a "good time would be had by all" if Providence were selected. He was one of the first to withdraw his request in order to make Omaha the unanimous selection.

ALBERT TOZIER of Portland, Ore., retired, who was the seventeenth president of the N. E. A., was present, as he had been at 31 other conventions of the association. He declared in an informal talk that when he attended the first session of the convention 41 years ago he made much of the trip across the continent from Washington State by horseback. He promised to attend the Omaha session next year.

CALIFORNIA proved all that its boosters had promised, according to the delegates. Even Thomas M. Seawell of the *Winter Garden* (Fla.) *News* found it in his heart to admit "you've got a wonderful state out here."

MRS. BLANCHE K. LORD, city editor of the *Albert Lea* (Minn.) *Daily Tribune*, was accorded the honor of handling the throttle on the locomotive which pulled the editors' special train out of Liberal, Kan. She shoveled coal, and even was "master of the oil can," when bearings on the locomotive needed greasing.

ROYAL BAKING CASE IS REOPENED

Federal Trade Commission Vacates Dismissal for Purpose of Taking Testimony in Regard to Misleading Advertising

(*By Telegraph to* EDITOR & PUBLISHER)

WASHINGTON, D. C., July 8.—The Federal Trade Commission today made the following announcement in connection with docket 540, the Royal Baking Powder Company case: It is ordered (1) that the order of dismissal issued March 23, 1926, be and the same is hereby vacated as hereinafter mentioned; (2) that pending motions filed by counsel for respondent be and the same are hereby denied; (3) that the motion of counsel for the commission to reopen the case be and the same is hereby granted as follows; that the proceeding be and the same is hereby reopened solely for the purpose of taking testimony with respect to misleading advertising, anonymous advertising, the circulation of erroneous extracts from the book "A Collection of Cakes" by Claudia Quigley Murphy, and that no evidence be taken with respect to the statement published by the respondent Royal Baking Powder Company relative to the deleteriousness of alum baking powder, and it is further ordered that the dismissal of the complaint with respect to the slogan "No Alum—No Bitter Taste" be and the same is hereby confirmed, it being the opinion of the majority of the commission that the same, as before the commission in this case, is not an unfair method of competition."

Mr. Van Fleet refrained from voting and made the following statement:

"I refuse to vote because it is apparent that a majority of the full commission will be in favor of the motion to reopen the case. I am still of the opinion first, that the Commission has no jurisdiction to set aside its dismissal, and second I think the procedure is irregular and that the matters presented before the Commission have been presented in an irregular way and not according to our procedure as provided by law and the rules and procedure of the Commission."

PANORAMA UNDER THE SHADE OF THE PALMS OF LOS ANGELES



ATTRACTIVE MAKE-UP STYLES SHOWN N. E. A.

Huge "Mannequin Pages" Used by Allen in Demonstrating How Papers Can Be "Dressed Up" —Harmony Spoiled by Mixing Old and Modern Type Faces—Slovenly Wrappers Condemned

SPEAKING on "The Physical Appearance of a Newspaper," John E. Allen, editor of *The Linotype News*, New York City, made up before the members of the National Editorial Association, at Los Angeles, last week, a dozen different newspaper pages. The form of presentation was unique. One photographically enlarged newspaper body page four feet wide by five and a half feet in depth was used as the basis of all the pages shown and explained. On this background were superimposed, as the talk proceeded, the headings and other units making up each page, all units kept to the same enlarged scale.

Unit by unit he built up two six-column front pages, a seven-column front page, and five eight-column front pages, directing attention to the outstanding characteristics of each page. A display advertising page was shown, as well as a classified page. Particular attention was directed to the makeup of an editorial page.

He began the talk by showing the wrappers of two different newspapers—an unsightly wrapper and a neatly, appropriately printed one.

"The first impression a subscriber by mail gets of a newspaper is from its wrapper," he said. "If the wrapper is just a plain piece of news stock, the impression is not particularly favorable. If it is a section of a cut-up exchange it is positively unfavorable. If the wrapper is neatly, appropriately printed, it not only attracts favorable attention, but advertises the paper, the city, and the state to perhaps dozens of people on its way to the subscriber."

Mr. Allen emphasized the point that a paper may be excellent in news and editorial content, but if it is not attractive typographically it will not appeal to the reader as it would and should.

"Type faces should not be overornamental," he said, "should not attract too much attention to themselves, and the various faces used in a paper should harmonize with each other. For instance, old-style faces should not be used in close proximity with modern faces. Many papers use too many faces. Fewer good ones would be better. More care should be taken in selecting type faces for a newspaper than in furnishing the front office, for many more people see the paper.

"Body type should be plain and easy to read. At least the first few lines of each story should be leaded, to carry the eye in. Headings should be well leaded, particularly capitals.

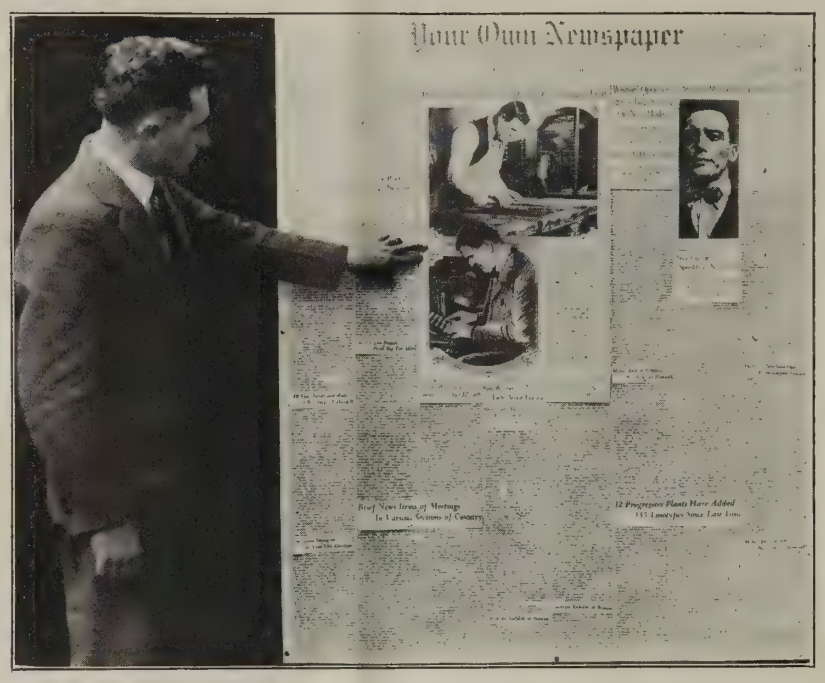
"A half-inch margin of white space should appear on each side of the type page and at the bottom, with slightly more perhaps at the top. Many papers have margins of white space too wide. The effect is not good.

"Column rules should start right under running heads, not a pica below, and should show no breaks between sections when pieced."

The first six-column front page shown contained only one display face, a Gothic face, with the smaller heads in the bold face of the body matter used.

"'Anchor heads,'" the speaker stated, referring to the main Gothic heads used at the top of the page, "should not be treated as 'floating' heads; that is, such heads should not be used down in the body of the page. They do not belong. The only heads that should be used in the body of or below the center fold of such a page should be the smaller boldface lines, in two-line or one-line heads, with the one-line heads toward the bottom. One-line heads should not be placed above two-line heads on a front-page makeup of this sort.

"As many important stories as possible should be opened on the front page. This is one way of leading the attention inside.



Mr. Allen demonstrating a well-balanced front page with interesting illustration treatment in the older style; but with the "free" or "floating" headings a little out of harmony in color with the headdress at the top of the page.

The objection often made to 'continued' or 'jumped' stories in magazines does not apply so much to newspapers. The front page of a paper is its show-window and should contain as many interesting items as possible, even if it is necessary to 'jump' several of the stories to other pages."

Attention was directed to the nameplate used at the head of the page. Above and below the date line were oxford rules, with the lower rule inverted. "About six points of space," the speaker said, "should be used above and below the date line; little more than this; surely not less. Many papers carry too much space between such rules, and some use rules less appropriate for such use than oxford rules. Parallel or hairline rules do not present quite the same 'authority' as do the oxford when used with date lines. The ears in this name-plate are important items and should be used to call attention to leading features in the paper or to campaigns being carried on by the city or state, or to boosting the circulation or the advertising departments of the paper. One good weekly carries in one of its ears a calendar of the current month. This is an excellent feature, and helps to give personality to the paper."

The second six-column front page makeup was in capitals and lower case of Bodoni. "Such headings," Mr. Allen said, "are much easier to read than headings set entirely in capitals. Besides, the page has a more-finished appearance. The double-column two-bank heads below fold of the front page relieve the mo ony that otherwise would obtain w heading of smaller size used below fold. Light parallel rules seem mor harmony for use as cut-offs than w oxford rules or hair-line rules."

In referring to the seven-column f page makeup, set in Cheltenham Bold tention was directed to the virile app ance of the page. One item feature that makeup was a single-column headed, "School Notes." "Many fa lies," the speaker said, "are intereste such notes, and some publishers fin advantageous to treat them conspicuo in the paper." After this page has b made up, a large disfiguring adver ment was placed on the page. "Thi a good way to spoil the appearance of front page," the speaker said. "S publishers place advertisements on t front pages simply because advertisers them to do so. When the publisher into a hardware store to buy a l mower or a furnace, he doesn't ask merchant to have such merchandise ried up and placed in his front windo moved into his private office for ins tion while the transaction is being ca on. The buying is done in the reg sales rooms of the hardware con The publisher doesn't tell the merc how the merchant should sell him goods. He simply follows the reg course of the purchaser of hardw And the publisher shouldn't permit advertiser to tell him how to run paper."

Each of the five eight-column page layouts emphasized some parti characteristic. The first introduce illustration, ornamental jim dashes, italic lines. Boxed items also were tured. The way to lighten up black trations with white lines was de strated. "The ornamental jim das the speaker said, "give character t main headings. The italic heads sparkle to feature stories." It pointed out that single-column b items should be set with an ample s der of white space on each side, corresponding margins of white spa the top and bottom of the boxes; tha body matter of such boxes should n set wider than eleven picas in a co twelve and a half picas wide. Such b preferably should be in boldface. leading metropolitan publisher claims a boxed item has a better chance of read than a main news story."

The second eight-column front featured an unsymmetrical makeup, pleasing one. Two streamer lines used, and a good way to connect the zontal lines with the column rules explained.

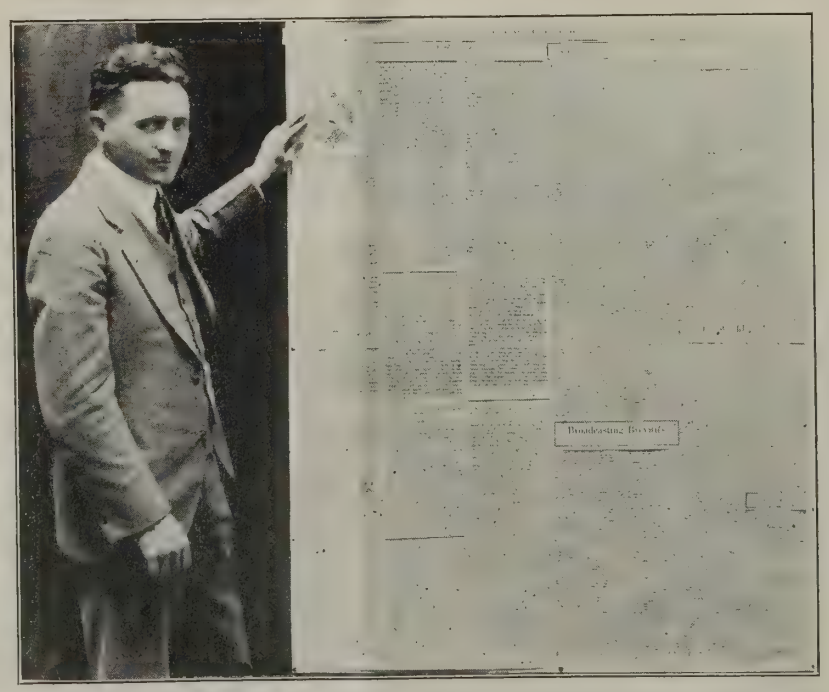
The third eight-column front page out featured headings in condensed tals and lower case. On this page was treated an illustration in the style of newspaper-picture treat "The newer style, the simpler," speaker said, "is proving more po right along, and is taking the place o more ornamental illustrations for used."

The fourth eight-column front makeup featured the more modern st illustration.

The fifth featured a streamer abov name-plate, and attention was call the fact that the type face used fo main headings—Cloister Bold—cou used throughout the whole paper i sired; that such a face was equally a priate for use in the advertising col as for news and feature heads.

An inside or back page was s with carelessly composed advertise placed disadvantageously on the Attention was directed to the faul

(*Continued on page* 49)



Demonstrating the building of an editorial page. The first three columns have been set wider than the rest of the page, in a larger size of type, deeper leaded. Regular departments on such a page tend to attract added interest to the page. The mast-head features the emblem of the National Editorial Association, and, among other things, gives the names and addresses of correspondents in other communities, that readers in those communities may get in touch with the correspondents when they have stories for the paper.

FIGURES AND SCENES IN FAMOUS N. E. A. CALIFORNIA SESSION



At the left is Harry Chandler, publisher of the *Los Angeles Times*, shaking hands with William Randolph Hearst at the breakfast given by Mr. Chandler to N. E. A. editors at the Breakfast Club, Los Angeles.



Herman Roe, new president of the national Editorial Association, and Mrs. Roe, photographed at the Los Angeles convention. Mr. Roe is publisher of the *Northfield* (Minn.) *News*.



This impromtu band by pretty delegates to the N. E. A. convention was one of the hits of the breakfast given to the editors at the famous Breakfast Club of Los Angeles. Left to right—Vilma Howe, Ripon, Wis.; Betty Howard, Fort Atkinson, Minn.; Maxie Kramer of Orange, Cal.; Viola Howe of Ripon, Wis.; and Ann Anzer of Hudson, N. J.



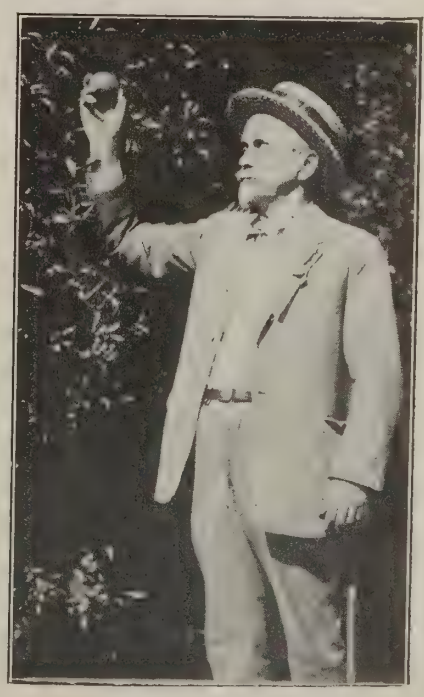
The N. E. A. editors and their wives have ham and eggs in the famous palm covered horseshoe of the Breakfast Club, Los Angeles. Harry Chandler, publisher of the *Los Angeles Times* was host.



Justus F. Creamer
w N.E.A. Director, publisher *Orange* (Cal.) *News*



Those in the photograph are: Left to right—Friend W. Richardson, governor of California and president, California Editorial Association; Gary Willard, *Boonville* (N. Y.) *Herald*, past president N. E. A.; J. C. Brinblecom, *Newton* (Mass.) *Graphic*, past president N. E. A., and J. P. Baumgartner, *Santa Ana* (Cal.) *Register*, past president N. E. A. Picture taken in C. C. Chapman orange grove, Fullerton, Cal.



Frank O. Edgecombe

N. E. A. PAPERS IN MERIT CONTEST

Geneva (Neb.) Signal Awarded Cup for Greatest Service—H. H. Herbert, University of Oaklahoma Judged Entrants

The *Geneva* (Neb.) *Signal*, edited by Frank O. Edgecombe, retiring National Editorial Association president, was awarded the EDITOR & PUBLISHER cup offered yearly to the N. E. A. paper performing the greatest community service at the annual convention of that body in Los Angeles last week.

Second place was given the *Florence* (Ala.) *Herald*, Marcy B. Darnall, publisher; third place to the *Colorado Springs* (Col.) *Farm News*, John N. Green, publisher.

Papers receiving honorable mention were: *Ada* (Okla.) *Weekly News*, Byron Norrell, editor; *Huntington* (Neb.) *Cedar County News*, J. P. O'Furey, publisher; *Union City* (N. J.) *Hudson News*, Richard V. Anzer, publisher; *Flemington* (N. J.) *Hunterdon County Democrat*, Moreau & Moreau, publishers; *Quakertown* (Pa.) *Free Press*, Charles M. Meredith, publisher.

H. H. Herbert, director of the school of journalism, University of Oklahoma, acted as judge of the contest.

In announcing the winners, Mr. Herbert said:

"Although the principles of community service are fortunately the same, there are wide variations in the way such principles may find expression. In a broad way, however, there are two forms of community service—first, the regularly sustained news coverage and editorial interpretation of the paper, maintained from week to week as its minimum obligation to subscribers; and second, the specifically undertaken projects and campaigns of the paper, particularly of the unselfish and altruistic type.

"Both kinds of service are essential, the first because no paper can pretend to be truly serviceable unless it supplies the news, the second because in every community there arises from time to time special needs and emergencies which cannot be properly met without the aid of the local newspaper. To gauge the community service of a newspaper it is necessary, therefore, to inquire to what extent and how successfully it satisfies these two requirements.

Four main elements, it may be said, constitute the standards by which newspaper community service may be judged. These points, which are listed below, apply with particular force to special undertakings, although they refer as well to the established functions and obligations of a newspaper:

1. Plan and significence of service—the editor's grasp of his duty and opportunity, the unselfishness of his attitude, the intelligence with which he attacks the problems, and the actual extent and value of the projects he undertakes.

2. Execution and technique of procedure—the reasoned, orderly manner in which the editor carries out his plans, foreseeing obstacles, comprehending the nature of the opposition, developing the strategy of attack, consolidating the gains he makes, and conserving the results of his efforts.

3. Difficulty and cost of the effort—the seriousness of the problems attacked, their resistence to solution, the odds to be met, the sacrifice involved, and the extent and nature of assistance received from other agencies.

4. Results and benefits to the community—the real value of the editor's work in terms of community progress, the actual good accomplished, and the permanency of the gains achieved.

Stated in another way, the standards are these: (1) What service was undertaken? (2) How was it carried out? (3) How hard was it to carry out? (4) What good was done?

Particular achievements of the three leading papers in the contest were listed by Prof. Herbert as follows:

GENEVA (Neb.) SIGNAL.—1. Promotion of the construction of the Anniversary Hall on the county fairgrounds.

2. Successful support of two water bond issues essential to the city's progress.

3. Settlement of a central heating plant controversy with a utility company.

4. Promotion of county farm bureau and agricultural extension work.

5. Promotion of county-wide movement for organization of farm women's clubs.

6. Aid to Geneva Community Club in uniting town and rural interests.

7. Gaining unanimous support for community chest method of raising local funds.

8. Successful promotion of plan to extend city paving of Meridian Highway.

9. Successful promotion of project to pave road to State Training School for Girls.

FLORENCE (Ala.) HERALD.—1. Promotion of all beneficial local activities, such as Associated Charities.

2. Aid to local chamber of commerce in its annual membership drive.

3. Help in development of Muscle Shoals power and factory facilities.

4. Frequent and regular analyses of Muscle Shoals congressional situation.

5. Development of tri-cities Muscle Shoals Traffic bureau.

6. Support for all city improvements, such as sewers, paving, etc.

7. Aid in creating spirit of friendliness between city and rural people.

8. Aid in construction of much-needed county high school building.

9. Promotion of community fair in different parts of county.

10. Community work by members of staff acting as officers of different civic organizations.

COLORADO SPRINGS FARM NEWS.—1. Offering trophies for better agricultural products at El Paso county fair.

2. Offering trophies for winners in local athletic contests.

3. Direct aid toward building up rural schools in county, the best in Colorado.

4. Promoting of dry-farming industry and importation of pure-bred livestock.

5. Promotion of better seed, tree-planting campaigns and good will excursions.

6. Dissemination of news and formulae in combating insect pests on farms.

7. Close co-operation with Colorado Agricultural College extension service.

8. Legislative crusade against reduction of agricultural college appropriations.

N. E. A. PARTY VISITS SANTA ANA



Front row: Left to right—George W. Marble, Fort Scott, (Kan.) *Daily Tribune*, past president, N. E. A.; J. E. Junkin, *Miami Riviera*, past president N. E. A.; Frank O. Edgecombe, editor *Geneva* (Neb.) *Signal*, retiring president; Friend W. Richardson, governor of California and president California State Editorial Association; Wallace Odell, publisher, *Tarrytown* (N. Y.) *News*, past president N. E. A. Upper row, left to right: H. C. Hotaling, St. Paul, Minn., secretary N. E. A.; J. P. Baumgartner, publisher *Santa Ana* (Cal.) *Register*, past president N. E. A.; and J. C. Brimblecom, *Newton* (Mass.) *Graphic*, past president N. E. A. Picture taken at Santa Ana, Cal., June 29

Jacksonville

Continues Its Upward Business Trend

Building permits totaling $2,527,573 give new month record. . . Bank Clearings total $2,103,185. . . Everywhere the upward trend in business is evident.

The Florida Times-Union matches these impressive figures with a gain of nearly two million agate lines of paid advertising so far this year.

The Florida Times-Union
JACKSONVILLE
DAILY 53,000 SUNDAY 70,000

The New York Times

leads all New York Newspapers in National Advertising

THE NEW YORK TIMES has for years led all newspapers in the United States in volume of national advertising, weekday and Sunday. In six months of this year The Times led all New York morning newspapers in total volume of national advertising weekday alone, and all New York newspapers weekday and Sunday.

NATIONAL ADVERTISING SIX MONTHS, 1926

	Weekday Agate Lines	Sunday Agate Lines	Weekday and Sunday Agate Lines
The New York Times	1,935,874	1,808,358	3,744,232
Second New York Morning Newspaper	1,752,930	1,161,690	2,914,620
Excess	182,944	646,668	829,612

The New York Times gain in national advertising in six months of 1926, weekdays alone, was 322,894 lines over the corresponding period of 1925. The gain, weekday and Sunday, over the corresponding period of 1925, was 636,110 lines.

In six months of this year The Times published 15,251,876 agate lines of advertising, an excess of 5,609,058 lines over the second New York newspaper and a gain of 1,664,480 lines over The Times' record for the corresponding period of 1925.

The Times is overwhelmingly the choice of national advertisers using only one newspaper in New York, and is the preferred foundation of any campaign using two or more New York newspapers.

Average net paid daily and Sunday circulation of The New York Times for the six months ended March 31, 1926, was 392,695 copies, a gain of 10,690 over the preceding six months —a greater circulation and a greater gain than any other New York morning newspaper of standard size.

CARTER FIELD ILL

Condition of New York Herald Tribune's Washington Chief is Grave

Carter Field, widely known Washington correspondent, and head of the Washington bureau of the *New York Herald Tribune*, has been desperately ill at the Garfield Hospital, Washington, as a result of a serious operation.



CARTER FIELD

Dr. Howard F. Strine, the attending physician, now offers hope for Mr. Field's recovery, although admitting his condition was grave for several days.

Mr. Field's illness prevented him from accompanying President Coolidge, with other members of the Washington corps of correspondents, to the Adirondacks this week.

Mr. Field is a former president of the National Press Club, and a leading member of the Gridiron Club. He began his career at Baltimore and for years has been a well known figure in newspaper circles at the national capital. He is married and has two young children.

Dixon Buys Share in Daily

Woodson Dixon has been named advertising director of the *Long Beach* (Cal.) *Morning Sun*, in which newspaper he has become financially interested. Mr. Dixon was formerly assistant advertising manager of the *Long Beach Press-Telegram*, and at the time of the merger of the Press and Telegram, two years ago, he was advertising manager of the Telegram.

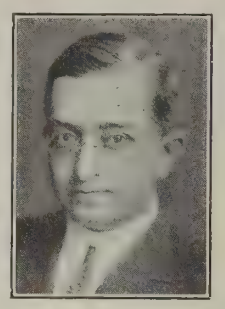
Classified Department Reorganized

A reorganization of the outside sales staffs of the classified departments of the *Chicago Herald and Examiner* has been put in effect. Under the new plan the outside territories have been divided into eight distinct units, each operating under the supervision of a division manager. The classified-display work will be handled by W. E. McCauley with J. R. Pick as his assistant.

HANSON SOLE OWNER OF MONTGOMERY DAILY

Buys One-Fourth Interest in Advertiser Held by Capt. W. T. Sheehan—Latter Retires Because of Ill Health

Victor H. Hanson is now sole owner of the *Montgomery* (Ala.) *Advertiser*, according to formal announcement Made July 1, Mr. Hanson having purchased the one-fourth stock interest of Capt. W. T. Sheehan as of that date.



VICTOR HANSON

Capt. Sheehan retired as editor and was succeeded by Grover C. Hall for many years his assistant. Osborn Zuber becomes assistant to Mr. Hall.

Capt. Sheehan's retirement was due primarily to ill health. For many months he has been out of active touch with the office, his work being confined to an editorial column of personal reminiscence which, after a few months rest, he will resume. He had been connected with the Advertiser for 26 years and had been editor since 1913 when Maj. W. W. Screws, for more than 40 years editor of the paper, died.

In 1915 Capt. Sheehan and Charles H. Allen bought the half-interest of Frank P. Glass and in April, 1923, Victor H. Hanson purchased the half interest of the Screws' estate and the one-fourth interest of Mr. Allen, since which time he has been majority owner and publisher of the Advertiser.

The sale of Capt. Sheehan's stock was at a price agreeable to both the purchaser and seller, according to their signed announcement and each paid tribute to the other in the formal statements issued the public.

Mr. Hanson has been majority owne and publisher of the *Birmingham New* since Feb. 1, 1910.

VINCENNES SUN SOLD

John T. Harris Buys Daily from Purce Estate

One of the oldest papers in Indian the *Vincennes Sun*, Democratic evenin paper was sold July 2, by the owner Royal E. Purcell and Sons to John T Harris of Vincennes, business manage of the Sun and formerly business mar ager of the *Washington* (Ind.) *Herald* The financial consideration was not dis closed.

The deal includes only the busines and newspaper plant of the publicatio no real estate being involved in th transaction.

The new management announced th past business and political policies of th paper would be continued. J. D. Hogue Jr., of Vincennes was named managin editor by Mr. Harris.

The Vincennes Sun was organized i 1804 as a weekly. Royal Purcell bough the publication in 1876, and in 187 changed it to a daily. The paper ha been in the Purcell family since. I 105 of its 122 years of existence th paper has been in the hands of onl three families.

Royal E. Purcell, for 40 years in ac tive management, died in 1918. Th papers recently had been in the hand of the estate and George W. Purcell, a son.

Horter Goes to Boston Office

B. M. Horter, formerly of the Philadel phia office of the Cutler-Hammer Manu facturing Company, has been appointe manager of the company's Boston office He succeeds J. M. Fernald, resigned Horter has been with the Cutler-Ham mer Manufacturing Company, sinc March, 1916.

BIG N. Y. LINAGE GAIN IN JUNE

NEW YORK daily newspapers registered a net advertising gain of 1,773,898 agate lines during June, carrying a total of 14,822,812 lines as against 13,048,914 in June of 1925, according to figures just issued by the Statistical Department of the *New York Evening Post*. The tabulation follows:

	1926	1925	1924	1923	1922	1921	1920
American	1,120,416	1,074,084	1,431,840	1,108,588	927,656	898,572	925,676
Herald	.....	.....	.....	915,340	923,006	1,024,050	1,041,760
Herald Trib.	1,564,934	1,216,848	1,107,478	780,720	713,262	783,232	821,924
Times	2,408,058	2,066,062	2,250,188	1,997,960	1,919,208	1,757,786	1,938,218
World	1,545,308	1,355,502	1,568,208	1,579,332	1,483,048	1,263,902	1,589,126
Mirror (Tab.)	305,282	299,288	.....	.....	.....	.....	.....
News (Tab.)	631,026	487,706	490,782	361,338	268,212	222,458	144,770
Eve. Graphic	325,570	182,198	.....	.....	.....	.....	.....
Eve. Journal	1,189,390	1,122,438	1,168,160	1,114,000	950,358	917,644	856,024
Eve. Mail†	.....	.....	.....	539,964	462,180	536,622	600,660
Eve. Post	390,536	390,890	382,056	376,262	311,632	508,180	487,736
Eve. World	823,862	690,554	612,526	737,608	737,546	722,580	848,192
Globe‡	.....	.....	.....	.....	611,364	642,100	747,581
Sun	1,327,910	1,111,870	1,031,870	938,076	849,518	685,674	785,414
Telegram	512,490	522,928	716,044	625,798	615,708	598,412	746,470
B'klyn Eagle	1,653,326	1,497,294	1,609,698	1,501,916	1,458,688	1,294,728	1,224,636
B'klyn Times	570,834	476,174	442,970	358,280	288,748	307,868	309,066
Stand. Union	453,870	555,078	606,616	629,060	623,256	565,408	717,222
Totals	14,822,812	13,048,914	13,418,436	13,564,242	13,143,390	12,729,216	13,784,475

††Sun and Globe combined June 4, 1923; name changed to Sun March 10, 1924.
†Telegram and Mail combined January 28, 1924; name changed to Telegram May 18, 1925.

Pages 1926	Pages 1925		Percentage of Total Space	1926	1925	Gain	Loss
1,292	1,176	American	7.5	1,120,416	1,074,084	46,332	.....
1,550	1,270	Herald Tribune	10.5	1,564,934	1,216,848	348,086	.....
1,966	1,662	Times	16.2	2,408,058	2,066,062	341,996	.....
1,386	1,208	World	10.4	1,545,308	1,355,502	189,806	.....
844	804	*Mirror (Tabloid)	2.1	305,282	299,288	5,994	.....
1,336	1,128	News (Tabloid)	4.3	631,026	487,706	143,320	.....
1,140	1,116	*Evening Graphic	2.2	325,570	†182,198	143,372	.....
1,130	1,184	*Evening Journal	8.0	1,189,390	1,122,438	66,952	.....
758	840	*Evening Post	2.6	390,536	390,890	.....	354
852	694	*Evening World	5.6	823,862	690,554	133,308	.....
1,010	900	*Sun	9.0	1,327,910	1,111,870	216,040	.....
616	546	*Telegram	3.5	512,490	522,928	.....	10,438
1,270	1,216	Brooklyn Eagle	11.2	1,653,326	1,497,294	156,032	.....
678	634	Brooklyn Times	3.8	570,834	476,174	94,660	.....
460	572	Standard Union	3.1	453,870	555,078	.....	101,208
16,288	14,942	Totals		14,822,812	13,048,914	1,773,898	.....

*No Sunday edition.
†Sunday Graphic discontinued September 1, 1925; 86,042 lines for 4 Sundays included.

A. P. Orders Foreign Staff Changes

Walter Whiffen, now in charge of the Peking bureau of the Associated Press, has been ordered transferred to the Buenos Aires bureau. He will not leave Peking until the end of September, and will spend a short time in New York before going to the South American post. Then he will replace W. Polk Flower, who will come to New York. John Lloyd of the Latin American department of the A. P. New York office has been assigned to Santiago, Chile, as correspondent. He will sail July 22. Mrs. Lloyd, a native of Spain, will visit her country before joining her husand in Chile. Lloyd has been with the A. P. since last September. He previously worked for the *Dayton News*. Antonio Cuneo, of the Buenos Aires staff, who came to New York for training at headquarters, returned to Brazil on July 3. Louis L. Guevara, formerly cable editor of *Havana El Mundo*, has joined the A. P. Latin American staff.

Only One Paper Really Covers Akron District!

National advertisers should bear in mind that the economical way of reaching the great Akron district, rubber center of the world, is through the one DOMINANT newspaper in this district, the

Akron Beacon Journal

Leading Other Northern Ohio Newspapers by Many Thousands in Circulation in this District—Second in Ohio of Six Day Evening Newspapers in 1925 Linage.

DAILY AVERAGE CIRCULATION FOR SIX MONTHS 51,973—GAIN of 4,647 OVER PREVIOUS SIX MONTHS

Bright New Typefaces

There's only one way for a paper to secure an unlimited quantity of bright new typefaces in any size from 6 to 60 point, full width, bold and extended included, cast on sluglines in the modern faces—that way is the Ludlow.

Of course, in addition to this the Ludlow saves a newspaper time, money and floor space. These reasons account for the progress the Ludlow System has made in hundreds of America's foremost newspapers.

Unless you are familiar with the work the Ludlow of Today is performing in newspaper plants large and small the world over—you owe it to yourself to investigate.

Ludlow Typograph Co.

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PRINCIPAL DISPLAY LINES SET IN LUDLOW CASLON HEAVY ITALIC

A Page from The Christian Science Monitor

THE CHRISTIAN SCIENCE MONITOR, BOSTON, TUESDAY, JUNE 1, 1926 7

Women's Enterprises, Fashions and Activities

Bough Pottery

A Pottery Painting Studio in an Edinburgh Garden

London, Eng.
Special Correspondence

"BOUGH pottery is all painted with flower designs," Miss Elizabeth Amour told a representative of The Christian Science Monitor, "because the first studio was in a garden under a tree. That is the reason it is called 'Bough' Pottery, a name that often seems to puzzle people. The designs are made from wild and garden Scottish flowers, brambles and tulips, oakapples and crocuses. Our present studio is in a garden also—in Edinburgh, and in a garden it will always have to be, because the light is good and with the trees and flowers around us we can get the structure and color suggestions that we want for the

As she spoke [illegible] up a bowl and p[illegible] drawing of a lit[illegible] from the surro[illegible] fruit.

"Look at that[illegible] claimed. "Many [illegible] stems with fruits

It is Spontane

There is an our[illegible] Bough pottery, [illegible] ness and vigor, [illegible] be original or "al[illegible] of the craft work[illegible] be doing. It [illegible] beauty like the fi[illegible] it with such true

Delightfully n[illegible] designs, there [illegible] spontaneity not [illegible] natural gift, bu[illegible] training, for M[illegible] at the Glasgow S[illegible] Mr. Anning Be[illegible] stained glass wi[illegible]

"He trained m[illegible] signer, and I o[illegible] him," Miss Amou[illegible] ing diffidence. B[illegible] to admit that ev[illegible] ing cannot make

And the colo[illegible] nuke simple, but [illegible] herbaceous bord[illegible] might have form[illegible] supplied them. T[illegible] deep warm blue l[illegible] band of greenis[illegible] side and at the [illegible] in a circle of [illegible] purple grapes, gr[illegible] cherries Here is [illegible] a delightful spr[illegible] shades of blue in [illegible] And there is a [illegible] blue with a bar[illegible] apples and blue[illegible] around at the to[illegible] liest decorative p[illegible] derful blue with[illegible] grapes.

Color Melodies

"In this whole[illegible] that you see," sai[illegible] seven colors are [illegible] placed together i[illegible] give a very muci[illegible]

A decorative pi[illegible] Cray," because H[illegible] bought some wh[illegible] for the first time[illegible] land, is in a soft [illegible] peony as the chi[illegible] sign. In such pie[illegible] conventionalize[illegible] tage pottery cupsa[illegible] muffin dishes the[illegible] naturally, save pe[illegible] the coloring is[illegible] which no strict adherence to nature's schemes is made.

"People don't realize that because it is on a basis of cheap earthenware the pottery is suitable for the oven," said Miss Amour. "I have a studio in the Pentland Hills, and I use it there for everything including cooking, and it looks pretty on the table."

Found Her Field by Accident

Many women who are making good in some individual line seem to have discovered their special gift in an unpremeditated way. So it was with Miss Amour.

"I intended to be a portrait painter," she explained, "and I wanted some pretty pottery for my studio. The cheap things had such very ugly designs I got some quite common shapes in biscuit and decorated them for my own use. Then I saw that my pictures would not sell, but that the people who came to the studio were anxious to buy the pottery. So things got reversed and instead of painting pictures I became a pottery painter.

"I use just the ordinary Scotch earthenware made in Fife. This little marmalade pot with a handle is an old Scotch mustard pot. They are, of course, not used as big as this now. And these oval dishes, which are really made for export for the natives of Senegal, I have painted and made into bulb bowls."

And charming bowls they were, with their designs of cherries or of autumn leaves.

"We have great difficulty in getting shapes that will suit our work," the speaker continued. "I want to find a woman potter who can make nice shapes and then I should like to amalgamate with her."

The "Bough" pottery studio is a success as it does, and, as Miss Amour explains, it is simply selling on its design. She believes that if trade is not good with a potter it is because a good designer is not employed, and she thinks that if only a potter will put in a good designer he cannot keep his trade down.

Wins International Recognition

The 1923 exhibition introduced Bough pottery to many appreciative overseas buyers. One, a Dane, passing the stand to another section, stopped to admire and talk. Though not in the same line of business he advised Miss Armour to telephone to the agent of a noted American firm, saying, "Mention my name and tell him he must come to buy at once." She telephoned an the agent promised to come, but did not appear.

"So I thought I would just go to see him, and I bought a new hat for the occasion!" she said, smiling. "It gave me confidence!" And away she went in the new hat.

The agent came, saw and bought, and so did representatives from other firms from many distant parts, from Melbourne, Toronto, and from neighborly little Holland.

Of both French and Scottish extraction, for her grandfather was French and her grandmother from the Scottish Highlands, Miss Amour seems to combine the artistic talent of the one race with the business perspicacity of the other. But despite her commercial success, away up in the Pentlands, it is the artist in her that triumphs, for there she

OSBORN BRUSHES and Monarch Cocoa are regular advertisers in The Christian Science Monitor.

During the past year the Monitor published 148 advertisements of Osborn Brushes, and 281 advertisements of Monarch Cocoa, placed and paid for by dealers in various cities.

By permission, we refer national advertisers to the Osborn Manufacturing Co., Cleveland, Ohio, and to Reid, Murdoch & Co., Chicago, manufacturers of Monarch Cocoa, for information as to the value of the Monitor as an advertising medium.

A Business Based on Specialized Knowledge

SEVEN years ago a stenographer working in an Omaha furniture store, and drawing a salary of $150 a month with no business worries or responsibilities, made a discovery which revolutionized her plans and her circumstances.

For a long time she had listened to customers talking over their problem of how and where to get fine curtains and draperies properly and safely laundered. There were laundries that were doing this class of work together with other laundering, but it was evident that it was not done satisfactorily, and delicate shades and freshness of appearance were too frequently things of the past when the goods were returned. For a long time Miss Nancy Morris considered this problem, gathered valuable data and systematically studied the fine texture of lace curtains and all drapery goods. She even established a small laboratory, where she experimented and tested until she knew a lot of things about fine fabrics and the effects of laundering that were not common knowledge.

The next step was to decide on an effective and profitable way of setting up a business for the washing of these special materials. When she had made her plans, she gave up her position in the store and took an old room in an out-of-the-way neighborhood and hung out her sign. On the day she opened her laundry she did not have a single customer. During the first year, however, Miss Morris succeeded in convincing a few people that she could launder their finest draperies and delicate materials, not only with safety but in a manner that preserved the freshness and surface texture of new material. At the end of the first year she discovered that the volume of business done was only $1500. But she had established the fact among a few women who were leaders in the city that she did know how to launder costly draperies and lace goods.

Inability and Thoroughness Win

After six years Miss Morris still retains her first patron, and this success due largely to an ideal she set before herself as soon as she went into business, that of always satisfying the customer. True friends in business mean success. Miss Morris admits that there have been times when the effort to please has meant sacrifice and financial loss, but she steadily maintains that this policy is the backbone of her success.

Slowly but surely the business increased year by year until the original premises became too small and incommodious. Why not own her own plant, a really modern one, with everything needful to do a much greater volume of business? The desire materialized, and the new establishment, costing $25,000, has just been opened. Everything about this building proclaims feminine management.

Though the success of the business is such that it is not necessary for Miss Morris to remain in her office for eight hours a day, she still gives it as much personal attention as on the first day she started in business.

"You see," she explained, "I love my work. It is a part of my joy to have brought in a different drapery textile and to show just what can be accomplished. My laboratory work is a continuous course in specialized knowledge. There are new problems coming up all the time. Manufacturers are constantly changing fabrics in their drapery goods and new dyes are used. All this means I must keep posted or do damage unwittingly to work entrusted to me."

It is this quality of thoroughness that has won for this young woman a reputation that extends far beyond the confines of her own city. Today eastern factories seek her advice when contemplating a new line or a change in fabrics. They have proved that it is wise not to try to force a fabric on the trade that will not launder and still retain its lustre, and no one knowse more about the laundering of fine fabrics than Miss Nancy Morris of Omaha. All her cleaning is done with water, yet many times when her work has been hung alongside of dry-cleaned material it has defied experts to say which method has been used.

Swiss Recipe

Red Currant Jelly

Take an equal quantity of fruit and sugar. For every 2 pounds of fruit take a glass of water. Put the fruit and water in a saucepan and stew until the juice runs easily through a sieve. Put the sugar in another saucepan with the water (or each 2 pounds of sugar take a glass of water), place on the fire and leave until dissolved. Then put the hot juice with the hot liquid sugar and while it is still quite hot put out the fire and stir always in the same direction until the jelly can be seen forming on the edge of the saucepan. Put the jelly while still warm into glasses.

The fruit must be quite fresh to be made in this way and there will be much more jelly than if the jelly is brought to the boil, which must be done if the fruit is not fresh.

Purple Plum Conserve

Take nice large ripe purple plums, wash them and dry thoroughly, then put them in a large earthenware jar. Take some vinegar and heat it, then pour it over the fruit so that it is covered. (If the vinegar is too strong add some water to it before heating it.) Leave for 24 hours. Then pour the vinegar away and dry the plums by putting them on a sieve. Wash the jar and dry it very thoroughly, then put the dried fruit back again and put the sugar on the top. For 10 pounds of fruit take 3 pounds of sugar. Then close the jar hermetically with the parchment paper (see below).

Swiss Method for Closing Glasses

Cut parchment paper the size of the glasses. Put the paper in cold water, take some string and put into a saucepan with water and let it simmer for a few minutes. Cut pieces of strong white linen or calico (old material can be used if still quite strong), and put into cold water. Take your glass. First place the wet parchment paper and tie it with the hot string, then place the wet white material over it and tie also with the hot string. Leave in the open until the material is quite dry. In this way any glass can be used for sterilizing fruit.

Home-Made Library Paste

The uses for library paste are many and one often wishes to employ it freely. When bought at the stationer's it does not go far and it is expensive. Here is a way to make excellent library paste at home, that works as effectually and keeps as well as that bought.

Add to 1 cupful of white flour enough cold water to make a smooth paste that stirs easily. Pour this, a teaspoonful at a time, into a pint of boiling water, stirring constantly. When it is all in, if the mixture seems too thick, add more water. Then let it continue cooking for 5 or 10 minutes, stirring all the time, to prevent its settling and forming lumps.

Remove the kettle from the stove and add 8 drops of cinnamon oil and a heaping teaspoonful of salicylic acid. Beat these thoroughly into the hot paste. The acid is to keep the paste from spoiling. While it is still warm, but not hot, fill up an empty library paste bottle, if one is on hand, or use some other small glass or china receptacle having a tight cover. The remainder may be kept in a pint glass fruit jar, sealed tight, and taken out when needed.

The only difference between this paste and that bought is that this is note quite so white. If one cares about the color, one can use two-thirds flour and one-third laundry starch. It will not stick any better but it will look whiter.

This quantity will cost about what one would pay for a single small bottle or tube of library paste. But there will be about 20 times the amount contained in the bottle or tube.

EXORA FACE POWDER
It has unusual adhesive qualities and only one application a day is necessary. Best and purest materials used. $1.00 a box. Sent on receipt of price. To be had of dealers or CHARLES MEVER, Mfr. Est. 1868.
Send 10c for 5 generous Exora Samples
11 East 12th Street, NEW YORK

To Nature Lovers Everywhere!
BURCLAY BASKETS
Decorative, Original and Unique, of Natural Materials in Natural Colors. Shapes, style and color suitable for special purposes. Hanging baskets, fruit and sandwich trays. Tables mats to match, breakfast room, sun-parlor or summer cottage.
Mail orders given special attention. Samples sent on request.
M. B. Clayton 3585 Rockhill Street INDIANAPOLIS, IND. Wash. 4448

Bridal Linens
125 Piece Trousseau
Outfit Complete
$125.00
Including Pure Irish Linen—Hand Monogrammed. Dinner Set, Italian Luncheon Set, Bridge Set, Bed Linens, Towels, Bath Sets, Etc.
THE GRAHAM SHOP
822 Stevens Bldg.
17 N. State St., Chicago
Phone Dearborn 6299
Descriptive Folder on Request

POLISH RESTORED
Quickly and Easily
Once over with the FINNELL Electric Floor Machine and—presto!—every trace of spilled water or dusty or muddy foot prints is gone. It is not even necessary to remove the rugs or furniture from the room. The FINNELL runs under chairs, between furniture and rugs.
The FINNELL does the four things necessary to have truly beautiful floors. It prepares the surface. It applies the wax. It polishes the floor, rubbing the wax in and leaving none on the surface to smear or get slippery. It keeps floors *polished*.
The FINNELL scrubs, too, cleaner and faster than hand methods. Ideal for scrubbing the bathroom, garage, laundry or porch.
FINNELL SYSTEM, INC., 461 NORTH COLLIER STREET, HANNIBAL, MO.
Floor Machine Headquarters for Twenty Years
FINNELL
ELECTRIC FLOOR MACHINE
It Waxes · It Polishes · It Sands · It Scrubs
Booklet Free! Send Coupon Today!
FINNELL SYSTEM, Inc.
461 North Collier Street, Hannibal, Mo.
Please send me information about the FINNELL Electric Floor Machine
☐ For Home ☐ For Business ☐ For Church
(Check above to indicate information desired)
My Name.....
Full Address.....
.....

Orange Marmalade
with REAL BLOSSOM
Individual 2 oz. service. A most delicious dainty ideal for breakfasts. The blossom can be revived, fresh and beautiful, as when picked; then used for decoration on fruit salads, cocktails, ices, etc. $3.00 per doz. Sent postpaid anywhere in U. S.
H. H. SCHWINGER
San Fernando, Calif

Learn to Make Candies
Start an attractive money-making business in a shop or your own home.
Send for Booklet C
IRIDOR SCHOOL for PROFESSIONAL CANDY MAKING
17 West 49th Street, New York

Don't Wash Your Windows
Clean them *without water* with the "Magic Brush"
Clean the outside of the windows from the inside.
Send $1.25 to MAGIC BRUSH, Inc
1931 Broadway, New York
Money refunded if not satisfactory
AGENTS WANTED

Lucien Lelong Brassieres
Store Corso Too No 406 Sizes 36-48 Ext. Fond.
Especially Designed Sold at all leading stores
Corset Brassiere Bandeau
Lucien Lelong Inc. 516 Fifth Ave. New York

Look for Trademark *Always the Shield*
PEQUOT SHEETS AND PILLOW CASES
Registered U. S. Patent Office
Manufactured by
The Naumkeag Steam Cotton Co.
Salem, Mass.

Osborn Brushes
KNOW THEM BY THE BLUE HANDLE
Women Everywhere Are Turning To These New Osborn Brushes
In all larger cities, as well as throughout all the States, stores everywhere report an ever increasing demand for these New Improved Better Wearing Osborn Household Brushes.
Careful housekeepers find that Osborn Brushes are better made—of the best materials—that they are correctly shaped and that they *do* make housekeeping easier. Yet they cost no more than ordinary brushes.
All Osborn Household Brushes have the Osborn *Blue Handle*. Every brush comes to you fresh and clean in a dust-proof container bearing the Osborn name.
Sold by foremost department, hardware and toilet goods stores in all cities, *but never by house-to-house canvassers or agents.*
If you experience any difficulty in getting Osborn Brushes from your local stores, we will be very glad to fill your order direct.
THE OSBORN MANUFACTURING COMPANY
INCORPORATED
CLEVELAND, OHIO
Floor Dust Mop
New Reduced Price
$1.90
Made of selected yarn which picks up dust and holds it until shaken. Reaches into corners and under furniture, contains no chemicals or oil to injure the floors or cause dust to collect
Osborn Split Duster $1.25
Especially convenient for chair and table legs. Selected yarn dusts without oil or chemical or scratching furniture—leaves film of oil
Osborn Cloth and Upholstery Brush $1.60
High quality bristlesgive real brushing service and long wear. Shaped to fit the hand. Notes stiff bristles near the handle for removing spots. Useful for tapestry or upholstery too
Osborn Blue Handle Household and Personal Use brushes are sold only through selected retail stores
Other Osborn Blue Handle Brushes
Refrigerator Brush
Vegetable Brush
Bottle Brush
Dish Mop
Sink Brush
Dish Pan Brush
Spill Hand Brush
Floor Duster
Duster Brush
Radiator Brush
Painter's Brush
Whitewash Brush
Paste Brush
Calcimine Brush
Varnish Brush
Wall Brush
YOUR MONEY BUYS MORE WHEN YOU BUY AT THE STORE


Convenient
and always ready to protect your pretty frocks are these dainty DRESS SHIELD GUIMPES from Kleinert's.
Made of fine net in flesh, white, or black, with Kleinert's famous Gem shields sewed in just the right position. Ask to see the other Kleinert's styles, too.
Kleinert's
Dress Shields keep your dresses free from odor





1,000 DELEGATES IN SAN FRANCISCO FOR COAST AD CLUBS' CONVENTION

Marshall Dana Slated to Succeed Gilman as President—Hawaii Sends Big Delegation—12 Departmental Meetings on Program—Holland a Speaker

(*By Telegraph to* EDITOR & PUBLISHER)

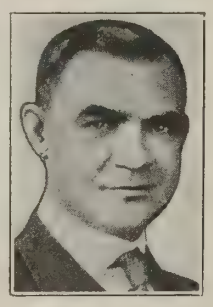
SAN FRANCISCO, Cal., July 7.—This city for four days has resembeled Honolulu. Thousands of men and women bedecked with leis, roam the streets, eat their food in restaurants and cafeterias and visit the attractions San Francisco offers. The occasion for the quick influx of strangers was the 23rd convention of the Pacific Coast Advertising Clubs' Association. Sunday morning brass bands and police escorts met the delegates, 1,000 of them, with their wives at trains and steamship piers. Market street to Mason was gay with the banners of the Association. Many of the delegates went to the Hearst Greek Theatre, Berkeley, where addresses were made by Governor W. R. Farrington of Hawaii and Don E. Gilman, president of the P. C. A. C. A. Marshall Dana, associate editor of the *Portland Oregon Journal* was chairman of the day; Williard Schinder, secretary of the Oakland Advertising Club, sang. There was a band, of course. Those with "ad" badges roamed around Berkeley and Oakland in autos and after they were feasted at the Athens Club were taken to San Francisco.



DON E. GILMAN

All day Monday the visitors went on sight seeing trips, at night a dinner was given the presidents and secretaries at the St. Francis Hotel.

On Tuesday the business of convention began at the Native Sons Hall. The gathering was actually three conventions in one, for besides the general sessions, 12 departmental meetings were held.



LOU E. HOLLAND

The departmentals were: Classified advertising, outdoor advertising, financial, graphic arts, newspaper, publishers representatives, Better Business Bureau, community advertising, educational, public utilities, retail advertising, direct by mail and incidental meetings.

Hal King, president of the San Francisco Advertising Club presided. Speeches were made by Lou E. Holland, Kansas City, president of the National Better Business Bureau; Alvin Dodd, manager of the Domestic Distribution Bureau of the United States Chamber of Commerce, Washington, D. C.; and Harold J. Stonier, executive secretary of the University of Southern California.

In his address Lou E. Holland declared the object of the National Better Business Bureau is to save "the American people millions of dollars annually by checking frauds and bringing their perpetrators to justice." The bureau is specially interested in land frauds, according to the speaker. It was through this organization that the activities of fraudulent real estate men in Florida were checked and the bunk artists driven from the state.

"We have carefully compiled lists of thieving land dealers who have been warned that they will be prosecuted if they attempt to repeat their nefarious practices of the past," he declared.

The final business session of the Association begins Thursday with election of new officers and the selection of the 1927 convention city. Marshall N. Dana, associate editor of the Portland Oregon Journal, is the choice of the Board of Presidents of the Association, it was announced last Wednesday night, and the full convention Thursday is expected to ratify the choice.

Portland has been selected by the Presidents' Board as the next convention city, subject to the approval of assembled delegates. Honolulu was the only other contestant. Don E. Gilman, San Francisco, president of Association, was not a candidate to succeed himself. Mr. Dana, the selection for new president, is one of the most prominent newspaper men of the Coast and his ascendancy is said to please the mass of the delegates.

After Thursday's business session the delegates will allow themselves the first hours of relaxation and play since they arrived in San Francisco last Monday. A series of golf tournaments is scheduled to take the visitors into San Francisco's several outing spots. The play will be for valuable prizes.

Unworried because it did not land the 1927 convention, even though it brought a large delegation headed by Governor W. R. Farrington, the Honolulu Advertising Club concentrated its efforts in a campaign "to sell Hawaii to the Pacific Coast." Delegates were decorated with leis and hibiscus blooms, treated to large drinks of Kona coffee—"The only coffee that grows on American soil"—and told alluring tales of dusky belles who danced on the beach in the moonlight.

To illustrate, the sedate but enthusiastic Henry Bredhoff, secretary of the Honolulu Advertising Club, put on a hula skirt, hung a scarlet sibiscus over one ear, strummed a ukulele and crooned a Hawaiian love song. He essayed a few steps of the dance that made Waikiki famous. "You get the idea" said secretary Bredhoff, "I am just a bit plump to carry it off right."

The keynote of the Thursday afternoons sessions, "unity of the Pacific Coast," was sounded by David E. Whitcomb, Seattle, chairman of the Pacific Coast Empire Association. Taking their cue from Whitcomb, other speakers spoke not of California, Washington or Oregon, but of "The Coast." Lou E. Holland spoke on "Interesting Yourself in Your Neighbor," as a feature of day's convention.

Thursday's program is composed of a group of departmental sessions, concerning such subjects as: "Service Organizations as a Means of Greater Mutual Understanding"; "Community Advertising and the Man in the Sereet"; "The Banker Is a Newcomer in Advertising"; "The Retail Advertiser and His Relation to the Newspaper," and many others.

The most important of the meetings will be that of the Better Business Bureau, officials said—"That branch of the organized advertising profession dedicated to keeping business clean and free from fraud and misrepresentation." Fred H. Manter, manager of the Better Business Bureau of the San Francisco Advertising Club, will preside.

Next in importance is the session of the "Community Advertising" department of the convention, which will emphasize "The Growing Importance of Community Advertising Through the West in the Matter of Increasing Population and Swelling the Volume of Tourist Travel."

The serious work outlined for the convention has attracted national attention, it was indicated Thursday, when a letter from C. C. Green, president of Advertising Club of New York, was received by delegates assembled for luncheon in the St. Francis Hotel. Sent by telephotograph, the letter was received in San Francisco a few minutes after it had been dictated in President Green's office in New York. Transmission of the letter was made by the Pacific Telephone & Telegraph Company, which distributed photostat copies to the delegates.

They Shunned Special Advertising

The *Salem* (Mass.) *Evening News*, in connection with the city's tercentenary celebration on June 30 issued a "Tercentenary Edition." The management decided to forego any special advertising in connection with the edition.

N. Y. Herald Tribune Begins Wet Survey

The New York Herald Tribune last week started publication of an international survey of liquor conditions.

Largest morning and Sunday circulation in the Greatest Market west of Chicago
170,000 Daily
190,000 Sunday
LOS ANGELES Examiner

FOR PROMPT SERVICE
TYPE
BORDERS ~ ORNAMENTS ~ BRASS RULE
Printers' Supplies
KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT
Carried in stock for prompt shipment at the following Selling Houses of the
American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

Announcement
Advertising Coverage for an Entire Market Provided Through the Combination Foreign Advertising Plan of
The Superior Evening Telegram
and
The Duluth News Tribune
These two newspapers offer a unique service to the advertiser seeking sales in the Head-of-the-Lakes market. This market consists of a steadily growing territory in Northern Wisconsin and Northern Minnesota, centering at the Twin Ports—Superior, Wis., and Duluth, Minn.
A net paid circulation of more than 50,000 daily is offered by this combination. Through them the entire field is reached. Omit them and it is impossible to obtain complete coverage.
Regular Rates:
Evening Telegram, 7c per line minimum; News Tribune, 9c daily, 10c Sunday.
Combination Rate:
(5,000 lines) 14c daily; 15c evening and Sunday.
REPRESENTATIVES
The Evening Telegram—Weaver-Stewart Company
The News Tribune—E. M. Burke, Inc.

Pay Roll of Locomotive Works In Richmond Runs to Large Figures!



—and it is spent in Richmond by Richmonders!

The huge plant of the American Locomotive Works in Richmond, Va., has a pay roll comprising several thousands of Richmond's citizens.

With a capacity of from twenty-five to thirty-five heavy modern locomotives per month, the plant is capable of caring for the largest contracts for the building of locomotives of all types, and for all sorts of railroads, both at home and abroad.

The wages paid to the individual workers are high.

And the tremendous total of their annual payments to Richmond citizens is spent in Richmond on the necessities and luxuries of life. This is one of the reasons why Richmond's purchasing power is stable—why the people of Richmond are steadily employed, earning regular incomes with which to buy the products of the Nation.

Richmond's living costs are the second lowest of any city in the United States. Richmond's industries are so diversified that rarely does it experience deflation or hard times.

Richmond people are always earning—and buying.

National Representatives

KELLY-SMITH COMPANY

Marbridge Bldg., New York City. Waterman Bldg., Boston, Mass. Atlantic Bldg., Philadelphia, Pa. Tribune Tower, Chicago, Ill.

J. B. KEOUGH, Atlanta, Ga.

Richmond, Va.

Has the third largest American Locomotive Works Plant.

The American Locomotive Plant in Richmond occupies 75 acres of ground and 36 buildings.

It employs 2,000 to 2,500 Richmond people.

Many thousands of dollars are circulated in Richmond from this Company's pay roll.

It is one of the reasons why

Richmond Is A Steady Permanent Non-Fluctuating MARKET

If you have anything to sell—Tell Richmond about it in

The Richmond NEWS LEADER

"ON NEWS LEADER SQUARE"

Covers Richmond Like a Roof

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



A messenger of the New South.—T. J. Hamilton.

FLORIDA'S heyday has spread over boundary lines to states further north and there are many today who speak with the southern drawl who are talking the booster talk learned from California.

One of these messengers of the "New South" is Thomas J. Hamilton, president and editor of the *Augusta* (Ga.) *Chronicle*. With many another editor and newspaper business manager below the Mason-Dixon line, he is heralding a renaissance for the sunny southland. The "rebel yell" has been replaced by lusty Chamber of Commerce proclamations of prosperity, and the newspapers are as one in championing the new cause.

Dusty roads are giving way to paved highways, small cities are springing into the metropolitan class, real estate is booming, water power is being exploited, and business men and communities are awakening to the value of advertising.

In Georgia, the *Augusta Chronicle* has led the demand for improved roads.

"Georgia has appropriated $11,000,000 a year for six years to build paved highways," Mr. Hamilton said. "At the end of this period the state will have a complete connected road system. Augusta alone is spending $2,000,000 this year for paved highways within a radius of 40 miles.

"Another sign of the prosperity in Augusta is the fact that workmen are now working on three eight-hour shifts to complete the Forest Hills-Ricker Hotel in time for an opening set for January next year.

"Georgia is booming as a resort state, but the industrial advantages are even greater. Georgia, Tennessee, Alabama, and North and South Carolina have pooled their water resources, and they are being woven into one enormous hydro-electric power development.

"Like Florida, Georgia has no inheritance tax, and new industries are exempted from taxation for a considerable period. Lumber, clay, cotton, kaolin and other raw materials are within easy reach.

"The big news story from the south today is this," Mr. Hamilton concluded: "During the last ten years the South grew more than it did in the previous 50; it will grow more in the next 10, than it did in the past 100."

Mr. Hamilton has been trumpeting the "New South" for six and a half years now. That makes him one of the leaders in the present procession.

In 1919, he formed a company of local men who wanted to make Augusta prosper, and bought control of the *Chronicle*. He has been president and editor since that time. Shortly after he took charge, Mr. Hamilton started listing his ambitions for Augusta on his paper's editorial page. So many of the ambitions have been accomplished, he has had to revise the list four times, he declared.

Last Dec. 31, the *Chronicle* issued a 104-page "Prosperity Edition."

Mr. Hamilton is a native son of Georgia. After being graduated from Mercer University at Macon, Ga., 20 years ago, he started newspaper work on the *Augusta Herald*. Later he became city editor of the *Chronicle*, the paper he now heads.

NEW YORK TIMES TO HONOR ANNIVERSARY

75th Birthday of Paper and 30th Year of Ochs Control to Be Celebrated With Special Roto Supplement on Sept. 19

Th *New York Times* will celebrate its 75th anniversary with a special rotogravure supplement in tabloid size to be issued with the Sunday edition of Sept. 19, Louis Wiley, business manager, announced this week. The Times was founded in 1851 by Henry J. Raymond. The supplement will also celebrate the 30th year of Adolph S. Ochs' publishership of the paper.

A feature of the historical section will be that advertising will be limited to firms founded 75 or more years ago. The Times has gathered together a list of about 2,500 firms in this country as old or older than itself.

Editorial content of the paper is in charge of Lester Markel, Sunday editor, while Theodore D. Palmer, assistant advertising manager, is handling the advertising.

Articles in the supplement will include a brief history of the Times; a comparison of New York City of 1851 and of 1926, and a history of communications, revealing how news has been gathered in the past 75 years.

There will be the reproduction of f- similes of the first pages of the Ti's on historic occasions, such as: its f issue; the beginning of the Civil W the assassination of President Linco the exposure of the Tweed Ring; sinking of the Lusitania, and others.

The Times publishes special supp- ments only on rare occasions. The l time was the Golden Jubilee supplem issued in 1901.

A. B. C. MEET OCT. 21-22

Dates for Annual Convention A- nounced by Claque—1,412 Pub- lications in Bureau

The Audit Bureau of Circulations w hold its thirteenth annual convention the Hotel La Salle, Chicago, on O 21 and 22, Stanley Clague, manag director, has announced. Several kind organizations, such as the Ameri Association of Advertising Agencies, Agricultural Publishers' Association Inland Daily Press Association, will h meetings in Chicago in A. B. C. week

At noon on October 21, the A. A. A. will tender a luncheon to visit publishers and, in the afternoon of t day, the A. B. C. delegates will gat at the convention headquarters to greeted by President O. C. Harn, af- wards separating to attend the divisio meetings.

The general sessions will be held O 22, and the day will conclude with Bureau's twelfth annual banquet.

The publications now belonging to A. B. C. number 1,412. Of these, are newspapers, 176 magazines, 73 fa papers, 27 periodicals and 238 busin publications.

Colorado Editors in Contest

J. J. Cusick of Idaho Springs, C has offered $100 in gold to the Color editor who writes the best editorial mining and farming. The award will made at the mid-winter meeting of Colorado Editorial Association in Ja- ary, 1927.

BUSINESS MANAGER WANTED

For Evening Paper in City of 200,000

The Largest Evening Circulation in the State

The man who gets this position must know advertising and circulation methods. He will have the assistance of good department managers and a well organized staff of solicitors and service men. We want a man with constructive ideas who can take these departments and increase the volume of both local and foreign advertising, and both city and country circulation. To the man who has these capabilities, a very fine opportunity is offered. Give full particulars as to past experience and present connection in your answer. Box A-633, c/o Editor & Publisher.

The Newspaper Story of Lima

A few weeks ago there were two morning papers in Lima. Now there is one.

The oldest paper, The Gazette was a half century old.

The other, The Star, an infant by comparison, three years young and having a helluva time getting established.

I started to sell The Star with my crew to the people of Lima and contiguous territory about three months ago.

In that short time I increased The Star's circulation fifty per cent with the result that The Gazette had to quit and now The Star, being alone, will make big money.

Did my work pay? Ask the publishers!

I did not use contests or tricks. I merely sold the paper with my crew of trained, gentlemanly salesmen and the publishers are holding the circulation with a better paper which I helped them improve.

I only repeated here my recent successes in Clarksburg, Parkersburg, and other cities. What I have done for them I can, with your cooperation, do for you.

Write or wire for details.

Frank J. Marks Circulation Service

614 Park Bldg., Cleveland, O.

A virile, brilliant, dynamic force in American journalism, sound in editorial policies, clean and alive in daily news and features, Scripps-Howard newspapers have captured the imagination and hold the confidence of their readers throughout the nation.

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York



Our Own World of Letters

By JAMES MELVIN LEE

NEWSPAPER clippings about men or matters of moment are frequently pasted in a scrap book and make a valuable volume. Victor Von Klarwill has gone through the famous Fugger newsletters and from them has selected items relating to Queen Elizabeth, the England of her day, and her diplomatic relations with other countries. The volume is the second of the series of which the first was much more general in its subject matter. Both volumes are published by G. P. Putnam's Sons.

In reviewing the first volume I mentioned that the perusal of the same was like reading a newspaper in Elizabethian days to see who was being featured in the news. To read the second series is to repeat the experience, only the news is more local. But this fact should not be overlooked: the items in these news letters, however, were written with a foreign slant. Unless the reader remembers this he will have the wrong perspective. The twentieth century reader is more fortunate than the Fuggers of the sixteenth century for the book is illustrated with rare cuts and the news-letters were not.

To review a book of this character would be similar to commenting about a bound volume of newspapers. The only thing that gives unity to the book is the Elizabethian thread which binds the items together. From the historical point of view, the most valuable contribution of the contents is the story of the Spanish Armada—especially the story with a by-line of Hans Buttber. For American readers the contemporary items about events in South America are illuminating. International affairs were about in the same state when these news-letters were written as they are today.

The notes and annotations which accompany the text show every evidence of able scholarship. But the ignorance about journalism displayed in the introductory chapter is somewhat surprising. The Fugger agents were not "the only existing news correspondents of that day." English lords had news writers who were much more able journalists than any who wrote for the Fuggers. The stories written by John Chamberlain, the news master of St. Paul's, for example, about the execution of Sir Walter Raleigh and the death of Queen Elizabeth, are models of modern reporting. The Crasser News Agency at Augsburg was not the first of its kind: the honor of having the first news-gathering organization unquestionably belongs to Venice. If the editor of "The Fugger News-Letters" had perused some of those papal bulls against writing news letters that came from Gregory XIII or his immediate successor, Sixtus V, fewer errors would have been made in the volume about the journalism of the sixteenth century. But this is another story.

The volume does prove that strategic positions were held by Antwerp and Amsterdam as news centers. The contents of the volume make me more sure than ever before that in all probability the first printed newspaper appeared either in Antwerp or in Amsterdam. Even the items from Cologne frequently begin "They write from Antwerp" (page 72), "Fresh news from Antwerp" (page 76), "Letters have reached Antwerp from England" (page 82), etc.

Both series of "The Fugger News-Letters" are intensely interesting. They have a freshness, even after four centuries that is surprising. The house of Putnam has done a fine thing in making the volume available for American readers.

* * *

KANESADA HANAZONO is running a series of articles on "The Pioneers of Japanese Journalism" in the *Osaka Mainichi & The Tokyo Nichi Nichi*—the only English daily newspaper in Japan owned by Japanese.

This series by Mr. Hanazono shows that Journalism in Japan has passed through stages somewhat similar to those found in American journalism. One cannot read this series without being impressed by the fact that many of these early pioneers of the press in Japan were not only masters of the English language but also careful students of economic tendencies the world over.

* * *

HOW some irresponsible but indispensable machinists at the printing office of the *London Daily Mail* really started the general strike in England is well brought out in an article which Clifford Sharp, editor of the *New Statesman* of London, contributes to *The New Republic* for July 7. The article is headed "The Comedy of the Great English Strike."

* * *

THE prize of $50 offered by the Encyclopedia Britannica for the educational game judged best by its American editor ought to appeal to the sporting instinct of a number of American newspaper men. Other games considered worthy will be paid for at the rate of $10 each. The contest closes July 15, 1926 and manuscripts should be addressed to: Contest Editor, The Encyclopedia Britannica, 342 Madison Avenue, New York City.

* * *

PICTURESQUE glimpses in the life of a working journalist may be found in the volume to which its author, Albert Stevens Crockett, has given the title "When James Gordon Bennett was Caliph of Bagdad" (Funk & Wagnalls Company). Mr. Crockett gives the reader many interesting details about his boyhood days. He tells about the first book of literary merit that he ever owned, "Oliver Twist," and pays a nice tribute to the home town paper, the *Calvert Journal*. He speaks of the influence on his early life of Lynn Meekins, the well-known Baltimore editor, and of Josephus Daniels, "even then the presiding genius of a Raleigh daily."

Crockett's first job, however, was on the *Times* of Philadelphia, then edited by Colonel Alexander K. McClure. The city editor was Philip Speed, who had come to the Times from the *New York World*. From the *Times* Crockett went over to the *Philadelphia Inquirer*, the city editor of which was John Trevor Custis. Later Crockett secured a position as a reporter on the *New York Herald*, of which Frank Perley was then the day city editor.

Mr. Crockett eventually found his way to the desk of suburban editor. His next advance came when he was made the New York correspondent of the Paris edition of the Herald and of the *London Daily Telegraph*. The latter job was a sort of course of training for work in the London office of the Herald.

What the rooms of the London bureau of the Herald looked like is thus set forth by Mr. Crockett:

> The sole occupant of the place was an office boy. We had some difficulty making each other understand. Finally, gathering the purport of my questions, he ushered me into an inner room, containing two desks and a small table, three or four wooden chairs, a fire-place, a number of ragged books lying on the mantelpiece above, a dilapidated book-case containing a few reference books, an assortment of calendars on the walls, and piles of soiled manuscript and proofs spiked on the desks.

Of his work in London Mr. Crockett speaks as follows:

> My work was to be mainly devoted to looking up Americans who might chance to be visiting London, interviewing them and chronicling the movements of such as were not desirous of escaping observation—now an obsolete construction of a newspaper correspondent's duties. This took me mainly to the hotels most frequented by Americans, especially those who enjoyed prominence because of wealth or social position.

The chapter, "Personages," deals with the important people Crockett met in London, as does another chapter, "Friends of Mammon." Other chapters take up the various assignments given to Mr. Crockett not only in England but also on the continent. These assignments are described somewhat in detail, but differ little from those given to other correspondents sent overseas to cover events for metropolitan dailies. Here and there throughout the volume one catches a passing glimpse of Caliph Bennett.

If the yarns spun by the old Herald men when they gather at the Newspaper Club have fifty per cent of truth in them, James Gordon Bennett was one of the most unique characters in the annals of American journalism. He well deserves a permanent portrait between the covers of a book where he will be the leading character. This criticism does not mean that Mr. Crockett's experiences are either dull or poorly described, but does imply that the volume should have a different title.

Nebraska Editor on Coast

Lou W. Frazier, editor of the *Fairmo* (Neb.) *Fillmore Chronicle*, has be visting in Long Beach and San Dieg California. He will later go to Va couver. Mr. Frazier holds the N braska record for longest continuo service in one newspaper plant. He h been the publisher of the Fillmo Chronicle for 41 years, and for two yea before gaining ownership he was e ployed in that office.

Editor Loses Purse, Finds a Bride

Cyril E. Kissane, city editor of t Wall Street Journal, lost his wallet the sands of Long Beach, Long Isla last summer. The purse was found Miss Clair A. Dreyfoos, and therewi began a romance which ended last we at the altar of St. Patrick's church Brooklyn. Mr. and Mrs. Kissane a now on their honeymoon.

CIRCULATION BUILDING SUPREMACY

We opened 1926 with the greatest newspaper campaign ever conducted, and secured over $300,000 in prepaid subscriptions for The Cleveland Plain Dealer. We can attain similar success for you!

THOUSANDS OF NEW, PREPAID, BONA-FIDE HOME-DELIVERED SUBSCRIBERS SECURED IN TEN WEEKS' TIME

HOLLISTER'S
Circulation Organization
Wire or Write us at 717-718 Commercial Exchange Bldg., LOS ANGELES

Our Customers Write Our Ads

Staten Island, N. Y., Advance Says—

"After experience with old style half circle plate presses, it is a vast relief to have all page steps by twos on our **DUPLEX TUBULAR** instead of having to make up four extra pages to accommodate tardy advertisers."

DUPLEX PRESSES
FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.



Once upon a time there lived a newspaper publisher who knew his business. He gave the folks in his community a bright, well-edited, well-printed newsy paper. He took an interest in local conditions and caused the abolishment of many things that did not make for civic welfare. The folks believed in him and in his paper, and he enjoyed the good will of advertisers at home and abroad. His paper was sold on its sheer merits and he was satisfied.

One day, his sleepy competitor was acquired by a high-powered publisher from a big city. And then the fun commenced.

The new publisher started a circulation campaign and gave away automobiles, and sent boys and girls to Europe, and provided dolls for the babies and velocipedes for the kids. And his circulation grew apace.

But the old conservative publisher sat still. He said—"The people know my kind of paper, they know I sell the news, and they know the things I stand for in this community, and I'm not going to make a blooming circus out of my newspaper."

But the new publisher persisted and soon the ears of his newspaper carried the slogan "The greatest circulation in Smithville," and he broadcast his circulation figures and all the advertising world knew just how big and how wide his distribution had swelled.

And out in the National field the space buyers took notice. "Ah," said they, "this man must be a real humdinger. He's gone to Smithville and in about a year has doubled his circulation and we ought to consider his paper."

The old publisher kept right on selling his paper to the folks—he lost very little circulation, for he had a good will that endured, but slowly and surely the new publisher acquired more and more National advertising.

The wise space buyers in the big cities were buying "coverage."

Then the conservative publisher took a tumble to himself. He said—"I publish a good newspaper, and I want to sell it in a fair, businesslike way. I want readers to continue to buy my paper because they really want it—because I furnish them with the news and the features they like to read, and because they have confidence that I'm going always to tell the facts as I know them. But if the space buyer wants inflated circulation, and I'm going to lose my National business by sitting quiet—it's surely up to me to bestir myself."

And thereupon a great rivalry ensued as to which paper could give away the most newspapers. Many didn't buy the paper because they wanted to read it—for much of the circulation was out of the natural trading radius of both papers. But you see it was a mad race for quantity distribution and costs or reader value were not considered.

Well, when the smoke cleared away, and the new publisher had spent about all the money he could afford, he found he was in second place and that both papers had swelled their distribution greatly.

And of course they had to raise their advertising rates, locally—nationally—for there was no money in this new circulation and somebody had to pay for it.

The advertisers at home protested. Much of this new circulation wasn't any good to them because it was in markets covered by neighboring newspapers.

The space buyer in the National field hollered bloody murder but forgot that he primarily was the cause of the high cost of covering Smithville.

Moral—

As long as advertisers permit their agents to buy mere "coverage"—volume distribution, regardless of how it's acquired or where it's circulated, just so long will publishers vie with each other to lead in circulation—and just so long, too, will they pass the exorbitant cost of maintaining this worthless distribution along to the advertiser.

* * *

When the space buyer analyzes circulation methods and buys character distribution, advertising rates will get down to a lower level, based on value.

We wonder how long it is before advertisers will open their eyes to what they're doing. We wonder how long they want to pay for the gas that inflates the circulation balloon. The publisher doesn't want this circulation, it's a liability to him, and it isn't worth a continental to most advertisers. How can circulation, sold to people who do not want the paper but want a prize, or a trip-ticket—bring returns?

And the answer is, it can't.

E. Katz Special Advertising Agency
Established 1888
Publishers' Representatives
DETROIT NEW YORK KANSAS CITY
ATLANTA CHICAGO SAN FRANCISCO

EDITORIAL

S.N.P.A. CO-OPERATION

ACROSS the country newspaper men will read with sound interest and benefit the proceedings of the annual convention of the Southern Newspaper Publishers' Association. This organization is an outstanding success in sectional co-operation. Nowhere do newspaper men come together in finer social spirit or work more diligently for the common welfare. The S. N. P. A. has made great gains for its membership, both in refinement of methods and in reaching out for new business. It is a compact body, working harmoniously with the national organizations. It is a journalistic bulwark, founded upon great traditions and maintaining true ideals.

These are not mere pleasant phrases when applied to the S. N. P. A. The latent commercial power of the South is just being revealed to the nation, and Southern newspapers, largely through organization, are carrying the flag. The year has witnessed a phenomenal development, testified to in part by a big increase in national advertising in Southern newspapers. Behind this has been the co-operative advertising of the Southern press. The possibilities of this movement has scarcely been scratched. The South is coming into her own, after long and wearisome neglect, and will be recognized as one of the greatest sources of new national wealth during the next ten years.

John A. Park, publisher of the *Raleigh Times,* is the new president of the S. N. P. A., an able man, who will make the organization more efficient than ever before. The valuable information revealed at the annual convention is disclosed on other pages of Editor & Publisher, but we desire to take this occasion to congratulate the body on its year's work and to hold it up before the newspaper men of the nation as a model of intelligent and effective co-operation.

Paste it in your hat: National newspaper advertising is now more than one-third of the total.

AMERICAN PROSPERITY LEADS

THE United States from the year 1790 to 1926 has enjoyed, on the average, 1½ years of prosperity for every year of depression, and with Canada leads the nations of the world, according to data collected by the National Bureau of Economic Research.

The relative duration of the prosperous and depressed phases in the business cycles of five important countries during various periods is shown in the following table:

Country	Period	Years of Prosperity per year of Depression
United States	1790-1925	1.50
England	1790-1925	1.11
France	1840-1925	1.18
Germany	1853-1925	1.18
Austria	1866-1925	0.70

Canada enjoyed 1.86 years of prosperity for each year of depression in the period from 1888 to 1924. Her pre-war average was 2.08 years of prosperity for each year of depression.

Austria, China and Brazil have the shortest periods of prosperity compared to their periods of depression, the report declares.

The figures are interesting and will be used as a guide to future expectations among those who are committed to the idea that national prosperity travels in cycles the course of which may be, in a measure, predetermined.

Even more important, to our notion, is the simple observation that, aside from misfortunes over which mortal man has no control, national prosperity is won by progressive, thrifty, conscientious, working people and by just governments and that the guide to future expectation of prosperity is merely an estimate of the disposition of the people to work and progress and governments to be just.

A New York press agent when called upon to show results in clippings spent a few dollars for a supply, which was quickly printed in a job office, according to his own boast; advertisers who employ men to gyp newspapers should not be surprised if the gyper gyps them.



The days of our years are threescore years and ten; and if by reason of strength they be forescore years, yet is their strength labor and sorrow; for it is soon cut off, and we fly away.

So teach us to number our days, that we may apply our hearts unto wisdom.—Psalms, XC; 10, 12.

MISSING ADVERTISING LINK

READERS who have followed discussion on this page of Editor & Publisher of the strange non-advertising attitude of the great insurance companies of the country will find ample corroboration of our views and much interesting information in the address of Charles H. Holland, an insurance company executive and expert, before the advertising convention at Philadelphia, which is reproduced on another page of this issue.

From the angle of the great insurance companies Mr. Holland not only shows how a co-operative schedule might easily be planned but indicates how it could be run through the newspapers at minimum expense, a trifling cost considering the large objective and the ability of the companies to make the investment.

The point is that a large number of people in this country are not found by insurance agents, that insurance is needed by them and that newspaper advertising would deliver their names to local agencies as live prospects.

We insist, and Mr. Holland bears us out, that insurance is one of the great unexplored fields for modern newspaper advertising.

Protection from fire loss is the big, outstanding problem facing spruce forest conservationists; timberland fires need only be discovered to be successfully fought by well-known methods—this problem, therefore, is merely one of organization and support.

VALUABLE NEWS

A CORRESPONDENT asks Editor & Publisher: "Why is such useless information as the following carried on press wires and published in our newspapers to the exclusion of valuable information?"

Mother Deserts Twins

Special to Miami Daily News

London, May 25.—Twin girl babies were deserted by their mother in a perambulator in Lambeth.

Most newspaper men will agree with us that for human interest this brief cabled item has had few parallels in recent months. It is information that profoundly stirs the emotions of any normal reader. It may be highly significant. Child desertion is not uncommon in our civilization, but an instance wherein a mother forsakes infant girl twins is rare and merits publication.

The correspondent chose wisely, but should have given a basis for comment by reporting any fact concerning an economic or social condition which might have accounted for that wretched woman's act, strangely inhuman if she was sane.

The friend who questioned the value of this despatch and a half dozen additional foreign news items, all in our opinion bearing sound information, needs his summer vacation. When newspapers fail to treat human affairs they will have strayed from their best field of service.

In hot weather, stress entertainment!

STRAW FOR PAPER

REPORTS from Europe encourage the belief that the revived use of cereal straw as a substitute for pulpwood may assist materially in the solution of the paper problem of the future. Straw preceded spruce in paper manufacture, but was displaced owing to the immense quantity of spruce available on economical terms. However, as the spruce supply declines, straw again becomes of interest.

By the so-called Dr. Vaine process cereal straw paper is being produced in increasing volume and the quality of the fibre is well regarded. One London paper has been using it with excellent results for months. *New York Commercial* estimates Canada's annual yield of straw, now mostly wasted, at 8,000,000 tons, capable of conversion into 2,000,000 tons of pulp for paper. This does not take into account the vast quantity of wasted straw produced on our own prairies

No institution nor any man can be truly free unless economically independent.

TALE WITH A MORAL

ONCE we knew a successful newspaper publisher who made life as difficult as possible for his single struggling competitor. Theirs was a thriving, growing city, deserving legitimate newspaper competition, but so great was this astigmatic gentleman's greed that he fairly tortured the life out of his rival. When there was a paper shortage and the poor relation down the street asked to borrow a couple of rolls to make a day's run, pending receipt of a shipment, the cruel publisher said him nay. What he did to block advertising and circulation development of the weak sheet was all that a powerful publisher could do. Finally he was rewarded. The little publisher curled up and died. The newspaper's remains were purchased by a strong, well-financed group of local merchants who believed that the greedy one had evil designs which might thus be circumvented. They put up competition that was competition. It cost the greedy publisher a million, during ten years. This tale has an obvious moral: Competition is neither war nor poker.

The advertising agent who splits commissions with an advertiser is a rate cutter and menaces both to his own profession and publishing.

THE POSTAL DELAY

THE zone postal system and second-class postal rates running up to eight cents a pound have dragged their weary lengths through Congress for five years, last survivors of war expedients, and there is no bright prospect of relief by this Congress. Post-office politicians who believe the department should be "profitable" are having their way, sustained by Administration leaders who sympathize with the notion that newspaper publishing is just a business for profit and serves no particularly valuable public cause. The politician's allocation of costs continues to put upon second class mail the burden of the postal deficit, though the absurdity and wrong of it has long been apparent.

Prosperous big papers may be able to stand the loss and perhaps even enjoy the advantage over weak little papers that are oppressed by rates that make subscriptions abnormal or the cost of carrying circulation prohibitive, but the great question of public policy cannot be ignored: This government is operated by public opinion and public opinion is possible only through the printed page; shall the free flow of public information be inhibited by prohibitive postal rates?

The delay in correcting the unequal, unjust and wholly indefensible zone system and excessive second class rates has become scandalous. The publishers' organizations have given a vast amount of patient effort to the authorities to make the situation clear. The long delay seems to indicate that the opposition is deliberately arbitrary and the note of indignation we are now commencing to hear from publishers' committees seems justified.

That California was hospitable to the N. E. A. and that the 1926 tour will be memorable is well established by the news pictures taken at the scene.

PERSONAL

OUIS WILEY, business manager, *New York Times,* is spending his nmer vacation at East Hampton, L. I.

Howard C. Story, of Story, Brooks & ley, publishers representatives, Philaphia, sailed last week on the Aquiia for Paris.

ames H. Moore, editor, *Knoxville* enn.) *Sentinel,* is seriously ill. He ently suffered a slight injury to his t, which developed an infection.

Ferdinand W. Hartford, of Portsuth, N. H., publisher of the *Portsuth Herald,* last week was elected sident of the Rockingham-York Depment Association.

. P. Mitchell, editor and owner of the coran (Cal.) *Journal,* and former olisher of the *Owensmouth* (Cal.) zette, is seriously ill in a hospital at sno.

IN THE BUSINESS OFFICE

ESTER E. LLOYD has joined the *Houston Post-Dispatch* as merchang service manager.

O. H. Darrough, formerly of the *Miami* a.) *Tribune* and *Miami Life,* recently ed the *San Antonio Express-Evening ws* advertising staff.

Mrs. Malcolm S. Lunn, wife of the ulation manager of the *Boston Amer-*, and two children, Malcolm, Jr., and ry, sailed last week from Boston on Laconia for a tour of England and tland.

I. M. Wheeler for several years with *Hartford* (Conn.) *Times* and later ulation manager of the *Worcester egram-Gazette,* is now circulation nager of the Sarasota (Fla.) Times.

IN THE EDITORIAL ROOMS

OBERT H. DAVIS, famous Munsey editor, who conducts the "Bob Davis alls" column in the *New York Sun,* July 1 read two of his tales before microphone of WEAF, which were yed to WSAL, Cincinnati, WFI, adelphia and WWJ, Detroit.

oward W. Palmer, for the past two s assistant secretary of the Public rice Commission, Albany, N. Y., has ed the *Greenwich* (Conn.) *Press* as or and manager.

awrence Gilman, music critic for the *York Herald Tribune,* returned to York City last week from Norwich n, Conn., where he has been spendthe late spring and early summer. August 7, Mr. Gilman will sail for ope with his family.

oward Wilson, who covered the Eustic Congress in Chicago for the *Francisco Bulletin,* spent a few at Rockford, Ill., visiting former ds. He worked on Rockford papers ears ago.

hn E. Sanford, special writer on *Detroit News,* is taking a rest at ome of his brother, W. I. Sanford, unkirk, N. Y.

cCready Huston, associate editor, *h Bend* (Ind.) *Tribune,* has red from a two weeks' vacation in East.

anklin K. Sprague, financial editor, *York Herald Tribune* is at the Placid Club, Lake Placid, N. Y., is vacation.

illiam T. Igleheart, city editor of *Salt Lake City Tribune* for the past years, has been appointed private tary to Governor George H. Dern.

seph A. Brady, Albany correspond*New York Herald Tribune,* has left his family for a camp at Sacanin the Adirondacks.

nes McCamey, reporter for the *n* (Tex.) *American,* is visiting his y in Knoxville, Tenn.

n Wagner of Duluth has returned e newspaper business after a prod absence and is now a reporter e *Duluth News Tribune* staff.

David G. Barenther, Raleigh T. Curtis and Thomas R. White, have joined the copy desk of the *New York Herald Tribune.*

J. K. Truebridge, formerly of Seattle and a graduate of the University of Washington in 1921 has joined the copy desk of the *Portland Oregonian.*

Charles S. Salomon state courts reporter for the *New York Herald Tribune,* returned this week from a vacation trip to Cuba.

Jack Lawrence of the sporting department, *New York Herald Tribune,* has been transferred to the city staff.

Harry Neigher has joined the staff of the *Springfield* (Mass.) *Union* as reporter and cartoonist.

J. H. Walker of the reportorial staff, *Derby* (England) *Express,* has been appointed editor-in-chief of the *Leicester* (Eng.) *Mail.*

H. A. Nickel is now the editor of the *Needles* (Cal.) *Nugget,* succeeding Mrs. Caroline Zimmers.

E. A. McSweeney, assistant Sunday editor, *New York Herald Tribune,* has returned from his vacation.

The engagement of Miss Doris Williams of New Britain, Conn., to Gordon Goldsmith, assistant news editor of the *Bridgeport Telegram* was announced recently.

Philip Kinsley of the *Chicago Tribune* has left for a two months' leave of absence. He plans to spend July in hiking on the John Muir trail in California. In August he will join his family in Colorado.

Antoinnette Donnelly, beauty specialist of the *Chicago Tribune,* will spend the next three months abroad.

Clyde Brown, in charge of the photographic department of the *Chicago Daily News,* is spending several weeks in Massachusetts.

HOLDING NEW POSTS

LEO CAVANAUGH, from police reporter, *Waterloo* (Ia.) *Tribune* to copy desk, *Duluth* (Minn.) *News Tribune.*

Leonard Ware, from copy reader, *Springfield* (Mass.) *Union,* to copy desk, *Boston Herald.*

John E. Nevin, from political reporter, *Washington* (D. C.) *Post* to staff, *New York Herald Tribune.*

Harry Cohn, from *Milwaukee Sentinel,* to telegraph editor, *Duluth* (Minn.) *News Tribune.*

CHANGES OF OWNERSHIP

H. W. ALEXANDER, publisher of the *Sheffield* (Ia.) *Conrad Record,* has purchased the *Thornton* (Ia.) *Enterprise* from M. Bilderback, who has published the paper the last 12 years.

Mrs. Anna Pier recently sold the *Almira* (Wash.) *Big Bend Outlook* to F. A. Wilson and William Evans, former employes of the paper.

FOLKS WORTH KNOWING

HERBERT R. EDE, city editor of the *Newark* (N. J.) *Evening News,* recently appointed associate professor of journalism at Rutgers University, New Brunswick, N. J., has had 17 years newspaper experience. He has been city editor of the News now for four and a half years



HERBERT R. EDE

Graduated from Brown University with the class of 1909, Mr. Ede started his career with the *New Bedford* (Mass.) *Evening Standard.* Later he worked for the *Providence Journal,* subsequently joining the staff of the *Boston Herald.*

He came to Newark 14 years ago, and spent a year on the staff of the old *Newark Morning Star* before becoming associated with the News as city hall reporter. After about a year on the street, Mr. Ede was transferred to desk work, becoming head of the copy desk eventually. In April 1919 he was promoted to assistant city editor, and was made city editor in 1922.

At Rutgers, Mr. Ede will be assistant to Prof. Allen Sinclair Will, formerly city editor of the *Baltimore Sun.* The Rutgers journalism department was established largely through the efforts of the New Jersey Press Association.

MARRIED

OSCAR A. ANDERSON, of the circulation department, *Galesburg* (Ill.) *Republican-Register,* to Miss Mabel Johnson, June 28, in Galesburg.

Sterling Price Anderson, telegraph editor, *Knoxville* (Tenn.) *Journal,* to Miss Dorothy Alexander Henderson, of Bristol, Tenn., July 1, at Bristol.

W. F. Snowden, eastern division traffic chief of the Consolidated Press Association, to Miss Marion Therese Brady of New York, June 27.

Leon Harpole, of the *Chicago Tribune* staff, to Miss Eulalia Tortst, in the home of the bride's parents in Normal, Ill., June 26.

Horace Epes, editorial director of the Consolidated Press Association, to Miss

(*Continued on page* 28)

100% Plus 100%

SUPERIORITY of the newsphotos and sports in The Central Press Association's complete and exclusive daily illustrated news and feature service is established. More than 400 editors rate them 100 per cent.

The features in The Central Press Service also are 100 per cent, as a constantly increasing number of editors are willing to testify.

Cargill's editorial cartoons are reproduced with exceptional frequency by The Literary Digest and other important reviews. Charles Hanson Towne's "Poems I Love" is one of the best poetry features being published today. Mme. Lisbeth's fashion articles, illustrated by actual photos, have a nation-wide audience. There always is a women's serial of compelling interest, by a noted author, being released to Central Press clients. The current serial is by Samuel Merwin. Florence Smith Vincent writes women's editorials and children's stories; Mary Morton, household science, and Lilian Campbell, a review of women's activities, for Central Press. There are six other entertaining or informative daily features in The Central Press service.

Let us send you the service for four days, without charge.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Editor and Manager

P. S. We Produce the World's Best Picture Page.

As popular with every member of the family as ice cream!

From grand-dad to those of an age with Christopher Robin himself!

It is because of the span of its appeal, because reading Milne once means looking for him each week, that subscribing papers find they have an out-of-the-ordinary success in

THE A. A. MILNE WEEKLY FEATURE

In Verse or in Prose

Fitting Drawings by Bert N. Salg

Several Million Readers are already "Rollicking with Milne in the Funshine."

The list of cities of all sizes using Milne is mounting quickly on the merits of the feature.

Why not give your readers, too, "a Joyride on a Rainbow"?

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager — *Earl J. Hadley*, Associate

150 Nassau St., New York City

(*Continued from page 27*)

Glenda Reid Millan, of Washington, D. C., at the First Methodist Church in New York, Saturday, July 3. Mr. and Mrs. Epes will make their home in Washington.

Donald McClure, Sunday editor of the *Indianapolis Star*, to Irma B. Lowe, at Cincinnati, July 2.

Leroy Sims of the *Birmingham Age Herald* to Miss Flora Virginia Hammill of Birmingham, July 1.

Harry Irish, circulation department, *New York World*, to Beatrice Hurley, formerly with the *Rochester* (N. Y.) *Post-Express & Journal*, July 4.

WITH THE SPECIALS

A. C. BACKUS, publisher of the *Milwaukee Sentinel*, has announced that effective July 12, the *Sentinel* will be represented in the national advertising field jointly with the *New York American* and the *Chicago Herald & Examiner*.

SPECIAL EDITIONS

LETHBRIDGE (ALTA.) HERALD 70-page edition celebrating the 20th anniversary of that city, June 26.

Sheridan (Wyo.) *Post-Enterprise*, Custer Fete Pictorial edition, June 18.

NEW PLANTS AND EQUIPMENT

THE following newspapers have recently installed Ludlow equipment: *Ambridge* (Pa.) *Citizen, Atlantic City* (N. J.) *News, Hyannis* (Mass.) *Patriot, Anderson* (Ind.) *Bulletin, Far Rockaway* (N. Y.) *News*. A second complete Ludlow equipment has just been installed in the *Hammond* (Ind.) *Lake County Times*.

Baker (Ore.) *Morning Democrat* recently installed a Model A Duplex web press.

New Brunswick (N. J.) *Daily Home News* has ordered a 48-page press.

O. H. Lackenmeyer and Richard Elam, owners of the *Cushing* (Okla.) *Daily Citizen*, have leased for five years a new building to be erected this summer, from O. F. and L. C. Jeske. The building is to be ready by Sept. 15.

PRESS ASSOCIATION NOTES

LAWRENCE H. SELZ, managing editor of the Kent Press Service, spent a week in the Indianapolis bureau recently.

J. M. Hodgson, formerly of the *Buffalo Courier* wire of the Associated Press, is now A. P. operator in the office of the *Springfield* (Mass.) *Union*. F. X. Sadowski has transferred from the Springfield Union to the *Salem* (Mass.) *News* A. P. wire.

Robert P. Early of Indianapolis has been appointed Kent Press Service bureau manager in that city. Early was formerly in the United Press Indianapolis bureau, and with the *Connersville* (Ind.) *News Examiner* as city editor.

ASSOCIATIONS

E. C. TAULBEE has been elected president of the WACO ADVERTISING CLUB. DeWitt Morgan was elected vice-president; Louis Marsh, secretary; L. M. Coyne (retiring president), W. C. Crawford, W. F. Doney, D. P. Wallace and C. B. Harman, directors.

Leon J. Harger, advertising manager of the Crescent department store of Spokane, Wash., was recently elected president of the SPOKANE ADVERTISING CLUB.

ON THE MECHANICAL SIDE

JOSEPH CLARK, linotype operator, has resigned from the *Ogdensburg* (N. Y.) *Republican-Journal*, and has removed to Long Beach, Cal.

Sydney Pratt, formerly composing room superintendent of the *Montreal* (Que.) *Witness* has resigned to become news room superintendent of the New *Montreal* (Que.) *World*.

MEXICAN JOURNALISTS SEEKING WORK

100 Out of Employment as Result of El Democrata Suspension—Union Asks 3 Months' Guaranteed Wages

Special to EDITOR & PUBLISHER

MEXICO CITY, June 30.—These days are hard days for Mexican journalists. Since *El Demócrata*, the oldest daily newspaper of Mexico so suddenly suspended, dragging away with itself several other small publications, there seems to be but very little chance for about 100 reporters, news editors, under editors, photographers, editorial writers, literary editors, etc., to get on a job again soon.

While the Federation of Graphic Arts, which is one of the branches of the C.R.O.M. — Mexican Confederation of Labor— has been paying these idle men 50 per cent of their former wages, and will do so far three months, hardly 20 per cent of the workers have found accommodation on other papers.

The pessimistic spirit of the unemployed is largely based on the fact that all the men who formed the active staff of El Demócrata, having been left without any compensation whatever, the Federation of Graphic Arts has decided not to furnish the necessary workers to any new company wishing to take the plant and operate it, unless a cash deposit of the total amount of three months wages is made, with which to indemnify the workers, under the Mexican Constitution, in the event of a new failure. And it is yet very improbable that there will be a new enterprise which can afford to venture risks in the operation of a newspaper under the F. G. A.'s terms, which are considered rather exaggerated.

Several attempts have been made by modestly organized companies to resume the publication of the small dailies and magazines which also suffered stoppage with the suspension of El Demócrata, under more liberal terms, but they have not succeeded. This situation has created some resentment from the unemployed and has already resulted in several desertions from the ranks of the trade unions and syndicates affiliated to the F. G. A. This dissociation seems to be inspired also by the possibility of the opening of a new daily which it is said will be published by the recently incorporated Compañía Editora Militar of which General Joaquin Amaro, Secretary of War, is president, and who has announced his intention of employing exclusively free workers under individual contracts.

But here the journalist and the newspaper worker finds himself handicapped again, for it is stated that, while General Amaro is a strong advocate to the use of free workers, on the other hand he intends to make of every one of them some sort of "military assimilated" so as to prevent all possibilities of future labor disputes.

The Compañía Editora Militar has acquired the rights on El Demócrata's plant, where the new daily *La Patria* will be published, as well as *Gladiador*, a weekly semi-official organ of the Secretary of War.

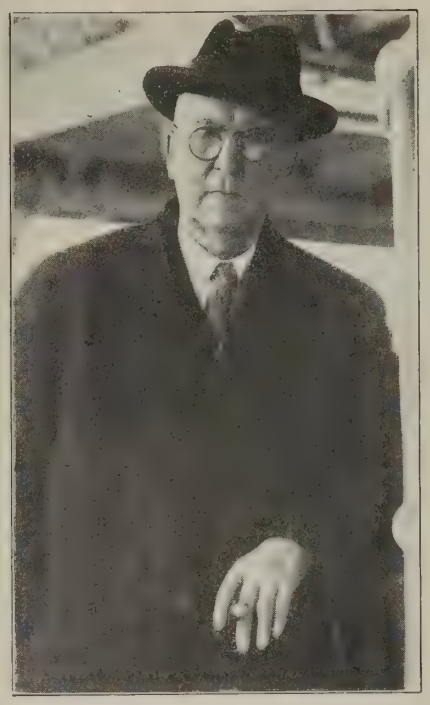
Blethen's Son Rowing Star

Francis Blethen, the son of C. B. Blethen, publisher of the *Seattle Times* was coxswain of the victorious University of Washington crew that rowed against Princeton University recently. He also piloted the crew that won the Junior Varsity race at Poughkeepsie, June 28.

Texas Daily Using Auto Delivery

The *San Angelo* (Tex.) *Standard* has begun motor carrier service for its subscribers, four automobiles having been put into use. Each car will have a driver and a carrier.

DR. FRANK CRANE GOES ABROAD



Dr. Frank Crane, writer of syndicated editorials, aboard the Empress of Scotland on which he sailed recently for Europe from Quebec.

FLASHES

Eve never taunted Adam about t number of men who had proposed to he —*Florence* (Ala.) *Herald*.

There are two causes of cussedne (1) poverty, and (2) prosperity.— *Davenport Times*.

If the bravest are the tenderest, t steer that provided our dinner was coward.—*San Jose News*.

The graduate is discovering that in t matter of getting a job, a sheepskin is as important as sole leather.—*Stamfo Advocate*.

The thing that really hurts the mo ern girl's pride is to tell her that s is no more wicked than her grandmoth was.—*Florence* (Ala.) *Herald*.

Now that China has stopped dozing, t concession powers will have to stop bu dozing.—*Norfolk Virginian Pilot*.

Matrimony: A process by which t grocer gets an account the haberdash once had.—*Macon News*.

It is quite possible that Dempsey a Wills will meet on the same date t average golfer actually plays what considers his normal game.—*New Yo Herald Tribune*.

AN UNDER-DEVELOPED ADVERTISING FIELD

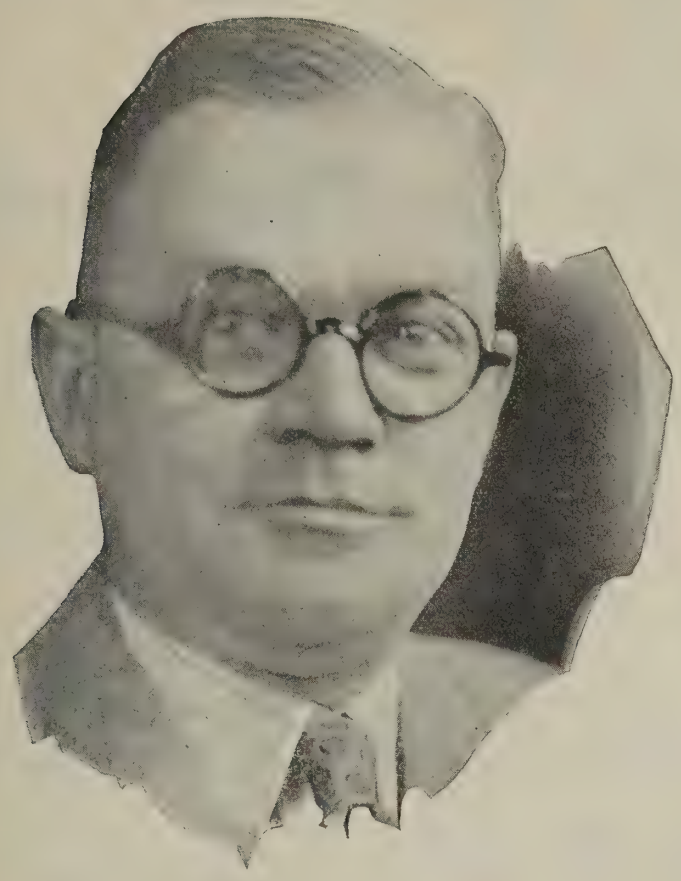
Church advertising will be one of the very important phases of the international advertising convention in Philadelphia this coming week. It is to be the theme of ministers and laymen who will occupy the pulpits of seventy-six Philadelphia churches on June 20th, convention Sunday.

The value of advertising to churches will be fully discussed at the Tuesday and Wednesday sessions of the Church Advertising Department, June 22 and 23, in Room 200, College Hall, University of Pennsylvania, particularly with reference to newspapers as one of the most important mediums.

The discussions will be helpful and valuable to newspaper men who are developing church advertising in their papers. Are you planning to cover these meetings?

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS,
383 Madison Avenue
New York, N. Y.

THE WATERTOWN STANDARD



Northern New York's Leading Newspaper

announces effective July 5th

LAWRENCE S. CHUBBUCK

Business Manager in Charge of Advertising

FOR eleven years Mr. Chubbuck has been Advertising Manager of the Binghamton Press. He is President of the Association of Advertising Managers of New York State Dailies. He brings to the Watertown Standard a wide practical experience which should be of great assistance in aiding manufacturers to develop the rich trading area of which Watertown is the center and which, from the advertising viewpoint, is dominated by the Watertown Standard.

WATERTOWN STANDARD

WATERTOWN, NEW YORK

Largest total circulation.
Largest home delivery.
Largest Department Store advertising volume.
Largest local advertising.
Largest classified volume.



Watertown, the hub of Northern New York's great dairy and paper manufacturing industries, a rich market for national advertisers.

NORTHERN NEW YORK'S LEADING NEWSPAPER

LETTERS FROM OUR READERS

Cooperating With Agencies

To EDITOR & PUBLISHER: In your issue of June 19th there appears an article which we believe every newspaper man in the U. S. should read.

If the publishers would supply the advertising agency space buyers with the information contained in Mr. Slomanson's article, it would make their duties much easier to perform.

The writer is interested in calling this matter to your attention with the thought that his expression may be the means of getting enough daily newspaper publishers to respond and supply the information which is so much needed in every advertising agency.

Yours very truly,
KLAU-VAN PIETERSOM-DUNLAP-YOUNGGREEN, INC.
Per F. DeWolfe,
Milwaukee, Wis.

Wireless Greetings

To EDITOR & PUBLISHER: From friends to friends, *au revoir.*
(signed) Muller, Duroulet, Dumay and Kaminker
By radio from S. S. Paris, July 4.

Praises Convention Number

To EDITOR & PUBLISHER: Let me take this opportunity to congratulate you most sincerely on the excellent convention number of EDITOR & PUBLISHER.

The amount of work on the material which went into this issue is not only a credit to your efficient organization but is a sincere compliment to the advertising world.

The convention issue should make for EDITOR & PUBLISHER additional friends. You already have a huge list but still friends are always a fine asset, and the value of your medium merits a continually increasing capacity in this direction.

C. C. GREEN,
President, Advertising Club of New York.

Missouri Press Meet Aug. 13

Because the original date of the Missouri Press Association Convention July 30, comes so close to the primary election date, officers have changed the date to August 13. Twenty-five counties comprise the district with a membership of nearly 100, representing both daily and weekly publications. Edgar White of the *Macon Republican* is president.

Krikawa Press Club Manager

L. C. Krikawa, a hotel and club man of wide experience, this week became manager of the National Press Club which early next year will move into its elaborate new quarters in the National Press Building, now in course of construction. Krikawa succeeds R. L. Marcley, for 16 years manager of the club, resigned.

Holohan Succeeds Chester in Chicago

Allan F. Chester, for the past five years auditor of the *Chicago Herald and Examiner,* has resigned to become comptroller of the Ohio Oil Company. Prior to coming with the newspaper Mr. Chester held the same position. Martin E. Holohan has been appointed to succeed him. C. R. Obermeyer is the new assistant auditor, and J. A. Votava will be cashier.

Illinois Weeklies Merged

The *Rochelle* (Ill.) *Independent* and the *Register,* weeklies, have been combined as the *Independent and Register,* by the Home News Publishing company, owners of the Register since the first of the year. C. H. Stafford of the Register will be editor in charge. The Home News operates eight papers in northern Illinois and southern Wisconsin.

Issues "One Year After" Edition

The *Santa Barbara* (Cal.) *Morning Press* issued a 68-page edition June 29 announcing that the city had recovered from the earthquake of the previous year. In the edition were many illustrations of the reconstruction—new hotels and residences.

Criticism Brings $5,000 Suit

Alleging that publication of an article in the *Carmago* (Okla.) *Comet* criticizing his action in not protesting a change of venue from one county to another had injured him before the public. N. W. Crum, county attorney of Dewey county, has filed suit against John Disbrow, editor, and Mrs. Ada Disbrow, publisher of the Comet. He asks $5,000 damages.

Nebraska Daily Changes Field

The *Nebraska City* (Neb.) *News-Press* has changed from the morning to evening field. The change was made following a vote by subscribers. J. H. Sweet is editor and manager.

CLINE ELECTRIC MFG. CO. CHICAGO — CLINE SYSTEM — QUALITY, SERVICE, NAME, CLINE WESTINGHOUSE

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

Vancouver Province
Vancouver, B. C.

Ask them about it.

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

WE DO OUR WORK WITH THE SAME INTEREST AND ENTHUSIASM AS IF WE OWNED EVERY NEWSPAPER WE SERVE

Our COMPLETE checking service handles the entire detail work of supplying "checking proofs" to every agency and advertiser promptly—and—efficiently.

WE DO IT ALL
from a few complete copies

The Advertising CHECKING BUREAU *Inc.*
538 So. Clark St. CHICAGO — 79 Madison Ave. NEW YORK

"SPEEDMATS"
and the
Tubular Plate Press

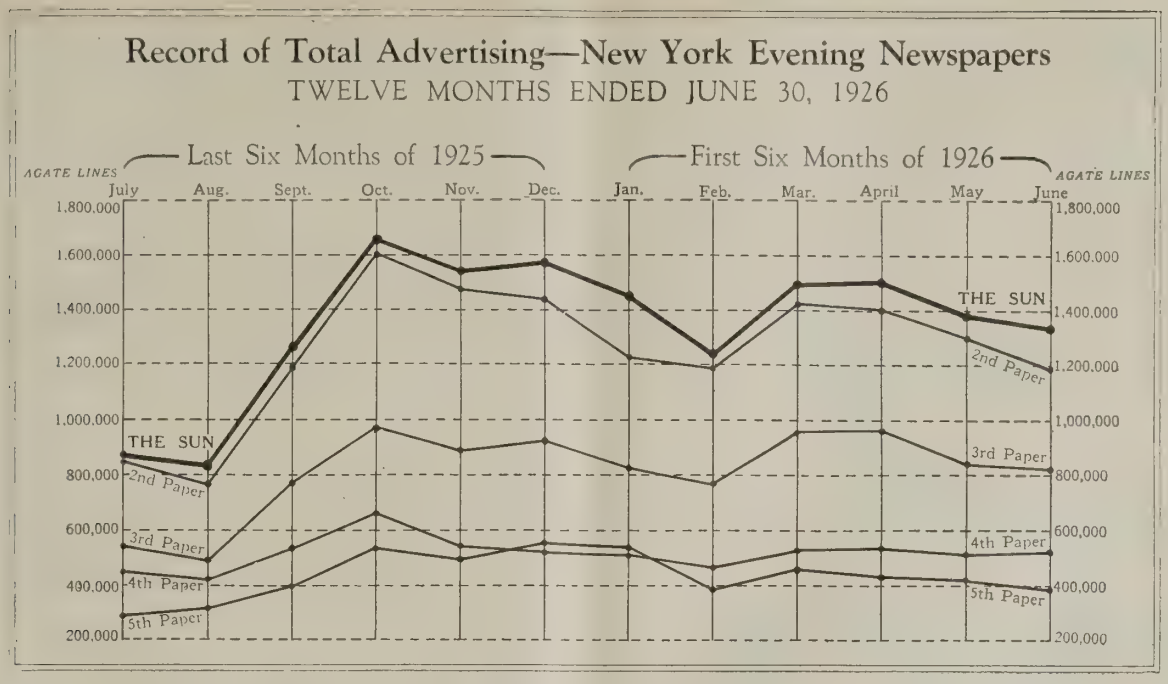
THE small diameter of the tubular plate casting box demands an exceptionally flexible and thin dry mat. A stiff and spongy mat will not conform to the curvature of the box—as a result of which plates from such mats are cast with facets, small flat areas on the curved surface.

The "SPEEDMAT" is designed to conform perfectly to the curvature of the casting box and thereby eliminates the difficulties heretofore encountered with dry mats in tubular plate foundries.

The "SPEEDMAT" is the ideal dry mat for the tubular plate press.

Price—15 cents at mill

Wood Flong Corporation
501 Fifth Avenue, New York City



The Outstanding Leader

Among New York Evening Newspapers

THE characteristic that determines the productiveness of a newspaper as a medium for advertisers is the kind of people who read it.

If all persons were equally responsive to advertising, then the newspaper with the largest circulation would bring the best results. But persons vary greatly in their needs and desires, in their purchasing power, in their intelligence, in their attitude toward advertising.

And so, newspapers vary greatly in their value to advertisers—in their ability to produce results; and this variation is dependent more on the quality, the responsiveness, of circulation than on the quantity.

The reason why advertisers get better results through The Sun than through any other New York evening newspaper, the reason why they use more space in The Sun than in any other New York evening newspaper, is because The Sun is read by people of more than average means and better than average intelligence—people who have purchasing power as well as purchasing impulse—people of wide activities, many interests and large influence—people who are responsive to advertising.

Among these people The Sun has a larger home circulation than any other New York weekday newspaper.

For twelve consecutive months The Sun has published more advertising than any other New York evening newspaper—an indication of the superior productiveness of its advertising columns.

During this period The Sun published 16 million lines of advertising—leading the second evening newspaper by more than one million lines.

For twelve consecutive months The Sun has made larger gains in advertising than any other New York evening newspaper—an indication that advertisers in increasingly large numbers are becoming convinced of the advantages of The Sun and are satisfied with the results secured through The Sun.

The Sun maintains a rigid censorship on all advertising

The Sun

280 BROADWAY NEW YORK

BOSTON Old South Building
WASHINGTON, D. C. Munsey Building
CHICAGO 208 So. La Salle St.
LOS ANGELES Van Nuys Building
SAN FRANCISCO First National Bank Building

WITH THE GENERAL ADVERTISERS

Fire Fighters to Spend $500,000 in Advertising Campaign Next Year —Wool Trades Organize to Purchase Space—Utah Master Barbers Boosting the "Bob"

FIFTY American and Canadian corporations engaged in the manufacture of fire equipment voted on a publicity and advertising campaign at a convention of the Fire Equipment Manufacturers Institute held in Montreal last week.

The program outlined at the convention will necessitate the spending of approximately $500,000 by the fire fighters next year.

Walter Bauer, president of the Pyrene Manufacturing Company and head of the Fire Equipment Manufacturers Institute, presided at the convention which was held at the Windsor Hotel in Montreal and lasted two days.

Other prominent men attending were: E. G. Weed, president, Pyrene Manufacturing Company of Canada; C. Cizek, vice-president, American-LaFrance Fire Engine Company; E. G. Thomas, president American La France Company, Canada; R. C. Iddings, president, Fyr Fyter Company, Dayton, O.; Dana Estes, president, Knight & Thomas, Boston; Herman Diener, president, Geo. W. Diener Manufacturing Company, Chicago, and D. S. Hunter, secretary of the Fire Equipment Manufacturers Institute, with headquarters at Cleveland.

The Institute itself will spend approximately $50,000 to educate the public on fire fighting. The Pyrene Company will spend $100,000, the American La France Company will spend $100,000; the Foamite-Childs Corporation, $100,000, and another $100,000 or more will be provided by numerous other smaller companies.

"We aim to put a fire extinguisher, regardless of who makes it, in every home," said Mr. Bauer, when interviewed in Montreal. "We want to reach the housewife through our publicity. Hundreds of women are sacrificed to the fire fiend needlessly every year."

Notice of the advertising plans were sent out by Henry S. Haskins, public relations counsel, Pyrene Manufacturing Company, 560 Belmont avenue, Newark, N. J. It is understood the George L. Dyer Company, New York Advertising agency, will handle at least a part of the paid promotion.

Wool trades organizations met in New York, Philadelphia and Boston this week to discuss the possibility of aggressive national advertising. A joint publicity committee has been appointed by the American Association of Woolen and Worsted Manufacturers, the National Association of Woolen and Worsted Spinners, the Boston Wool Trade Association and the Philadelphia Wool and Textile Association. This committee is said to believe that through an advertising campaign a 25 to 80 per cent increase in the use of wool and wool textiles can be accomplished within a short period and at small individual expense.

The Master Barbers' Association of Utah, with headquarters in Salt Lake City, has decided on an advertising campaign in which they will boost the "Bob" and announce special contests designed to further the barber and beauty shop business, they also now being greatly interested in beauty work. Newspaper space will be used.

New England advertising representatives of prominent national firms were the guests of S. B. Chittenden, New England representative of the Hearst newspapers, at the boxing carnival last week of Crosscup-Pishon Post, American Legion, composed of Boston advertising men. A dinner was tendered the guests at the Hotel Kenmore, and in the evening their names were flashed from a huge moving illuminated advertising sign on Boylston street. Prominent advertising men present were: Walter Resor, Paul Hollister, New England manager of Barton, Durstine and Osborne agency; Rodney Boone, general manager national advertising of Hearst papers; Charles Cahill, publisher, *Rochester* (N. Y.) *Journal;* Frank Dunn, New England Hearst representative; Ernest Goulston, of the Goulston agency, Boston; Grafton Perkins, John Gilman, Frank Barrows, William Nugent, George Dunham, Douglas Stuart, James Esson, Don Carlisle, Robert McCormick, William Leckie, Al Greenleaf, Al Cahoon and Jack Cremmen.

Sales of the J. C. Penney Company, Inc., big newspaper advertiser, for June reached $9,092,751, compared with $7,037,216 in June 1925, an increase of 29.2 per cent. For the first six months of this year the Penney sales aggregated $46,074,953, an increase of 29.1 per cent over the $35,669,008 reported in the like period last year.

Devoe & Raynolds Company, Inc., report a profit of $623,556 before federal taxes for the six months ended May 31.

Walter P. Chrysler, president of the Chrysler Corporation, this week reported his company was in the "most favorable position in its history. Production for the first six months of this year was 76,773 cars, an increase of 34.5 per cent over the like period last year.

LAWSON'S WILL IN COURT

Brother Asks Federal Taxes Be Paid from Principal Instead of Trust Fund

A petition to construe the will of the late Victor F. Lawson, publisher of the *Chicago Daily News* was filed July 7 before Judge Hugo Friend. The petition was brought about by Ivar Norman Lawson, a brother, who was named beneficiary of $200,000, a trust fund of $300,000 and other trust estates. He claimed that different federal and state taxes should be paid from the principal instead of from the trust fund.

Judge Friend gave the Illinois Merchants Trust Company, executors of the estate, until August to file a brief and gave Ivar Lawson until September for his answer.

Mistassini Paper Company Building

Mistassini Power and Paper Company Limited has been organized with a Quebec charter and has taken over the timber limit and two water powers that were recently purchased from the Province of Quebec by the Leaside Engineering Company Limited of Leaside, Ont. Construction of a complete newsprint mill with a capacity of 200 tons a day has started. E. A. Wallberg is the president and principal owner, and John Stadler is general manager.

WE'RE ALWAYS BUSY—WHY?

AUTOMOBILE PRIZE CAMPAIGNS

Get the Circulation
Get the Money For It
Get It Quickly
Get It Right



Conducted on
THE KENDALL PLAN

We would like to know more of your circulation building methods and charges. Without obligation to us, you may submit details, terms, etc.

Our last Campaign was run _____

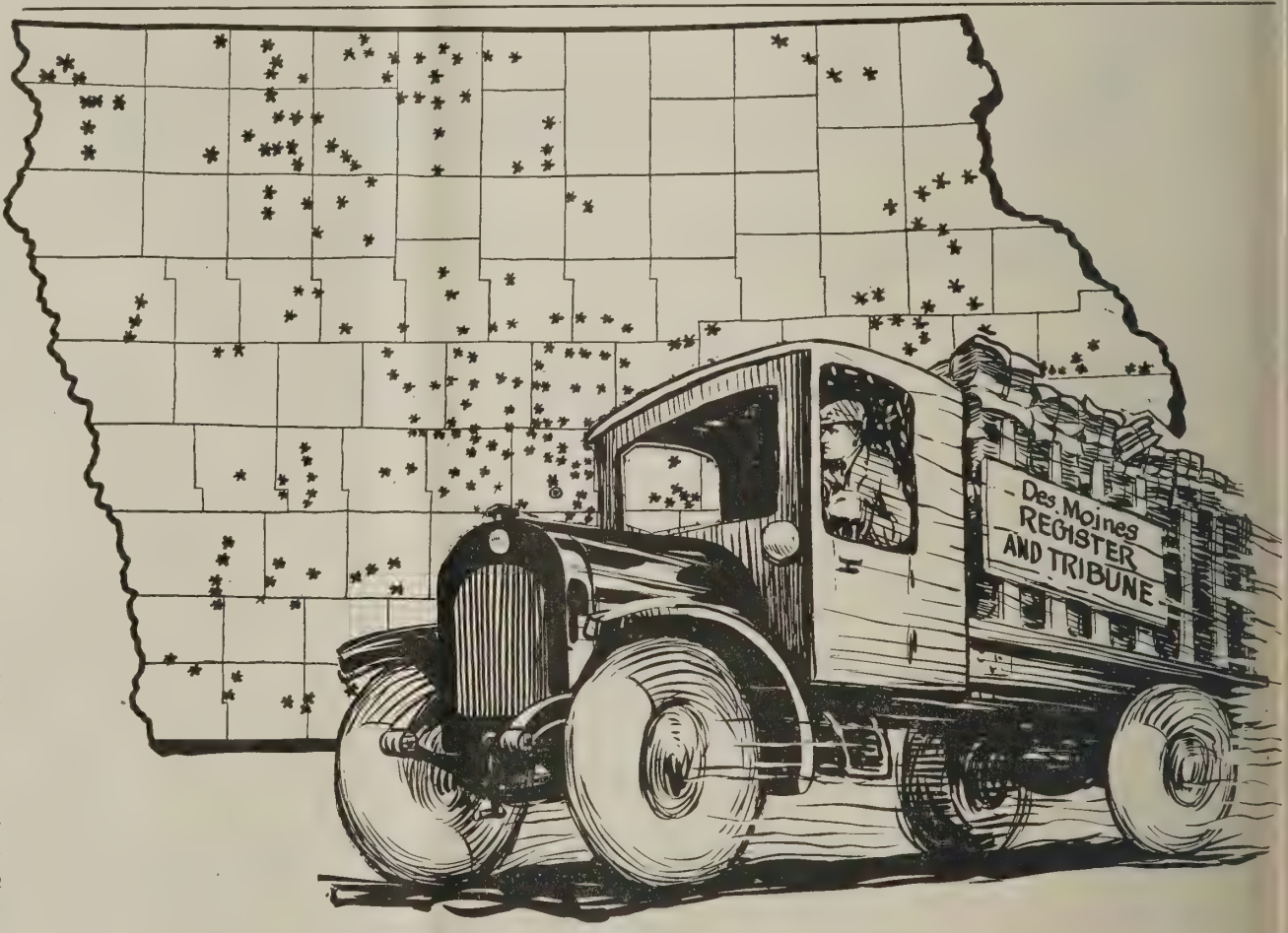
Name of paper _____ City _____

By _____ Title _____ State _____

Should we use a Campaign we would want it to start about _____

Eighteen consecutive successful years of "Knowing How." Wire or write for details, references, etc.,

W. S. Kendall Company
104 NORTH BAILEY AVE.
LOUISVILLE, KENTUCKY



Speeding Up Delivery of The Des Moines Sunday Register

Every town shown by a star on the Iowa map gets The Des Moines Sunday Register by special motor truck. Many of these towns are without Sunday train service. In some towns trains arrive too late in the day for early delivery. In others a later edition can be delivered by truck than by train.

Iowa must be served with Sunday Registers. So The Des Moines Sunday Register has arranged its own exclusive motor hauls, either direct from Des Moines or from junction points where the trucks meet the trains. The Des Moines Sunday Register publishes no "pup" or "bull dog" editions for sale on Saturday outside Des Moines. Every copy of the entire 150,000 circulation is printed Saturday evening or Sunday morning.

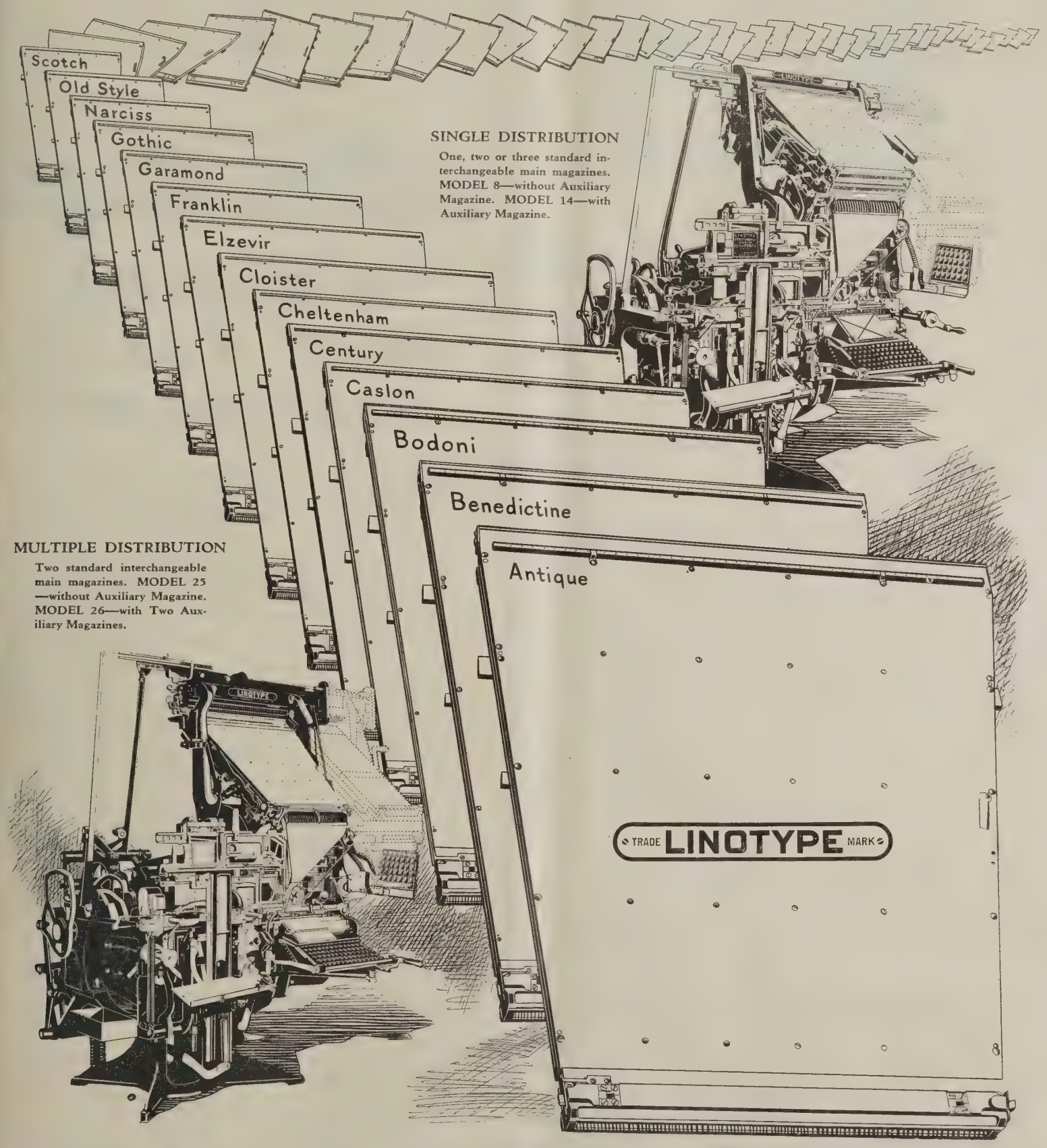
Two hundred eighty-six Iowa towns are now served by special Sunday Register truck delivery.

In 801 Iowa cities and towns The Des Moines Sunday Register reaches from one-fifth to nine-tenths of the families. In these points, therefore, as well as in Des Moines, merchants sell products advertised in The Des Moines Sunday Register.

Booklet showing circulation by cities and towns mailed on request to
The Register and Tribune, Des Moines, Iowa

ALL THE FACES YOU NEED

IN STANDARD INTERCHANGEABLE MAGAZINES



SINGLE DISTRIBUTION

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Representatives in the Principal Cities of the World

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COMPOSED ON THE LINOTYPE IN CLOISTER BOLD, DISPLAY IN NARCISS

PUBLISHER LOSES LIFE TO SAVE DAUGHTER

George M. Taylor, Portsmouth (O.) Morning Sun, Drowned July 4, Rescuing Eleven-Year Old Betty

George M. Taylor, 50, publisher of the *Portsmouth* (O.) *Morning Sun,* gave his life July 4 in an attempt to save his 11-year-old daughter Betty from drowning in the Scioto River, near Rushtown, O. The publisher held his daughter above water until other members of the party arrived and took her to shore. He then sank, exhausted from the effort.

His body was recovered near the spot it disappeared.

Mr. Taylor was born January 19, 1876, near McConnellsville, O. He attended the McConnelsville public schools, and the McConnellsville high school, graduating from high school in the class of 1892. He taught school for a time in Morgan county, and matriculated in Ohio University, Athens. He attended that institution until the death of his father, when he came to Portsmouth and became circulation manager of the *Portsmouth Daily Times,* a position he held for several years. About this time the Times bought its first linotype and Mr. Taylor went to New York, where he learned to operate it. He returned to Portsmouth and was operator for some time.

Twenty-three years ago Mr. Taylor and Frank W. Sheridan, now advertising manager of the Times, took over the business management of the *Fremont* (O.) *Messenger,* operating the paper for some time.

Anxious to gain experience in the news dpartment, Mr. Taylor went to Cincinnati, where he became a reporter on the *Cincinnati Post.* In his early newspaper experience he was also employed by the *Memphis* (Tenn.) *News-Scimitar, Chicago Tribune, New Orleans Times-Picayune* and he had also worked in Spokane, Wash., and Riverside and Los Angeles, Cal.

Returning to Portsmouth about 18 years ago, Mr. Taylor again became identified with the Daily Times, first as advertising manager, and later as managing editor, a post which he held for many years. January 4, 1921, the Portsmouth Publishing Company began publication of the Morning Sun and Mr. Taylor became its editor-in-chief, general manager and publisher. He was active in newspaper affairs throughout the state, and was vice president of the Associated Ohio Dailies.

ARTHUR A. PARKS DIES

Owner and Publisher of Poughkeepsie Evening Star and Enterprise

Arthur A. Parks, 56, owner and publisher of the *Poughkeepsie* (N. Y.) *Evening Star and Enterprise,* died at his home in Poughkeepsie July 6.

Mr. Parks took over the Evening Star in 1904. He had begun his career working for small newspapers in Iowa, and at one time was owner of a weekly in that state. Then he came east as editorial writer for the *New Haven Register.* The short pithy paragraphs written for the Register attracted the attention of James Gordon Bennett, who offered him a position on the *New York Evening Telegram,* which he held until going to Poughkeepsie to buy his own paper.

Tribute to Late "Jimmie" Neville

The *Syracuse Herald* paid editorial tribute to James J. Neville, widely known reporter of up-state New York, who died late last week in Albany. For fully a quarter of a century, Neville was a reporter on Utica, Syracuse, and Albany newspapers. The Herald praised "Jimmie" as an indefatigable searcher for news and "a veritable microphone and high-tension distributor of that intangible and often deceptive thing we call floating gossip." Neville pushed his way into the affection of a legion of friends, the editorial said, because of his unconquerable buoyancy of spirits, his incorrigible propensity for practical joking, and "his inflexible refusal to see anything serious or solemn in the affairs of men and communities."

Obituary

ALFRED T. McCREARY, 72, superintendent of the job printing department of the *Springfield* (Ill.) *State Register,* died July 1, at his home, after a week's illness. He had been head of the printing department 37 years.

JOHN F. MAHONEY, 47, former Boston newspaperman and well known publicity man, died of pneumonia, July 3, while visiting friends at Douglaston, Long Island, N. Y. He entered newspaper work in 1894, joining the staff of the *Boston Post* as reporter, and later becoming assistant city editor. He also was on the *Boston American* and *Boston Traveler,* leaving active newspaper work to enter publicity work.

GERALD BEAUMONT, 41, short story writer, died June 25 at his home in Los Angeles. Born in London and educated at Oxford, Beaumont came to America to enter newspaper work, settling in San Jose, Cal., where he was on the staff of the *San Jose Mercury.* He later left to become sporting editor of the *Oakland* (Cal.) *Tribune.*

CHARLES C. CARLIN, 62, until a few years ago, editor of the *Celina* (O.) *Democrat,* died at Eustis, Fla., June 28.

E. Potter Hall, 72, for 10 years on the *Spokane* (Wash.) *Spokesman-Review* staff, died at his home at Conkling Park, Idaho, June 27. He retired from active editorial work five years ago. He was born in Leeds, England.

MRS. EMMA T. WOOD, 81, wife of J. G. Wood, former editor of the old *Topeka* (Kan.) *Commonwealth* and later editor of the *St. Joseph* (Mo.) *Herald,* died in Topeka recently. Mrs. Wood was a reporter on both papers when her husband was editor. Eugene Field was a contemporary of Mrs. Wood on the Herald.

JOSEPH I. LEIGH, 65, veteran printer, for the last two years night foreman of the composing room of the *Chicago Daily News,* dropped dead while taking a holiday stroll July 5. He was with the Daily News for 35 years.

BERNARD MEUER, 70, head of the advertising agency bearing his name in Chicago, who was for many years connected with the advertising staffs of several Chicago newspapers, died July 5, in the Lakeside hospital. He failed to recover from the effects of an anesthetic administered during an operation.

Kansas Paper in New Home

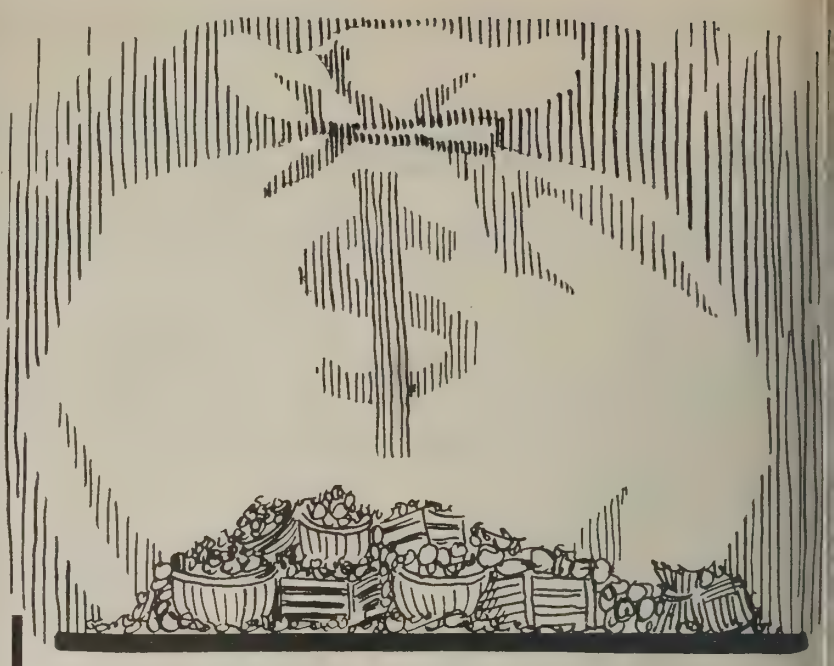
The *Fredonia* (Kan.) *Daily Herald* has moved into its new home. Ben S. Hudson is editor and publisher.

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO EMPLOYERS



INDIANA'S CROP VALUE $240,000,000

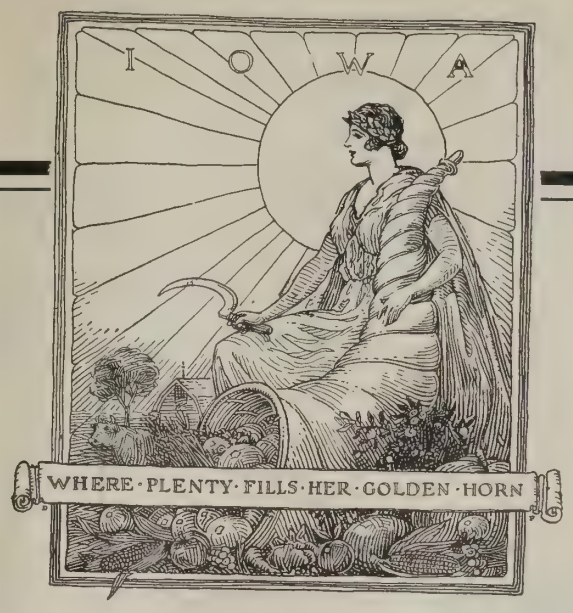
THAT was the annual value of the crops produced by Indiana's modern farms.

But not alone in agriculture does Indiana obtain its wealth. It is one of the great industrial States as well, and its great body of real American citizens are prosperous, progressive and forward looking. National advertisers who are looking for the greatest number of families who have money to spend should advertise to the 607,736 families of Indiana, effectively covered by the list of daily papers shown below.

	Circulation	Rate for 5,000 lines
**Columbus Republican (E)	4,912	.03
††Connersville News-Examiner (E)	4,681	.025
††Decatur Democrat (E)	3,215	.025
**Fort Wayne Journal-Gazette (M)	35,247	.08
**Fort Wayne Journal-Gazette (S)	28,468	.08
**Fort Wayne News-Sentinel (E)	43,365	.10
**Gary Evening Post-Tribune (E)	15,514	.06
†Hammond Times (E)	17,127	.06
**Huntington Press (M&S)	4,079	.025
††Indianapolis News (E)	128,341	.25
**Lafayette Journal & Courier (M) 7,878 (E) 13,583	21,461	.06
††La Porte Herald-Argus (E)	6,726	.04
**Marion Chronicle (E)	9,364	.04
†Shelbyville Democrat (E)	4,012	.025
**South Bend News-Times (M) 9,751 (E) 16,603	26,354	.07
**South Bend News-Times (S)	24,500	.07
††South Bend Tribune (S) 21,431 (E)	22,254	.06
††Terre Haute Tribune (E&S)	23,442	.06

**A. B. C. Publishers' Statement, March 31, 1926.
†Government Statement, October 1, 1925.
††Government Statement, March 31, 1926.

Deal with these 28 leading Iowa daily newspapers as with one publication. Thorough coverage of the state. Uniform marketing cooperation through our "Iowa plan."



You talk to people who can *buy*—in Iowa

The average taxable wealth for every man, woman and child in Iowa is $4,146. That of the Nation at large is $2,731. (Latest U. S. Census Bureau Financial Report).

And these people are not only better able to buy than the average. They are **willing** and **anxious** to buy commodities that make better, more enjoyable living.

As to Iowa's standard of living, you probably know that her percentage of illiteracy is lower than that of any other state, (less than 1%).

The percentage of Iowa people 18 years old who have finished a four year high school course is **twice** that of the Nation at large. (Latest U. S. Statistical Survey of Education).

Iowa has more telephones in proportion to population than any other state—67% above the Nation as a whole. Surely that is a good indication of Iowa's relative living standard.

You can best get your message to these people through their favorite reading material—their daily newspapers. One or more of these 28 dailies is read in practically every Iowa home **every day.** Total circulation—571,151. Families in Iowa —550,000.

Our "Iowa plan" of merchandising help is especially valuable for any initial sales campaign in this market. Let us show you how it will apply to **your** particular case.

Rates and full particulars upon request.

THE IOWA DAILY PRESS ASSOCIATION

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Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA WHERE EVERY FAMILY READS A DAILY NEWSPAPER

WHAT'S WHAT IN THE FEATURE FIELD

Trio Purchases Dodge's Interest in Editorial Research Reports—Jim Williams Honor Guest at Cowboy Reunion—William P. Helm, Jr., Writes on "What We Owe"

THE interest of Homer J. Dodge in Editorial Research Reports, of Washington, has been purchased by Richard Boeckel, Burt P. Garnett and Cleveland Perkins. The sale was concluded on June 30, although Mr. Dodge has not been actively connected with the Research organization for nearly a year.

Boeckel, Garnett and Perkins will continue to control and direct the work of Editorial Research Reports. In about a month the firm will move from 828 18th street, N. W., into new offices in the Hill Building, at 839 17th street, N. W.



Jim Williams

Jim Williams, NEA Service cartoonist, creator of the "Out Our Way" sketches of cowboy life, was guest of honor at a big "Frontier Days" cowboy reunion held at East Las Vegas, N. M., July 4-6.

Before becoming an artist, Williams was a cowboy himself in Arizona, Texas, and New Mexico. His chalk and crayon drawing dot bunkhouses and sheds on ranches all over the southwest.

Williams overhauled his cowboy regalia for the affair and took part in the traditional bull-dogging, broncho busting, and lariat throwing.

He recently signed a new five-year contract with NEA.

William P. Helm, Jr., staff writer for Current News Features, Inc., has completed what is said to be the first survey ever made of American corporate and individual indebtedness. He has summarized results of the investigation in a series of six articles entitled "What We Owe," for daily publication beginning July 12.

Will Rogers, "slanguage" thrower for McNaught's Syndicate, Inc., New York, reached Warsaw this week on his European tour. He telegraphed from Moscow on July 6, to the *New York Times* correspondent in Warsaw expressing a desire to interview Marshall Pilsudski.

"You might also scare up a duel or two," he wired.

Charles H. Wellington, who has been drawing "Pa's Son-in-Law" for the past 14 years, recently motored to New York with his wife from Hollywood, Cal. One of the first things he did upon arriving in New York was to have his picture taken with Eddie McBride, art manager of the New York Herald Tribune Syndicate. Wellington expects to return home some time this month.

Rube Goldberg, McNaught Syndicate cartoonist, has left for a three-months' vacation in California and other western places, with his wife and two sons, Tom, eight, and George, six. Goldberg has just written an article entitled, "This Cartoon Business," which will be published in *Cartoons Magazine* in October, the month of his tenth wedding anniversary.

Leslie Fulenwider, president of Famous Features Syndicate, Inc., has returned from a business trip in the South. He reports that newspapers there are enjoying unusual prosperity and have hardly felt the traditional "summer slump."

Three Rivers Mill at Full Capacity

The Three Rivers mill of the International Paper Company is now running at full capacity, Joseph Fearing, vice-president, announced this week. Newsprint is being produced there at a rate in excess of 600 tons a day, he said. It is expected eventually a daily capacity of 700 tons may be reached.

Marlboro Daily Enterprise Sold

The *Marlboro* (Mass.) *Daily Enterprise*, the *Hudson Daily Sun* and the *Weekly Enterprise* circulated in Sudbury, Bedford, Concord and nearby towns, have been purchased by Allen Markley of Marion, O., a recent edition of the Enterprise announced. Markley was formerly publisher of the *Marion Tribune* and connected with the United Press.

HARDY WITH LOUISVILLE DAILY

Leaves Hollister Organization to Join Herald-Post

J. Ross Hardy, for nearly three years publicity director of the Hollister Circulation, has been appointed promotion director of the *Louisville* (Ky.) *Herald-Post*.



J. Ross Hardy

Hardy attended the University of California and first entered the newspaper field as a member of the editorial staff of the *San Diego* (Cal.) *Sun*. Prior to entering the Hollister organization, he was connected with the Streetcar Advertising Company of San Francisco.

While with Hollister he handled publicity campaigns for many important daily newspapers, including the *Cincinnati Enquirer, Cleveland Plain Dealer, Philadelphia Record, San Francisco Chronicle, Fresno* (Cal.) *Bee*, and the *Louisville Herald-Post*.

S. F. News Bureau Organized

The Pacific News Bureau of San Francisco, has recently been organized with Hal M. Quirey, general manager. The organization will furnish special stories to out-of-town papers.

Old Ohio Weekly Merged

The last issue of the *Millersburg* (O.) *Holmes County Farmer*, established as the *Gazette*, on June 9, 1828, and in 1840 changed to its present name was printed on June 30. On July 1, it was merged with the *Millersburg Hub*. The merged newspapers will be known as the *Holmes County Farmer-Hub*.

New A. B. C. Member

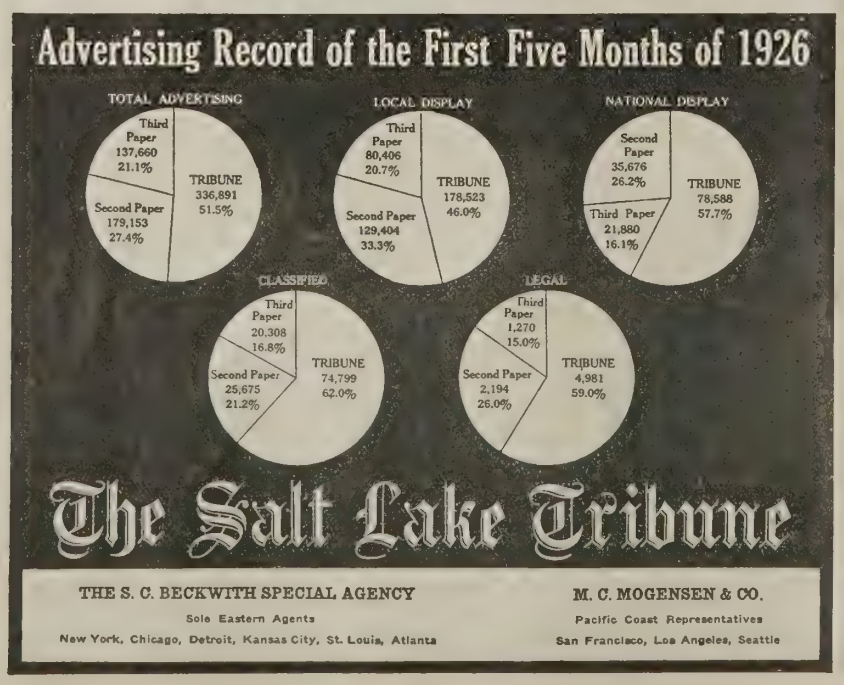
The *Los Angeles* (Cal.) *Oil Bulletin*, trade paper, has been admitted to membership in the Audit Bureau of Circulations.

MICROBE HUNTERS

By Paul de Kruif

Is being released by

CURRENT NEWS FEATURES, INC.
EVENING STAR BUILDING
WASHINGTON, D. C.



Eight Out of Every Ten

Regular Readers of

EDITOR & PUBLISHER

Renew their subscriptions year after year. And many's the ten in which one or both of the other two come back into the family as soon as they begin missing its inspiring, helpful weekly visits.

ISN'T THIS A WONDERFUL TRIBUTE TO THE VALUE OF THE SERVICE OF

The Newspaper Man's Newspaper

The National Advertiser's Guide to Markets and Media

The Agency's one Authentic Source of All the Facts and Figures upon which National Newspaper Advertising is based?

If you are not already getting EDITOR & PUBLISHER the coupon below will start it coming to you right away.

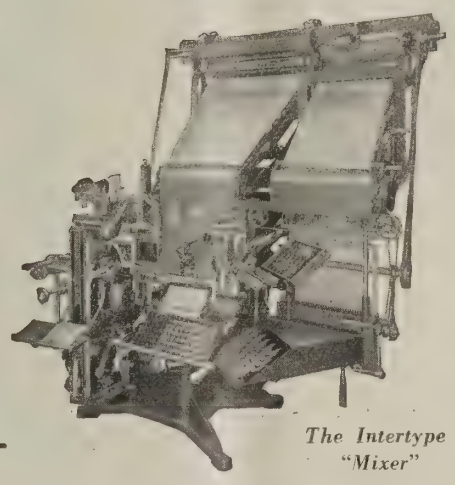
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Profitable Features of Intertype STANDARDIZATION

"What's all this talk about Intertype Standardization?" asked an executive. "What does it mean to the man who pays the bills?"



The Intertype "Mixer"

It means—

Protection against obsolescence. No Standardized Intertype has ever become obsolete.

Less money tied up. You buy only what you need right now: additional equipment units can be added later when needed. Main magazine units, side magazine units, magazine and matrix equipment, and even replacement parts, are freely interchangeable.

Lower cost of operation. Lower upkeep, because the Standardized, Simplified Intertype has fewer breakable parts. More production (and therefore lower labor cost) because the Standardized, Simplified Intertype stays on the job. Thirty "Profit-Making Intertype Features" (booklet on request) prevent interruptions of service and help put more slugs on the bank.

Send for Intertype literature. If you wish to see our local representative, please so state.

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CHICAGO MEMPHIS SAN FRANCISCO BOSTON LOS ANGELES TORONTO LONDON

WOMEN IN ADVERTISING AND JOURNALISM

Writing of Personalities in the News Chief Interest of "Teddy" Bean—Kitty Callahan Holds Down City Desk in Winter Haven, Fla.—Woman Editor on College Board

EVER since she left Carleton College in Northfield, Minn., at the age of 19 without much money, but with plenty of determination and a thirst for adventure, Theodora Bean, president and editor of



Theodora Bean

the T-Bean Syndicate, New York, has made the study of personalities one of her chief interests.

"People are interested in other people," she reasons. "Newspaper readers like to know the stories behind the people in the news."

And on that theory she has built up her syndicate.

But the syndicate has more than an idea behind it. It has years of hard, but adventurous experience, which Miss Bean would live over again in a minute if she could.

When Miss Bean left Northfield, her first stop was in Chicago. Charles H. Dennis, managing editor of the *Chicago Daily News,* gave her her first chance in newspaper work.

"Get me an advance story on that society bicycle race," he told her. And then probably forgot all about it.

"Teddy" Bean immediately got "scared sick." Not, however, before she had sense enough to call on the local weather man, who favored her with a lucky break. The wind, it seemed, would blow the fashionable bicycle races way over to the unfashionable west side, from which most of them had originally come. In other words, "Teddy" wrote a wow of a story.

She didn't know it, though. Not until two days later, when she recovered and found a letter from the city editor asking her to report at the office of the Daily News for regular work. The story had been played on page one with drawings by John T. McCutcheon.

After a while in the sports department of the Daily News and a period of general reporting and some rewrite, Miss Bean decided she wanted more adventure. She had saved enough money to pay one way to Europe. She took a camera with her, a bundle of sharp pencils, and the determination to write her way back. She was so successful, she repeated the stunt yearly, doing considerable free-lance work for the *New York World* and the *New York Herald.*

Then she joined the staff of the *New York Morning Telegraph* as feature writer. William E. Lewis, then editor, sent her to Newport for "some personality stuff," and what she wrote attracted the attention of James Gordon Bennett. He cabled an offer of a job to her from France, and Miss Bean worked long enough on the *New York Evening Telegram* to save enough money to pay her way to the Continent for another trip.

Returning from this trip, she again became connected with the *New York Morning Telegraph* and was made Sunday editor of this paper in 1916. She resigned this position the day after Mr. Lewis's death in November, 1924. A year ago she organized the T-Bean Syndicate.

Miss Kitty Callahan, 22 years old, is said to be one of the youngest city editors in the newspaper field. She holds down the desk on the *Winter Haven* (Fla.) *Chief.*

Formerly a co-ed at the University of Wisconsin, she has lately been connected with the *Madison* (Wis.) *Capital Times,* the *Milwaukee Sentinel,* and the *Los Angeles Record.* She has written a book on playground teaching and is now working on a book portraying the life of a co-ed.

Mrs. Elizabeth A. Lewis, instructor in English, proofreading and linotype operation at the Empire State School of Printing, Ithaca, New York, has been appointed editor of the *Empire State Printer,* the school's alumni publication.

Miss Virginia Lee Cox, editor of the woman's page of the *Richmond Times-Dispatch,* has been elected a member of the board of trustees of Hollins College, near Roanoke, Va.

Mrs. Sunshine Champion has taken over editorship of the *Creede* (Col.) *Candle.*

Mrs. Cass Baer Hicks, for more than 15 years dramatic editor of the *Portland Oregonian,* has resigned, effective next September.

Mrs. Gladys C. Lundy is publisher of the *Loyalton* (Cal.) *Sierra Valley News.* Eighteen months ago, when she took over the Loyalton paper, Mrs. Lundy had never seen the inside of a print shop. Today she does all the work connected with the production of the paper, including both the mechanical and editorial ends. The work fascinates her, she declares, and is becoming increasingly profitable.

Miss Blanche Snyder joined the staff of the *Alexandria* (Ind.) *Times-Tribune,* June 24, succeeding Miss Vivian Jones, who was married on that date.

Mrs. Archibald T. Campbell, known to radio listeners of KSD, the *St. Louis Post-Dispatch,* as "Miss Jones announcing," has joined the staff of the American Red Cross as assistant director of public information. Miss V. A. L. Jones was the first woman radio announcer in the United States. Prior to affiliating with KSD, she did newspaper and magazine work in San Francisco, New York and St. Louis.

Miss Lois Buchanan, society editor of the *Fredonia* (Kan.) *Citizen,* and Elmer E. Friedeman, Great Bend, Kan., were married recently.

Mrs. Myrtle Silger, former society editor of the *Independence* (Kan.) *Reporter* and Otto Wentworth, Wichita, were married last week.

Women played an important part in the convention of the Pacific Coast Advertising Clubs Association, held in San Francisco, July 5-8. In the direct-by-mail departmental two of the speakers were June Burn of San Francisco, and Florence Shindler of Los Angeles. Of the four speakers in the graphic arts departmental, one was a woman, Mrs. Stella M. Pratt of San Francisco. Miss Martha Look of Seattle was one of the principal speakers in the newspaper department, while Kate Brew Vaughn of Los Angeles spoke at the session of the public utilities group. On the program of the retail advertisers was Pattie Cook of Portland, Ore., Grace Palmer Craig of San Francisco, and Mrs. Morely Thompson, San Francisco.

Miss Anna Kramer, Athol, Mass., was elected president of the National Amateur Press Association at its annual meeting in Philadelphia, July 5. Miss Mary M. Ware, Brattleboro, Vt., was named a vice-president; and Miss Caddie M. Whitsett, Yonkers, N. Y., treasurer. The 1927 convention will be held in Warren, O. The association was organized in Philadelphia in 1876.

Miss Alma Sioux Scarberry, former reporter for the *New York Mirror* and other New York newspapers, who recently started on a hiking trip west has stopped off in Philadelphia, where she is now working for the publicity department of the Sesqui-Centennial Exposition. Miss Scarberry is a newspaper "stunt woman," becoming widely known when she faked amnesia at Weehawken, N. J., and fooled several prominent doctors as part of a promotion feature for the Mirror.

In Philadelphia, Miss Scarberry recently worked a stunt for the *Record.* She dressed in beggar's clothes and in two nights of asking alms on Philadelphia streets collected considerable money proving how easy it is to fool the soft-hearted public.

Mrs. Henry Leland is covering horse shows for the sporting department of the *New York Herald Tribune.*

Miss Ruth Fairman, of Mt. Holyoke College, has joined the staff of the *Springfield* (Mass.) *Union* for the summer months.

Miss Edna Tims has resigned as librarian for the *San Antonio Express and Evening News* to become tutor in the household of the only American family in Linares, Nuevo Leon, Mexico.

Greater Merchandising Service offered, than any other Milwaukee paper.

THE MILWAUKEE LEADER

"Unawed by influence and Unbribed by Gain"

Advertising Representatives

FRALICK & BATES

Chicago, New York, Atlanta, Los Angeles

Says Dr. Salov, addressing the editor of the Newark Evening News: "It would be u… ing. A happy medium has been effected. It is easier to read than seven point … nt to … rees … or … nd … tive … every one interested in the conservation of vision; for it is the accumulated unnecessary strain on the eyes, due to the extremely small and poor type used in many newspapers, that … the day when artificial … though not … of the typ… last few… ter t… and… ab… t… ders gives good legibility even wh… solid. Cast on seven point bod… Point Ionic gives the effect … leaded—and with a de… word-count over the … The first paper … as the Evening … a trial of s… t of th… an … ace … N. J. … he man… re enthusi… and readers … ds of commen… e of the most appre… Joseph H. Salov, a lead… st, and past president of … Optometric Association. addressing the editor of ning News: "It would be or any one else who unt of good that will recent change in the use in the makeup of s was not recognized, so acknowledged by ted in the conservation is the accumulated un… on the eyes, due to the l and poor type used in bers, that hastens the day al aid must be sought. Al… versed in the nomenclature you have been using for the days, it is of a style and charac… immediately makes itself felt, is far more readable and comfort… le than the former style. I am sure that there are many thousands of readers who, possibly unknowingly, feel the added comfort." After several years of investigation and experimentation,

TRADE LINOTYPE MARK

…ne line… …g. The eve… …particularly ac… …f newspaper s… …advantage of t… …ation of visior… …out is restf… …notor…

Study the design of this NEW face

Linotype 6½ Point Ionic No. 5

See how perfectly it meets the difficult requirements of modern newspaper printing conditions. Notice the full, round contours of the letters; no "pin holes" or sharp corners to fill up with ink; no fine lines to break down in stereotyping.

Ask the nearest Linotype Agency for copies of newspaper set in this face and compare it with the body type you are now using both for legibility and word count. You will find it easier to read than 7 point faces and that it gives the same word count as a 6 point.

The 6½ Point Ionic is made with italic and small caps and also in combination with Bold Face No. 2.

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

WHAT ARE YOU DOING FOR YOUR RELIGIOUS READERS?

American newspapers have run jazz fiction for the jazzy; domestic life fiction for homekeepers; adventure stories for the adventurous, but—

It has been a long time since there has been a deliberate offering to the great body of church folk who do not read modern fiction at all.



LAILA

Eugene MacLean offers

"LAILA"

(By John Newport)

A TALE OF THE DAYS OF CHRIST.

It is a stirring story of adventure, reverently told—a tale that will hold those who are not religiously inclined, yet which is intended primarily for the tremendous population of church-goers of every sect.

In bold, sweeping strokes, the story paints a picture of life in the days of Jesus of Nazareth that never can be forgotten; that will rivet the attention of every reader from the beginning to the end.

It is based on the strange mixture of races that had filtered into Palestine in the reigns of Herod and of Caesar, and on the struggle of the Jews to maintain their customs under the cruel weight of foreign rule.

The characters live and breathe and love and hate, in the course of the vivid narrative, and in the background of the story gradually appears, shining with increasing brightness, the light that was kindled in a manger of Bethlehem three decades before. Laila, an Arabian woman, outcast and desolate in a strange land, is the central figure —a figure that will take its place in the proud annals of American literature.

RELEASE DATE TO NEWSPAPERS JULY 25

FICTION THAT MAKES CIRCULATION

Eugene MacLean

A SUPREME SERIAL SERVICE FOR NEWSPAPERS

OFFICE AND PRODUCTION PLANT

827 FOLSOM STREET SAN FRANCISCO

FIGHTING SUMMER SLUMP BUGABOO

(*Continued from page 3*)

E. I. Harlow, advertising manager of the *Minneapolis* (Minn.) *Journal*, said: "Extra linage for the Journal is being secured through special real estate pages and spreads on both local and suburban property. Special event pages, such as the coming of the Swedish prince have netted a double page spread and a page of co-operative advertising by firms participating in the building of demonstration homes. These are a few of our summer methods."

H. E. Dreier, advertising manager *Oklahoma* (Okla.) *Oklahoman and Times*: "Special effort is being made by us on automobile, resort and tourist copy. Sales promotion plans include such as Dollar Day and Suburban day, in co-operation with the Retail Merchants' Association. Greater effort is made on food ice, milk and electric refrigeration copy. Local building activity is making a lot of linage. Building permits in Oklahoma City alone last month were nearly $1,000,000. We carried pages on Walt and Phyllis wedding, new office buildings etc. We are offering a bonus on new contracts for July and August. Business is good; in Oklahoma City splendid, and our first six months linage ran 752,370 gain over last year."

The management of the *Little Rock* (Ark.) *Arkansas Gazette*, wrote as follows: "Having entered the month of July with the largest first six months advertising volume since 1920 we are striving for a larger volume than ever before for July and August. To obtain this volume we are urging individual regular contract advertisers to take larger and more frequent advertisements than they used during any previous summer. We are furnishing previous summer linages for comparison in connection with our solicitations. Above all we are making an intensive drive on infrequent and non advertisers in two ways: first, for linage from specially prepared advertisements and second, for space on special repeat pages of an institutional nature."

C. Parkhill Harvey, circulation manager of the *Denver* (Col.) *Times*, said: "Due to the tremendous influx of tourists Denver does not experience the circulation falling off that the hot eastern and southern cities do. While a few of our home carrier subscribers leave for short vacations, their loss is more than compensated by the tourists. Therefore, instead of falling off in the hot summer months, we go ahead. We would like to find out how to increase in the winter when the mountain roads and passes are covered with snow and are impassable."

W. L. Test, circulation manager of the *Pittsburgh* (Pa.) *Press*: "To forestall a summer circulation slump we are running 'The Yellow Stub' by Earnest Lynn, 'The Fight Game from the Inside" by Jack Kearns, and 'The Man Nobody Knows' by Bruce Barton. We expect these stories to interest three distinct classes of readers. Schools here did not close until June 25 and the summer slump usually starts July 1."

John T. Toler, circulation manager *Atlanta* (Ga.) *Constitution*, said: "The Atlanta Constitution's daily circulation is not being built on mushroom growth, but is substantial and is largely delivered into the homes. We have no considerable decrease known as the summer slump in Atlanta and suburban territory. Rarely during the summer months do we resort to any great efforts to promote circulation outside of our regular organization which never ceases its efforts summer or winter."

Bayard Taylor, circulation manager the *Kansas City* (Mo.) *Journal Post*: "Local newspapers are principally home delivered, hence promotion is restricted both as to method and result. Our vacation season started earlier this year, as evidenced by the June ratio of vacation stops averaging three per cent and extending over an average period of twenty-four days. Personal solicitation and featuring a $7,500 pedestrian accident policy tie-up are our only present sales promotion methods."

T. J. Kavanaugh, circulation manager, *Dayton* (O.) *Daily News* said: "We have just finished a two months contest with carriers, giving away anything from a pup tent to fishing rods and are now getting ready for our annual picnic where we take eleven hundred boys by bus. We are also organizing baseball teams, forming a league made up from our various branches throughout the city and this brings out a big number of new boys each summer."

Ray T. Evans, circulation manager *Davenport* (Iowa) *Times:* "During summer months we conduct carrier contests mainly, but this year we are featuring a new serial story. The story breaks next week and we are printing a four-page broadside which will be left by carriers at the doors of non-subscribers. Carriers and solicitors will call back few days later soliciting orders and we hope to show a substantial increase. The broadside contains a page featuring the story and two center pages give the first seven or eight chapters. The back page is our advertisement calling attention to our many other features, rates, etc."

E. R. Hatton, circulation manager *Detroit* (Mich.) *Free Press:* "Summer slump effects only Sunday circulation. Our sales are pushed by canvassing the smaller communities where the vacation habit is less prevalent. We are promoting Saturday night sales, reaching the greater number of persons before they leave town for the week-end. We are capitalizing sporting events. Also we are running lighter fiction. Another plan is circularizing city subscribers, urging that the Free Press be mailed to vacation addresses. Our rural automobile delivery is established in the suburban area and special Sunday morning delivery is made by automobile to lake and summer resorts. Houses along such routes are provided with 'Free Press Wanted' signs to hang in the front window."

Will X. Coley, circulation manager *Raleigh* (N. C.) *News & Observer:* "We are in midst of a state political campaign. We are making a special rate of half price for three months' mail subscriptions on account of the campaign. This is pulling strong and we are holding rural subscribers who usually discontinue the paper during the summer months, claiming they are too busy with crops to read a daily paper. We are also giving trips to Europe. California and Eastern Canada to those who secure subscriptions in clubs ranging from $720 to $2,100. This is going strong. It is one of our best stunts as a circulation builder."

Circulation manager of the *St. Paul* (Minn.) *Despatch & Pioneer Press:* "Our circulation organization is co-operating with the editorial department in promoting several new editorial features of state-wide interest. We are securing the best selected fiction and special features for the tabloid Sunday magazine. Special editorial features for children draw excellently. We are giving publicity to the twelve colored comics in our Sunday. Circulation promotion is being pushed among city and suburban carriers and country agents. We have a special solicitation for mail subscriptions and are establishing new transportation lines. We are transferring mail subscriptions to be delivered by out-of-town dealers and carriers. We are also planning Sunday sales at the summer resorts among the ten thousand lakes of Minnesota."

A. H. Baker, circulation manager *New Orleans* (La.) *Times-Picayune:* "Steady and consistent canvassing for new subscribers, investigating stops, and following our readers to the summer watering places constitutes our promotion work at the present time."

C. A. Ferris, circulation manager, *Fort Wayne* (Ind.) *News-Sentinel:* "We are putting our push at present on resort business. Northern Indiana, Southern Michigan and Western Ohio have many of these and we are making a systematic canvass, placing stands, and wherever possible establishing our own delivery service. We arrange our transportation to these points so delivery can be made by shortly after 6 p. m. This resort business makes up to a considerable extent for losses in the city and outside towns.

"In the city we issue a certificate for each new subscription, good for 50 cents in trade at a local sporting goods house. We find our boys go after this strong; as they can get almost anything they need, and this house of course carries a larger assortment than we could hope to carry.

"All around our loss thus far has not been great. In the smaller towns and on the routes we maintain our regular crews making a thorough canvass."

A. T. Butler, business manager, *Wichita* (Kan.) *Beacon:* "To stimulate circulation during the summer months the Beacon is making an attractive rate to rural route subscribers and offering hiker skates and wrist watches to out-of-town carriers for a given number of new subscriptions, which has met with splendid success. Our city carriers are enthused over our annual summer camp which will be held the first week in August. The city is divided into four districts and suitable prizes are offered for the largest amount of business turned in and every carrier who secures a definite number of new subscriptions is entitled to go to camp. At least 75 boys will be entertained at camp for a week."

H. C. Kloecker, circulation manager, *Cincinnati* (O.) *Enquirer:* "We are running a world series contest to offset the summer slump, sending two amateur teams of thirteen players each and sixteen individuals, men or women, who secure the greatest number of votes on subscriptions turned in by September 10th."

From the Linotype Mailbag

MODEL 26

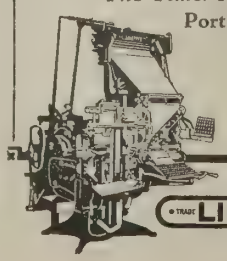
"a valuable addition"

"The Model No. 26 purchased from you last August we consider a valuable addition to our battery of Linotype machines and venture to predict that because of the simplicity of construction and smooth running quality of the Model No. 26 it will be a very popular machine.

"Assuring you of our utmost satisfaction of having made this addition to our equipment, we are

Very truly yours,"

The Times-Herald Company
Port Huron, Mich.



TRADE LINOTYPE MARK

A Single Advertising Appropriation

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their respective fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page .....$280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page ..... 82.50 per insertion

You are cordially invited to communicate with Editor & Publisher, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of Advertising World. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

Editor & Publisher
1700 Times Building
Broadway at 42d St.
New York, N. Y.

Telephones:
Bryan 3052-3053-3054-3055-3056
able Address: EDPUB, NEW YORK

Advertising World
14 King Street
Covent Garden, W. C. 2
London, England

Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON

The Newspaper Situation In Buffalo *Has* Changed!

Present Circulation of Buffalo Evening Times

over **115,000**

Present Circulation of Buffalo Sunday Times

over **135,000**

BUFFALO TIMES

NORMAN E. MACK, Editor and Publisher

VERREE & CONKLIN, Inc.
National Representatives

NEW YORK CHICAGO DETROIT SAN FRANCISCO

ADVERTISING AGENCY AFFAIRS

Four A's Committee to Decide October Meeting Place—G. W. Edwards & Co., Merged With Joseph Ewing—Larned Book to Be Published—Izzard to Open Tacoma Office

WHERE the annual October meeting of the American Association of Advertising Agencies will be held this year will be decided at a meeting of the association's executive committee to be held in New York July 13-14. Reports of sub-committee chairmen will also be made at this executive session.

Among the chairmen who will make reports will be: Frank Hubbard, Barton, Durstine & Osborn, Inc., New York, newspapers; Thomas F. Logan, Lord & Thomas & Logan, New York, radio; L. R. Northrup, Erwin-Wasey & Co., New York, magazines; J. W. Sanger, Frank Seaman, Inc., New York, export advertising; A. G. Montagne, Sherman & Lebair, New York, mechanical production; Paul E. Faust, Mitchell-Faust, Chicago, agricultural press; W. M. Richardson, Barrows, Richardson & Alley, New York, business papers; and Edward S. Gardner, Gardner Advertising Company, New York, out-door advertising.

The Southern council of the association met at Asheville, N. C., this week.

The merger of George W. Edwards & Co., Inc., of Philadelphia, and the Joseph Ewing Marketing Counsel and Research Service of New York, was announced this week.

George W. Edwards & Co., Inc., is a charter member of the American Association of Advertising Agencies and National Outdoor Advertising Bureau. The new company, will be known as Edwards, Ewing & Jones, Inc., with offices in Philadelphia and New York. George W. Edwards was elected chairman of the board and treasurer. Joseph Ewing, president. Thomas M. Jones who has been affiliated with George W. Edwards & Co., Inc., for many years as vice-president, continues the same office in the new company and John E. Rooney, secretary.

Ralph J. Failor, who recently completed a course at Columbia University, has joined Eddy and Clark, Inc., sales and advertising counsel, Akron, O., as director of research. Failor served for a time as radio editor of the *Akron Beacon Journal*.

The Izzard Company, Pacific coast agency, is making arrangements for opening a major office in Tacoma some time in July. E. R. Harris who has been with the Izzard company in Portland will be the Tacoma manager.

W. Livingston Learned of the Ethridge Company has written a new book "A Sales Manager's Field Letters to His Men," to be published shortly. Mr. Learned left New York this week on his annual vacation trip to Europe.

Philip O. Deitsch, manager of the trade relations department of the National Better Business Bureau, will join Klau-Van Pieterson-Dunlap, Inc., Milwaukee advertising agency Aug. 1.

Jack Milligan, 20 years old, won the $1,000 scholarship offered by McKinney, Marsh & Cushing to the best student in the Adcraft Advertising School of Detroit.

NON-ADVERTISERS FAIL

Survey of Business Failures Made by Dorrance, Sullivan & Co.

Most business failures are non-advertisers, according to a survey made by Dorrance, Sullivan & Co., New York advertising agency. Ninety-eight per cent of the failures in Chicago did not use newspaper advertising. Percentages in other cities were:

	Per cent
Baltimore, Md.	88
Bridegport, Conn.	60
Canton, O.	80.5
Chicago, Ill.	98
Cincinnati, O.	91.9
Columbus, O.	85.5
Fort Worth, Tex.	87.5
Houston, Tex.	72
Indianapolis, Ind.	75
Louisville, Ky.	75
Milwaukee, Wis.	84
Nashville, Tenn.	67
Newark, N. J.	89

CENSORSHIP BEATEN BY U. P. CORRESPONDENT

Webb Miller, Member of London Staff Wires Primo de Rivera Direct, to Get News Through Spanish Censors

How an American newspaper man abroad is beating the Spanish censorship regulations was learned this week by EDITOR & PUBLISHER. Webb Miller, member of the staff of the United Press London bureau, wired Primo de Rivera direct to uncover facts behind a frontier report, and plans to continue this system in order to show how over-zealous censorship can put Spain in a bad light in other countries.

On June 25, a frontier report reached the U. P. London office from Hendaye on the French-Spanish border, regarding the discovery of a widespread plot against de Rivera's government.

No reply could be obtained from messages addressed to the U. P. Madrid bureau due to the censorship. Miller decided to apply to headquarters direct. He sent an urgent personal telegram to de Rivera, telling him that fragmentary reports of a big plot against his government were abroad and that his own censors were preventing U. P. correspondents from informing the London bureau whether they were true or false, how extensive the plot was, and adding that there was danger of the affair being exaggerated.

The message to the dictator was sent at 7:50 a. m. At 11:25 Miller received an urgent message of 181 words signed by de Rivera himself, confirming that a plot had been discovered, many arrests made, and that the plot was not against the monarchy as stated in border reports, but against the government of the directory. De Rivera had ordered the telegraph lines held open for this message and it reached London 39 minutes after it had been filed from Madrid.

"I am hoping that this incident will show Primo de Rivera concretely how an over-zealous censorship can put his country in a bad light abroad," Miller declared in a letter to EDITOR & PUBLISHER.

PUBLISHERS URGED TO BUY NEWSPRINT NOW

A. N. P. A. Suggests Advisability of Building Up Stocks on Hand During July and August—Only 26 Days Supply is Present Average

Publishers are urged to consider the advisability of buying newsprint during July and August to build up stock on hand, in a bulletin issued to members June 30, by the American Newspaper Publishers Association. The Bulletin calls attention to the "continuing decrease of newsprint stocks," and reads as follows:

"Attention is again drawn to the continuing decrease of news-print stocks in hands of both publishers and mills.

"An average of but 26 days' supply, the lowest of which we have record, is estimated to have been in the hands of publishers on May 31.

"During the five years prior to 1925 the average was 43 days. During 1925 the average was but 38 days. The average for the first five months of the present year was 29 days but was still further reduced to 28 days during April and 26 days during May.

"Mill stocks have also decreased. At the end of May during both 1924 and 1925 the mills had 5.5 days' average production on hand, while on May 31st of this year they had but 2.8 days' average production on hand.

"While production capacity of the mills is being constantly increased, nevertheless because of the fact that consumption during the past eight months exceeded production, it is suggested careful consideration be given to conditions existing at the present time with a view to determining the advisability of building up stocks on hand during July and August.

"Attention is also drawn to the fact that the great increase of advertising beginning with September of last year and continuing to date, has caused an unexpected firm condition of the market during that period."

The following table gives the approximate average number of days' supply of news-print in transit, and in the hands of publishers for six years and for the first five months of 1926. The figures given are those of the Federal Trade Commission up to June 1, 1923, and the A. N. P. A. Paper Committee since that time.

	Average Number of Days' Supply
1920	41
1921	46
1922	38
1923	45
1924	46
1925	38
1926 (Five Month)	29
May 31, 1926	26

Portland Carriers Visit Mt. Hood

Forty carrier boys of the *Portland* (Ore.) *News* recently were taken on a trip to Mt. Hood.

A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.

With a constantly increasing circulation, plus a constant growth in advertising lineage, the New York Evening Graphic offers the advertiser an extremely profitable opportunity.

Published by BERNARR MACFADDEN

NEW YORK EVENING GRAPHIC

H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

DOMINANT!
in
Pinellas County, Florida
Daily News
ST. PETERSBURG'S PICTURE PAPER
Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall
America's Biggest Tabloid
Florida's Fastest Growing Newspaper
To be assured of Complete Coverage—
USE THE NEWS
The only paper in St. Petersburg, Florida, whose application has been accepted by Audit Bureau of Circulations.
Represented by
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

MERCHANT & EVANS CO.
PHILADELPHIA
Producers of
SPARTAN TYPE METAL
Since 1866
LINO • MONO • STERO
INTERTYPE COMBINATION
Stocks in Principal Cities

E. F. S.
Editors' Feature Service
Over 70 independent newspapers throughout the country subscribe to this fine daily service as a protection against rising feature costs.
Six Pages Daily
Illustrations in Mat Form
Write or wire for samples, price and territory.
Editors' Feature Service, Inc.
1819 Broadway, New York
Allied with Johnson Features, Inc.

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION
Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.
Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

THE TELEGRAM
now has the largest paid circulation in
CLARKSBURG, W. VA.
13,000 daily
14,000 Sunday
guaranteed.
Member Audit Bureau of Circulations
Represented Nationally by
The Devine-MacQuoid Co., Inc.
New York Philadelphia Pittsburg Chicago

A $150,000,000.00 Wheat Crop Kansas Enjoys Its Third Consecutive Bumper Harvest

A Merchandising Service Which Guarantees Success

From advance work in obtaining distribution and notifications to the trade to the final check-up at the end of the campaign, Eagle Merchandising Service is continuous throughout the entire schedule.

SURVEYS: Pre-campaign surveys are made to ascertain the standing or possibilities of a product in the Wichita Trading Territory.

BROADSIDES: Where it is deemed necessary, advance broadsides are prepared and sent to the trade to break the way for the salesman.

LETTERS: In some cases letters may prove more effective than broadsides and are used.

PORTFOLIOS: Supplied to salesmen so they may be able to present the value of advertising in this territory effectively.

ROUTE LISTS: Our routed lists are up-to-date and so arranged that the trade may be worked in the shortest possible time.

TRADE PAPER: We publish The Wichita Eagle Retailer the first of each month, which reaches over 3500 merchants in our territory. It is a newsy, 16 page paper with a real influence and dealer following.

WINDOW DISPLAYS: The Eagle maintains a window display department for placing displays in the windows of retailers. Complete displays are installed and signed receipts sent to the advertiser.

Here is a service complete—the kind of a service which keeps up constant cooperation on the part of dealers, jobbers and their salesmen.

In 1925, Kansas harvested but 76,249,202 bushels of wheat and business was good. And now in 1926—FOR THE THIRD CONSECUTIVE YEAR, KANSAS HAS A BUMPER WHEAT CROP! The Wheat Growers have paid their bills—they have bought more land—NOW THEY WILL BUY THE THINGS THEY HAVE ALWAYS WANTED.

But this tremendous wheat crop is not all of Kansas' income. Oil production is high—the price is good. The corn crop will add millions to the farmers' wealth.

In the heart of this area of prosperity—in the center of Kansas' most productive territory is Wichita. And The Wichita Eagle is KANSAS' LARGEST DAILY AND SUNDAY NEWSPAPER.

This is just an invitation to you to share in the millions folks in The Eagle's Territory will spend.

The Wichita Eagle Harvesting Advertising Gains without a Loss

Comparisons of the First Six Months of 1926 With the First Six Months of 1925

	1925	1926	Gain	Loss
Local Display	2,118,186	2,477,503	359,317	
Classified	1,096,137	1,257,207	161,070	
Total Local	3,214,323	3,734,710	520,387	
National	845,110	996,807	151,697	
Total Advertising	4,059,433	4,731,517	672,084	

These Gains Reflect Kansas' Splendid Condition

In Kansas It's

THE WICHITA EAGLE

Victor Murdock, Editor.
Clyde Speer, Bus. Supervisor.

Marcellus M. Murdock, Publisher.
H. W. Allen, Advertising Mgr.

Sidney D. Long, Business Mgr.
T. N. Gretzer, Mgr. Service Dept.

Represented Nationally By

The S. C. Beckwith Special Agency

New York
Detroit

Atlanta
St. Louis

Chicago
Los Angeles

Kansas City
San Francisco

NATIONAL STAFF IN SALES CONFERENCE

N. Y. Herald Tribune Advertising Men Gather at Home Office to Outline Future Plans—Welcomed by Mrs. Reid

Accomplishments of the past year were reviewed and plans for the future were discussed at a sales conference held June 25-26 by the national advertising department of the *New York Herald Tribune.*

In addition to the headquarters' staff, the Herald Tribune's advertising representatives from Chicago, Boston, Detroit and San Francisco, were present. The meetings were held in the Herald Tribune building.

The program was opened on Friday with an address of welcome by Mrs. Ogden Reid. George J. Auer, head of the national advertising department, then outlined the paper's plans for the summer and fall.

C. B. Donovan, chief of the media department of the Charles W. Hoyt Advertising Agency; H. D. Allen, account executive in the New York office of N. W. Ayer & Son; Frank M. Lawrence, manager of the media department of the George Batten Company; H. E. Fendler, advertising manager of Franklin Simon & Company; Horace Cleveland, vice-president of Dorrance, Sullivan & Company; H. L. Adams, Eastern sales manager of the Kellogg Company and Tom V. Sawyer, Eastern division sales manager, the Celotex Company, addressed the conference.

The conference then inspected the Herald Tribune Institute whose features were explained by Miss Florence Brobeck director of the Institute. The office of the Herald Tribune Fresh Air Fund Department, whose activities were related by Mr. Leslie Conly, was then visited.

A trip of inspection through the Herald Tribune plant under the guidance of W. E. Haskell Jr. was made. In the evening a reception and dinner to the members of the Conference was given at the home of Mr. and Mrs. Reid where a round-the-table general discussion was opened by Raymond Schooley, advertising manager.

The Saturday morning session was opened by an appraisal of the appeal by the Herald Tribune to every class and type of reader by William E. Haskell, Jr. Miss Henrietta Mallahy, Charles A. Pope, William O. Barrow and Frank H. Meeker also spoke.

The plans of the promotion department for the coming year, together with an analysis of its problem, were told by Porter Caruthers, assistant business manager and promotion manager. He was followed by Claude Sandkam, circulation manager.

John F. Kelly of Woodward and Kelly and Carroll J. Swan, Boston representative outlined their plans for the coming year.



Members of the National Advertising Department of the *New York Herald Tribune,* who attended the recent sales conference held at the New York office. In the picture (left to right): J. F. Kelly, manager of Chicago office, Woodward & Kelly; Allyn Jay Marsh, New York office; Col. Carroll J. Swan, manager Boston office; Richard Bryce, New York office; A. Brayden, New York office; Charles A. Pope, New York office; Edward J. Bangs, Chicago office; John De Bell, New York office; Henrietta C. Mallahy, New York office; D. W. Harris, Detroit office; Horace Cleveland, New York office; Edward McNamara, New York office; George J. Auer, national advertising manager; J. B. Shaw, Chicago office; A. G. Anderson, New York office; John B. Woodward, New York office; F. B. Etter, manager Detroit office; W. O. Barrow, New York office; Phillip Andersen, Chicago office; Frank H. Meeker, New York office; Frank C. Davies, Detroit office; J. D. Fesler, New York office; Jas. Hibben, Jr., Chicago office; T. L. Emory, San Francisco office.

On Sunday morning the out-of-town men were taken to the opening of the Herald Tribune model demonstration house at Bronxville and then for a tour of the Westchester residential sections. A luncheon tendered the visitors at the N. Y. A. C. Country Club at Travers Island by Mr. Auer concluded the conclave.

Daily Completes Its Plant

Upon completion of its new $350.000 building the *Bellingham* (Wash.) *Herald* issued a special progress number. A feature of the edition was a rotogravure section.

Butcher Going Abroad

Harold Butcher, American correspondent of the *Liverpool* (Eng.) *Echo,* leaves next week on the "Berengaria" for a two months' tour in England and on the Continent. The object of the tour is preparation of a series of articles.

Results account for growth of EDITOR & PUBLISHER classified department.

EDITORS TO TOUR STATE

Wisconsin Group Plans Motor Trip Beginning Aug. 12

Plans for the annual summer tour of the Wisconsin Press Association have been partially completed. The member editors will begin their motorcade at Wisconsin Rapids, Thursday, Aug. 12; journey to Medford the following morning, continue to Park Falls, arrive at Ashland, Saturday noon, spend the night in Bayfield, Sunday at Superior and other northern Wisconsin cities, and disband on Monday.

William F. Huffman, editor of t *Wisconsin Rapids Tribune* and cha man of the entertainment committee, arranging for an exhibit of a copy each newspaper in the state and spe mens of the printer's craft.

The tour committee consists c President John A. Kuypers, *De P Journal Democrat;* Secretary Louis Zimmerman, editor of the associatio monthly magazine, *The Howler,* and the *Burlington Standard Democrat;* W. Rowland, motor editor of t *Milwaukee Journal;* Charles Utz, M waukee; W. H. Conrad, *Taylor Cou Star-News,* and H. Wachmuth of t *Bayfield Progress.*

Hearst Employee Retired

Emil Dengel, for 38 years in the *S Francisco Examiner's* stereotyping partment and for years the foreman, h been retired on full pay by William Ra dolph Hearst.

Buffalo, The Wonder City of America

Buffalo—A Profitable Market for Advertisers

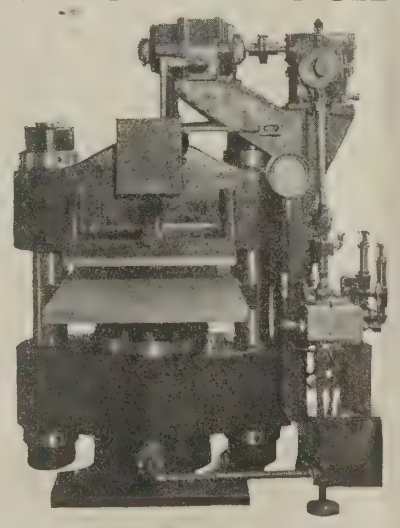
Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y. — Tribune Tower Chicago, Ill.
Atlantic Bldg. Philadelphia — Waterman Bldg. Boston

BIROTADRUCK



HYDRAULIC MATRICE PRESS

Direct Pressure Under Complete Control. Fast, Positive, Non-Vibrating Hydraulic Operation. The first successful hydraulic matrice moulding press to be introduced into this country.
Birotadruck Presses are now in operation on the plants of The New York Times (3 presses), New York Herald-Tribune (2 presses), Boston Globe, Cleveland Press and Dallas News.

AMERICAN BIROTADRUCK CO., Inc.
120 West 42d St., New York City

There Are No Other Newspapers Covering South Jersey Completely

From the Standpoint of the National Advertiser

CAMDEN COURIER
The MORNING POST

60,000 Circulation Combination Rate

National Representatives:
STORY, BROOKS & FINLEY

Wheeler-Nicholson, Inc.
Complete Feature Service

Wire us for samples and prices of the
Largest, Most Original
Most Artistic and Finest
blanket feature service on the market, which includes IVANHOE, VIVIAN VANITY, and the FAMOUS SHORT STORY SERIES, in addition to SPORTS, WOMAN'S PAGE FEATURES, COMICS, FICTION, VERSE, CARTOONS and everything for the newspaper.

Wheeler-Nicholson, Inc.
Malcolm Wheeler-Nicholson, President
373 4th Ave., New York City

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

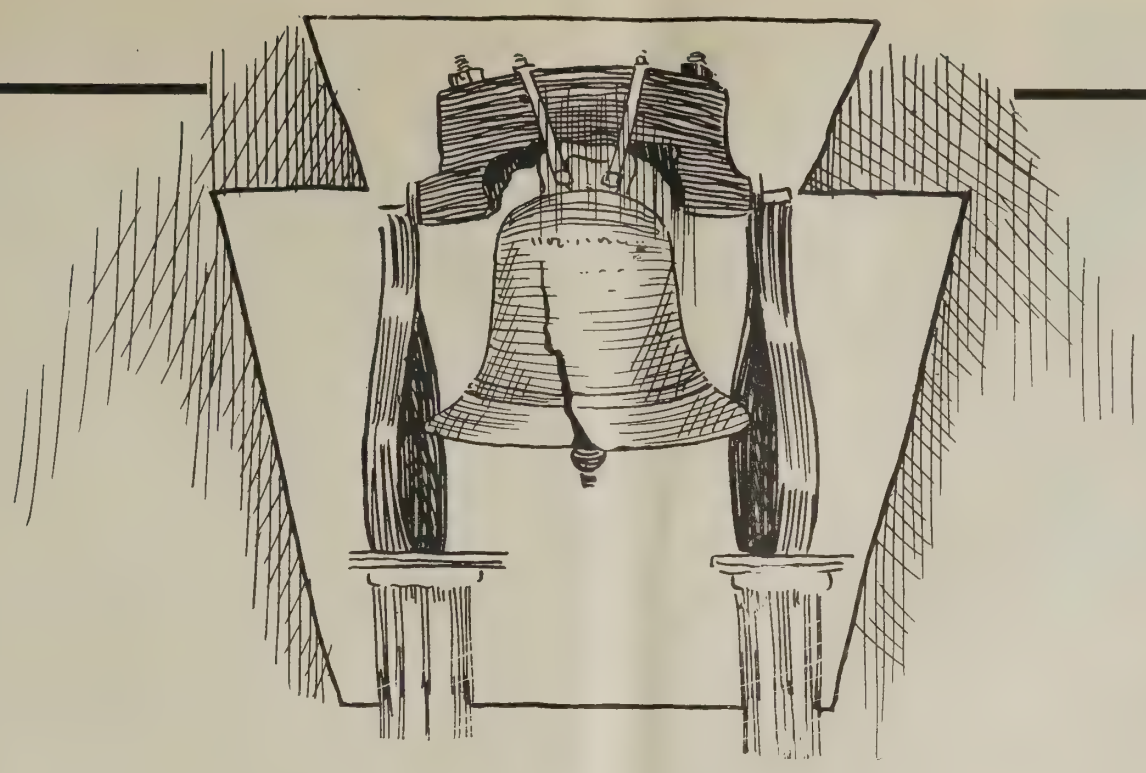
The **DES MOINES CAPITAL**

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best Advertising buy in the midwest

O'Mara & Ormsbee
Special Representatives

The DES MOINES CAPITAL
Lafayette Young Publisher



The Sesqui-Centennial means a great year for PENNSYLVANIA

The great Exposition is on. Thousands of people from every State in the Union and from every Nation will be Pennsylvanians for a week or two, this year, adding to the already great buying power of Pennsylvania.

This is the big year for Pennsylvania and for National Advertisers who are advertising in the daily papers of Pennsylvania.

You, too, should not neglect this unusual opportunity for greater sales volumes of your product.

The daily papers listed below cover the homes of Pennsylvania and are read by visitors as well.

	Circulation	2,500 lines	10,000 lines
**Allentown Call .....(M)	31,400	.10	.10
**Allentown Call .....(S)	22,349	.10	.10
††Beaver Falls Tribune.....(E)	6,553	.03	.03
††Bethlehem Globe Times.....(E)	13,272	.06	.06
††Bloomsburg Press .....(M)	7,673	.04	.04
**Chester Times .....(E)	18,295	.06	.06
††Coatesville Record .....(E)	6,783	.035	.03
**Connellsville Courier .....(E)	5,928	.02	.02
**Easton Express .....(E)	25,473	.08	.08
**Erie Times .....(E)	28,596	.08	.08
††Greensburg Tribune Review...(EM)	14,883	.05	.05
††Hazleton Plain Speaker.....(E) ††Hazleton Standard-Sentinel..(M)	19,852	.07	.06
**Mount Carmel Item .....(E)	4,307	.0285	.0285
**Oil City Derrick .....(M)	8,588	.04	.04
**Pottsville Republican and Morning Paper .....(EM)	15,346	.08	.07
**Scranton Times .....(E)	43,230	.13	.12
**Sharon Herald .....(E)	7,236	.0357	.0357
**Sunbury Daily Item .....(E)	5,224	.03	.03
**Washington Observer and Reporter .....(M&E)	17,589	.06	.06
††West Chester Local News .....(E)	11,860	.04	.04
**Wilkes-Barre Times-Leader ....(E)	26,204	.06	.06
††Williamsport Sun and Gazette & Bulletin.....(ME)	28,000	.09	.09
††York Dispatch .....(E)	19,632	.05	.05

**A. B. C. Publishers' Statement, March 31, 1926.
††Government Statement, March 31, 1926.

LACK OF COST DATA IS DEPLORED

(*Continued from page* 8)

circulation showed a greater percentage of profit than three papers in the circulation class of 3,000 to 8,000.

The unit cost per inch of advertising varied from 15 cents on the small papers to more than a dollar in the big city class.

"A careful and intelligent study of these reports should be helpful to every Southern publisher," the report declares. "Any department that is 'running wild' or one that is inactive can be readily compared with the same departments of other publications, and a publisher who is frequently informed that certain reductions are impossible learns that other publications have found the way.

"The extent to which some publications carry the lack of records is in many cases deplorable. These are instances where too much system and too many records have proved burdensome, but the one outstanding need of Southern publishers in general is better accounting."

REPORT ON ADVERTISING AGENCIES

THE report of the Committee on Advertising Agents said:

"It is the observation of the committee that special activities in certain parts of the south bring an unusual number of so-called advertising agents. This situation existed particularly during the past year in Florida and North Carolina. The committee has attempted to assist in the establishment and growth of every legitimate advertising agent, but it views in a very conservative manner the appearance and operations of an agent handling one kind of business almost entirely. Special representatives are very active at times in attempting to secure recognition of some of these agents because of periodic copy rather than steady, consistent efforts to develop substantial advertising."

EDITORIAL COOPERATION URGED BY S. N. P. A.

LACK of touch between editorial offices of Southern newspapers was again deplored by the committee on editorial affairs in its report to the S. N. P. A. The report said:

"Last year the Editorial Committee suggested that it would be of great value to the newspapers belonging to this Association if its editorial offices could be in continuing contact with other editorial offices in the matter of features, their value and costs, and in other matters. It was argued that editorial offices could exchange to great advantage data as to men and women available for certain positions, as to editorial undertakings of one kind and another, as to libel actions and so on. But it is not easy for men who do not know each other to help each other on these lines. The great value of the S. N. P. A. to the newspapers that belong to it has grown out of the personal acquaintanceship formed at the annual meetings. All the agencies which have proved so helpful in a business way, such as the bulletins, have been developed from these annual meetings. The weakness of the Association on the editorial side is that so few of the newspapers are represented at these meetings by men from the editorial offices.

"Can that be cured? Yes, but to do so would require more vigorous measures than have yet seemed practicable. If at one of these meetings in Asheville the editorial side of the newspaper could be featured, with editors and managing editors from many newspapers present, and turning things over to them, a basis might be worked out upon which something constructive could be built up.

"Tribute was paid to the *Columbus* (Ga.) *Enquirer-Sun*, of which Mr. Julian Harris is the editor, for meriting the Pulitzer Award for public service in 1925."

STRONG FIGHT WAGED ON FREIGHT RATES

AN attempt by Southern railroads to increase freight rates on newsprint has been stoutly fought by the S. N. P. A. traffic committee, which this week reported the following:

"Your committee believes that the situation on rates for newsprint from Canadian, New England and trunk line points to certain Tennessee cities directly affects the whole structure of the rates to the entire South. The Southern Railway specially and the Louisville & Nashville Railroads are instrumental in leading the efforts to bring about an increase of 10 cents per hundred to Nashville and 13 cents to Memphis. It is contended by the Southern and L. & N. that the proposed changes are reasonable, but the increases have not been put into effect because the New England railroads positively refuse to agree to the advances. As the Canadian, New England and trunk line territories are competitive, the rates will not be raised from one section without proportionate increases from the other.

"The Southern Freight Association has given notice of amendments in tariffs to provide for the 57 cents rate to Nashville and 61 cents rate to Memphis from trunk line, Canadian and New England points, to become effective August 15th, via the Virginia gateways and Ohio River crossings, except that the present Memphis rate of 48 cents via Illinois Central will continue.

"Information in the hands of your Traffic Committee shows conclusively that the moving forces among the railroads in the South in defending these increases are the Southern and L. & N. They have issued virtual ultimatums through their Vice-presidents Oliver and Smith to the New England, trunk line and Canadian railroads, and threatened to cancel concurrences. In this fight, the friends of the Southern daily newspaper publishers are the New England railroads, while the Southern and the L. & N. are moving heaven and earth through the Southern Freight Association to increase the Nashville and Memphis rates on newsprint paper regardless of lower rates on other commodities to Memphis and Nashville which are not disturbed, and readjustments in the structure of the entire Southern territory under the decision in the Southern Rate Class Investigation case.

"We believe the point has been reached where the individual members would acquaint themselves with the facts, and ask the responsible officials of the railroads involved about policies which they intend to carry out in relation to newsprint traffic in the South.

"It must not be lost sight of that all traffic authorities agree that newsprint paper is a very desirable commodity for the railroads. It is easy to handle for heavy loading with a minimum number of claims for damages and loss. The tonnage is heavy considering the amount of space involved. There are no unclean cars to be fumigated and overhauled after a shipment of newsprint. The paper moves in carload lots in long hauls."

NEW BUILDING FOR LEE SCHOOL URGED

A NEW building to house the Lee School of Journalism at Washington and Lee University, at a cost of $50,000 was recommended by the S. N. P. A. committee report. The school has been operating one year. Subscriptions to date have been: S. N. P. A. members, $60,500; general public, $8,700; Mrs. L. E. Richardson, $10,500. A mechanical plant, suitable for running a small experimental newspaper, has been promised to the school if an appropriate building can be obtained.

Carriers on Outing

The *Spokane* (Wash.) *Spokesman-Review* recently was host to 30 boys, contest winners, at a camping party on the shores of Lake Coeur d'Alene, Idaho, for two days. Circulation department heads did all the work in camp.

BUSINESS GOOD IN SOUTH

So Southern Council of Four A's Declares at Asheville—Officers Elected

(*By Telegraph to* Editor & Publisher)

ASHEVILLE, N. C., July 8.—Business conditions throughout the south remain favorable, according to reports rendered at the meeting of the Southern Council of the American Association of Advertising Agencies at Grove Park Inn.

Officers were elected as follows: Chairman, Shelly E. Tracy, Southwestern Advertising Agency, Dallas; vice-chairman, J. L. Morrison, Ferry Hanly Company, Kansas City; secretary-treasurer, B. E. Wyatt, Johnson-Dallas Company, Atlanta.

If these little motor-cars get any smaller, they'll have to hunt the pedestrian in packs.—*Little Rock Arkansas Gazette.*

MICHIGAN
and the
BOOTH NEWSPAPERS

THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN — 50 East 42nd St. New York City
J. E. LUTZ — Tower Building Chicago, Ill.

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 Daily World — Evening World readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

have
you been
following the
remarkable
growth
of the
Detroit Times

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined*.

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

first! in OHIO

9,561,237 Lines

Dispatch advertising record for the first five months of 1926, exceeding other Columbus newspapers combined by 1,378,109 lines. In 1925 the Dispatch published 21,544,376 lines, exceeding second largest Ohio newspaper by 2,648,383 lines.

NET PAID CIRCULATION

CITY	55,812
SUBURBAN	26,973
COUNTRY	23,666
Total Daily Circulation	106,451

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

S. N. P. A. ADVERTISING CAMPAIGN INCREASED NATIONAL LINAGE

DURING the past twelve months, the national advertisers have spent ore money in the South than in any evious year, and since January most uthern newspapers have broken all evious records in the amount of national py carried," said the report of the Com-ttee on Advertising. The co-operative in of advertising was declared highly ccessful and a larger schedule was ged.

Preparation of the committee's report as the last work done by Edgar M. ster, business manager of the *Nash-lle Banner* and Chairman of the S. N. A. Advertising Committee, who died ne 20. He was engaged in drawing up e report when he was taken to the spital for an operation, from which he ver rallied.

The report said, in part:

"This co-operative plan of selling the uth to the North, East and West should continued, and, if possible, upon a rger scale. The sentiment at this time universal that the time is auspicious d that the benefits to the South and to daily press will be immediate and sub-ntial.

"The story of the present South is a velation of prosperity.

"The Southern press should press the ct that the natural advantages which e South possesses of having the cotton ld in sight of the cotton factory; to the oximity of the iron ore and coal fields d limestone as an advantage which en-les the furnaces of the South to pro-ce pig iron cheaper than in any other ction of the country; that the rails for uthern railroads and the steel for its st bridge construction are largely the oducts of southern furnaces and ndries. We must emphasize the fact at this long since has ceased to be a e-crop' section; and that the agricul-re here has become diversified to a eater extent than in any other part of e United States. We must call atten-n to the amicable relations between or and capital, the comparative free-m here from disturbances in contrast th the severe conflicts and frequent up-avals that occur in other sections. We st show the rapid extension and pro-essive policies of its great railroad stems; the large expenditures for high-y construction, for the improvements of rbors and waterways. We should not l to stress the remarkable scope of nstruction in the South, by states, nicipalities and citizens, public utilities, blic buildings, educational institutions, ctories and residences, a scale and riety of construction which astounds e visitor and carries its own story of a nderful era of progress and prosperity.

"The South is the last remaining ntier of the Republic. It is the land opportunity; about it is the magic of gh traditions; the romance of the vast tural treasures, as yet only barely ched, is gripping the country and rring its own people. Capital in the rth and East is on a closely competi-e basis. It is seeking a freer field and ler rewards. Great as has been the gress of the South, outside capital is lly aware that its resources are really explored, and that this advance is but prophecy of its possibilities; that no enue of industry is congested but that portunities are limitless for profitable terprises of the widest character.

"The East is alert, investigating and pressed. It was a remarkable and gnificant utterance made by John ntry, perhaps the leading journalist of ew England, at the opening of this year at the next decade would witness the st momentous migration of men and ney which the nation has ever seen d that its destination would be the uthern States. That epochal move-ent is already well under way.

"Heavy as were the investments of the rth in 1924 in the South, the volume of pital which crossed the Ohio in 1925 was vastly greater. Every important railroad system entering the South prose-cuted an unprecedented program of ex-tension. Projects aggregating over $100,-000,000 for the development of the harbors of the South Atlantic and Gulf Coasts were begun; $150,000,000 of Eastern capital was invested in new hotels in the South, and a quarter of a billion em-barked in industrial enterprises, mineral lands and hydro-electric developments.

"When the year 1925 was surveyed it was discovered that not only was the domestic commerce of the South, ex-periencing a remarkable expansion, but that the South was fortifying its foreign trade relations; that the exports through southern ports had reached the splendid total of thirty-eight per cent of those of the entire nation, aggregating four times the amount of only fifteen years ago, and that tonnage for the year through every port of the South, with a single exception, had shown an increase over 1924, while the only ports north of Baltimore that had made a gain were those of the state of Maine.

"It was found that the railroads of the South far surpassed those of any and all sections of the country in net earnings and in relative freight and passenger traffic as compared with 1924.

"The significant fact was developed that in the important field of construction the South had surpassed even the peak record of 1924 and in percentage of gain had eclipsed every section of the U. S.

"The deposits in the banks of the South had reached an unprecedented total of $7,000,000,000, nearly fifty times as much as all the 1,100 banks below the Ohio contained in 1873.

"Its output of manufactures had passed the $10,000,000,000 mark, which was three times the amount of only fifteen years ago; and the value of its farm prod-ucts had grown to $6,000,000,000, or ten times as much as the yield in all the states of the South the year Sumter was fired on.

"Hundreds of millions of dollars hurried from the North to acquire the vast power resources of the Southern territory, and millions of citizens from North, East and West crossed the Ohio and Mississippi rivers as tourists or homeseekers.

"A great awakening has come to the Southern people themselves. One of the outstanding signs of the times is the dual campaign to sell the South to itself and to the country, which the press, busi-ness organizations, civic leaders and educators of the Southern states are pressing with intense eagerness."

New Texas Weekly

The *Cooper* (Tex.) *Delta County News* is a new weekly, with W. L. Mar-tin as editor and publisher.

creating
Impression!

nearly half the 2013 national advertisers using the Cleveland Plain Dealer in 1925 used it *exclusively*.

The Plain Dealer
ONE *Medium* — ONE *Cost* ALONE *Will sell it*

J. B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 360 N. Mich. Ave., Chicago

NEWS VS. ADVERTISING

Is One Subject to Be Discussed at South Carolina Meet

"Drawing Lines Between News Mat-ter and Advertising" will be discussed by A. W. Huckle of the *Rock Hill* (S. C.) *Herald* before the 50th annual meeting of the South Carolina Press Association at Myrtle Beach, S. C., July 13-14.

Other speakers, announced this week by Robert Lathan, editor, *Charleston News & Courier*, association president, include: R. L. Freeman, *Bennettsville Pee Dee Advocate;* R. M. Hitt, *Bam-berg Herald;* E. H. DeCamp, *Gaffney Ledger;* Roger C. Pease, *Greenville News;* H. G. Osteen, *Sumter Item;* S. L. Latimer, *Columbia State;* and J. A. Zeigler, *Florence News-Review.*

E. R. THOMAS DIES

Was Noted Sportsman and Owner of New York Morning Telegraph

Edward Russell Thomas, 52, one of the owners of the *New York Morning Telegraph,* died July 6 in a New York sanitarium. He was noted as a sports-man and banker.

He became interested in the Morning Telegraph in 1904. A while ago he bought out the stock in that newspaper owned by the estate of the late W. E. Lewis, former publisher, and until the recent merger of the Telegraph with the *Daily Running Horse* owned all the stock. He was vice-president of the merged company.

Mrs. G. Gould Lincoln Dead

Mrs. G. Gould Lincoln, wife of G. Gould Lincoln, political writer of the *Washington Evening Star,* died suddenly July 7 at Rehoboth Beach, Del.

Waukegan Paper to Build

The *Waukegan* (Ill.) *News* last week announced the purchase of a site in the downtown district upon which it will erect a four-story publishing plant. It will be of brick, terra cotta trimmed elevations, with a 12-foot basement to accommodate presses. Lobby and busi-ness office will be on the first floor; edi-torial rooms on the second; and mechani-cal rooms on the top floors.

Still Gaining!

The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.

The net paid average for the American was 57,503.

You need these papers to cover Baltimore, they reach more than half the City.

Sold separately or in combination.

THE BALTIMORE NEWS
and
Baltimore American

ANNOUNCEMENT

To National Advertisers and Advertising Agencies

The National Advertising Departments of
New York Evening Journal
Baltimore Evening News
Baltimore American
Washington Evening Times
Washington Herald
Atlanta Evening Georgian
Atlanta Sunday American
are combined with offices in New York—Chicago—Detroit

New York Office:
W. G. HOBSON, *Eastern Manager*
2 Columbus Circle
Telephone: Circle 5400

Chicago Office:
F. E. CRAWFORD
Western Manager
913 Hearst Bldg.

Detroit Office:
FRANKLIN PAYNE
Representative
1351 Book Bldg.

All under direction of:
JAMES C. DAYTON, Publisher
NEW YORK EVENING JOURNAL



You've Hit it on the Head, Mr. MacLean!

¶ In choosing Certified Dry Mats for his own feature service Mr. Eugene MacLean (Malcolm Duart) writes:

"I bought them for the NEA on merit, and will buy them for my own purposes for the same reasons."

That's just it. Wherever Certifieds are used they are bought on their MERITS alone.

To those who use mats for syndicate purposes, or for newspaper work, Certified Quality will appeal for its un-deviating high character.

We welcome Mr. MacLean to our happy family of news-paper feature services.

¶ Can't we send samples of Certifieds to you — you'll find it worth while to make a trial in your own plant, and COMPARE.

Which shall it be, Syn-dicate or Newspaper Certifieds?

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue, New York

For wet mat printing with DRY MAT facility — use Certifieds

Made in the U. S. A.

ENLARGED PLANT FOR DES MOINES DAILIES



ABOVE (left) is the *Des Moines Register and Tribune's* annex building, which is now nearing completion.

The papers occupy five floors of the main building (at right) and all of the Annex except the store rooms on the first floor. The basement of the Annex will give additional press room facilities with space for 2 lines of 12 units each.

The second floor of the Annex is given over entirely to the editorial department with the exception of a portion of the space in the rear which will be used as a mailing room.

The third floor is given over to the national advertising department, rotogravure advertising, classified advertising, promotion department and syndicate department. The photographic studio is also located on this floor.

The Annex adds approximately 25,000 square feet of floor space to the plant. It will be ready for occupancy about July 15.

JAPANESE JOURNALIST HELD BY RED GUARDS

Placed in Jail on Charge of Espionage While Returning from Russia —Released After 11 Day Detention

Special to EDITOR & PUBLISHER

SHANGHAI, China, June 14.—The difficulties of a Japanese journalist with Russian authorities are told by the Harbin, Manchuria, correspondent of the *Shanghai North-China Daily News,* probably the chief English language newspaper in China. The report is of interest in view of the number of American and European journalists who have already gone to or who plan to visit Russia.

The correspondent says: "Mr. Noiori the editor of a popular Japanese journal, the *Jitsugio-Nocikai,* who left Japan last year to visit Europe and Russia, has reached Harbin from Moscow on his way home. He left the Soviet capital on April 21, where he spent several days studying the present economic state of Russia, and came across Siberia by the express train. On the train which he had taken, arriving at the station Matzoevsky where documents are examined, two Red guards entered the coupe occupied by the journalist and searched his baggage.

"Among other things found was a map of Soviet Russia and material dealing with the country which had been given to Mr. Noiori by the Commissariat of Foreign Affairs at Moscow. But this was evidently enough testimony for the Japanese to be arrested and sent back to the station of Diouria under armed convoy. Here he was put in prison where he remained for eight days after which he was taken back to China and handed over to the G. P. U., or Political Secret Service Department. His trial took place immediately the charge against him being that o military espionage.

The court found that there was insufficient proof and the man was released after having been detained 1 days and having put up with much unpleasantness."

Cleveland Shopping News Moves

Headquarters of the *Cleveland Shopping News* were moved recently fron 1435 E. 12th street to 5309 Hamilto avenue.

Strong's Address in Pamphlet Forn

The address delivered by Walter A Strong, publisher, *Chicago Daily News* before the graduating class of the Uni versity of Chicago at the June com mencement has been published i pamphlet form under the title "News paper and the New Age."

AD TIPS

N. W. Ayer & Son, 308 Chestnut street, Philadelphia. Placing account of the Armand Company, Des Moines, Iowa, manufacturers of toilet articles.

George Batten Company, Inc., 383 Madison avenue, New York City. Placing account of the Petroleum Heat & Power Company, New York City, manufacturers of Petro Oil Burners.

Chatham Advertising Agency, Inc., 3 West 29th street, New York City. Placing account for Julia Hoyt Modes, Inc., New York City, manufacturers of dresses.

Federal Advertising Agency, Inc., 6 East 39th street, New York City. Now handling the following accounts: Associated Men's Neckwear Industries, New York City; General Cigar Company, New York City, "Van Dyck" Cigars; Metal Textile Corp., Orange, N. J., utensil cleaners; Alfred H. Smith Company, New York City, Djer-Kiss Perfumes, Powders, Etc.; C. Stern & Mayer, New York City, Esquire Hose.

C. Brewer Smith Advertising Agency, 27 School street, Boston. Has secured the following accounts: Alandale Studios, Laskey Commercial School, Dorchester Pottery Works, Mass. Radio & Telegraph School, and Franklin Union Institute, all of Boston.

Frank B. White Company, 76 West Monroe street, Chicago. Now handling account of the Lakeland Resorts, Inc., Chicago.

Williams & Cunnyngham, 6 North Michigan avenue, Chicago. Now handling account of Fallis, Inc., Cincinnati, manufacturers of Peter Pan "Opal Hue" beauty powder.

Young & Rubicam, 285 Madison avenue, New York City. Is now placing the advertising of "Jell-O" and The Adver. of this product is being placed through the Postum Cereal Company, Inc., New York City, who recently purchased the Jell-O Company.

If Quality
of circulation is your first consideration
The Evening Star
With Sunday Morning Editions
Washington, D. C.
will have your preference—same as it has the preference of practically everyone in the National Capital.
The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.
N. Y. Office—110 E. 42nd St. Dan A. Carroll
Chicago Office—Tower Building J. E. Lutz

Do you know what percentage of errors are made in your Composing Room?
We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.
It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.
Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.
When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.
Matrix Contrast Corp.
33 W. 42d St., New York City

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.
Member A. B. C.
URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representatives:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

LOS ANGELES EVENING HERALD
Los Angeles, Calif.
Gained 5,015 Daily Average Circulation
Sworn Government Statement, Six Months Ending March 31, 1925, 177,298 Daily. Six Months Ending March 31, 1926, 182,313 Daily. Increase in Daily Average Circulation, 5,015.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
John H. Lederer, 910 Hearst Bldg., Chicago, Ill.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

We shall be pleased to see any newspaper man during the Philadelphia Convention and to talk over with him his classified advertising problems
THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building Philadelphia

Resort and Hotel ADVERTISING
in the Miami District
Hosts of vacationists sojourn in Miami; but residents also flock north. Thus, Resort, Hotel and Restaurant advertising, both local and national, commands attention in the District.
Comparative figures in this classification, first five months, 1926, follow:
THE HERALD . . . 522,767 Lines
Second Paper . . . . . 333,893 Lines
Herald Lead . . . . . 188,874 Lines
—or more than 56%.
The Miami Herald
"Florida's Most Important Newspaper"
Frank B. Shutts, Publisher

GRAVURE SECTIONS PRINTED
SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK
Standard Gravure Corporation
LOUISVILLE KY

USTOMS MEN HOLDING UP NEWSPRINT

·deral Officials Charging Duty on Importations Despite Treasury Department Ruling, Firms Declare —Fight Looms

The United States government has oken faith with newspapers, it was arged this week by importers of newsint. Despite a ruling of the treasury partment providing entry of European wsprint duty free and without delay, a mber of shipments have been held up customs officials in several ports and ty paid by importers, EDITOR & PUBSHER was informed.

Protests have been made to the departent by importers affected and cases are vaiting trial before the general board appraisers. Assessed as print paper, ty has been paid on paper consigned to porters for newspapers at a rate of ¼ nt a pound and 10 per cent *ad valorem.* EDITOR & PUBLISHER was informed by e importer that he had been forced to y duty on European newsprint congned to him, when in each case he had en able to submit proof that the paper as being consumed by an American ily newspaper.

The definition of standard newsprint lopted by the treasury department July 1925 is a virtual prohibition of Euro-an newsprint, because of provisions lating to ash content. It was strenuisly fought by the newsprint committee the American Newspaper Publishers' ssociation and as finally issued conined a rider in the form of instructions customs officials to the effect that paper rolls or sheets consigned to publishers credited importers should not be held in any way.

The definition without the rider reads: Weight—500 sheets, each 26 by 36 ches, shall weigh not less than 30 unds nor more than 36 pounds.

Rolls—The Paper shall be in rolls not ss than 16 inches wide and 28 inches in ameter.

Stock—Not less than 70 per cent of the tal fiber shall be ground wood. The mainder shall be unbleached sulphite.

Finish—The average of five tests in achine direction and five tests in cross rection on both sides moving the paper ter each test made with the Ingersoll aimeter, shall not be more than 50 per nt gloss.

Ash—Shall not be more than two per nt.

Degree of Sizing—Time of transudaon of water shall not be more than n seconds by the ground glass method five seconds by the alternative ethods.

The rider which accompanied the defition was a compromise reached between merican manufacturers and the newsaper publishers. It is also understood at the treasury department issued a eneral letter last February which lead nporters to believe that no samples ould be taken even of shipments that d not come within the strict measures the definition.

Samples, however, have been taken ity assessed, and paid. Reports were rrent in authoritative circles this week at another fight looms between pubshers' representatives and manufacturers Washington.

EDITOR & PUBLISHER CALENDAR

July 13-16—South Carolina Press Assn., annual convention, Myrtle Beach, S. C.

July 16—Idaho State Editorial Assn., meeting, McCall, Idaho.

July 19-24—International stereotypers' and Electrotypers' Union of North America, meeting, Los Angeles.

July 21-23—North Carolina Press Assn., annual convention, Hickory, N. C.

July 23-24—Northeast Nebraska Editorial Assn., annual convention, Homer, Neb.

July 23-25—Colorado Editorial Assn., annual convention, Alamosa, Col.

July 23—American Photo-Engravers' Assn., annual convention, Detroit.

July 26-Aug. 21—Institute of Politics, Williamstown, Mass.

July 30—Northeast Missouri Press Assn., mid-summer meeting, Monroe City, Mo.

MAKE-UP SHOWN AT N. E. A. CONVENTION

(*Continued from page* 14)

each advertisement, and to the incorrect relation of the advertisements to each other.

Then a much better inside or back page was made up. A running head was placed on the page, and the advertisements used—much more pleasing individually and more in harmony with each other—were pyramided to the right. In the upper left hand corner was shown a two-column boxed head featuring "Live State News."

"Too many newspapers omit running heads," the speaker said. "This seems to me to be a serious mistake—the neglect by the publisher of an opportunity to advertise his paper, city and state. When the average person tears out a news story to send to someone in another community, and the page from which the history is torn does not contain a running head, the receiver of the clipping seldom knows from which paper it was clipped or the date the item was printed." A half-column of black, disfiguring theatrical advertisements were shown on the page alongside of two resettings of the same matter in much more attractive and readable type faces. "Resetting," the speaker said, "not only made these particular theatrical advertisements more attractive and readable, but gave the other advertisements on the page an equal chance to be read. It is not being fair to the other advertisers on a page to place alongside of their well-composed advertisements unduly black and otherwise disfiguring advertisements from other buyers of space. The same applies, of course, to advertisements of every kind."

A classified section was shown, with attention directed to the fact that the smaller face used could be set 14 lines to the inch. "The outline display faces," the speaker said, "relieve the monotony of such a page and display the advertisers' statements to better advantage."

The last page shown was an editorial page, with the first four columns converted into three columns of ten-point sixteen picas wide, with increased shoulders of white space on each side of the column rules. The masthead displayed the emblem of the National Editorial Association, stated the subscription rates of the publication, as well as statements for the benefit of prospective advertisers. Also featured in the masthead were the names and addresses of correspondents in other communities, that readers of the paper in those communities could establish direct contact with those correspondents. The statement was made that the masthead should not be kept standing so long that it becomes unreadable. It should be reset occasionally. Several casts can be made at one time and the extra lines put away for future use.

"Some publishers make the mistake," the speaker said, "of setting some of the columns too wide on the editorial page. A good rule to follow is that the column width should be no wider than an alphabet and a half of lower-case of the type face used; that is, should be no wider than forty lower-case characters of the face employed. The wider the column, of course, the deeper should be the leading.

In closing, the speaker again called attention to the wrappers of newspapers. "An attractively made up paper," he said, "that goes out in a sloven wrapper carries with it a note just as false as would be the case were a gentleman in a neatly fitting new suit of clothes to throw about his shoulders an old tarpaulin to wear to call on a good friend. The wrapper should be neatly printed and should carry an advertisement for the paper, the city, and the state from which it comes. One particular paper in the East has printed on its wrapper a statement such as this: 'Here's the latest copy of the Sanson News, printed in the city of Sanson. Some paper! Some town! Just like a letter from home.'"

St. Maurice Completes Financing

The St. Maurice Valley Corporation is issuing $1,300,000 first mortgage and collateral trust six per cent bonds, thus completing its financial program in connection with the installation of its two newsprint machines. The new bonds are identical with the corporation's original issue, being dated Dec. 1, 1925, maturing Dec. 1, 1945.

America's Complete Newspaper

New York Herald Tribune

in Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"

"Starts the day in Detroit"

With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

features SINCE 1899

WEEKLY

Camera News, Fashion, Feature and Children's Pages; House Plans; Automobile Cartoon.

3-A-WEEK

Hints for the Motorist; Handicraft in the Home.

DAILY

Cross-word Puzzles, Dots and Cut-outs; Radio; Noozie; Fashion hints; 1 col. Comics; Portraits; Gillilan's Letters; News-Maps, also The Ad-route (house organ).

The International Syndicate

Baltimore, Md.

Among The Newspapers Publishing

Constance Talmadge's Flapper Series

Chicago Journal, Detroit News, Toledo Blade, Omaha Bee, Peoria Star Journal, Philadelphia Sun, Buffalo Times, Louisville Courier J'l, Oakland Post Enquirer, Memphis News Scimitar, Newark Jersey Transcript

Why Not Join This List of Papers

Wire for Terms and Territory

COSMOS NEWSPAPER SYNDICATE INC

Covering the World

NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY

Herbert S. Houston, President and Editor-in-Chief — Myles F. Lasker, Vice-President and General Manager

RADIO

PROGRAMS NEWS NOTES FEATURES

Used and Praised by More than 200 Newspapers

Send for samples and prices

AUDIO SERVICE

326 West Madison St. Chicago

For the First Three Months of 1926

THE TAMPA MORNING TRIBUNE

printed 7,355,276 lines of Advertising, and thus moved up from twelfth to SIXTH place among the newspapers of the United States.

The only newspapers printing a greater volume of advertising during that period than The Tribune were the Miami Herald, the St. Petersburg Times, the Detroit News, the Chicago Tribune and the New York Times.

The Tribune covers the rich South Florida territory of 24 counties and 190 cities and towns, with a population of 713,943.

That's Why Its Advertising Volume Grows

The S. C. Beckwith Special Agency, National Representatives.



HIS SIGNATURE FAKED GOVERNOR CHARGES

Florida Executive Says Real Estate Firm Forged His Name on Laudatory Letter Used in Ads—Exposed by B. B. B.

How the governor of Florida was buncoed into the use of his signature in endorsing the operations of a Florida realty corporation, has just come to light.

For some time past, in magazines, newspapers and in its sales literature, the All-Florida Realty Company, which did extensive advertising in all parts of the country and maintained offices in various cities, has included in its advertising a reproduction of the following letter, signed by Governor J. W. Martin:

STATE OF FLORIDA
Executive Department
Tallahassee

"To whom it may concern:

"I have thoroughly examined the plan of the All-Florida Realty Company and feel that their plans for acting as a clearing house for Florida real estate of all descriptions, working, as they do, through the realtors of the nation, will be a great assistance in the proper and conscientious handling of Florida real estate.

"The truth about Florida has become so well known that it is not necessary to exaggerate nor to make misstatements to develop our State.

"Your project, having the commendation of civic authorities and of the Florida League of Municipalities, speaks of your reliability and the co-operation of Florida realtors.

"I believe the All-Florida Realty Company will be a great success.

"I personally feel that this organization fills a long-felt want.

"Yours very truly,
"JOHN W. MARTIN, (Signed)
"Governor."

The Miami Better Business Bureau, through H. L. Baldensperger, its director, in an effort to ascertain the genuineness of the letter from the governor, wrote to Governor Martin and the latter, in his response, told how the endorsement had been faked. Here is his letter, published for the first time:

"I have received your favor of the 25th and in reply to same will state that the letter of mine published by the All-Florida Realty Company is a forgery.

"Some seven or eight months ago, Herman Meister, president of the All-Florida Realty Company at that time, came in the office and begged me to give him a letter, which I refused to do as I have scrupulously refrained from endorsing any private business. He goes out of the office and asks my secretary for a letter-head, which he gives him, and which he then takes over to another office and writes a letter, gets my signature off some letter written to someone on other business, pastes it over his letter and has it photographed. He admitted having done this to me when I sent for him and asked where he had gotten such a letter.

"Mr. Blain (selling agent) and his associates have been advised that this letter is a forgery, and they know it is. They promised me that they would not use it again and I thought the matter was ended; but I find that they are continuing to use it, so I have taken steps with the Realty Board at Orlando.

"I had hoped to stop the use of this forged letter without undue publicity, because it would injure the State and cause a great deal of talk, but it looks as if I am going to have to prosecute these people.

"Yours sincerely,
"JOHN W. MARTIN, (Signed)
"Governor."

Criminal charges subsequently were filed against the company.

Tennessee Publishers Organizing

Tennessee publishers and printers were to meet in Nashville, July 9, for the purpose of organizing a state press association.

Insurance Firm to Advertise

The Reliance Casualty Insurance Company, Newark, N. J., is planning an advertising campaign using New Jersey newspapers, and has appointed the World Wide Advertising Corporation, New York, to handle the account.

After New Round World Record

John Henry Mears, who went around the world in 35 days, 21 hours and 35 minutes in 1913 as a special correspondent of the *New York Sun*, will attempt a new record next September, he announced this week.

O'Brien on European Trip

Frank M. O'Brien, editorial writer for the *New York Sun*, and Mrs. O'Brien sailed for abroad this week on the S. S. George Washington.

U. P. Correspondent Jailed in Spain

Emilio Herrero, United Press correspondent in Madrid, Spain, was jailed recently apparently for sending out a dispatch contrary to censorship regulations, U. P. headquarters in New York learned this week. He was released July 6, after being held incommunicado. J. H. Furay, vice-president in charge of foreign news, had not heard details of the arrest prior to July 8, when EDITOR & PUBLISHER went to press. He said he understood Herrero sent a dispatch to Bilbao to which the Spanish censors objected. The U. P. has no client newspaper there.

U. P. Man's Wife a Heroine

Mrs. Margaret Clayton, wife of William Clayton, assistant business manager of the United Press, was severely burned July 5, in saving the life of 4-year-old Myrtle Toeller of Chicago, a neighbor's child, whose flimsy dress caught fire.

Supplies and Equipment

GOSS
STEREOTYPING MACHINERY
Carried in Stock



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Don't "Pig" Metal
It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT
SLUG FEEDER
Eliminates the Metal Furnace
The Monomelt Co.
4509-19 Ravenswood Ave.
Chicago Illinois
World Bldg., New York City

Fight hot-weather fatigue

Fresh, cool, invigorating air — supplied by Sturtevant Ventilating Fans — would keep your men working at top-notch efficiency during the hot summer months.

B. F. STURTEVANT CO.
Hyde Park, Boston, Mass.
Branch Offices in Principal Cities
Sturtevant
REG. U.S. PAT. OFF
Ventilating Fans

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO — NEW YORK — LONDON

Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.



Newspaper Conveyors

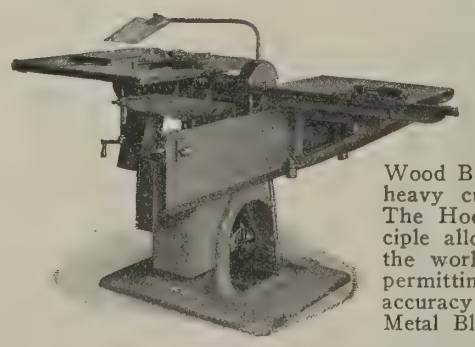
take the papers in a steady stream, as fast as the presses can deliver them, up, overhead, around corners, through a ceiling or a wall to wherever they're wanted for mailing or delivery. Eliminating waste and delay by their speedy, dependable operation they are profitable equipment for papers large or small. Newspaper plants from London to Tokio have been using them for years.

Let us tell you how you can speed deliveries from your presses.

The CUTLER-HAMMER Mfg. Co.
Pioneer Mfrs. of Electric Control Apparatus
1203 St. Paul Avenue
MILWAUKEE, WISCONSIN
CUTLER-HAMMER

The Buyers of Equipment and Supplies read the EDITOR & PUBLISHER

Hoe Combined Saw Table and Mono-Rail Trimmer



This Machine combines the advantages of the Hoe Pedestal Saw Table and the Hoe Mono-Rail Trimmer.

The Trimmer is supplied with either Style "A" Cutter Head for trimming Wood Blocks or Style "B" for extra heavy cutting on Zinc or Copper. The Hoe Patented Mono-Rail principle allows the Operator to follow the work beyond the Cutter Head permitting more speed and greater accuracy in trimming Wood or Metal Blocks of varied sizes.

IF IT'S A HOE, IT'S THE BEST

R. HOE & CO., INC., 504 Grand Street, New York, N. Y.
7 So. Dearborn Street, CHICAGO, ILL. 7 Water Street, BOSTON, MASS.

Employment—Equipment—Services

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS
(Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 1841 Broadway, New York City.

BUSINESS OPPORTUNITIES

Brokers

Have You $7,000 for Initial Payment, coupled with fair ability and some experience? If so, I have a big bargain for you. Splendid weekly paper and job plant, fast growing city of 12,000, earning large dividends. Act quickly if interested. J. B. Shale, Times Building, New York.

Omar D. Gray, the Sturgeon, Missouri, newspaper broker writes that he has a prosperous afternoon daily in Arkansas which he can sell without building for $75,000; with building $100,000—half cash.

"Texas afternoon daily $20,000—$6,000 down.

"$75,000—$40,000 cash will buy two afternoon dailies in state capital city of Middle West.

"Unusual buy in North Dakota daily.

"$100,000 morning daily on North Pacific Coast with building.

"Two real bargains in small weekly papers—one in Arkansas with average business of $700 per month, priced at $3,750 with $2,000 cash down. One in Illinois clearing $400 per month priced at $3,000 with $2,000 down.

"Good buys in weeklies and dailies in 44 states. Write me what you want and how much cash you have to pay down on a newspaper. I can please you.

"I forgot to tell my customers that I had sold the printing office at Brookville, Ky., to Forrest V. Tebbetts. The paper was owned by Mr. and Mrs. H. S. Blackerby. Paper sold for $7,500.

"I have a $20,000 deal in Ohio which is due to close on July 19, 1926.

"On my way by auto to the Southland I motored 2200 miles, met over 500 editors in two conventions and stopped at 44 print shops. I listed seven newspapers for sale, was given the opportunity to consolidate six newspapers and had four orders to buy newspapers for clients.

"I was accompanied on this journey by Dean Walter Williams of Columbia, Mo.; the best known newspaper man on earth. He was a fine companion. At Jackson, Miss., he delivered the most scholarly address on the "Seven Lamps of Journalism" it has ever been my pleasure to listen to. Williams can fill a pulpit or a lecture platform with grace and ease but he cannot fill the radiator of an auto.

"I lost seven pounds of fat on my journey to the South but the trip was worth all it cost in dollars and energy."

Western Pennsylvania Weekly, only paper in county seat of large county. Profitable business and splendid equipment. Available for $21,500 on terms. Prop. 1450x. The H. F. Henrichs Agency, Litchfield, Ill.

Interest for Sale

Interest, carrying position of business manager; Oklahoma city of ten thousand; only daily in rich and fast growing city; salary commensurate with ability; applicant should have from five to seven thousand. Address A-612, Editor & Publisher.

Newspapers Wanted

Wanted to Buy, established afternoon paper in town, 10,000 to 20,000, Middle West preferred. Address A-632, Editor & Publisher.

CIRCULATION

Premiums

Steel Coaster Wagons—A Philadelphia daily offers 10,000 (ten thousand) and numerous large families throughout the country are offering thousand lots. Parents will work on a wagon offer. Let us quote you. Circulators report a wonderful summer for kid offers. Plenty of copy. The Steel Co., Box 203, Palmyra, N. J.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

How Many New Mail Subscribers do you want? We will tell you how to get 'em and get 'em fast. A large daily secured ten thousand (10,000) subscribers on this offer. The Allbright China Co., Palmyra, N. J.

EDITORIAL

Syndicate Features

Cartoons for special editions, etc., drawn to order. Price to cover both drawing and engraving three col. six in deep, $5.75. Send in idea and copy of your paper. Guido D. Janes Service, Quincy, Illinois.

The Pittsburgh Star and St. Charles (Mo.) Cosmo-Monitor are the new customers this week. For samples of a live, alert, up-to-date service, write The Graphic Syndicate, 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

Advertising Solicitor wanted by leading Midwest newspaper in city of 40,000. Must be capable copy writer. State experience and salary expected. Address A-639, Editor & Publisher.

Classified Manager, experienced, wanted; capable of increasing three pages daily, seven pages Sunday, in the largest morning and afternoon papers in the State, with the only Sunday paper in the city of 144,000. Southwest. Submit full qualifications in first letter; age, salary, etc. *Oklahoman and Times,* Oklahoma City, Okla.

Managing Editor for the leading newspaper in a highly competitive New Jersey field. $100 weekly. In answering give full details of previous experience. Box A-622, Editor & Publisher.

Photo Engraver Wanted—The opportunity of a life time awaits the right man to take charge of a well equipped engraving plant doing a nice business in a Pennsylvania town of 100,000 drawing population and county seat. Apply to National News Service, 1328 West Lycoming St., Philadelphia, Pa.

Reporter—Vermont Daily seeks reporter with Vermont background, 22 to 32 years old. Should be capable of early growth to desk responsibilities, but genuinely devoted to reporting. Address A-611, Editor & Publisher.

Young Man wanted with thorough reportorial and good desk experience as state editor on midwest daily, city of over 30,000. Must be hard worker, able to handle telegraph copy. A-635, Editor & Publisher.

Situations Wanted

Advertising Manager—Solicitor—Alert, progressive, business and good will builder wants permanent connection with future. Nine years' experience, large and small dailies, 28, married, best references. A-638, Editor & Publisher.

Advertising—Young man with practical experience in photography, drawing, cuts, lay-outs, make-up, type, editorial work and lettering, desires advertising connection where his accomplishments will be of value. Determined to "get there". A-641, Editor & Publisher.

Circulation and Promotion Manager seeks confidential correspondence and interview with publication or combination needing new life in the direction and leadership of its circulation department.

Study this ad, it's your paper's opportunity.

The writer with years of experience, enjoys a constant flow of productive ideas; is a good leader and pusher; never hibernates; knows cost, where his figure is at all times and how to control it; accustomed to the keenest competition, yet able to eliminate lost motion in promotion; will show tangible results within ninety days and thereafter until you say "enough." Metropolitan and provincial experience.

Judicious spender, showing 100% results for your dollar.

Actual working experience covers every cog of a circulation department, consequently the applicant can immediately place his hand on any part of an organization not functioning 100%.

Location—no objection.

Salary reasonable with provision for compensation in accordance with results. Future prime thought, not a drifter.

Age 35, family, excellent health. At liberty with due notice. Excellent reference.

Now is the time to change a circulation executive to perfect your organization and show fast, sound growth. Address A-618, Editor & Publisher.

Circulation Work wanted on good reputable, reliable daily, afternoon or morning. Have experience and now employed handling city circulation of two papers, morning and afternoon. Can furnish best references. A-636, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Circulation Manager, 15 years' successful newspaper experience in all branches, now open for new connection, account consolidation, A 1 references former employers. Available at once. A-637, Editor & Publisher.

Circulation Manager, in present position seven years, desires change. Showing steady increase, A. B. C. Audits clean, know circulation from ground up. Best references from present employers. Prefer South or Southwest. A-634, Editor & Publisher.

Composing Room Superintendent wishes position where efficiency and ability are desired. Fourteen years in charge of one plant, now in charge of composing room of morning and afternoon paper. Prefer to go South on morning paper, but intend making a change, and would like to hear from manager or publisher desiring a reliable, permanent man. Can give reference. A-598, Editor & Publisher.

Editor, City, Telegraph or Managing; now employed, desires connection with larger paper; 31, married, university graduate, nine years' experience in the South, good references. Handle sports. A-640, Editor & Publisher.

Editorial and Desk Work on daily paper wanted by newspaper man of experience. Examples of headlines, special articles and editorials furnished on request. References. B-992, Editor & Publisher.

Managing Editor—Four years managing editor Staten Island Advance; two years city editor, Camden, N. J., Courier; four years, City Hall reporter Philadelphia Evening Ledger, and three years City Hall reporter and political writer Philadelphia Record, seeks managing or city editor post on afternoon daily in city of 40,000 to 200,000 population. Best of references from owners or executives of all papers. Address St. John McClean, Mt. Pocono, Pa.

Managing or News Editorship wanted by young man with unusual achievement record. Executive now on paper of 30,000 and place secure. Not cheap but capable. A-630, Editor & Publisher.

News Editor—Experienced newspaper man, employed in responsible position on editorial staff of metropolitan newspaper, desires executive place on smaller daily. Am 28, university graduate, and have spent the last 10 years in active newspaper work. Thoroughly familiar with all branches of editorial department, including make-up. A-605, Editor & Publisher.

Newspaper Man, with record of having built up two papers, wants either desk or street work. Let me show you what a live newsman can do for your paper. Prefer, Illinois, Iowa or Indiana, but would go South. A-631, Editor & Publisher.

Reporter—University graduate, journalism, wishes position as reporter on large city daily. Three years experience as reporter-editor of community newspapers. Willing to start at usual salary if opportunity is offered. R. H. Crosse, 202 South St., Woodstock, Ill.

Reporter—Four years' experience all runs. Some desk experience also. References. Ralph Kahn, 3411 North 16th, Omaha, Nebr.

Superintendent-Foreman composing room, desires change. Foreman daily 14-48 pages. Experienced all branches. Capable executive who can get maximum output. Go anywhere. A-616, Editor & Publisher.

Veteran Editor, metropolitan and interior experience, wants responsible executive or editorial position; now on New York daily. A-615, Editor & Publisher.

Web Pressman—Consolidation of two newspapers silenced an Octuple and idled the pressman. Knowing this pressman to be unusually good with experience on different kinds of web presses, we would like to see him suitably placed. Griffiths Publishers Exchange, 154 Nassau St., New York.

MECHANICAL

Equipment for Sale

Goss Comet and Duplex Flat-bed Presses for immediate delivery. Good condition guaranteed. Also several good bargains in stereotype presses and machinery. Griffiths Publishers Exchange, 154 Nassau street, New York.

Hoe Dry Mat Roller, new only one year ago. Alternating current motor, 40 seconds travel. Griffiths Publishers Exchange, 154 Nassau street, New York.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Engraving Co., 114 E. 13th St., N. Y. City.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner Fendler Branch, A. T. F. Co., New York City.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

MECHANICAL

Equipment Wanted

Duplex Tubular Press equipment wanted—must be in good condition. Sixteen page preferred. Give price, terms and date available. A-628, Editor & Publisher.

Tissue Holder and table for wet mat making wanted. Lansing Capital News.

PERSONAL

Address of John H. Litmer is 301 Houston Avenue, Evansville, Indiana.

Newspaper Properties

Bought, Sold and Appraised.
All negotiations confidential.

PALMER, DEWITT & PALMER
350 Madison Ave., New York
Business Established in 1899.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

WE WANT

Reporters
Copy readers
Advertising salesmen

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

Publishers:

We have listed several high-class Circulation Managers, also Advertising Men, Editors, Reporters and Pressmen.

Tell us your particular need and we will put you in touch with a man who we believe will meet your particular requirements.

Address Classified Department

Editor & Publisher

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

THE *Boston American* and *Boston Advertiser* are making their classified columns pay during the warm weather by printing a score or more names and addresses taken at random from the telephone and street directories of Boston and surrounding towns scattered through the classified ads. Persons discovering their names are rewarded with passes to Revere Beach amusements worth $5, upon clipping the printed name and address and presenting it at the classified department of the papers.—C. L. Moody, *Quincy* (Mass.) *Patriot Ledger.*

When members of the newly formed realty board wanted to publish their adopted code of ethics, but were unprepared to take the money out of the treasury, the *San Luis Obispo* (Cal.) *Tribune-Telegram* made up a display page, with the code of ethics top and center, and sold the remainder of the page to individual board members.—Fremont Kutnewsky.

Here's an interesting way of increasing the volume of automobile advertising in the paper. Run a spread devoted to advertisements of used cars that sell for $150 or under. Don't let any car be advertised on the page that sells for more than this sum. This would be an unusual stunt and would attract much attention.—Frank H. Williams.

Have you a telephone directory of 40 years ago? If you have, you can "ring up" a good page or section of extra business. Here's how! The page heading quoted below gives the idea clearly:

"OUR NAME WAS THERE NEARLY 40 YEARS AGO—IT IS THERE TODAY. On this page is shown a fac-smile copy of (Name of City) Telephone Directory of 1884. A comparison with today's Directory shows (Name of City) wonderful progress. When it is considered that the percentage of business failures average more than 7 out of 10 in each seven years, a keener appreciation by all (Name of City) can be felt for those business concerns whose names were in this telephone directory 40 years ago—and are still there today—growing stronger and more substantial with age. On this page are shown some of these pioneer houses, and you will be interested in looking them over."

Perhaps your local 'phone company or your public library can furnish an old directory—40, 30 or even 20 years ago will do. Lay out a strong page of this sort and sound out your pioneer business firms. They will no doubt take pride in their ability to advertise in such a page or section.—George C. Marcley, *Ogdensburg* (N. Y.) *Republican-Journal.*

A checking form is put to good use among the rural readers of an Indiana newspaper. This checking form is mailed occasionally to scattered rural readers and contains the following questions: Is delivery service satisfactory? What do you like best in the *Star*? Is there any feature you would like to have the Star obtain? Has there been any dissatisfaction on your part with anything contained in the Star? Are there any important markets we are overlooking? What can we do to make you like us better? Naturally, all of the suggestions are not practical, but the answers give the newspaper some valuable tips.—B. A. T.

Few Communists in Printing Trade

During a raid on the headquarters of the Communist Party of Great Britain in October last year the police seized among other papers, an unsigned typed document giving a list of factory groups or nuclei, which has now been printed in the "Communists Papers" issued by the Home Office. This included the names of three London printing houses, which it is stated have 17 Communist members among their 4,500 workers, while "various printing shops" have 12 Communists among 5,000 workers. The full figures show that there are few Communists in London printing trade.

International Raises Stock Rate

After an interlude of 27 years, the International Paper Company this week placed its common stock on an annual $2 dividend basis. The last dividend paid on the old $100 par common was $1 in 1899. Stockholders of record Aug. 4 will receive a quarterly dividend of 50 cents on Aug. 15.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

A CONTEST in which amateur reporters are competing to turn in the largest amount of personals and other news items is being conducted by the *Wakefield* (Mass.) *Daily Item.* Prizes are given for the weekly winners, with a grand prize to be awarded for the season. The Item declares the contest has been an unqualified success. It hoped to obtain a column of personals a day, but the results have far exceeded expectations, from three to four columns having been received daily the past few weeks. This is a contest which would be productive of good results in any town, especially a summer resort.—C. L. Moody.

In the rush of wire news the interest-compelling power of old timers' reminiscences is too often forgotten. Much of the history of every community is left reposing in the heads of elderly folks who would gladly respond to a reporter's intelligent questioning. How did your town arrive at its present status? Who fought for the first street paving? Who put in the first water supply? Who showed faith in the community's future when there was no tangible evidence of the spark of progress? Pictures, of course, would improve the stories.—Fremont Kutnewsky, California.

"Our Little Readers at Home," weekly feature on the children's page, is a circulation asset of the *London Daily Chronicle.* Each week a small head of a boy or girl is run with a few words of description, dealing with pets, games, and so on. Children are invited to send in their photos with facts about themselves, and it is stated that the first to be taken from its envelope each Tuesday morning is published.—G. F. Wilkinson, London.

"The site of the first . . ." Get pictures of the sites of the first house, store, bank, church, school, etc., and run them in a series for your readers.—B. A. T., Springfield, Ohio.

So many newspapers throughout the country have radio stations that one idea now being used by the *Worcester* (Mass.) *Telegram* might be of value. Under a box head, "Today's Best Radio Letters," the most interesting comments of radio listeners are given. The names of fans from great distances as well as local names are of interest.—R.B.S.

Departments which are run regularly as a permanent part of the paper are likely to smack of similarity unless they are brightened up occasionally, with some new cut as a heading. Changing a column cut that heads an old department from time to time, gives to the department renewed life and vigor, and attracts new readers.—C.M.L., Seattle, Wash.

A full column of summarized news in six-point type has been found attractive for use in the same place each night either single or double column headed "Just a Moment." The feature proved such a hit that hundreds of protests were received when it was left out on one occasion. None of the items are longer than 12 words.—James D. O'Neil, *Schenectady* (N. Y.) *Union Star.*

The World's Greatest Newspaper Feature Service

Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

4 page ready-print color comics.
Write for samples and rates

NEA SERVICE INC. 1200 W. 3RD. STREET, CLEVELAND, OHIO

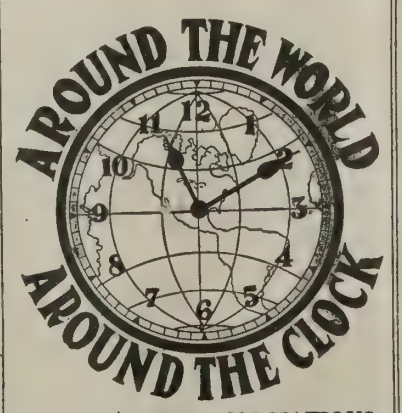
COMPLETE WIRE REPORTS FOR EVENING AND SUNDAY PAPERS

International News Service

"Get It FIRST but First Get It RIGHT"

63 Park Row
NEW YORK CITY

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

Briggs' Feature Pages

Now while you are in the midst of your campaign to break previous lineage records, let us show you how we can increase your local lineage from 50,000 to 250,000 lines during the coming six months of this year.
We create NEW business from those who do not advertise regularly—manufacturers, industrial plants, wholesalers, jobbers and others without selling expense to you. WRITE

THOS. W. BRIGGS CO.
COLUMBIAN MUTUAL TOWER
MEMPHIS • • TENN.

SMART AND SNAPPY!

SOU TO LOU

By CLARENCE GETTIER

Flapper chatter and peppy figures—furnished in 6 and 7 column strip form

The Bell Syndicate, Inc.
JOHN N. WHEELER, Pres.
154 Nassau St. New York City

How To Play **GOLF**

By JOHNNY FARRELL
Famous Teacher of That Game

24 LESSONS
Illustrated

For release daily

KING FEATURES SYNDICATE, Inc.
New York City

"Soch a Life"

By J. L. LEIBSON

A new comic dialect dialogue without a sting to any race. Weekly doses of laughter in

One Thousand Word Stories

Illustrated by the well known artist
ALBERT LEVERING

The McClure Newspaper Syndicate
373 Fourth Avenue, New York

NEW ENGLAND—



—Still supreme in Industry and Commerce!

New England is still unquestionably a great industrial area. Decade after decade has seen new industrial centers springing up here and there, but New England is still in the front rank as regards high quality machinery of all kinds, requiring the need of skilled workers. Skilled workers mean high wages and high wages naturally result in greater buying power.

In addition, New England is easy to reach and its concentration makes it easy to cover. These are among the many reasons why national advertisers place New England at the head of the list, and choose the daily papers as the most direct method to reach the buying power of New England.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun .....(E)	5,845	.03	.03
**Boston Globe .....(M&E)	287,590	.50	.50
**Boston Globe .....(S)	332,232	.55	.55
*Boston Transcript ....(E)	38,807	.20	.20
**Boston Post .....(M)	377,443	.60	.60
**Boston Post .....(S)	349,596	.55	.55
**Fall River Herald-News (S)	23,150	.06	.06
**Fitchburg Sentinel ...(E)	11,828	.06	.045
*Haverhill Gazette ....(E)	15,729	.065	.05
††Lynn Item .....(E)	16,699	.065	.05
††Lowell Courier-Citizen and Evening Leader ..(M&E)	21,918	.07	.07
**New Bedford Standard Mercury (M&E)	33,321	.10	.10
**New Bedford Sunday Standard (S)	28,806	.10	.10
**North Adams Transcript (E)	9,918	.0425	.035
††Pittsfield Eagle .....(E)	17,011	.05	.05
**Salem News .....(E)	21,398	.09	.07
††Taunton Gazette ....(E)	9,279	.05	.04
**Worcester Telegram-Gazette (M&E)	92,314	.26	.23
**Worcester Sunday Telegram (S)	51,096	.19	.16

NEW HAMPSHIRE—Population, 443,683

	Circulation	2,500 lines	10,000 lines
**Concord Monitor-Patroit (E)	5,215	.0375	.025
††Keene Sentinel .....(E)	3,887	.036	.023
**Manchester Union Leader (M&E)	29,368	.13	.10

RHODE ISLAND—Population, 604,397

††Newport Daily News..(E)	6,271	.0336	.0293
**Pawtucket Times .....(E)	27,849	.07	.07
**Providence Bulletin ..(E)	68,815	.18	(B).25
**Providence Journal ..(M)	36,416	.11	(B).25
**Providence Journal ..(S)	70,518	.18	.18
**Providence News ....(E)	29,123	.08	.08
**Providence Tribune....(E)	21,961	.10	.09
**Westerly Sun .....(E&S)	4,950	.025	.025
**Woonsocket Call ....(E)	14,508	.05	.05

VERMONT—Population, 352,428

**Barre Times .....(E)	7,112	.03	.025
††Bennington Banner ....(E)	3,144	.0125	.0125
Brattleboro Reformer ..(E)	3,370	.03	.0175
**Burlington Free Press (M)	11,234	.05	.05
**Rutland Herald .....(M)	11,038	.04	.04
††St. Johnsbury Caledonian-Record (E)	4,055	.03	.0175

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
**Bridgeport Post-Telegram (E&M)	42,743	.15	.15
**Bridgeport Post .....(S)	21,162	.10	.10
**Hartford Courant ....(M)	33,003	.08	.08
**Hartford Courant .....(S)	56,274	.11	.11
**Hartford Times .....(E)	53,121	.13	.13
**Middletown Press ....(E)	8,359	.0325	.03
††New Haven Register (E&S)	46,218	.14	.13
**New London Day.....(E)	12,054	.07	.045
††Norwich Bulletin ....(M)	12,724	.07	.05
**Norwalk Hour .....(E)	6,107	.04	.04
††South Norwalk Sentinel (E)	5,043	.04	.025
**Stamford Advocate ..(E)	10,329	.05	.04

**A. B. C. Publisher's Statement, March 31, 1926.

††Government Statement, March 31, 1926.

(B) Combination rate Daily Journal and Eve. Bulletin.

87 per cent

of *New York Telegram*
circulation today
is either in those
districts of Manhattan
where the greatest
purchasing ability
is found, or in the
business and financial
districts where the
Telegram is bought by
busy business people
bound home each evening
to these home districts
of upper Manhattan
or to the similar
close-in localities
of the other boroughs
or the suburbs

Average net paid *super*-circulation for the months of May and June, 1926, was 216,147

THIS ISSUE: HOW KANSAS CITY STAR WAS SOLD TO STAFF

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1926

SUITE 1700 TIMES BUILDING. NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 8 NEW YORK, JULY 17, 1926 By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign 10c Per Copy

For the First Time—

An advertising mat service backed by the successful experience of The Chicago Tribune becomes available to ONE publisher in every town.

JOURNALISM LIBRARY
Not to be taken from this room

Ten years ago the Chicago Tribune started to service its advertisers with copy and illustrations. Its retail lineage then was 5,582,211 lines. Last year it was 16,153,941 lines. A 300% increase in 10 years!

A Service Based on a Newspaper's Experience

This same newspaper advertising service is now being offered for the first time to other newspapers in syndicated mat form. It may write a similar story for a paper in your town 10 years hence. Only one publication in each town can secure this service. Will it be yours or your competitor's?

This service, unlike newspaper services prepared by art studios and art schools, is a proven, tested means of satisfying advertisers. All illustrations, layouts, merchandising ideas and written copy are first used by advertisers in the Chicago Tribune, where they are tested for pulling power and results. Those that are most effective are then passed into the newspaper service and prepared for general distribution to one franchise-holding publication in each town.

Twenty-eight commercial artists and ten copy and merchandising men, each a specialist in retail advertising, are employed by the Tribune in the making of this service. Only the Chicago Tribune, with its tremendous and complex organization, could undertake to produce and sell a service of this scope and quality. The difference between Tribune Newspaper Advertising Service and others is simply this: Where others can afford to use only the product of beginners, spotted here and there with a better illustration or two, Tribune service will be the product of experts in retail advertising.

40 Pages of Mats Completely Covering the Needs of Every Newspaper

Women's ready to wear illustrations in twice the quantity ever offered in a general service before. Illustrations drawn from merchandise shown on Michigan Boulevard—famous for its styles. Mats that the ready-to-wear store in your town will jump at because they are authentic, timely and like the product sold here.

Men's Wear that is one step ahead of the parade, drawn in the finest treatments by creative artists.

A score of borders to help merchants make their ads "stand out." Actually more hand-lettered headings and prices than you have ever seen before.

Scores of illustrations and ads for such institutions as department stores, furniture stores, candy and refreshment shops, groceries, florists, beauty parlors, garages, restaurants, real estate, banks, investment houses, builders, cleaners and dyers, coal, plumbing, heating supplies, radio, sporting goods, leather goods, jewelry, credit stores, the apparel stores and the thousand and one other businesses that advertise regularly or seasonally or spasmodically in every newspaper.

Not Merely an Advertising Service But a Lineage Builder

Tribune advertising service does more than just supply the advertiser with the cuts and copy he wants. It supplies you with a wealth of ideas, all of them sound. The small advertiser using Tribune service increases his appropriation as his advertising begins to produce increasingly large revenue, due to up-to-the-minute cuts and copy and the basically sound merchandising ideas for the stimulation of sales. The newspaper becomes known as a good medium.

Classified Advertising Promotion Included at No Extra Cost

There's a wealth of additional revenue waiting for every newspaper that develops classified advertising. No matter how small your town, if readers are educated to use the classified columns, they will become popular and profitable. The Chicago Tribune will include in its advertising service the promotional copy and advertisements which have helped to develop its own great classified lineage. These same ads, adapted for your use, can achieve equally phenomenal results for you. In no other service can you get classified advertising promotion of such proven value—no matter how much you might be willing to pay. Here, we include free each month more than you can use.

Get the Exclusive Rights for Your Town Now

Write, or better still, wire for the rights for your town. Proof sheets of our first issue for use during August are being mailed today to the advertising manager of every newspaper in the United States, as listed in *Editor & Publisher*. Act ahead of the crowd and sew up the franchise for your town with your paper. Remember, this service is destined to become the greatest single force for getting and holding business. First come, first served! Address

Newspaper Advertising Service of

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

THE WATERTOWN STANDARD



Northern New York's Leading Newspaper

announces effective July 1st

KELLY-SMITH COMPANY

NEW YORK CHICAGO BOSTON PHILADELPHIA

National Advertising Representatives

THE appointment of the Kelly-Smith Company as national advertising representatives marks another forward step by Northern New York's leading newspaper.

It means that from now on the Watertown Standard will be as thoroughly and adequately represented in the National Field as it is in its own Local Field.

Thus the dominant position of the Watertown Standard in Northern New York is being made impregnable.

WATERTOWN STANDARD

WATERTOWN, NEW YORK

Largest total circulation.
Largest home delivery.
Largest Department Store advertising volume.
Largest local advertising.
Largest classified volume.

Watertown, the hub of Northern New York's great dairy and paper manufacturing industries, a rich market for national advertisers.

NORTHERN NEW YORK'S LEADING NEWSPAPER

Editor & Publisher for July 3, 19

Again *in* JUNE



First!

The New York Herald Tribune is first in volume of national advertising lineage in the New York weekday morning field.

The Herald Tribune took first position for the month of March, 1926, and has held this position as well for April and May*

The Herald Tribune has entered its FOURTH CYCLE of SUCCESS.

The FIRST CYCLE came with the successful consolidation of the New York Herald with the New York Tribune.

The SECOND CYCLE appeared when the circulation of the consolidated Herald Tribune continued to show a steady growth—a growth which continues today.

The THIRD CYCLE was evident in 1925, when the Herald Tribune gained 3,218,864 lines of advertising — over 1,000,000 lines more than the combined gain of the Times, American and World.

The dominant position of the Herald Tribune in the New York morning field, as proved by its leadership in volume of national advertising published on weekdays, makes the Herald Tribune the logical keystone for any campaign designed to reach the influential people of New York, the world's greatest market.

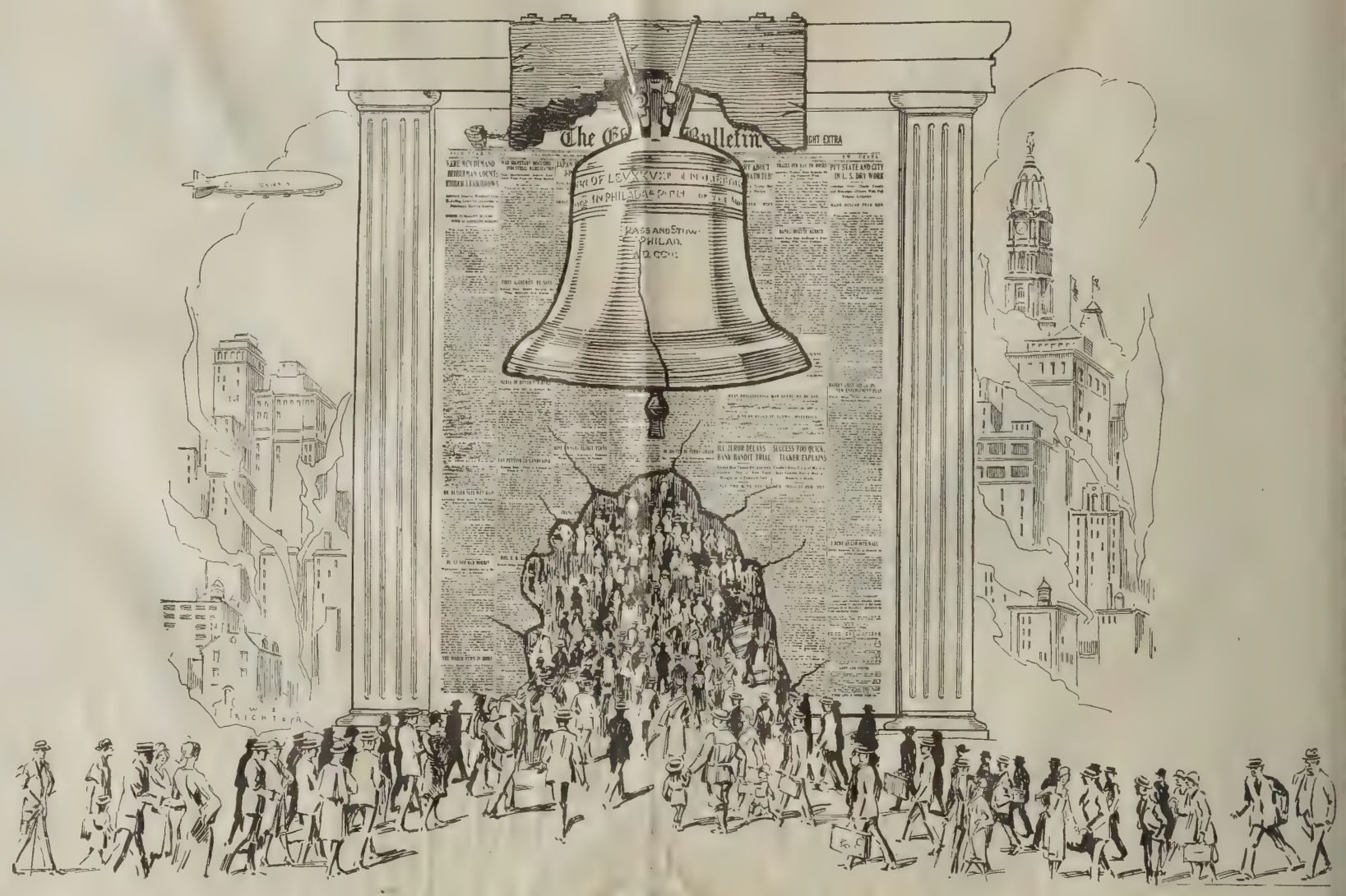
*Figures compiled by N. Y. Eve. Post Statistical Dept

NEW YORK Herald Tribune

FIRST TO LAST — THE TRUTH: NEWS ~ EDITORIALS ~ ADVERTISEMENTS

CHICAGO Woodward & Kelly, 360 N. Michigan Ave.
DETROIT Woodward & Kelly, Fine Arts Building
SAN FRANCISCO Thomas Em. ry, 618 Market Place
BOSTON Carroll Judson Swan, 933 Park Square Bldg

The Door to Philadelphia
is through
The Evening Bulletin



HERE is your chance to analyze a great newspaper's circulation at first hand. When you come to Philadelphia you will see that The Bulletin *is* the door to the Philadelphia market.

In homes where you are entertained — wherever you go — you will notice that "In Philadelphia nearly everybody reads The Bulletin."

Philadelphia's city and suburban population exceeds 3,300,000.* A copy of The Evening Bulletin reaches nearly every family in Philadelphia, Camden and Suburbs daily.

533,169 copies daily

The Evening Bulletin.
PHILADELPHIA

*U. S. Census figures give 5.4 persons to each Philadelphia family. Divide this into the 3,300,000 population in the Philadelphia retail area and compare the result with The Bulletin's daily average circulation figures;—the result will show that with The Bulletin you can reach nearly every home in America's third largest market.

(Copyright 1926—Bulletin Co.)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 59 | NEW YORK, JULY 17, 1926 | No. 8

Entire Staff Will Own Kansas City Star Sold By Nelson Trustees For $11,000,000

New Corporation Formed by Kirkwood and Chief Executives Has Its $2,500,000 Capital Oversubscribed Before Issue—Price, Second Highest in History, Includes Building and Realty

THE *Kansas City Star,* sold this week by the William Rockhill Nelson Trust to members of the Star organization headed by Irwin R. Kirkwood, president and publisher, for $11,000,000 the second great daily newspaper which has passed within seven months from the estate of its founder to the men who were associated with him in the upbuilding of the property. The price paid for the Kansas City Star, *Kansas City Times* and *Weekly Kansas City Star* included the building and realty upon which it stands and all current assets and liabilities, and it is exceeded in American newspaper history only by the price of $13,671,704.30 paid by Walter A. Strong and his associates for the *Chicago Daily News* last December.

Associated with Mr. Kirkwood will be the entire staff of the Star organization, chief of whom are: A. F. Seested, general manager; R. E. Stout, managing editor; George B. Longan, assistant managing editor; Henry J. Haskell, chief editorial writer; J. T. Barrons, advertising manager; Earl McCollum, assistant to the general manager, and Earl Robertson, foreign advertising manager.

Mr. Kirkwood will have control of the new company, but the stock plan will provide that the ownership of the Star and the Times will hereafter always remain within the organization. As stockholders pass out of their activities in the newspaper organization, their stock will be sold back to other members so that estates and those outside may never participate in the ownership of the properties.

Mr. Kirkwood, it was learned, will exercise control of the new corporation by ownership of 51 percent of the stock. In working out the plan for the organization, Mr. Kirkwood will carry deferred payments for members of the editorial and business office staffs on a 10 per cent basis. One-third cash will be the payment down, the rest to be paid over a period of eight years.

There were eight bidders for the properties, which include the Star, evening and Sunday; the Times, morning; and the Weekly Star.

The names of the bidders were withheld at their request, but it is known that seven of them were:

Frank E. Gannett, owner of the *Rochester* (N. Y.) *Times-Union* and several other New York State daily newspapers.

Senator Luke Lea, owner of the *Nashville Tennessean.*

Clyde M. Reed, owner of the *Parsons* (Kans.) *Sun.*

F. G. Bonfils, owner of the *Denver* (Col.) *Post* and formerly part owner of the *Kansas City Post.*

Walter S. Dickey, owner of the *Kansas City Journal and Post.*

Herschel V. Jones, owner of the *Minneapolis Journal.*

Mr. Kirkwood and his associates on the Star.



Irwin R. Kirkwood, president and publisher of the Kansas City Star

The appraised value of the plant, building, real estate and equipment is said to be about $3,500,000. No figure has been made available as to the value of goodwill upon which the trustees based the sale price.

The numerous elements which no doubt enter into the $7,500,000 balance of the price over the estimated physical asset value include book accounts, value of prepaid subscriptions, news and feature service contracts, Associated Press memberships, etc.

The Star's average net earnings of the past ten years are stated to have been $832,000, which capitalized on a 15 per cent basis, would place the goodwill valuation at approximately $5,546,600. Whether the trustees acted upon this or a similar figure is not known.

Announcement of the sale by the trustees issued July 12 after consideration of the several proposals, said:

"The University trustees make the announcement that Proposal No. 4 for the purchase of the newspaper properties owned by the William Rockhill Nelson Estate, made by Irwin R. Kirkwood on behalf of himself and associates, is accepted. This includes the real estate occupied by the Star building, but not the ground south threof.

"The price is $11,000,000, the purchaser assuming all current liabilities and accounts payable, all prepaid subscriptions and suits for libel, personal injury and all others arising from the operation of the newspapers. Purchaser also agrees to assume all existing editorial and commercial contracts and all unpaid taxes.

"The $11,000,000 is to be paid as follows:

"Five hundred thousand dollars deposited with the offer.

"Two million dollars on transfer of properties.

"Eight million five hundred thousand dollars at 5 per cent, payable not less than $675,000 per year in quarterly payments, said $675,000 to include interest, all secured by mortgage on the properties.

"The trustees appreciate the courtesies extended to them by the various bidders and wish to thank them for the offers they have submitted.

"William Volker, J. C. Nichols, Herbert H. Jones, University trustees, the William Rockhill Nelson Trust."

This was printed in the Times Tuesday morning. It was followed in the afternoon Star with this announcement of the new ownership's plans:

"With the sale of the Star to Irwin Kirkwood and associates, a new company is to be incorporated to take over the ownership and publication of the Star and Times. The company will be a Missouri corporation. It will be owned exclusively by Mr. Kirkwood and members of the Star staff.

"The company will be organized with $2,500,000 paid up capital stock. This stock will be sold to members of the organization. Under plans tentatively considered, the stock will be widely distributed within the organization, and the over-subscription already indicated will make an allotment of shares necessary. It will be strictly staff ownership. No stock will be offered for sale to the public.

"The plan of purchase has made the financing possible without the necessity of going outside for help. The new owners are under no financial obligations to anyone on earth. There are no strings on the Star.

"Under the new ownership the organization remains as it has been for many years: Irwin Kirkwood, publisher; A. F. Seested, general manager; Ralph Stout, managing editor; George B. Longan, assistant managing editor; H. J. Haskell, chief editorial writer.

"Arrangements for the details of the new organization are going forward as rapidly as possible."

The Star also printed the following editorial of policy:

"The Star remains the Star.

"That is the significance of the sale of this newspaper yesterday to the organization that has conducted it since the death of William Rockhill Nelson, its founder. The men now in control were Mr. Nelson's associates. Since his death they have carried on with no break in the essential policies he established.

"The record of the last eleven years, they feel, speaks more convincingly for the future than any promises. The genius of William R. Nelson made the Star an unusual newspaper—one of the outstanding newspapers of the country. His associates have sought to maintain these standards in an institution which was expanding and developing in every direction.

"The Star has stood for decency, for

(*Continued on page* 44)

G. C. WILLINGS RETIRES AS INTERTYPE V. P.

Will Return to His Former Home in Florida—Served Company 10 Years —Obtained Large Government Contract During War

G. C. Willings, vice-president of the Intertype Corporation, has announced his resignation to the Board of Directors to take effect at their pleasure but not later than Oct. 1. Mr. Willings's successor has not yet been named.



G. C. Willings

Mr. Willings will return to his former home in Florida where his personal interests have been requiring his attention for some time. He has been with the Intertype Corporation for nearly ten years. He joined the organization during the war, and was responsible for the obtaining and carrying out of Government contracts amounting to several millions of dollars. Since that time, as Executive Vice-President, he has devoted the greater part of his time to the sales organization.

H. R. Swartz, Chairman of the Board, said:

"I had known for some little time of Mr. Willings's desire to retire, and his resignation will no doubt cause regret to his many friends in the newspaper and printing industry, not only here, but abroad. He has been associated with me for nearly ten years and has been one of the main factors in placing the Intertype in the strong position it occupies today. His record of accomplishments is so well known that it hardly requires any comment from me."

WAGE SCALE DEADLOCK CONTINUES IN N. Y.

Typographical Union Number Six Refers Case to International Body—Lynch to Come to New York to Resume Negotiations

Publishers and typographers are still deadlocked in New York over the question of a new wage scale contract. The present contract expired July 1, but contains a continuing clause keeping the men at work.

Members of Typographical Union Number Six met Sunday at the Star Casino, New York, and after a quiet two hour session it was voted to refer the dispute to International headquarters in Indianapolis. It is understood James M. Lynch, union president, will shortly come to New York to resume negotiations with the Publishers' Association of the City of New York, which were adjourned July 7, after being in session since the first of June.

Leon J. Rouse, local union leader, reported to members at the Sunday meeting that the union scale committee, meeting with the owners' committee, under chairmanship of Fred A. Walker, *New York Evening Telegram,* were unable to reach any agreement.

Printers are asking an increase in wages of $6 a week and a six and a half hour day. The owners counter with request for a $2.40 a week reduction and return to the eight hour shifts.

Laredo Publisher Honored

A banquet recently was given by his friends at Laredo, Tex., in honor of Justo Penn, retiring publisher of the *Laredo Daily Times.* J. E. Hanway, of the *Casper* (Wyo.) *Herald and Tribune,* who purchased the Times, has taken charge as editor and president. J. B. Griffith is associate editor.

DICKEY BID $8,001,000 CASH

Journal-Post Owner Offered Also $100,000 Rent for Star Plant

Over the name of Walter S. Dickey, owner and editor of the *Kansas City Journal-Post* and one of the bidders for the Star, the Post last Tuesday ran the following statement:

"Believing that the public is entitled to full and complete information concerning the sale of the Kansas City Star, the Journal-Post herewith publishes in full the bid of its owner and editor, Walter S. Dickey.

"Weeks ago in discussing the impending sale, the Journal-Post stated that the Star was worth at least $10,000,000.

"Mr. Dickey's bid was in excess of this figure. He made an outright offer of $8,001,000 in cash for the newspaper property exclusive of the ground and building.

"In addition, he offered $100,000 a year for a twenty-year lease on the ground and building, with an option to buy them for the sum of $2,000,000.

"One hundred thousand dollars, the annual rental capitalized at 4 per cent, would give a valuation of $2,500,000 for ground and building, which added to his offer for the property exclusive of the real estate would make his total bid the equivalent of $10,501,000. If the $100,000 were capitalized at 5 per cent the total bid was the equivalent of $10,001,000."

A. P. STARTS PICTURE SERVICE TO MEMBERS

Press Association Now Mailing Photographs or Mats with Obits—New Members Elected — Traffic Changes Announced

Associated Press is now distributing pictures as well as news.

So far the "A. P. Biography Picture Service," as it is called, is concerned only with portraits mailed out as glossy prints or mats with advance obituaries. N. A. Huse, formerly with the United Press, is in charge. He said about 450 members were participating in the new service.

It is the first time in the co-operative news gathering association's history that any consideration has been given to picture distribution. Heretofore, members relied on commercial organizations.

Milton Garges, traffic superintendent, this week announced reorganization of the traffic department for the purpose of increasing its efficiency.

H. M. Biolo has been appointed supervisor of automatics; E. T. Wolford, supervisor of operating personnel; C. A. Price, supervisor of promotion division; W. J. McCambridge, supervisor of wire facilities and assessment division; M. Fox, supervisor of market and racing division; A. J. Culbertson, supervisor of statistics and costs. All are members of New York headquarters office.

New members of the A. P. announced this week in New York included: *Perry* (Okla.) *Journal; Childress* (Tex.) *Index; Little Falls* (Minn.) *Daily Transcript; Kingston* (N. Y.) *Daily Freeman,* effective Sept. 1; *Sunbury* (Pa.) *Daily.*

Following papers are being transferred from pony service to leased wire: *Laredo* (Tex.) *Times; Monterey* (Cal.) *Herald; Valdosta* (Ga.) *State Times;* and *Shamokin* (Pa.) *Daily News,* effective Aug. 16.

The A. P. has started a double night printer circuit from Detroit to Grand Rapids, serving the *Grand Rapids* (Mich.) *Herald;* and the *Lansing* (Mich.) *State Journal.*

Mrs. Parks Named Treasurer

The Poughkeepsie Publishing Corporation has elected Mrs. Arthur A. Parks treasurer of the company to succeed her husband who died last week. The *Poughkeepsie* (N. Y.) *Evening Star and Enterprise* will be continued under the same management.

$3,000,000 LIBEL SUIT AGAINST K. C. STAR

Former Missouri Governor Also Named in Action Brought by W. S. Dickey, Journal-Post Owner Based on Political Story in Times

Walter S. Dickey, owner and editor of the *Kansas City Journal-Post,* filed a libel suit for $3,000,000, July 8, against the executives of the *Kansas City Star* and Arthur M. Hyde, former governor of Missouri.

The suit is based upon an article printed in the *Kansas City Times,* the morning edition of the Star, July 7. Mr. Dickey asks $1,000,000 actual and $2,000,000 punitive damages.

The officials of the Star made defendants are: Irwin Kirkwood, editor; August F. Seested, general manager; Henry J. Haskell, associate editor; Ralph Stout, managing editor; George B. Longan, assistant managing editor.

The article in question quoted former Governor Hyde as declaring at a political meeting that Mr. Dickey was supporting two candidates for the senate, a wet in St. Louis and a dry in Kansas City.

Mr. Dickey's petition asserts he was made the subject of other personal abuse in the story and charges the defendants with "contriving, designing and intending to ruin plaintiff in the estimation of his friends and acquaintances and intending to provoke him to wrath and to expose him to public hatred, contempt and ridicule and to deprive him of the benefits of public confidence and social intercourse."

Mr. Dickey's newspaper is supporting David M. Proctor, dry candidate for the Republican nomination as United States senator from Missouri.

Col. George H. English was named special commissioner by Judge O. A. Lucas to hear the suit.

Taking of depositions in the case will start Saturday, July 17, at 10 o'clock in the office of Col. English.

I. N. Watson and Samuel Sawyer are attorneys for the defendants. P. E. Reeder is attorney for the plaintiff.

Depositions in the suit were taken Tuesday, July 13.

"ALL O. K." SAYS VANDERBILT

Continental Specialists Improve Condition of His Jaw

"I'm all O. K.," Cornelius Vanderbilt, Jr., informed his New York office in a letter received from Europe last week. He was referring to the condition of his jaw, for the treatment of which he went abroad June 12. Infection following a World War injury is causing him considerable trouble.

Mr. Vanderbilt declared he had left Paris for Switzerland to consult a famous specialist there and was dubious about the exact date of his homecoming. He had planned to remain away about four weeks. Dudley Field Malone, his attorney, who stood by him in the recent financial crash of Vanderbilt Newspapers, Inc., is also in Europe.

"Mr. Vanderbilt plans to re-enter newspaper work in the United States as soon as he is able," his New York secretary told Editor & Publisher.

"ON-TO-DENVER" CRY BEGINS

Clubs of International Advertising Association Preparing for 1927

The "On-to-Denver" cry has already begun.

Advertising clubs in many cities of the country are now laying plans to send delegates to the Rocky Mountain section next summer, according to New York headquarters of the International Advertising Association.

Ralph H. Faxon, president of the Denver Advertising Club, has appointed John E. Moorhead, of the Mountain States Telephone and Telegraph Company, chairman of the local program committee as the first step towards the annual convention in Denver in 1927.

Headquarters of I. A. A. recently se cut inquiries regarding preferences f dates. The majority of replies receiv up to this week favor some time betwe the middle of June and the first of Jul

THREE YOUNG EDITOR FOR CLEVELAND PRES

Thackrey, 24, Named Editor; Seltze 28, Chief Editorial Writer; Sorrells, 30, Managing Editor—Foster Joins Parker and Cook

(*By Telegraph to* Editor & Publisher)

Cleveland, Ohio, July 15.—A nouncement was made this week of t appointment of Ted O. Thackrey as e tor of the *Cleveland Press,* a Scripp Howard newspaper.

Youth is given recognition in his a pointment as well as in the appointme by Thackrey of Louis B. Seltzer as ch editorial writer and of John H. Sorre as managing editor.

Thackrey is 24. Seltzer is 28. S rells is 30. Thackrey was elevated fr the position of managing editor. He one of the youngest executives in Scripps-Howard chain of newspapers

He was a copy boy on the *Kansas C* (Kan.) *Gazette-Globe,* before going high school. Later he served as co boy and cub reporter on the *Kansas C Journal,* as reporter on the *Kansas C Star,* as editor, janitor and office boy the *Manhattan* (Kan.) *Mercury,* as st sport and market editor on the *Top Daily Capital,* as copyreader on the *K sas City Star,* night editor of the As ciated Press Bureau at Oklahoma C reporter on the *Daily Oklahoman,* ne editor of the *Topeka State Journal,* write man and finally managing editor the Cleveland Press.

His newspaper career was interru for a year, during which he served the Royal Air Force. At 15, he made a lieutenant in the Canadian ing Service. Four years ago he married to Miss Ethelyn Perkins Kansas City, Kan.

Seltzer was born, reared and educa in Cleveland. He became an office for a Cleveland newspaper when he 14. At 16 he was an assistant Sun editor, was contributing to several tional magazines and had become the ductor of a column of petty comm on news events. At 22 he became editor of the Cleveland Press, then sistant managing editor, political ed and served at various times as star porter.

He is the son of Charles Alden Selt noted author, writer of Western ta The younger Seltzer is the author o half dozen short stories for popular tion magazines and a contributor of ticles on politics, government and ta tion matters, for other publications. married when he was earning $7 a w He has two children, a boy of 11 a girl of 7.

Sorrells is 30. He was reared in H Bluff, Ark. He attended public sch there and for three years was a stu at Washington & Lee University, Lexi ton, Va. He was an instructor in Officers Training Camp in the war spent 18 months overseas. He be his newspaper career at Pine Bluff, st ing as cub reporter on the *Graphic.* acted as reporter, editorial writer, adv tising business manager and editor of Graphic. He also worked in Oklah City and Fort Worth, Texas. He been news editor of the Cleveland P since September, 1925. He is mar and has two children.

J. W. Foster, who has been chief torial writer of the Press, now beco an assistant to G. B. Parker, gen editorial executive of the Scripps-H ard newspapers and E. E. Cook, edi in-chief of the Scripps-Howard Cen group. Foster is a native of Texas. has been with the Scripps-Howard ganization for 25 years. For a pe he wrote under the name of J Wharton.

T—is for Truth—
"T" by Florence E. Shindler,
Who is hot on the trail of the crook and the swindler.

R—is for Robbers—
"R"—Holland, Lou E;
He's after them, too,
With a sharp A-D-V.

U—is for Us—
"U"—Hazel E. Barrow
Thinks fake advertisers
Are thin, slim and narrow.

T—What another!
"T"—Marshall N. Dana;
When you don't tell the truth,
Why, it gives him a pain
—ah!

H—is for Honesty—
"H" by Don E. Gilman;
When HE hears a lie,
Why, it makes him an ill man!



These delegates to the Pacific Coast Advertising Clubs convention in San Francisco last week practiced dactylology—sign language—to spell their slogan "Truth" for the *San Francisco Examiner* photographer. Florence E. Shindler was elected a vice-president from Los Angeles. Lou E. Holland is the president of the National Better Business Bureau; Hazel E. Barrow is a coast advertising woman; Marshall Dana is associate editor of the *Portland* (Ore.) *Journal* and newly elected president of the Coast Ad Clubs; Don E. Gilman is Pacific Coast advertising manager of the *Christian Science Monitor*, and retiring president of the Coast Clubs.

DANA, PORTLAND EDITOR, NEW CHIEF OF PACIFIC COAST AD CLUBS

Portland Gets 1927 Meeting—Los Angeles Club Wins Palin Cup—Gilman and Smith Given Watches—Convention Called "Snappiest Ever"

CALLED "the brainiest, snappiest" San Francisco convention in years, the twenty-third annual meeting of the Pacific Coast Advertising Clubs' Association closed Thursday, July 8, with the convention banquet and dance, at which new officers for the year were feted.

The 1927 convention city was officially selected as Portland, Ore., and the choice of Marshall N. Dana, associate editor, *Portland* (Ore.) *Journal*, as president, was confirmed by the full delegation.

Raymond P. Kelley of Spokane was re-elected vice-president for the territory of Eastern Washington; Clinton E. Reynolds of Tacoma, vice-president of the territory of Western Washington to succeed Tom Jones Parry of Seattle; Thomas King of Portland, vice-president for the territory of Oregon; Raymond Brown, territorial secretary of Hawaii, was elected vice-president for the territory represented by Northern California and Hawaii; Thomas H. Shore of San Diego was re-elected vice-president for the territory of Southern California, and Florence Shindler of Los Angeles was elected vice-president to represent the women of Los Angeles.

Praising him for his untiring work as the 1926 president of the P. C. A. C. A., the delegates, in their annual banquet in the St. Francis hotel, presented Don E. Gilman, San Francisco, with a valuable gold watch and chain.

"The convention's reaction to our making it work hard and study, rather than play, as is usual," Gilman said, "has been most satisfactory. The four days of this convention have been four days of intensive application to the problems that affect the business men of the Pacific Coast.

"Advertising men can and will help solve the problems of over-production, limited markets and sales competition, and during this convention especial emphasis has been laid upon ways and means of solution."

Advertising men from coast cities which advertise their attractions in national magazines, forming the "Pacific Coast Empire Association," met Thursday in the final hours of the convention to check their first six months' advertising against tourists and new industries which have thereby been drawn to the coast. It was decided, in view of favorable results, to continue the work of the association for another year and to devote 15 per cent of all advertising space to advertising the coast, irrespective of cities.

The following executive committee was named: Paul Shoup, San Francisco; Harry Chandler, publisher, *Los Angeles Times;* David Whitcomb, Seattle. In attendance were Don Francisco, Los Angeles; David Whitcomb; Roy Bishop, San Francisco; J. A. Eves, Tacoma; Harlan I. Peyton, Spokane; O. W. Mielke, Portland; J. R. Knowland, Oakland, and Gov. W. R. Farrington, of Hawaii.

Members of the Los Angeles delegation won the huge silver cup given by G. Herb Palin, advertising slogan writer, for the highest achievement during the year.

Irving R. Smith, advertising manager of the *Los Angeles Times* and retiring president of the Los Angeles Advertising Club, was presented a platinum watch by the Los Angeles delegates in recognition of his services to the club. Mrs. Smith was made the recipient of a pair of silver candlesticks. The presentations were made by J. G. Jeffrey, one of the newly elected vice-presidents of the Los Angeles Advertising Club.

More than half of the 1,000 delegates participated in a golf tournament on Friday, following the close of the convention, while non-players and wives of delegates were taken on sightseeing tours as guests of the San Francisco Advertising Club.

Trophies for excellence in varied branches of advertising were awarded during the convention as follows:

Better Business Bureau Accomplishment—Fresno Advertising Club.
Truth Idea in Advertising—Bon Marche, Seattle, Seattle, Wash.
Complete Campaign by Manufacturer—W. P. Fuller, Johnson Ayres Agency, San Francisco.
Department Store Advertising—White House, San Francisco.
Specialty Shop Advertising—Musa Shiya, Honolulu.
Financial Advertising—Bank of Italy, San Francisco.
Direct Mail Advertising—Mayers Company, Los Angeles.
Original Commercial Art—Otto Hassenmyer, San Francisco.
Photographic Illustrations in Advertising—Lothers and Young, San Francisco.
Evergreen Playground by Puget Sounders and British Columbians—Botsford, Constantine Agency, Seattle.
Advertising Agency Campaign for Client—Del Monte, H. K. McCann Agency.
Outdoor Advertising—Foster & Kleiber, Los Angeles.
Street Car Advertising—Haas Baruch Co., Los Angeles.
Co-operative Market Advertising—Sunmaid Raisins, Fresno.
Public Utility Advertising—Los Angeles Gas and Electric Corporation, Los Angeles.
Letter Advertising—McCord Advertising Co., Long Branch.
Typographical Composition—Oakland Branch, San Francisco Monotype Composition Co.
Campaign Farm Papers—Caterpillar Tractors, K. L. Hamman, Oakland.
Newspaper Advertising in National Campaign—Post Intelligencer, Seattle.
Agency Campaign for Client in Magazines—Jantzen Knitting Mills, Portland.
Typefounders Decorative Material—Johnck Kibby Co., San Francisco.
Commercial Printing—H. S. Crocker Co., San Francisco.
Store Display Advertising, Schmidt Litho. Company, San Francisco.
The committee on awards was as follows: Dave S. Mathews, Martha K. Lock, Walter J. Mann, Charles Stafford Duncan.

STUNTS CONTEST

For clubs of 300 members and up:
Seattle Advertising Club,
"When Doctors Disagree."
For clubs of 299 members and under:
Tacoma Girls' Junior Advertising Club,
"The Ad-Maid Cinderella."



Governor and Mrs. Wallace R. Farrington, of Hawaii, wearing leis at Coast Advertising Clubs Convention.

COAST CLASSIFIED MEN ELECT H. J. HARRISON

S. F. Daily News Man President of Coast Ad Clubs Departmental—Mrs. Robertson Wins Trophy for Speech

The first Classified Advertising Conference on the Pacific Coast was held as a departmental of the Pacific Coast Advertising Clubs' Convention in San Francisco, July 7, managers from Western dailies as far apart as the *Phoenix* (Ariz.) *Republican* and the *Bremerton* (Wash.) *Searchlight* attending.

The first act of the departmental chairman, J. A. McDonald, of the *Oakland Tribune*, was to propose a permanent organization and open nominations of officers for the ensuing year. H. J. Harrison, *San Francisco Daily News*, was

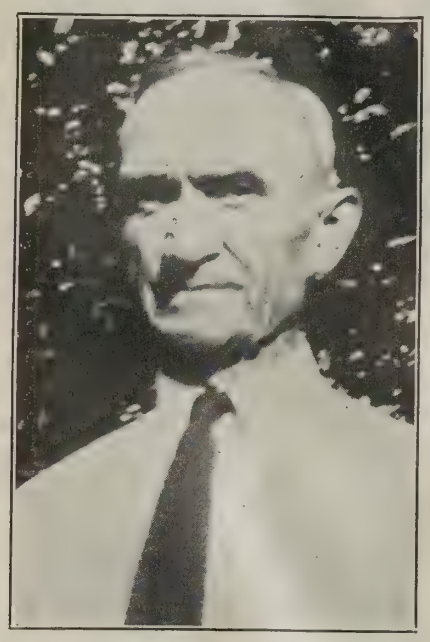
(*Continued on page* 48)

EDITOR FACES JAIL IN QUEER CONTEMPT CASE

Made Penniless by Alleged Political Tyranny, Unable to Appeal to Supreme Court—Indiana Courts Rule Truth No Justification—Newspapers Expose Remarkable Facts

UNLESS funds can be raised for his defense George R. Dale, editor of the *Muncie* (Ind.) *Post-Democrat,* a weekly paper, will serve a 90 day term in the State Penal Farm and pay a fine of $400 for alleged contempt of court.

The man has exhausted his resources in his fight and is penniless. His home, his paper and a $15,000 bank balance



George R. Dale

have been wiped out. He is the father of seven children, ages ranging from two to 24 years. He wanted to carry his case to the Supreme Court of United States on the constitutional ground that truth is justification for the publication of political information—denied by the Supreme Court of Indiana following the man's conviction by Judge Clarence W. Dearth.

The Dale case has aroused national indignation. The *Chicago Tribune, New York World* and other newspapers have been featuring it this week. It is the most sensational Ku Klux Klan case that has ever involved a newspaper man.

For four years Dale has been fighting the Klan in a country that was almost completely committed to the hooded order. The local judge who sentenced him was elected by the Klan vote. The prosecutor and other local officials whom he condemned are Klansmen. The Post-Democrat is a fighting paper.

Editor Dale told his story this week in an appeal to the American people for justice. His statement follows:

"Facing a ninety-day sentence of imprisonment on the State Penal Farm at Putnamville, imposed by a Klan Judge because of the publication of an alleged contemptuous editorial, I am submitting my case to the greatest tribunal on earth, the people of America.

"Indiana four years ago became infested with the Klan plague. My Muncie newspaper, the Post-Democrat, fought the Klan from its inception, but nothing could stay the epidemic. Muncie became the hotbed of the Klan and the incubator of Kleagles who were sent out to sow dissension, strife and hatred in other communities.

"The administration of the affairs of the City of Muncie and Delaware County was taken over bodily by the Klan, practically every public official becoming a member of the vicious conspiracy to convert the Constitution of of Indiana and the Constitution of the United States into a mere scrap of paper.

"In March, 1922, while walking on a public street in Muncie, in company with my eighteen-year-old son, I was attacked by three black-masked armed Klansmen. A battle followed, and through sheer luck I was enabled to wrest a revolver from one of the men and shot him through the abdomen.

"Another then blackjacked me, and my son was terribly beaten over the head by the third miscreant. Hastily throwing their wounded comrade into their closed automobile, the men drove away.

"Although it is practically certain that the man who was shot died from the effects of the wound, the affair is still shrouded in mystery.

"The Grand Jury was in session at the time, but the Prosecuting Attorney, a member of the Klan and later an Ohio organizer of the order, made no effort whatever to investigate, and three policemen who made an honest effort to run down the criminals were discharged from the force.

"The Mayor, then a Klansman, was given orders in a Klan meeting to dismiss the three officers. These orders were given by the Prosecuting Attorney and a Deputy United States Attorney, who was later dismissed from the Federal service for this act.

"The Klan Sheriff named 400 deputies, all Klansmen, who openly patrolled the streets wearing automatics in armpit and side holsters. My life was threatened every day because of the Klan exposures in my newspaper.

"I was compelled to go armed and was arrested for carrying a concealed weapon and convicted by a Klan jury.

"I was next arrested on a framed up liquor charge on an indictment returned by a Klan jury. I charged a frame-up and declared that the Judge, Grand Jury, Jury Commissioners, Prosecutor, Sheriff and city police belonged to the Klan.

"For publishing this truthful editorial I was cited for contempt and in the presence of a cheering mob of Klansmen and Klanswomen who packed the courtroom to the doors, was sentenced to the Penal Farm for ninety days and fined $500.

"I was thrown in jail and kept there three days before bond was accepted. I was released and immediately rearrested. The court held the answer in the first contempt case to be direct contempt.

"Another three months' prison farm sentence and another $500 fine was the result.

"I remained in jail nine days and was then taken to the State Penal Farm and put to work in a tile ditch. Three days later I was released by a Supreme Court order, but during my absence from Muncie was again indicted, this time for libeling the distributor of a Klan newspaper. Later I was convicted by a Klan jury on the libeling charge and given another five-month sentence.

"The cases were all appealed. One of the contempt charges was reversed and the other affirmed. The libel case is still before the Supreme Court.

"In my verified answer in the case which was affirmed I averred the truth of the editorial and offered to prove it in court. This was denied and the Supreme Court declared the truth was no defense.

"I am now seeking a review of this case before the United States Supreme Court. If the truth is no defense the press of America is in a strained position."

Orville Dwyer, writing for the Chicago Tribune, revealed the Indiana Supreme Court's decision, as follows:

"Appellant says in his answer that the statements made in the alleged contemptuous article are true. . . . It is not a justification for contempt . . . even though it be shown that the article published were true, if it in any way hindered the orderly process of the court and brought it into contempt before the people.

"It is no excuse for one charged with criminal contempt predicated upon an article published in a newspaper that the article in all respects was true. . . . The truth of an article is not a matter of defense, neither is it a defense to show that there was no intent to commit contempt. Such answer is insufficient to purge the contemnor of guilt."

Attorney William V. Rooker, after the decision was made, sought by a petition to amend the petition of errors originally filed, to get a rehearing. In this petition he set forth that the original sentence was wrong and unlawful since it had been passed upon Dale at a time when, this petition contended, the law had broken down in Muncie and Delaware county, when neither the law of Indiana nor the constitution of the United States was functioning.

The attorney set forth that the Ku Klux Klan had set up a super government not based on any law, and he set forth that Judge Dearth, at the time was not a judge of the court because his Klan oath superseded his oath of office.

Attorney Rooker is going ahead with his preparations to take the case up to the United States Supreme Court. If funds are forthcoming it will be taken up. If not then Dale must go to the Penal Farm.

Some efforts have been made in Indiana to raise the money, but so far not much success is promised. All who have any hand in the case, and many are interested, say the Klan is too strong in Delaware County.

EDITOR DALE'S ATTORNEY OUTLINES LEGAL ASPECTS OF CASE

By WILLIAM V. ROOKER

Indianapolis Attorney, Counsel for George R. Dale

Written for Editor & Publisher, *by request of the editor*

THE facts in the case of George R. Dale, editor of the *Muncie* (Ind.) *Post-Democrat* are as follows: Mr. Dale was committed to jail in Delaware County on the order of Judge Clarence W. Dearth for the publication of an editorial charging that the court and the grand jury were controlled by the Ku Klux Klan.

The editorial was based upon Mr. Dale's indictment on the charge of violation of the prohibition laws. The editor asserted that his indictment was the result of a Klan conspiracy and later the indictment was dismissed for lack of evidence. Dale's editorial appeared pending the indictment.

On information filed by the prosecuting attorney the editorial was exhibited to the court and a writ of attachment was sought. The information was sustained and Dale was found guilty of contempt of court. The defendant in his answer to the contempt charge had pleaded the truth as justification and this plea, the judge held, also constituted contempt and for its presentation to the court Mr. Dale was convicted, fined $400, and ordered committed to prison for 90 days.

When the case was appealed to the Indiana Supreme Court the conviction based on the defense plea of justification was vacated, but the other conviction, based upon the publication of the editorial, was sustained.

In its opinion and judgment the Supreme Court held that the editorial tended to prejudice the court's decision of a pending case and that truth of allegations in an editorial was not a defense. The Supreme Court also held that the trial court had proceeded in the exercise of an inherent power in the case against Dale.

Obviously, the law questions for review are reducible to two categories: (1) Those bearing on inherent judicial power and (2) those bearing upon denial of truth as a defense. In seeking relief upon review in the United States Supreme Court the preliminary issue, in order to establish jurisdiction, is: (1) must federal questions appear in the record as a matter of fact or (2) may federal questions appear in the record as a matter of law.

Mr. Dale did not set up his federal rights as a matter of fact but contends they appear as a matter of law. A case written by Mr. Justice Holmes appears to hold that the issue of a federal right may appear in a record as a matter of law.

On entering Mr. Dale's service I petitioned the State Supreme Court to reopen the case and admit presentation of the federal questions as a matter of fact, if the court should hold the questions were not already in the record as a matter of law. The court denied this petition on the ground that it came too late, but the court made the petition a part of the record in the case.

Mr. Dale's long struggle to rescue his community from Klan control has reduced him to penury. If he can raise money to defray costs and expenses an attempt will be made to have the United States Supreme Court review the case. Otherwise, his only possible relief will be pardon and that relief will allow the judgment of the State Supreme Court to remain effective as a precedent.

"MISS AUSTRALIA" PLANS VISIT

Sydney Guardian Is Host to "Most Beautiful Girl" on U. S. Tour

Miss Beryl Mills, selected by a committee of artists as the most beautiful girl in Australia, will leave Sydney July 28, for a three months' tour of the United States, her expenses being paid by *Smith's Weekly* and the *Daily Guardian* of Sydney. Landing at a Pacific port, Miss Mills will travel eastward until she arrives in Atlantic City at the time of the annual "Miss America" tournament. It is understood that she will not participate in the American competition.

Miss Mills was selected after a six months' contest by the Sydney papers, the Guardian printing two photographs daily. She is 19 years old, a graduate of Perth University, where she starred as hockey player and swimmer.

Fletcher Catches Huge Bass

Fred C. Fletcher, rod and gun editor, *New York Herald Tribune*, caught a 49¾ pound channel bass at Chincoteague, Va., July 7. Fletcher presented the fish to Porter Caruthers, assistant business manager of the Herald Tribune, who turned it over to the New York Advertising Club. The bass was served at luncheon at the Advertising Club on Monday, July 12 to about 60 men.

KERNEY TELLS WILSON'S RELATIONS WITH PRESS

Trenton Editor's Book on War President Cites Many Newspaper Incidents—His Gubernatorial Candidacy Forced by Newark News—Few Washington Writers in His Confidence

By JAMES MELVIN LEE
Director, Department of Journalism, New York University

MANY interesting sidelights on the late President Woodrow Wilson's relation with the press during his pre-Presidential days and during his eight years at the White House are contained in "The Political Education of Woodrow Wilson," written by James Kerney, editor and publisher of the *Trenton* (N. J.) *Times and State-Gazette.* The volume has just been issued by the Century Company.

Kerney's book is the most illuminating volume about Wilson that has appeared. He maintained Wilson's confidence from the first Trenton tip until the obit was penned in Washington—something unusual for a newspaper man. Woodrow Wilson felt as free to ask a publisher to fire a reporter as he did to request the resignation of a cabinet officer. Consequently, few, if any, of the newspaper men, with the exception of Kerney, ever finished an assignment.

Mr. Kerney personally covered Wilson's New Jersey political course and was often a special correspondent for the postgraduate course at Washington. Throughout the volume he is both a reporter and an interpreter of the political progress made by Woodrow Wilson. He lets his story run for 500 pages.

Critical appreciation of "The Political Education of Woodrow Wilson" belongs to the literary editor. Obviously I am limited in my comment to those passages relating to Wilson and his relations to the press.

Wilson was especially fortunate in magazine friendships. Walter H. Page, who edited the *World's Work,* was both counsellor and friend. Robert Bridges, who edited *Scribner's,* had been a student of Wilson's at Princeton. Richard Watson Gilder, intimate friend of Grover Cleveland and editor of *The Century,* was favorably disposed to Wilson. Colonel Harvey, who was in executive control of both *Harper's Weekly* and *Harper's Monthly,* was also editor and owner of *The North American Review.* It was Harvey who first in an editorial way suggested Woodrow Wilson for President of the United States. This magazine backing is emphasized in the second chapter of the book.

To the *Newark Evening News* credit is given for forcing a decision of whether Wilson would accept the nomination to head the gubernatorial ticket in New Jersey (page 47). Edward W. Scudder, editor of the News, had been a student under Wilson at Princeton. (page 82). On the page last mentioned Wilson is quoted as saying that "the only newspaper he found time to read was the *New York Evening Post.*" It would be interesting to know how the Evening Post was enlisted to "help convert Wilson to stand by the primary expression for Martine." The Evening Post gets another puff (page 131).

The assertion is made (page 158) that the *Trenton True American* was kept alive for the purpose of helping to stimulate the Wilson campaign. An interesting controversy with Colonel Watterson of the *Louisville Courier-Journal* is given somewhat in detail (page 170). A bill of particulars would be interesting on how Louis Wiley, business manager of the *New York Times,* "found many ways of being helpful" (page 151). Mention is made of the fact that in the closing days at Trenton Wilson displayed unusual irritation at the newspapers and transformed his former policy from pitiless publicity to the closed door (page 262).

At both Trenton and Washington, according to Kerney, Tumulty was the shock-absorber in handling the press. It was Tumulty who at Wilson's suggestion penned those notes of appreciation to newspaper editors. The assertion is made (page 264) that Wilson until he became governor had never been much of a reader of daily newspapers. To understand Wilson's attitude toward the press the speech which he once gave to correspondents (page 329) might well be re-read.

Kerney thus sums up the situation:

> At Washington, Wilson originated the system of news-gathering by conference; that is, daily or bi-weekly meetings with the President and cabinet officers for the correspondents. I was at the first gathering. Wilson, with a stenographer at his elbow to record all questions and answers, stood at his desk and awaited the firing. It did not prove a very fruitful way of news-gathering, and at the first opportunity he abandoned the idea. For the major portion of his two terms in the White House he was seen less by newspaper people and confided less in them than any President since Cleveland or Harrison. Wilson did not enjoy the conferences with the correspondents. They had to fence with him all the time, and whether they got any information was a matter of luck in pot-shotting. There was always a very cool reserve, and Wilson gave the impression that he was the best judge of what was good for the newspapers to have. He was saving mankind, and he would let the world know about it in his own good time. He certainly did not believe in government by newspapers, and it was his policy that the newspapers should not know of any transaction until it was an accomplished fact. Back of his attitude of reserve there seemed to be a mistrust of newspapers, not so much the correspondents or reporters, but the owners, who already had too much power for selfish purposes and needed to be put back in their proper places.



James Kerney

While speaking of newspapers I may say that Kerney did excellent work during the eight months of 1918 when he was in Europe as Director of American Information. It was no easy task to interpret to Europe the idealism of Wilson and the magnitude of the American war effort (see insert between page 416 and 417). About the only way Kerney could get a comprehensive review of the magnitude of American preparations to Europe centers was through the *London Times* owned by Lord Northcliffe. In this work he was ably assisted by Sir Pomeroy Burton, an old New York newspaper man.

One of the most interesting sections of the book is where J. Fred Essary, Washington correspondent of the *Baltimore Sun,* was chosen as an unofficial spokesman to acquaint Vice President Marshall with the call that might be made on him at any moment to take the Presidential oath after Wilson had been found in a semi-conscious condition, prostrate on the bathroom floor of the White House. For the details of this historic incident Kerney gives credit to Richard V. Oulahan, editorial director of the Washington bureau of the New York Times.

Wilson in the days when he taught at Wesleyan University was especially interested in the periodical press. To it he was an occasional contributor. During the years that he resided at Middletown, Conn., he was a great reader of New York papers. Just what caused him to lose interest in the newspaper press Mr. Kerney does not say. Frankly, I was hoping that the book would say something about that composite newspaper made up from clippings from some twenty odd newspapers throughout the United States and placed before Wilson by Tumulty. From Tumulty I once tried to get a list of those papers that were so extensively clipped for the President's use, but for "reasons of State"—or something like that—the list never came through.

Wilson was especially fortunate in the way news about himself was handled not only by the newspapers but also by the magazines. Walter H. Page, as Mr. Kerney points out (page 131), had William Bayard Hale write a series of articles for The World's Work and gave his reasons as follows: "The New York Evening Post still praises you and I observe that *The Commoner* decorates you. These are bad omens and I think it is high time some corrective influences were set at work." Page guaranteed what appeared in The World's Work was "warranted to keep the witches off and to restore a proper balance." Hale did a first-class publicity job for Wilson and really became the successor of Harvey as Chief of the Propaganda Section. Another newspaper man who greatly aided Wilson was Charles Reade Bacon of the editorial staff of the *Philadelphia Record.* He had been a satellite of Wilson's throughout the gubernatorial campaign. At the close he compiled a book of speeches by Wilson that was published by Doubleday, Page & Co. Indeed, Hale's book about Wilson was excellent propaganda.

Page was thoroughly convinced that the press was the best instrument to correct the erroneous impression that Wilson was an impractical theorist. The method adopted was a Western trip with Wilson's speeches at strategic points. Possibly Page was influenced by the whimsical remark of the New York wit, Job Hedges, "The man who hires the hall is the man who makes public opinion." To manage this trip and to take care of the publicity Page selected an old *New York Herald* man, Frank Parker Stockbridge, who at a later time became managing editor of the *New York Mail.* Stockbridge shrewdly planned that all the speaking engagements should be with civic organizations, non-political in character, in order to keep Wilson free from the factional quarrels then dividing the Democratic party. Stockbridge did a fine piece of work; it was that Western trip which brought those effective telegrams at the right moment at Baltimore to turn the tide Wilson's way. Throughout the trip Wilson had been "first page copy everywhere." "No opportunity was lost to get for Wilson the maximum amount of publicity."

The following quotation is a summary of the promotion work to sell Woodrow Wilson to the American people:

> McComb's first Wilson headquarters were located at 42 Broadway, New York, and attention at the outset was devoted to distributing the speeches of Governor Wilson and to answering letters. Maurice F. Lyons, energetic assistant to McCombs, carried on most of the work. McCombs devoted himself largely to begging money. Stockbridge, who had accompanied Wilson on the Western trip, continued to have direct charge of the propaganda for newspapers. As the work increased in volume, Walter Measday, a newspaper reporter, was engaged to accompany Wilson on all his speech-making tours and to see that he got plenty of personal publicity. When McCombs appealed to William Gibbs McAdoo, another Southern lawyer who had attracted attention by his promotion of the first rapid transit railroad tubes under the Hudson River, McAdoo not only made a modest contribution but manifested a readiness to come aboard. McCombs gladly accepted him. McAdoo at the time knew Wilson casually, but the McAdoo railroad promotion had many New Jersey political angles. At McAdoo's suggestion, Byron R. Newton, head of McAdoo's publicity, who later became assistant secretary of the treasury and collector of the port of New York, was added to the Wilson New York headquarters propaganda staff. McAdoo, McCombs, and Oswald Garrison Villard later met regularly to plan the general promotional campaign.

Mr. Kenney, in speaking of Wilson's relations with Washington correspondents, admits that Wilson had a fondness for Louis Seibold of the *New York World* and for Arthur J. Sinnott of the Newark Evening News. But he adds, "the great bulk meant nothing to him." A little later the admission is made that Wilson's failure to give these correspondents that same measure of confidence and help that had been customary with previous Administrations was influential in setting the tides of sentiment against him at the time when he most needed support. Trite but true is Kerney's remark, "Newspaper men after all are human beings and those at Washington are the pick of the land." Yet this "pick of the land" never had Wilson's confidence.

"Sometimes they believed he concealed things out of hidden motives, and they naturally resented the intellectual contempt that Wilson more than once showed toward the profession." Wilson in the White House gave his confidence, so Mr. Kerney says, to no one in the newspaper world and was relieved when the war afforded an opportunity to kill the press conferences. One or two attempts made to resume them met with Wilson's opposition, for his heart was not in them and he preferred to be let alone. The tragedy is that he never seemed to realize how difficult he made the situation not only for himself but also for the Washington correspondents.

Mr. Kerney, of course, gives considerable space to the editorial attitude of William Randolph Hearst toward Wilson. He has numerous references to the activities of his own paper, the Trenton Times. Next to Harvey he gives Villard, then of the New York Evening Post credit for the "greatest nation-wide impetus to the boom" to put Wilson in the President's chair. He quotes Herbert Bayard Swope of the New York World on Wilson's domestic program, but he says nothing about the close relations that existed between Wilson and Frank I. Cobb, editor of the New York World.

In view of the close association between Wilson and Kerney it is most surprising that the latter could produce such an unbiased book as "The Political Education of Woodrow Wilson." Only a newspaper man trained to get facts could have turned the trick. Of course the volume contains some suppression of important incidents; whether these sins of omission are intentional or otherwise only Mr. Kerney can say. But in spite of these slight defects Kerney's volume is, as I have already pointed out, the most illuminating book about the public life of Woodrow Wilson that has as yet appeared in print.

Editor and Staff on Vacation

Hopkinton will be without its *Leader* this week. Editor W. S. Beels decided that after a quarter of a century of continuous publication the community can go without the paper one week while the force enjoys a vacation. The editor and his family are on an outing in Minneapolis.

SOUTHERN PROSPERITY SEEN IN FACES OF S.N.P.A. MEMBERS



"Ladies, please be seated. Tall gentlemen to the rear; some of you-all please come down in front. That's it. Now, a few of you gentlemen at the ends come down here and sit on these newspapers we've spread. That's fine. Now, everybody smile. Hold it!" And so the official photographer of the Southern Newspaper Publishers' Association spent his annual bad quarter hour lining up the members and guests for their picture on the porch of the Grove Park Inn at Asheville, N. C., last week. It was hot under the noon sun. Luncheon was long since ready. The golf links at the foot of the hill called for the annual tournament, but the panoramic camera finally ended its turntable tour and everybody looked natural again. The photographer did a good job and it's easy to recognize yourself and your friends above. No trouble at all to find President John A. Park, standing from the left in the second row, nor Mrs. Park, seated at his right hand. At Mr. Park's left stands W. A. Elliott of Jacksonville, a past president, and diagonally above Mr. Elliott's left shoulder is a group of S. N. P. A. "old reliables," including E. B. Jeffress, *Greensboro News;* A. F. Sanford, *Knoxville Journal;* A. G. Newmyer, *New Orleans Item-Tribune;* Urey Woodson, *Owensboro Mes-*

COST IGNORANCE HERALDS DISASTER SAYS PARK, NEW S. N. P. A. PRESIDENT

Advocates Simple Accounting System to Give Publisher Accurate Day-to-Day Information—Direct Benefits from Such Data Cited

LACK of information on the day-to-day course of business has brought about the ruin of more established newspapers than any other cause, in the opinion of John A. Park, publisher of the *Raleigh* (N. C.) *Times* and newly-elected president of the Southern Newspaper Publishers Association. That body, at its annual convention in Asheville last week, heard Mr. Park, then chairman of its business office affairs committee, emphasize in detail the value of accurate records to the newspaper publisher and the unnumbered benefits that the industry might gain by collected records covering operations of several hundred newspapers.

"Many a newspaper now dead would not have failed had its management realized the importance of knowing what they were doing from day to day," Mr. Park said after the meeting. "The publisher was usually a man of small affairs in other times. He could accurately judge the state of his business by the size of his daily bank balance, but the newspaper business of today is not controllable by such simple means.

"Not that I advocate intricate systems of accounting—I don't. All that I mean is that a publisher should work out in his own mind the information he wants on the conduct of his business. When he knows that he can employ any competent auditor in his town to set up a system and accounts that will deliver that information without delay whenever it is called for. When we get enough newspapers aware of the value to themselves of such records in their daily affairs, we can think of a uniform system.

"There is no doubt that such comparative records as are now available are immensely valuable to newspapers that can use them. Our committee in the past year compiled data on a number of S. N. P. A. newspapers and we have also given our members the latest comparative records prepared by the Inland Daily Press Association, which has been striving for a uniform system of accounting for several years.

"Just as a minor example of what such information can do for a publisher let me cite a case in my own operations. Our pressroom force asked for increased wages some time ago. We knew that we were paying as much as we could afford, but we knew also that the pressroom would not be greatly impressed by a bare statement to that effect. We took records of several other cities of simila size and of papers having about the sam pressroom operations as we have. W found that we were paying not only u to the average pressroom wages of thes cities, but considerably more. When w took this information into the meetin with the pressmen, they withdrew thei demand.

"In the Raleigh Times office we wor under a budget and we can trim expense to meet any emergency. A year or s ago, when business conditions gave n indications of the advertising flood c the past few months, we took stock c our operations and recalled our wartim experiences. Our department heads too their reckonings into a conference an we made plans for an immediate cut i expenses if business declined. We wer prepared to take immediate action—nc a retrenchment program spread over si months. Happily, we have not had th opportunity to apply our plan."

Mr. Park, who has been manager c the Raleigh Times since 1910 and owne since 1911, began his newspaper caree as a reporter on that paper during col lege vacations. Of course, he had bee a newsboy, too, starting in 1898, whe he was 12 years old. Near Raleigh wa one of the concentration camps of th Spanish-American war troops and youn John, red-headed and freckled-faced, n doubt found a ready market for his news papers along the tented streets. Wit the war over and troops disbanded, h returned to high school and in 1905, whe 19 years old, he was graduated fror North Carolina State College as Bachelor of Engineering.

He taught mathematics for thre years at the state college—possibly hi present fondness for business record traces to this early training—the studied art in Paris and more engineer ing at the British school in Kensingtor Mixed in with this searching for trut in art and science was a period of cow



Mrs. Park Was Present When the Nominating Committee's Surprise Choice of Her Husband for the Presidency Was Unanimously Ratified by the Membership

GROUPED FOR ANNUAL PANORAMA DURING CONVENTION WEEK



senger; and James M. Thomson, *New Orleans Item-Tribune,* whose hands rest on the shoulders of George Lucas, secretary of the American Publishers' Conference. Just to the right of the first pillar on the other half of the cut are Clark Howell, Sr., *Atlanta Constitution;* Walter C. Johnson, *Chattanooga News,* retiring president and new chairman of the board; and Victor H. Hanson, *Birmingham News.* Second from the right in the row behind the chairs is L. K. Nicholson, *New Orleans Times-Picayune;* and fourth to his right is C. P. J. Mooney, *Memphis Commercial Appeal.* At Mr. Mooney's right is Harvey J. Kelly, chairman of the A. N. P. A. Special Standing Committee, over whose shoulder peers A. E. Clarkson, *Houston Post-Dispatch.* At the extreme right of the rocking-chair fleet is Mrs. Harvey J. Kelly, and behind her chair stands Don S. Elias, publisher of the *Asheville Times,* who with Charles A. Webb, *Asheville Citizen,* second to his left, was host to the visitors. At Mr. Elias's right stands Wiley L. Morgan, *Knoxville Sentinel,* and secretary-treasurer of the S. N. P. A. At the extreme right of the picture modestly glances U. L. McCall, Southern division manager of the Associated Press.

punching on a ship bound from New York to Liverpool.

He went with the Raleigh Times in 1910, and, in company with other members of his family, bought the paper the following year. On his return home he engaged actively in local affairs, served seven years in the National Guard, first as an infantry officer and then in command of a military band. During the war, when his family responsibilities made military service a remote possibility, he threw his musical talents into direction of community singing, then a popular and well-employed device for maintaining public morale. He has been a director, vice-president, and president of the Rotary Club and Chamber of Commerce and has been active in other civic affairs.

Mr. Park's four children, all born in Raleigh, are destined to inherit the Times, but not through white-collar service in the business office. The oldest boys now work around the shop after school, hustling papers, cleaning up the pressroom and doing a hundred and one other jobs that might be called janitor work. The oldest boy in this manner has earned enough money to go to camp this summer and his savings, $400, have been invested in stock of the Times Company.

TENNESSEEANS ELECT ROOKS

State Press Reorganized at Meeting in Nashville

Reorganization of the Tennessee Press Association to make it state-wide was one of the accomplishments of the annual meeting held in Nashville, Friday, July 9. The following officers were elected: President, C. W. Rooks, Humboldt; first vice-president, David Lynch, Winchester; second vice-president, Joe Holbrook; secretary, Hammond Fowler, Rockwood; treasurer, E. A. Andrews, Chattanooga. Mr. Rooks is president of the West Tennessee Press Association.

Visiting newspapermen were entertained at luncheon by the Bond-Sanders Paper Company.

C. R. Russell, representing the Southern School of Printing, told of the work of that institution. He said a building for training students will be erected in West Nashville.

FOUR A GROUP AT ASHEVILLE



Members of the Southern Council of the American Association of Advertising Agencies photographed at the S. N. P. A. meeting last week in Asheville, N. C. From left to right: F. M. Bell, E. Katz Special Agency; Henry Tritchler, Nelson Chesman & Co., Chattanooga; W. R. Massengale, Massengale Advertising Agency, Atlanta; J. B. Keough, John M. Branham Company, Atlanta; B. E. Wyatt, Johnson-Dallas Company, Atlanta; James O'Shaughnessy, Executive Secretary A. A. A. A., New York; E. E. Dallas, Johnson-Dallas Company, Atlanta; Jesse Whitely, Cecil, Barreto & Cecil, Inc., Richmond; S. G. Little, *Asheville Citizen;* Ernest H. Abernathy, Southern Manager, Charles W. Hoyt Company, Inc., Winston-Salem; H. N. Kirby, E. Katz Special Agency, New York; A. E. Christoffers, Bryant Griffith & Brunson, Atlanta.

I. A. A. IS PREPARING NEW FINANCIAL PLAN

Francis Sisson, New Treasurer, Has Made Study of Organization's Budget, and Will Suggest Revision of Services at Committee Meet, July 22

A new financial plan for the International Advertising Association, formerly the Associated Advertising Clubs of the World, has been formulated by Francis H. Sisson, vice-president of the Guaranty Trust Company, New York, and new association treasurer. It will be presented in detail before the first meeting of the recently elected executive committee to be held at the Advertising Club of New York, July 22.

Full details of the new plan were not made public this week at association headquarters by Earle Pearson, manager. He said, however, that Mr. Sisson's plan provided for elimination of non-productive activities of the association, and intensification of field work among advertising clubs throughout the United States.

It will be suggested to the committee that Associated Advertising, the association's monthly house organ, be scrapped, and the $18,000 it costs the membership annually be turned over to more useful work. Trade papers, it will be pointed out, cover the field so satisfactorily it is no longer necessary for the organization to support its own subsidized medium.

Mr. Sisson has made a careful study of the association's financial situation and will advocate many other important innovations in the budget of operations.

Those expected to attend the July 22 meeting are: C. K. Woodbridge, association president; Mr. Sisson, Rowe Stewart, *Philadelphia Record;* Lou E. Holland, W. Frank McClure, Charles Brooke, E. T. Meredith, and Mrs. Bernice Blackwood.

SAVE CITY BABIES FROM DEADLY SUMMER HEAT

Newspapers Operate Fresh Air Camps, Promote Vacation Outings, Conduct Playground and Beac Sport Contests, Find Money for City Which Can't Afford to Open Breathing Spaces When July Sun Scorches Streets

SUMMER in the city with its scorching days and seething nights strikes down far fewer children than it did a generation ago and no small share of the credit for this tremendous victory for public health is due to the daily newspapers of cities from Coast to Coast. The newspapers have done the things which one might expect them to do and they have done others which appear beyond their province.

They have repeated day after day for years the simple rules that need be observed in hot weather, they have campaigned for public swimming pools, they have had auxiliary shower baths set up in the streets by the fire department, they have demanded and won low transit fares to beach resorts, they have forced reluctant city governments to erect and maintain low-rate bathing pavilions, and many of them have established camps in the country where hundreds of tenement dwellers can see the sun at all angles in the sky and learn that there really are stars which shine on clear nights. Here are a few newspaper hot weather ideas reported to EDITOR & PUBLISHER this week:

Tribune Fund Is Oldest

Best known of the summer camps, perhaps, is that conducted by the New York Herald Tribune, which celebrates this year its golden anniversary. Founded in 1877 by the Rev. Willard Parsons, a Presbyterian minister, with contributions of $187.62, enough to send 60 children to the country, it has grown until last year, 1925, the contributions reached $147,830.70, and 17,514 children enjoyed the benefits of two weeks or more in the country.

The money for these vacations then as now was raised by appeals in the *New York Tribune*. In a few years Dr. Parsons found that he could not handle both his ministerial work and the Fresh Air Fund, and devoted himself exclusively to the fund until his death—25 years later.

In 1888 the Fund was incorporated and the first Board of Managers was formed. It was composed of William E. Dodge, D. Willis James, Morris K. Jesup, Cleveland H. Dodge, D. O. Mills, Whitelaw Reid, Francis Lynde Stetson and Cornelius Vanderbilt.

In 1911, Leslie Conly, the present general manager, took over the fund, and under his direction, it has grown to its present proportions. That year $47,930.48 was raised, and 9,376 children were sent to the country.

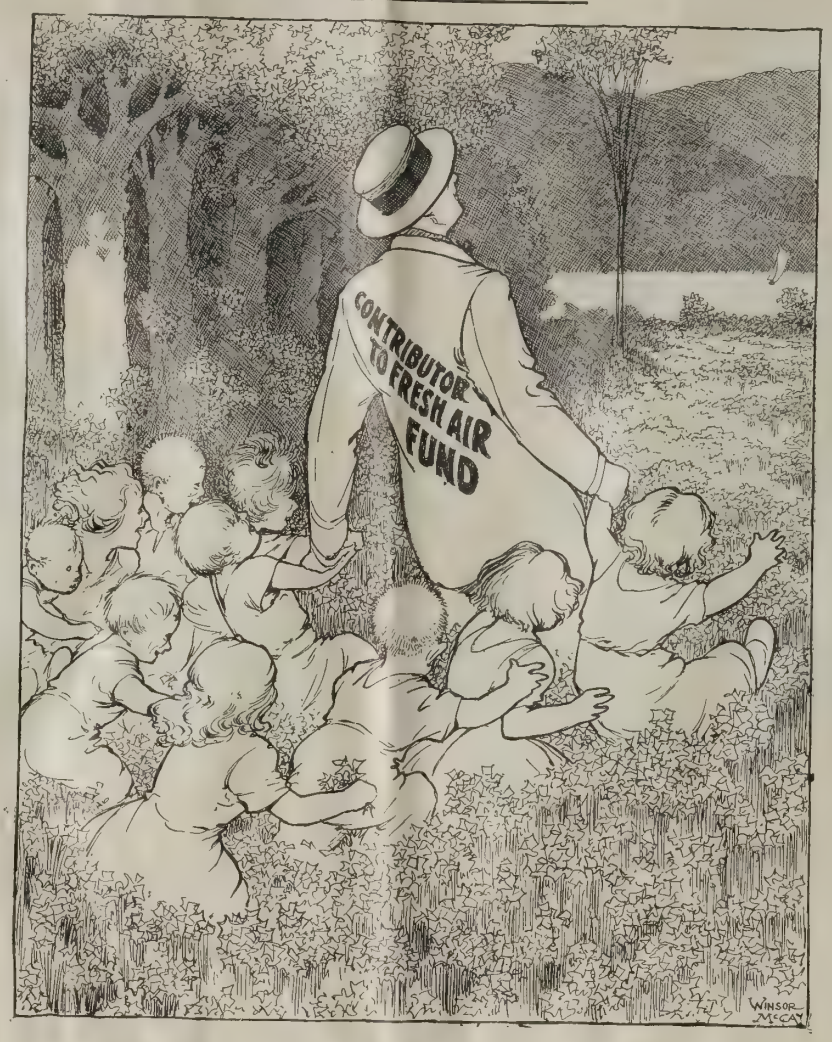
The total amount raised in the past fifty years is $1,903,010.41, exclusive of 1926, and the total number of children sent to the country for vacations, 439,109.

In addition to the money raised by appeals in the Herald Tribune, approximately $250,000 has been left in trust by wills.

Mr. Conly finds that one of the most interesting aspects of the work of the Fund is that aside from contributions of money from readers, people all over the country offer their hospitality to the children, for two weeks and often longer, thereby enabling the money collected to be used so much more extensively—chiefly for railroad fares at half price—and for board at summer camps. It has been found most beneficial for the tenement children to live for several weeks each year as members of rural American families, and many of them return to their homes with changed standards of living.

Outings for Orphans

The *Washington* (D. C.) *Star* conducts an annual summer outing for the orphans of the city. A day is set during August when some 1200 boys and girls from Washington asylums, including all



"He knows what happiness is."

Drawn by Winsor McCay in New York Herald Tribune

creeds, are taken on one of the large excursion boats down the Potomac to an amusement park below Mt. Vernon, where the children are landed and permitted to enjoy to their hearts' content, at the paper's expense, the various amusements of the park. A wholesome lunch is served to them and in the evening the return trip is made in time to transport them to the various institutions for the night.

Transportation to and from the boat from the various institutions is furnished by the Star. Each year one or another of the local military bands makes the trip on the boat and plays for the children. Sufficient adults from the various institutions, in addition to members of the Star staff are taken along to keep all of the children out of harm's way.

This year the Star has donated a swan boat to the local Child Welfare Society on which the children and adults of the city may take short trips on the Tidal Basin at a nominal charge. To date the success of this innovation indicates that a cool twenty minutes on the water is keenly appreciated by both old and young. The money collected through this source, after a minimum overhead is deducted, is contributed to the Child Welfare Society and is by them used for the relief of the unfortunates of Washington.

An outing for Star news boys and carriers is also provided. At the peak of the heat wave between six and seven hundred of these youngsters are conveyed to some nearby amusement park and there given the run of the place.

In addition to the above indicated direct contribution to summer relief work the Star, of course, contributes substantially to those of the established welfare organizations which it believes to be most worthy.

"Happyland" for 600 Children

Happyland, the fresh air camp conducted by the *San Francisco Bulletin*, has just opened for the season and will care for some 600 children.

This camp is distinctive in that it is owned and operated by the Bulletin, the only western newspaper that has such a property. Other newspapers raise fresh air funds, but turn them over to social service organizations.

Happyland is under the trees outside Redwood City, thirty-odd miles down the peninsula from San Francisco. The Board of Health and the Board of Education cooperate with the Bulletin in the camp. Two trained nurses in the employ of the city are detailed by Dr. William C. Hassler, Health Officer, to the camp, and the Board of Education chooses the children sent to Happyland.

Undernourished or run-down children are generally chosen, but in nearly every case a few weeks of proper feeding and open air life completely rehabilitates them. The average child at the camp looks to be either wiry or vibrant with health.

There is everything that a child wants in Happyland—open air sleeping quarters, shower baths, a big recreation platform and the best food money can buy.

Everyone on the Bulletin is interested in Happyland—not as a matter of duty, but rather because of the elation adults get in seeing children happy. It is a common sight to see an editor or a reporter on his day off at Happyland grading a walk, fixing a gate or doi manual labor while surrounded by crow of eager children ready to help or dire him in his task.

Twin Funds in Chicago

The *Chicago Tribune* maintain through gifts from its readers, two di tinctive summer charities: the Free I Fund for the city's poor people, a Camp Algonquin, for convalesce mothers and their children.

Conduct of the funds this season identical with that of former year Necessity, as evidenced by the the mometer, governs the start of the fr ice delivery; and the appeal for fun for that purpose. Tickets for the i are distributed through direction of t Chicago Council of Social Agencies, needy Chicago families. The Consume Company delivers the ice, collects t tickets, and returns them to the Tribun for cash settlement.

Camp Algonquin, on the shore of th Fox River, some 40 miles northwest, maintained largely from donations re ceived by the Tribune. Lemonade stand operated by youthful merchants; benef plays, bazaars and theatricals, sponsore by both juveniles and adults; thank offer ings; memorial donations; and individua gifts make up the total. The camp for ailing and convalescent mothers an their children. The usual stay is tw weeks. About 2,000 poor mothers an children are cared for in the brief seaso each year.

A daily story listing the previous day donations, detailing some venture tha netted a sizable profit for the funds, an nouncing some future benefit, or reprint ing some of the interesting and movin communications received, aids in bringin in the funds. Occasional pictures ar invaluable.

Last summer the free ice fund collecte a total of $5,326. for the season, and th Camp Algonquin fund, $6,369.

Cincinnati Post's Park Concerts

Newspapers in Cincinnati have bee relieved from campaigning for innumer able charities by the adoption of th Community Chest plan whereby funds fo all charities are raised during an inten sive civic campaign once each year. This year $1,800,000 was raised, which takes care of all worthy charities, including fresh air vacations and summer care of anaemic children. A fresh air farm is maintained under the Community Chest.

Some years ago, when the city was under partisan political control, the *Cincinnati Post* won its fight to reopen the public bathhouses in the tenement districts which had been closed because the funds for their maintenance could be used to better poltical advantage elsewhere. This condition no longer exists under the city manager form of government.

In co-operation with community service workers and public parks and playgrounds directors, the Post maintains a concert company made up of volunteer semi-professional and amateur artists—musicians of all kinds, dance orchestras, dancers, actors. From the offerings of these 40 or more artists, programs are made up for playground dances, play street and park concerts and entertainments. These open-air, free entertainments are given at frequent intervals in all parts of the city during the summer months. Crowds of from 5,000 to 15,000 are attracted.

Cleveland Air and Water Sports

Different from all of these is the contact with 200,000 children of Cleveland maintained and strengthened this summer

(*Continued on page* 45)

TWO STATES WHERE LIBEL LAWS ARE FAIR

Editors in New Hampshire and Mississippi Make Special Comment on "Generous Provisions" of Statutes—Only One Suit in 14 Years in Granite State

By PHILIP SCHUYLER

Editors in many states are co-operating with EDITOR & PUBLISHER *in research work in connection with this series of articles, stripping the libel law of legal verbiage. The laws of the various states are being sent in, and the newspaper men are commenting on important recent decisions.*

The other day in the mail, two letters came in from two widely separated states —New Hampshire and Mississippi—both containing comments on the generous provisions of the state statutes. These letters, from William P. Newell, Concord (N. H.) Monitor Patriot; and George Lemon Sugg, managing editor, Jackson (Miss.) Daily News, comprise this the 18th article of the series.

FAIR laws and fair newspapers reduce the libel hazard to a minimum.

Conditions in two states demonstrate this fact to a nicety. A most interesting story on the fairness of the New Hampshire statute is told this week by William P. Newell, Concord Monitor-Patriot. In 11 years only one libel case has come to the attention of the state's supreme court. And in county courts today there are no newspaper libel cases, so far as is known. The second state is Mississippi.

"In view of the law's rather generous provisions, I know of few cases and no notable ones," writes George Lemon Sugg, managing editor of the *Jackson Daily News*.

"New Hampshire's public statutes are remarkably free from reference to the laws of libel insofar as they affect newspapers," Mr. Newell said. "In the index to the 1926 edition of the statutes there are four references. One refers to the limitation of costs, a second to the mitigation of damages, a third to the general issue and the fourth to the limitation of actions.

"Of these the only one of any general interest to the newspaperman is the following: 'In actions for libel or slander, under the general issue, the defendant may prove, in mitigation of damages, and to rebut evidence of actual malice, that the writing or words complained of were the repetition of common report, and that the conduct of the plaintiff was such as to create suspicion of the truth of the matters therein charged against him.'

"The clerk of the Supreme Court of the State reports that there has been during the period of 1911 to 1925 only one libel case which has come to the attention of the state's highest tribunal. So far as is known, there are at present no libel cases in any of the county courts in which newspapers are concerned.

"One reason advanced for this condition is the fairness, in general, of the press of the state in its news and editorial columns. Another factor is the promptness with which publishers have corrected those items which were found to be inaccurate. In most cases these corrections or explanations have been accepted by the complaining party and any threatened court action dropped.

"The one libel case before the Supreme Court referred to above is that of Lafferty against Houlihan in 1923.

"In this case a police officer, Fred H. Lafferty, of Gorham, N. H., brought suit against the publishers of the *Berlin Reporter*, a weekly, having a large circulation in Gorham, charging maliciousness in reports of his arrest. The Coos County Superior Court heard the case and a jury found for the plaintiff. An appeal was taken to the Supreme Court, which overruled exceptions taken by the defendant and sustained the verdict of the lower court that the publishers were guilty.

"Lafferty on the night of Dec. 31, 1920, arrested two girls on a charge of larceny. One claimed to be under 17 years old. The officer, understanding that he could not lock her in a cell, took both prisoners to a hotel, where he was assigned connecting rooms.

"Later both girls admitted that they were over 17 and were arraigned and sentenced. As a result of statements made by the prisoners to the sheriff, an information was filed in Superior Court against the police officer charging him with lascivious and lewd conduct with one of the girls while they were in his custody at the hotel.

"The officer pleaded not guilty, but later changed his plea to *nolo contendere* and accepted sentence, which was a fine of $25, no costs, the fine being suspended during good behavior.

"The weekly paper published an account of his arrest and the sentence imposed on Jan. 20. On Jan. 27 the paper published an editorial demanding that the officer be forced to resign or summarily removed from his office.

"The officer resigned on Jan. 22, and in the same issue that carried the editorial, the publishers had a story on the front page announcing that he had resigned.

"The plaintiff alleged that the paper had carried articles falsely accusing him of crime and that the publication was wilful, malicious and unlawful. The defendants held that the articles were true, were not actuated by malice or ill will toward the plaintiff and that the only purpose was to give useful information. They contended that the articles were just and fair criticism of the plaintiff while acting as a public officer.

"The decision of the Supreme Court contains many pertinent paragraphs. It was held that if the 'end to be attained is justifiable, as, if the object is the removal of an incompetent officer or to give useful information to a community so that they may act on this information, the occasion is lawful and the party may then justify or excuse the publication.

"'Where, however, there is merely color of a lawful occasion and the party, instead of acting in good faith, assumes to act for some justifiable end merely as a pretense to publish and circulate defamatory matter he is liable in the same manner as if such pretense had not been resorted to.'

"The court held that the motives of the publisher must be inquired into.

"The decision said that if the defendant cannot justify, he may show matter of excuse; matter of excuse in a prosecution for a libel, is where the defendant, upon a lawful occasion, proceeded with good motives, upon probable grounds, upon reasons that were apparently good, but upon a supposition which turns out to be unfounded.

"The decision stressed the fact that in the suit under discussion there was evidence of bad faith. It was said that one of the defendants was not on speaking terms with the plaintiff for three years because of an argument. The decision held that the 'articles themselves, because of the severity of the language used and the manner in which they were displayed were competent evidence of motives of the publishers.'

"In the news item there appeared 'the plea of guilty saved the officer from more serious consequences'—'here is a man who has admitted his guilt on a charge of lascivious behavior.'

"The Supreme Court held that a plea of *nolo contendere* is 'not an admission of the truth of the facts charged for other purposes than for those of the case in which it is made. The defendant waiving his right to contest the truth of the charges against him, submits to punishment. The plea is in the nature of a compromise between the state and the defendant.'

"The court also held that the vigorous language of the articles would support a finding that the defendants were actuated by ill will.

"The decision said that publication of an article on the front page of the same issue that carried the editorial demanding the resignation of the officer was 'at best evidence of good faith, but in conclusive.

"The publishers contended that the section of the paper containing the editorial had been printed previous to the time that it was learned that the officer had resigned and that they had promptly placed a story calling attention to the resignation on the front page. The court, however, said that the persistence of the defendants in publishing the editorial was prompted by ill will under color of a lawful occasion, rather than by a desire to issue the paper on scheduled time."

Text of the Mississippi statute reads:

CHAPTER 1, SECTION 13: "The freedom of speech and of the press shall be held sacred; and in all prosecutions for libel the truth may be given in evidence and the jury shall determine the law and the facts under the direction of the court; and if it shall appear to the jury that the matter charged as libelous is true, and was published with good motives and for justifiable ends, the party shall be acquitted."

CHAPTER 2466: "All actions for assault and for libels shall be commenced within one year next after the cause of such action accrued and not after."

CHAPTER 664: "In actions of . . . libel and slander, if the plaintiff recover less than $10, costs shall not be awarded him. In all other actions sounding in damages, where the plaintiff sues for more than $10 and recovers less than that sum, no more costs than the amount of damages recovered shall be available to him unless the court be of the opinion that the plaintiff has reasonable cause to expect to recover more, and that the action was brought for no other purpose than to be compensated for the wrongdoing and enter the same on its minutes. If more costs be awarded, the judgment may be amended on motion at any time."

CHAPTER 1007: "Any person who shall be convicted of writing or publishing any libel, shall be fined in such sum or imprisoned in the county jail for such term as the court, in its discretion, may adjudge * * *

CHAPTER 1008: "In every criminal prosecution for libel it shall be lawful for the defendant, upon the trial, to give in evidence the truth of the matter written or published, and if it shall appear to the jury that the matter charged as libelous is true, and was published with good motives and for justifiable ends, the defendant shall be acquitted."

CHAPTER 521: "In actions for libel or slander the plaintiff may aver that the words or matter complained of were used in a defamatory sense, specifying such sense, without any prefactory averment, to show how such words or matter were used in that sense; and such averment shall be put in issue by the denial of the alleged libel or slander; and where the words or matter set forth, with or without the alleged meaning, show a cause of action the declaration shall be sufficient."

CHAPTER 1188: "An indictment for libel need not set forth any extrinsic facts to show the application of the defamatory matter charged in the indictment to the party libeled, but it shall be sufficient to charge generally that the same was published of or concerning him, and the fact that it was so published must be proved on the trial."

CHAPTER 526: "In actions for libel or slander, assault and battery, and false imprisonment, the defendant, under the plea of not guilty, may give in evidence any mitigating circumstances to reduce the damages, notwithstanding he may also have pleaded a justification."

NEWSPAPER MEN FOLLOW COOLIDGE



A large group of Washington correspondents followed President Coolidge to his "Summer White House" in the Adirondacks—the camp of Irwin Kirkwood, publisher of the *Kansas City Star*. The President is shown at camp with a group of newspaper men. Left to right: Glenn I. Tucker, *New York World*; Alfred H. Kirchhofer, *Buffalo Evening News*; J. Russell Young, *Washington Star*; President Coolidge; Charles S. Grove, *Boston Globe*; Everett Sanders, the President's secretary.

GRINNELL'S JOURNALISM COURSES BUILT ON A CULTURAL BACKGROUND

Five Courses Offered Embryo News Writers at Iowa School—Reporting a Prerequisite to Study of Editorial Writing, Ethics and History of Press

By WAYNE GARD
Director, Courses in Journalism, Grinnell College

WHILE it was for her early leadership in trans-Mississippi athletics that Grinnell College, Grinnell, Ia., gained for her teams the name of "Pioneers," her achievements in other fields have been no lses creditable. In journalism she has produced Albert Shaw, editor of the *American Review of Reviews;* Norman Hall, author of "Kitchner's Mob"; Ruth Suckow, novelist; Donald Clark, national president of Sigma Delta Chi, national journalistic fraternity, and several score of others who hold important places on the staffs of magazines, newspapers, and press associations.

While Grinnell's courses in journalism are built upon a cultural background of liberal arts, they seek, nevertheless, to prepare the student for practical newspaper work. Five courses are offered —reporting and editing, editorial writing, feature writing, newspaper ethics, and the history of American journalism.

The course in reporting and editing extends throughout the year, and is prerequisite to the other courses. It offers instruction and practice in judging news values, constructing news stories and news leads, news gathering, interviewing, and rewriting; elementary training in copy-reading, proof-reading, head-writing, and make-up.

This course is thoroughly practical, with the major emphasis upon laboratory work. Students are required to have published during each semester a definite amount of news.

Each December the class edits the *Grinnell Journalist,* a seven-column, four-page newspaper published annually in connection with the annual convention of the Iowa High School Press Association. In the spring the class edits an issue of the *Grinnell Register.* It is planned to have the students edit additional papers this year. Some time is also spent in preparing obituary sketches for use in the supplemental news service of the Associated Press.

The course in editorial writing involves specialized study and discussion of contemporary problems. Each student investigates some public question of timely interest, and writes about half of his editorials in this individual field. The class sessions are devoted to the interpretation of current news and to criticism of the students' editorials.

Special articles for newspapers and magazines are written in the course in feature writing. These include historical and biographical sketches, informative, humorous, and critical articles, and the various types of human interest story. The course gives instruction in the preparation of manuscripts, and individual advice on marketing.

In the course in newspaper ethics, problems of newspaper policy are studied and discussed—such problems as the coloring of news, the suppression of news, the reporting of crime, the handling of publicity, and the relation of news to advertising.

The course in the history of American journalism involves comprehensive study of the beginnings of journalism in America, and of the various stages in its development. Attention is given also to the analysis of individual newspapers of today, and to the study of outstanding tendencies in contemporary journalism.

Courses in short-story writing, play writing, and verse writing are given in the English department. Students interested in advertising may find a course in this subject in the department of business adminsitration.

The journalism laboratory is equipped with typewriters for the use of students. A recent doubling in the number of students taking journalism courses has made the present typewriter equipment somewhat inadequate, but new machines are expected to be added within a few months. A recent appropriation of $125 for additional books on journalism for the college library has provided abundant new material for study and research.

The journalism department has the friendly co-operation of Grinnell's four student periodicals, which print much material written as class work. These are the *Scarlet and Black,* a semi-weekly newspaper; *The Malteaser,* a humorous monthly; the *Tanager,* a literary bimonthly; and the *Cyclone,* the student annual.

Many journalism students help pay their college expenses by doing part-time newspaper work. The press associations and the newspapers of Des Moines and other Iowa cities have regular student correspondents at Grinnell. Papers outside the state often ask for stories on Missouri Valley games. Other employment for student journalists is found on the local papers and in the college publicity office. Most of the journalism students do newspaper work during the summer.

The journalistic fraternities are represented at Grinnell by active chapters of Sigma Delta Chi and Theta Sigma Phi. The former chapter has ranked seventh in the Sigma Delta Chi efficiency competition for several years, and was honored last year by having a Grinnell man elected president of the national organization. Associate members of the chapter include many prominent newspapermen, of whom Sir Philip Gibbs is one.

Wayne Gard, writer of this article, directs the courses in journalism at Grinnell college.

For three years, 1921 to 1924, Mr. Gard served as India correspondent for the Associated Press, reporting such important events as the Mount Everest expeditions, the non-co-operation campaign, and the visit of the Prince of Wales to India.

Mr. Gard was educated at Illinois college and Northwestern university. He has worked on several daily newspapers in Illinois, gaining experience as reporter, city editor, telegraph editor, and literary editor. His writings on international relations have appeared in the *Nation,* the *Christian Century,* the *New Orient,* the *Chicago Tribune,* and other periodicals.

Mr. Gard's work as a poet was recognized last year by his election as a vice-president of the Poetry Society of Great Britain.

CANTON NEWS TO BUILD

Ohio Daily Plans Erection of Modern Plant Next to Proposed Post Office

Plans are now being prepared for a modern newspaper plant to be erected by the *Canton* (O.) *News.* The old Harter property, comprising a complete city block, has been purchased.

Indications are that two-thirds of the area will be used by the government for a post office. The newspaper plant will occupy the remaining third which has a frontage of 66⅔ feet and a depth of 200 feet.

The News is part of the News League of Ohio, owned by James M. Cox, former Governor of Ohio. Associated papers are the *Dayton Daily News* and the *Springfield Daily News.*

REPORTERS VISIT JERSEY BLAST ZONE



Photo shows a wrecked freight car being viewed by reporters and photographers who rode into the shelled area at Lake Denmark, N. J., on a train, following explosion of navy arsenal.

"CUB" IN COMMAND OF T.N.T. STORY

World Tyro Takes Charge of Arsenal Explosion News Coverage—Luck of Jerseyman Reporter

A cub reporter became king of the day, and many veterans of New York newspaper work were treated to thrills, by the explosion at Dover, N. J., July 10.

Lt. Arthur Ginsburgh of the army ordnance, up until that date, had worked day time for Uncle Sam and night time as cub on the *New York World* staff. For the World he was doing those pesky little assignments, and the big boys of the paper were his boss.

Then lightning struck. An explosion shattered an arsenal. Lt. Ginsburgh was ordered by his daytime employer, Uncle Sam, to take charge of publicity at Dover.

Once over there a remarkable reversion of circumstances took place. Now Lt. Ginsburgh was boss. What he had to say went.

But there was more to be seen and done by the newspaper men than to line up on parade for the erstwhile "cub." Many, while shells were still exploding, slipped by army lines to get close-up of the catastrophe.

On July 11, the army and navy officially lifted the lid and let three public representatives through. Jack Price, photographer, New York World, Harry Brucker of International Newsreel, and Lewis Fehr were chosen by the other newspaper men to make this trip. They spent three hours in the area, which they had been trying to crash for the last 16 hours. Later the newspapermen reviewed the scene on flat cars.

Becker Jamieson, reporter for the *Morristown* (N. J.) *Jerseyman* was the first newspaper man to reach the scene after the explosion. He had just reached Lake Hopatcong, a short distance from the arsenal, to spend the week end when the first blast took place. He rushed by automobile to the arsenal and shortly after was in communication with his paper and long before out of town papers were able to reach the place the Jerseyman was on the streets with an "Extra," with a general story of the calamity and also a partial list of dead and injured.

Southern Idaho Weeklies Organize

The Associated Weekly Newspapers of Southeastern Idaho is the name of a new organization formed last week with headquarters in Preston, Idaho. Officials elected were, president, Ralph H. Kelley, *Soda Springs Chieftain;* vice-president, A. E. Pelton, *Malad Oneida County Enterprise;* secretary-treasurer, H. M. Nelson, *Montpelier Examiner.*

GRAND JURY PRAISES NEWSPAPER MEN

Two East St. Louis Reporters Lauded for Finding 15-Year Old Girl Kidnapped by Pseudo Doctor

How reporters and their newspaper sometimes prove to be of greater assistance than the regularly authorized agencies in bringing about justice was demonstrated at East St. Louis, last week with the plea of guilty and sentencing to the penitentiary of a pseudo doctor on a charge of abducting a 15 year old girl.

The aid of the *East St. Louis* (Ill.) *Daily Journal* and the efforts of two of its reporters in solving the case were praised by the grand jury at a special session, following return of an indictment of the bogus "doctor." The report declared:

"The grand jury of St. Clair County, Ill., wishes to extend a vote of thanks to Messrs. Herbert Kelly and Joseph R. Klasman of the East St. Louis Daily Journal for the services rendered in finding evidence in the case against Dr. David Provan, alias C. W. Kopzynski, and in locating the girl in the case, Venita Maher. John F. O'Flaherty, foreman."

Sheriff Martin Schnipper praised the work of Kelly and Klasman as being "invaluable," stressing the fact that they found the girl who had been missing for almost a week when police had failed to find her. In commenting on the activities of the reporters, State's Attorney H. C. Lindauer said:

"The two reporters saved the county an expense of more than $200 by doing in a few hours what it might take others days to accomplish. Devoting their time, energy and experience, they found Venetia Maher, obtained her statement and had it ready in complete detail for presentation to the grand jury. The public owes a great debt to the Journal and to the two reporters."

North Carolina A. P. Group to Meet

President J. L. Horne, Jr., has called a meeting of the Associated Press Club of North Carolina, to be held at Hickory, July 21, in connection with the North Carolina Press Association meeting and as a part of the program. A dinner will be served the membership.

SUBWAY STRIKE GUARDS BEAT NEWS MEN COMPANY THREATENS PUBLISHERS

Reporters Are Driven from Wreck Scene and Their Notes Destroyed—Attorney Objects to Graphic's Cartoon and Issues Warning

AN editor and his newspaper were threatened with criminal prosecution y a company attorney, and several ewspaper men were assaulted by hired ompany roughs while reporting a sub- ay wreck during the last week-and-a- alf of the I.R.T. strike in New York.

The *New York Evening Graphic* pub- shed a cartoon by Charles Macauley. t showed a subway train entering the Malbone street tunnel. The figure of eath stands in the entrance bearing a croll with the legend "Strike of 1918— 1 Lives Lost Through Unskilled Opera- ion." The cartoon was entitled "Re- ember."

On Tuesday, James L. Quackenbush, ie traction company's attorney, threat- ned to prosecute the Graphic, mention- ng the cartoon in particular, and any ther newspaper which attempted to urther the strike or publish cartoons r facts leading the public to believe ie subways were unsafe.

"I hope he does start criminal action" Emile Gauvreau, managing editor of the Graphic, said to EDITOR & PUBLISHER. We believe there is danger in unskilled peration, and we believe it is our duty o warn people of that danger. We ould welcome a test case."

It was in the early morning hours of uly 9, the assaults against newspaper ien took place. Two men were arrested n complaint of John Weisburger of the City News Association, one of the men ttacked. The men arrested were Ralph Voight and Thomas Francis. They were eleased on bond for arraignment July 5, but the case was adjourned to a uture date on that day.

Weisberger with a large number of ther reporters had gone to the Bowling Green station of the subway, following crash in which no one was injured. After he, with Harold O'Hare of the *New York American*, had announced hemselves as reporters, the attack oc- urred.

"Led by Voight, at least a dozen men who had come to the scene of the acci- lent in two automobiles rushed O'Hare nd me," Weisburger said. "They grabbed O'Hare from the rear and pulled him up the stairway.

"Others sprang upon me. One grabbed ne at the waist, another at the wrists, till another at the neck and the re- nainder beat and kicked me.

"I was saved by Sidney Livingstone, nother reporter from my organization."

Voight, according to Weisburger, houted that he was acting on the per- onal orders of Frank Hedley, president of the I.R.T. and Mr. Quackenbush.

Mr. Quackenbush said: "I want it nderstood that those men (the at- ackers) were not from my office. They vere from the operating department. If hey enforce the rule against taking flash ights in the subway I shall support hem. If they acted otherwise, I shall et the law take its course."

John Rogan, police reporter, for the *New York Mirror*, who was also at- acked, told EDITOR & PUBLISHER he did ot see any photographers at the scene of the wreck.

He was in a subway booth telephoning he story to his office when he was ac- osted from behind.

"Are you a newspaper reporter?" one of the guards asked.

"I am," said Rogan.

"Well, you get to hell out of there hen."

Rogan was grabbed and pulled from he booth. His notes were taken from im and torn to bits.

Rogan is built like the Woolworth Tower. He noticed one of the thugs reaching in his back pocket. He might be reaching for a blackjack.

"You pull that on me," shouted Rogan, "and I'll throw you on the third rail."

Rogan left the station and in a nearby booth finished telephoning his story to the Mirror.

On the following day another accident occurred at the same station.

"Interborough officials delegated them- selves as reporters and had two dozen of the toughest 'gorillas' ever seen in New York to keep out reporters and photographers," a Graphic reporter wrote. His statement was confirmed by a reporter for the *New York Times*.

Two hours after the crash occurred, Alfred Pierce, press agent for the sub- way company appeared, went down into the subway, and gave the 30 newspaper men a skeleton statement of the wreck.

Mr. Pierce was formerly city hall re- porter for the *New York Sun*. Mr. Quackenbush is doing most of the talk- ing for the company during the strike. He and Pierce are assisted by two press agents from the office of Ivy Lee.

Mr. Pierce asked by EDITOR & PUB- LISHER to confirm the Graphic's story of news suppression classed himself with President Coolidge. His "official spokes- man" declared it was against Mr. Pierce's policy to be quoted.

Mr. Pierce was late getting to the accident, this official spokesman ad- mitted. Assuredly it was not his fault that newspaper men were barred from inspecting the wreck. It was not under his authority.

He was late because he was at head- quarters when the accident occurred talking to other newspaper men when the report came to him by telephone. He ascertained the facts of the wreck, told the reporters who were at head- quarters, and then telephoned the story to other papers.

At the end of this time, he decided to go down to the wreck.

Mr. Pierce gave reporters there the facts, the official spokesman concluded.

Hard Named Portsmouth Editor

Charles E. Hard of Portsmouth, O., former personal secretary to the late President Warren G. Harding, has been made editor-in-chief of the *Portsmouth Morning Sun*, succeeding the late George M. Taylor. John A. Lloyd has been named managing editor.



Barred by hired thugs from the scene of a subway wreck in New York last Saturday morning, July 10, reporters waited the pleasure of Alfred W. Pierce, company press agent.



Above is the Macauley cartoon that caused a corporation lawyer to threaten a newspaper.

A.B.C. NOW WILL LIST ADVERTISING RATES

Board Confirms Tentative Decision—Suggestion Made That It is a Step Towards Standardization of Cards —A.A.A.A. Standard Preferred

Beginning with the newspaper state- ments for the period ending Sept. 30, and with periodical statements for the period ending Dec. 31, 1929, standard rate cards will be shown, the Audit Bureau of Circulations current bulletin stated. It is preferred that in submitting their rates the A.A.A.A. standard be followed.

In part the announcement reads:

"All information in the case of news- papers must reach the Bureau not later than September 15, showing rates which are in effect or will be in effect as of October 1, 1926. The date of closing for periodical rate cards for the De- cember 31 Publishers' Statements will be announced later.

"While the closing date for newspapers is set for September 15, it is hoped that many publications which do not contemplate changing their rate cards prior to October 1, will be able to give the information considerably in advance in order to relieve the pressure on the Bureau's Statement Department.

"This added service will cost the Bureau many thousands of dollars—es- pecially in the preparation of the first statements showing rate cards; but there will be no added charge to members, either advertiser, advertising agent, or publisher.

"The immense value of this service will be especially obvious in the various Blue Books issued by the Bureau. From one source, advertisers and agents will now be able to secure not only all circulation information in complete form, but *all* rate information for all A. B. C. publications.

"It will cover nine-tenths of all pub- lications necessary for national cam- paigns.

"It will give A. B. C. information complete in all details.

"It will give the segregation of A. B. C. publications which many publishers have desired.

"A number of publishers, advertisers and agents have advanced this thought— that this is a step toward the standard- ization of rate changes, that it would be economically sound if all changes in rates were made as of April 1 and Oc- tober 1, in the case of newspapers and as of January 1 and July 1, in the case of periodicals; because it is on these dates that the latest circulation informa- tion is made available. What may de- velop from this suggestion depends upon the working out of the new plan.

"The rate information will not be shown on Auditors' Reports."

Survey New England

The Department of Commerce will soon start an industrial and marketing survey of the New England states.

EDITOR & PUBLISHER CALENDAR

July 19-24—International Stereo- typers and Electrotypers Union of North America, Los Angeles.
July 21-23—North Carolina Press Assn., annual convention, Hick- ory, N. C.
July 23-25—Colorado Editorial Assn., mid-summer meeting, Ala- mosa, Colo.
July 23—American Photo-Engrav- ers Assn., meeting, Detroit.
July 26-Aug. 31—Institute of Poli- tics, Williams College, Williams- town, Mass.
July 30—Northeast Missouri Press Assn., mid-summer Meeting, Monroe City, Mo.
Aug. 6-7—Wyoming Press Assn., annual convention, Thermopolis, Wyo.
Aug. 7—Southwest Minnesota Edi- torial Assn., summer outing, Lake Sheat, Minn.
Aug. 9-11—Georgia Press Assn., annual meeting, Louisville, Ga.
Aug. 11-13—South Dakota Press annual meet, Brookings.

GAINS IN ALL OF 30 CITIES' JUNE DAILY NEWSPAPER LINAGE

JUNE linage for 131 newspapers in 30 cities totalled 125,775,293 agate lines, a gain of 11,637,205 lines over the same month last year. The rate of gain was 9 per cent. All cities showed a gain. The comparative figures for the month follow:

Summary of Advertising by Cities

30 cities listed — 30 show gain — 0 show loss
131 papers listed — 109 show gain — 19 show loss
3 no comparison

	1926	1925	
†New York	14,822,812	13,048,914	1,773,898 Gain
Chicago	7,770,381	7,081,884	688,497 Gain
Philadelphia	7,127,937	6,803,305	324,632 Gain
Detroit	5,498,010	4,962,342	535,668 Gain
Cleveland	3,886,125	3,736,725	149,400 Gain
St. Louis	4,121,620	3,776,960	344,660 Gain
Boston	6,640,566	5,995,006	645,560 Gain
Baltimore	4,753,800	4,140,088	613,712 Gain
Los Angeles	6,920,147	6,605,677	314,470 Gain
†Buffalo	3,670,378	3,476,406	193,972 Gain
†San Francisco	4,509,167	4,388,219	120,948 Gain
Milwaukee	3,047,253	2,732,554	314,699 Gain
Washington	4,704,398	4,052,470	651,928 Gain
Cincinnati	3,380,400	3,066,000	314,400 Gain
New Orleans	3,972,848	3,314,041	658,807 Gain
Minneapolis	3,139,903	2,805,830	334,073 Gain
Seattle	2,898,126	2,613,926	284,200 Gain
Indianapolis	3,142,737	3,098,208	44,529 Gain
Denver	2,388,344	2,112,852	275,492 Gain
Providence	2,993,273	2,720,784	272,489 Gain
Columbus	3,574,490	3,091,407	483,083 Gain
Louisville	3,441,235	2,982,834	458,401 Gain
St. Paul	2,532,572	2,232,958	299,614 Gain
†Oakland	2,576,728	2,376,360	200,368 Gain
Omaha	1,890,574	1,690,353	200,221 Gain
Birmingham	2,660,182	2,346,022	314,160 Gain
Richmond	2,083,886	1,970,304	113,582 Gain
Dayton	2,973,068	2,680,622	292,446 Gain
Houston	2,631,398	2,302,524	328,874 Gain
†Des Moines	2,022,935	1,932,513	90,422 Gain
Totals	125,775,293	114,138,088	11,637,205 Gain

†Note reference under individual newspaper linage of these cities.

NEW YORK

	1926	1925	
American	1,120,416	1,074,084	46,332 Gain
Herald Tribune	1,564,934	1,216,848	348,086 Gain
Times	2,408,058	2,066,062	341,996 Gain
World	1,545,308	1,355,502	189,806 Gain
*Mirror (Tab.)	305,282	299,288	5,994 Gain
News (Tab.)	631,026	487,706	143,320 Gain
*Evening Graphic	325,570	†182,198	143,372 Gain
*Evening Journal	1,189,390	1,122,438	66,952 Gain
*Evening Post	390,536	390,890	354 Loss
*Evening World	823,862	690,554	133,308 Gain
*Sun	1,327,910	1,111,870	216,040 Gain
*Telegram	512,490	522,928	10,438 Loss
Brooklyn Eagle	1,653,326	1,497,294	156,032 Gain
Brooklyn Times	570,834	476,174	94,660 Gain
Standard Union	453,870	555,078	101,208 Loss
Totals	14,822,812	13,048,914	1,773,898 Gain

†Sunday Graphic discontinued September 1, 1925; 86,042 lines for four Sundays included.

CHICAGO

	1926	1925	
*Daily News	1,888,122	1,695,060	193,062 Gain
Tribune	2,702,622	2,464,299	238,323 Gain
Herald-Examiner	1,065,348	865,383	199,965 Gain
*Post	545,916	436,995	108,921 Gain
*American	1,143,738	966,402	177,336 Gain
*Journal	424,635	653,745	229,110 Loss
Totals	7,770,381	7,081,884	688,497 Gain

PHILADELPHIA

	1926	1925	
Inquirer	1,865,100	1,738,800	126,300 Gain
Record	758,400	831,900	73,500 Loss
Ledger	1,322,751	1,225,587	97,164 Gain
*Evening Ledger	1,345,986	1,270,318	75,668 Gain
*Bulletin	1,835,700	1,736,700	99,000 Gain
Totals	7,127,937	6,803,305	324,632 Gain

DETROIT

	1926	1925	
News	2,939,020	2,691,220	247,800 Gain
Times	1,086,666	962,864	123,802 Gain
Free Press	1,472,324	1,308,258	164,066 Gain
Totals	5,498,010	4,962,342	535,668 Gain

SAN FRANCISCO

	1926	1925	
Chronicle	929,012	877,520	51,492 Gain
Examiner	1,651,467	1,516,665	44,802 Gain
Bulletin	534,142	549,556	15,414 Loss
*Call	845,376	721,980	123,396 Gain
*News	639,170	599,214	39,956 Gain
*Herald	.....	123,284	.....
Totals	4,509,167	4,388,219	120,948 Gain

Herald discontinued May 5, 1926.

DES MOINES

	1926	1925	
Register	682,828	592,835	89,993 Gain
*Tribune	869,649	744,750	124,899 Gain
Capital	470,458	‡594,928	124,470 Loss
Totals	2,022,935	1,932,513	90,422 Gain

‡Sunday Capital discontinued with February 21, 1926, issue; includes 45,071 linage Sunday issue.
*No Sunday edition.

JUNE'S UNIQUE RECORD

Records of newspaper linage kept by EDITOR & PUBLISHER since 1916 show no other month which equalled the record of June in that the totals for every city ran ahead of the total for the month in the preceding year.

BOSTON

	1926	1925	
Herald	1,334,429	1,151,709	182,720 Gain
Globe	1,377,342	1,315,720	61,622 Gain
Post	1,050,250	993,522	56,728 Gain
Advertiser	452,487	359,978	92,509 Gain
*American	422,473	365,481	56,992 Gain
*Traveler	1,099,317	940,938	158,379 Gain
*Transcript	692,881	641,698	51,183 Gain
*Telegram	211,387	225,960	14,573 Loss
Totals	6,640,566	5,995,006	645,560 Gain

BALTIMORE

	1926	1925	
Sun	1,530,608	1,444,127	86,481 Gain
*Evening Sun	1,565,613	1,425,709	139,904 Gain
American	652,768	448,739	204,029 Gain
*News	651,688	585,901	65,787 Gain
*Post	353,123	235,612	117,511 Gain
Totals	4,753,800	4,140,088	613,712 Gain

LOS ANGELES

	1926	1925	
Times	2,189,768	2,080,764	109,004 Gain
Examiner	1,846,519	1,806,281	40,238 Gain
*Express	803,544	780,878	22,666 Gain
*Herald	1,483,790	1,311,674	172,116 Gain
*Record	412,412	392,364	20,048 Gain
News	184,114	233,716	49,602 Loss
Totals	6,920,147	6,605,677	314,470 Gain

WASHINGTON

	1926	1925	
Star	2,406,947	2,084,719	322,228 Gain
Post	892,366	789,503	102,863 Gain
*Evening Times	645,711	651,694	5,983 Loss
Herald	546,417	397,370	149,047 Gain
*Evening News	212,957	129,184	83,773 Gain
Totals	4,704,398	4,052,470	651,928 Gain

CINCINNATI

	1926	1925	
*Post	824,700	683,400	141,300 Gain
*Times-Star	1,204,500	1,109,100	95,400 Gain
Enquirer	1,076,700	995,100	81,600 Gain
Tribune	274,500	278,400	3,900 Loss
Totals	3,380,400	3,066,000	314,400 Gain

NEW ORLEANS

	1926	1925	
Times-Picayune	1,655,573	1,406,370	249,203 Gain
Item	874,373	730,622	143,751 Gain
States	804,944	650,918	154,026 Gain
*Tribune	637,958	526,131	111,827 Gain
Totals	3,972,848	3,314,041	658,807 Gain

MINNEAPOLIS

	1926	1925	
Tribune	1,313,943	1,194,123	119,820 Gain
Journal	1,326,366	1,168,441	157,925 Gain
*Star	499,594	443,266	56,328 Gain
Totals	3,139,903	2,805,830	334,073 Gain

MILWAUKEE

	1926	1925	
Journal	1,662,050	1,417,077	244,973 Gain
S. T. & A. M. Sentinel	513,574	571,572	57,998 Loss
*Leader	242,677	206,189	36,488 Gain
*Wisconsin News	628,952	537,716	91,236 Gain
Totals	3,047,253	2,732,554	314,699 Gain

ST. LOUIS

	1926	1925	
Post-Dispatch	2,021,320	1,760,360	260,960 Gain
Globe-Democrat	1,184,700	1,106,100	78,600 Gain
*Star	575,700	610,200	34,500 Loss
Times	339,900	300,300	39,600 Gain
Totals	4,121,620	3,776,960	344,660 Gain

CLEVELAND

	1926	1925	
Plain Dealer	1,551,450	1,526,700	24,750 Gain
News Leader	1,024,725	1,033,200	8,475 Loss
*Press	1,309,950	1,176,825	133,125 Gain
Totals	3,886,125	3,736,725	149,400 Gain

DENVER

	1926	1925	
News	617,736	582,120	35,616 Gain
Post	1,285,032	1,100,288	184,744 Gain
*Times	485,576	430,444	55,132 Gain
Totals	2,388,344	2,112,852	275,492 Gain

SEATTLE

	1926	1925	
Times	1,376,116	1,245,566	130,550 Gai
Post-Intelligencer	851,242	688,926	162,316 Gai
*Star	573,944	570,808	3,136 Gai
*Union-Record	96,824	108,626	11,802 Los
Totals	2,898,126	2,613,926	284,200 Gai

INDIANAPOLIS

	1926	1925	
*News	1,584,786	1,497,360	87,426 Gai
Star	1,092,351	1,091,844	507 Gai
*Times	465,600	509,004	43,404 Los
Totals	3,142,737	3,098,208	44,529 Gai

PROVIDENCE

	1926	1925	
Journal	903,291	799,483	103,808 Gai
*Bulletin	1,286,074	1,153,928	132,146 Gai
Tribune	389,411	360,418	28,993 Gai
*News	414,497	406,955	7,542 Gai
Totals	2,993,273	2,720,784	272,489 Gai

COLUMBUS

	1926	1925	
Dispatch	1,931,146	1,715,919	215,227 Gai
Journal	658,873	588,200	70,673 Gai
*Citizen	984,471	787,288	197,183 Gai
Totals	3,574,490	3,091,407	483,083 Gai

LOUISVILLE

	1926	1925	
Courier Journal	1,250,194	1,069,293	180,901 Gai
Herald Post	508,205	576,206	68,001 Los
*Times	1,158,771	936,689	222,082 Gai
*Post	524,065	400,646	123,419 Gai
Totals	3,441,235	2,982,834	458,401 Gai

ST. PAUL

	1926	1925	
*Dispatch	898,492	783,748	114,744 Gai
Pioneer Press	885,094	784,042	101,052 Gai
News	748,986	665,168	83,818 Gai
Totals	2,532,572	2,232,958	299,614 Gai

OAKLAND

	1926	1925	
Tribune	1,531,894	1,586,046	54,152 Los
*Post-Inquirer	1,044,834	708,456	336,378 Gai
*Record	.....	81,858	.....
Totals	2,576,728	2,376,360	200,368 Gai

Record discontinued October 24, 1925.

OMAHA

	1926	1925	
World-Herald	1,022,770	872,851	149,919 Gai
Bee	471,954	425,341	46,613 Gai
News	395,850	392,161	3,689 Gai
Totals	1,890,574	1,690,353	200,221 Gai

BIRMINGHAM

	1926	1925	
Age-Herald	637,546	637,392	154 Gain
News	1,531,040	1,335,320	195,720 Gain
*Post	491,596	373,310	118,286 Gain
Totals	2,660,182	2,346,022	314,160 Gain

RICHMOND

	1926	1925	
News-Leader	1,143,464	1,056,552	86,912 Gain
Times-Dispatch	940,422	913,752	26,670 Gain
Totals	2,083,886	1,970,304	113,582 Gain

DAYTON

	1926	1925	
News	1,449,938	1,317,022	132,916 Gain
*Herald	845,180	747,208	97,972 Gain
Journal	677,950	616,392	61,558 Gain
Totals	2,973,068	2,680,622	292,446 Gain

HOUSTON

	1926	1925	
Chronicle	1,186,514	1,075,326	111,188 Gain
Post-Dispatch	929,880	749,616	180,264 Gain
*Press	515,004	477,582	37,422 Gain
Totals	2,631,398	2,302,524	328,874 Gain

BUFFALO

	1926	1925	
Express	203,943	430,480	226,537 Loss
Courier	755,646	563,248	192,398 Gain
*Post	.....	124,507	.....
Times	1,179,193	1,019,571	159,622 Gain
*Star	132,258	123,261	8,997 Gain
News	1,399,338	1,215,339	183,999 Gain
Totals	3,670,378	3,476,406	193,972 Gain

Post discontinued February, 1926.
Express combined with Courier June 19, 1926.
Star combined with Courier June 19, 1926.

SIX MONTHS' LINAGE FOR 30 LARGE CITIES BROKE ALL RECORDS

MORE than three-quarters of a billion agate lines were published by 132 newspapers in 30 cities during the six months' ended June 30, 1926. The linage figure, 760,065,938 agate lines, exceeded the total for the same period last year by 51,592,893 lines, or about 7 percent, according to the New York Evening Post Statistical Department, Inc. This six-month figure has never been approached in the past. Comparative totals by cities follow:

Summary of Advertising by Cities

30 cities listed	28 show gain		2 show loss
132 papers listed	104 show gain		26 show loss
	2 no comparison		
	1926	1925	
New York	91,423,760	82,743,868	8,679,892 Gain
Chicago	47,528,787	43,222,128	4,306,659 Gain
Philadelphia	43,020,144	43,503,359	483,215 Loss
Detroit	33,069,316	30,783,676	2,285,640 Gain
Cleveland	23,550,825	22,736,100	814,725 Gain
St. Louis	25,770,780	24,326,560	1,444,220 Gain
Boston	39,596,962	35,229,191	4,367,771 Gain
Baltimore	27,412,567	25,066,988	2,345,579 Gain
Los Angeles	42,936,978	41,982,000	954,978 Gain
Buffalo	22,517,201	21,768,361	748,840 Gain
San Francisco	28,811,627	27,744,942	1,066,685 Gain
Milwaukee	18,038,506	17,119,634	918,872 Gain
Washington	28,742,239	25,176,900	3,565,339 Gain
Cincinnati	21,057,900	19,327,800	1,730,100 Gain
New Orleans	23,758,447	20,961,631	2,796,816 Gain
Minneapolis	18,657,343	16,907,900	1,749,443 Gain
Seattle	17,656,058	16,125,194	1,530,864 Gain
Indianapolis	18,912,753	18,607,317	305,436 Gain
Denver	13,387,696	13,431,292	43,596 Loss
Providence	17,241,582	16,346,667	894,915 Gain
Columbus	21,318,855	19,003,557	2,315,298 Gain
Louisville	19,947,077	18,477,306	1,469,771 Gain
St. Paul	14,769,818	13,559,952	1,209,866 Gain
Oakland	14,863,800	14,347,046	516,754 Gain
Omaha	11,938,206	11,126,360	811,846 Gain
Birmingham	16,330,874	14,720,874	1,610,000 Gain
Richmond	11,511,122	11,150,692	360,430 Gain
Dayton	17,717,518	17,039,134	678,384 Gain
Houston	16,690,080	14,509,790	2,180,290 Gain
Des Moines	11,887,117	11,426,826	460,291 Gain
Totals	760,065,938	708,473,045	51,592,893 Gain

†Note references under individual newspaper linage of these cities.

NEW YORK

	1926	1925	
American	6,851,764	7,162,104	310,340 Loss
Herald Tribune	9,642,818	7,794,822	1,847,996 Gain
Times	15,251,876	13,587,396	1,664,480 Gain
World	9,173,772	8,355,936	817,836 Gain
Mirror (Tab.)	1,810,890	1,915,106	104,216 Loss
News (Tab.)	3,832,860	3,261,376	571,484 Gain
Evening Graphic	1,847,878	†942,732	905,146 Gain
Evening Journal	7,725,458	7,751,838	26,360 Loss
Evening Post	2,618,302	2,507,736	110,566 Gain
Evening World	5,165,330	4,357,518	807,812 Gain
Sun	8,402,130	7,012,532	1,389,598 Gain
Telegram	3,055,086	3,562,044	506,958 Loss
Brooklyn Eagle	9,359,124	8,577,076	782,048 Gain
Brooklyn Times	3,720,052	2,518,888	1,201,164 Gain
Standard Union	2,966,420	3,436,764	470,344 Loss
Totals	91,423,760	82,743,868	8,679,892 Gain

†Sunday Graphic inaugurated May 3, 1925; discontinued Sept. 1, 1925; 232,832 lines for 9 Sundays included.

CHICAGO

	1926	1925	
Daily News	11,274,018	10,331,040	942,978 Gain
Tribune	16,829,661	15,248,574	1,581,087 Gain
Herald Examiner	6,616,146	5,966,181	649,965 Gain
Post	3,127,269	2,855,481	271,788 Gain
American	6,896,649	6,214,227	682,422 Gain
Journal	2,785,044	2,606,625	178,419 Gain
Totals	47,528,787	43,222,128	4,306,659 Gain

PHILADELPHIA

	1926	1925	
Inquirer	11,193,300	10,426,500	766,800 Gain
Record	4,480,500	4,600,500	120,000 Loss
Ledger	8,327,918	7,281,217	1,046,701 Gain
Evening Ledger	8,046,226	7,621,042	425,184 Gain
North American	.....	3,428,100	..... Gain
Bulletin	10,972,200	10,146,000	826,200 Gain
Totals	43,020,144	43,503,359	483,215 Loss

North American combined with Ledger May 18, 1925.

DETROIT

	1926	1925	
News	17,427,326	16,414,678	1,012,648 Gain
Times	6,589,450	6,132,476	456,974 Gain
Free Press	9,052,540	8,236,522	816,018 Gain
Totals	33,069,316	30,783,676	2,285,640 Gain

CLEVELAND

	1926	1925	
Plain Dealer	9,444,525	9,295,875	148,650 Gain
News Leader	6,516,750	6,529,050	12,300 Loss
Press	7,589,550	6,911,175	678,375 Gain
Totals	23,550,825	22,736,100	814,725 Gain

ST. LOUIS

	1926	1925	
Post Dispatch	12,689,880	11,556,160	1,133,720 Gain
Globe Democrat	7,445,700	7,107,900	337,800 Gain
Star	3,533,700	3,744,900	211,200 Loss
Times	2,101,500	1,917,600	183,900 Gain
Totals	25,770,780	24,326,560	1,444,220 Gain

*No Sunday edition.

BOSTON

	1926	1925	
Herald	8,098,005	6,834,008	1,263,997 Gain
Globe	8,254,192	7,498,175	756,017 Gain
Post	6,420,728	6,025,095	395,633 Gain
Advertiser	2,702,839	2,324,216	378,623 Gain
*American	2,444,553	2,296,285	148,268 Gain
*Traveler	6,376,684	5,229,975	1,146,709 Gain
*Transcript	3,896,596	3,617,199	279,397 Gain
*Telegram	1,403,365	1,404,238	873 Loss
Totals	39,596,962	35,229,191	4,367,771 Gain

BALTIMORE

	1926	1925	
Sun	9,089,197	8,700,558	388,639 Gain
*Evening Sun	9,133,210	8,353,819	779,391 Gain
American	3,126,264	2,770,022	356,242 Gain
*News	3,922,597	3,970,769	48,172 Loss
*Post	2,141,299	1,271,820	869,479 Gain
Totals	27,412,567	25,066,988	2,345,579 Gain

LOS ANGELES

	1926	1925	
Times	13,608,084	13,156,654	451,430 Gain
Examiner	11,626,580	11,430,164	196,416 Gain
*Express	4,702,712	4,915,204	212,492 Loss
*Herald	8,838,466	8,175,804	662,662 Gain
*Record	2,581,194	2,514,400	66,794 Gain
News	1,679,942	1,789,774	209,832 Loss
Totals	42,936,978	41,982,000	954,978 Gain

News Sunday edition discontinued May 2, 1926.

BUFFALO

	1926	1925	
Express	2,757,933	2,856,461	98,528 Loss
Courier	4,029,764	3,944,860	84,904 Gain
Post	81,447	584,161	502,714 Loss
Times	6,814,105	6,196,433	617,672 Gain
*Star	815,363	866,143	50,780 Loss
*News	8,018,589	7,320,303	698,286 Gain
Totals	22,517,201	21,768,361	748,840 Gain

Commercial—Name changed to Post February, 1925; discontinued February, 1926.
Enquirer—Name changed to Star February, 1925; combined with Courier June 19, 1926.
Express combined with Courier June 13, 1926.

SAN FRANCISCO

	1926	1925	
Chronicle	5,858,104	5,554,164	303,940 Gain
Examiner	9,917,451	9,479,268	438,183 Gain
Bulletin	3,398,472	3,341,646	56,826 Gain
*Call	5,168,870	4,597,194	571,676 Gain
*News	3,893,134	3,744,888	148,246 Gain
*Herald	‡575,596	1,027,782	452,186 Loss
Totals	28,811,627	27,744,942	1,066,685 Gain

‡Herald discontinued May 5, 1926.

MILWAUKEE

	1926	1925	
Journal	9,518,087	8,627,937	890,150 Gain
S. T. & A. M. Sentinel	3,445,120	3,612,043	166,923 Loss
*Leader	1,451,900	1,380,014	71,886 Gain
*Wisconsin News	3,623,399	3,499,640	123,759 Gain
Totals	18,038,506	17,119,634	918,872 Gain

WASHINGTON

	1926	1925	
Star	14,381,594	12,671,279	1,710,315 Gain
Post	5,658,519	4,979,234	679,285 Gain
*Evening Times	4,077,020	4,092,119	15,099 Loss
Herald	3,332,384	2,621,246	711,138 Gain
*Evening News	1,292,722	813,022	479,700 Gain
Totals	28,742,239	25,176,900	3,565,339 Gain

CINCINNATI

	1926	1925	
*Post	4,869,300	4,148,100	721,200 Gain
*Times Star	7,471,200	6,845,400	625,800 Gain
Enquirer	7,101,000	6,617,100	483,900 Gain
Tribune	1,616,400	1,717,200	100,800 Loss
Totals	21,057,900	19,327,800	1,730,100 Gain

NEW ORLEANS

	1926	1925	
Times Picayune	9,733,431	8,497,025	1,236,408 Gain
Item	5,388,369	5,336,466	51,903 Gain
States	4,891,798	4,432,073	459,725 Gain
*Tribune	3,744,849	2,696,069	1,048,780 Gain
Totals	23,758,447	20,961,631	2,796,816 Gain

MINNEAPOLIS

	1926	1925	
Tribune	7,794,197	7,302,582	491,615 Gain
Journal	7,984,525	6,989,196	995,329 Gain
*Star	2,878,621	2,616,122	262,499 Gain
Totals	18,657,343	16,907,900	1,749,443 Gain

SEATTLE

	1926	1925	
Times	8,271,214	7,543,522	727,692 Gain
Post Intelligencer	5,252,702	4,326,252	926,450 Gain
*Star	3,390,300	3,555,692	165,312 Loss
*Union-Record	741,782	699,728	42,034 Gain
Totals	17,656,098	16,125,194	1,530,864 Gain

INDIANAPOLIS

	1926	1925	
*News	9,131,913	8,936,175	195,738 Gain
Star	6,735,861	6,751,602	15,741 Loss
*Times	3,044,979	2,919,540	125,439 Gain
Totals	18,912,753	18,607,317	305,436 Gain

DENVER

	1926	1925	
News	3,267,068	3,472,280	205,212 Loss
Post	7,554,148	7,211,932	342,216 Gain
*Times	2,566,480	2,747,080	180,600 Loss
Totals	13,387,696	13,431,292	43,596 Loss

PROVIDENCE

	1926	1925	
Journal	5,275,453	4,967,162	308,291 Gain
*Bulletin	7,171,362	6,724,726	446,636 Gain
Tribune	2,347,630	2,243,567	104,063 Gain
*News	2,447,137	2,411,212	35,925 Gain
Totals	17,241,582	16,346,667	894,915 Gain

COLUMBUS

	1926	1925	
Dispatch	11,492,383	10,478,036	1,014,347 Gain
Journal	3,981,959	3,659,826	322,133 Gain
*Citizen	5,844,513	4,865,695	978,818 Gain
Totals	21,318,855	19,003,557	2,315,298 Gain

LOUISVILLE

	1926	1925	
Courier Journal	7,330,238	6,626,687	703,551 Gain
Herald Post	3,421,367	3,865,248	443,881 Loss
*Times	6,254,201	5,534,315	719,886 Gain
*Post	2,941,271	2,451,056	490,215 Gain
Totals	19,947,077	18,477,306	1,469,771 Gain

ST. PAUL

	1926	1925	
*Dispatch	5,042,828	4,597,278	445,550 Gain
Pioneer Press	5,234,684	4,825,968	408,716 Gain
News	4,492,306	4,136,706	355,600 Gain
Totals	14,769,818	13,559,952	1,209,866 Gain

OAKLAND

	1926	1925	
Tribune	9,729,412	9,543,310	186,102 Gain
*Post Inquirer	5,134,388	4,269,132	865,256 Gain
*Record	.....	534,604	..... Gain
Totals	14,863,800	14,347,046	516,754 Gain

Record discontinued October 24, 1925.

OMAHA

	1926	1925	
World Herald	6,405,448	5,680,129	725,319 Gain
Bee	2,937,970	2,762,998	174,972 Gain
News	2,594,788	2,683,233	88,445 Loss
Totals	11,938,206	11,126,360	811,846 Gain

BIRMINGHAM

	1926	1925	
Age Herald	4,232,074	4,224,304	7,770 Gain
News	9,227,540	8,297,660	929,880 Gain
*Post	2,871,260	2,198,910	672,350 Gain
Totals	16,330,874	14,720,874	1,610,000 Gain

RICHMOND

	1926	1925	
*News Leader	6,220,284	6,082,118	138,166 Gain
Times-Dispatch	5,290,838	5,068,574	222,264 Gain
Totals	11,511,122	11,150,692	360,430 Gain

DAYTON

	1926	1925	
News	8,460,172	8,292,858	167,314 Gain
*Herald	5,122,026	4,851,252	270,774 Gain
Journal	4,135,320	3,895,024	240,296 Gain
Totals	17,717,518	17,039,134	678,384 Gain

HOUSTON

	1926	1925	
Chronicle	7,649,838	6,869,520	780,318 Gain
Post Dispatch	6,031,102	4,742,990	1,288,112 Gain
*Press	3,009,140	2,897,280	111,860 Gain
Totals	16,690,080	14,509,790	2,180,290 Gain

DES MOINES

	1926	1925	
Register	4,082,052	3,566,495	515,557 Gain
*Tribune	4,850,088	4,176,743	673,345 Gain
Capital	2,954,977	‡3,683,588	728,611 Loss
Totals	11,887,117	11,426,826	460,291 Gain

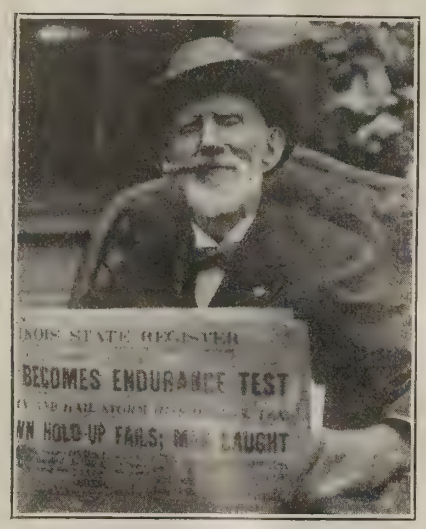
‡Sunday Capital discontinued with issue of February 21, 1926.
*No Sunday edition.

H. W. CLENDENIN, NEARING 90, LOOKS BACK ON 74 YEARS IN JOURNALISM

Editor-in-Chief and Part Owner of Springfield Illinois State Register Still Active—Celebrates 90th Birthday Aug. 1 —Has Written Biography for His Friends

By V. Y. DALLMAN
Managing Editor, *Springfield Illinois State Register*

NINETY years old August first, Hon. Henry Wilson Clendenin, editor-in-chief of the *Springfield Illinois State Register,* is the oldest active editor in the state of Illinois and one of the oldest in continuous service in the United States, if not the world.



H. W. Clendenin

The fact that Mr. Clendenin not only is at his desk every day but that he has just completed an elaborately printed 400-page autobiography indicates that he retains much of his youthful "pep."

The philosophy of this interesting character is impressive. He attributes his longevity to hard work and devotion to the ideal of common honesty.

"Work," he says, "is essential to health and happiness." Of rigid rules of diet, he has none. Some years ago, for instance, before the State Register became an afternoon publication, Mr. Clendenin worked at his desk nearly every night until midnight, helping to issue the morning paper. Before retiring he would go to a restaurant, drink one, and sometimes two, big cups of coffee, and to guarantee sweet repose, top it off with an enormous cut of apple or raisin pie. When you see him today at 90 you find him a living refutation of the theories of those who would abolish either pastry or coffee. Mr. Clendenin has very generally abstained from alcoholics. Whether he uses tobacco or not is a question comprehensively answered by the accompanying photograph which shows him enjoying his cigar a la "Uncle Joe" Cannon.

Melville E. Stone, of the Associated Press, Adolph Ochs, of the *New York Times,* William Allen White, and others have written Mr. Clendenin complimenting him upon his autobiography which tells the story of a long and busy life. Some of the points covered are his birth, August 1, 1837 in Bedford County, Pennsylvania; his boyhood trip west; his first job as a boy printer on the *Burlington Hawk-Eye* 74 years ago; his experiences with the *Peoria Transcript;* his recollections of four wars—the Mexican, Civil, Spanish-American, and World wars; his enlistment in the 20th Pennsylvania infantry and service in the Civil War which entitles him to wear the little bronze button which he prizes so highly; thrilling experiences during the dramatic days of chaos before and after the war; his employment with the old *Gazette-Argus* of Burlington, Ia., his meeting, 63 years ago as an employee of the *Keokuk Constitution,* with Thomas Rees who is now his associate publisher of the Illinois State Register; his year of editorial direction of the *Metamora* (Ill.) *Sentinel;* his connection with the *Keokuk* (Ia.) *Gate City* and his purchase in 1876, together with Thomas Rees and George Smith, of the Keokuk Constitution. Five years later (1881) this firm came to Springfield and purchased the Illinois State Register. They plunged into Illinois politics developing close friendships with former Vice-President Adlai E. Stevenson, General John M. Palmer, former Governor John P. Altgeld, Hon. William M. Springer, William Jennings Bryan, General John A. Logan, Col. William R. Morrison, General John A. McClernand and scores of others who have gone to their reward. Among Mr. Clendenin's close personal friends today are former Governor Edward F. Dunne, former United States Senator James Hamilton Lewis, former Governor Frank O. Lowden and United States Senators William McKinley and Charles S. Deneen.

Beautiful is his impressive story of his 63 years of close friendship with Thomas Rees, publisher, author, traveler and former state senator. As he tells of it smiles spring from his heart. He says: "Friends for all these years and associates in business 50 years, five in Iowa and 45 in Illinois, we have never had an argument which could be considered serious or which disturbed the sweet serenity of our devotion one to the other."

With mind as clear as a bell he tells of conditions which prompted him to cast his first vote for Stephen A. Douglas for senator against Abraham Lincoln in 1858 and to cast his first presidential vote for Abraham Lincoln in 1860. In '64 he voted for General George B. McClellan, explaining that McClellan was his old commander during the war and, therefore, he could not vote against him. His introductory chapter of his autobiography entitled "The Magic Age" is a beautiful verbal panorama in which one sees the Indians near Burlington, the dim flicker of the tallow candle, the slow-moving ox-cart, the "prairie schooner," the flail and things primitive. Then he tells a graphic story of the marvels of modern invention.

"What wonders God and man have wrought during the span of my years!" exclaims this veteran editor in his resumé. "During my years," he continues, "telephone and telegraph wires have spread over the entire United States, connected through trans-oceanic cables with webs of wire which cover the entire world like a colossal net. From the first spark of electricity, I have watched the invention of the motor and dynamo. I have seen the incandescent light dim the tallow candle and oil lamp. I have observed the miracle of the airship, witnessed the wonder of the dirigible and the development of the heavier-than-air machine which soars into the clouds and flashes through the sky at a rate that staggers the human mind. I have witnessed the invention of the radio—that mystery of modern mysteries—which makes near neighbors of nations, defies space and time and carries the orchestral symphonies of great operas of New York, the songs of the tropics and the sermons and lectures of orators of the nation into the living rooms of the homes of Springfield or wherever man provides a receiving set and flings a delicate wire to the wind to catch the sound waves in the air."

Mr. Clendenin turns his face to the future and says: "My prayer is that God will bless mankind and convince a blessed people that to make a world permanently greater they must strive to make it permanently good."

That concluding sentence reflects the character of the man. He is honorable, honest, idealistic. Associated with hi for nearly 35 years, I have found h unswerving Christian character an i spiration and a benediction. He h breathed into his newspaper his hig idealism and built it with the aid Senator Rees as a lasting monument service for mankind.

N. Y. SIX-MONTH LINAGE TOPS 91,000,000

GAIN of 11 per cent in newspaper linage is noted during the first six months of the year by the New York daily newspapers listed by the *New York Evening Post* Statistical Department, Inc. The total linage for the 15 papers listed was 91,423,760 agate lines, a gain of 8,679,892 lines over the first six months of 1925. Five of the 15 papers listed showed slight losses during the period.

Comparative figures follow:

Pages 1926	Pages 1925		Percentage of Total Space	1926	1925	Gain	Loss
8,014	8,058	American	7.5	6,851,764	7,162,104	.....	310,340
9,478	7,820	Herald Tribune	10.5	9,642,818	7,794,822	1,847,996	.....
11,988	10,484	Times	16.7	15,251,876	13,587,396	1,664,480	.....
8,370	7,422	World	10.0	9,173,772	8,355,936	817,836	.....
5,216	4,776	*Mirror (Tab.)	2.0	1,810,890	1,915,106	.....	104,216
8,172	6,976	News (Tab.)	4.2	3,832,860	3,261,376	571,484	.....
6,784	5,734	*Evening Graphic	2.0	1,847,878	†942,732	905,146	.....
6,950	7,306	*Evening Journal	8.4	7,725,458	7,751,838	.....	26,360
4,708	4,908	*Evening Post	2.9	2,618,302	2,507,736	110,566	.....
5,056	4,340	*Evening World	5.6	5,165,330	4,357,518	807,812	.....
6,448	5,618	*Sun	9.2	8,402,130	7,012,532	1,389,598	.....
3,726	3,536	*Telegram	3.4	3,055,086	3,562,044	.....	506,958
7,534	7,076	Brooklyn Eagle	10.2	9,359,124	8,577,076	782,048	.....
4,380	3,528	Brooklyn Times	4.1	3,720,052	2,518,888	1,201,164	.....
3,194	3,626	Standard Union	3.3	2,966,420	3,436,764	.....	470,344
100,018	91,208	Totals		91,423,760	82,743,868	8,679,892 (Net Gain)	.....

*No Sunday edition.
†Sunday Graphic inaugurated May 3, 1925, discontinued September 1, 1925; 232,832 lines for 9 Sundays included.

	1926	1925	1924	1923	1922	1921	1920
American	6,851,764	7,162,104	7,808,098	6,153,872	5,668,330	5,236,928	5,890,442
Herald	.....	.....	2,355,910	5,927,014	5,982,182	6,287,834	6,055,516
Herald Tribune	9,642,818	7,794,822	6,206,288	4,996,138	4,737,786	4,841,259	5,248,730
Times	15,251,876	13,587,396	13,293,132	12,582,026	12,079,894	10,930,804	12,371,879
World	9,173,772	8,355,936	8,600,114	9,255,570	8,243,470	7,345,998	9,825,603
Mirror (Tab.)	1,810,890	1,915,106	.....	.....	.....	.....	.....
News (Tab.)	3,832,860	3,261,376	2,884,664	2,123,898	1,643,000	1,126,112	†.....
Eve. Graphic	1,847,878	942,732	.....	.....	.....	.....	.....
Eve. Journal	7,725,468	7,751,838	7,475,876	6,794,786	5,970,288	5,383,034	4,961,082
Eve. Mail	.....	.....	††612,782	3,214,534	3,055,906	3,223,622	3,350,648
Eve. Post	2,618,302	2,507,736	2,209,886	2,077,672	2,047,812	3,142,521	2,765,030
Eve. World	5,165,330	4,357,518	3,951,176	4,511,140	4,597,850	4,650,308	4,998,336
Globe	.....	.....	.....	‡3,825,302	3,693,968	3,555,150	4,352,493
Sun	8,402,130	7,012,532	6,815,856	5,290,192	4,901,150	4,221,880	4,594,728
Telegram	3,055,086	3,562,044	4,824,988	3,438,312	3,516,492	3,430,878	4,237,372
B'klyn Eagle	9,359,124	8,577,076	8,804,036	8,289,030	7,789,578	6,829,310	6,998,010
B'klyn Times	3,720,052	2,518,888	2,389,888	1,934,896	1,762,750	1,621,564	.....
Stand. Union	2,966,420	3,436,764	3,811,696	3,944,698	3,873,502	3,447,546	4,417,654
Totals	91,423,770	82,743,868	82,044,390	84,359,080	79,563,958	75,274,748	80,067,523

†Figures not recorded.
‡Sun and Globe combined June 4, 1923; name changed to Sun, March 10, 1924.
††Telegram and Mail combined January 18, 1924; name changed to Telegram May 18, 1925.

A CHURCH PAGE THA ISN'T "PREACHY"

Reading (Pa.) Eagle's Vivid Week Appeal Asking Non-Church Goers to Attend Services Has Re-awakened Local Interest

Can the church page of a daily pap be made interesting to the average read who is not a church member? T *Reading* (Pa.) *Daily Eagle* answers the affirmative—from experience. T page has become a feature of the Satu day issue.

Reading is a city of 100 churches. F nearly 60 years the Eagle has publish their announcements every Saturday a the collection did not present an interes ing appearance. A religious article, i sued by a syndicate, was added to tone the page. But it did not appear to ha any pull. Then Benjamin A. Fryer, c editor, who is not what you might c an active church man, wrote a week appeal asking the non-church goers attend services on Sunday.

The page never uses the word religio is the opposite of "preachy," is written the language of the people it appeals and stresses the Golden Rule.

The appeal is set in reading matt type, two columns wide, with a headi that attracts attention. It was somethi entirely new in that line and within tw months was given national publicity the *Literary Digest.* Letters have co to the Eagle from as far as Texas. Th local ministerial associations took up t matter endorsing the appeals. Chur papers gave editorial comment. T weekly bulletins published by many pa ishes made references to the forceful a peals, minsters read them from their pu pits, they were quoted in Sunday school pasted on church bulletin boards, sever clergymen started scrap books, keepi the notices for future reference in a dresses and sermons. Each appe closed with the words "Thank You."

Ministers are now adding those wor to the notices they send to the Eagle.

Here are a few of the striking hea ings to the "go to church" appeals:

"Did You Ever Measure Yourself wit the Golden Rule?"

"Church Pew is Good Operating Tabl for the Spiritually Ill."

"All Dressed Up and a Good Place t Go."

"Does Your Conscience Let Yo Skid?"

"35,000 Reading People Have Spiritua Rheumatism."

The Eagle declines to commercialize it church page. Its advertising solicitor are told not to ask for paid advertise ments of churches. If they want to com in voluntarily, display ads are accepted

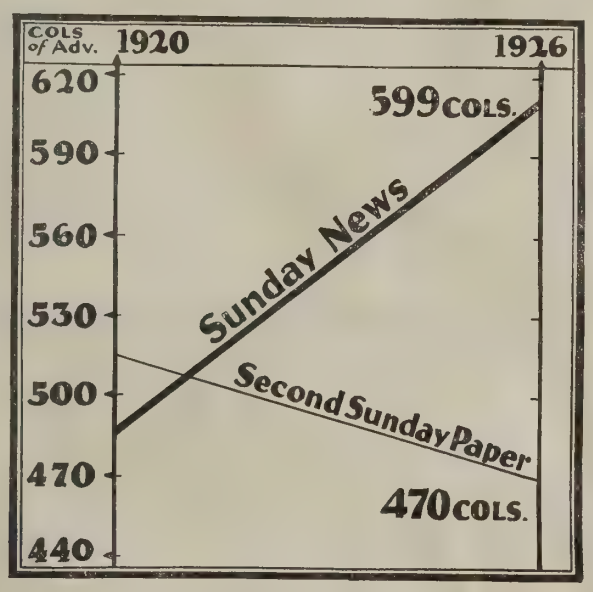
It has been figured out that the churc page with its announcements for eac parish, classified by denominations, an programs furnished by the organists, th "boxes" referred to and other church news costs $100 per issue. On Monday at least two pages are devoted to news from every congregation, making three pages per week costing the paper $300 or $15,600 per annum to give the news of the Reading churches. Does all this pay in dollars and cents? The Eagle thinks it does.

Frank D. Thomason Dies

Frank D. Thomason, pioneer in the practice of patent law in Chicago and father of S. E. Thomason, general manager of the *Chicago Tribune,* died July 14, at his home in Beverley Hills. He was senior member of the law firm of Thomason & Lundy. He became ill last fall and spent the winter in California in search of health, returning to his home in May.

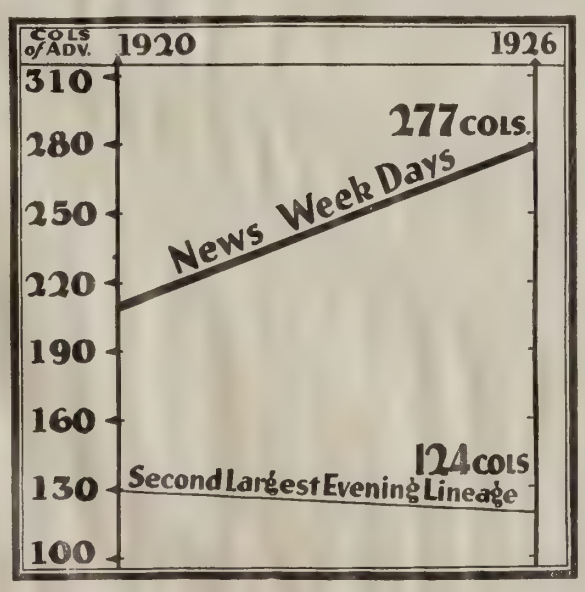
The Advertising Trend in Detroit

A Comparison Both Weekdays and Sundays Between May 1926, and May 1920, Reveals Increasing Leadership of The Detroit News



Temporary fluctuations in advertising and short term comparisons offer little guide to the space buyer, but a record of accomplishment covering six years will give any user of advertising food for reflection. The chart opposite shows how The Detroit Sunday News by May, 1926, had increased its average 108 columns as compared with May, 1920, while the second Sunday medium during the same period decreased 55 columns. The significance of the relative rise and decline of the two newspapers should not be overlooked by those advertisers who are now planning their fall campaigns. The Sunday News has the greatest circulation in Michigan and is constantly offering advertisers a better "buy" through increasing circulation.

The weekday issues of The Detroit News likewise show a marked increase of 75 columns average advertising per issue between May, 1920, and May, 1926, the present second evening paper carrying less space in May, 1926, than Detroit's second paper carried in 1920. And it must be remembered that The Detroit News has consistently published more advertising than both other Detroit papers combined for years.



The Detroit News

Detroit's HOME Newspaper

335,000 Sunday, 320,000 Weekday Circulation

INJUNCTION HALTS OPERATION OF LAW BARRING RACING NEWS IN CLEVELAND

City Ordinance Affecting Newspapers and Racing Sheets Effective One Day—News Dealer Claims Free Press Principle Attacked

(*By Telegraph to* EDITOR & PUBLISHER)

CLEVELAND, O., July 14.—For one day this week, between injunctions, Cleveland's ordinance forbidding the publication, sale or distribution of horse racing form sheets or odds was enforced.

Monday, July 12, after the Court of Appeals had upheld the right of the city to pass such an ordinance under home rule provisions, Safety Director Edwin D. Barry announced it was in force. He had notified 150 newspapers the previous week.

Three arrests of news dealers were made, each for selling racing form magazines. The *Buffalo Courier and Express* wrote Barry it was stopping circulation of its paper to Cleveland.

The Supreme Court on July 13 granted a temporary injunction to the Solomon News Company of Cleveland, restraining the city from enforcing an ordinance prohibiting sale of newspapers containing betting odds and best selections.

The injunction was allowed against prohibiting sale of newspapers of general circulation, but refused as to purely racing forms, etc. It will stand until the case is disposed of on its merits by the court early next fall.

The temporary restraining order was allowed upon the filing of an appeal by Henry Solomon, doing business as the Solomon News Company, from the decision of the Court of Appeals upholding validity of the ordinance. The suit was against the City of Cleveland, Safety Director Edward Barry and Police Chief Jacob Graul to prevent enforcement of the ordinance. Solomon contends the ordinance is unconstitutional.

The passage of the ordinance, by a 14 to 9 vote of the city council, was the result of a crusade against constant racing here during the spring, summer and fall. Merchants claimed business was damaged, and City Manager William R. Hopkins invited Erie C. Hopwood, editor of the *Plain Dealer* and president of the American Society of Newspaper Editors; Earle Martin, former editor of the *Press*, now editor of the *Times;* Dan R. Hanna, president of the *News*, and Samuel Scovill, publisher of the *Times*, to discuss the situation.

At this meeting, in mid-winter, the four editors agreed to cease publication of racing odds. This did not involve elimination of results of races, but only of the money paid by winners through bookmakers or pari-mutuels and the odds, advance tips, and such other information as pertained to gambling.

Shortly afterward, Hopkins and Barry asked the city council to pass an ordinance prohibiting publication of this information. They told the council the measure was designed to protect the Cleveland newspapers from unfair competition from out of town newspapers and magazines which still published tips and odds.

Opposition developed in the council, but the measure received one more vote than it needed.

The Times asked passage of the ordinance repeatedly in editorials. The Press also editorially approved it. The Plain Dealer and News made no comment.

Shortly afterward, the Solomon News Company of Cleveland brought suit to restrain enforcement. Its attorneys contended the city was violating rights of freedom of the press. Common pleas and appellate judges held that the city, if it saw fit, had the right to regulate information which might be subversive to public morals, and could make it illegal under its home rule powers. The news company then appealed. The Appellate Court was divided, two to one.

The ordinance bars furnishing of information on racing tips and odds in any form, except by word of mouth. It is illegal to print, publish, circulate, distribute, sell or give away paper with this upon it. It is aimed primarily at the magazines and booklets. A fine of $25 to $300 is provided.

However, in news reports of the Kentucky and British Derbies, the papers ran the amounts of money the races won, and told in modified form some of the money won by bettors.

TYPOGRAPHICAL WAGES CONTINUE TO RISE

Many Contracts with Publishers Run for More Than One Year, with Several Progressive Increases

Recent wage scales resulting from conciliation or arbitration proceedings between typographical unions and newspaper publishers or employing printers are announced in the July *Typographical Journal* as follows:

ST. LOUIS, MO.—Book and Job—Handmen, day $45.32, night $48.84; machine operators, day $47.52, night $51.92; forty-four hours. Increase—$2.20.

COALGATE, OKLA.—Newspaper and Job—Journeymen, $30; forty-four hours. The contract is effective for two years, from June 8, 1926, to June 8, 1928. Increase—$2.50.

EVANSVILLE, IND.—Job—Journeymen, day $38, night $42; forty-four hours. The contracts cover a period of one year, from May 1, 1926, to May 1, 1927. Increase—$2.

SAN DIEGO, CAL.—Newspaper—Journeymen, day $51, night $54; forty-five hours. The contract covers a period of one year, from May 1, 1926, to May 1, 1927. Increase—$3.

EAST LIVERPOOL, OHIO.—Newspaper—Journeymen, day $45, night $48; forty-eight hours. The contract covers a period of three years, from May 1, 1926, to April 30, 1929. Increase—$1.

ESCANABA, MICH.—Job—Journeymen, day $30, night $32; forty-four hours. The contract covers a period of one year, from May 1, 1926, to May 1, 1927. Increase—day 70 cents, night 76 cents.

MERIDIAN, MISS.—Newspaper—Journeymen $39.10, to June 1, 1927, then $41.40; forty-six hours. The contract covers a period of three years, from June 1, 1926, to June 1, 1929. Increase—$1.10; June 1, 1927, $2.30 additional.

EUREKA, CAL.—Newspaper—Journeymen, day $45, night $48; forty-eight hours. Job—Day $42, night $45; forty-four hours. The contract covers a period of two years, from May 1, 1926, to May 1, 1928. Increase—Newspaper $3, job $5.04.

KLAMATH FALLS, ORE.—Newspaper and job—Journeymen, day $45, night $48. Newspaper, forty-five hours; job, forty-four hours. The contract covers a period of one year, from June 1, 1926, to June 1, 1927. Increase—Newspaper $3, hours reduced from forty-eight to forty-five; job $3.

LAFAYETTE, IND.—Job—Journeymen, day $37.40, night $38.50, to May 17, 1927, then day $38.50, night $39.60, to May 17, 1928, then day $39.60, night $41.80; forty-four hours. The contracts cover a period of three years, from May 17, 1926, to May 17, 1929. Increase—Day $1.40, night 50 cents; May 17, 1927, $1.10 additional; May 17, 1928, day $1.10, night $2.20 additional.

ELIZABETH, N. J.—Newspaper—Journeymen, day $52, night $55, to April 1, 1927, then day $53.50, night $56.50, to April 1, 1928, then day $55, night $58; day, forty-seven hours, night forty-five hours. (Thirteen weeks prior to Labor Day work-week forty-five hours for day work.) The contract covers a period of two years and eleven months, from May 1, 1926, to April 1, 1929. Increase—$4, April 1, 1927, and April 1, 1928, $1.50 additional.

CHICAGO, ILL. (Hebrew No. 903).—Newspaper—Journeymen $72.42, to October 14, 1926, then $74.06 to October 14, 1927, then $75.70 to October 14, 1928, then $77.36 to October 14, 1929, then $79. Day, thirty-six hours; night, twenty-seven hours. The contract covers a period of five years, from October 15, 1925, to October 14, 1930. Increase—$7.42, October 14, 1926; October 14, 1927, $1.64 additional; October 14, 1928, $1.66 additional; October 14, 1929, $1.64 additional.

FINDLAY, OHIO.—Newspaper—Journeymen, Day $38.50, night $41.50, to March 1, 1927, then day $40, night $43; forty-eight hours. Job—$33.88 to March 1, 1927, then $35.20; forty-four hours. The contracts cover a period from May 1, 1926, to February 28, 1929. Increase—Newspaper $1.50, March 1, 1927, $1.50 additional. Job $1.32, March 1, 1927, $1.32 additional.

TIFFIN, OHIO.—Newspaper—Journeymen, day $38, night $40; forty-eight hours. Job—Handmen, day $30, night $32; operators, day $38, night $40; forty-four hours. The contracts cover a period of three years, from February 1, 1926, to February 1, 1929. Increase—Newspaper, handmen $8, operators $5; job, handmen $2.50, operators, day $10.50, night $10.

PALESTINE, TEXAS. — Newspaper — Handmen $36.25, operators $43.68; forty-eight hours. Job—Handmen $36.25, operators $40.04; forty-four hours. The contracts cover a period of one year, from June 1, 1926, to June 1, 1927. Increase—Newspaper, handmen $1.25, operato $8.68; job, handmen $1.25, operators $5.(

KANSAS CITY, MO.—Newspaper-Journeymen, day $49, night $52, to Fe ruary 1, 1927, then day $50, night $5. forty-eight hours. The contract cove a period of two years, from February 1926, to February 1, 1928. Increase $1; February 1, 1927, $1 additional.

SPRINGFIELD, OHIO. — Newspaper-Journeymen, day $45, night $48, to Mar 5, 1926, then day $46, night $49; fort eight hours. The contract covers a peri of two years, from March 5, 1926, March 5, 1928. Increase—$2; March 1926, $1 additional.

WASHINGTON, D. C.—Newspaper-Journeymen, day $54, night $60, fort two hours. The award of the local arb tration board is effective one year fro November 11, 1925, to November 1 1926. Increase—Day $7.80, night $9.60.

BATAVIA, N. Y.—Job—Journeymen, da $36, night $38; forty-four hours. Th contracts cover a period of one year ar eight months, from May 1, 1926, to Ja uary 1, 1928. Increase—Handmen, $ operators $3.

DULUTH, MINN.—Newspaper—Journeymen, day $43.50, night $46.50; forty four hours. The contracts cover a peri of six months, from May 28, 1926, November 28, 1926. Increase—$1.50.

SALEM, OHIO.—Newspaper—Journeymen $35; forty-eight hours. Job—$32.5 forty-four hours. The contracts cover period from June 1, 1926, to September 1929. Increase—$5.

SHELBYVILLE, IND.—Job—Journeyme day $27.50 night $30.50; forty-four hour The contracts cover a period from Ju 1, 1926, to January 1, 1928. Increase $3.50.

Jacksonville Bridge Hangs Up New Record

Traffic and revenue reach the highest figures since the opening of the St. Johns River span . . . 631,558 persons crossed the bridge in one month . . . Convincing proof that Florida traffic has not retarded. The steadily increasing figures each month substantiate that Jacksonville enterprises are substantial and profitable.

And the Florida Times-Union continues to hold the lead with the largest circulation of any Florida publication.

The Florida Times-Union
JACKSONVILLE
DAILY 53,000 SUNDAY 70,000

Liberal on every economic question, fearlessly independent on every political issue, tolerant in the broadest sense of the word on every social problem, Scripps-Howard newspapers have created a new journalism more truly American than anything that has preceded it.

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York

NEW HAMPSHIRE HOST TO EDITORS

116 Men and Women Representing Newspapers and Associations in 44 States Spending Week on Tour

A party of 116 men and women, representing newspapers and newspaper associations from 44 states, left Boston Monday morning, July 12, for a week's tour of New Hampshire, the guests of that state.

The editors are being shown the industries and resources of New Hampshire as part of a general campaign to boost the state.

The bodies co-operating as hosts are the State of New Hampshire, the New Hampshire Chamber of Commerce, the New Hampshire Hotelmen's Association, the Boston and Maine Railroad, the Mount Washington Railroad, and numerous boards of trade, clubs and individuals. Arrangements for the trip are being looked after by the New Hampshire Board of Publicity.

Following breakfast at the Hotel Vendome, Boston, the visitors were welcomed by Maj. Charles T. Harding, Boston street commissioner, in behalf of Mayor Malcolm Nichols of Boston, and State Senator Charles P. Howard, speaking for the Commonwealth.

Before leaving Boston each member of the party was presented a badge, a copy of itinerary, other descriptive pamphlets and a leather souvenir notebook, the latter from the Mergenthaler Linotype Company.

In charge of the party were Arthur B. Rotch, of Milford, N. H., secretary of the New Hampshire Publishers' Association; H. Stewart Bosson, of Meredith, N. H., New Hampshire Board of Publicity; Arthur S. Morris, of Littleton, N. H., vice-president of the New Hampshire Publishers' Association, and N. P. M. Jacobs, of Portsmouth, N. H., president of the New Hampshire Hotel Association.

On the trip overnight stops were made at Lake Spofford, Bethlehem, Bretton Woods, Plymouth, Manchester and Portsmouth.

The editors were told they assumed no obligation whatever in coming to New Hampshire as guests of the state.

"We think New Hampshire is both beautiful and interesting. We want you to see it, to meet our people; and we want to know you and call you friends. All we ask of you is that you give us your best co-operation in getting so large a party started promptly on schedule each day and keeping it right on time," the New Hampshire Board of Publicity said in a statement.

Following is a list of those making the tour:

Crosby Allen, Oregon, Cal., California Press Association.
Mr. and Mrs. Walter D. Allen, Miss Barbara Allen, president Massachusetts Press Association.
L. A. Andrepont, Opelousa, La., president Louisiana Press Association.
J. W. Atkins, Gastonia, N. C., president North Carolina Press Association.
Mr. and Mrs. H. U. Bailey, Princeton, Ill., chairman executive committee of National Editorial Association.
Mr. and Mrs. Kenneth Baldridge, Bloomfield, Ia., Iowa Press Association.
Dr. and Mrs. W. W. Ball, Columbia, S. C., South Carolina Press Association.
Granville Barrere, Hillsboro, O., president Ohio Press Association.
Malcolm Bayley, Louisville, Ky., editor *Courier-Citizen*.
Arnold Belcher, Boston, Pathe News photographer.
Dr. Berry, *Boston Globe*.
Mr. and Mrs. H. Stewart Bosson, Meredith, N. H., New Hampshire board of publicity.
Major and Mrs. Lew B. Brown, St. Petersburg, Fla., president Florida Daily Press Association.
Mr. and Mrs. W. A. Brown, Friend, Neb., president Nebraska Press Association.
Ernest Camp, Monroe, Ga., president Georgia Press Association.
Mr. and Mrs. Gardner Campbell, Wakefield, Mass., Massachusetts Press Association.
George Carter, Manchester, secretary, New Hampshire Manufacturers' Association.
Mr. and Mrs. Joe Mitchell Chapple, New York, *National Magazine*.
Miss Beatrice Cobb, Mrs. Cobb, Morganton, N. C., secretary North Carolina Press Association.



Editors and their wives touring New Hampshire as guests of that State stopped to frolic at Nashua, N. H. They are shown "sending messages home" by toy balloons furnished by their hosts.

Elmer E. Conrath, Cuba, N. Y., president New York Press Association.
Col. and Mrs. W. S. Copeland, Newport News, Va., president Virginia Press Association.
Arthur Craig, Greeley, Col., president Colorado Press Association.
Mr. and Mrs. G. D. Cummings, Peterboro, N. H., president New Hampshire Publishers Association.
Arthur DeMoulpied, *Manchester Unicn*.
Edward J. Dunn, *Boston Post*.
Mr. and Mrs. Carl S. Eastwood, LeSueur, Minn., president Minnesota Press Association.
Liston P. Evans, Dover-Foxcroft, Me., president Maine Press Association.
Mr. and Mrs. O. S. Freeman, Canaan, Conn., Connecticut Western News Syndicate.
Joseph W. Gannon, New York, New Hampshire Publicity Counsel.
Col. and Mrs. Charles D. Haines, Altamonte Springs, Fla., Founders International Press Foundation.
Harold P. Hale, Elko, Nev., president Nevada Press Association.
Mr. and Mrs. George Harman, Valley Falls, Kan., president Kansas Press Asscciation.
Mr. and Mrs. Clio Harper, Little Rock, Ark., Secretary Arkansas Press Association.
J. Ben Hart, Manchester, Secretary New Hampshire Hotelmen's Association.
Mr. and Mrs. John E. Hersam, New Canaan, Conn., president Connecticut Press Association.
Mr. and Mrs. Will R. Holmes, Brigham, Utah, president Utah Press Association.
Mr. and Mrs. Hal E. Hoss, Oregon City, Ore., secretary Oregon Press Association.
Forrest P. Hull, *Boston Transcript*.
Mr. and Mrs. F. A. Hunt, Newport, Vt., president Vermont Press Association.
Rae Hunt, Concord, N. H.
N. P. M. Jacobs, Portsmouth, president New Hampshire Hotelmen's Association.
Luther B. Johnson, Randolph, Vt., Vermont Press Association.
T. Frank Joyce, Boston, vice-president, Boston & Maine Railroad.
Mr. and Mrs. E. B. Oddy, Woonsocket, S. D., president South Dakota Press Association.
Schuyler L. Marshall, St. Johns, Mich., president Michigan Press Association.
A. W. McCallum, Buhl, Idaho, president Idaho Press Association.
Mr. and Mrs. Thomas McCullouch, Anderscn, Ind., president Indiana Democratic Editorial Association.
J. Frank McDermond, Attica, Ind., president Indiana Republican Editorial Association.
J. C. McLendon, Luverne, Ala., president Alabama Press Association.
Mr. and Mrs. Ridgely P. Melvin, Annapolis, Md., president Maryland Press Association.
Arthur S. Morris, Littleton, N. H., vice-president New Hampshire Publishers Association.
James T. Murray, New Bedford, Mass., New England Daily Newspaper Publishers Association.
Mr. and Mrs. William J. Pape, Waterbury, Conn., president New England Daily Publishers Association.
E. W. Porter, Concord, secretary, New Hampshire Chamber of Commerce.
R. H. Pritchard, Weston, W. Va., president West Virginia Press Association.
Mr. and Mrs. T. W. Purcell, Hampton, Ia., president Iowa Press Association.
George M. Putnam, Concord, president New Hampshire Farm Bureau.
Mr. and Mrs. Clayton T. Rand, Miss Rand, Gulfport, Miss., president Mississippi Press Association.
Mr. and Mrs. F. A. Robertson, Washington, N. J., president New Jersey Press Association.
C. W. Rcoks, Humboldt, Tenn., president West Tennessee Press Association.
Mr. and Mrs. Arthur B. Rotch, Milford, N. H., secretary New Hampshire Publishers Association.
Hon. Eaton D. Sargent, Nashua, N. H., mayor of Nashua.
Roy L. Sawin, Warren, R. I., president Rhode Island Press Association.
Mr. and Mrs. Leslie Small, Kankakee, Ill., Inland Daily Press Association.
W. A. Smith, San Saba, Tex., president Texas Press Association.
Mr. and Mrs. W. J. Smith, Waukegan, Ill., president Illinois Press Association.
John Stewart, Washington, Penn., president Pennsylvania Press Association.
Arthur W. Stubbs, Boston.
Col. Theodore Townsend, Milford, Del., president Delaware Press Association.
Donald D. Tuttle, Concord, secretary, New Hampshire Publicity Bureau.
Sen. Theodore Wanerus, Gillett, Wyo., president Wyoming Press Association.
Bill Wheeler, *Brocklyn Eagle*.
E. E. Whiting, *Boston Herald*.
Cecil Williams, Somerset, Ky., president Kentucky Press Association.
Mr. and Mrs. Hiram L. Williamson, Misse Lorna and Virginia Williamson, Springfield Ill., secretary Illinois Press Association.
Hon. and Mrs. John G. Winant, Concord N. H., Governor of New Hampshire.
Mr. and Mrs. E. H. Winter, Warrenton Mo., president Missouri Press Association.
Mr. and Mrs. H. O. Woare, Chester, Mont. president Montana Press Association.
Mr. and Mrs. Fred L. Wolf, Newport, Wash. president Washington Editorial Association.
Hon. George A. Wood, Portsmouth, N. H. president New Hampshire Chamber of Commerce.
Mr. and Mrs. Will H. Wright, Woodworth N. D., president North Dakota Press Association.
Edward K. Woodworth, Concord, president New Hampshire Bankers Association.

South America Using Old Papers

Central American countries are proving to be an excellent market for discarded United States newspapers, according to the Department of Commerce. About 1,000 tons of old newspapers are shipped to those countries annually. Last year these shipments were valued at $795,000. Small stores in the importing countries use the paper for wrapping bundles. Panama is the largest Central American customer for old newspapers. It imports about $200,000 worth each year.

247,116

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

June, 1926

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of June, 1926, was 192,051.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

The INDIANAPOLIS NEWS

One copy circulated daily for each 4.3 persons in Indianapolis is *coverage*. More than that it is proof of an *editorial merit* that gives an advertiser's message much the character of a spoken recommendation from a friend. Upon these two the advertising dominance of The News is founded. Results!

Dan A. Carroll, 110 E. 42nd, NEW YORK
J. E. Lutz, Tower Bldg., CHICAGO

Frank T. Carroll, *Advertising Director*

Keep in Touch With the Changing Pittsburgh Situation—Use Current Reports Only!

FIRST In Automotive Advertising

For the Six Months Ending June 30, 1926, the

Pittsburgh Gazette Times

(MORNING AND SUNDAY)

PITTSBURGH CHRONICLE TELEGRAPH

(EVENING EXCEPT SUNDAY)

Combination Lead All Other Pittsburgh Newspapers

¶ Showing individual automotive display lineage gains exceeding the combined gains of all other Pittsburgh newspapers, the Sunday Gazette Times and Evening Chronicle Telegraph carried more display automotive advertising during the first six months of 1926 than any other Pittsburgh Sunday and Evening newspaper.

¶ The Sunday and Morning Gazette Times carried more display automotive advertising during the first half of the year than any other Pittsburgh Sunday and Morning newspaper.

¶ The Evening Chronicle Telegraph, during the same period, carried more display automotive advertising than any other Pittsburgh evening newspaper.

¶ The Morning Gazette Times, during the six months, carried more display automotive advertising than any other Pittsburgh morning newspaper.

¶ Buy automotive space in Pittsburgh on the basis of current facts!

Sunday Gazette Times and Evening Chronicle Telegraph Circulation

Over 270,000 Net

This circulation offers you, at one cost, thorough coverage of the Pittsburgh territory among those who have the purchasing power to buy motor vehicles and their equipment.

Foreign Representatives
E. M. BURKE, Inc.,
Chicago New York
R. J. BIDWELL CO., San Francisco

F. E. GRUNAGLE,
Advertising Manager
Automotive Department

Old Reports Won't Do. :: *Get Up-to-Date Data On the Pittsburgh Situation!*

TRADE COMMISSION SPLIT ON HOLDING PUBLISHERS FOR FAKE ADS

Legal Department Considers Test Case Against Two Magazines Cited by Humphrey—Personnel Changes in Board May Kill Proposal

By J. BART CAMPBELL
Washington Correspondent EDITOR & PUBLISHER

THE Federal Trade Commission divided this week on the proposal to hold equally responsible those who accept and those who place fraudulent or misleading advertising.

A canvass of the situation by EDITOR & PUBLISHER revealed a difference of opinion among the Commission members as to whether the proposal can be made really effective except in individual instances of flagrant abuse of advertising space.

Commissioner Vernon W. Van Fleet holds that the proposal cannot take the form of a general order banning the acceptance of "fake," "quack," or similarly objectionable advertising. His judgment is that the Commission possesses neither the authority or the machinery to conduct a wholesale campaign against "shady" publications which sell their columns to charlatans advertising bogus wares or schemes. A complaint may be issued against those accepting questionable advertising as well as against those placing it, in individual cases, but whether a "cease and desist" order would follow against both is a moot problem.

It is this problem with which the legal department of the Commission is now wrestling. At the request of Commissioner William E. Humphrey, the originator of the proposal, the Commission agreed recently to make a test case of two so-called "health magazines" which carried a familiar species of "quack" advertising. Mr. Humphrey informed the other members of the Commission that after an exhaustive review of the advertising columns of magazines of this type he thought the Commission should take immediate steps to protect the public from them. It was then he made his proposal that the Commission fix responsibility for "fake" advertising upon the newspaper or the magazine that accepts it as well as upon the advertiser.

The proposal was given serious consideration by most members of the Commission until it was examined in the light of the law. Whether Mr. Humphrey's proposal will survive some of the difficulties it encountered here is questionable. A survey of its legal aspects by the Commission's law department is yet to be completed. The Commission's chief counsel and his assistants are understood to have met obstacles which may even prevent a test case being made of the two magazines Mr. Humphrey cited to the Commission. Upon whether such a test case can be made Mr. Humphrey's proposal may rise or fall. In any event, it is unlikely that the Commission will arrive at an early decision or agreement.

At the outset, an investigation made by EDITOR & PUBLISHER indicated Mr. Humphrey's proposal might prove acceptable to the full Commission. But since the Commission's law department tackled the subject, and Mr. Humphrey's associates individually have given careful study to it, the prospect of the full Commission accepting the proposal now appears remote. Certainly there were no signs this week that rules based upon the proposal would soon be completed or promulgated, as seemed to be possible last week.

In the meanwhile Mr. Humphrey has gone West for a vacation until September. Mr. Van Fleet, having tendered his resignation, plans to step out about Aug. 1. Commissioner John F. Nugent, present chairman, has announced his intention of running for his old seat in the U. S. Senate, and has departed for Idaho to launch his campaign. He will quit the Commission if he wins the Democratic nomination for Senator. Commissioner Huston Thompson's term ends in September, and he will not seek reappointment.

Only Mr. Humphrey and Commissioner Charles W. Hunt would be left, provided Mr. Nugent realizes his Senatorial ambition, out of the five members of the Commission. It would therefore be up to President Coolidge to fill two, possibly three, vacancies on the Commission.

If a complaint is issued against one or the other of the magazines cited by Mr. Humphrey, secrecy, under the Commission's fixed rules, will probably cloak the proceedings until the respondent is provided with an opportunity to make answer, or appear for a hearing.

The snow may fly, and three new members out of a total of five composing the commission may sit in judgment, before Mr. Humphrey's proposal is discarded or accepted finally. At present the commission members are admittedly at loggerheads over it. A change in the majority personnel of the Commission may be favorable or unfavorable to it. One member of the Commission, who, of course, was not Mr. Humphrey, told EDITOR & PUBLISHER this week he did not think anything would ever come of the proposal. He expressed the opinion that it has already been tried and found wanting. He considered the Postoffice Department fraud order amply covers the subject. But Mr. Humphrey left behind him the distinct impression he not only thinks his proposal justified by the investigation he has made of the advertising columns of newspapers and magazines which throw their advertising space open to crooks and fakers, whether unknowingly or not, but he believes the Commission can rightfully and lawfully institute drastic measures to take into court, if necessary, those who derive profit from accepting fraudulent or misleading advertising as well as those who reap gain by placing it.

A. A. A. A. COMMITTEE ENDORSES NEW PLAN

EDITOR & PUBLISHER'S exclusive story of last week reporting plans of the Federal Trade Commission to cite publishers for accepting and agencies for placing fraud or "quack" advertising came before the meeting of the American Association of Advertising Agencies' executive committee in New York, July 13. Following the afternoon session, James O'Shaughnessy, executive secretary, issued the following statement:

"Any move made against questionable advertising meets with the long established rule of our association. The Federal Trade Commission is now merely measuring up to an advertising standard we set many years ago."

HUMPHREY EXPLAINS

WASHINGTON, July 15.—An Associated Press dispatch from Seattle, published Thursday in the *Washington Star*, which quoted Commissioner Humphrey as stating that as the first step in a campaign against undesirable advertising, "A complaint was filed by the Commission yesterday at Washington against the McGowan Laboratories, Chicago, and the *True Romances Magazine*," was read with obvious disapproval by Commissioner Van Fleet and other commissioners at Washington.

Mr. Van Fleet told EDITOR & PUBLISHER, he would not discuss the case as to do so would be in violation of the Commission's fixed rule that a complaint must not be made public until an answer to it is filed by the respondent. He added, however, that Mr. Humphrey, if quoted correctly, must be speaking for himself and not for the full Commission as the "idea originated entirely with Mr. Humphrey."

The dispatch stated further:

"We have been after fraudulent advertisers before," said Humphrey, "but they are often fly-by-night concerns and it was hard to get results. This is the first time an advertising medium has been made party to such a case."

The complaint operates to bring the advertiser and publisher of the magazine before the commission for a hearing. The commission may order the magazine to desist from publishing advertisements of the nature to which the complaint made objection. Humphrey said that this was but the first of many complaints to be issued against certain magazines carrying alleged fraudulent advertising.

Newspapers, he said, carry very little fraudulent advertising.

"There are three types of advertising which are particularly harmful," Humphrey declared. "They are the cosmetic advertisements, such as the one in True Romances; the health advertisements which are often indecent, and the industrial advertisements."

"GRAY TERROR"



Our Latest Serial
By HERMAN LANDON
In 29 Daily Installments

Relates the astonishing adventures of The Gray Phantom, hero of many breath-taking escapades.

"A most thrilling novel, one of swift action and rare daring, suspenses and surprises galore."—Boston Globe.

"A brimming measure of exciting entertainment."—N. Y. Times.

LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA, PA.

Los Angeles Times

Again First IN THE WEST for first six months of 1926

FIRST in Total Advertising

Los Angeles Times . . . 13,608,084
Nearest Local Paper . . 11,489,128
Times Lead 2,118,956

FIRST in National Advertising

Los Angeles Times . . . 2,276,596
Nearest Local Paper . . 2,173,178
Times Lead 103,418

FIRST in "Local Display"

Los Angeles Times . . . 6,683,936
Nearest Local Paper . . 5,559,470
Times Lead 1,124,466

FIRST in Want Ads

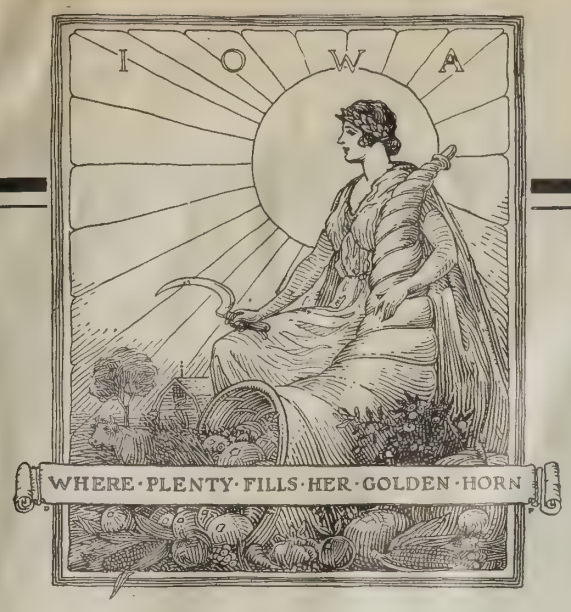
Los Angeles Times . . . 4,647,552
Nearest Local Paper . . 3,952,522
Times Lead 695,030

(All figures in agate lines)

Los Angeles Times

Eastern Representative
WILLIAMS, LAWRENCE & CRESMER CO.
360 N. Michigan Blvd., CHICAGO 285 Madison Ave., NEW YORK

Let us tell you about the "Iowa plan"—uniform marketing co-operation by these 28 leading Iowa newspapers — completely covering the state.



2 Big Reasons for selling in Iowa

First, the high quality—the **responsiveness**—of this unusual market.

Second, the help of this association, in gaining proper distribution.

Amplifying reason No. 1, here are some Iowa facts:

The average, taxable wealth of Iowa people is $4,146, as compared with $2,731 for the Nation at large. (Latest financial report of U. S. Bureau of Census.)

Iowa has more telephones proportionately than any other state—67% above the Nation's average.

Iowa's percentage of illiteracy is lower than that of any other state (less than 1%).

The percentage of Iowans 18 years old who have finished a four year high school course is twice that of the Nation at large. (Authority—the Govt.'s latest survey of Education.)

Referring again to reason No. 2,—these 28 leading Iowa daily newspapers pledge **uniform cooperation** in connection with any adequate advertising campaign. This cooperation helps you with jobber, dealer and consumer.

These papers have a remarkable coverage, of the state. Total circulation—571,151. Families in Iowa—550,000.

The whole set-up here is **just right** for most effective selling. Unusually good facilities for distribution. No point in the state is more than 12 miles from a railroad.

Let us show you how our "Iowa plan" can be adapted to your specific needs. Rates and full information upon request.

THE IOWA DAILY PRESS ASSOCIATION

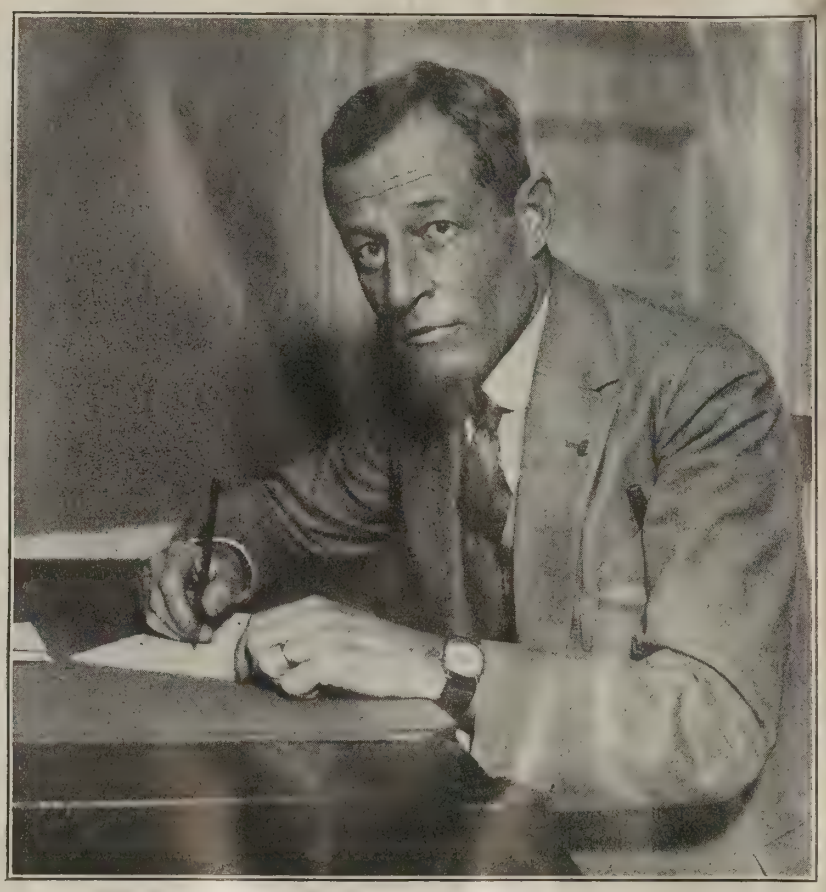
DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



He advocates cheap news to the Orient—C. R. Zeininger

CHEAP news service to the Orient will accomplish more than many a corps of costly brilliant diplomats in building up American prestige in the Orient, in the opinion of C. Russell Zeininger, one of the principal owners of the *Manila Bulletin*, who was interviewed in New York this week. He is visiting the United States following a tour of the Continent, and expects to return to the Philippines shortly.

"The laying down of American news with its fairness of presentation and editing, is the greatest advantage that American prestige and business has in the Orient. Other news services than those of the United States are by no means free from propaganda.

"The effect of the recent advance of American agencies in the Far East has been such that the propaganda agencies are slowly being forced to quit coloring their news.

"The eventual installation of the American viewpoint of journalistic fairness through cheap news service will do more toward establishing American prestige in the Orient than a corps of diplomats."

The present communication system afforded the Philippine Islands is particularly good, according to Mr. Zeininger. At the end of the World War the navy radio station was ordered to accept press messages at exceedingly low rates, he said, enabling newspapers in the Philippines to put down into the Orient between 2,000 and 3,000 cable words of world news every day, in comparison with 200 a day in former years.

"The press use of the naval wireless station will continue in force for a year and a half more. Only recently its service was greatly improved. Since I left Manila in March, the United Press and the Associated Press together with the Navy Department worked out a system of filing press matter by which news is given precedence. Now there are two separate filings a day, for morning and for evening newspapers, which has come as a great boon to the Manila papers.

"One result has been that the two American newspapers in Manila, the *Bulletin* and the *Times*, are gradually teaching the native press the meaning of the word 'news' as it is interpreted in America.

"A decade ago all the vernacular papers were controlled by different groups, representing different political or religious opinions. Nobody could hope to find a fair presentation of news in the native press.

"The extension of American journalistic practices in the Islands is gradually changing this. A complete change has not been accomplished yet, but American methods are making gradual gains."

Mr. Zeininger is a talking volume of Philippine history covering the periods beginning with the regime of William Howard Taft as Governor General through the days of W. Cameron Forbes and Francis Burton Harrison to the present governorship of General Wood. He has decided opinions about Philippine independence, believing that it should not come for a long period of years. The ultimate solution of the problem, he thinks, should be self-government, such as the self-government in dominions of the British Empire.

"Independence cannot come to the Philippines," he declared, "until the door has been opened with the political key. In other words, the opportunity for the business man to play his part towards bringing about economical independence for the islands will only be afforded when the political situation has been stabilized.

"The demand for complete and *immediate* independence is almost exclusively confined to a numerically small group of professional office seekers, who have found their inspiration in repeated pronouncements by American officials, which have been interpreted as pledges of such a grant.

"In this sense, the issue may very well be considered as artificial, inasmuch as it has grown up entirely apart from any serious consideration as to the means by which the fruits of such a grant could be maintained or secured."

Mr. Zeininger is a graduate of Beloit College, Wisconsin, and during his student days worked for the *Beloit Free Press* and contributed to the old *Chicago Record-Herald*. He went to the Philippines as an officer in the Philippine constabulary in 1910. In 1913, he joined the Bulletin's staff as reporter, becoming associate editor in 1915 and managing editor in 1918. During these later years he was gradually accumulating stock in the paper, and is now one of its principal owners.

PAPER FREIGHT RATE HELD UNREASONABLE

Commerce Commission Upholds Tariff from New England to Baltimore, But Orders Washington Differential Eliminated

Freight rates on printing paper and wrapping paper, in carloads, from New England points to Baltimore, were found not unreasonable or otherwise unlawful.

Freight rates from the same points to Washington, D. C., were found unreasonable to the extent that they exceed the corresponding rates to Baltimore by more than two cents per 100 pounds.

This was the decision made public this week by the Interstate Commerce Commission in the case of the New England Paper & Pulp Traffic Association *et al* vs. the Maine Central Railroad and eleven other defendant railroads which were ordered to cease on or before Aug. 25 the charging of the rates complained of.

The National Geographic Society and S. D. Warren & Co. were found entitled to reparation on past shipments from the Cumberland mills in Maine and from Lawrence, Mass.

Daily Plans Midwest History Series

James O'Donnell Bennett will make a motor tour of five states in the middlewest to gather material for a series of articles on historical highlights of the section for the *Chicago Tribune*. Accompanying him is George Morris of the business survey of the Tribune, who will make a statistical survey of the cities.

A CABLE
from BUENOS AIRES
Of Vital Importance To Every Export Advertiser

Cablegram
Via All America
July 9, 1926.

Buenos Aires
Joshua B. Powers,
250 Park Ave., New York

NET CIRCULATION JULY NINTH
321,204
(Signed) LA PRENSA.

LA PRENSA of Buenos Aires thus continues its increase in circulation during 1926, as evidenced by this record.

January 1, 1926..... 300,407
February 14, 1926..... 309,877

A sworn circulation statement issued in May, 1926, gave the following figures:

Average Daily Circulation..... 235,000
Average Sunday Circulation 290,000

When you advertise in Buenos Aires use La Prensa.

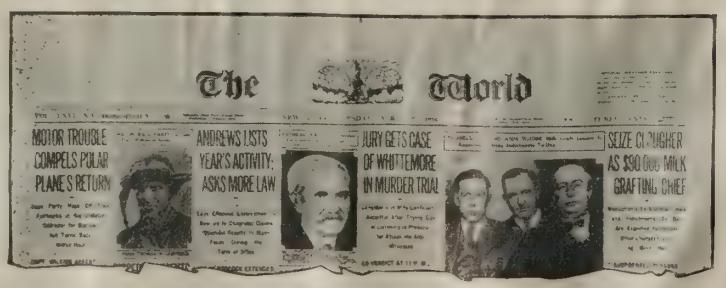
Exclusive Advertising Representative

JOSHUA B. POWERS

Tel. Vanderbilt 5943 250 Park Ave., New York

"SOUTH AMERICA'S GREATEST NEWSPAPER"

39 INTERTYPES
are being used by

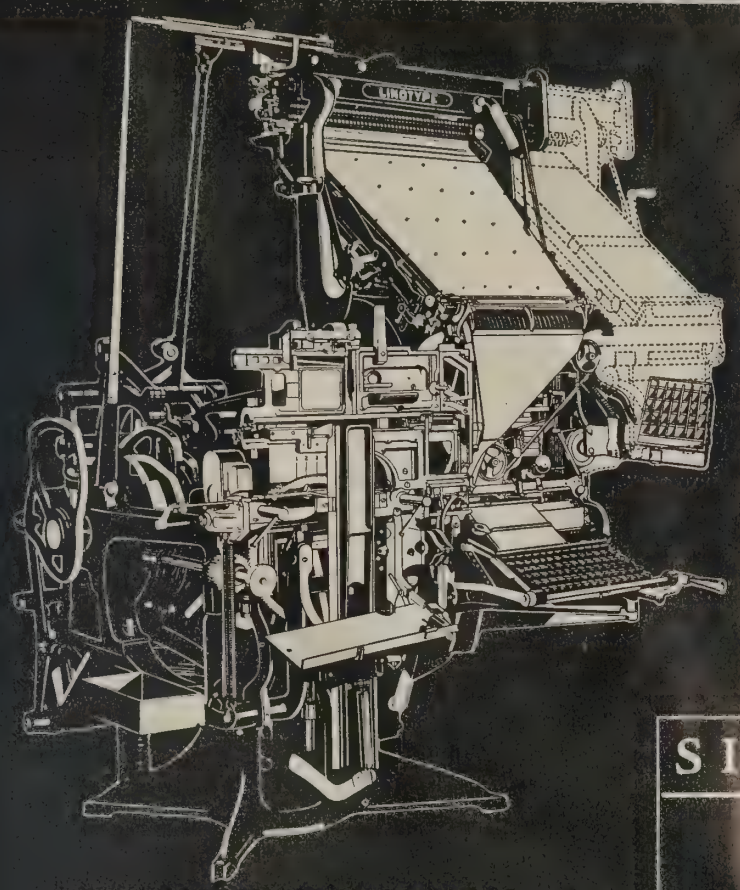


No Standardized Intertype has ever become obsolete

THE LINOTYPE LINE

There are two types of Linotypes, either of which can be equipped with various combinations of interchangeable magazines to give you the machine you need.

MULTIPLE DISTRIBUTION



TWO MAIN MAGAZINES

Model 25

WITHOUT AUXILIARY MAGAZINE

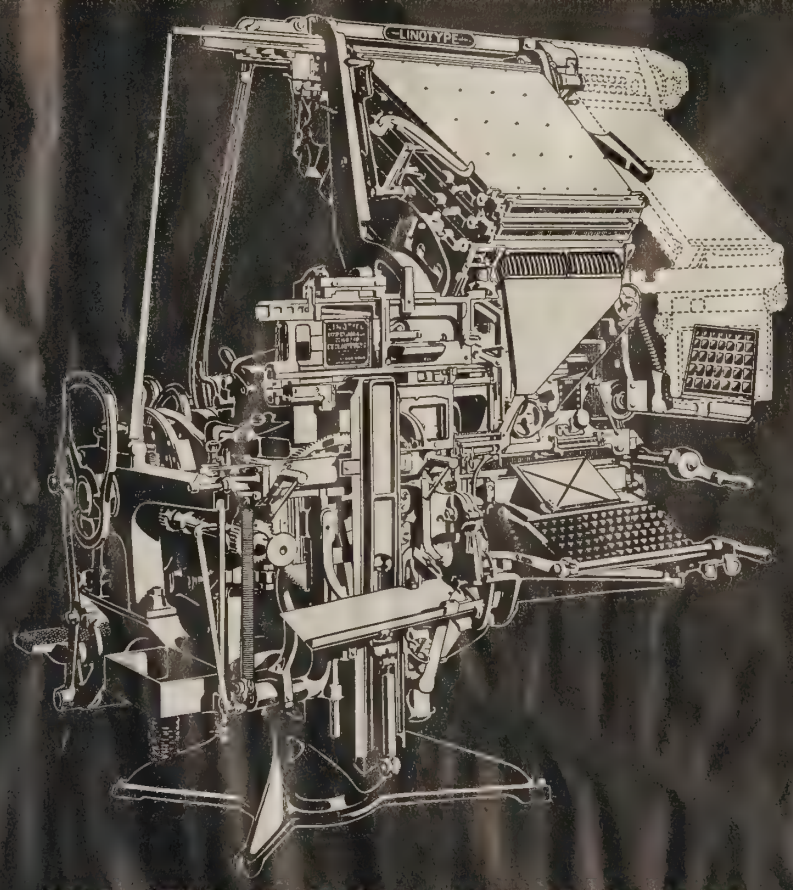
Model 26

WITH TWO AUXILIARY MAGAZINES

CONTINUOUS COMPOSITION

Matrices from all magazines can be mixed in the same line

SINGLE DISTRIBUTION



ONE, TWO OR THREE MAIN MAGAZINES

Model 8

WITHOUT AUXILIARY MAGAZINE

Model 14

WITH AUXILIARY MAGAZINE

Also built as Display Linotypes

Model 21

WITHOUT AUXILIARY MAGAZINE

Model 22

WITH AUXILIARY MAGAZINE

SINGLE OR MULTIPLE DISTRIBUTION

TRADE LINOTYPE MARK

One, two or three main magazines
With or without auxiliary magazine
30 or 42 picas maximum measure

Mergenthaler Linotype Company

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

COMPOSED ON THE LINOTYPE IN THE CLOISTER WIDE AND CLOISTER BOLD SERIES, DISPLAY IN NARCISS

S20.26.6-F

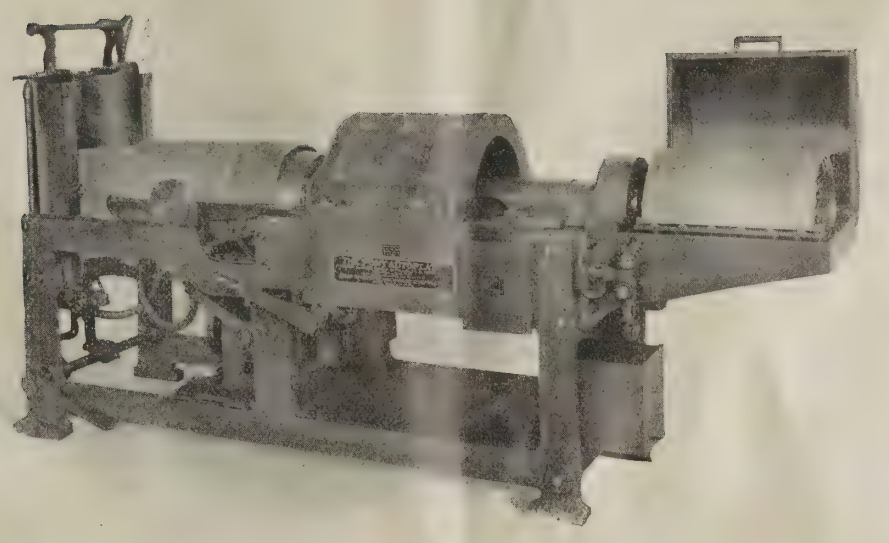
"I am so tired of seeing my men manicure hand-made plates that I have determined to put in a Pony Autoplate Machine and get rid of the delays of hand finishing."

—*from a recent purchaser.*

The time you now waste in "manicuring" hand-made plates would get many a story on the street at an earlier moment, if you had an

There is an AUTOPLATE Machine to meet the requirements of every publisher—large or small.

WOOD NEWSPAPER MACHINERY CORP



AUTOPLATE MACHINE

—then your plant would be on the most Modern, the Speediest and most Economical basis.

TION, 501 Fifth Avenue, New York City

EDITORIAL

KANSAS CITY STAR SALE

NEWSPAPER men the world over who know the *Kansas City* (Mo.) *Star* and its sister paper, the *Times*, as one of the great institutions in journalism, will be gratified to learn that the staff that surrounded William Rockhill Nelson, the founder, have succeeded in purchasing the property and propose to continue the Nelson policies as only those who were members of his organization and students of his philosophy could be expected to do.

Eight bids were made for the property, but the successful offer was submitted by the staff, headed by Irwin Kirkwood, president and publisher of the Star and son-in-law of Mr. Nelson, and A. F. Seested, for many years the general manager of the newspapers.

The price was $11,000,000, which is a record for a newspaper located in a city of Kansas City's population; indeed, no newspaper except the *Chicago Daily News* has ever brought such a figure in a sale. The terms are rather remarkable in finance. Of the total amount $8,500,000 is to be carried on a five per cent mortgage, the principal to be reduced in minimum annual payments of $675,000, including interest. As the first year's interest charge will be $425,000, the principal obligation will be but $250,000. As the net earnings of the newspapers are now said to be on a million-dollar basis, the ten-year net average being in excess of $800,000, it is plain that under staff ownership there is a reasonable expectation of liquidation of the mortgage much sooner than the minimum terms provide, allowing ample opportunity for financing sound promotion and also payment of dividends to staff investors.

Newspaper employes everywhere will be thrilled by the information that the financing plan which Mr. Kirkwood and his associates worked out and are now executing calls for exclusive staff ownership, without a dollar of proprietorship residing outside of the Star family. In metropolitan journalism this is unique. There are only a few newspapers in smaller communities that are so owned, one being William Allen White's *Emporia* (Kan.) *Gazette*. The majority interest of Scripps-Howard newspapers was recently revealed as staff owned. The Chicago Daily News is staff controlled. The *Chicago Journal* was willed to members of the staff. Frank A. Munsey's will provides that his publications, including the *New York Sun* and *Evening Telegram*, must be turned into cash, which, like Mr. Nelson's benefaction, will be for the promotion of culture through the medium of the fine arts. Editor & Publisher hopes that the loyal staffs of the Sun and Telegram will be inspired by the achievements of the staffs of the Kansas City Star and Chicago Daily News and find means to finance their ownership of those great newspapers.

Irwin Kirkwood and his associates are forming a Missouri corporation to take over the Star and Times ownership. Its capital stock of $2,500,000 was oversubscribed by the Star family. Therefore there is to be an allotment of stock. Mr. Kirkwood continues as head of the business and majority stockholder.

Editor & Publisher believes it speaks for the newspaper profession when it voices satisfaction that the Star has passed to staff ownership. It believes in the principle. Newspapers are not mere business institutions, to be bought and sold without consideration of their public relations. We do not assert that the Kansas City Star could not be successfully operated by others, perhaps an even greater Star might be built up by others, but we do hold that staff ownership naturally perpetuates the great Nelson policies and we believe, both sentimentally and practically, that men who have striven as employes for the upbuilding of a great newspaper have a preferred claim, perhaps even an equity, when a property is offered for sale in these circumstances. We asserted these views in regard to the Chicago News at the time of Mr. Lawson's death, reasserted them at the time the Star came on the market and hold them in reference to the New York Sun and every other newspaper, in similar circumstances.

It is a fundamental principle also that no big city should depend upon a newspaper monopoly. A newspaper monopoly is just exactly what no great American city needs or wants. Obviously it is against public policy. However confident any man may be of the correctness of his philosophy in politics, economics, or any other field of thought, he is not big enough to be the single mouthpiece for a great American city.



The righteous shall never be removed: but the wicked shall not inhabit the earth.—Proverbs, X; 30.

Peculiar responsibility now rests upon the staff of the Kansas City Star and Times. Its members have succeeded in establishing an almost new principle in newspaper ownership, an idea that has been discussed in the abstract by the fraternity for generations. They are charged with the responsibility of meeting the Nelson standard. Nelson was a free spirit and there was no price on his freedom. He possessed an uncanny ability to divine what the public wants in a newspaper and to control what it should have. Temporary defeats meant nothing to him. To a remarkable degree he possessed the dual ability of business management and editorial skill. In the large sense he was a leader of his people.

It is a high tribute to Nelson and his policies that the staff members have paid by their purchase, impressive evidence of a continuing faith and a striking proof of loyalty. Such spirit merits and will unquestionably receive a just reward.

News and advertising are the slices of bread, features and opinions the salad, in the newspaper sandwich.

CONTEMPT OF COURT

CLOSELY examine the facts in the case of George R. Dale, an obscure weekly editor of Muncie, Ind., pilloried by a tyrant on the bench, and today facing a prison sentence for his courage to tell the truth as he saw it that the people might know of public affairs.

If this contempt of court case does not stir the blood of the newspaper men of this country the backbone has gone out of free journalism, and it deserves to be ridden by judicial despots at will. We respectfully suggest to the newspaper fraternity that contempt of court cases have gone a bit too far in the United States.

The facts in the case of Editor Dale are recited in our news columns. We are informed by responsible Indiana newspaper men that they are correct. We hope that some publisher of means and true American spunk will see to it that the Dale case reaches the Supreme Court of the United States, and that those who made him suffer in mind, body and purse for courageous truth-telling will be shown to the world for what they are. The principle that truth is justification for the publication of information involving our political system is the rock upon which rests the whole fundamental, constitutional right of free speech and free press. An Indiana State judge has struck it down and the Supreme Court of that State has sustained him.

Any discerning newspaper man will observe the probability of a political frame-up against Editor Dale. The motives are clear [illegible] was a neat means of ridding the community of [illegible] who objected to a political control which has beco[illegible]otorious for its injustices and its un-Americanism.

Following his newspaper assaults on the political powers the man was arrested for alleged violation of the Prohibition laws. The indictment against Editor Dale was dismissed for "lack of evidence." But prior to this dismissal he published in his little fighting sheet an editorial in which he alleged that "Nobody in Muncie doubts for an instant that the frame-up indictment of the editor of the *Post-Democrat* is the natural sequence of the general conspiracy to discredit this newspaper and its publisher."

The county prosecutor carried this editorial to Judge Dearth. Given no chance to retain a lawyer the editor was haled before the judge, who straightway, without any of the normal checks which our law in principle provides, was sentenced to 90 days and a $400 fine.

There is a possibility that the judge may have been sincere in that action, but imagine what tyrannical motives must have controlled him when, a few days later, the editor, in good faith, filed a legal answer to the contempt conviction, setting forth the entire editorial and offering to prove his charges. This arrogant judge, to the everlasting shame of the American bench, again cited the editor for the alleged contempt contained in the answer and gave him another sentence exactly like the first one.

Of course, when this vile-smelling mess came before the State Supreme Court the latter judgment was quickly reversed, but the first was sustained and the court held that truth was no justification.

Does a super-government exist in the county of Delaware, Indiana—overriding individual rights which have been established under our constitution through long years of strife for freedom? We do not think so, but a little work must be done in Indiana and at Washington to prove the fact.

Worth framing is Cyrus H. K. Curtis' remark to our interviewer: "People, you will notice, are only interested in those things which they can understand."

"BIG BOY" INTIMIDATION

THE people of New York city were startled to learn recently that the Interborough Rapid Transit Company paid switchmen and motormen $30 to $35 per week—men entrusted with the lives of millions of riders in underground passages on great, heavy, swiftly moving trains. This information was broadcast when a minority of the working men revolted against low wages and started what, in the beginning, looked like a futile, if heroic strike.

New York World says that it is "not creditable to our social order that such a hard-pressed group has to begin a labor revolt and cripple the transportation of the metropolis to compel public attention to its grievances." It is fair to remark that it is not creditable to New York newspapers that subway motormen have to strike to get a $30 to $35 wage injustice before the reading public.

The "big boys" who run New York tractions, judging from their announcements when the strike occurred, considered that a strike of only a few of the men in an "outlaw union" would easily be defeated and they reassured the public, with particular reference to safety. However, the strike has continued stubbornly and the loss of fares has been staggering. Somehow, vast numbers of people have not cared to chance a ride in the subway. Green motormen were driving cars. There were accidents. When reporters went to cover one accident, where a train had been run off the tracks at Bowling Green, some hired company thugs roughly drove them from the scene. Plainly it was their idea that the accident should not be reported. On another occasion reporters were barred from the subway until one of the press agents, who swarm around this strike, arrived and gave out a company version of what had happened.

New York Graphic published a cartoon in which death was pictured looking at the Malbone Street subway disaster of 1918, and captioned "Remember." In the cartoon was the legend "Eighty-one lives lost through unskilled operation."

It seems to us that, in the circumstances, this was public service. A newspaper certainly is negligent in its duty to its readers if it does not warn against dangers. But what was the answer of the subway management? A suit was filed by the company against the strikers asking damages for losses incurred in the strike, on the principle of the celebrated Danbury hatters' case, and general counsel for the company announced that the "company will also proceed under the criminal law of the state against any of the strikers *or their sympathizers*," and it was then specifically stated that among the sympathizers would be included any newspaper that published anything that interfered with the company's profits or operation. The Graphic cartoon was pointed out as an offense against the law.

We leave it to our readers to judge how far a suit against the Graphic would get. The proposition is ludicrous, but illustrates the temper of the audacious "big boy" management of this traction company.

PERSONAL

L. ROBERT McCORMICK of the *Chicago Tribune,* and Mrs. Mcnick were hosts at a dinner to Vist Astor and his young son on their s to Chicago this week. Among the ts were Mr. and Mrs. Tiffany Blake, T. McCutcheon, Mrs. James Keeley, Vice President Charles G. Dawes.

orge F. Booth, publisher of the cester (Mass.) *Telegram-Gazette,* the retiring chairman of the s and recreation commission of Wors, was given a testimonial banquet tly by members of the commission. Booth was given a suitably inscribed r platter. In accepting the gift he wed his 15 years service as chairman ie commission.

ayor Leon M. Conwell, editor of the erville (Mass.) *Journal,* underwent peration last Saturday for appendi-

rl Williams, editor of the *Oklahoma ner-Stockman* published by the *Okla- City Oklahoman and Times* manent, has been appointed a member he new railway mediation board by ident Coolidge.

s. H. Moore, editor of the *Knoxville inel,* who has been seriously ill, is vering.

dam Breede, owner of the *Hastings b.) Tribune,* is visting in San Fran-

ed L. Rentz, publisher of the *New le* (Pa.) *News,* was recently elected ident of the New Castle Chamber of merce.

ol. L. C. Paddock, editor of the der (Col.) *Camera,* leaves this month a six-week tour of Alaska and the fic Northwest.

IN THE BUSINESS OFFICE

WIN S. FRIENDLY, business manager of the *New York Sun,* is tioning at his summer home in Scars-

D. Gehrig, formerly advertising man-, resigned from the *Rochester* (N. Y.) *nal-American* to enter his own pubng business. Edwin J. W. Huber, nerly publisher of *Picture Play News,* until recently local advertising man- of the *Rochester Journal,* has been inted advertising manager.

. C. Knehurt, manager of the *McKald* (Pa.) *Record,* is making a three ths' tour of Europe. His son Albert hurt is in charge of the plant during father's absence.

inar O. Petersen, local advertising ager of the *New York Sun,* is on ution at Sayville, Long Island.

Iartin B. Trania, manager of the enville (O.) *News-Tribune* has anced his candidacy for the office of ge of the common please court of ke County, Ohio.

onrad Colborn, assistant advertising nager of the *New York Sun* recently erwent an operation at the Post duate Hospital in New York. He is roving.

arl J. Nuzum has returned to his ner position as business manager of *Grafton* (W. Va.) *Weekly Sentinel.*

. Benjamin Yole, business manager of *Waynesfield* (O.) *Chronicle,* is a didate for a seat in the Ohio general mbly from Anglaize county.

IN THE EDITORIAL ROOMS

DWIN BJORKMAN, author, translator, and a former member of the ffs of the *New York Times, New rk Sun,* and *World's Work,* has been ned book editor of the *Asheville* . C.) *Times.*

V. O. McGeehan, sporting editor, *New rk Herald Tribune,* returned on the S. Reliance on June 10, from London, ere he covered the international golf tches, and also the British general ke. He was accompanied by Mrs. McGeehan, better known as Sophie Treadwell, newspaper woman and playwright.

Austin E. McCollough, managing editor of the *Lancaster* (Pa.) *Intelligencer,* who brought the owners together in the recent sale of the *Reading* (Pa.) *Tribune* to the *Reading* (Pa.) *Times,* spent a day in New York this week, completing details of the deal.

John D. Barry, *San Francisco Call,* essayist who has been writing the "Ways of the World" for the past 15 years, has joined the *San Francisco News* staff.

Frank H. Cushman, formerly city editor of the old *Boston Record* and recently dramatic editor of the *Boston Telegram,* has been appointed editor of the *City Record,* official municipal newspaper, by Mayor Malcolm Nichols, who once was a cub reporter on the old Record under Cushman.

Marcus Duffield of the *New York Herald Tribune* copy desk, sails on July 17 on the Pennland to join the Herald Tribune's London staff. Lee Stowe, who is going to the Paris office, sails on the same ship.

Robert W. Akers, who has been attending the University of Texas recently joined the *Beaumont* (Tex.) *Enterprise* staff.

William Wren, city editor of the *San Francisco Examiner,* has returned to work following recovery from injuries received in an automobile accident.

Henry Cabot Lodge, Jr., of the *New York Herald Tribune's* Washington bureau, has been elected a member of the board of directors of the Roosevelt Club, Inc., of Boston.

D. Hiden Ramsey, former editor of the *Asheville* (N. C.) *Times,* has returned to the staff of that paper as an editorial writer. J. S. Coleman, Jr., former editorial writer, has joined the reportorial staff.

Edwin J. Barrett, of the Orange bureau staff of the *Newark Evening News,* sailed Saturday on the City of Birmingham, from New York for Savannah, Ga., with his mother, Mrs. Charles J. Barrett. They will return July 25.

L. C. Milstead, city editor of the *Birmingham Age-Herald,* and Mrs. Milstead are parents of a son.

Arthur C. Clarke, acting Sunday editor of the *New York Herald Tribune,* has gone to Saranac Inn, Saranac, N. Y., for a vacation.

John McQueeney, sports editor of the *Worcester* (Mass.) *Gazette* has resigned to enter the printing business with his brother in New York city. Lawrence Huff, his assistant, has been made sports editor.

Kenneth J. Smith, a student at the Columbia School of Journalism, is on the *Worcester* (Mass.) *Gazette* city desk for the summer months.

Lewis G. Landers of the city staff, *Worcester* (Mass.) *Evening Post,* who recently recovered from pneumonia, has left for a two weeks' vacation.

Charles T. White, exchange editor, *New York Herald Tribune,* has returned from a vacation at his farm at Hancock, N. J.

John J. Mullan and Charles S. Whelan of Holy Cross College are filling in for the summer in the sports department, *Worcester* (Mass.) *Gazette.*

F. B. Morgan, of Knoxville, has been named managing editor of the *Rocky Mount* (N. C.) *Evening Telegram.*

Howard White, society editor of the *New York Herald Tribune,* has returned from a tour of the summer resorts.

Joseph A. Eagan, Holy Cross College student, is on the city staff of the *Worcester* (Mass.) *Telegram* for the summer months.

William L. Tisdel, formerly of the *Boston Post* staff, now a free-lance and his wife, Florence E. Whittier, assistant to the dramatic editor, *Boston Advertiser,* will sail from Boston, July 25, on the Transylvania for a vacation abroad. They will attend the Press Congress of the World at Geneva, Switzerland, Sept.

(*Continued on page* 30)

FOLKS WORTH KNOWING

E. W. PARSONS, advertising manager of the *Chicago Tribune,* began newspaper work as a clerk in the want-ad department of the same newspaper with which he is now associated. He worked up through every branch to the top of the advertising end of the newspaper business.



E. W. Parsons

Born in Cory, Pa. in 1884, he was educated in the public schools of Detroit, Mich., and completed his high school and collegiate training at Lewis Institute, Chicago, being graduated with the class of 1904. Then it was he found the clerk's job.

His subsequent transfer to the display advertising department placed him first in the financial field. After that he worked in the automobile end and general solicitation, until he was appointed western representative in 1908.

Two years later he was made advertising manager, and has held that position since.

Month after month and year after year

A STEADY INCREASE

in the number of clients and volume of business.

Seventeenth year—Now over four hundred clients. Have you seen recent proofs of the service?

Write or wire.

The Central Press Association

V. V. McNitt, President — Central Press Bldg., Cleveland — H. A. McNitt, Editor and Manager

P. S. We Produce the World's Best Picture Page.

The popularity with readers of A. A. MILNE is permeating, pervasive accumulative

Readers tell potential readers how much they enjoy MILNE, and so his following grows

The span of the MILNE appeal, say, 80 down to 8, and readers of any age between, is about as wide as that of the colored comic page

THE WEEKLY VERSE AND PROSE of

A. A. MILNE

Author of the astoundingly successful "When We Were Very Young" and other famous books of joyous humor

Bert Salg does the delighting drawings for the A. A. MILNE Weekly Feature

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager — *Earl J. Hadley*, Associate

150 Nassau St., New York City

14-18. Both are graduates of the University of Missouri School of Journalism.

WITH THE SPECIALS

WASHINGTON (Ind.) DEMOCRAT has appointed Scheerer, Inc., its national representatives East and West.

Harry E. Hyde, formerly advertising manager for the Hubbard Publications, has opened a special agency at 548 Drexel Building, Philadelphia, and is representing a number of publishers.

La Union of Valparaiso, Chile, has appointed Joshua B. Powers, 250 Park avenue, New York, its advertising representative for the United States effective immediately.

Knoxville (Tenn.) *Free Press* has appointed Hamilton-DeLisser, Inc., Special Agents, its national representatives.

NEW PLANTS AND EQUIPMENT

GROUND was broken Monday for the new building of the *Greensboro* (N. C.) *Patriot,* semi-weekly. The owner of the majority stock, T. J. Murphy, who is also the editor and manager, has made plans for a modern structure which will represent an expenditure of about $50,000. The Patriot is now in its 101st year.

N. W. Reay of the *St. Paul* (Minn.) *Daily News* recently made installation of a Gross Sextuple Press.

Ft. Smith (Ark.) *Journal* has purchased a 28-page press with a full outfit of stereotyping machinery from R. Hoe & Co., Inc.

Cross Plains (Tex.) *Review,* edited by R. A. Autrey with Glenn Adams as assistant, recently moved into a new brick home.

Des Moines (Ia.) *Capital* has finished installing six Goss Low Construction press units and two pairs of folders.

Worcester (Mass.) *Post* has purchased new stereotyping equipment from R. Hoe & Co., Inc.

MARRIED

THOMAS BATEMAN, Jr., manager of the Central Ohio Paper Company's branch office at Huntington, W. Va., to Miss Mary Deegans of Huntington.

Walter W. Schramm, news editor of the *Toledo Blade,* to Miss Iva Modern, formerly of the Blade circulation department, July 1.

Peyton Engle, manager of the printing department, *Martinsburg,* (W. Va.) *Journal,* to Miss Mary Cushwa, in Trinity Episcopal Church, Martinsburg.

CHANGES OF OWNERSHIP

DEL NORTE (Col.) SAN JUAN PROSPECTOR has been leased to John I. Keller, formerly of Grant, Neb.

Glenwood Springs (Col.) *Avalanche-Echo* was purchased recently by Leo H. Bowen.

Thomas W. Houston, editor of the *Kremmling* (Col.) *Register,* has purchased the *Middle Park Times* at Hot Sulphur Springs, Col., formerly owned by the late Lew Wallace.

Roy Swiger has leased the *Mason City* (Ill.) *Banner* from W. H. Milby for a year.

SCHOOLS

PROF. J. L. O'SULLIVAN, director of the Marquette University College of Journalism, Milwaukee, Wis., has assumed charge of summer classes in Journalism at Marquette, after heading the United Press staff at the Eucharistic Congress.

SPECIAL EDITIONS

PORTLAND (Me.) TELEGRAM, State of Maine edition, July 4.

Elgin (Ill.) *Courier-News,* 20-page real estate and home building edition, July 8.

Weymouth (Mass.) *Gazette and Transcript,* July 2 and 9, 20 pages each, Sesqui-centennial and visit of mayor of Weymouth, England, to Weymouth, Mass.

ASSOCIATIONS

LYNN PRESS CLUB held its annual outing at Hayward Grove, July 7.

A Gladstone bag was presented to Alfonso Johnson, re-elected president of the DALLAS ADVERTISING LEAGUE, by members at the recent installation of officers. Other officers installed are: Stanley Zercher and Bailey Malone, vice-presidents; Roy Cowan, secretary-treasurer; C. C. Yost, editor *O K'd Copy;* Grady Gaston, vigilance chairman.

The Ninth District Convention of the INTERNATIONAL ADVERTISING ASSOCIATION will be held in Sioux City, Ia., Oct. 3, 4, and 5, Horace Wulf, president of the Sioux City club, has announced. More than 250 advertising men from Iowa, South Dakota and Nebraska are expected to attend. The Martin hotel will be convention headquarters.

Temporary Secretary Thomas, editor of the *Ruston* (La.) *Leader,* has announced a meeting will be held at Minden early in August to complete organization of the NORTH LOUISIANA PRESS ASSOCIATION.

Wilmington, Del., newspaper writers have organized the WILMINGTON PRESS ASSOCIATION. There are now 40 members. Norman M. MacLeod, a reporter on the *Evening Journal,* has been elected president and Harris Samonisky, assistant city editor of the *Every Evening,* secretary and treasurer. The club will meet twice a month.

Forty members of the NEWSPAPERMEN'S GOLF ASSOCIATION OF BOSTON participated in their semi-monthly tournament at the Albemarle G. C., recently. Tom Forsyth, *Boston Post,* and Nick Flatley, *American,* tied for first and second net, and F. B. Collier had the best gross in the first flight. Alex Kennedy, *Globe,* had the best medal and best net scores.

ADVERTISING CLUB of YORK, Pa., celebrated its first birthday anniversary June 30, in the ballroom of the new Yorktowne Hotel. Alfred Scholes, Underwood typewriter agent, is president; S. Wehler, advertising agent, is vice-president; Hugh Carter, advertising manager, Wietz's department store, is secretary, and Gilbert A. Dietz, advertising manager, *York Gazette and Daily,* is treasurer.

J. J. Cusick, Idaho Springs, Col., mine operator, has offered $100 in gold to the Colorado editor writing the best editorial on the following subject: "That farming and mining are the two original industries of man's creation. On these two all other industries are based." The award will be made at the mid-winter meeting of the COLORADO EDITORIAL ASSOCIATION in January, 1927. The committee appointed to handle the contest comprises J. O. Goodwin, J. E. Morehead and Edwin A. Bemis, field manager of the association.

Frenchman advocates love-making under government control. It always has been under the two-party system.—*New York American.*

Our Customers Write Our Ads

BURLINGTON, KANSAS DAILY REPUBLICAN Says—

"The new Duplex press not only brought a decided improvement in the looks of the paper, but makes it possible and profitable to make numerous improvements in the paper by the printing of additional pages when desired, while with the old cylinder press it was practically impossible to print profitably more than the regular eight pages."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

ADVERTISING AGENCY AFFAIRS

C. F. Kern Opens Agency Under Own Name in Philadelphia—Caples Company Appoints Marley and Knight—Mugford Now With Cotton States Agency in Atlanta

C. F. KERN is now operating the C. F. Kern Advertising Agency at 720 Liberty Building, Philadelphia. For the past four years he was manager of the Kleinman Advertising Agency. H. F. Kleinman died recently.

Robert C. Marley has been appointed vice-president of the Chicago office of the Caples Company, advertising agency with offices in Chicago, New York and Tampa. He assumed his new duties July 15. M. S. Knight, formerly with Street & Finney, Inc., New York, has been named manager of the Tampa office of the same agency.

Henry T. Ewald, president of the Campbell-Ewald Company, Detroit, is now touring Europe on a pleasure trip. He expects to return about Sept. 1.

John M. Nixon has joined the staff of the E. T. Howard Company, New York advertising agency as account executive. He was formerly vice-president of the W. S. Hill Company, New York, and more recently with Smith, Sturgis & Moore of the same city.

Thomas F. Lannin has transferred from the staff of Critchfield & Co., Chicago, to the Chicago office of the William H. Rankin Company.

Arthur W. Wilson, formerly with the Thresher Service, Inc., New York, and Ernest M. Bristol, recently with the Alfred H. Smith Company, New York perfume importers, have formed their own general advertising agency in New York under the name of Wilson & Bristol.

J. Douglas Mugford, formerly of London, England, and more recently of New York, where he conducted the A. A. C. W. advertising campaign for the Philadelphia Convention, has joined the of the Cotton States Advertising Ag of Atlanta, as director of plans marketing. He assumed his new d on July 1.

The engagement of Willard Ja Rendall of the advertising firm of Mi Rendall and Towel, Madison, Wis. Miss Marguerite Baines of Janes Wis., was announced this week.

J. S. Phillips, San Antonio, secre of the Texas Poster Advertising Ass tion, has taken over the Young-Schu Outdoor Advertising Company, K ville.

The Thomas H. Lindsay Company, vertising agency, Long Beach, Cal., moved into larger quarters in the K building. Howard S. Nichols, form of Los Angeles, has joined the firm. was at one time publicity agent for Los Angeles and Salt Lake Railway has specialized in railroad, travel pleasure resort advertising.

Chet Crank, secretary of Smith Ferris Advertising Agency, Los Ang has returned after a four weeks' busi trip through the East.

Martin J. Barrons, vice-president the W. B. Finney Advertising Age Kansas City, Mo., is recovering f an operation for appendicitis.

Criminal Libel Indictment Quashe

An indictment returned by the gr jury against Andrew A. Strauch, ed of the *Chadwick* (Ill.) *News,* charg him with criminal libel, was quashed the court. The indictment was attac on technical grounds. The charge the outgrowth of a political feud.

The DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
thoroughly and alone COVER *the Oklahoma City Market*

Four-and-a-half millions in down-town buildings and a million more in residential improvements are now under way or planned for immediate construction in Oklahoma City.

Parallel activity prevails throughout the entire Oklahoma City market.

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Detroit Atlanta San Francisco

Star Men Buy

THE KANSAS CITY STAR

Offer of Eleven Million Dollars Accepted by Trustees! Paper to Continue Under Present Management and Policies!

"THE STAR is Kansas City and Kansas City is The Star." So wrote Charles H. Grasty many years ago.

That statement, true then, has a new significance now. Whatever of doubt and uncertainty has existed as to the future of The Star has given place to a sense of security and permanence. With the purchase of The Star by The Star men, the bond between Kansas City and The Star is cemented with a new loyalty and a new confidence.

William R. Nelson founded The Star forty-six years ago. Under his direction it grew to world fame—a power for good and a scourge for the unrighteous. Its circulation became the marvel of the newspaper world, attaining proportions unheard of in a city the size of Kansas City.

Mr. Nelson died in 1915. Under his will the entire estate, including The Star, was left in trust to his wife and daughter, with the provision that after their death it should be sold and the proceeds used to establish an art foundation for the people of Kansas City.

Meanwhile the paper went forward under the direction of Irwin Kirkwood and the men who had been trained under Mr. Nelson.

The sale of The Star has just been consummated. The offer of eleven million dollars by Irwin Kirkwood in behalf of himself and associates has been accepted by the trustees.

Practically every civic and official body in Kansas City had gone on record urging the sale of The Star to the men who had maintained the standards and continued the success of Mr. Nelson. And these expressions were supplemented by the prayers of that great body of citizenship known as the "common people," whose unwavering loyalty and good will have ever been the chief pride of The Star and its chief claim to greatness.

The sale of The Kansas City Star to the men who have conducted its management so successfully gives to Kansas City a new pledge of service and a guarantee that the trust imposed in it by the public will be preserved inviolate.

To its quarter million subscribers and to its host of friends in every corner of America The Kansas City Star extends greetings and accepts in all solemnity the task of continuing to carry on the great program of its illustrious founder.

"The Star is Kansas City and Kansas City is The Star."

THE KANSAS CITY STAR

BUILDING NEWSPAPER CIRCULATION

"Newsboy Mother System" Adopted by News League of Ohio—Toledo News-Bee Gives Aid to Picnickers—Natural History and Baby Contest in Indianapolis—George Schmid to Baltimore

CARRIER boys of the *Canton* (O.) *News* now have 16 mothers besides their own, and women, placed in charge of distribution offices, are not only raising the youngsters in their charge to be gentlemen, but also, it is claimed, are raising figures on the circulation statements. Details of the "Newsboy Mother System" were furnished EDITOR & PUBLISHER this week by D. R. Mellett, publisher of the News.

"Our circulation plan provides 16 distribution centers, each with a one-room branch building in charge of a mature married woman," he said. "Each branch manager has complete charge over her territory, giving her entire time to the work. She checks each start and stop; supervises daily solicitation; and sees that every carrier boy makes money.

"One noticeable effect of the new plan is the improvement in the service. Another effect is the development of a finer spirit of gentlemanliness and behavior among the carriers. The biggest effect has been increased circulation.

"We have found that the women handle the boys well and are more dependable than the average run of men we can afford to employ. Our former system called for high school boys to hand out papers. It was very unsatisfactory. We could not afford men, and therefore decided that married women would prove a happy compromise. It has. The entire city circulation system is in charge of two men, each of whom supervises the work of half the branch managers.

"Women, we have noticed, take a pride in their work. They keep their branch offices in spick and span order."

The News' net paid circulation, it is claimed, increased approximately 9,000, or more than 33⅓ per cent over last year.

George Schmid, brother of John M. Schmid, business manager of the *Indianapolis News,* has been appointed circulation manager of the *Baltimore News.* He assumed his new duties July 12.

George Schmid started newspaper work as a surburban reporter for the *Cincinnati Post,* and later joined the circulation staff of the *Cincinnati Times-Star,* under the late Charles H. Motz. Since 1907, he has been connected with the Indianapolis News, first assistant manager of city circulation, and then, for the past 8 years in entire charge of the city department.

If service is the magic word that adds newspaper readers to the list, the *Toledo* (O.) *News-Bee* ought to be getting its share these hot summer months.

This paper is now offering organizations free use of "News-Bee Picnic Athletic Kits." The kits contain indoor balls and bats, volley and soccer balls,



George Schmid

horseshoes, tug-of-war ropes and the like. Each kit will provide athletic entertainment for a party of 200 persons.

A small two column box advertises the offer to readers. The box asks those wanting use of kits to list the name of their organization, the place of the picnic, the date, the person in charge, and his or her telephone number.

The promotion box said this week:

"Demand is heavier than ever now, so reserve your picnic date by sending in the coupon at once. The News-Bee gladly renders this service free to its readers."

This is the kind of service that is widely talked about.

F. L. Mollenkopf is managing editor of the News-Bee, and B. J. Hoffman circulation manager. The News-Bee, in co-operation with the local Red Cross, is now also conducting a swimming and life saving instruction course at various local swimming pools.

Getting the children and their parents interested in the paper, the *Indianapolis News* is now printing entry blanks for a natural history contest and a baby contest.

The natural history contest gives Indianapolis children opportunity to win three prizes in gold for the best 400-word essay on the wild animals that inhabit the local zoo. It began July 10 and will close Aug. 7. Children under 14 are eligible.

Daily promotion on the stunt carries a good paper-selling coupon in the form of a ticket which must be stamped at the Zoo gate and later attached to the essay.

The baby contest is state-wide and is being worked in conjunction with the state board of agriculture to promote interest in the Indiana State Fair, Sept. 6-10.

Indianapolis News is also running a state-interest series of articles under the heading "Indiana and Its Builders." A good picture display is carried with each article. Last week in one of the series the writer told about Tudor Hall, a local school for girls. Illustrations were of prominent students, principal, teachers, and school buildings.

The *Springfield* (Mass.) *Union* staged a boys' and girls' bicycle championship speed race, July 15. Entry blanks which had to be torn out and filled in were printed several weeks in advance and got good response.

M. W. Dickey is the Union's managing editor and J. W. Nolan is circulation manager.

"Here's a Good Hot Weather Tip" was the slug line over one paragraph in a full page promotion advertisement for the *Dayton* (O.) *Sunday News,* published in the News, July 10. Text read:

"Get up early enough to be first on the front porch tomorrow morning. Get the Sunday News. Sneak out the magazine section and beat it back to bed. Then lie there long enough to read 'The Witch's Hat,' a delightful little novelette by Douglas Newton. It's complete in tomorrow's paper—and you'll go down to your grapefruit, coffee and rolls with a smile that will make the whole family feel good."

"See Troy First" was the title of a local feature series published by the *Troy* (N. Y.) *Record* recently. It is now being sold in pamphlet form for 10 cents to readers who will fill out coupons.

William Randolph Hearst once said ten people read a boxed story to one who reads a story under a regular column head. What did your paper play up in boxes on page one July 10? Some used these:

Indianapolis News: Indiana special on 4-year-old boy attempting to cut off his brother's ears; A. P. dispatch on Queen Marie of Roumania running locomotive at 50 miles an hour.

Dayton News: A. P. on Mrs. Budlong winning "shirt" point in trial; A. P. on Queen Marie.

Toledo News-Bee: U. P. story from Zara, Italy, on queer contents of a man-eating shark's stomach; Ohio special on toothless man who lost his meat grinder and therefore couldn't eat; U. P. dispatch from Redding, Cal., on campers routed by snow and sleet.

Lowell (Mass.) *Courier*: A. P. Dispatch from Paul Smith's, N. Y., on President Coolidge silent on size of fish caught.

Colorado Paper 65 Years Old

One of Colorado's oldest newspapers, the *Central City Register-Call,* celebrated its sixty-fifth anniversary recently. For the last 48 years it has been edited by G. M. Laird.

EDITOR & PUBLISHER ploughs the field

OVER 100 NEWSPAPERS ARE NOW USING OUR

Hardened Steel Heads

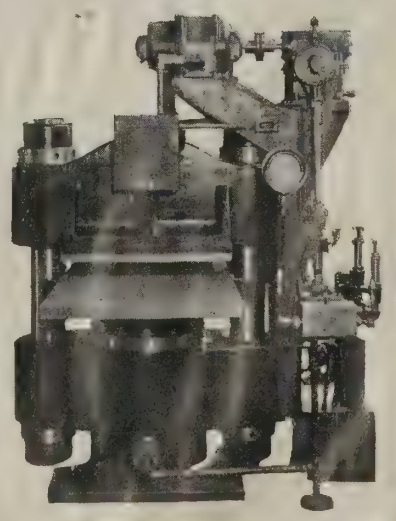
THAT LAST FOREVER

Among them are the following Southern Publishers:

RICHMOND TIMES DISPATCH
TIMES PICAYUNE
MIAMI HERALD
SAVANNAH NEWS
COLUMBUS LEDGER
CHATTANOOGA NEWS
LOUISVILLE COURIER JOURNAL
ABERDEEN AMERICAN

A. J. SOSSNER
363 West Broadway, New York

BIROTADRUCK



HYDRAULIC MATRICE PRESS

Direct Pressure Under Complete Control. Fast, Positive, Non-Vibrating Hydraulic Operation. The first successful hydraulic matrice moulding press to be introduced into this country.

Birotadruck Presses are now in operation on the plants of The New York Times (3 presses), New York Herald-Tribune (2 presses), Boston Globe, Cleveland Press and Dallas News.

AMERICAN BIROTADRUCK CO., Inc.
120 West 42d St., New York City

Is One Newspaper's Space as Good as Another's?

Do the brains, money and courage that are required to lift a newspaper to ever-greater levels of excellence—do these things command no more than a casual premium in the advertising market?

Is bucket-measure the ultimate gauge of circulation's worth?

If so, The Dallas News is barking up a sadly misjudged sapling. We should have been long gone.

Yet here we are, bigger, stronger, more influential than ever before in all our forty-one years of leadership.

Furthermore we are going to keep right on developing the value of our newspapers, subordinating profit to public safeguard, making Circulation stand and salute Sincerity of policy and practice until somebody shows us a more profitable course to follow—which nobody has yet.

* * *

We believe that newspaper character and newspaper influence are the biggest things an advertiser buys. They are certainly the biggest things a newspaper possesses.

Let nobody look upon this as an alibi. The News has always led its field in volume of circulation and probably always will.

Still, you *can* buy circulation in quantity lots from *any* medium.

You can only buy The Dallas News' circulation from The Dallas News.

Dallas is the door to Texas
The News is the key to Dallas

The Dallas Morning News

WHAT'S WHAT IN THE FEATURE FIELD

George T. Bye Returns to George Matthew Adams Service—Bell Syndicate Already Peddling Football Features—Donald Ogden Stewart Signs With Chicago Tribune

GEORGE T. BYE has returned to the executive staff of the George Matthew Adams Service, effective July 1, it was announced this week. At the same time all current and projected features of the Putnam Syndicate, affiliated with G. P. Putnam Sons, book publishers, were acquired by the Adams service. Mr. Bye had been general manager of the Putnam syndicate since its establishment in July 1923.

Fitzhugh Green has resigned as general manager for Adams.

Ralph S. Wilkinson, salesman for the Putnam Syndicate has also joined the Adams field staff.

George Palmer Putnam, Inc., which had operated the Putnam Syndicate, is one of the largest literary agencies and motion picture bureaus in the country, also handling, on an author's agency basis, many of the biggest expeditions of scientists and adventurers. Mr. Bye will continue to supervise the business of George Palmer Putnam, Inc., as vice-president and general manager.

Mr. Bye, still in his thirties, has been an active newspaper man for 20 years, with the *Kansas City Star, Chicago Tribune, Chicago Evening Post, New York Herald, New York World* and as a war correspondent for a group of papers. He was assigned by the New York World to fly from New York to Rio de Janeiro, Brazil, in 1922-23 on the Pan-American "Friendship Flight" organized by the World.

Donald Ogden Stewart, humorist who wrote "Perfect Behavior," "A Parody Outline of History," and "Mr. and Mrs. Haddock Abroad," has signed to write a series of weekly 1500-word humorous articles for the Chicago Tribune News-papers Syndicate. The first will appear in September, according to Arthur Crawford, in charge of the Tribune Syndicate.

Mr. Stewart is a graduate of Yale University. He is now in California doing adaptations of stories for the movies.

Bell Syndicate, Inc., New York, has already started on its football features. A series of 24 articles by Ed Thorpe has been obtained to run under the heading "Join the Big Squad."

Maj. Oliver P. Newman will follow his "Confessions of a Cabinet Member" with the "Confessions of a Campaign Manager," a feature in 12 chapters, distributed through Current News Features, Inc., New York and Washington.

Sidney A. Silberman, president of National News Service, Philadelphia, left July 12 for an extensive business and pleasure trip by motor for St. Louis and the west. He will not return until Sept. 8.

Bell Syndicate, Inc., New York, will shortly offer a series of 26 poems selected from all of Wallace Irwin's published verse. The series will be illustrated by E. W. Kemble and others.

Don S. Garden of the copy desk of the *New York Evening Graphic* has joined the staff of the Famous Features Syndicate, New York.

Washington News Service, Washington, D. C., this week innaugurated a daily radio feature entitled "Radio 'Round the World," supplementing the radio news and feature service now four years old, which will be continued.

Cunningham Ball Club Secretary

Edmund P. Cunningham, sporting editor of the *Boston Traveler*, was named secretary of the Boston National League baseball club by President Emil E. Fuchs of the Braves, July 8, to succeed Irwin L. Riley. Cunningham tendered his resignation as sporting editor at once in order to take up his new duties. He is second Traveler sporting editor to be appointed secretary. Herman Nickerson also having held that position several years ago. A. J. "Gus" Rooney, boxing editor of the Boston Traveler has been named sporting editor to succeed Cunningham.

AD TIPS

Blackett and Sample, 58 E. Washington street, Chicago. Will continue to handle the Coil products of Remmers-Graham Co.

Crotherton Company, Detroit. Using a few items in Canada for 16,000 line contracts on O-Matic Refrigerator Co., Detroit.

Allen Buck Company, Tribune Tower, Chicago. Preparing a list of papers on Schaeffer Pen Co., Fort Madison, Ia., two insertions to be made in August and two in September.

Campbell-Ewald Company, General Motors Building, Detroit. Using a large list of newspapers on Chevrolet Motor Car Company, Detroit.

Also has a list on Oldsmobile Company, Lansing, Michigan, in hands of dealers for Mr O. K.

Carman Company, Inc., 49 West 45th street, New York City. Have secured account of the Sokodor Manufacturing Company.

Critchfield and Co., 14 E. Jackson blvd., Chicago, is preparing a list on Firestone Valley Company.

Crowell, Williams and Co., Chicago. Preparing a list of newspapers for the advertising of Parker Pen Company, Janesville, Wis.

Rudolph Guenther-Russell Law, Inc., 133 Pearl street, New York City. Have contracted with several leading Wall Street houses for a campaign of investment advertising.

Henry, Hurst and McDonald, 58 East Washington street., Chicago. Preparing a list on General Telephone Mfg. Corp. (Radio), Chicago.

Keling-Gibson Company, 310 South Michigan Boulevard, Chicago. Sending copy orders on Kasch Food Products Co., Springfield, Ill., to newspapers in Oklahoma, Kansas, Louisiana, and Kentucky.

McJunkin Adv. Company, 5 So. Wabash avenue, Chicago. Will hereafter place the account of Shaw Walker Co., Muskegon, Mich.

MacManus, Inc., 82 Hancock avenue E, Detroit. Is handling the account of Chrysler Motor Car Co., which will announce a new car on Sunday, July 11.

Michigan and Ohio newspapers are receiving schedules on the East Michigan Tourist Association, Bay City, Mich. Joe Dermody, Bay City, is in charge of advertising at the offices of the Tourist association.

Morris-Harris Company, 400 North Michigan avenue, Chicago. Has schedules ready for representatives on S. S. Kresge Co., Detroit.

Potts Turnbull Company, 6 North Michigan avenue, Chicago. Will handle the Senreco Corp. (tooth paste), Cincinnati.

Prather-Allen Company, 307 E. 4th street, Cincinnati. Has issued orders to newspapers on Kenton Pharmacal Co., Covington, Ky.

William H. Rankin Company, Tribune Tower Chicago. Placing account for the Herman Nelson Corporation, Moline, Illinois, for new invisible radiator which they are putting on the market.

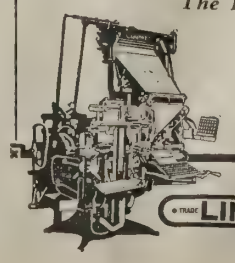
William H. Rankin Comapny, 342 Madison avenue, New York City. Has secured the following accounts. Lepel Ignition Corporation, New York City. Jacobson Manufacturing Company, Newark, N. J., makers of Depend-Oil heaters.

From the Linotype Mailbag

"Service can't be beat"

"Received 'second elevator bar, assembled,' yesterday in response to telegram sent you Thursday noon. This is most satisfactory. This sort of service can't be beat anywhere and we greatly appreciate it."

The Democrat-Times
Aspen, Colo.



TRADE LINOTYPE MARK

BRIGHTEN THE PAGE WITH GRAFLEX PICTURES



3¼ x 4¼ Revolving Back
Graflex, Series C

with Cooke Anastigmat f.2.5

For press photography—

a new Graflex

with extra fast lens

You have always known Graflex as the camera for extreme speed. The new *f*.2.5 model has more than three times the lens speed of the fastest Graflex offered before.

Press photographers will welcome this camera. It fits their job. Useful pictures can now be made of almost any event. In early morning or late afternoon, in the rain or under the train shed, even indoors when the light is good, the Graflex, Series C, will get detailed negatives with split-second exposures.

Famous Graflex Features

Shutter speeds are 1/5 to 1/1000. The reflecting mirror shows whether focus is sharp. And the instrument is sturdy, ready for rough weather and rough use.

With such a camera the press photographer can make pictures that most folks can't. It's exactly the outfit with which to shoot the scene that won't repeat.

Equip your photographic staff with the 3¼ x 4¼ Revolving Back Graflex, Series C. Price $260, complete with f.2.5 lens. Ask a dealer or write to Rochester.

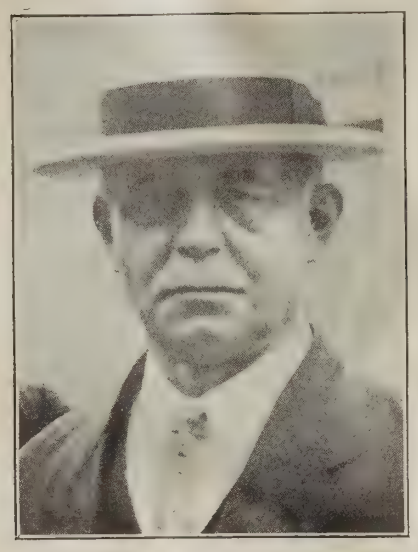
Graflex cameras are now made by
THE FOLMER GRAFLEX CORPORATION
ROCHESTER, N. Y.

For sale by
EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

A. E. GONZALES, AUTHOR AND PUBLISHER OF COLUMBIA (S. C.) STATE DIES

Son of Cuban Patriot Was Among South's Greatest Editors—Fought Illiteracy, Child Labor and Lynching Through His Paper—"Gullah" Dialect Preserved in His Stories

AMBROSE ELLIOTT GONZALES, 69, author and publisher of the *Columbia* (S. C.) *State,* died suddenly of heart dilation Sunday morning, July 11, at his home. Partially disabled as to



A. E. Gonzales

locomotion and speech for the last 15 years, he had, as was his custom, put in a long day's work Saturday at his office, and seemed when he left his desk after 7 o'clock to be in excellent health and spirits.

Funeral services, from the home of his brother, William Elliott Gonzales, were held Monday evening. Interment was in Elmwood cemetery, beside another brother, the late N. G. Gonzales (1858-1903) with whom he founded the State 35 years ago.

Robert Lathan, editor of the *Charleston News and Courier* and president of the South Carolina Press Association, announced the appointment of the following committee to attend the funeral: E. H. DeCamp, *Gaffney Ledger;* August Kohn, Columbia State; H. A. Watson, *Greenwood Index-Journal;* J. Rion McKissick, *Greenville Piedmont;* H. G. Osteen, *Sumter Item;* and H. C. Booker, Columbia, secretary of the Association. Mr. Lathan also attended.

Never married, Mr. Gonzales had been as senior brother all but father-like to his brothers and sisters and had devoted to the making of the State his powers of heart and mind to the very last.

Surviving of Mr. Gonzales' immediate family are a sister, Miss Harriett R. E. Gonzales, and William Elliott Gonzales, editor of the State. Ambrose Elliott Gonzales was born in Colleton county, South Carolina, May 29, 1857, the eldest son of General Jose Gonzales, Cuban patriot and colonel of artillery in the Confederate army, and Harriett Rutledge Elliott, of Beaufort, that state. His main education was not derived from books. As a boy, he was instructed at home and received a brief year of schooling at a private institution in Virginia. Then, at the age of 16, he learned telegraphy and entered the employ of the Charleston & Savannah Railway company, as agent at Grahamville.

Leaving the railroad in 1879, young Gonzales returned to the plantation where he spent two years farming.

Two years later, he went to New York to seek his fortune—and found it, in the opportunity afforded him to get 17 to 18 hours' work each day, and here, save for a few months' similar service in New Orleans, he worked for the Western Union and Postal Telegraph companies, always, to meet the elder brother's obligations, holding down two positions, one on the heavy press wires at the main offices through the night, the other on the Stock, Produce or Petroleum exchanges by day.

After four years of double work, impaired health forced him to seek outdoor employment and in 1885 he began his connection with South Carolina newspaperdom as general traveling agent for the Charleston News and Courier. He came to Columbia in 1890 as secretary of the state department of agriculture and in February of the following year joined his brother in the establishment and development of the State.

During the Spanish-American war he served as a captain in the army.

Mr. Gonzales was widely known for his stories written in the "Gullah" dialect of the negroes on the South Carolina coastal islands. The publication in 1922 of "The Black Border," a collection of his short stories in dialect, aroused widespread comment in literary circles.

His negro stories fill four volumes "The Black Border," "With Aesop Along the Black Border," "The Captain" and "Laguerre." Mr. Gonzales loved good books, and the presses of the State brought out a long list of volumes for the people of the South. One of the books printed by the State was "Braxton Bragg, General of the Confederacy" written by Don Seitz, now an editor of Outlook Magazine, and for many years business manager of the *New York World.* Mr. Gonzales was constantly occupied with literary work during his lifetime.

The State, under Mr. Gonzales direction, was a progressive newspaper, working always for public good.

For a long time the State and Mr. Gonzales sustained a steamboat line between Columbia and Georgetown, in order to obtain competitive water rates for the city.

In 1913 the State and Mr. Gonzales financed and brought to Columbia the National Corn show, bringing to the South for the first time this great exhibition; putting up a guarantee of $40,000 and subsequently with some assistance from the railroads meeting a deficit of $12,000.

Always interested in education and trying earnestly to remove the blight of illiteracy from South Carolina, Mr. Gonzales and the State have for several years printed at their own expense thousands and thousands of copies of a small newspaper, circulated through the adult schools held in summer and the night schools held during the winter—this for both races.

The State was the first newspaper in South Carolina to lead the fight against child labor and through its influence in later years came our present sane child labor regulations.

The State was one of the first newspapers in South Carolina to fight for compulsory education.

The State was one of the first papers in South Carolina to cry out against the barbarity of lynching and to denounce lynchers as murderers.

"Few men outside of South Carolina know how heavily the State has suffered in this cause," an associate of Mr. Gonzales declared.

Tributes and condolences from all parts of the South poured into the State office following the announcement of its publisher's death.

FLORIDA

continues to be the fastest growing state in the Union.

TAMPA

is the recognized industrial center and the most substantial city in Florida.

THE TAMPA MORNING TRIBUNE

is the only morning and the only Sunday newspaper in Tampa, covering the entire rich, productive and populous territory of Southwest Florida, reaching a population of 713,943.

200,000 Daily Readers.
300,000 Sunday Readers.

Represented nationally by
The S. C. Beckwith Special Agency.

The New York Times

Seventy-fifth Anniversary Supplement

Special tabloid section printed in rotogravure as part of the Sunday edition of The Times SEPTEMBER 19, 1926.

This supplement will contain probably the largest group of advertisements of firms and companies in business 75 years or more ever assembled. Advertisements restricted to firms or their successors in business for not less than 75 years.

Printed in rotogravure, advertisers will have the opportunity of effectively illustrating their announcements.

Net paid sale in excess of 625,000. Advertising rates: $2.10 an agate line; full page, $2,163; half page, $1,081.50; quarter page, $540.75. Size of page 10¼ x 14¾ inches; 1,030 agate lines to the page; 5 columns to the page; 206 agate lines to the column. Advertising forms close September 1.

In high demand

Another New Ludlow Typeface

Cameo

Now in Process

THIS beautiful typeface, when complete, will be adaptable to so many uses that any description would fail to enumerate all of its possibilities. Advertisers appreciate the artistic effect this new typeface will give to their advertising. The fact that new, clear-cut slug-lines are cast fresh for every job makes this typeface practical for any use.

Dates on which Ludlow Cameo in its various sizes is expected to be ready for delivery:

36 Point - Aug. 1, 1926 42 Point - Sept. 20, 1926
24 Point - Aug. 15, 1926 18 Point - Oct. 15, 1926
30 Point - Sept. 15, 1926 48 Point - Oct. 25, 1926

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
New York: 63 Park Row
Boston: 261 Franklin Street

LUDLOW QUALITY COMPOSITION

GREENVILLE PIEDMONT CHANGES

New Staff Executives Named by R. B. Chandler, Publisher

Reorganization of the *Greenville* (S. C.) *Piedmont* as announced by R. B. Chandler, publisher, includes the appointment of Frank P. Gaines associated editor, Frederick Sale as advertising manager, C. D. Nowlin, as foreign advertising manager, C. Wallace, in charge of automobile advertising, and George Anderson as circulation manager. Gaines is an author and magazine contributor, a popular public speaker and Professor of English at Furman University.

Sale, Nowlin, Wallace and Anderson were associated with Chandler in their respective departments during his administration as president and business manager of the *Birmingham* (Ala.) *Post.*

The Kelly-Smith Company has been appointed national representatives.

DON R. MELLETT KILLED

Publisher of Canton Daily News Slain by Assassins

CANTON, Ohio, July 16.—Don R. Mellett, publisher of the *Canton Daily News* was shot and almost instantly killed shortly after 12 o'clock last night, as he was putting his car away at his home. He was caught between a crossfire, ten shots being fired, and one bullet entered near the left ear. Two unknown men were seen to dash away in the darkness as friends rushed to the garage.

Mr. Mellett was thirty-six years of age and came from the Scripps service at Akron about a year ago. He started his newspaper work on the *Indianapolis News,* and last December he was made resident publisher of the Canton News by former Governor James M. Cox, the owner. For the last six months the News has waged a war on bootlegging and other forms of vice, and Mr. Mellett had received warnings, but he kept the crusade up. During the past several days a policeman has been stationed at his home, but yesterday morning the officer was relieved from services as feeling had apparently quieted down.

Mr. Mellett is survived by his wife and four children, and five brothers, among whom are Lowell Mellett, manager of the Newspaper Enterprise Association at Washington, and Lloyd Mellett, city editor of the Canton Daily News.

ICY BATH FOR REPORTERS

Smith and Kirchhofer at Summer White House

Leonard Smith, *New York Evening Post* correspondent, and A. H. Kirchhofer, correspondent of the *Buffalo News,* stationed at the President's summer camp in the Adirondacks, had a narrow escape from drowning Wednesday when their canoe was capsized by waves on a lake. Their cries were ignored for several minutes, being taken for sky-larking, but they were finally rescued and treated by Major Coupal, the White House physician. Neither is much the worse for the accident.

Mrs. Emma Mayer Dies at 83

Mrs. Emma Mayer, 83, who with her three sons published the *Philadelphia German Gazette,* died in Philadelphia, July 5. She came to America in 1886, and with her husband the late Carl Theodore Mayer established a German weekly in Williamsport, Pa., later moving the plant to Wilkes-Barre. Later they went to Philadelphia, establishing the Gazette as an evening daily. Since 1890 it has been published as a morning paper. Mr. Mayer died in 1900.

Geneseo Veteran Dies

J. Frank Lieberknecht, 66, managing editor of the *Geneseo* (Ill.) *Republic* for the last 30 years, died at Ottawa, Ill., July 9. The Republic, which has been managed by Lieberknechts for two generations, will continue under the management of the late managing editor's two brothers, William Lieberknecht and Charles Lieberknecht.

Obituary

SAMUEL M. KOHR, 84, father of Harry F. Kohr, literary editor of the *Kansas City Star,* died July 6 at his home in Kansas City.

LEWIS G. BARTON, 72, for 50 years editor and owner of the *Millersburg* (O.) *Farmer,* died this week of apoplexy.

MRS. MARY LOUISE HINDSON, 63, wife of W. J. Hindson, superintendent of the press room of the *Kansas City Star,* died suddenly at her home recently.

A. C. NEWTON, 73, an editor of the *Grand Junction* (Col.) *Daily Sentinel,* was killed in an automobile accident near Crescent City, Cal., recently.

DAVID OLDHAM, 72, owner of the *Sidney* (O.) *Journal,* and father of Harry Oldham, publisher, died this week.

FRANCIS W. HUGHER, 57, publisher of the *Postville* (Ia.) *Herald,* died July 5. He recently sold the *Elgin* (Ill.) *Echo* of which he had been editor since 1903 to his brother-in-law, R. P. Strauch.

MALCOLM JENNINGS, 62, died suddenly at his home in Columbus, O., of heart disease on July 9. He was for years legislative correspondent and reporter for the *Cincinnati Times-Star* and the *Commercial Gazette.* In 1909 he located at Marion and became identified with the *Marion Star,* of which the late President Harding was publisher. Mr. and Mrs. Jennings were close friends of President and Mrs. Harding and were with the Presidential party on the Alaskan trip when President Harding was stricken.

JAMES EDWARD JOHNSON, 73, for 15 years an employee of the *Chicago Tribune* composing room, died July 6.

ADDISON M. GUNSAULUS, 61, for twelve years a Chicago newspaper man and of late founder, editor, and publisher of the *West Hollywood Courier* in Los Angeles, Calif., and founder of a Los Angeles printing firm, died in Los Angeles, July 10.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

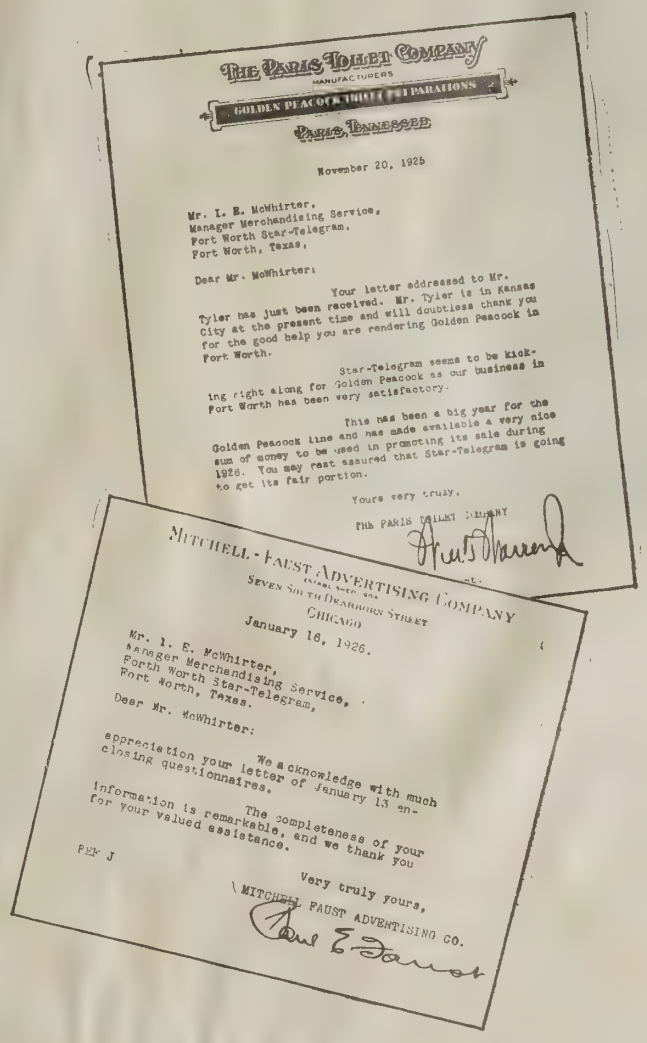
Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, RICHMOND, ATLANTA, BUFFALO, PITTSBURGH, CLEVELAND, DETROIT, CHICAGO, CINCINNATI, ST. LOUIS, MILWAUKEE, MINNEAPOLIS, KANSAS CITY, DES MOINES, DENVER, LOS ANGELES, SAN FRANCISCO, PORTLAND, SPOKANE, WINNIPEG

The completeness of your information is remarkable

—says Paul E. Faust


THE PARIS TOILET COMPANY
MANUFACTURERS
GOLDEN PEACOCK TOILET PREPARATIONS
PARIS, TENNESSEE

November 20, 1925

Mr. I. E. McWhirter,
Manager Merchandising Service,
Fort Worth Star-Telegram,
Fort Worth, Texas,

Dear Mr. McWhirter:

Your letter addressed to Mr. Tyler has just been received. Mr. Tyler is in Kansas City at the present time and will doubtless thank you for the good help you are rendering Golden Peacock in Fort Worth.

Star-Telegram seems to be kicking right along for Golden Peacock as our business in Fort Worth has been very satisfactory.

This has been a big year for the Golden Peacock line and has made available a very nice sum of money to be used in promoting its sale during 1926. You may rest assured that Star-Telegram is going to get its fair portion.

Yours very truly,

THE PARIS TOILET COMPANY

MITCHELL-FAUST ADVERTISING COMPANY
SEVEN SOUTH DEARBORN STREET
CHICAGO

January 16, 1926.

Mr. I. E. McWhirter,
Manager Merchandising Service,
Forth Worth Star-Telegram,
Fort Worth, Texas.

Dear Mr. McWhirter:

We acknowledge with much appreciation your letter of January 13 enclosing questionnaires.

The completeness of your information is remarkable, and we thank you for your valued assistance.

Very truly yours,

MITCHELL FAUST ADVERTISING CO.

PEW J

A great try-out territory—A great newspaper.

Daily and Sunday circulation over 120,000. No contests—no premiums.

FORT WORTH STAR-TELEGRAM
(EVENING)
Fort Worth Record-Telegram
(MORNING)
FORT WORTH STAR-TELEGRAM
and Fort Worth Record
(SUNDAY)

AMON G. CARTER, Pres. and Publisher
Charter Member Audit Bureau of Circulation
A. L. SHUMAN, Vice-President and Adv. Dir.

WOMEN IN ADVERTISING AND JOURNALISM

"Ask Miss Byrne!" is a By-Word Among Chicago Representatives—Mary Margaret McBride Explains "Literary Ghosts"—Miss Ross Writes on Quebec Liquor Regulations

"ASK Miss Byrne!"

That's the by-word of the Newspaper Representatives Association of



Miss Gertrude Byrne

Chicago, which functions in connection with the American Newspaper Publishers' Association. A hundred or more times a day, no matter what the question, the answer is "Ask Miss Byrne."

And Miss Gertrude Byrne, the efficient executive secretary of the Association, seldom disappoints her questioner. She has a mine of information about newspapers and advertising at her finger-tips, and can dispense facts and figures with a facility that is unusual.

The Newspaper Representatives Association, whose members are Chicago advertising representatives of daily newspapers, was formed in 1900 to simplify and organize data about every angle of newspaper advertising for the use of the newspaper representatives in Chicago. Each member pays $120 a year dues and is entitled, in addition to any information he may desire, to the service of the free employment bureau run by Miss Byrne for the benefit of advertising in general.

Miss Byrne, with considerable experience in secretarial work, joined the association as secretary in 1920, and since that time the membership has almost doubled. Every Hearst paper in the country is a member through its representative here, and almost every daily newspaper in the country derives the benefit of the organization's services through its Chicago representative.

While the information bureau, almost 100 per cent Miss Byrne, is primarily for the benefit of the members of the association, numerous calls are received from other newspapers and individuals.

Some one will ask: "Miss Byrne, what are the names of several organizations in Chicago placing street car and elevated advertising?" And Miss Byrne will rattle off the answer as glibly as though she had expected that very question to be asked and had spent the morning studying up on the answer.

Or a young man fresh from college will seek Miss Byrne's advice on what branch of advertising work is the best to enter for one who desires to learn what advertising is all about—the classified department of a metropolitan paper, the merchandising department of a newspaper, or an advertising agency? And as though she has known the youth all her life, she will consider his case from every angle and give him some sound advice, along with a great deal of general information on the subject he is interested in.

Garrets and basements of Greenwich Village, New York, are peopled appropriately enough with ghosts, Mary Margaret McBride, New York newspaper woman and magazine writer, said the other day in an interview.

"A ghost," she explained, "is a person who writes a book to be signed by somebody more important. Hundreds of Greenwich Villagers earn their living that way. They come to New York from all over the country, hoping for fame and recognition. What a good many of them get is a ghosting job—and somebody else gets the fame."

Miss McBride is one of the few ghosts to emerge from the ghost land of anonymity. She collaborated with Paul Whiteman in the writing of "Jazz," a book recently published. A graduate of the school of journalism of the University of Missouri, Miss McBride has been associated with the *Cleveland Press*, the old *New York Mail*, and the *New York Evening Telegram*.

Ishbel Ross, staff writer for the *New York Herald Tribune*, has written six articles on liquor regulations in Quebec as part of that newspaper's international prohibition survey now being published.

Mrs. Hal Kane Clements, writer, left July 12, from Chicago bound for a 40-day airplane tour of the Dominion of Canada. By special permission she is the only woman to make the trip and intends to write a series of newspaper articles on it.

Miss Eleanor Mead of the *Worcester* (Mass.) *Telegram* woman's department has returned from a vacation in Ver mont.

Iva McDonald, motion picture edito *Milwaukee* (Wis.) *Journal*, and Agne Dunn, secretary to the city editor the Journal, are spending the summe in Europe.

Mrs. Marie E. Waggoner, Oklahom City, is publisher of the *Oklahoma W man*, a 24-page monthly magazine tha started publication recently. Blanche Naylor is editor-in-chief.

Miss Mary Bouteller has been en ployed as reporter and society edit on the *Norman* (Okla.) *Transcript*, su ceeding Miss Roma Clift of Marlow, r signed. Both are graduates of the Un versity of Oklahoma School of Jou nalism.

Mary O'Keefe and Ruth Meade of t staff of the *Worcester* (Mass.) *Tel gram* recently returned from a week vacation.

Among those that assisted the Ass ciated Press in covering London's bigge story since war days, the general strik was Mrs. Smith F. Reavis of the A. Paris bureau. Mr. Reavis specialized the food situation, while Mrs. Reav kept in touch with women's organiz tions and wrote features as to the pron inent part they were playing in the a fairs of the day, just as they did du ing the war. At the end of the strik Mrs. Reavis went to Wales and wro a series of picture stories about the co miners and their families.

Miss Nellie I. Martin, of the busine department, *Hagerstown* (Md.) *Herald Mail*, was elected Queen of the Wil wood, N. J., Baby Carnival, to be he in August, by unanimous vote of 38 gi representing newspapers in five states.

Mrs. Sunshine Champion recently w named editor of the *Creede* (Col.) *Cand*

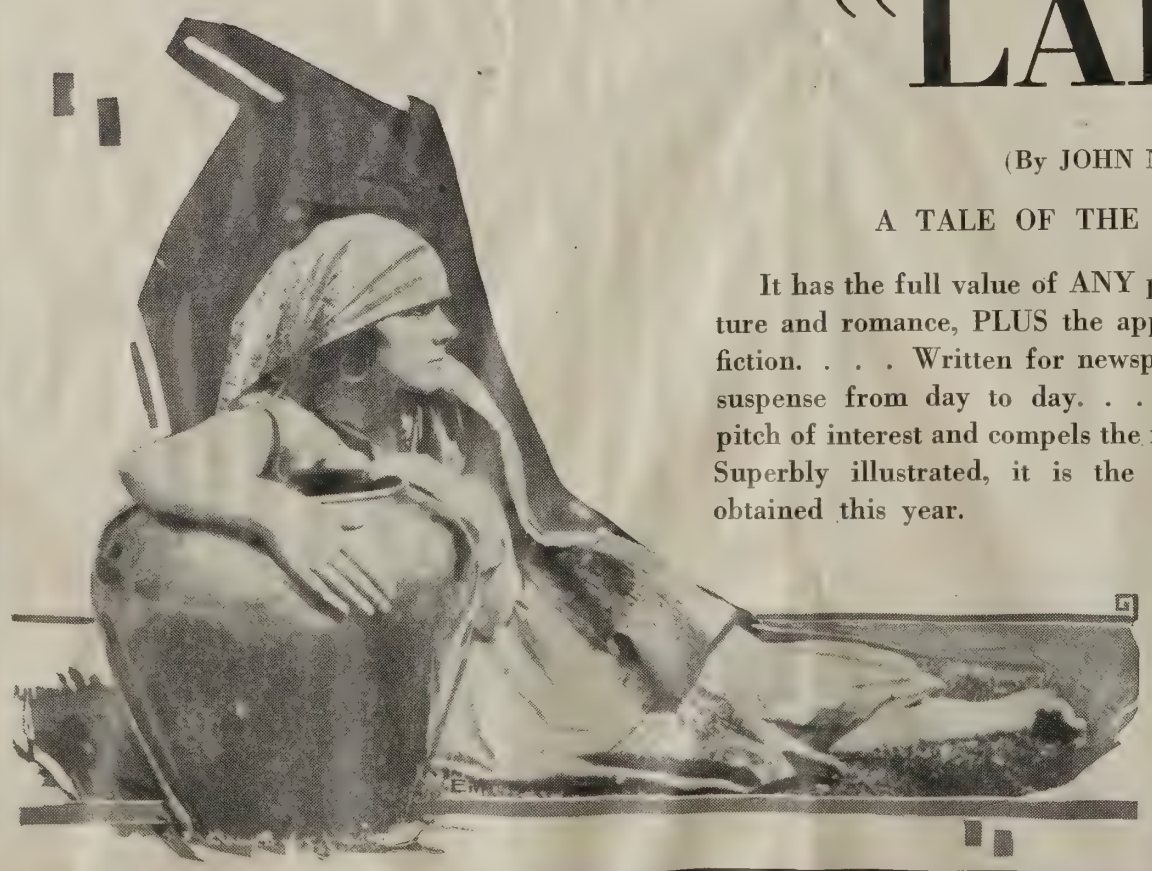
For your fiction readers and for the church going public that has never read your serials!

Eugene MacLean Offers

"LAILA"

(By JOHN NEWPORT)

A TALE OF THE DAYS OF CHRIST



It has the full value of ANY powerful serial in mystery, adventure and romance, PLUS the appeal to non-readers of newspaper fiction. . . . Written for newspaper publication, it is filled with suspense from day to day. . . . Each chapter rises to a high pitch of interest and compels the reader to look for the next. . . . Superbly illustrated, it is the biggest reader attraction to be obtained this year.

Telegraph to

Eugene MacLean

827 Folsom Street

San Francisco, Calif.

TEXANS TRY TO DEFINE THE IDEAL M. E.

He Should Have Pride and Humility, Diplomacy, Poise and Enthusiasm Says Veteran Newspaperman

By MARTIN ANDERSEN

General Manager, *Austin* (Tex.) *American-Statesman*

What's a managing editor anyway?

The question was asked at the recent convention of the Texas Press Association in San Antonio.

A managing editor, according to W. D. Hornaday, of the School of Journalism, University of Texas, is a man able to delegate authority to copy editors, news editors and make-up editors.

"Nay, nay," differed James Hoskins, managing editor of the *San Antonio Light*. "The managing editor of today is nothing more or less than a good news editor. Is he not supposed to be the best authority on news, good writing and the composition of head-lines, that the office affords?"

Hap Barrett, city editor for Mr. Hoskins thoroughly agreed with his chief, pointing out that either he or Mr. Hoskins passed on any story of other-than-routine importance.

George McQuade, formerly managing editor of the *Dallas News* and the *San Antonio Express* and now public relations man for the Texas Public Utilities, agreed with Hoskins and Barrett.

"If you have ten or 12 men on your staff, you can find a young chap who can write a snappy, entertaining story. All right. You delegate this job to that man. Then, if you've got a trio of bright copy readers, they can write interesting, informing head-lines. But the managing editor himself must sit on or near the copy desk and direct. A managing editor is nothing more than a director, similar to a director of a moving picture play."

Grady Kinsolving another old Dallas Newsman, Beeman Fisher, formerly with the Associated Press and now advertising manager for the Texas Power and Light Company and others gave their versions of the duty of a m. e.

Then Frank Shupe, former Texas newspaperman, now public relations man for the Southwestern Bell Company, was asked to define a managing editor's qualifications.

This was Shupe's answer:

"He should have pride and humility. The humility of an itinerant beggar on the street.

"A dazzling prince, feeling that he is the most important star in the firmament; that he is the Caruso of the newspaper world.

"He should have tne diplomacy of a Tallerand, and give no more evidence of his diplomacy than a black bell-hop in a hotel.

"He has to be willing to work uncounted hours, and when he has worked until everybody else has quit, be ready to do three hours more.

"He has to learn to think consecutively when he is interrupted two or three times a minute.

"He has to have a calm and a balance that will leave the impression he was a dumb-bell when everyone around him is excited—appear to be doing nothing and yet doing everything through others.

"He has to veil nis enthusiasm and yet he has to put the same enthusiasm and kick into his job as a young girl being kissed by her first sweetheart.

"A man, my friends, young enough to enthuse and yet, old enough to weigh that same enthusiasm as a banker weighs his judgment when a newspaper man comes in for a loan."

Vermont to Advertise

The state of Vermont is planning an advertising campaign using newspaper space. The copy is handled by Hayes-Meyers Company, Burlington, Vt., advertising agency.

FLASHES

This is the age when a child who is tied to his mother's apronstrings isn't tied to his mother.—*New York American.*

In addition to his various other humiliations, Newberry now suffers the indignity of being referred to as a piker.—*Washington Star.*

It must be terrible to be an editorial writer and wake up in the morning with the realization that you have to feel strongly all day long about the Tacna-Arica controversy.—*F. P. A. in New York World.*

Suzanne Lenglen's skill with the racket is equaled only by her skill in raising one.—*Cincinnati Enquirer.*

Chicago has witnessed the largest religious gathering in history, and few places ever needed it more.—*Florence* (Ala.) *Herald.*

The oats crop, Crop Statistician West tells us, must have rain at once; the wild variety can get on a long time without water.—*Columbus Dispatch.*

It is not difficult to understand the lapse on the part of the printer who in setting up an item about Chicago made it read "the Crook County jail."—*Seattle Times.*

The Vare vanity is likely to be touched eventually by those headlines suggesting that there would be a vacancy in the Senate even if he should be elected.—*Pittsburgh Post.*

American fiction will survive so long as circulation statements are made.—*Florence* (Ala.) *Herald.*

The nearest we can get to a description of the Charleston is that it is terpsichorean static.—*Philadelphia Inquirer.*

Faith—
THE BASIS ON WHICH WE ENJOY A BUSINESS RELATIONSHIP WITH EVERY NEWSPAPER WE SERVE

Our COMPLETE checking service handles the entire detail work of supplying "checking proofs" to every agency and advertiser promptly—and —efficiently.

WE DO IT ALL

from a few complete copies.

The Advertising CHECKING BUREAU *Inc.*
538 So. Clark St. CHICAGO — 79 Madison Ave. NEW YORK

During January, February, March, April and May, 1926

The Syracuse Herald

published

45%

of all display advertising carried in the three Syracuse, N. Y., newspapers. Second paper published 28 per cent and third paper 27 per cent.

The following lineage figures for the first five months of 1926 show the Herald's overwhelming lead—

TOTAL ADVERTISING

HERALD	JOURNAL	POST-STANDARD
4,919,684 lines	2,840,278 lines	3,041,843 lines

Herald led Post-Standard by 1,877,841 lines
Herald led Journal by 2,079,406 lines

Included in the above total the three papers carried the following amount of advertising:

AUTOMOTIVE ADVERTISING

HERALD	JOURNAL	POST-STANDARD
542,472 lines	373,905 lines	457,303 lines

FOOD ADVERTISING

254,611 "	204,050 "	117,257 "

DEPARTMENT STORE

1,056,853 "	25,606 "	534,562 "

MEN'S WEAR

313,761 "	281,302 "	183,162 "

WOMEN'S WEAR

415,212 "	230,818 "	134,015 "

RADIO

82,600 "	31,423 "	48,559 "

ROTOGRAVURE

76,293 "		24,122 "

SYRACUSE HERALD

SYRACUSE, N. Y.

E. A. O'Hara, Publisher Geo. N. Graham, Adv. Mgr.

National Representatives

PRUDDEN, KING & PRUDDEN, INC.

270 Madison Avenue, New York — Globe Building, Boston — Steger Building, Chicago
507 Montgomery St., San Francisco, Cal. — Leary Building, Seattle, Wash. — Chamber of Commerce Bldg., Los Angeles, Cal.

POSTAL RATE REVISION WILL DRIFT UNLESS PUBLISHERS PROD CONGRESS

"Power of the Press" Has Been Negligible Quantity in Influence on Second-Class Mail Legislation, Say Washington Observers

WASHINGTON, July 15.—The anticipated failure at the late session of Congress of the special joint Congressional committee to recommend any revision downward or otherwise of second-class postal rates, as urged repeatedly but vainly by newspaper and magazine publishing interests, is dismissed in a matter-of-fact way by Congressman William W. Griest, member of the committee and chairman of the House Committee on Post Offices and Post Roads in an "extension of remarks" in the Congressional Record appendix issued Monday, July 12.

Mr. Griest, who is associated with Senator George H. Moses, chairman of the Senate Committee on Post Office and Post Roads, on the joint committee, states in reporting an omnibus bill which, even though emasculated, failed to pass, the provisions included were those only upon which there was "entire agreement among members of the joint committee, and the matters not reported (sic) are to be the subject of a further report at the next regular session of Congress in December."

Before the recent adjournment of Congress Mr. Moses and Mr. Griest invariably fell back upon their inevitable argument that the joint committee could not agree upon second-class rates, and, perhaps, it would be better to give the present make-shift rates a further trial before attempting another revision.

Neither Mr. Moses or Mr. Griest held out any real hope, however, for any other than the kind of revision of postal rates the Post Office Department may deem best for its own interests. It is the consensus of opinion at Washington that if the publishing interests expect any revision downward there will have to be stronger pressure brought to bear upon Congress at the next session than was exerted at the last.

During the past session there was an obvious disposition on the part of majority leaders like Mr. Moses and Mr. Griest to either "put off" representatives of the publishing interests with the suggestion that second-class rates would be properly taken care of in the future, or with the pretext that the Post Office Department was preparing another report or opinion regarding such rates.

At no time were the representatives of the publishing interests able to pin down either Mr. Moses or Mr. Griest, whose control of the postal situation was conceded on all sides, to a definite promise or agreement concerning any legislation directly affecting the publishing interests. Mr. Moses and Mr. Griest simply ran postal affairs to suit themselves and the Post Office Department. Not in a single instance was the "power of the press" demonstrated in their case.

Congressional observers are therefore now warning the publishing interests that if they expect any more generous treatment at the next session than they received at the last they must adopt more militant tactics and become thoroughly awake to the fact that they can expect nothing from either the joint committee, the Senate Committee on Post Office and Post Roads or the House Committee on Post Office and Post Roads unless their demands are literally driven through one or all of those committees. The time for temporizing with a Congressional situation so manifestly unfavorable and unfair to the publishing interests is past.

JOHN D. JR., SAYS "NO"

Refuses to Let Cameramen Photograph His Sons—Might Spoil Them

Believing that newspaper photographs may cause his sons to get false notions of their own importance, John D. Rockefeller, Jr., refused to allow pictures to be taken of his three boys in Portland, Ore., July 12.

Arriving on a western tour, Mr. Rockefeller was greeted by a group of newspaper men and photographers as he stepped from his special car.

"All right, boys, what'll you have?" he asked.

One of the cameramen suggested a family picture of Mr. and Mrs. Rockefeller and their three sons.

"Sorry to have to disappoint you, but it can't be done. Hard enough to bring up boys now without putting false notions into their heads," responded the visitor. "You can get all the photographs of me you want—I'm hard boiled and too old to be spoiled—but I'll have to ask you to lay off the family."

Lawrence, sixteen; Winthrop, thirteen, and Davis, eleven, are the three sons.

The Picture Told the Story

Three members of the staff of the *New York Mirror* last week went on a two-day fishing trip to Brewster, N. Y. They brought back pictures of themselves with marvelously large catches. But they refused to tell friends whether or not they actually caught the fish, insisting, in true tabloid style, that the picture told the story. The fishermen were Royal Daniel, Jr., city editor; Arnold Prince, re-write; and Arthur Medford.



"PHOTO *By* CENTRAL PRESS"

This credit line at once stamps a photograph as of current interest and greatest news value.

As a matter of fact The Central Press Association has the reputation of producing the "world's best newspicture page."

Rather significant, then, that they should choose Certified dry mats as the medium for distributing their newspaper feature services.

The reasons? Very simple.

They have found that Certified dry mats are the most economical for them to use; that with our mats they can give their clients the best kind of service, and that Certifieds assure them and their customers of the reproduction of their features to best advantage.

Certified dry mats will appeal to you for the same reasons, and their use will give you just as much profit and satisfaction.

COMPARE!

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue, New York
For wet mat printing with DRY MAT facility — use Certifieds
Made in the U. S. A.

have you been following the remarkable growth of the Detroit Times

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World
Pulitzer Building, New York
Tribune Tower, Chicago

A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.

With a constantly increasing circulation, plus a constant growth in advertising lineage, the New York Evening Graphic offers the advertiser an extremely profitable opportunity.

Published by BERNARR MACFADDEN
NEW YORK EVENING GRAPHIC
H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

DOMINANT!
in
Pinellas County, Florida
Daily News
ST. PETERSBURG'S PICTURE PAPER
Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall
America's Biggest Tabloid
Florida's Fastest Growing Newspaper
To be assured of Complete Coverage—
USE THE NEWS
The only paper in St. Petersburg, Florida, whose application has been accepted by Audit Bureau of Circulations.
Represented by
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

Do you know what percentage of errors are made in your Composing Room?

We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.

Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.

When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.

Matrix Contrast Corp.
33 W. 42d St., New York City

MICHIGAN
and the
BOOTH NEWSPAPERS
THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES
The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News
National Advertising Representatives
I. A. KLEIN, 50 East 42nd St., New York City
J. E. LUTZ, Tower Building, Chicago, Ill.

SAN FRANCISCO HOST TO N. E. A. EDITORS

350 Delegates and Wives Spend Five Days in City—Lavishly Entertained—70 Leave Friday for Yosemite

San Francisco played host for five days his week to about 350 members of the National Editorial Association and their amilies, who made the city their headquarters for a tour of the bay district and icinity as part of the sightseeing program following their convention, which losed recently in Los Angeles. The N. E. A. party arrived last Saturday evening.

Monday the editors toured the East Bay cities as guests of the Oakland and Berkeley Chambers of Commerce. The morning was devoted to Berkeley, with a visit to the University of California and uncheon in Berkeley. In the afternoon hey were driven around Oakland and Piedmont.

Tuesday was devoted to a North Bay our.

Wednesday was San Francisco Day. Under the auspices of the San Francisco Chamber of Commerce, the Chinese Chamber of Commerce co-operating, they were taken on an automobile tour of the ity. At noon they were guests at a uncheon and entertainment given by the Matson Navigation Company.

Thursday the party took an automobile our down the peninsula with stops at Burlingame, Hillsborough, San Mateo, Redwood City, Palo Alto, Santa Clara, Mountain View, Sunnyvale, Los Altos, aratoga, Campbell and San Jose.

At the conclusion of their visit Friday morning, more than seventy of the delegates and their families are scheduled to ontinue their tour to visit Melones reservoir, Yosemite Valley and the Oakdale nd San Joaquin irrigation district. aturday will be spent in Yosemite Valley nd the visitors will return to San Francisco, Sunday evening.

PRESS AGENTS BACK N. E. A. PRINCIPLES

heatrical Representatives in New York Claim to Be Opposed to Publicity "Disguised as News" in Resolution Passed on July 9

Members of the Theatrical Press epresentatives of America, Inc., meeting New York, July 9, endorsed the stand the National Editorial Association at Los Angeles meeting voicing opposion to "press agent publicity disguised news." A resolution on motion of Wells Hawks, president emeritus of the ganization, was passed as follows:

WHEREAS, It has come to our attenon through the press dispatches that the ational Editorial Association, in conntion at Los Angeles, has declared itself ainst "press agent publicity in disguise news," it is hereby

RESOLVED, That fully in accord with the ational Editorial Association in its forts for editorial improvement the heatrical Press Representatives of merica, comprising in its membership ore than three hundred leading men and omen of this profession, desires to call e attention of the Editorial Associaon to the fundamental principles of this dy of men and women who stand uarely on the declaration as embodied the objects of T. P. R. O. A. which e as follows:

First: To bring together in a proissional and fraternal relation all those eatrical press representatives—both men d women—who are eligible for membership.

Second: To foster a high standard the conduct of the work of its mems.

Third: To maintain the strictest ethics d so uphold only those practices which e fair and honorable.

Fourth: To obtain and maintain an equitable contract, fair alike to employe and employer.

Fifth: To encourage its members to merit the esteem and confidence of business associates by rendering faithful and efficient service at all times.

Sixth: To urge its members to gain and retain the unbounded respect of the press and the public alike by a conscientious regard for the facts in all advertising and reading material.

Seventh: To help eradicate by close co-operation with whomsoever may be concerned any and all irregularities and evils which may be brought to its notice.

That we believe that an organization of press agents based upon such principles merits the attention and consideration of an editorial body inasmuch as that these principles are maintained and adhered to and that this association is ever on the outlook for any breach that would destroy the confidence reposed in them as press representatives by the press and public to whom they are the mouthpieces of the interests they represent.

That it is the belief of this organization, backed by experience and observation, that the honest and dignified press representative belongs to a useful and valuable profession which is respected both by press and public and regarded as an essential function in this dissemination of information; and

That a copy of these resolutions be forwarded to Mr. Herman Roe, President of the National Editorial Association, at Northfield, Minn.; to the President of the American Publishers Association; to the Advertising Clubs of the World, the EDITOR & PUBLISHER, and the theatrical press.

Veteran Celebrates Golden Wedding

Benjamin F. Stone, one of the oldest employees of the *Richmond* (Va.) *News-Leader*, a proofreader on that newspaper for the last 20 years, and Mrs. Stone recently celebrated their 50th wedding anniversary. Mr. Stone was presented with $50 in gold by his fellow-workers on the News-Leader.

Investment Opportunity

A Florida daily newspaper published in a rapidly growing county seat city needs ten thousand dollars cash to meet a mortgage note due in the near future. The owners will make very attractive terms to any party who is able to invest that much and who has enough nerve to back his judgment with cash.

This newspaper is conservatively valued at a hundred thousand dollars. Its liabilities include twenty thousand dollars common stock, thirty-six thousand dollars mortgages and about twenty-nine thousand dollars of other indebtedness.

The newspaper is operating at a slight profit even during the present slump of business, which speaks well for what may be expected when business becomes normal a few months hence. The owners anticipate at least twenty thousand dollars net profits for the next twelve months.

But cash is what is needed. To the man who has ten thousand dollars and who will act quickly we offer an opportunity for a safe and extremely profitable investment.

If interested wire Box A-661, EDITOR & PUBLISHER.

Imperial METAL



Here are the Savings —*by using the Plus Plan*

THERE is nothing imaginary about Imperial Plus Metal Plan economies—they're realities. When we talk about savings we mean actual dollars and cents as shown on your profit and loss statement.

Here are a few of the Plus Plan Savings. Metal, serviced by the Plus Plan has years of working life added to it, thereby postponing replacements practically indefinitely. You save the cost of these replacements.

The Plus Plan eliminates many machine and stereotyping troubles that ordinarily would add to your expense during the year. You operate on a better schedule, thereby saving time and getting better results at less cost. These are but a few of the savings.

If you balance Plus Plan savings against the cost of the Plus Plan, you will be convinced that it is certainly worth while financially. As for the reliability of the Plus Plan we refer you to any of the thousands of users. Names upon request.

IMPERIAL TYPE METAL CO.

Manufacturing the following metals:

LINOTYPE MONOTYPE INTERTYPE STEREOTYPE
ELROD LUDLOW LINOGRAPH THOMPSON

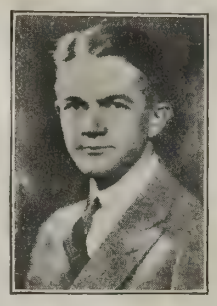
Philadelphia Cleveland New York Chicago



FOUR A'S TO MEET IN WASHINGTON

Executive Committee in New York Session Set Oct. 14-16 as Tentative Dates—Two Agencies Elected Members of Group

Washington, D. C., was selected as the meeting place for the annual convention of the American Association of Advertising Agencies to be held Oct. 14-16, at the July meeting of the executive board held at New York headquarters this week.



R. S. Durstine

The board also endorsed plans made by Edgar G. Mason of the Albert P. Hill Company, Pittsburgh advertising agency, to change the usual procedure at the annual meeting. Mr. Mason is chairman of the program committee.

Committee reports will not be read, but will be issued to members in printed form. Time thus saved will be given over to speeches by men of prominence in all phases of agency work. All sessions will not be executive as in other years. On the second or third day of the convention doors will be thrown open to trade press representatives.

Lord & Thomas and Logan, new agency formed as a result of the consolidation of Lord & Thomas and the Thomas F. Logan Company, became a member of the group by vote of the executive committee. The Logan agency was a member, and it was decided this membership entitled the combined firm to the services of the national association. Ray D. Lillibridge, Inc., New York advertising agency, was elected a member. Total enrollment of the A. A. A. A. is now 133 advertising agencies.

Merle Sidener, of Sidener, Van Riper and Keeling, Inc., Indianapolis agency, was elected to succeed himself as A. A. A. A. representative on the Advertising Commission. He was also named chairman of the committee of contact between the agency group and the International Advertising Association.

The general opinion expressed by members of the board was that advertising conditions at the present time are in a most favorable condition. Individual agency executives reported excellent business prospects.

Roy Durstine, Barton, Durstine & Osborne, and association president, presided at the meeting. The report of the newspaper committee, of which Francis G. Hubbard is chairman, was not read.

Officers and members of the board in addition to Mr. Durstine are: James W. Young, J. Walter Thompson Company, vice-president; St. Elmo Massengale, Massengale Advertising Agency, Inc., Atlanta, secretary; H. K. McCann, H. K. McCann Company, treasurer; and John Benson, Benson & Gamble, Chicago; C. D. Newell, Newell-Emmett Company, Inc., New York; Stanley Resor, J. Walter Thompson Company; Mr. Sidener; Herbert S. Gardner, Gardner Advertising Company; and H. T. Ewald, Campbell-Ewald Company, Detroit.

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
QUALITY NAME SERVICE FAME
CLINE WESTINGHOUSE

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

Vancouver Province

Vancouver, B. C.

Ask them about it.

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

SEEK NEW STOCK ISSUE FOR L. A. NEWS

Attorneys for Stockholders, Receiver and Vanderbilt Family Ask State's Consent to New Operation Plan

Los Angeles, Calif., July 15.—With the purpose of straightening out the difficulties of the *Los Angeles Illustrated Daily News,* which is now being conducted by a receiver, representatives of the stockholders and the Vanderbilt family as well as M. P. Snyder, the receiver, have been in conference with the state corporation department's chief deputy, E. J. Walther.

The delegation made public a plan now under consideration, which will make possible the operation of the newspaper by the stockholders, hinging on the consent of the department to issue more stock.

Deputy Walther declined to give any promises in the name of the department until an application was filed. He pointed out that if the Vanderbilt Newspapers, Inc., are in the condition indicated much time would elapse before the details of the case could be studied. The delegation called Mr. Walther's attention to the fact that some assurance as to his office and attitude is needed for presentation before the Federal Court. He refused to comment because no formal statement was in his hands. It is expected an application for the issuance of more stock will be filed soon.

Those in the delegation were Attorneys J. C. McFarland of the firm of Gibson Dunn & Crutcheer, representing Receiver Snyder; W. Oliphant, representing a stockholders' committee as chairman and Ben S. Hunter and Claude B. Andrews, representing the stockholders' committee as attorneys and John Mott representing Cornelius Vanderbilt, Jr., and his family.

Are You The Man ?

We have an opening for an experienced newspaper man. He is probably a college graduate who has risen from reportorial ranks to an editorial position, between 28 and 35 years old, and is accurate as well as alert.

He is wanted in the advertising department of a large eastern corporation, but the work which is waiting to be done is more along newspaper than advertising lines. It is not, however, the sort of press agency work which would make a self-respecting newspaper man hang his head.

His value would not be measured by the amount of space he could graft.

His contacts would be with other newspaper men and with both officers and lesser employees of the corporation.

His moving expenses to his new location would be paid. His salary would automatically come up for review on each anniversary of his employment. (Nine out of ten salaries are advanced yearly in this organization.) He would have free group life, accident and sickness insurance.

He would enjoy other valuable privileges. In reply state age, education, experience, and reason for considering change. A-645, Editor & Publisher.

Carter Field Improving

The condition of Carter Field, head of the Washington bureau of the *New York Herald Tribune*, who underwent a serious operation recently, was considerably improved this week, although it will be some time before he will be able to resume his duties. He is still at Garfield Hospital, Washington.

N. Y. Sun Veteran Honored

After completing 62 years of service a an employee of the *New York Sun*, Georg A. Wharry, stereotyper, retired Satur day, July 10. He was given a farewe party by the Sun Club composed of Su employes. William T. Dewart, presider of the Sun Publishing Company, pre sented a handsome watch to Mr. Wharry His fellow workers in the stereotype de partment gave him a traveling bag, an members of the Sun Club a pipe. J. E Martin, mechanical superintendent, an Alfred E. Barnard of the Sun Club mad speeches of presentation.

Denver B. B. B. Organized

Establishment of a better busines bureau in Denver was sponsored at th weekly luncheon recently of the Denve Advertising Club by Ralph H. Faxon newly installed president.

TRADE LINOTYPE MARK

6½ pt. Ionic No. 5

COMBINES

The word count of 6 point and the legibility of 8 point

The British delegation of trade-union representatives, who came here on Tuesday at the invitation of "The London Daily Mail" to study reasons for the disparity between the high wages and prosperous living conditions of the American worker and their own lower wage standards, gained considerable light in a tour of several industrial establishments in Brooklyn yesterday.

They had been curious to know how it was that the average wage of the American toiler virtually doubled that of his British brother, and how it was possible for industries here to offer such fat envelopes to their employees and at the same time compete successfully in world markets.

American More Productive

After a study of the Brooklyn Edison plant and the factory methods of the Mergenthaler Linotype Company in Brooklyn, the delegates remarked that one of the vital reasons for the disparity was that the American worker was capable of producing and actually did produce more than the British toiler in a given time.

This he was enabled to do, they learned, because of the high standards of efficiency obtaining here, mass-production methods, the utter perfection of organization for which the American industrialist seems always to be striving, and labor-saving devices evident on every hand.

The comments of the delegates were voiced by Sir Percival Phillips, special correspondent of "The Daily Mail"; Fenton MacPherson, of the same newspaper, and William Mosses, J. P., who had a prominent part in the British Labor Ministry during the war.

MERGENTHALER LINOTYPE COMPANY
Brooklyn, New York
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Representatives in the Principal Cities of the World

Direct your Plans on this Rich Area



first— in Population in Commerce in Exports—

When you plan your campaign in the Empire State, you are advertising to the group of consumers who live in the State that stands ahead of all States in population, in commerce, and in exports.

New York is a territory in itself with its large cities, its good paying farms and people who are progressive and right up-to-the-minute in everything.

The daily papers of New York are ready to aid you in planning and making your campaign in this State a success. Write for full particulars about advertising in the Empire State and how distribution can easily and quickly be obtained.

	Circulation	2,500 Lines	10,000 Lines
**Albany Evening News (E)	34,444	.10	.10
**Albany Knickerbocker Press (M)	34,018	.11	.11
**Albany Knickerbocker Press (S)	56,924	.16	.16
**Amsterdam Recorder-Democrat (E)	7,810	.04	.04
††Auburn Citizen (E)	6,389	.065	.055
**Brooklyn Daily Eagle (E)	73,764	.22	.22
**Brooklyn Daily Eagle (S)	84,997	.22	.22
***Buffalo Courier (M) 51,254, (S) 111,212 (M)	110,000	.22	.22
***Buffalo Express (M) 52,702, (S) 58,890 (S)	160,000	.30	.30
**Buffalo Evening News (E)	138,294	.25	.25
**Buffalo Evening Times (E)	115,000	.21	.21
**Buffalo Sunday Times (S)	135,000	.21	.21
††Corning Evening Leader (E)	9,339	.05	.05
**Elmira Star-Gazette Advertiser (E&M)	33,487	.11	.11
**Freeport Daily Review (E)	7,991	.05	.05
††Geneva Daily Times (E)	5,040	.04	.04
**Gloversville Leader Republican (E)	7,238	.035	.035
††Ithaca Journal-News (E)	7,751	.05	.05
**Jamestown Morning Post (M)	11,722	.04	.035
**Middletown Times-Press (E)	7,127	.04	.04
**Mount Vernon Daily Argus (E)	10,437	.05	.05
**Newburgh Daily News (E)	12,132	.06	.06
††New Rochelle Standard-Star (E)	8,598	.04	.04
**The Sun, New York (E)	257,067	.60	.56
**New York Times (M)	356,471	.80	.784
**New York Times (S)	610,041	.95	.931
††New York Herald-Tribune (S)	345,434	.693	.672
††New York World (M)	287,682	.595	.58
††New York World (S)	582,929	.595	.58
††New York Evening World (E)	294,442	.595	.58
**Niagara Falls Gazette (E)	20,629	.07	.07
**Port Chester Item (E)	4,732	.03	.03
**Poughkeepsie Star and Enterprise (E)	12,824	.06	.06
††Rochester Times-Union (E)	70,406	.21	.20
††Syracuse Journal (E)	65,326	.16	.16
**Troy Record (M&E)	22,679	.06	.06
**Watertown Times (E)	17,334	.08	.08

** A. B. C. Statement, March 31, 1926.
†† Government Statement, March 31, 1926.
*** Merged as Buffalo Courier, June 19, 1926.

CLASSIFIED ADVERTISING

Heaton President of New Classified Group Organized in New York—How Losers-Service Bureau Operates in St. Louis—New Want-Ad Quarters for Pittsburgh Press

TO fight fraudulent advertising in the classified columns, the Classified Advertising Managers Association of New York was formed recently at a meeting held at the Advertising Club of New York.



L. C. HEATON

L. C. Heaton, classified advertising manager, *New York Herald Tribune* was appointed president, and John Finneran, *New York Times,* secretary.

The second meeting of the new group will be held early in August, when by-laws will be drawn up and plans made for a regular program of get-together sessions. The idea of the local association grew out of discussion which arose at the national convention of the Classified Advertising Managers Association in Philadelphia last month.

The charter members are the New York Herald Tribune, represented by Mr. Heaton; the New York Times, by Mr. Finneran; the *New York World,* by Frank McCabe; the *New York American,* by H. B. Copp; the *New York Telegram* by Thomas F. Mulhern; *Long Island City Star,* by W. C. Fowley; the *Brooklyn Eagle,* by Chester Knowlan; *Corriere d'America,* by Leon W. Posner; and the *Bronx Home News,* by H. C. Lattimer.

Efficiency of the lost and found advertising classification of the *St. Louis Globe-Democrat* is increased by a "Losers' Service Bureau," established by Charles W. Nax, classified advertising manager, and president of the Classified Advertising Managers Association. How the bureau functions was told this week to EDITOR & PUBLISHER by Mr. Nax.

The L. S. B. idea is built around a key tag which is registered with the Bureau. These tags are sold to the public at cost (ten cents each). They are advertised both in the columns of the Globe Democrat and on painted display boards for use on everything which might be lost and to which it would be practical to attach a tag of this kind.

Not even small boys and their dogs are exempt from being marked with L. S. B. identification tags. The Beagle Association in St. Louis recently purchased a quantity of these tags from the Globe-Democrat to be used in marking the bred dogs of the members of that association.

However, the issuing and registration of these tags is only the hub around which the L. S. B. idea revolves.

Each day the Losers' Service Bureau receives and files a list of lost articles which have been found and returned to the police, turned in at the car-barns, or found on the busses.

The Bureau helps to increase the efficiency of the Lost and Found advertising in its own paper by clipping every Lost and Found advertisement which appeared in the Globe-Democrat and filing it for 30 days. These files make a ready reference for anyone in the city who has either lost or found something.

When the L. S. B. was being started, 70 line, single column copy was used on page one of the Globe-Democrat to sell the idea of calling on the Losers' Service Bureau to locate any lost article. Each day these front page advertisements pictured a different article and suggested calling the L. S. B. to locate it.

An early copy read:

"Theater Tickets Lost?"

"Why not ask about them at the Losers' Service Bureau? Perhaps they have been turned in at the Car-Barns or the offices of the Bus Company. If so, our records will show it."

Here is the copy which followed:

"Fountain Pen Gone?"

"Go to the telephone right away. Call the Losers' Service Bureau. If your fountain pen hasn't been turned in at police headquarters or the Car-Barns, a Want-Ad in the Globe-Democrat will put your loss on file to be consulted by thousands of finders."

A standard layout was used for all of these front page ads. Only the copy and the illustrations changed from day to day.

Scattered through the paper each day a number of 70 line, single column copy ads sold the key tag to Globe-Democrat readers. In addition to these and the front page copy, large space was used on the inside pages to sell both the key tags and the idea of calling the L. S. B. to locate lost articles of all kinds.

Although the new Bureau has not been in existence long enough to make possible any definite figures of its effect upon the want-ad sales, the Globe-Democrat believes that it is bringing an ever increasing amount of want advertising from the occasional user of want advertising.

The *Pittsburgh Press* recently held open house all day in its new want ad headquarters, which Owen M. Phillips, business manager, believes is the finest in the world. Men and women streamed in and out of the marble-lined lobby to view and admire the elaborate materials and the highly efficient design.

Close supervision of telephone solicitors in the classified department of the *New York Times* is resulting in increased business and efficienty, according to John Finneran, new classified advertising manager.

"It makes a whole lot of difference how classified ad prospects are approached over the telephone," Mr. Finneran said he has found.

"For instance," he explained, "despite the many strict regulations we have on the Times our telephone solicitors are instructed never to say 'you can't do this or that'; rather they tell their prospects what they can do, they show them the *best* way to advertise.



JOHN FINNERAN

"Imagine as an example, a prospect, who, after hearing the solicitors sales arguments decides to place an advertisement. The wording of it, however, proves contrary to our rules. The girl at the telephone should not say:

"'No, that is impossible. We don't allow that on the Times.'

"Instead, she should reply:

"'I am sure it will be better if you advertise it in this way,' and then proceed to dictate copy that conforms to regulations.

"One way slams the door in the advertiser's face. The other opens it for him. We have found this simple idea is greatly reducing the amount of copy withheld from the paper. The total classified gains this year up to July 3 have been 267,156 lines or 4,761 ads. From Jan. to July 3, last year the linage was 4,121,015; while this year it has been 4,878,956."

The Times also gives weekly prizes in the form of time off to telephone solicitors who surpass their sales quotas. Each girl was recently asked to write her idea of a model telephone solicitation, and prizes were given the best. They are now being collected to be issued as part of the Times' classified manual.

Louisville (Ky.) *Courier Journal* is running a good classified promotion bo under the heading "Bits of News fro Today's Want Ads."

About six paragraphs tipping off rea ers on what they can do on the aga pages are run each day, such as th one:

"Owner forced to quit because of il ness, will sacrifice well located bake business."

Rothermere Discusses Newsprint

Timber is being used up for newspri alone at the rate of 16,200,000 tons year, without taking into account a enormous quantity used for other pu poses, Lord Rothermere wrote in th *London Daily Mail* of July 2. His ne enterprise, Anglo-Canadian Pulp Paper Mills, Ltd., in the Province Quebec, Canada, has, he says, acquir a timber tract of more than 2,200 squa miles. It is calculated this will provi 5,300,000 tons of newsprint and ke Lord Rothermere's proposed Canadi mill engaged for 45 years.

Leadership in Financial Advertising

The Sun is the acknowledged leader in Financial Advertising among New York evening newspapers.

Financial advertisers have for years used more space in The Sun than in any other New York evening newspaper because they know that through The Sun they can reach the largest number of people who are interested in stocks and bonds, investments and other commodities offered by financial institutions.

The Sun

280 Broadway New York

in Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"

"Starts the day in Detroit"

With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

NEW YORK STATE

Westchester County's

Fastest Growing Cities

Mount Vernon and New Rochelle and The Vicinity Towns

Are Covered Completely by

THE DAILY ARGUS

of

Mount Vernon

THE STANDARD STAR

of

New Rochelle

Both Members of A. B. C.

Westchester Newspapers, Inc.

Franklin A. Merriam, Pres.

Mount Vernon—New Rochelle

EVENING HERALD

Los Angeles, Calif.

Gained 5,015 Daily Average Circulation

Sworn Government Statement, Six Months Ending March 31, 1925, 177,298 Daily. Six Months Ending March 31, 1926, 182,313 Daily. Increase in Daily Average Circulation, 5,015.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York.
John H. Lederer, 910 Hearst Bldg., Chicago, Ill.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

A classified service begins where dollars and cents promotion begins. Right there's where we begin!

THE BASIL L. SMITH SYSTEM, Inc.

International Classified Advertising Counsellors

Packard Building Philadelphia

THE WELFARE COMMITTEE

of the

INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

The DES MOINES CAPITAL

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best Advertising buy in the midwest

O'Mara & Ormsbee

Special Representatives

The DES MOINES CAPITAL

Lafayette Young Publisher

TEXAS DAILY COMPLETING SIXTH MONTH OF AIRPLANE DELIVERY

Temple (Tex.) Telegram to Add New Air Route Signalizing Success of New Method—Not Yet Practical for Average Publisher, Official States

THE *Temple* (Tex.) *Daily Telegram* will shortly celebrate completion of its first half year's daily airplane delivery service by addition of another route, E. K. Williams, general manager, informed EDITOR & PUBLISHER this week. This paper claims to be the pioneer in serving readers by air.



One of the *Temple Telegram*'s three delivery planes

The daily airplane delivery service, which, according to Mr. Williams has functioned virtually 100 per cent effectively since it was established, is not maintained as a "special stunt" or merely for advertising purposes. Three 'planes are owned by the paper. One of them, piloted by Herbert Kindred, flies over a definite route delivering copies of the Telegram every day.

"It is not an experiment," Mr. Williams said, "but was inaugurated after a period of research and tests extending over a period of more than three years, during which we expended more than $50,000 in the selection and perfection of suitable equipment.

"We feel that we are due credit for being pioneers in this line, even though other publishers may have put on special delivery stunts in the past. We claim to be the first newspaper to inaugurate and maintain regularly for as long a period as six months, a real, honest-to-goodness, regular daily air mail delivery service. And while, in the light of our successful experience, it is the belief of the writer that this service will become more or less general within the next few years, we desire to get on record as being the pioneers in the matter. Even though the other newspapers of the nation may some day be delivered by air, as we believe they will, we would like to be given credit for having introduced the service.

"Many publishers of the Southwest have called on us for information regarding the service, and have come to Temple to see it in operation. And to all of these we have explained the difficulties to be overcome and the costs to be encountered. We do not believe the service is yet practical to the average newspaper—to any publisher, in fact, who is not as well posted on air navigation as he is in the publishing business, and we claim to be probably the only concern thus peculiarly equipped. George Williams, the writer's brother, who is mechanical superintendent of our $100,000 publishing plant, is a successful aeronautical engineer of more than 20 years standing—a pioneer second only to the Wright Brothers, Langley and Glen Curtiss. And it is his knowledge of air navigation that has made our present delivery service possible. He is the designer and builder of all our ships.

"Papers are dispatched to our landing field, one mile from plant, in fast motor truck. Bundles for each town on route are placed in specially designed chute on the ship in order of the towns on the air route. A vacant space is designated in each town served, where the agent waits for his bundle. No landings are made. The ship descends to within a few feet of the ground launches its bundle, and then goes on up again. Route of 125 miles is covered in about 70 minutes. Papers are also delivered in clubs of four, to rural subscribers along the country traversed by the ship. Any four farmers in a neighborhood who will call for papers dropped at a given point between their homes, can get this unique service.

"Only territory which cannot be covered quickly by train, interurban and motor bus service is served by air. We operate but one ship at present but expect to celebrate the completion of our first half year service soon by adding another route. We keep an auxiliary ship ready at all times in case of trouble, and the service since its inauguration has been practically 100 per cent.

Still Gaining!

The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.

The net paid average for the American was 57,503.

You need these papers to cover Baltimore, they reach more than half the City.

Sold separately or in combination.

THE BALTIMORE NEWS

and

Baltimore American

ANNOUNCEMENT

To National Advertisers and Advertising Agencies

The National Advertising Departments of

New York Evening Journal
Baltimore Evening News
Baltimore American
Washington Evening Times
Washington Herald
Atlanta Evening Georgian
Atlanta Sunday American

are combined with offices in New York—Chicago—Detroit

New York Office:
W. G. HOBSON, *Eastern Manager*
2 Columbus Circle
Telephone: Circle 5400

Chicago Office:
F. E. CRAWFORD
Western Manager
913 Hearst Bldg.

Detroit Office:
FRANKLIN PAYNE
Representative
1351 Book Bldg.

All under direction of:
JAMES C. DAYTON, Publisher
NEW YORK EVENING JOURNAL

Associated Newspapers Ltd.

ANNUAL MEETING

THE CHAIRMAN'S REVIEW

The Annual Meeting of the Associated Newspapers, Ltd. (proprietors of *The Daily Mail*, the London *Evening News*, and *The Weekly Dispatch*), was held in the Memorial Hall, Farringdon-street, on June 28th.

The Chairman (MR. THOMAS MARLOWE), in moving the adoption of the Annual Report and Balance Sheet, said:—

The figures disclose another year of continued progress throughout the Company's business. *The Daily Mail* maintains its supreme position in this country and we are proud to say that its net daily sale is by far the largest in the whole world.

The position which it holds in the minds of British people was demonstrated beyond question last month during the General Strike, when we were overwhelmed with offers of help of all kinds from all parts of the United Kingdom. The situation with which we were then faced was the most difficult which the newspaper press of this country had ever encountered, and *The Daily Mail* emerged from it with unimpaired circulation and advertising support, and I venture to think with greatly enhanced prestige.

THE GENERAL STRIKE

The strike really began in Carmelite House when a section of the printers took upon themselves to demand the suppression or alteration of a leading article, and they were told that this unprecedented request could not be complied with. That night *The Daily Mail* was not printed in London, but the Manchester staff carried out their engagements and published as usual.

For a fortnight subsequently the newspapers were unable to appear in their usual form, and *The Daily Mail* was compelled to bring out small emergency editions wherever it was possible in England. We printed with type and we printed with typewriting and photography in various printing offices in London.

Our Manchester office, helped by many printers in Manchester, brought out a very large number of copies every day. We had the help of printers at Taunton, Weston-super-Mare, Cheltenham, and at Southend who enthusiastically brought out small editions of *The Daily Mail*, edited and published by members of our own staff.

The *Western Morning News* of Plymouth placed all its resources at our disposal and printed excellent editions of two pages and four pages of the full size, which were circulated over the West and South of England and sold by thousands in the streets of London.

The *Continental Daily Mail* of Paris printed a quarter of a million copies of a complete London *Daily Mail* every day during the strike in addition to its customary Continental issue. These were conveyed to England by four large aeroplanes every morning and by steamer. This was the most complete of all the special newspapers which were published during the strike, and it was circulated throughout London, the South of England, and the Midlands by a great fleet of aeroplanes and motor-cars.

THANKS TO VOLUNTEERS

The whole editorial staff of all our three papers remained, of course, perfectly loyal and continued at work every day. Practically the whole of the advertisement staff and a great portion of the commercial staff remained with us and organised the great army of volunteers who came to Carmelite House with private motor-cars and offers of all kinds of help. It was only by this splendid volunteer corps that we were able to distribute the paper as well as we did. We have returned thanks individually to every one whose name we know, but there were many who came in groups, and some of these we have been unable to trace. To every one of them I wish to offer to-day the grateful thanks of the directors and shareholders for all they did.

Since the General Strike was terminated we have been suffering under the coal strike and the restriction of train services and interference with industry. Many of our readers must have been getting their paper later than usual, but clearly they have been getting it, because the daily sale remains the same. Notwithstanding the interference with trade of all kinds, the demand for advertising space in *The Daily Mail* continues fully equal to our capacity to print.

The Evening News maintains its great popularity with readers, and it has been enlarged to a 12-page basis during the past year. It is the largest evening paper in London and has the largest net sale of any evening newspaper in the world.

The Weekly Dispatch has also been increased in size.

As to the Accounts, you know that we have maintained our dividend at the same rate as before—namely, 8s. per share on the Deferred Shares.

THE BALANCE SHEET

The reserve account remains at the same figure of £400,000. We have increased each of the Pension Funds by £10,000, bringing the total under this head to £100,000.

Creditors and Reserve against Contingencies is a larger item this year than before, and some part of it may be required to meet the exceptional expenditure which was incurred during the strike.

The first item under the heading of "Assets" is increased by £150,000, which is accounted for by the expenditure on our new building and machinery after allowing for ample depreciation on our existing buildings and plant. The stock of paper is larger this year than last year.

The figure under the heading "Investments" is reduced, but you will find a new item: "Loan to the Empire Paper Mills £600,000." This mill is engaged in making paper for us and by the operation of this loan has been able to pay off its debentures which were costing 6 per cent. It has been arranged that the loan by this company to the mill shall be paid off at the rate of £4,000 per month with interest at the rate of 5 per cent.

NEW CARMELITE HOUSE

We hoped to see the completion of New Carmelite House this summer, but unexpected difficulties were encountered with the foundations, and there has been delay. The work is well in hand, and shareholders can now see the handsome proportions of the new home of *The Daily Mail*. The greater part of the printing presses has been constructed and erection will begin as soon as the building dries. The other machinery has all been constructed and is ready to instal. We believe that this will be in every respect a model newspaper office both in respect of efficiency in all departments and the comfort of staff.

It is probably unnecessary to point out to-day that the cost of the strike does not come into our accounts for the year ended 31st March last, which we are now reviewing, but the reserve which we make against contingencies will adequately cover the loss of profits and the expenditure which we were compelled to make last month.

The motion was seconded by SIR ANDREW CAIRD, Managing Director, and carried unanimously.

The retiring directors were re-elected, and the auditors, Messrs. Lever, Honeyman and Co., reappointed.

STAR SALE PRICE 2ND LARGEST ON RECORD

$11,000,000 Paid by Kirkwood and Associates Exceeded Only by $13,-671,704.30 Paid for Chicago Daily News

The price of $11,000,000 paid by Irwin R. Kirkwood and his associates on the *Kansas City Star* for that newspaper property has been exceeded only once in American newspaper transactions. That was the purchase of the *Chicago Daily News* last winter by Walter A. Strong and associates for $13,671,704.30. The largest price ever reported paid for a newspaper in other countries was that given by Lord Rothermere for the interest of his brother, Lord Northcliffe, in the *London Daily Mail, Evening News, Weekly Dispatch* and *Continental Daily Mail.* Rothermere, it was stated at the time, paid £2,000,000, or somewhat less than $10,000,000, for these properties. The reported price paid for the Northcliffe holdings in the *London Times* by John Walter and Major Astor was £1,-390,000, or less than $7,000,000.

Other sales which have made newspaper records are:

Pittsburgh Press—by Col. O. S. Hershman to Scripps-Howard Newspapers in 1923—$6,000,000.

New York Sun and Evening Sun—by William C. Reick to Frank A. Munsey in 1916—$3,000,000.

New York Herald and *Paris Herald*—by Mr. Munsey to *New York Tribune,* in 1924—more than $5,000,000.

New York Herald, New York Evening Telegram, and *Paris Herald*—by Bennett Estate to Mr. Munsey in 1920—$4,000,000.

New York Evening Mail—by Henry L. Stoddard to Mr. Munsey in 1924—$2,-000,000.

Pittsburgh Dispatch and *Pittsburgh Leader* by Col. C. A. Rook and Alexander P. Moore, respectively, to *Pittsburgh Gazette-Times and Chronicle-Telegraph, Pittsburgh Post and Sun,* and *Pittsburgh Press* in 1922—more than $2,000,000.

New York Press—by corporate ownership to Mr. Munsey in 1912— $2,500,000.

New York Globe—by Arthur T. Walker to Mr. Munsey in 1923—$2,-000,000.

Worcester Telegram and Gazette—by Theodore T. Ellis to George Booth and associates, in 1925—$2,000,000.

Philadelphia North American—by Thomas Wanamaker Estate to Cyrus H. K. Curtis in 1925—$1,700,000.

Tampa Tribune—by W. F. Stovall to local business men in 1925—$1,250,000.

Detroit Journal—by H. S. Talmadge and associates to *Detroit News* in 1922—$1,000,000.

San Francisco Bulletin—by R. A. Crothers to C. S. Stanton and associates in 1924—$1,000,000.

Syracuse Journal—by H. D. Burrill to W. R. Hearst, in 1925—more than $1,000,000.

Seattle Post-Intelligencer—by John H. Perry to W. R. Hearst in 1922—$1,000,000.

ENTIRE STAFF PURCHASES KANSAS CITY STAR

(*Continued from page 3*)

ideals, for tolerance, for education, for cultural things and all that goes to make up a rich and wholesome life. It has worked for the advancement of Kansas City and the West, while never losing sight of its national obligations. At all times it has felt its responsibility to make a great and distinguished newspaper in which the city and all its territory could take pride. In so far as they were able, the men in charge of the Star have embodied these principles in print day by day. It is their earnest hope to continue to make the paper worthy of its founder and of the splendid community that has made its success possible.

"They would be less than human if they did not at this time express their deep appreciation of the support that has come to them from every side. It has given them a new and vivid sense of obligation. The confidence of the community is an added incentive to measure up to the great opportunity. They will do their best."

According to the *Kansas City Journal-Post,* whose owner had access to the figures by being a bidder, net earnings of the Star over a period of ten years ending January 1, 1926, were $8,323,807, or an average of approximately $832,000 a year. Following is a tabulation of the approximate annual earnings:

1916	$605,147.37
1917	567,080.93
1918	443,475.01
1919	773,000.00
1920	862,000.00
1921	767,000.00
1922	1,123,000.00
1923	992,000.00
1924	978,000.00
1925	1,073,000.00
1926 (2 months)	170,000.00

The Star thus passes to the men who have been in charge of its destinies since the death of William R. Nelson 11 years ago. When Mr. Nelson died he left in trust his entire estate to an art foundation. The trustees were his wife and daughter who were to have the income of the estate during their lifetime.

Mrs. Nelson died 5 years ago.

Mrs. Laura Nelson Kirkwood, wife of Irwin Kirkwood, publisher of the Star, died Feb. 27, this year. With Mrs. Kirkwood's death, the Star and the entire Nelson estate passed into the hands of trustees named by the presidents of the Universities of Missouri, Kansas and Oklahoma.

By direction in the will, the newspaper properties were to be sold within two years for the best price and on the best terms obtainable.

KANSAS A. P. EDITORS MEET

Plans for Handling Primary Election Discussed—Harris Presides

A meeting of the Kansas Associated Press Editorial Association to decide the best method of handling with speed and accuracy the August primary election was held last Saturday in Kansas City, Mo. The meeting was called by Ralph A. Harris, editor of the *Ottawa Herald,* vice-president of the association, in the absence of George W. Marble, president.

Those who attended were: Ray Green, *Concordia Blade-Empire;* Harry E. Montgomery, *Junction City Union;* Joseph W. Murray, *Lawrence Journal-World;* Fred Henney, *Hutchison Herald and News;* D. L. Miller, *Atchison Globe;* Roy Bailey, *Salina Journal;* L. P. Hall, business representative, Associated Press; T. H. Walker, division news editor, Associated Press; R. H. Heppe, assistant division news editor, A. P.; L. E. Paris, chief operator, Kansas City office, A. P.; William Townsley, *Great Bend Tribune;* F. W. Parrott, *Clay Center Dispatch-Republican;* Clyde M. Reed, *Parsons Sun;* Ralph Ellis, general managing editor, *Kansas City Journal-Post;* W. Laurence Dickey, publisher, Journal-Post; Bayard Taylor, Journal-Post.

RESORT ADVERTISING GAINED BY CONTEST

Cleveland Press Offered Vacation Trips as Prizes and Started Travel Bureau —Idea Originated by R. H. MacNaughton

Behind the annual Travel and Resort Section of the *Cleveland Press* issued June 19, is a promotion story told this week by R. H. MacNaughton, of the Press advertising department, who was in charge of the supplement.

To create interest in the section, the Press staged a vacation prize contest. Prizes, including a trip to Scotland, were obtained from various boat lines and resorts in return for publicity they would receive. Mr. MacNaughton said it only required one week to get the prizes together and arrange the details.

A total of 86 prizes were offered for the best answers to the questions, "What do you consider an ideal vacation? Why? Why do you think you deserve a vacation?"

The Press, under Mr. MacNaughton's direction, also inaugurated a Resort and Travel Bureau. The bureau was advertised in coupon copy that ran daily in the Press for about nine weeks. Supplied with the advertising booklets of a large number of resorts, steamship and railroad lines, the bureau was prepared to answer questions on "where to go, what to see, and how to get there." Hundreds of inquiries were received, according to Mr. MacNaughton. The advertisers' booklets were sent out and names sent them for follow-ups.

"It was one of the most successful contests ever conducted by the Press," Mr. MacNaughton claimed.

"One of the largest advertisers told me he believed that at least 25 of the large newspapers would conduct a similar contest next year and that he would be pleased to take part in each of them."

Beauty Winner Visits New York

Eva Phipps, of Smithfield, W. Va., came to New York this week, winner of a contest conducted by the *Clarksburg* (W. Va.) *Telegram.* She was chaperoned in Gotham by Mrs. Guy C. Viskniskki, wife of the publisher of the newspaper.

Muskogee Press Now a Weekly

The *Muskogee* (Okla.) *Press,* which recently went into the hands of a receiver, has suspended publication as a daily and will appear weekly pending contemplated reorganization.

Alabama Weekly Resumes

The *Goodwater* (Ala.) *Enterprise* has resumed publication and operation of its job press after several months of suspending publication. Thomas H. Crandall, owner and editor of the paper while Austin Darden has charge of the mechanical department.

The Great Empire of The Southwest

is literally spending millions of dollars.
The thoughts, actions and habits of Southwesterners are influenced by their

Weekly Newspapers

Our organization represents 325 weekly newspapers in Texas, Oklahoma and New Mexico, and we can furnish complete market information on this territory.
A letter to our Dallas office will bring you some very interesting figures.

The H. L. Grable Co.

"National Advertising Representatives of Weekly Newspapers"
TEXAS—OKLAHOMA—NEW MEXICO

NEW YORK, 25 East 26th St., Phone Ashland 9127
PHILADELPHIA, Widener Bldg., Phone Rittenhouse 969
CHICAGO, 123 West Madison, Phone Central 3021
DALLAS, TEXAS, 606 Mercantile Bank Building

Resort and Hotel ADVERTISING
in the Miami District

Hosts of vacationists sojourn in Miami; but residents also flock north. Thus, Resort, Hotel and Restaurant advertising, both local and national, commands attention in the District.

Comparative figures in this classification, first five months, 1926, follow:

THE HERALD . . . 522,767 Lines
Second Paper . . . . . 333,893 Lines
Herald Lead . . . . . 188,874 Lines
—or more than 56%.

The Miami Herald
"Florida's Most Important Newspaper"
Frank B. Shutts, Publisher

Largest morning and Sunday circulation in the *Greatest Market* west of Chicago
170,000 Daily
190,000 Sunday
LOS ANGELES Examiner

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL
America's Largest Evening Circulation and at 3c a copy

CIRCULATION BUILDING SUPREMACY

We opened 1926 with the greatest newspaper campaign ever conducted, and secured over $300,000 in prepaid subscriptions for The Cleveland Plain Dealer. We can attain similar success for you!
THOUSANDS OF NEW, PREPAID, BONA-FIDE HOME-DELIVERED SUBSCRIBERS SECURED IN TEN WEEKS' TIME

HOLLISTER'S Circulation Organization
Wire or Write us at Exchange Bldg., 717-718 Commercial LOS ANGELES

Largest Weekday Circulation in THE CITY
The Item Tribune
NEW ORLEANS

ADDITIONS AND REVISIONS IN SEMI-ANNUAL RATE AND CIRCULATION TABLE

Following are revised data on newspaper circulations and rates, supplementing correcting figures published July 3:

FLORIDA

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Circulation	Rate
15,405	.....	1922	Bradenton	Herald	(e)	3,200	.03*
				Sunday edition	(s)	3,200	.04*

ILLINOIS

44,756	125,000	1876	Moline	Dispatch	(e)	11,681	.045*

KANSAS

9,500	25,672	1926	Iola	News	(e) New daily—tab.		.018*
			(Free circulation paper—publisher claims 3,000 circulation)				

MASSACHUSETTS

193,666	441,842	1885	Worcester	Telegram	(m)	41,729	....
		1801		Gazette	(e)	50,585	....
				Combined daily	(me)	92,314	.26
		1884		Sunday edition	(s)	51,096	.19

NEW YORK

65,000	115,000	1854	Niagara Falls	Gazette	(e)	20,628	.07

OHIO

087,670	1,525,000	1879	Cleveland	Press	(e)	222,637	.40*
30,000	40,000	1890	Middletown	Journal	(e)	6,360	.025*
		1921		Sunday edition	(s)	6,831	.025*
		1874		News-Signal	(e)	5,603	.025*
12,000	34,000	1898	Mount Vernon	Banner	(e)	3,169	.015*
		1893		Republican-News	(e)	4,186	.02*
26,718	60,000	1820	Newark	Advocate	(e)	11,149	.035*
		1827		American Tribune	(e)	9,152	.025

WASHINGTON

13,800	18,000	1923	Longview	News	(e)	4,630	.045*
10,000	32,000	1905	Wenatchee	World	(e)	8,200x	.04*

WISCONSIN

22,000	125,000	1881	Eau Claire	Leader	(m)	7,855	....
		1894		Telegram	(e)	3,857	....
				Combined daily	(me)	11,712	.045
				Sunday edition	(s)	7,938	.045
577,757	1,044,367	1882	Milwaukee	Journal	(e)	141,895	.28*
				Sunday edition	(s)	145,836	.28*

SAVE CITY BABIES FROM DEADLY SUMMER HEAT

(*Continued from page* 10)

y the *Cleveland Plain Dealer* through n interesting series of contests.

A kite contest in the spring, with cash rizes for the biggest, smallest, prettiest, ighest-flying, funniest and best-made ites, was held in two of the city parks, ne on either side of the city, with identical prizes at each. Two contests instead f one was reassuring to mothers who veren't willing for their small children o cross the city to compete.

A boy from Orville, O., won a $10 rize for the biggest kite at one of the arks. His kite was fourteen feet tall, vas flown by rope, and he had made his lad drive him forty miles to Cleveland in he family flivver so that he could comete.

A swimming contest will culminate late n August with a "Venetian carnival" it one of the park beaches, where apanese lanterns, a gondola parade and ay costumes will add color to a contest n diving and swimming among boys and girls who have learned to swim this summer. Gold, silver and bronze medals will be awarded.

Playground instructors co-operate by eaching children to swim at the Lake Erie beaches and city pools. Every boy or girl who learns to swim ten strokes receives from the Plain Dealer a red, white and blue button which proclaims "Ima Fish," and he automatically becomes enrolled in the Ancient and Sublime Order of Fishes. The "fishes" are organized into "schools," one to each playground, named after varieties of fish —such as bass, pike, pickerel, etc. The "Sublime order" has secret pass words, grips, grand hailing signs, 'n everything that intrigues the imagination of youth.

More than 3,320 children were taught to swim in the first "Ima Fish" campaign of a year ago, and that number may be doubled this year.

A pet contest under Plain Dealer auspices, with $105 in prizes, brought together on the city circus grounds July 14 one of the most astonishing collections of dogs, cats, Belgian hares, guinea pigs, chickens, snails, polliwogs and bull frogs ever seen in Cleveland. Three well-known naturalists, who served as judges, awarded first, second and third prizes to the owners of the largest, smallest, most useful, oddest, prettiest and best-trained pets.

One boy entered a horse. A girl produced a Japanese silkworm.

The contest was preceded by a parade of 500 youngsters and their pets through the downtown district, headed by a playground brass band, and with a harmonica band to furnish additional music.

This summer the Plain Dealer is continuing its "Summer Opportunities," which puts back into charity in Cleveland some of the intimate, personal touch between the giver and the recipient. Welfare agencies co-operate by furnishing lists of persons whose needs are of a kind which friendship, rather than material gifts, can supply. The needs of these "cases" are presented in the paper one each day, but under assumed names.

As a result of the human stories that accompany the material, a business man takes the day off to drive with a poor family for a picnic in the country; another finances a boat ride on the lake; a clerk spends his day taking a boy to his first league ball game; a society woman takes a poor old woman from the tenement districts for a long cool automobile ride in the country.

American Opened N. Y. Playgrounds

In New York City as the public schools were closing for the Summer, the *American* launched a drive to open playgrounds that were doomed to remain closed because the Board of Education lacked the necessary funds.

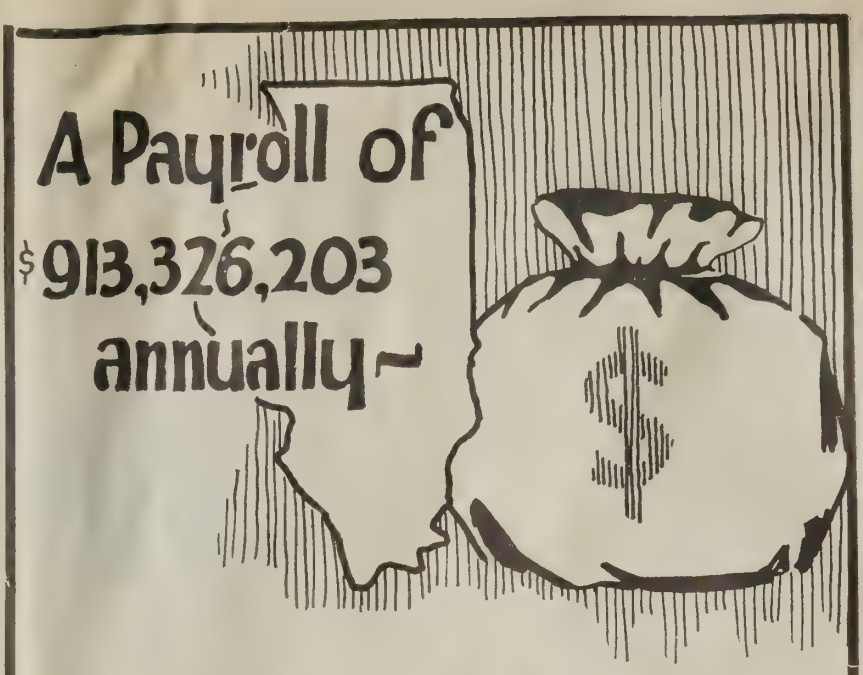
Last year 422 children were killed and 11,844 maimed while playing in New York streets. The American inaugurated its campaign to prevent a repetition of these appalling figures this year.

The American found that unless money was immediately provided almost a million children would have no place except the streets in which to play, while hundreds of spacious playgrounds remained vacant.

Allying itself with the Committee to Save the Children's Lives, a branch of the Community Councils, the American appealed to its readers for the needed funds. The first contributor was William R. Hearst, who, upon being advised by wire of the situation, immediately telegraphed from California a personal contribution of $3,000. Later Mr. Hearst made a second contribution, of $2,000, bringing his total to $5,000.

As it only costs $300 to operate a

(*Continued on page* 46)



in **ILLINOIS**

The last census report gives this figure, $913,326,203 as the annual payroll in Illinois.

This is a sign of opportunity to National Advertisers. Illinois' factories, its mines and world famous plants, are working steadily. Its unusually well located shopping centers report good business. You can get your share by advertising in the daily papers, which are read by the whole family and whose advertising sections are digested just as readily as the news columns.

Reach the great buying power of Illinois, through the papers listed below.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Aurora Beacon-News (E)	18,694	.06	.06
†Chicago Herald & Examiner (M)	385,276	.55	.55
†Chicago Herald & Examiner (S)	1,153,360	1.10	1.10
†Chicago Daily Journal (E)	123,771	.26	.24
**Evanston News Index (E)	6,729	.04	.04
**Freeport Journal-Standard (E)	9,613	.045	.045
**Joliet Herald News (E)	19,591	.06	.06
††Mattoon Journal Gazette (E)	5,712	.03	.03
**Moline Dispatch (E)	11,680	.045	.045
**Monmouth Daily Review Atlas (E)	5,416	.035	.035
**Peoria Star (S) 22,497 (E)	29,874	.075	.06
Rock Island Argus (E)	11,248	.045	.045
**Waukegan Daily Sun (E)	5,213	.03	.03

**A. B. C. Statement, March 31, 1926
†Government Statement, March 31, 1926
††Government Statement, September 30, 1925

SAVE CITY BABIES FROM DEADLY SUMMER HEAT

(*Continued from page* 45)

playground for the entire Summer, the first Hearst contribution enabled the Board of Education to open ten centers at once. As fast as other donations came in they were placed at the disposal of the Board.

In the first eleven days of the American drive provision was made for opening approximately 100 playgrounds, thus affording safe places for a hundred thousand children to play.

To expedite the opening, the American's widely-known Christmas and Relief Fund made a temporary loan of $10,000 to the School Playground Fund, which turned the money over to the Community Councils, and thus made possible the opening of 33 additional playgrounds.

The American's Christmas and Relief Fund, which three years ago extended its activities to give aid to distressed families throughout the entire year, is continuing, through the Summer, to give succor to all unfortunates brought to its attention.

Saving Baltimore Babies

Through the columns of the *Baltimore Sun* and *Evening Sun* appeals are being made this summer for a Babies Hot Weather Fund. While intended primarily for the relief of babies, under its ministry are also included convalescents and aged persons.

Through the contributions of readers the fund furnishes milk, ice, special diet and sometimes nursing care.

Some large contributions are made, but the Fund is realized chiefly through many small contributions ranging from $1 to $5. Children of the city evince a good deal of interest in the Fund, holding street fairs for its benefit.

The cases that are brought to the attention of the readers are obtained from the Family Welfare Association, a unit of the Community Fund. These cases are presented as briefly as possible and effort is made to understate rather than overstate the cases.

Details of a story that would identify the recipient of the Fund to the neighbors are not published. Every endeavor is made not to crush the spirits of the people the Fund seeks to assist materially.

Where it is possible to omit cases in writing the appeal, this possibility is welcomed. Fairs of an unusual order: contributions of a group of persons at a seashore resort remembering babies of a hot city; or a story of how the relief is administered furnish excellent substitutes for case stories, and are used whenever available.

All contributions are made direct to the Sun or the Evening Sun; or to the office of the Community Fund. A list of contributions is appended to the daily appeal.

Country Outings for Newark Kids

All welfare work is given a generous amount of space by the *Newark* (N. J.) *Evening News*, with particular attention to country outings for children and the Fresh Air Fund.

The work of this fund was initiated many years ago by the Newark Female Charitable Society, one of the oldest philanthropic organizations in the country, and from its inception the outing fund publicity was carried on exclusively by the News.

During the summer a story of the work appears daily, the responsibility for the story being placed upon one reporter, for the whole season. Beginning about two weeks before the outing centers are opened the need for the work is outlined, the plan of the vacation outings is described and emphasis placed on the fact that the scope of the work is dependent on the amount of money voluntarily subscribed.

As the date for the opening approaches, stories of individual cases listed with the committee in charge are told, and when the first party is sent out that is announced in some detail. Contributions are reported daily.

A staff photographer pictures the first party as it leaves for its vacation, and later the youngsters are shown enjoying country life with contrasting pictures of children in sordid city surroundings.

Some editorials are written during the season, and usually one cartoon is used.

S. F. Examiner's Two Parties

With two great yearly enterprises—the Christmas Fund and the Baby Adoption Party—as a foundation, the *San Francisco Examiner* annually builds up a program of charitable, philanthropic and allied activities that collects many thousands of dollars for distribution in countless worthy works.

Well in advance of the Yule season, the Examiner lays the groundwork for this annual event by setting aside a large donation as the nucleus. The contribution box is then thrown open to the public. Then, at the climax of this subscription-collection, the Examiner gives its annual Christmas Cabaret, with the foremost stars of the theatrical profession and allied activities. All the proceeds are turned into the Fund.

Last year, the Christmas Fund totalled well over $6,000. This was distributed at Christmas time in gifts of clothing, food and cash to the needy. A surplus was devoted to giving the annual Shoe Party at which the city's poor children are fitted with new footwear. Whatever surplus still remains after this is put into the Christmas Fund for use during the year as opportunity arises.

The Baby Adoption Party is an activity which does not involve collection of money. It is just what it is called—an adoption party, in which the Examiner lists from the city's various agencies of charitable and child-welfare work all the babies and youngsters available for adoption or placing in foster homes. The response is unbelievably large. Many hundreds of letters pour in from child-hungry homes. Each year, there are several-score times as many applications as there are children, and each year every available child is placed in a suitable home. In this, of course, the child welfare agencies co-operate in investigating and similar work.

With these two big affairs as the basis, the superstructure of smaller events, undertaken by the Examiner upon opportunity, is built. For instance, last year a San Francisco police officer was killed in line of duty. His wife was left penniless, with a family and with another baby soon to arrive. Her plight was desperate. The Examiner opened subscription lists, and raised about $1,200 for the policeman's family.

At the time of the Navy's non-stop airplant flight to Hawaii, the Examiner through subscriptions from the citizens of the city presented to Commander Rodgers and his crew rings and silver services commemorative of their unexampled experience.

Chicago News Has Sanitarium

Forty years ago this summer the *Chicago Daily News* established a hot weather nursing service for sick babies. Every summer season since that time this work has been carried on in growing volume. The Daily News Fresh Air Fund Sanitarium has come to be known as a model of its kind. It now occupies a beautiful and commodious brick and steel structure, which was erected a few years ago at a cost of $250,000, on Simmons Island, a part of Lincoln Park, and within a few feet of Lake Michigan. Its wide pavilion contains hundreds of hammocks where sick babies may sleep in the open air. The Sanitarium also has a completely equipped hospital, diet kitchen and other requirements of a high class institution. During the summer the Sanitarium is open free to all comers.

During the season of 1925 there was a total attendance of 43,488 mothers and children and 5,135 visitors. The 9,681 mothers brought 4,054 ailing babies and 29,753 well children or an average daily attendance during the 10 weeks that the Sanitarium was open of 737. Every well child and every mother received free daily four cups of milk and four bread an butter sandwiches. This required 3,4 loaves of bread, 4,434 gallons of milk ar nearly 1,000 pounds of butter. All of t food for sick babies was prepared fro certified milk and 554 quarts of it we used. Clinics by eminent specialists we held daily.

In addition to the great amount work done for babies each year by a sta of medical specialists and skilled nurse children of school age are treated f diseased conditions of the eyes, ears, nos throat and teeth. Last season the eye an ear clinics were crowded as were t dental clinics. Many operations for t removal of diseased tonsils and adenoi were given along with a variety of mi cellaneous operations. This Sanitarium a widely recognized center for instru tion, not only in medical treatment babies, but in preparation of foods f infants.

It is common for hospitals in and abo Chicago to send their nurses to the San tarium for inspection of the work do

USED NEWSPAPER PRESSE

Scott 16, 24 and 32-Page Press

GOSS 24 and 28-page presses good for bla or color work, also Goss Sextuple.

HOE Pony Quadruple, Quadruple, Sextup Sextuple color Press, Octuple and Double Se tuple Presses.

DUPLEX Metropolitan Quadruple stereoty presses—print up to 32 pages.

Available For Early Delivery

WALTER SCOTT & COMPAN

Main Office & Factory.....Plainfield, N.
New York Office..Brokaw Bldg., 1457 Broadw
Chicago Office.....Monadnock Blo

Live Advertising Solicitor Wanted In Every Large City

Internationally known trade publication wants live advertising solicitor in every city of the United States over 25,000 population. Must be dependable creator of new accounts. Commission basis only.

Write full particulars regarding service you can render and territory desired.

All correspondence treated confidentially.

Address Box A-655, Editor & Publisher.

Spend Your Vacation in EUROPE

Join the PRESS CONGRESS OF THE WORLD party sailing from New York, September 4 on the palatial Cunarder "Carmania" for the Third Congress to be held at Geneva-Lausanne, Switzerland, September 14-18. Official tour covers 10,000 miles and six weeks, returning to New York, October 16.

Extension Tours available.

For booklets and all information write

TOUR DEPARTMENT, PRESS CONGRESS OF THE WORLD

1700 Times Bldg. New York City

ere and of the exceptionally fine equip-
ent provided for the work. The Daily
ews is now planning to increase the
efulness of the Sanitarium by maintain-
g after the summer season within its
door hospital, medical and surgical ser-
ce for a considerable number of little
fferers who require to be brought back
health through high class continued
eatment of curable deformaties so
at little distorted bodies may be made
rmanently sound and healthy. The
aily News pays all administration ex-
nses of the Sanitarium service, and
ets all deficiencies in income, which is
herwise derived from gifts from chari-
ble people, many of them children who
ld entertainments and otherwise raise
ney for the babies' Sanitarium. The
pense of building and equipping the
nitarium was mainly met by the Daily
ews through contributions to its build-
g fund, amounting to many thousands
dollars, were received from other
urces. All receipts and expenditures
e audited and passed upon by a board of
ustees composed of well known citizens.

Goodfellows Aid 50

Each year the *San Francisco Call*,
odfellow department raises a fund
m voluntary contributors by means of
ich fifty or more youngsters are sent
the children's health resort in the
rin hills known as Hill Farm. The
ldren are all taken from the families
the poor. They are all physically run
vn and underweight when sent to the
rm." There they are fed plenty of
olesome food, given daily sun baths,
started well on the road to robust
lth. A child is kept at the "farm" as
ward of the Goodfellows of the Call
il there is a real improvement in his
her physical condition. The youngsters
under the supervision of trained
ses and other highly trained experts
child welfare, and are given every at-
tion during their stay at the "farm."
Added to the care, fresh air and
rishing food they receive, the pleasant
roundings at the "farm" has much to
with making happy, rollicking boys and
s out of the sickly little youngsters
t there. The "kids" love it at Hill
m. They not only feel better there,
"Oh, boy," they have such a good
e there too.
One of the nicest things about this big
rk that is being done in building up
se little bodies is the fact that no
nes are ever mentioned.

Joint Efforts in Indianapolis

few years ago all of the newspapers
Indianapolis attempted to conduct
ial charities for the summer season,
following the establishment of the
mmunity Fund the papers agreed to
their full support to the Fund and
drew their individual charitable en-
rises.
We believe the poor children of
ianapolis are as well taken care of
ng the summer as are those of any
in the country," said James A.
rt, managing editor of the *Star*.
The three papers, the Star, the *News*
the *Times* give generously of their
e in promoting the welfare of the
Scouts, the Girl Scouts, the Salva-
Army and other organizations that
ide outings for the poor. The
ily Welfare Society takes care of a
t many poor children in the summer.

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

West 42nd Street New York

WITH THE GENERAL ADVERTISERS

Ice Cream Manufacturers Start Newspaper Tie-Up Campaign—Nestle Promoting Hair Dye—Glycerine Producers to Advertise—A.N.A. Chief Returns from Europe

NEWSPAPERS in several hundred cities will be used in tie-up advertising campaigns by the National Association of Ice Cream Manufacturers, Herbert S. Gardner, president of the Gardner Advertising Company, handling the account, informed EDITOR & PUBLISHER this week. The manufacturers' campaign in magazines has already started.

"Special local advertising drives will be put on in virtually every large city of the country," Mr. Gardner said.

The Gardner Advertising Company is preparing copy for both newspapers and magazines. Four agencies are collaborating with Gardner in placing the special drive copy.

Nestle Company, New York, is increasing its use of newspaper space. Copy is now being placed in this media for Nestine, a new hair dye made by the concern. The advertising is directed by Foote & Morgan, Inc., New York advertising agency. Miss Bertha Cook is space buyer.

An educational campaign will be launched soon by the Glycerine Producers of America, a recently formed organization of soap makers and allied industries. The Newell-Emmett Company, New York, has been appointed to handle the account. Detailed plans are not yet ready.

E. T. Hall, vice-president of the Ralston Purina Company, St. Louis, Mo., and president of the Association of National Advertisers, returned to New York this week from a business trip to France.

The Duz Company, Inc., New York, has appointed Allen L. Woodworth vice-president and general manager. Until recently Mr. Woodworth was general manager of the Liberty Yeast Company.

Sherwin-Williams Company, paint and varnish manufacturers, have appointed Henri, Hurst & McDonald, Chicago, to handle its advertising.

Arthur Roeder, formerly president of the United States Radium Corporation, New York, has been elected executive vice-president of the American Linseed Company, New York.

Several shareholders of Lipton's Limited, tea company of London, England, sought but failed on July 12 to force Sir Thomas Lipton to resign the chairmanship in favor of another man. Sir Thomas is 76 years old.

W. H. Stanley, advertising manager of the William Wrigley, Jr., Company, has returned to Chicago from a European trip. He reported that "advertising on American methods has made American chewing gum popular in Western Europe and its use is spreading eastward rapidly.

Allen R. Mitchell, Jr., chairman of the wool industry's joint publicity committee, announced this week that about 75 per cent of the eastern wool trades had signified their intention of co-operating in an advertising campaign. The drive would involve expenditure of about $500,000 it is thought. Organization of the Wool Council of America to handle the advertising financing plans is being discussed. Maximum cost to individual firms for the co-operative promotion effort will be between one-twentieth and one-tenth of one per cent of annual net sales. Alban Eavanson, of the Philadelphia Wool and Textile Association, is termed "father of the publicity idea."

Robert Reis & Co., underwear manufacturers and distributors, have appointed Erwin, Wasey & Co., New York, as advertising agent.

The Shredded Wheat Company is conducting a sampling campaign in Louisville, Ky., this month, using special newspaper copy built around the slogan "Health in Every Home."

New England newspapers are being used to introduce a new cigarette called "Old Gold," product of the P. Lorillard Company. Two agencies, Lennen & Mitchell and Gardner & Wells, direct the advertising.

Western Clock Company, La Salle, Ill., is appealing to boys in newspaper advertising copy promoting the "Pocket Ben," watches retailing at $1.50 and $2.25.

Roy Metzell, for several years in the advertising department of the International Harvester Company at Fort Dodge, Ia., will leave late in the summer for Buenos Aires, to launch an advertising campaign in that country.

A. W. Barnes, who sold his interests and retired as business manager of the *Monmouth* (Ill.) *Review Atlas*, Dec. 30, 1925, on July 12, assumed the direction of the advertising department of the Illinois Bankers Life Association, of Monmouth, Ill. This is a new department just being established by the company.

The Block Drug Company, Brooklyn, N. Y., distributors of Carmen Complexion Powder and other products, retailing to the drug trade, has appointed the Dauchy Company to direct their advertising.

If Quality
of circulation is your first consideration

The Evening Star
With Sunday Morning Editions
Washington, D. C.
will have your preference—same as it has the preference of practically everyone in the National Capital.
The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.
N. Y. Office—110 E. 42nd St.
Dan A. Carroll
Chicago Office—Tower Building
J. E. Lutz

creating
Impression!
nearly half the 2013 national advertisers using the Cleveland Plain Dealer in 1925 used it *exclusively.*

The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it
J. B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 360 N. Mich. Ave., Chicago

The Morning Telegraph
Is the giant influence on the Turf, in Society, Music, Theatre, Motion Picture and Finance, having the largest circulation of any Daily in the United States at a ten-cent Price.
Circulated in every State in the Union and the principal capitals of Europe. An exclusive market for its advertisers.
The Morning Telegraph
50th St. & 8th Ave., N. Y. City

DO YOU NEED A TRAINED MAN?
The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.
If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.
NO CHARGE TO EMPLOYERS

Buffalo, The Wonder City of America
Buffalo—A Profitable Market for Advertisers
Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the
BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo Homes
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg., New York, N. Y. — Tribune Tower, Chicago, Ill.
Atlantic Bldg., Philadelphia — Waterman Bldg., Boston

Peoria
The Try-Out City
THE PEORIA JOURNAL Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

IDEA FLASHES FROM COAST CLUBS MEET

C. KING WOODBRIDGE, president, International Advertising Assn.—There is one supreme issue before humanity today. It is this: Is there any permanent method by which large collective groups can live together in comradeship, co-operation and peace? Yes, by voluntary association and by common agreements as to business principles and practice that are for the public good—not the international courts or political conference—just associations of business men. Business men everywhere hold in their hands the destiny of nations. Trade follows the flag of mutual understanding and trust.

* * *

ALVIN E. DODD, manager, Domestic Distribution Department, U. S. Chamber of Commerce—American business, seeking to reduce unit costs, has displayed astonishing ingenuity in accelerating the flow of goods in fabrication. It is now directing its attention to maintaining the flow of goods to consumers. The distributing machinery is only the continuation of the fabricating machinery. Advertising has begun the task of surveying these channels but the task is only begun. There are many shoals and hidden reefs to be charted.

* * *

WALLACE R. FARRINGTON, Governor of Hawaii—The day should not be far distant when the man or the men with surplus to bequeath and endow, will find a pleasant way to serve God and country by setting the writers and the artists at work on million dollar advertising campaigns, to proclaim and repeat, and reproclaim the full duty of citizenship, so that citizens shall not only study their government, but shall also participate in their government, know what it is doing and influence its performance by exercising the divine right to vote.

* * *

DON FRANCISCO, co-manager, Lord & Thomas & Logan—Today advertising, in some hands, has reached the status of a science. It is based on fixed principles. The causes and effects have been analyzed until they are well understood. We know what is most effective and we act on basic laws.

* * *

AL JOY, Fresno Advertising Club—Advertising scores many more hits than misses. No advertising will bring permanent results to an inferior product. The biggest waste in advertising is energy directed into the wrong market, or misdirected in the right market. Improve the salesmanship behind your advertising copy. Consult competent advertising specialists and you will have taken the most important step in reducing the cost of advertising.

* * *

W. J. MARA, Correspondence Director, Bank of Italy, San Francisco—In practically every line of worth-while endeavor tremendous progress has been made for betterment in the last 10 or 15 years—automobiling, advertising, production, selling, etc. But we are still in the same crude, awkward, old-fashioned stage of writing business letters that our forefathers were using. Business men owe it to themselves to bring their business letters up to date.

STANLEY G. HEYMAN, advertising manager Pauson & Co., San Francisco—If there's one thing that retail clothing advertising needs more than anything else, it's a good dose of specific treatment. You'll find fully half the clothing ads nothing but glittering generalities. Department stores expect direct returns from their advertising every day. That's why you see darn few generalities in their stuff.

* * *

J. W. STUFFLEBEEM, Long Beach—If people who read our ads do not believe in our advertising, the money is wasted. Our aim of truth must come through the education of ourselves and the public.

* * *

C. S. REYNOLDS, Tacoma—A billion dollars a year is spent on advertising in America. A quarter of it is wasted because of poor selection of media and inefficient use of good media. All ink in display form is not good advertising.

* * *

NORMAN W. BROCKETT, Advertising Club of Seattle—A community is prosperous whose people are steadily employed at a fair wage. This steady employment can be furnished only by industries, farms and factories producing commodities to sell to other communities. This steady production and continuous sale can only be maintained through advertising. The jobbers and merchants of a community can only be prosperous when the people living therein are thus employed.

* * *

S. R. SPENCER, Spokane, Wash.—Advertising is that stabilizing force which keeps the top of prosperity spinning—by creating wants and desires that must be satisfied.

* * *

M. E. WISE, San Francisco—If the chain store can teach anything to advertising men, I think it is this: the chain does well the basic things in shopkeeping without which no advertising is fully effective. It uses its equipment and personnel to the best advantage. It is strongly organized to produce sales.

* * *

HARRY A. EARNSHAW of Young & McAllister, Inc., Los Angeles and San Francisco—The business battle of the next ten years is going to be in selling. Napoleon said: "God is always on the side with the largest batallions." Advertising is the strongest force you can use in selling.

* * *

WILLIS BRINDLEY, Washington Mutual Savings Bank, Seattle—Gimme and grab are the twin wasters of advertising—"Our church is giving a concert, gimme an ad"—"Our lodge is holding a benefit, gimme an ad"—"Our paper is getting out a special edition, gimme an ad"—and so on the Gimme Chorus raises its lugubrious wail to heaven. There is no more waste in real advertising than wear on the latch of a Scotchman's wallet. But in these fakes and frauds, these beggings and beseechings, there is waste, criminal waste, and real advertising pays the penalty.

CLASSIFIED GROUP ELECTS H. J. HARRISON

(*Continued from page* 5)

elected president; F. E. Archer of the San Francisco Examiner, vice-president, and Miss M. Rogers of the *San Francisco Bulletin*, secretary.

There was, at the hour of session, strong expectation that the 1927 convention would go to Honolulu, and it was felt to be desirable that the officers chosen be residents of the same or near-by centrally located mainland cities in the belief that it might be necessary to hold a classified convention apart from general sessions.

The program was divided into four major subjects handled in one hour periods, separated by ten minute addresses on special subjects. Carl Nissen of the *Los Angeles Herald* introduced a 40 minute forum on the business office with a 20 minute address. Mr. McDonald of the Oakland Tribune bridged the gap between the first hour and the second (devoted to the street force) by a ten minute discussion of the relationship between the inside and the outside staffs and the economy of using the business office as an intensive and extensive training school for the outside sales staff.

"The Street" a subject assigned to C. O. Chatterton, *Portland Oregonian*, unavoidably absent, was handled by Harvey Hall of the *San Diego Sun*. M. E. Jessup, Bremerton (Wash.) Searchlight, followed with a brief address on the problems of the small town paper.

Mrs. C. A. Robertson, *Berkeley* (Cal.) *Gazette* delivered the prize-winning talk "Women in Classified," being awarded the trophy by unanimous vote.

The 1927 sessions will be held in Portland concurrently with the Pacific Coast Advertising Clubs' 24th convention.

COMMITTEES APPOINTED

Six Point League Names Membership Speakers and Constitution Groups

Members for three committees of the Six Point League of New York, newspaper advertising representatives, were appointed at a recent meeting of the executive committee by F. St. John Richards, president. They are:

Membership: W. D. Ward, chairman; A. W. Howland; George A. Riley; J. I. Kyle; W. A. Snowden.

Speakers: Frederick Motz, chairman; Dan A. Carroll; M. D. Bryant; George E. Munro; D. M. Shirk.

Constitution: G. W. Brett, chairman; H. N. Kirby; Hugh Burke; Thomas Clark; W. C. Bates.

Ralph Mulligan, chairman of the directory committee, reported that the 1926 Annual Directories of Eastern Newspaper Advertisers and Agencies were ready for distribution.

THE TELEGRAM

now has the largest paid circulation in

CLARKSBURG, W. VA.

13,000 daily
14,000 Sunday

guaranteed.

Member Audit Bureau of Circulations

Represented Nationally by
The Devine-MacQuoid Co., Inc.
New York Philadelphia Pittsburg Chicago

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined*.

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

Regional Advertising
at
Regional Rates
in
The Christian Science Monitor

An International Daily Newspaper
Publishing SELECTED ADVERTISING
ATLANTIC, CENTRAL and PACIFIC Editions
Rates and Circulation Data Supplied on Request

ADVERTISING OFFICES

Boston	New York	Kansas City
Philadelphia	London	San Francisco
Chicago	Paris	Los Angeles
Cleveland	Florence	Seattle
Detroit		Portland

"Buy What You Can Use"

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6TH FLOOR OCCIDENTAL BLD. INDIANAPOLIS, IND.

There Are No Other Newspapers Covering South Jersey Completely

From the Standpoint of the National Advertiser

CAMDEN COURIER
The MORNING POST

60,000 Circulation
Combination Rate

National Representatives:
STORY, BROOKS & FINLEY

MERCHANT & EVANS CO.
PHILADELPHIA

Producers of . . .

SPARTAN TYPE METAL
Since 1866

LINO • MONO • STERO
INTERTYPE
COMBINATION

Stocks in Principal Cities

first! in OHIO

11,492,383 Lines

Dispatch advertising record for the first six months of 1926, exceeding other Columbus newspapers combined by 1,665,911 lines. In 1925 the Dispatch published 21,544,376 lines, exceeding second largest Ohio newspaper by 2,648,383 lines.

NET PAID CIRCULATION

CITY	55,812
SUBURBAN	26,973
COUNTRY	23,666
Total Daily Circulation	106,451

Columbus Dispatch
OHIO'S GREATEST HOME DAILY



Our Own World of Letters

By JAMES MELVIN LEE

DOUBTLESS throughout the 400 odd pages of "The Autobiography of Henry W. Clendenin, Editor" (State Register Company, Springfield, Ill.), are ittle incidents in newspaper life that ave practical value for an editor or for publisher. But this volume by Mr. lendenin, who for many years has sat the editorial chair of the *Illinois State Register*, interests me more in other ays. The personal rather than the professional side of his story of a long and usy life keeps one turning the pages. One almost wishes that he could have een in that Sunday school class he aught in Keokuk where he was as successful an editor as he has been in Springfield. He frankly admits that the nemories of those Sunday mornings in he old Congregational Church are herished by him as among the most leasant of his long life. Somehow it arms the cockles of the heart to learn f an editor who watches boys as well s column rules.

His story of building a home had for ne more interest than his account of how e built up the State Register. As a natter of fact, both jobs went along at he same time, though under different artnerships. Clendenin chats as intinately about the affairs of the home as bout those of the office. So well is the tory told that one almost wishes that the appy married life had the same news alues as the divorce.

The story of the Associated Press emains yet to be told. Consequently, what Mr. Clendenin has to say about the Northwestern Associated Press of which e was elected secretary in 1879 has hisorical value. This Northwestern Associated Press, as is pointed out, was affiliated with the Western Associated Press of which Joseph Medill of the *Chicago Tribune* was president and William Henry Smith, superintendent. For ears the Northwestern Associated Press ad opposed a union of the several press ssociations then in existence—the so-alled pipe dream of one, Melville E. Stone. Mr. Clendenin did much to win ver the Northwestern Associated Press o Stone's proposition. For years Mr. Clendenin was the Springfield representative of the Associated Press. In fact, e held this position until the A. P. established its own bureau in Springfield.

To Mr. Clendenin possibly belongs the redit of starting Robert J. Burdette as public lecturer. Mr. Clendenin's city editor on the *Keokuk Constitution* was Thomas Eichelberger who had worked with Burdette on the *Burlington Hawk-Eye*. Burdette wrote a sketch called "The Rise and Fall of a Moustache." Clendenin asked him to come over to Keokuk and deliver it as a lecture. Advance notices of the lecture were promised in the local pages of the Constitution. Bob came, saw, and conquered the audience and was so elated with the success that he began repeating the lecture in other places. Anecdotes like this are sprinkled throughout the volume.

I have no desire to spoil the perusal of the volume for the many newspaper friends of Mr. Clendenin. The pages of the volume tell his life story. It is an interesting story, even if spectacular features are seldom found. His political views are irritating at times, as doubtless have been his editorials. Those who do not like them, however, may easily turn to the chapters on home and family life. Indeed, one closes the volume with the feeling that he would rather have Mr. Clendenin as a neighbor than as a political opponent.

Throughout the volume the author pays numerous tributes to his business partner on the State Register, Thomas Rees. His greatest tribute, however, he reserves for his partner in life's joys and sorrows, Mrs. Henry W. Clendenin.

* * *

MISS IRENE DAVIS, assistant editor of the *Toledo* (Ia.) *Chronicle*, opens the *Iowa Journalist* for July with an article, "Training Country Correspondents." Among the practical suggestions offered by Miss Davis is the establishment of a house organ.

On this point she says:

> A year ago this month *The Chronicle Cub* emerged from The Chronicle office, the first organized step towards training our country correspondents.
>
> We decided that we must have, first, a regular house-organ; second, this organ must have interest to our correspondents; third, it must be personal. The idea of a publication to be issued at definite intervals led us to decide upon the monthly edition. Next, we must sugar-coat the instructions with interesting attention compellers, and what is more flattering and thrilling to the average person than seeing his name in print? That led, finally, to our instituting the personal element: to let the Cubs themselves feature in the issues of The Chronicle Cub in every way possible.

Mention has been made in this department of some of the house-organs of metropolitan dailies such as the *Trib* of the *Chicago Tribune*, the *Sun Rays* of the *New York Sun*, the *Little Times* of the *New York Times*, etc. Miss Davies shows how practical is the idea for small city dailies and possibly for community weeklies.

* * *

LAFCADIO HEARN deserves his place in "Our Own World of Letters." His editorial connections with New Orleans newspapers have had scant treatment in the various biographies that have appeared. Yet those days when he sat in the editorial chair were among his most productive. "Fantastics" and "Creole Sketches" were gleanings in this field.

Charles Wood ward Hutson has been going through the files of the papers upon which Hearn worked in search for the editorials that came from the latter's pen. Such a collection deserves preservation in book form and will help round out the collected works of one of the greatest word painters in English literature. In a cursory way a few editorials bearing the imprint of Hearn have been resurrected and published in feature articles, but nothing in the shape of a comprehensive survey had been made until Hutson took up his task of pouring over the *Item* and the *Times-Democrat* for those years when Hearn was associate editor, first on the former and then on the latter.

Hearn began his editorial duties on the Item June 15, 1878. He was really the literary editor, though it may be doubted whether he ever had that title. In addition to his book reviews and his dramatic criticisms he was a frequent contributor of editorials on all sorts of topics except that of politics. Bigney, the editor, reserved that field for himself.

How industrious Hearn was may be learned from one of his letters where he made the passing remark, "Editor away and whole paper on my hands." In the back office the compositors who set Hearn's copy always spoke of him as "old semi-colon"—the punctuation point of which he was very fond and which to some extent he often overworked. Hearn had another peculiarity about his copy: he insisted upon beginning a new series of paragraphs with a triangle of asterisks. So brilliant were the editorials from Hearn's pen that they frequently drew forth from exchange editors the ejaculation, "Somebody on the New Orleans Item knows how to write interesting stuff."

Hearn suffered from myopia but he had a literary vision that let him see a new editorial field where realism blended with romance. This vision was broadened through extensive reading of foreign papers. The result was that the Item, and to some extent, the Times-Democrat, showed a wonderful catholicity of taste in expression of opinion.

The editorials collected by Mr. Hutson ought to do much to answer the question, "What kind of an editorial writer was Lafcadio Hearn?" The book will be published by Houghton-Mifflin Company.

* * *

BOOKS about Benjamin Franklin have covered almost every phase of his life, including that of his newspaper connections. Philips Russell, however, will publish this fall through Brentano's, Inc., "Benjamin Franklin: The First Civilized American." In it Franklin's relations with the London "Hell Fire Club" will be set forth for the first time. The club was one of those rather rakish organizations that abounded in London during the eighteenth century. Something like an American branch must have existed because the *New England Courant* founded Franklin's by brother, James, was said by the clergy of Boston to have been run by the "Hell Fire Club."

E. F. S.
Editors' Feature Service

Over 70 independent newspapers throughout the country subscribe to this fine daily service as a protection against rising feature costs.

Six Pages Daily Illustrations in Mat Form

Write or wire for samples, price and territory.

Editors' Feature Service, Inc.
1819 Broadway, New York
Allied with Johnson Features, Inc.

Wheeler-Nicholson, Inc.
Complete Feature Service
Wire us for samples and prices of the
Largest, Most Original
Most Artistic and Finest
blanket feature service on the market, which includes IVANHOE, VIVIAN VANITY, and the FAMOUS SHORT STORY SERIES, in addition to SPORTS, WOMAN'S PAGE FEATURES, COMICS, FICTION, VERSE, CARTOONS and everything for the newspaper.
Wheeler-Nicholson, Inc.
Malcolm Wheeler-Nicholson, President
373 4th Ave., New York City

Among The Newspapers Publishing
Constance Talmadge's Flapper Series

Chicago Journal	Philadelphia Sun
Detroit News	Buffalo Times
Toledo Blade	Louisville Courier J'l
Omaha Bee	Oakland Post Enquirer
Peoria Star Journal	Memphis News Scimitar
Newark Jersey Transcript	

Why Not Join This List of Papers
Wire for Terms and Territory

COSMOS NEWSPAPER SYNDICATE INC
Covering the World
NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY
Herbert S. Houston, President and Editor-in-Chief — **Myles F. Lasker,** Vice-President and General Manager

***features* SINCE 1899**
WEEKLY
Camera News, Fashion, Feature and Children's Pages; House Plans; Automobile Cartoon.
3-A-WEEK
Hints for the Motorist; Handicraft in the Home.
DAILY
Cross-word Puzzles, Dots and Cut-outs; Radio; Noozie; Fashion hints; 1 col. Comics; Portraits; Gillilan's Letters; News-Maps, also The Ad-route (house organ).
The International Syndicate
Baltimore, Md.

RADIO
PROGRAMS
NEWS NOTES
FEATURES
Used and Praised by More than 200 Newspapers
Send for samples and prices
AUDIO SERVICE
326 West Madison St.
Chicago

WE'RE ALWAYS BUSY—WHY?
AUTOMOBILE PRIZE CAMPAIGNS
Get the Circulation
Get the Money For It
Get It Quickly
Get It Right
Conducted on THE KENDALL PLAN
We would like to know more of your circulation building methods and charges Without obligation to us, you may submit details terms etc
Our last Campaign was run
Name of paper City
By Title State
Should we use a Campaign we would want it to start about
Eighteen consecutive successful years of "Knowing How." Wire or write for details, references, etc.,
W. S. Kendall Company
104 NORTH BAILEY AVE.
LOUISVILLE, KENTUCKY

GRAVURE SECTIONS PRINTED
SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK
Standard Gravure Corporation
LOUISVILLE KY

PHOTO-LINOTYPE BEING PERFECTED IN U. S.

Holyoke, Mass., Inventor's Machine Records Letters on Films—Correction Method Provided—Has New Roto Process Also

R. J. Smothers, of Holyoke, Mass., for the past eight years manager of a printing plant in that city, has worked out two new inventions pertaining to the art of printing, both of which have a direct bearing on newspaper production. Revolutionary results are promised from the industrial application of the principles evolved by Mr. Smothers and his devices are now undergoing tests by engineers to determine their practicality.

One invention introduces an offset rotogravure process that promises an increase of efficiency over the present rotogravure system and is claimed also to offer great advantages over the system of offset lithography that has gained an important and profitable place in the printing industry. A salient feature of the new process is that instead of printing paper directly from a copper roller, the impression is first transferred from the copper to a rubber roller and thence to the paper in a manner that entails the use of less ink, eliminates artificial drying and enables five or six times as many impressions to be made in an hour as by the present rotogravure methods.

A second invention is that of a photo-linotype, which does away with the casting of metal slugs by photographing the characters appearing in an assembled line of matrices on a film or sensitized paper and rephotographing on a metal plate that goes on the cylinder of the press.

Mr. Smothers claims that his new offset rotogravure process does away with the making of separate half tone engravings, applies the principal of the photo-linotype, substitutes the fast cylinder press for the flat bed press used in offset lithography, vastly increases the speed of printing the familiar rotogravure supplements, and opens up advantages in catalog and other forms of commercial printing. He claims that the hard copper employed is good for 1,000,000 impressions or more, whereas the lithographic plate is limited to from 25,000 to 75,000 impressions, and the ink distribution system is much simpler and more economical, one roller taking the place of 20.

Instead of printing the paper directly from the copper plate already described, the impression is first taken by a roller having a specially prepared rubber blanket, which, owing to its resilient nature and the use of a special ink, produces exceptional sharpness and clearness on the printed page with the use of much less ink than formerly and enables a high speed to be attained in the printing. In this case a positive print is made on the copper, producing a negative on the rubber roller, which moves in unison with the first, and finally leaves its imprint on the paper which is fed in from a web.

In rotogravure and lithography, as in newspaper and book printing, wherever type is used, it must be cast in metal slugs, a proof taken and this proof photographed. This is obviated in offset rotogravure, as in general printing by the use of the photo-linotype, and this principal likewise may be applied in offset lithography.

Matrices of a special design are assembled in the same manner as on the common linotype machine, but at the point where the slugcasting now takes place a photograph of the assembled line is made on a film which is automatically moved the right distance and the process repeated, the edges of the film being slotted as in motion picture use. This film is cut to the size of the newspaper column or book page.

Provision is made for the correction of errors in this first product. To do this the film is put through an attached machine which prints a new line and with mathematical exactness cuts out the line containing the error or errors and inserts the new line, which is fused with the original film by the use of a special glue. The film used for making corrections is passed through a separate slot above that used for the regular film, and is operated with a ratchet movement, the new line being passed to its place through the use of a shift key. The correcting machine also cuts the slots off the film and then trims it to the necessary width.

From the finished film the printing is photographed and etched on the zinc or copper, as already described. If desired, an entire page including column rules may be photographed and it is an interesting point that a separate patent was deemed necessary to include this use of a column rule.

A machine is now being built which is designed to become a standard for the new photo-linotype. In general appearance it is not unlike the linotype machine.

Supplies and Equipment

Don't "Pig" Metal
It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER

Eliminates the Metal Furnace

The Monomelt Co.
4509-19 Ravenswood Ave.
Chicago Illinois
World Bldg., New York City

Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

24 PAGE
GOSS PRESS
FOR SALE

Through the purchase of the Republican-Gazette by The Lima Morning Star, we offer at a low price for immediate disposal our 24 page Goss Straightline Press with complete stereotype equipment.

PRESS—7 or 8 col. 3 decks. 36,000 papers per hour up to 12 pages, 18,000 up to 24 pages. Nearly new G. E. electric station control. Extra set of rollers.

STEREOTYPE—3 ton pot with gravity feed oil burner, also grates for coal or you can use gas. Plate casting box with pump. Flat casting box. Saw, Trimmer, Shaver. Plate routing block. Mat roller. Electric mat scorcher, 100 mat size electric humidor.

Outfit in first class condition and now in use. Current copies and further information will be mailed on request.

THE LIMA STAR
Lima, Ohio

The Buyers of Equipment and Supplies read the EDITOR & PUBLISHER

GOSS STEREOTYPING MACHINERY



Carried in Stock

Some outstanding and exclusive features of The Goss *Combination Wet and Dry* Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

PRESS CONTROL
C-H
"Safest System in the World"

For large and small plants

Cutler-Hammer Controllers for presses of every size and for every type of motor-driven machine.

Address all communications:
The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1203 St. Paul Avenue, Milwaukee, Wis.

CUTLER-HAMMER

Fight hot-weather fatigue

Fresh, cool, invigorating air—supplied by Sturtevant Ventilating Fans—would keep your men working at top-notch efficiency during the hot summer months.

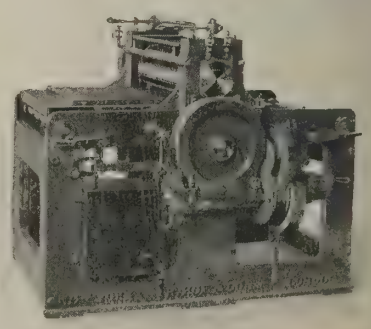
B. F. STURTEVANT CO.
Hyde Park, Boston, Mass.
Branch Offices in Principal Cities

Sturtevant REG. U.S. PAT. OFF.
Ventilating Fans

Rebuilt GOSS & HOE PRESS BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO—NEW YORK—LONDON

HOE New-Design Heavy-Duty Matrix Roller

Built especially for heavy-duty work from the best grade of materials. Heavy supporting Frames are cast in one piece and secured by two substantial crossbar castings. Bed, with five second travel in one direction for wet mats and twenty second travel for dry mats, accommodates the largest single and double-page chases in ordinary use.



Designed Especially for Dry Mats

R. HOE & CO., INC.
7 South Dearborn Street
CHICAGO, ILL.
504-520 Grand St., New York City
also at
DUNELLEN, N. J.
7 Water Street
BOSTON, MASS.

Employment—Equipment—Services

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS (Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 241 Broadway, New York City.

BUSINESS OPPORTUNITIES

Brokers

Duly Opportunities—Evening paper, Ohio, earning 12% net. Evening paper, South Carolina, earning 15% net. Evening paper, Pennsylvania, earning 20% net. Evening paper, Oklahoma, earning 25% net. Each occupies exclusive field. Also several desirable weeklies. J. B. Shale, Times Bldg., New York.

Western Pennsylvania Weekly, only paper in county seat of large county. Profitable business and splendid equipment. Available for $21,500 on terms. Prop. 1450x. The H. F. Henrichs Agency, Litchfield, Ill.

Interest for Sale

Interest, carrying position of business manager; Oklahoma city of ten thousand; only daily in rich and fast growing city; salary commensurate with ability; applicant should have from five to seven thousand. Address A-612, Editor & Publisher.

Newspapers Wanted

If the 2000-odd Daily Newspaper Owners in the country, I want to reach just one. It is like looking for a needle in a hay stack, but you are there, and I am going to find you. It is to our mutual advantage that I do.

You are thinking of retiring from the newspaper business and it worries you. You are pondering right now whether to sell, and drop out of the picture altogether, or whether there is some more gradual and graceful way.

I want to help solve your problem. You can retire as slowly or as fast as you wish. I can believe you of either the business or editorial side, or of both, when and as you choose.

For 15 years, I have been working on newspapers for a salary. It is in five figures now, and has been for some time. I am editing and publishing a newspaper in a city of one hundred thousand. Previously, I edited and published a newspaper in a city twice that size. I have had to do with the management of a newspaper in a city of a million, and I started as one of ten thousand.

I know newspaper making. As editor, I write my own editorials, and they are effective; I direct the news policy. As manager, I increased advertising and organized circulation on a home delivery basis; I cut costs and increased profits. As operator, I handle the mechanical departments efficiently and economically, because I know them. I made a national reputation for promotion. Those are facts.

I can't see another fifteen years working for a salary. I want my own newspaper some day. You want every cent your paper is worth, and you will get it, but first of all you want to make sure that I can run your paper. You want to know that I have the character, the ability, the experience, to build on your success. So to start I want to understudy you and share your responsibility. You will pay me well, and you will see the wisdom of giving me a contingent interest in the business, based on my production. Eventually, after I am established in the community, and you are convinced I am the right man, I hope to assume full responsibility; and when you are ready, even the responsibility of complete ownership.

I will be delighted to serve you if you will write A-659, Editor & Publisher.

Partner Wanted

Newspaper Feature Syndicate, just formed, having profitable material with plenty more for expansion. Want party with few thousand dollars and newspaper experience, preferably in syndicate. Money would be repaid out of first returns. Interested parties will all work on small salary till venture has successfully progressed. Write A-653, Editor & Publisher.

Representative Wanted

New York Representative wanted for list of dull daily newspapers: growing. Splendid opportunity for man desirous of building a list. Give complete information: confidential. W. & J., 1501 Marquette Bldg., Chicago, Ill.

CIRCULATION

Premiums

Steel Coaster Wagons—A Philadelphia daily offers 10,000 (ten thousand) and numerous large dailies throughout the country are offering thousand lots. Parents will work on a wagon offer. Let us quote you. Circulators report a wonderful summer for kid offers. Plenty of Copy. The Steel Co., Box 203, Palmyra, N. J.

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

How Many New Mail Subscribers do you want? We will tell you how to get 'em and get 'em fast. A large daily secured ten thousand (10,000) subscribers on this offer. The Allbright China Co., Palmyra, N. J.

EDITORIAL

Syndicate Features

Cartoons—When you want a cartoon for a special edition, a convention or some other local subject, write us. We will draw it. Price to cover both drawing and engraving $5.75. Size of cut three col. six in. deep. Guido D. Janes Service, Quincy, Ill.

Toronto, Ohio, Tribune is the new customer this week. For samples of a live, alert, up-to-date service write The Graphic Syndicate, 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

Advertising Salesman—We want an alert and immediate producer of results with fresh ideas and ability to sell space, also able to develop new accounts. State age and salary. Republican, Cedar Rapids, Iowa.

Assistant Manager—Man, age 30 to 40, as assistant to the manager of internationally known and fast growing photographic news organization. Must have editorial and managerial experience. This position offers an unusually bright future for the right man. State all of your qualifications including age, education, past experience and earnings. Write freely as your letter will be held in strictest confidence. Address President, A-649, Editor & Publisher.

Established newspaper, city of 50,000, wants young man for position with chance of advancement, in display advertising department. Must have had some experience in copy-writing, planning and salesmanship. Record for personal character important. A-660, Editor & Publisher.

Experienced Newspaper Advertising Salesman wanted by Publisher's Representative in the national field to take charge of long established Eastern office in New York. Salary $5,000 to $7,500. Unusually happy working conditions assured. A-647, Editor & Publisher.

Live Advertising Solicitor—Internationally known trade publication wants live advertising solicitor in every city of the United States over 25,000 population. Must be dependable creator of new accounts. Commission basis only. Write full particulars regarding service you can render and territory desired. All correspondence treated confidentially. A-656, Editor & Publisher.

Reporter Wanted—Middle aged man, thoroughly experienced, sober and accurate. Steady position. Apply A-652, Editor & Publisher.

Young Man wanted with thorough reportorial and good desk experience as state editor on midwest daily, city of over 30,000. Must be hard worker, able to handle telegraph copy. A-635, Editor & Publisher.

Situations Wanted

Advertising Manager, successful small city, seeks northwest or Canadian connection. Effective copywriter-salesman. A-642, Editor & Publisher.

Advertising Executive, several years' agency and general commercial experience, desires immediate connection. A-651, Editor & Publisher.

Assistant to Copy Man or in advertising department of newspaper or advertiser; or with advertising agency. Young man with four years' experience desires position with opportunity for advancement. B-662, Editor & Publisher.

Circulation Manager, in present position seven years, desires change. Showing steady increase, A. B. C. Audits clean, know circulation from ground up. Best references from present employers. Prefer South or Southwest. A-634, Editor & Publisher.

Circulation Manager—Don't slight the circulation. It's the life blood of your paper. Secure man who will make you proud of your next A. B. C. audit. Address "Circulation Manager" 434½—19th Ave., Moline, Illinois.

EMPLOYMENT

Situations Wanted

Circulation and Promotion Manager seeks confidential correspondence and interview with publication or combination needing new life in the direction and leadership of its circulation department.

Study this ad, it's your paper's opportunity.

The writer with years of experience, enjoys a constant flow of productive ideas; is a good leader and pusher; never hibernates; knows cost, where his figure is at all times and how to control it; accustomed to the keenest competition, yet able to eliminate lost motion in promotion; will show tangible results within ninety days and thereafter until you say "enough." Metropolitan and provincial experience.

Judicious spender, showing 100% results for your dollar.

Actual working experience covers every cog of a circulation department, consequently the applicant can immediately place his hand on any part of an organization not functioning 100%.

Location—no objection.

Salary reasonable with provision for compensation in accordance with results. Future prime thought, not a drifter.

Age 35, family, excellent health. At liberty with due notice. Excellent reference.

Now is the time to change a circulation executive to perfect your organization and show fast, sound growth. Address A-618, Editor & Publisher.

Circulation Man, young, experienced, seeks position. Roadman, crew manager promotion. A-644, Editor & Publisher.

Classified Manager—Young man now employed, 24 years of age, married and with 5 years' experience, desires change. Has an exceptional record for procuring new business. Thoroughly experienced with all successful classified methods; also very familiar with Basil Smith System. Salary expected $60 a week. Write A-658, Editor & Publisher, for full particulars.

Editor desires position country weekly; preferably New England or New York State. Experienced. Sam J. Banks, General Delivery, Cambridge, Mass.

Editor - Engineer—Will edit house organ, assist in the getting up of descriptive matter, write reports, booklets, or proofread. Three and a-half years' experience in editing department of magazine, and electrical engineer by profession. A-648, Editor & Publisher.

Editor, now employed, seeks change. Ohio preferred. Qualified for managing editor, editorial writer, any desk work. Would consider investment proposition. B-665, Editor & Publisher.

Editorial Writer; also syndicated features; considerable sold fiction—traveled, mature, married, dependable. Seeks change. A-642, Editor & Publisher.

Expert Promotion Man, 43, with record of achievement, knowledge of human nature, indomitable will to succeed, seeks position. Circulation Manager or Promotion Manager anywhere. Not a cheap man, but a good one. A-657, Editor & Publisher.

General Manager—Some Newspaper Publisher in a city of 250,000 or more, needs a new General Manager. If you are that Publisher or Owner you can now get the man you want. He has brains, youth (33 years old) experience, ability and personality. A wire or letter addressed to A-539, Editor & Publisher, will bring him for an interview.

Managing Editor, 15 years' successful experience. Age 35, college graduate. Open for offer August 1. Metropolitan and small town experience. Capable executive, forceful writer, news and make up expert. Prefer daily in town of 20,000 to 200,000 where there is opportunity to build future for myself and paper. A-654, Editor & Publisher.

Managing Editor—Highly capable, 17 years, mostly editorial executive, on metropolitan newspapers, wants chance to build "second" paper on sharing basis. Would take paper on lease. Editorial executive now on New York City daily but not afflicted with New Yorkitis. Prefer West Coast paper. I'm married, 34, hard and intelligent worker. Have record of achievement behind and ahead of me. Highest references. A-646, Editor & Publisher.

Managing Editor for a country weekly. Young, married, wide awake, has new ideas, knows what the people want. Will locate anywhere providing chance for advancement. Hard worker and has had experience. Excellent references. Albert R. Beatty. P. O. Box 72, Washington, New Jersey.

Newspaper and Commercial Artist, experienced, wishes position with Syndicate or Newspaper. Write Earl S. Johnston, 5810 Holden St., Pittsburgh, Pa.

Veteran Editor, metropolitan and interior experience, wants responsible executive or editorial position; now on New York daily. A-615, Editor & Publisher.

MECHANICAL

Equipment for Sale

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

MECHANICAL

Equipment for Sale

Complete Newspaper Plant for Sale—We offer for sale the entire mechanical equipment of the Tampa Telegraph newspaper plant.

This equipment is thoroughly modern in every respect and less than a year old. Included in the equipment are 15 Mergenthaler Linotype machines including ten 2-magazine model 8, 3 model 14, 1 model 22 and 1 model 26 machines.

There are also 2 of the latest of the model Lanston monotype machines and a complete all-steel equipment in the make up and ad room department, as well as a varied and complete assortment of ad type faces.

The equipment also includes 1 high-speed Hoe Sextuple printing press and a complete modern stereotype equipment. Especially attractive terms will be offered upon the sale of the plant in its entirety although the purchase of individual items will be considered.

For further particulars, address J. S. Mims, General Business Manager, Tampa Tribune, Inc.

Duplex 8-page flatbed angle-bar press, complete, with 16 chases, for sale; in good condition; also Model C Intertype and Model 5 Linotype. Times, Okmulgee, Okla.

Goss Comet and Duplex Flat-bed Presses for immediate delivery. Good condition guaranteed. Also several good bargains in stereotype presses and machinery. Griffiths Publishers Exchange, 154 Nassau street, New York.

Hoe Dry Mat Roller, new only one year ago. Alternating current motor, 40 seconds travel. Griffiths Publishers Exchange, 154 Nassau street, New York.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Engraving Co., 114 E. 13th St., N. Y. City.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner Fendler Branch, A. T. F. Co., New York City.

Single Width, Three Deck Goss Straightline for sale with motor drive, switchboard, etc. Priced at $6,500 for quick sale. Immediate delivery. Roy C. Goodwin, Geneva, N. Y.

Newspaper Properties

Bought, Sold and Appraised.
All negotiations confidential.

PALMER, DEWITT & PALMER

350 Madison Ave., New York
Business Established in 1899.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

WE WANT

Reporters
Copy readers
Advertising salesmen

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

SUMMER brings once more into the limelight—or rather the moonlight—the ukele, the banjo, the guitar, mandolin, and Hawaiian instruments, for picnics, porch parties, and the girl friend. Why not get up a group of ads of these instruments for summer night serenaders?—C. M. L., *Seattle, Wash.*

Food is a never-failing source of interest, and the grocers' ads will take on added pep if they surround a group of choice recipes signed by well known cooks in your town some day. Refrigerator ads and gas cookers and stoves may get in on the recipe composite ad. The ice cream parlors will come in as desserts for hot days. Amusement concerns will come, too, healthy people must be happy when they eat, etc. A two-page spread can be picked up.—Jean Strachan.

The cosmetic counters, of the drug and department stores have some unusual wares for the summer, such as "cooling drugs"—powders, sunburn preparations. A good leader to get people out shopping during the hot days, too.—R. M. C.

The affiliated papers of the News League of Ohio carried several pages of advertising on supplementary market pages, used in connection with the semi-annual business review by J. C. Royale.—E. L. Bettis.

Pressing the theory that the Chamber of Commerce would be of more value to the community if it had more friends, and that these friends could only be obtained through some sort of "service," one newspaper induced the local Chamber to advertise its general information telephone service that is open to the general public. Tripled number of calls for information after the first of the ads appeared attested the value of the publicity.—B. A. T.

The alert advertising man can pick up yesterday's news stories and use them for exceptionally good ad copy. Recently a southern Indiana daily carried two stories in the news section, one told of an increase in the price of ice, another of the purchase of an iceless refrigerator for the county hospital. The following day these two stories, lifted from the news section, were used as an ad which was sold to an agent for electric refrigerators. The news appearance of such copy gives them unusually good attention value—Yandell C. Cline.

The *Milwaukee* (Wis.) *Journal* publishes a two page cooperative advertisement each Sunday on a model demonstration home erected in the city. Of approximately 100 merchants, contractors, architects, plumbers, etc., who have supplied material and equipment for the home, about 20 advertise each Sunday. Each two page ad contains a description of some phase of the home by the architect, contractor, or another joint builder. All of the 100 participants will have advertised their contributions in the next four weeks.—R. L., Madison, Wis.

Display advertising, considered by the majority of used car dealers to be unprofitable when compared with classified, can be made a new source of revenue if the dealer will co-operate. Recently the *Franklin* (Ind.) *Star* has obtained splendid results with big display used car ads when the dealers co-operated to the extent of lining-up the cars in front of their garages with plain price figures painted on the windshields and having their entire sales force on the job.—Davis O. Vandivier, *Franklin* (Ind.) *Star.*

The *Aurora* (Ill.) *Beacon-News* issued a 16-page section recently that introduced some new ideas in booster editions in the form of editorial layout. The souvenir edition was labeled "Greater Aurora" and a sub-head explained it had "15 reasons for Aurora's future progress and prosperity."

In the center of each succeeding page was a four-column layout of about 750 words, semi-editorial in nature, relating the growth of various factors that had contributed to the town's upbuilding. The editorial matter was set about 50-picas wide, 10-point, with about 40-picas, indent, column interviews with the leaders in the field represented alongside. The various pages were devoted to factories, utilities, transportation, trading facilities, churches, homes, playgrounds, amusements, schools, banks, government, public improvements, hospitals parks, growth, etc.—S. J. L.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

"TIPS Get to Police in Strange Manner," a feature run by the *New Castle* (Pa.) *News,* offers a good lead for a human interest story, and recalling some interesting cases of the past in almost any city.—T. E. R., Chicago.

Every day the *Ashland* (Wis.) *Daily Press* carries a quotation above its nameplate on page one, suggested by a reader, whose name follows the quotation. It creates a large amount of reader-interest. Wm. L. Doudna.

Taking the present status of radio legislation as the base, the *Dayton Daily News* is conducting a campaign to increase summer radio activity by editorial education against the "fallacy" of summer static interference.—E. L. Bettis.

Trees are good for a feature story in almost any city. Most towns, strange to say, have shade trees in numbers that are not native to their soil while the native trees do not thrive so well. A story telling of the public spirited early dwellers who advocated tree planting; how many trees there are at present and how they are cared for; how they have grown, would be interesting.—Gordon MacQuarrie.

Two Salt Lake City dailies, the morning *Tribune* and the afternoon *Deseret News,* feature, throughout the spring, summer, and fall, articles on the condition of the roads, and other travel information, of interest to the thousands of tourists who make the city their headquarters in tours of the national parks. In order to make this information as timely and as authoritative as such must be to be of value, the Tribune and the News keep staff members continually on the road during the touring season. These men drive official newspaper cars labeled Pathfinder, and they are in constant touch with road and travel conditions in their sectors.—Solon R. Barber.

"Are Cincinnati Business Women Good Cooks? If You Doubt It Try This Tested Recipe?" is the heading of a good household page feature run by the *Cincinnati Times-Star.* The recipes supplied by local women are run in a box kept to 3 x 5 inches for clipping and pasting on the cards now used so extensively by women.—T. E. R., Chicago.

The *Memphis* (Tenn.) *Commercial Appeal* is publishing two special departments daily and Sunday—one headed "Over in Arkansas" and the other called "The Point of View in Mississippi." Both occupy about a column each issue. Miscellaneous news, comments and editorial quotations from the state exchanges are used in these departments.—R. S. West.

How To Play GOLF
By JOHNNY FARRELL
Famous Teacher of That Game
24 LESSONS
Illustrated
For release daily
KING FEATURES SYNDICATE, Inc.
New York City

A Fast Selling Comic Gaining Momentum Every Week!
THE NEBBS
By SOL HESS
Combines all features of a strong strip—humor, suspense and human interest. Order it now and watch Rudy Nebb's big fight to regain his lost fortune
[The Cleveland Plain Dealer bought it last week]
The Bell Syndicate, Inc.
JOHN N. WHEELER, Pres.
154 Nassau St. New York City

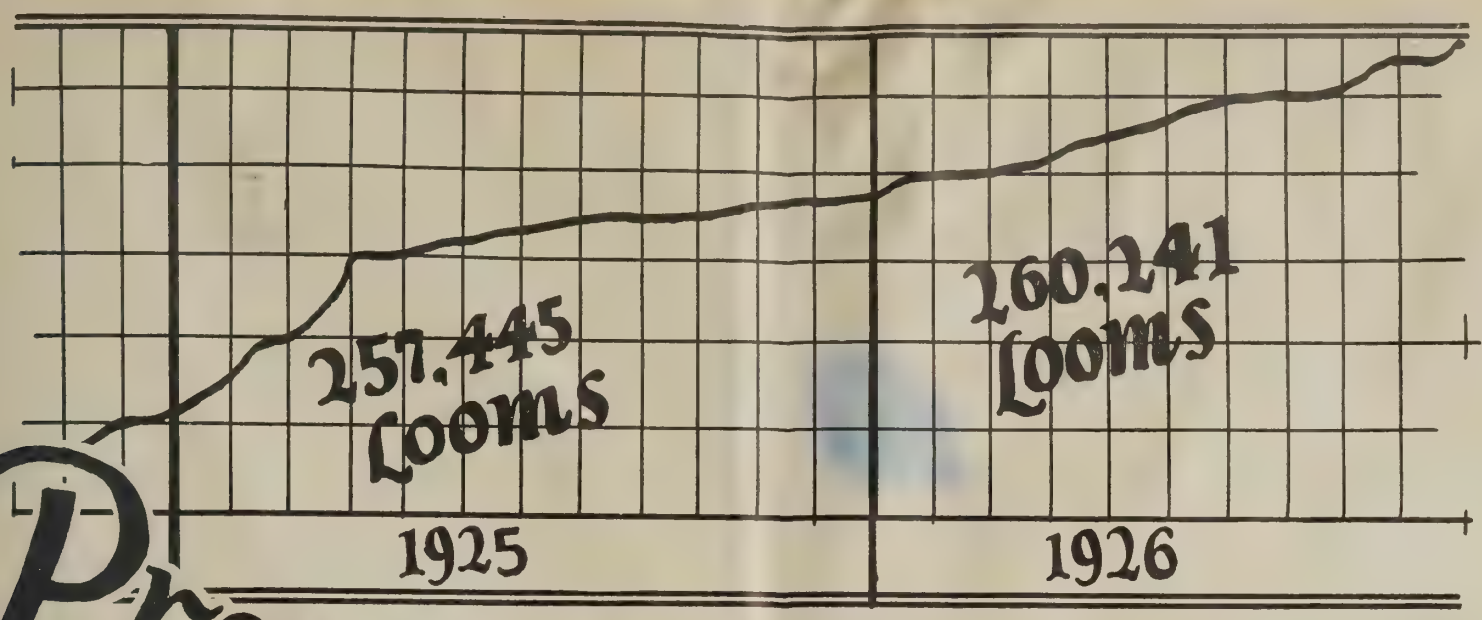
"Soch a Life"
By J. L. LEIBSON
A new comic dialect dialogue without a sting to any race. Weekly doses of laughter in
One Thousand Word Stories
Illustrated by the well known artist
ALBERT LEVERING
The McClure Newspaper Syndicate
373 Fourth Avenue, New York

COMPLETE WIRE REPORTS FOR EVENING AND SUNDAY PAPERS
International News Service
"Get It FIRST but First Get It RIGHT"
63 Park Row
NEW YORK CITY

Let Us Tell You
—about our plan of securing advertising from manufacturers, industrial plants, jobbers, wholesalers and other concerns in your city who are now spending their appropriations for other forms of advertising.
Let us explain how we can place this business in your paper regularly without selling expense to you. WRITE—
THOS. W. BRIGGS CO.
COLUMBIAN MUTUAL TOWER
MEMPHIS • • TENN.

BY UNITED PRESS
AROUND THE WORLD AROUND THE CLOCK
UNITED PRESS ASSOCIATIONS
World Building New York

The World's Greatest Newspaper Feature Service
Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.
4 page ready-print color comics.
Write for samples and rates
NEA SERVICE INC.
1200 W. 3RD. STREET, CLEVELAND, OHIO



Proof—of the South's steady Progress

The substantial growth of the South, is best illustrated by the Textile industry's progress from year to year.

It is not a spectacular growth due to booms, but a steady, reliable increase which is there to stay. And, every year more and more mills are locating in the South, where labor is dependable and where conditions are ideal for industrial progress.

Not only in textiles, but in iron and steel, coal, lumber and hundreds of industries is this growth apparent.

The South is enjoying prosperity, unprecedented in the history of industry.

For the National Advertiser the opportunities are unlimited. Get in on the ground floor now. Advertise in the daily papers. The medium that reaches direct.

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
*Birmingham Age-Herald (M)	34,994	.09	.09
*Birmingham Age-Herald (S)	50,699	.11	.11
*Mobile News-Item (E)	11,993	.05	.05
*Mobile Register (M)	20,427	.08	.08
*Mobile Register (S)	32,096	.10	.10
FLORIDA			
†Daytona Beach News (ES)	5,731	.04	.04
*Florida Times-Union (M) 49,903 (S)	59,239	.12(S.15)	.12(S.15)
*Lakeland Ledger (E)	5,173	.03	.03
*Miami Herald (M)	48,108	.11	.11
*Miami Herald (S)	60,006	.12	.12
*Orlando Reporter-Star (E)	8,502	.06	.06
*Orlando Sentinel (M&S)	10,655	.06	.06
*Pensacola News and Journal (E&M)	9,805	.06	.06
†St. Augustine Record (E&S)	3,382	.04	.04
†St. Petersburg Independent (E)	11,917	.055	.055
*Tampa Times (E)	23,325	.08	.08
†Tampa Tribune (M) 34,841 (S)	53,762	.09(.11S)	.09(.11S)
*West Palm Beach Post (M)	12,243	.06	.06
GEORGIA			
*Augusta Herald (E)	14,246	.05	.05
*Augusta Herald (S)	14,547	.05	.05
*Macon Telegraph (M)	24,035	.08	.08
*Macon Telegraph (S)	24,439	.08	.08
**Savannah Morning News (M), 21,015. (S)	23,204	.06(.07S)	.06(.07S)
KENTUCKY			
*The Lexington Leader (E)	19,640	.06	.06
*The Lexington Leader (S)	19,531	.06	.06
**Paducah Sun (E)	9,255	.04	.04

	Circulation	2,500 Lines	10,000 Lines
NORTH CAROLINA			
†Greensboro Daily News (M)	27,485	.08	.07
†Greensboro Daily News (S)	31,505	.09	.08
*Salisbury Post (E)	7,188	.06	.06
†Winston-Salem Journal (M)	13,702	.05	.05
†Winston-Salem Journal (S)	13,720	.05	.05
*Winston-Salem Sentinel (E)	18,259	.07	.07
SOUTH CAROLINA			
**Columbia State (M)	23,663	.07	.07
**Columbia State (S)	24,838	.07	.07
**Greenville News (M)	21,704	.075	.07
*Spartanburg Journal (E)	4,613	.05	.05
*Spartanburg Herald (M) 6,860 (S)	9,856		
TENNESSEE			
**Chattanooga Times (M)	30,203	.10	.10
**Chattanooga Times (S)	30,230	.10	.10
*Memphis Commercial Appeal (M)	100,934	.18	.18
*Memphis Commercial Appeal (S)	129,219	.21	.21
*Nashville Banner (E)	54,519	.11	.11
*Nashville Banner (S)	56,007	.12	.12
VIRGINIA			
*Danville Register and Bee (M&E)	14,313	.05	.05
*Danville Register (Sunday)	9,065		
*Newport News Times-Herald (E)	7,968	.05	.05
*Newport News Daily Press (S&M)	5,413		
*Roanoke Times & World News (M&E)	25,772	.08	.08
*Roanoke Times (S)	16,076	.07	.07
*Staunton News-Leader (M), Leader (E)	6,855	.035	.035

* A. B. C. Statement, March 31, 1926.
** A. B. C. Statement, September 30, 1925.
† Government Statement, March 31, 1926.

Freshest Advices

WHEN good John Powell, of old Boston Towne, took his goose-quill in hand to pen the "freshest advices" for the great-grandad of the American newspaper, he had no fear of competition.

But even in the tavern and stage-coach days there were certain items in the first "news-letter" which stood out boldly from the routine of "Publick Occurrences, Ships, Wares, Merchandises and Runaway Slaves."

Because of their piquant, human flavor these "fresh advices" quickened the eye and touched the hearts of our founding fathers.

Today, in the fierce competition of an age of a thousand distractions, it is still the story with atmosphere and background, written with the human touch of the master craftsman, that stands out from the news grist of the day.

Such are the distinctive stories on sports, politics, finance, business, radio and fashions which the skilled writers of The Consolidated Press Association furnish to its member papers.

Exclusive publication rights are still available in a few cities. Special toll-saving propositions are open to the smaller papers.

A telegram will bring details.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Third Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Bulletin Building	19 Rue d'Antin

THIS ISSUE:—PUBLIC OPINION DEMANDS MELLETT'S DEATH BE AVENGED

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1926

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 9 **NEW YORK, JULY 24, 1926** By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign **10c Per Copy**

Local Business *Makes the* "Profit Area"



How far from the city in which a newspaper is published is reader interest extended to its advertising contents?

CHICAGO local advertisers are certainly not averse to getting business from territory outside of the 50-mile zone—yet looking to profit-from-advertising they advertise more in The Daily News, with 94% of its circulation in Chicago and suburbs, than in any other Chicago daily paper.*

JOURNALISM LIBRARY
Not to be taken from this room

*Chicago local display advertising in agate lines, first six months of 1926:

The Chicago Daily News	7,260,217
Second daily paper	5,242,733
Third daily paper	4,737,980
Fourth daily paper	2,278,591
Fifth daily paper	1,807,937

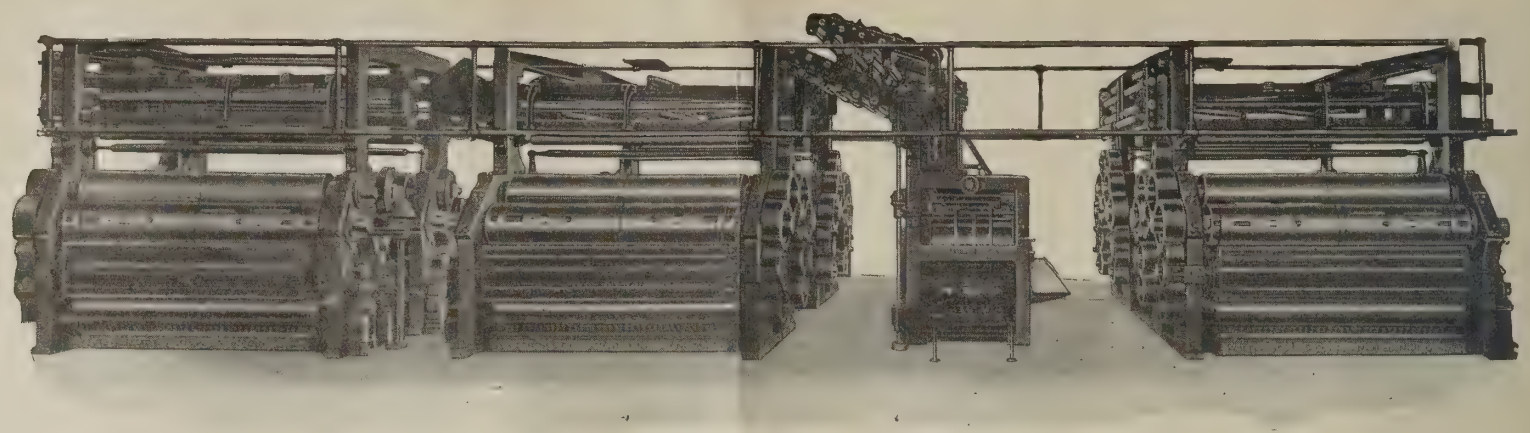
The fact is that local advertising gives a newspaper its advertising interest — the interest through which national advertising is assured a reading. When local advertising is essentially complete, as it is in The Chicago Daily News, circulation concentrated in the local trading area is a paying investment for the national advertiser. He pays for circulation in the "profit area"—and there only.

THE CHICAGO DAILY NEWS

First in Chicago

Advertising Representatives:

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DETROIT — Woodward & Kelly, Fine Arts Building
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Scott *"Multi-Unit"* Double Sextuple Underfed Press
Consisting of 6 Units and 2 Central folders

("Multi-Unit" Presses are most flexible)

Production in Proportion to Speed

Scott Presses were recently run at speeds which have never before been reached in standard newspaper press operation.

In attaining these record speeds, however, Scott Presses kept their production *proportionately high.*

Samples of presswork taken at speeds varying from 22,000 to 48,000 per hour showed no change in the quality of the printing.

Scott *"Multi-Unit"* and *"Straight-Unit"* Presses, regardless of their running speed, give maximum actual production, —regularly, safely, and with a minimum of effort by the pressmen.

To Obtain the Greatest Production Install

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Cylinder Speed—400 r. p. m.

WALTER SCOTT & COMPANY

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New York Office - - - - 1457 Broadway
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THE BALTIMORE SUN

Shows Advertising Gain of

1,168,030 Agate Lines

For First Half of 1926

OVER A MILLION agate lines of paid advertising were gained by the Baltimore Sun (morning, evening and Sunday issues) during the first six months of 1926 as compared with the corresponding period of 1925. Here are the figures:

Paid Advertising Lineage of the Sunpapers for the First Six Months of 1925-26

	1926	1925	Gain
Morning and Sunday	9,089,197	8,700,558	388,639
Evening - - - -	9,133,210	8,353,819	779,391
Total - - - -	18,222,407	17,054,377	1,168,030

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

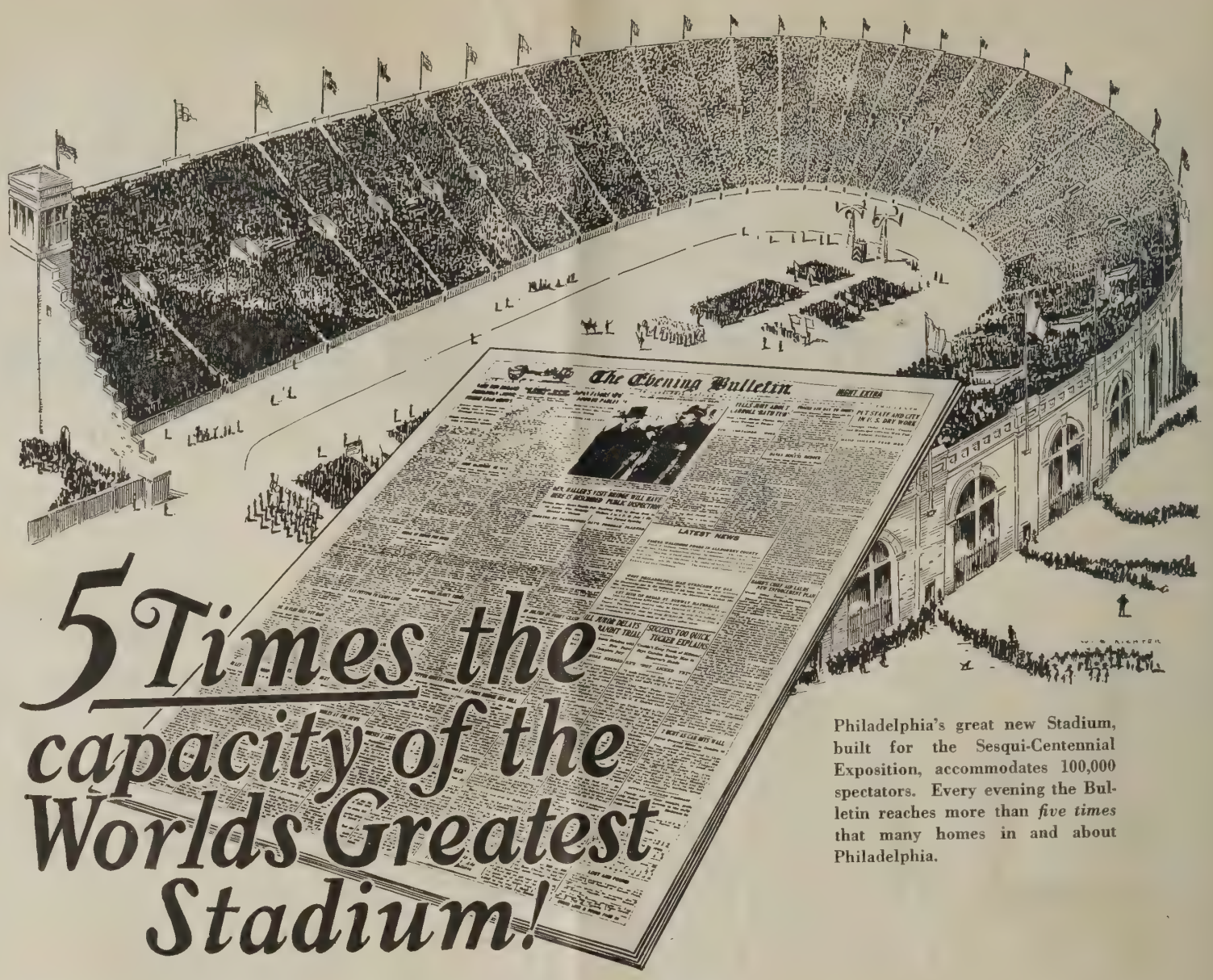
C. GEORGE KROGNESS
First National Bank Bldg.
San Francisco

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"



5 Times the capacity of the Worlds Greatest Stadium!

Philadelphia's great new Stadium, built for the Sesqui-Centennial Exposition, accommodates 100,000 spectators. Every evening the Bulletin reaches more than *five times* that many homes in and about Philadelphia.

That's only part of The Bulletin's circulation story.

There are about 550,000 separate dwellings in the Philadelphia-Camden retail trading area.

According to U. S. Census figures 5.4 persons comprise the average family. 3,300,000 people live in this section.

Thus it is plain that not only does The Bulletin go daily into practically every home in America's third largest market, but also "nearly everybody reads The Bulletin."

Not only does The Bulletin "dominate Philadelphia," but its circulation is larger than that of any other Philadelphia newspaper, and is the third largest in the United States.

By advertising in The Bulletin you can "cover Philadelphia at one cost."

Net Paid Daily Circulation for Six Months Ending March 31, 1926

533,169 copies

The Evening Bulletin.

PHILADELPHIA

NEW YORK
247 Park Avenue
(Park-Lexington Building)

CHICAGO
Verree & Conklin, Inc.,
28 East Jackson Boulevard

DETROIT
C. L. Weaver, Verree & Conklin, Inc.
321 Lafayette Boulevard

SAN FRANCISCO
Thomas L. Emory, Verree & Conklin, Inc.
681 Market St.

(Copyright, 1926, Bulletin Co.)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 59 | NEW YORK, JULY 24, 1926 | No. 9

Coward's Bullet Stills Voice of Editor Crying in Wilderness for Decency

Nation Outraged by Don Mellett's Complete Sacrifice Serving His City—Story of Crime and Amazing Crusade Which Prompted It—Canton Now Aghast

(*By Telegraph to* EDITOR & PUBLISHER)

CANTON, Ohio, July 20.—"'Get busy or get out' is the *News'* greeting to Chief Lengel for the New Year. The News has little confidence in Lengel, and less in Ben Clarke and Ed Swope."

Thus Donald R. Mellett, publisher of the *Canton Daily News,* whose life was snuffed out early on the morning of July 16 by unknown gunmen, editorially announced his crusade against political corruption in the police department after exposés of vice conditions had been printed.

Don, as the youthful publisher was affectionately known to intimate friends and all employes of the News, was a smiling fighter. No matter how bad things seemed, Don never expressed malice toward individuals, always claiming civic pride and hatred for the practices of the underworld as the motives for his fight.



Don R. Mellett, journalism's forfeit to stupefied civic consciousness.

"But that's the way he always was—always smiling and so enthusiastic about everything. Even when he was receiving the threats against his life he never ceased being cheerful and took them as a joke."

Coming to Canton in January, 1925, as business manager of the News, Mellett through his association with the business men learned at first hand the background of the vice and political corruption which held Canton in its grasp. Always a staunch Christian, he advised a campaign against these conditions.

"They are too powerful to successfully cope with," he was told on all sides. "Leave things alone, for as sure as they are stirred up there will be murder. At present murder has been forgotten for a time. We don't want a revival of the wholesale murders of a few years ago."

Fear of the underworld could not be instilled into the heart of this intrepid newspaper man, as it had been into those of the business men. The besmirched name of Canton rankled in the heart of Canton's new citizen. His civic pride rose and he advocated a cleanup. Though no one would aid him, he started a campaign through the News. Staff reporters were assigned to write exposés of conditions as they found them. This was done under the supervision of Lloyd Mellett, city editor of the News, and brother of Don. Lloyd did most of the writing at the suggestion of Don.

In November, when Donald Mellet was made publisher of the News, he launched an editorial campaign against rampant vice and political corruption. The citizenry of Canton stood aghast at the nerve of this man who dared to take up the cudgels of righteousness. No one came to his aid and many even scoffed, while others predicted that he would not last long.

The citizens evidently knew whereof they spoke. He didn't last long—eight months. But those eight months were ones of the most unrelenting and uncompromising newspaper wars against vice.

The actual circumstances leading up to the dastardly shooting from the rear of Mellett were not of only eight months' standing. They started in actuality more than five years ago when bootlegging and hijacking became the leading occupations of the underworld characters.

These characters were and still are tenaciously holding the city in a grip of fear.

There have been many murders among the gangsters, bootleggers, dope peddlers and operators of bawdy houses which have been taken as a matter of course by the citizenry. Three outstanding unsolved murders are being recalled vividly since the slaying of Don.

The first of these was when "Mooney" Kitsiz was strangely slain from ambush.

Next was the Florence Nitzman killing, little more than a year later.

The third was that of Ruth Hunter nearly two years ago. Although never proved it is believed that the bootlegger's ring, dopesters and ill fame house operators were the sinister forces back of the killings.

During that period of two and one half years there were many other minor murders, almost in wholesale lots, but not of a prominent character.

Wanton murder then died down for a time as the Curtis brothers came into power in the city government. It was shown at later trials of E. E. Curtis, removed safety director, that he had the underworld so organized that they paid him regularly to operate. His two collectors, Harry Bouklias and Harry Turner, after perjuring themselves, turned state's evidence and caused the conviction of Curtis.

It again was the News which caused this exposure. W. Bernard Rodgers, then a reporter for the News but now an attorney, wrote a series of articles of conditions of graft prevailing about the City Hall, which aroused the citizens to action. The result was the removal by Governor Vic A. Donahey of C. C. Curtis as mayor and the ultimate sentencing to the Ohio penitentiary of E. E. Curtis, his brother.

Coming from a newspaper family, Don Mellett had the ethics and inspirations of progressive journalism instilled into him. He was the sixth youngest of a family of seven boys, all but one of whom are in responsible newspaper positions. He always claimed that a newspaper's work was to keep the public informed of what was going on and to protect it from corruption on the part of any public officials.

"A newspaper is the public's servant," Don often told his associates, "and anything either directly or indirectly of interest to the public, whose money goes to conduct our nation, city and state, should be given to them and trust to their spirit to cooperate."

In Canton Mellett found this spirit on the part of the citizens lacking. He fought a lone battle, except for a few of the more staunch citizens who helped him in a small way. None seemed to believe that the conditions were as bad as he pictured them.

Until the very last, he showed no relenting spirit. It was always on and upward. So strong did his attacks become, none of which were made until he had the actual facts and proof at his command, that threats began coming in from several sources.

Not knowing the meaning of fear and refusing to be intimidated, he fired volley after volley of editorial comment into and against the ranks of the bootleggers, dope peddlers, gamblers and bawdy house operators.

The police department also was under fire in Mellett's crusade against vice. He

charged that the influence of all the underworld vices reached up through the entire department. So strong did the crusade become against the Police Department that Chief Saranus A. Lengel was dismissed by Mayor Stanford M. Swarts on charges of inefficiency.

After a turbulent trial lasting more than 15 days and during which over 100 witnesses were examined, the chief was ordered reinstated by the Civil Service Commission. The mayor, refusing to



Mrs. Don Mellett

abide by the decision, carried the case through several courts. but finally ordered the chief back.

The crusade continued after this serious setback. Much sport was made of Mellett for the failure to oust Chief Lengel, which was termed by many as a personal grudge fight between Mellett and the chief.

Chief Lengel then filed suit against the Daily News for $50,000, charging defamation of character and holding him up to ridicule. The case has never been heard.

Turning his attention to the "big guns," behind the moonshine liquor business, Mellett secured the evidence upon which the conviction for violation of paroles by Harry Turner and Harry Bouklias was based. They had been star witnesses against E. E. Curtis and received suspended sentences for turning state's evidence.

In doing this a scare was thrown into the police department and for a time they were extremely active. Several of the largest catches of rum-runners and wine-sellers were made, but this stopped when Sergeant John "Jiggs" Wise apprehended one Louis Mazer with an automobile-load of Canadian liquor en route to a party given by police officials.

The summer drew on and the attacks became more and more pointed as Mellett became surer of his ground and backed assertions by proof, then a string of murders came. It is thought, although not proven, that those killed had aided Mellett or in some way allowed information to leak out.

The week immediately preceding the slaying of Mellett, there were three murders on consecutive nights in the "jungle" territory. None of these have been solved as yet. Mellett wrote his last editorial on Wednesday. He was murdered on Friday morning shortly after midnight. The editorial was an attack on the Chief of Police for suspending Sergeant Wise on unreliable information. The suspended officer was reinstated by Safety Director Earl Hexamer, on the morning the gunmen "got" Mellett.

The last editorial from the pen of Mellett was under the heading "Lengel Shows Hand." It follows:

"Jiggs W. Wise, sergeant of police and catcher of bootleggers extraordinary, yesterday received a 30-day suspension from the force without pay. Chief Lengel took summary action when he was told that Sergeant Wise was under the influence of liquor early Tuesday morning after a car which he was driving was in a collision. . The surprise lies not in the fact that Wise has fallen a victim of Chief Lengel's operations, but rather that the chief would be so brazen in his method of trying to discredit Sergeant Wise. One would have thought the chief would have found some better ground upon which to take action against his much disliked officer.

"It is understood that Safety Director Hexamer is taking a hand in the affair and will give Wise a hearing on Friday morning. The facts in the case will come out at that time and the public will know whether there is any basis for the suspension given Sergeant Wise, or whether it is another piece of spite work on the part of Chief Lengel.

"In fairness to Sergeant Wise it should be said that he does not use liquor and that he reported for duty yesterday morning only ten minutes late and put the entire day in on his job. On the face of the case it would appear t an effort had been made to discredi Wise, whose activities in apprehending law violators have been entirely too intensive and covered too wide a territory to please the bootleggers and their friend."

Heading the list of items for which the News has stood is "honest enforcement of all laws." In his fight for this measure Mellett did not forget the other standards for which he believed a newspaper was in business. But he specialized on the former, believing that the others would be easier of accomplishment if first the city was cleaned up. He did not compromise with definite wrong.

The week preceding his murder, charges were filed against two members of the Civil Service Commission by a police officer. Mayor Swarts set a hearing of the charges, but was frustrated in this by an injunction granted Price Jansen, chairman of the commission.

In his petition Jansen made scathing charges against Mellett.

The complete statement of Jansen was printed in the News over the signature of Herve W. Miner, managing editor, stating that had it pertained to any other person other than the publish of the News it would not have be printed. A partial review of the stat ment will furnish an idea of what ser ous obstacles Mellett faced.

"I am very thankful for this attac on me and it gives me an opportuni to explain for the first time the real fac and truth surrounding the Lengel trial- facts which I feel the public does n know, as it has been purposely misle



Above are the four children of the late Don Mellett, publisher of the *Canton Daily News*. They are Betty Lou, Margaret, Jean and Evan



The five brothers of Don Mellet, Canton editor, slain for his crusade against vice. Left to right: Lloyd Mellett, W. S. Mellett, Lowell Mellett, J. H. Mellett and R. L. Mellett.



Photograph shows the funeral of Don Mellet, slain editor of the *Canton Daily News*, as the casket was being taken from his residence.

would have purged itself of this nuisanc by riding him out of town on a rai amidst the praise and applause of th enraptured multitude.

"Signed Price Jansen."



Garage where Mellet was killed. Note bullet scars and broken glass panel.

ASSASSINATION IS PROTECTED V

Editors and Publishers Declare Time Has Come for a Show Newspaper Convention

"THE courageous, uninfluenced newspapers of America must meet the challenge of the men who killed Don R. Mellett in Canton, says Harris M Crist, managing editor and treasurer, *Brooklyn Eagle*. Are law-breakers, evildoers, the thugs of the underworld to throttle the voice of the American press when raised in protest against crime condition? That is the question which American newspaper proprietors must answer.

"Nobody attempts seriously to deny that law and order in this country are at a low ebb. A few independent newspapers have spoken frankly of conditions and struggled bravely to bring about improvement. But the stone wall every paper has encountered is the utter indifference of the public. The moral consciousness of the public is undoubtedly so blunted today that it is almost impossible to get any reaction from it. Exposures of shocking wrongdoing in high places pass over the heads of the public and attract little or no attention. Officials charged with punishing crime are lax and indifferent. An intrepid soul here and there brings out facts of corruption, law violations and other evils and few pay any attention to him. Prosecuting officials are sluggish, the courts slow and easy to hoodwink, the great public interested only in gin and the movies and it takes the murder of a crusading editor to get a rise out of anybody.

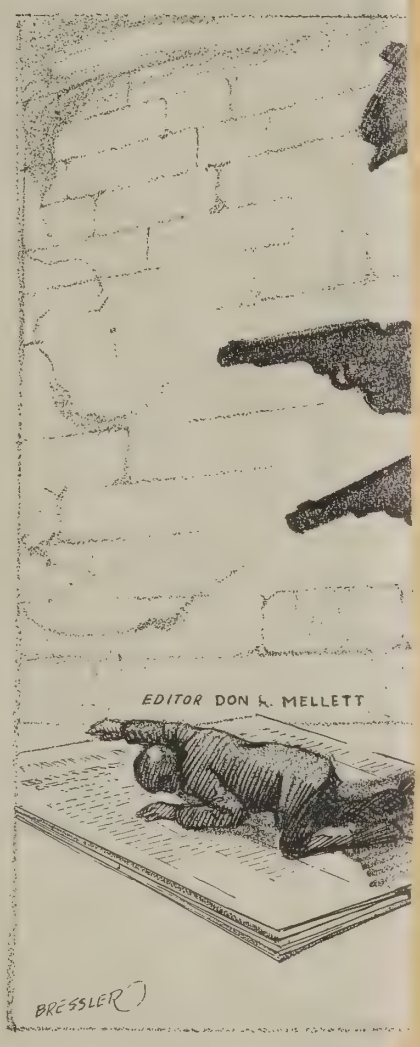
"This merely emphasizes the duty and responsibility of American journalism. The press must arouse the conscience of the public, keep hammering away at the evils that are destroying the ideals of our nation and re-establish law and order.

"It is said that the frauds against prohibition have broken down respect for law everywhere and are responsible for prevalent crime and the appalling indifference of the public. I think this is true. The records in this respect in all large cities are practically the same. Crime is rife, prosecution is weak and judicial administration is loose. Officials whose duty it is to check and punish crime are human and they respond to the greatest pressure. Just now this comes from the lawless element, through political pull, with the result that we have disturbing experiences with juries that will not indict or convict, judges who give suspended sentences, or light sentences, ridiculous bail practices and parole boards which release prisoners on the slightest excuse.

"There is no agency at work to correct conditions. The press alone, as I see it, is to be the reformer. And the work must be pressed in spite of gunmen hired by criminals. What is needed is a convention of independent, uninfluenced newspapers to map a program to fight crime. It can and should be done.

"The Eagle has been giving many columns of space every day to campaigns against general and specific crimes. More than a year ago we started with a two-column measure appeal to the public, on page one, setting forth our determination to show up local looseness in the district attorney's office and among judges. We cited instances of crimes by notorious thugs with long records, of their light sentences and early release by the state parole board. We quoted the records of the judges. We gave details of operations of bootleggers and other criminals. We brought the churches into the campaign, gave full page ads. to their work and in other ways endeavored to bring the people back to the houses of worship. We printed in all 26 full pages of material of this sort and have given mats on all of it to other newspapers.

"The Eagle obtained the passage of a number of remedial laws by the state legislature, increasing the penalties for crimes, limiting the granting of bail and generally making more unhappy the lot of the wrong doer. A law was passed authorizing a Crimes Commission to investigate further and Gov. Smith appointed on this commission Thomas S. Rice, of the Eagle staff, who had been writing most of our stories.



Censorshi
Drawn for EDITOR & PU

"The Eagle has labored in the national field. About a month ago we started a daily attack on the delay in bringing to trial Albert B. Fall, Edward L. Doheny and Harry F. Sinclair who were indicted more than two years ago and have not yet appeared before a jury. We appealed to every member of Congress, every Governor and the principal members of the American Bar Association to aid in crystallizing sentiment on this case so as to put an end to delays in the trial of wealthy indicted men protected by skillful counsel. On the closing day of the last session of Congress the House adopted a bill, already passed by the Senate, providing for the punshment of certain oil barons who fled the country when the scandals broke and who have ignored federal subpoenas to come back and testify. A second law ends the right of appeal on technical issues in the District of Columbia and will speed up the oil trials there. Senator Thomas J. Walsh announced that the influence of the Eagle had obtained action on these bills in the House on the final day of the session.

"I cite these instances to show what an aggressive, courageous paper can accomplish. In the present callous state of the public conscience, the growing audacity of crooks, and impotence of the courts, the American press has a great duty to perform."

Challenge to America

"Don Mellett's death is a challenge to America," repeated Carl C. Magee, editor *Albuquerque New Mexico State Tribune*.

"Can vice and crime utilize violence

"NEVER FINER MORAL COURAGE"—COX

ellett's Employer Reveals Unselfish Motives Which Prompted Canton Publisher's Fight

mes M. Cox, proprietor of the Canton and other daily newspapers, this k published the following appreciaf Don R. Mellett in all of his ers. It was signed "A Tribute to Don Mellett—By His Employer." The ar- follows:

or 35 years I have been in the news- er business, and have met many kinds nen. None, however, possessed a finer racter than Don R. Mellett. He was full of ambition and the desire to ve his time that he exhibited a variety unusual qualities. His love of the vspaper profession and his ideas as to responsibility of any journal to the mmunity which fosters it were inher-

The daily paper has become one of the st active instrumentalities of society. possibilities for good or bad service boundless. In many instances it is essary for it to articulate the things t are seated in the minds of its read- ; in other words, to asume a leadership many community matters. In the face a grave menace there can be a wide- read feeling of indignation, but if pro- ts were not voiced, nothing would ne of it. Citizens rarely join together concerted movement to redress a wrong to provide protective measures against gs that portend danger. As we search history of bills-of-rights, particularly the very early days of reformation, we an insistence upon the privilege of zens foregathering for the purpose of cussing matters relating to the general lfare. Newspaper-reading constituen- s, as we know them now, did not exist n. As necessity begets invention, so s it provide the means and devices of tecting the public interest. Out of this he new functions to certain agencies, among these evolutionary develop- nts is a new and enlarged duty which thoughtful citizen imposes upon a vspaper.

We find many men in our profession treasure the good name of their vspaper as they do their own reputa- . They look upon it as an animate g, and they covet for it as priceless respect of decent citizens. They want be tolerant when forbearance is sug- ed by common sense. They want it e unbossed and unafraid. They want o be as keenly disposed to protect weak as to make a stand against strong. They want it to generate lic faith, and by fidelity to the people's rests to justify that confidence.

Don Mellett was this kind of a news- per man. The growth of the *Daily ws* in Canton has been an interesting perience. The development of a news- per in any field always is. I had Mr. ellett under observation for almost a ar before I employed him, and the first position assigned to him was intende as a test of his mind, industry and gen eral inclinations. He met the trial suc cessfully, and was made publisher.

He was frank, truthful, honest, loya and respectful toward his trust. He wa reared in a God-fearing family. He wa not obtrusively religious, but he had a intensely deep religious feeling. Out o this came his concept of duty as a ma From his appraisal of the functions o a newspaper grew the policy, of his ow initiation, by the way, which invigorate the Daily News and made it feared b those whose methods are not to be see in the sunlight.

I never knew a finer moral courag than his. He came to me many month ago with the recital of what he conceive to be fundamental wrongs in the life c the city of Canton. I subjected him t an extensive and intensive inquisitio On one occasion he replied in his char acteristic affable way, that my inquirie seemed to imply lack of confidence i him. My response was that I only soug to save him from the mistakes I mad when I was his age. This was not onl satisfying to him but very reassurin It seemed to form the beginning of relationship which approached the fond ness of a father for his son.

Don Mellet never dissembled. Once h thorough steadfastness was established i my own mind, confidence of the kin which gave him our whole support wa progressive. I remember reminding hi of a truism that the affairs of community cannot be made any bette than the people themselves want the to be. This brought from him a beaut ful tribute to the citizenry of Canto He said its interests were worth fightin for, that as many of his children as ha reached the required age were in th schools, and he wanted to spend his da in that city. When he made his case to existing conditions and reminded m of our professional responsibility, th there was no answer to his expressed d termination to expose wrong wherev found, regardless of any conditions, p litical or otherwise, which might be e countered.

No one who reflects upon the situati developed by Mr. Mellett's reformati movement will question that he was ea day approaching his objective. Temp rary reversals meant nothing to him. H felt in his very soul the strength of rig and he knew it must prevail. He w driving the agents and mesengers of ev to their lair. Even in their hate, ho they must have respected his continui courage and the clarity of every diagnos of conditions that he made!

Driven to their extremity, these u fortunate persons decided that he mu

(*Continued on page* 43)

TION OF MURDERER

nowledges a telegraphic offer by *a* (O.) *Morning Star* to subscribe R & PUBLISHER and used as a murderer or murderers of Don R. best traditions of the newspaper

d to raise funds for this purpose brated in the $50,000 reward fund

sday from Lowell Mellett, brother HER was advised that the reward per men and anyone desiring to ther to EDITOR & PUBLISHER

LISHER this week from various newspaper circles for the benefit also acknowledged. EDITOR & mbers of the Mellett family and reciated, we are advised that Don

REWARD FUNDS AMPLE

Newspapers Employ Several Detecti Forces to Run Down Murderers

More than $25,000 has been offered rewards for the capture of Don Mellett's murderer, with Ohio newspape supplying most of the funds.

James M. Cox, owner of the *Cant News*, has offered a $5,000 reward, as h Scripps-Howard group of Ohio new papers. The *Cleveland News* and t *Canton Repository* have offered $1,0 each, as have the newspapers owned Louis H. Brush and Roy Moore. T *Lima* (Ohio) *Star* offered $100 to start fund among newspapers all over t country.

Detectives employed by the Scripp Howard papers are working with t county prosecutor with assurances th the entire resources of that group are their disposal. The Canton News h detectives working independently.

THIS SMALL CITY DAILY KNOWS ITS COSTS

Sheboygan (Wis.) Press Has Seen Its Competitors Drop Out Because They Undersold Their Space—Efficiency Department Has Cut Expenses—Office Methods Told

By NORMAN J. RADDER

Associate Professor of Journalism, Indiana University

IF an efficiency department is good for a big paper, why shouldn't it produce results for a small newspaper, too?

So reasoned C. E. Broughton, editor and publisher of the *Sheboygan* (Wis.) *Press,* two years ago when he decided to establish an efficiency department.

The Press, with an A. B. C. circulation of 14,000, is the only daily in Sheboygan, a city of 38,000, and also the only daily in Sheboygan county, the leading dairy county in the state.

Miss Mona Pape, a clerk, who had training in the editorial and business divisions, was put in charge of the new department, under the direction of H. H. Born, business manager. Miss Pape divides her time between efficiency work and classified advertising. Costs have been cut along the line as a result of her daily watchfulness over all departments.

For instance, paper and ink cost per page was $8.65 in May, 1925; in May, 1926, it was $8.40.

Composition cost was .036 cent per inch in May, 1925. In May, 1926, it had dropped to .034 cent.

Paper, ink, and composition costs were 9.1 cents an inch in May, 1925. These costs in may, 1926, had fallen to 8.3 cents

Other departments show a similar drop in costs. Whereas in January, 1925, the percentage of advertising cost to advertising earnings was 16 per cent, in January, 1926, it was 14 per cent. (By advertising cost is meant the total expense of the advertising, local, national and classified departments, salaries, mat service, percentage of total plant overhead, etc.)

While costs have been cut all along the line, perhaps the most significant result of the efficiency department is reduction of newsprint consumption. Mr. Born and Miss Pape, knowing how many papers a roll should produce, check actual production against this known standard. Employes, aware there is somebody watching production, are more careful. Hence there is less spoilage and fewer overruns.

The foregoing sentence gives a clue to what, in Mr. Born's opinion, is the outstanding accomplishment of efficiency work, namely, the effect on the morale of employes in that they will be more careful if they know that somebody is keeping daily tab on output and costs.

Take the little matter of pencils used by reporters. Before the advent of efficiency in the Press office, reporters used half a dozen pencils a week. They were easy to get and there was no reason why they should use them economically. Now, however, Miss Pape will issue a pencil to a reporter only when he turns in his old stub. These are given to men in the composing room who prefer short pencils. Pencil consumption has been cut to such an extent that the Press hasn't bought any for a year and a half.

Efficiency in the Press office, however, is by no means confined solely to the department responsible for it. System and time-savers are found in every department.

Since December, 1924, the Press has been in its new $200,000 plant. The composing room is in the center and round about it are ranged the various departments, each with a door opening on that part of the composing room with which they are concerned.

Thus national advertising, classified and local, each have a separate room. Around the walls of the national advertising department are cabinets built especially to meet the needs of national advertising. Those along two walls contain plates for national advertisers. These are all arranged alphabetically according to product so that at a moment's notice Mrs. Elda S. Gerlat, who has handled national advertising for the Press for 7 years, can find any plate she may need. Compartments were built large enough to accommodate the biggest plates. There is room enough in each compartment for the arrangement of the plates in series as called for by schedule. Plates for automobile advertisers and tobacco, cigarette and cigar advertisers are filed separately. Correspondence, orders, schedules, copy



Charles E. Broughton

and contracts with national advertisers are filed in cabinets along a third wall.

Mr. Broughton and Mrs. Gerlat are enthusiastic about a daily schedule for national advertising which they have perfected as a result of years of experience. It is a blank form upon which Mrs. Gerlat indicates every afternoon the national advertising which is to run the next day. Name of the advertised product, size of the ad, and page upon which it is to run are indicated. It is according to this daily schedule that the necessary cuts, copy, etc. are gathered for use in the composing room for each day's issue. Between 4 and 5 in the afternoon the schedule goes to A. C. Van de Repe, local advertising manager, who makes out his dummy of the entire paper on the basis of this schedule and a similar one for local advertising. A third advertising schedule takes care of readers and legals. As a result of this combination system of ad schedules for each department and a dummy upon which all ads are marked for inches and columns, the problem of missed ads and wrong position ads has been eliminated.

Assisting Mr. Van de Repe are three solicitors, N. M. Root, H. V. Friedrich, and C. M. Wondergem. Under the glass top on Mr. Van de Repe's desk is a schedule of the contract advertisers divided among the three solicitors and Mr. Van de Repe and according to the days of the week. Mr. Van de Repe himself handles the department stores and a number of other local advertisers.

One solicitor handles most of the downtown accounts while another specializes in outlying accounts. Mr. Root works on special pages.

Sometime between 4 and 5 o'clock every day, each of the solicitors hands in his schedule of ads to run the next day. From this and from the list of his own accounts, Mr. Van de Repe makes up a schedule of ads and a dummy.

On his desk Mr. Van de Repe has a card index of all advertisers. The accounting department keeps this list up-to-date by entering upon it the daily record of space used by each advertiser. Monthly linage totals from the cards are compared with last year's records to see if individual advertisers showed a gain or a loss for the month.

Mr. Van de Repe also has closely at hand a book giving total linage for every month. For 19 consecutive months his department has succeeded in making every month a better one than the corresponding month a year before.

Through the efforts of the local advertising staff, Sheboygan advertisers have been convinced that advertising, to be worth while, must be regular and consistent. Furthermore, advertisers have been told that irregular, spasmodic advertising increases newspaper production costs. All contracts call for a regular weekly schedule in accordance with a graduated scale of rates. Only one form of contract is sold by the local advertising department. It requires a specific number of inches to be run on a given day each week for 13, 26 or 52 consecutive weeks, the rate being inversely proportional to the duration of the contract. No "open space" contracts are sold.

In line with Mr. Broughton's policies, there is close co-operation between the news and advertising departments for the elimination of free publicity and similar co-operation between the credit and advertising departments for the prevention of losses through poor accounts.

The Press has developed the best filing system for copy service that has ever come under the observation of the writer. The system consists of a proof file and a mat file.

The proof sheets are clipped and all the proofs are placed in folders in a four-drawer legal size filing cabinet. Folders are arranged alphabetically according to advertisers: Attention compellers, American Legion, Armistice Day, Auto Accessories, Army Goods, Auto Repairs, Awning and Tents, etc.

Each proof has stamped upon it the month and year it was released. Files of mats for three years are kept in a 36 compartment cabinet made especially for that purpose. Thus when a proof of a mat is found in the "Furniture" folder it is an easy matter to look up the correct mat stamped say February, 1926, in the mat file. Each month when a new service is received, the one two years old is discarded. But before destroying the mats, Mr. Van de Repe goes through them and selects those which appeal to him, and these are placed in a proof file.

Ten years ago there were three dailies in Sheboygan—the *Journal,* the *Telegram* and the Press. The Journal suspended publication in 1917, the Telegram was absorbed by the Press in 1921.

I asked Mr. Broughton: "How do you explain the fact that the Press survived instead of one of the others?"

After a minute's reflection he replied: "We never undersold our commodity."

He added, "As far back as the days when the Press had only a circulation of a thousand, we knew our costs and never sold advertising below cost. We knew what it cost us to produce an inch of advertising. Our competitors sold advertising for anything they could get. We had a definite rate and stuck to it."

Mr. Broughton explained that at one time owners of one of the newspapers sold advertising for $2 a page. Advertisers would come to Mr. Broughton and tell him that they could get a page in the other papers for this or that price, and wanted to know why he charged more. In time his unvarying insistence on a fair price for a known commodity won the confidence of advertisers.

Linage gains by the Press have been consistent and steady. In May, 1925, 7,025 inches of national advertising were printed. Last May, 1926, the total was 8,677.

Local advertising for that month showed even a greater contrast with the corresponding month a year ago. The figures were 23,594 inches as contrasted with 29,116 inches a year later. Mr. Broughton is insistent that a newspaper cannot afford to sell a re-run on an ad for less than the first cost.

"Overhead costs go on just the same," he points out. "Men in the ad alley have to be paid. Our figures show that we must charge a fixed rate for the space we sell, not for composition. If we charged less for re-runs, many merchants would run the same ads twice or oftener. The result would be lack of interest in advertising among our readers and a consequent loss of business to merchants.

The Press has 30 correspondents in various parts of the county. They are paid $1.50 a column. Two trucks deliver papers to these villages on the afternoon of publication. With reference to a news policy that builds success, Mr. Broughton's advice to editors of small papers is this: Neglect not the obituary. Until a few years ago, Mr. Broughton himself wrote the obituaries for all people whom he knew.

Other factors which, in the opinion of the writer, are responsible for the success of the Press are: Mr. Broughton's intimate and personal relationship with his employes, original editorials written by Mr. Broughton, and a square deal for the reader in news and advertising percentage.

John R. Wolf of the *Milwaukee Journal* at one time said: "I'd rather work for Charley Broughton than be in business for myself." This expresses the loyalty and friendship which men and women in all departments of the Press have for Mr. Broughton. No need for an expensive personnel department here! Mr. Broughton is advisor, confident, and friend of all.

No canned editorials are used.

Here are news and advertising percentages for typical months of this year:

Advertising	News
44	56
47	53
46	54
39	61
40	60

Walter J. Pfister, a graduate of the course in journalism of the University of Wisconsin, is city editor and head of the news department. Three reporters cover news runs in Sheboygan and are ready for special assignments in the county. Miss Esther Pape is editor of the society and club page.

In the summer of 1922 the Press organized a library which since that time has built up a current history of Sheboygan city and county. The library contains about 450 biographies of local men and women and some 2,000 biographies of persons outside of this locality. In addition there are histories of business firms, officers and activities of organizations and clubs, accounts of crimes committed, complete court news, accounts of accidents, and other general informative news. Some 40 or 50 stories are clipped and filed from each day's issue.

Miss Marion Koch, librarian, and her assistant, also take care of general information requests from the public.

The foreman of the composing room is George Brand. Fred Ruhe is head of the press room.

Ottoe Stielow is circulation manager. As soon as roads open in the spring, he visits rural subscribers, making collections, soliciting and building good will through personal contact.

DALE ASKS FUNDS TO CARRY TEST CASE ON CONTEMPT TO HIGHEST COURT

Chief Justice of Indiana Grants His Appeal for Hearing by U. S. Supreme Court on Validity of Truth of Utterances as Defense

By GEORGE R. DALE

Editor Muncie (Ind.) Post-Democrat

(*Written Exclusively for* EDITOR & PUBLISHER)

MUNCIE, Ind., July 20.—The press of America owes a deep debt of gratitude to Judge David A. Myers, chief justice of the Supreme Court of Indiana, whose action Monday morning in permitting my contempt case to be transferred to the United States Supreme Court will make perfectly clear the present and future status of American newspaper publishers.



George R. Dale (left, editor Muncie (Ind.) Post-Democrat, is shown receiving a check for $500.00 from Emmet Cavanaugh, Chicago Stock Yards man. The check is the first contribution to a $5,000 fund with which the editor will carry his case before the United States Supreme Court.

I had been telling the truth about the Ku Klux Klan and its control of the judiciary and other instrumentalities of the court. The county judge, the prosecutor, the sheriff, the grand jury and the jury commissioners were all members of the Klan.

The Klan oath superimposes an obligation upon members which takes precedence over the obligations imposed upon individuals and public officials by the laws and constitution of Indiana and the laws and constitution of the United States.

My newspaper declared that the visible processes of the court were being directed and commanded by an invisible government which had vested supreme power in the person of one individual, whose autocratic decrees were put into execution by public officials who took orders from subordinates of a feudal lord who sat on a tinsel throne in Atlanta, Ga.

For calling attention to specific instances of this control of the courts by this alien government, I was sentenced to six months' imprisonment on the State Penal Farm and fined $500 for contempt, this extraordinary judgment being rendered by a judge who belonged to the Klan and who had been nominated and elected by the Klan.

In my verified answer to the citation for contempt, I offered to prove both by affidavit and oral evidence every allegation set forth in the alleged contemptuous editorial. The court refused to listen, and the sentence followed.

In affirming, the Supreme Court of the State of Indiana handed down the startling dicta that the truth was no defense, that the editorial was direct contempt, that the courts have the inherent right to punish newspapers for contempt, that legislatures are powerless to deprive the courts of this prerogative, that a change of venue cannot be taken from the aggrieved judge and that the judge has the sole power to discover and interpret the meaning and intent of the words spoken or written.

Thus, the Ku Klux Klan, which boasted of its pioneer service in behalf of free speech and a free press, has bequeathed to the newspaper profession with its dying gasp, a heritage of doubt and misgiving which can only be cleared up by an unmistakable pronouncement from the court of final resort.

The press of America should recognize its perilous predicament. If the Indiana decision is affirmed, the press is muzzled forever. My attorney, William Velpeau Rooker, is now preparing a brief which I hope will become the law of contempt in America. It will take a large sum of money to carry this case through.

The newspapers of the United States, whose freedom is attacked, should be quick to respond to the appeal for financial aid. I am only one of many thousands who are directly affected by this pernicious decision, which will become the law of the land if affirmed by the Federal Supreme Court.

TO DISCUSS FARM NEWS

Kansas newspapermen will meet in Manhattan, Oct. 14 to 16 with Kansas county farm agents to discuss handling of farm news. George W. Marble, editor of the *Fort Scott Monitor-Tribune,* will be chairman.

BOND REJOINS CURTIS

Now M. E. of Public Ledger After Five Days as Agency Man

Merritt Bond has become managing editor of the *Philadelphia Morning Public Ledger.* Five days' experiment convinced him that after twenty years in newspaper work he would be unhappy in advertising so he returned to the Curtis organization, he said.

Mr. Bond resigned as managing editor of the *New York Evening Post* to join Barton, Durston & Osborne, New York advertising agency and left that organization to assume his new position. This causes no changes in the Public Ledger organization.

CRIME NEWS NECESSARY TO STIR PUBLIC

Thomas S. Rice of N. Y. Crime Board Declares Present Fight Against Evil Impossible Without Aid of Press

"The newspaper and its effect on crime," was discussed as a prominent feature of the meeting of the Crime Commission of New York State in Elmira, New York, on July 15. The meeting was attended by seven of its eleven members, among whom was Thomas S. Rice of the *Brooklyn Eagle.* The remaining number present were senators and an assemblyman with the exception of W. L. Butcher, director of the Department of Boys' Welfare in New York, and Miss Jane Hoey, assistant director of the Welfare Council of the City of New York. Senators Baumes, Knight and Wales, and Assemblyman Esmond completed the list.

In bringing out many forces which cause juvenile vice, Recorder Otis H. Gardner of Elmira, who was called before the commission, named the playing up of crime news by newspapers as one condition which had a bad effect upon the adult as well as the juvenile mind. He said:

"I believe that the newspapers have a big part to play in this field of crime prevention. I doubt the wisdom of the policy whereby newspapers make the more vicious, atrocious forms of crime one of their features. The public gets many pictures of these crimes through frequent recital of the case, its history, and all connected with it. And the newspapers fail to impress on those who ought to be impressed that crime is a detriment; rather the newspaper article has the tendency to arouse sympathy for the criminal."

After Recorder Gardner had spoken concerning the newspapers, Commissioner Rice, the sole member of the press represented on the commission, stated that the Crime Commission would never have been possible had not the newspapers alarmed the people to the need of such a body by emphasizing the increase in crime.

Recorder Gardner declared his point was not that crime news should be suppressed entirely, but that the frequent repetition of all its details, the glorification of crime, was what should be avoided. He declared such news should be passed on to its readers in a fashion such as would create an abhorrence of crime.

The issue was brought to a close when Commissioner Rice stated that it was not his purpose to uphold "yellow journalism," but rather that the newspapers should be used as a medium to inform their readers of the rapidly increasing crime peril.

I. T. U. Officers in New York

President James M. Lynch of the International Typographical Union, and other I. T. U. officers arrived in New York Thursday and immediately began conferring with New York City publishers. Local union officials invited I. T. U. intervention following a deadlock with the newspapers over a new contract. The former agreement expired July 1.

BOOTH HAS AUDIENCE WITH MUSSOLINI

In Address to Premier, Grand Rapids Editor Praises Premier for Stern Rule, Even Over Press Freedom

Edmund W. Booth, editor and publisher of the *Grand Rapids* (Mich.) *Press,* wrote EDITOR & PUBLISHER July 9 from Florence details of an interview he had had a few days previously at Rome with Premier Mussolini. The Premer, according to Mr. Booth, is rather inaccessible to American newspaper men, who, he feels, have unfairly quoted him, and Mr. Booth assured him that an interview for publication was not sought. The Grand Rapids editor departed from usual journalistc procedure by formally addressing the Premer, in the following words:



EDMUND W. BOOTH

"Mr. Premier: I am grateful for the honor of meeting you and for the opportunity to tell you personally of the admiration which I hold for you because of the great social and political achievements realized for Italy in a few short years, due to your forceful and sagacious leadership. I come from the State of Michigan, which produces among many other things two-thirds of the motor vehicles of the world, and when I go back I expect to tell our people a story of enthusiastic appreciation for Italy, for Italy's new government and for Italy's Mussolini.

"Having faithfully endeavored to grasp the complex and serious problems which confronted Italy following the war, I am prepared to tell our people that the political tools which you selected were the tools of a wise statesmanship, and this includes the limitations placed by your government on the freedom of the press and I say this as one who strongly holds the American view of the freedom of the press.

"I congratulate Italy on the truly marvelous strides in progress thus far made and to you, Mr. Premier, to your King and to your people, I extend heartfel good wishes for a still larger measure o happiness and for solid success in all tha goes to make a great nation."

Mussolini, according to Mr. Booth, wa smilingly appreciative of the compliment and sent the editor away with his signed photograph.

CLEVELAND PRESS MILK FUND

Children at 48 Playgrounds Get Mid summer Luncheons

The *Cleveland Press* has established permanent summer milk fund to provid undernourished children who attend 4 city playgrounds with free milk. Th fund is handled through a board of trus tees and the milk distributed by the schoc board to the playgrounds. The schoc board maintains clinics at each play ground.

Children who are unable to purchas milk are given it daily upon applicatior The children who are undernourished bu feel that they wish to pay for the milk ar enabled through an arrangement with th school board to obtain a pint of mil and three crackers for three cents. Fund are all audited daily. The amount re maining in the fund at the end of th playground year remains as an endow ment for the following year.

HUDSON SUN CHANGES HANDS

Allan Markley has purchased th *Hudson* (Mass.) *Daily Sun* from Dusti S. Lucier and C. H. Tobey.

LINAGE RECORD MIRRORS NEW CIVILIZATION

Higher Standard of Living Fostered and Maintained by Advertising—Unprecedented June Volume Also Explained by Tie-Up Advertising Which Agencies Are Now Encouraging

By WARREN BASSETT

NEWSPAPER advertising last month established a remarkable and unprecedented record.

Linage figures for June in the 30 principal cities in every instance surpassed those of a year ago. Not a city showed a loss as compared with the previous year—a situation never before encountered.

What is the economic meaning of this achievement?

What forces at work in industry and



James O'Shaughnessy

commerce have revealed themselves through this record of paid newspaper advertising?

Speaking in a broad sense it indicates the continued progress of the American people toward a higher standard of living. New wants are being created; manufacturing genius is placing them on the market at prices available to families of average income; and newspaper advertising is being called upon to make sales keep pace with production.

Viewed concretely it indicates:

1. That excellent business conditions obtain in all parts of the country.
2. That increased skill in the use of advertising is making it a safer buy for merchants and manufacturers.
3. That competition between industries and also between local stores has sharply increased.
4. That national advertising is creating more local advertising.
5. That under the improved business management demand by mass selling (through advertising) the business "cycle" bogey is being dissipated.

EDITOR & PUBLISHER asked James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, to discuss the June linage record from an economic standpoint.

"The two outstanding factors in this increase in newspaper advertising are the heightened skill with which advertising is being used, and the increasing tendency for national advertising to influence local tie-up campaigns, and local advertising generally," he declared.

"On the first point, the agencies know more about advertising than they ever did before. Advertising now has a developed precision.

"Surveys and analyses have given advertising its desired business character. And what is true of the agencies is also true of the newspapers. They have solidified their circulations and are giving better basic values and better service than ever before.

"Audited circulations have been a great boon to business. Advertisers today can buy circulation more soundly than they can buy their raw materials; advertising produces values that do not deteriorate—or diminish in fluctuations. This is a large factor in selling and has enabled businesses to progress on a firm basis. The lack of audited circulation in other countries for instance has restricted advertising and acted as a brake upon business.

"And the same refining process which has operated in the agencies and newspapers has been operating within the firms producing and handling advertised products. They are more carefully managed, their products have been improved and perfected. The United States is constantly improving its products, and today many advertised goods are near perfection. They deserve to be sold because they are well made and give the desired value to the purchaser. Advertising has increased the satisfaction of the buyer.

"All these facts have their influence in the year-to-year increase in linage. In 1923 the agencies constituting the American Association of Advertising Agencies placed $250,000,000 worth of advertising. In 1924 the figure reached $300,000,000 and in 1925 $320,000,000. That figure will be exceeded this year and this year's figure will be surpassed next. The steady increase is due both to keener competition, which demands larger expenditures and greater sales efforts, and to the recognized power of advertising as an economic force."

The second factor working to increase newspaper linage is the general and welcomed effort being made by national advertisers to obtain local tie-up copy, Mr. O'Shaughnessy said.

"National advertising begets local advertising both directly and indirectly," he went on. "The national advertiser is becoming increasingly successful in obtaining dealer tie-ups."

Mr. O'Shaughnessy gave the writer a copy of a recent address made by Guy Richards of the Erickson Company, which illustrated the manner in which agencies are working to influence dealer advertising.

Mr. Richards quoted the following typical letter sent to publishers with an order for 15,000 lines:

"GENTLEMEN:

"We take pleasure in enclosing our contract for 15,000 lines covering 1926 advertising of our client, the Blank Company. On our recommendation this advertiser has been using your good paper for some time, and we feel confident that we may count upon your heartiest co-operation in extending every possible favor to an old friend.

"We ask two things of you. With the large amount of advertising now carried by daily newspapers, position has become an important factor in the selection of mediums, and we look for your full co-operation in this regard.

"Secondly, put your local salesmen on the job, solicit Blank Company dealers, and get them to tie up with our advertising. This is profitable business for everyone concerned, including yourselves, and we do not hesitate to demand your services. A copy of our proposed schedule is enclosed. Mats or electrotypes may be had without charge, on demand. Our client will likewise urge the dealers to advertise, and we believe you will find them all most responsive to your solicitations.

"We call your attention to the special note at the foot of our contract asking that checking copies be sent to our client as well as to this office. We shall check all advertisements carefully both for position and for dealer advertising. If you prevail upon dealers to run copy in issues in which our own advertisements do not appear, please be sure that these issues, as well, reach us."

"This letter was sent to all papers carrying Blank Company's advertising, 68 in number," Mr. Richards went on. "The campaign started in the middle of March. A check of tear sheets up to the end of May shows that dealers ran advertisements in 93 issues and that the total amount of tie-up copy was 154,084 lines. Occasionally, the volume of local advertising has actually exceeded that of the national advertiser. On an average, dealers are running 100 lines to every 300 lines ordered by the agency. By the end of the campaign, their total tie-ups should amount to well over 300,000 lines."

Mr. Richards had figures collected by one agency showing the growth of dealer copy, in connection with a national account, as follows:

First season dealers ran				81,000	lines
Second	"	"	"	285,000	"
Third	"	"	"	571,000	"
Fourth	"	"	"	609,000	"
Fifth	"	"	"	720,000	"
Sixth	"	"	"	773,000	"
Seventh	"	"	"	739,000	"

"There are but single instances of the volume of collateral advertising which an agency is instrumental in creating," Mr. Richards said in his address. "The total for all national accounts is beyond accurate computation. Twenty-one agencies and three Four-A clients not covered by an agency statement, report figures which are truly amazing. The two examples already given are not included. Collateral advertising which had actually been checked by these concerns during the period 1920 to 1925 ran as follows:

"Lines	34,150,000
"Dollars	845,000
"Mats or electros	63,748

"If these were all reduced to lines, the total for six years would probably approximate 50,000,000. This is only such advertising as was actually traced and is the report of only a few companies. Multiply it by ten and you'll have a fraction of the total. Multiply it by twenty and you'll still be short. Set your own figure. The best estimate I can make is 300,000,000 lines a year, indirectly created by advertising agencies."

Mr. O'Shaughnessy cited a specific case in Indianapolis where the national firm spent only one-third as much to promote its product as did the local dealers.

"Manufacturer pressure on the dealer is constantly working in favor of increased local linage," he continued. "And indirectly, good national advertising by its impressiveness and appeal inspires local effort and serves as a model for larger and better copy."

During his discussion Mr. O'Shaughnessy touched on three subjects which have loomed large in the business view—instalment buying, the "saturation point," and the "cycle theory."

"Despite criticisms of instalment buying, I do not believe it can outrun itself," he declared. "For generations people have bought groceries and paid their rent in instalments. The modern extension of this idea into many fields has been a great aid to business. I do not view it as a thing that can get out of control.

"I have personal knowledge of a Chicago firm which last year sold 15,000 units of a single product at $80 each on the instalment plan with a very small down payment. A member of the firm told me that the credit loss on this transaction amounted to but one-fiftieth of one per cent!

"And the much talked of 'saturation point' I believe to be much misunderstood. You achieve saturation only when people can have no more wants. New wants are being created constantly. Because a man has a certain food capacity per day, it does not follow that sales of food products have no chance for expansion. New products, new wants are created. Habits and tastes change, new markets are developed."

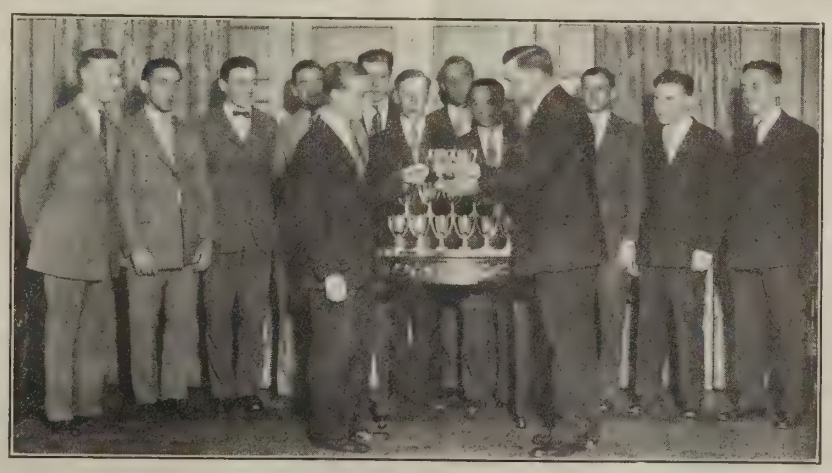
Advertising is helping to eradicate the "cycle" bugaboo in business, according to Mr. O'Shaughnessy. Every year is a good year for businesses which are scientifically managed and which maintain a selling pressure accurately correlated with production.

The advertising director of one of New York's largest department stores, who wished to withhold his name, declared the linage increase due generally to the fact that advertising is now more effective than ever before and people read it more intelligently.

"Advertising technique is improving every year," he stated. "Today we have three people engaged solely in compiling advertising statistics for our store. Two years ago no one was doing this work.

'It is a fact that in many sections the first three months of this year did not show the expected volume of sales. Department heads undoubtedly got busy and demanded more advertising pressure, which has been sustained as business responded."

HERALD TRIBUNE CUPS FOR AGENCY NINE



A. G. Anderson, of the *New York Herald Tribune*, presenting silver cups to players of the Calkins & Holden Advertising Agency baseball team, winners in the New York Advertising Agencies Baseball League. Left to right, back row, are J. Jeffrey, E. Gormley, G. Rupprecht, D. Berry, H. Augustine, R. Gormley, W. Preussner, A. Cozzi, J. Fuchs, F. Mullen, F. Kearney; front row, J. Scheideler, Mr. Anderson.

Members of the baseball team of the Calkins & Holden Advertising Agency, winners in the New York Advertising Agencies Baseball League, were entertained at luncheon by a group of advertising men on July 15. They were presented with cups by the *New York Herald Tribune*, and addresses were made at the luncheon by George J. Auer, national advertising manager of the Herald Tribune and William Haskell, also of the Herald Tribune.

HARVARD AD AWARD CONDITIONS NAMED

Four General Classifications With Subdivision—Prizes Total $20,000 and a Gold Medal for 1926 Achievements

Conditions governing the Harvard advertising awards for 1926 were formally announced this week by the Graduate School of Business Administration of Harvard, which administers this activity founded by Edward W. Bok, for many years editor of the *Ladies' Home Journal.* The jury is instructed, the announcement states, to lay particular stress on accuracy and fair statement in all manuscripts and advertisements considered, to the end that truth shall be recognized as a factor of greatest practical value in advertising.

For the current year in all the awards, only advertising published or advertising research conducted wholly or in part during the calendar year 1926 is eligible.

The awards and conditions follow:

I. For Distinguished Services to Advertising—A gold medal will be awarded to the individual or organization deemed by the jury of award to merit recognition for distinguished contemporary services to advertising.

II. For Advertising Campaigns—Four prizes of $2,000 each for advertising campaigns. Only advertising campaigns which have been directed primarily through the media of newspapers or periodicals may be submitted. These awards require submission of manuscripts, as later described.

1. For a National Campaign—This award will be given for the advertising campaign most conspicuous for the excellence of its planning and execution which seeks publicity on a national scale or over a large territory for products or an institution.

The jury of award may make two awards of $2,000 each under this head; one for the national campaign of a general or institutional character deemed best; the second for the national campaign deemed best in advertising specific products.

2. For a Campaign of Industrial Products—This award will be given for the advertising campaign of the year most conspicuous for the excellence of its planning and execution which seeks publicity for industrial products primarily through the media of industrial, trade, or professional journals. Industrial products seeking publicity through general popular magazines will be judged under the award for national campaigns.

3. For a Local Campaign—This award will be given for the advertising campaign of the year most conspicuous for the excellence of its planning and execution which seeks publicity in a relatively limited territory or in a single locality for products or an institution. The jury of award may make two awards of $2,000 each under this head; one for the local campaign of a general or institutional character deemed best; the second for the local campaign deemed best in advertising specific products.

4. For a Campaign Executed Locally in Cities of 100,000 Population or Less—This award will be given for the advertising campaign of the year executed locally in cities of 100,000 population or less most conspicuous for the excellence of its planning and execution. Local campaigns executed in cities over 100,000 will be considered under the general award for a local campaign mentioned under 3.

III. For Scientific Research in Advertising—An award of $2,000 will be given for the advertising research of the year most conspicuous because: (a) it has brought about economy or secured efficiency in advertising by producing information of general value in furthering the knowledge and science of advertising, or (b) it has reduced or precluded unwise and wasteful expenditure in a specific advertising program. Research connected with any advertising campaign which receives an award under the second classification above will not be eligible also for this award.

The jury of award may make two awards of $2,000 each under this head.

IV. For Distinguished Individual Advertisements—Four prizes of $1,000 each for excellence in the technique and substance of particular advertisements which have appeared in established American or Canadian newspapers or periodicals.

Ordinarily, but not necessarily, the jury will make awards under the following classification:

1. For the advertisement most effective in its use of text as the chief means of delivering its message.

2. For the advertisement most effective in its use of pictorial illustration as the chief means of delivering its message.

3. For the advertisement most effective in its combination of text and illustration as the means of delivering its message.

4. For the advertisement most effective in typography.

In its consideration of advertisements the jury will give attention to the excellence of typography. Correct and effective use of English will be deemed of first importance.

No advertisement shall be awarded more than one prize.

NEWSPAPER MEN ON ADVERTISING COMMISSION



HARVEY R. YOUNG (centre), advertising director of the *Columbus Dispatch,* has been appointed a member of the Advertising Commission of the International Advertising Association. Frank T. Carroll, advertising manager of the *Indianapolis News* and president of the Association of Newspaper Advertising Executives, appointed Mr. Young to succeed L. B. Palmer, manager of the American Newspaper Publishers Association, as one of the association's three representatives. The A.N.A.E. group on the commission now numbers three active newspaper executives. The other members who were reappointed are A. L. Shuman (right), vice-president and advertising manager of the *Fort Worth Star-Telegram* and *Record-Telegram,* and George M. Burbach (left), advertising director of the *St. Louis Post-Dispatch.*

STAR TO ASK INJUNCTION

Would Prevent Commissioner from Proceeding With Libel Suit

KANSAS CITY, Mo., July 22.—All objections which had been raised by counsel for five executives of the *Kansas City Star* and Arthur M. Hyde, former governor of Missouri, to the taking of depositions in the $3,000,000 libel suit of Walter S. Dickey, owner and editor of the *Kansas City Journal-Post,* against the Star men and Mr. Hyde, were overruled Wednesday by George H. English, special commissioner.

The suit is based on statements made by Mr. Hyde in a political speech and published in the morning edition of the Star July 7. Mr. Hyde made a personal attack on Mr. Dickey.

Although depositions are scheduled to start Monday, the defense has announced intention of going into circuit court with an application for an injunction to prevent Commissioner English from proceeding.

The defense questions the jurisdiction of Mr. English. One of the points overruled Wednesday by the commissioner, was that Mr. Hyde, not being connected with the publication of the Star, could not be included in the suit for libel. It was contended he could only be sued for slander, and held no joint liability for libel.

"I rule that point against the defendants, and hold that a fair construction of the petition charges all the defendants with having participated in the libel," the commissioner ruled. "Whether it can be proved is not the question at this time."

Commissioner English further ruled the petition in general terms stated a cause of action recognized by law.

"Although I am not passing on the sufficiency of the petition, I do not say the petition fails to state sufficient grounds for action," he concluded.

I. N. Watson and Cyrus Crane are attorneys for the defendants. Miller, Winger and Reeder represent Mr. Dickey.

JUNE 5-10 SET AS I. A. A. 1927 CONVENTION DATES

New Financial Plan Approved at Meeting of Executive Committee in New York—Finance Group Named

The executive committee of the International Advertising Association meeting in New York this week set June 5 to 10 as the dates for the 1927 convention in Denver, Col. The meeting, held at the New York Advertising Club, was presided over by President C. K. Woodbridge.

A new financial plan presented by Francis Sisson, of the Guaranty Trust Company, New York, treasurer of the I. A. A., was adopted and a finance committee appointed with Mr. Sisson as chairman.

Details of the financial plan, as well as the personnel of the finance committee will be announced later, Earle Pearson, general manager of the I. A. A. stated, when acceptances have been received from those named to the committee.

The I. A. A. up to the present time has not had a finance committee.

ELIZABETH TIMES SOLD

Moran, Ivins and Unnamed Third Partner Are New Owners

The *Elizabeth* (N. J.) *Times,* evening daily which has been operating under a receivership was sold Tuesday to Joseph F. Moran of Brooklyn, Haddon Ivins, and a third man whose name was withheld, for $40,000.

The sale was authorized by Vice Chancellor Backes in Newark after J. E. Strikes, receiver, had recommended acceptance of that sum for the assets of the paper.

A new corporation is being formed with Mr. Moran as president and Mr. Ivins as editor and publisher. Mr. Moran is a Brooklyn business man while Mr. Ivins is a veteran New Jersey newspaper man. He was former managing editor of the *Union City Hudson Dispatch* and joined the Elizabeth Times as managing editor in April of this year.

The Times was bought last October by a group of Hearst executives. The Times' daily editions were sold in combination with the *New York Evening Journal.*

CAMPAIGN FOR RELIGION

Church Advertising Department, I.A.A. Has World-Wide Plans

A world-wide campaign in behalf of religion, via newspapers, radio, advertising, bill-boards, exhibits, posters and other methods will be carried on during the coming year by the International Advertising Association through its Church Advertising Department, of which the Rev. Charles Stelzle, of New York, has been elected president. Campaign headquarters are at 1 Madison avenue, New York City.

Mr. Stelzle will appoint an outstanding advertising man as vice-president in each of the eighteen districts of the association. Advertising conferences will be held for ministers and church workers, advertising men, representatives of national religious bodies, editors of the religious press, and courses of lectures on advertising will be given in theological seminaries.

EIGHTY-YEAR-OLD FIRM STARTS ADVERTISING

Business Has Shown a Steady Growth, But Church & Dwight Company Learn That Many Users of Baking Soda Need Education in Product's Varied Utilities

By WARREN BASSETT

AFTER hiding its light under a bushel for 80 years, a firm doing millions of dollars' worth of business every year has called upon newspaper advertising to expand the use of its product.

The firm is the Church & Dwight Company of New York, and its products are The Arm & Hammer and Cow Brand Baking Soda. It is one of the four largest companies in the United States in its line.

It has not been forced into advertising by any loss in sales for the business has shown a steady increase. It is not seeking new *users* of its product, for its two brands of baking soda have been on the kitchen shelves of American homes for many years. It is not seeking new distributors, for there is scarcely a grocery store in the country which does not carry its products.



Clean Teeth—free from film

To protect the enamel of the teeth from the danger of albuminous film, use baking soda, either ARM & HAMMER BRAND or COW BRAND, as a dentifrice: spread the soda on a moist brush or pour a little in the palm of your hand, dip a moist brush in the soda, and brush the teeth thoroughly—it keeps the mouth wholesome and keeps the teeth free from film.

Both of these famous brands of baking soda are made by Church & Dwight Co., Inc., and both are the same product—pure bicarbonate of soda of the finest quality, a household necessity with a hundred important uses, a friend of the whole family—get a package today at your grocer's.

CHURCH & DWIGHT CO., INC.
27 Cedar Street New York

Single column copy (almost exact size) telling the public baking soda can be used as a dentifrice.

What then, is the Church & Dwight Company asking newspaper advertising to do?

In the words of Sturges Dorrance of Dorrance, Sullivan & Co., the New York agency handling the account, "it is a case of informing the public of new *uses* of baking soda, in other words taking it from the kitchen into the bathroom."

"We cannot create new users, for nearly everybody buys 'Arm & Hammer Soda,'" he declared. "The present campaign is to teach the housewife that what she has been using exclusively for culinary purposes also has hygenic and medicinal uses; that the same product she uses in baking is also good for her children's sunburn.

"An interesting and heretofore practically unknown fact is that baking soda is really bicarbonate of soda in its purest form. The latter is sold by druggists and has many medicinal uses. The present campaign is telling the public that it does not need to buy a package of baking soda at the grocery store and a package of bicarbonate of soda at the drug store, because the former is exactly the same as the latter. In this way we expect to broaden the use of a product rather than find new users."

Newspapers were chosen instead of magazines because through them selling pressure can be concentrated upon a definite and compact market, Mr. Dorrance said.

The present campaign is in the nature of a laboratory test. Results obtained will be used to guide the larger national campaign which is expected to follow. The New England states—Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont,—were chosen for the testing ground and $50,000 is being spent in 68 daily newspapers, the total circulation of which is 2,221,218. The present merchandising drive will cover a six months' period. Twice-a-week copy is being used, which started out in large space—four columns by fifteen inches—and grades down to one column by 11 inches. In all 1,858 separate insertions will be run.

"Upstairs, Downstairs—Helpful Everywhere" is the caption of one of the larger pieces of copy.

"That package of baking soda on the kitchen shelf can be immensely useful all over the house," it declares.

"Baking Soda, whether Arm & Hammer Brand or Cow Brand, is pure bicarbonate of soda of the highest quality, untouched by human hands until the package is opened by the consumer.

"Both brands are the same, both made by Church & Dwight Co., Inc., specialists in this line for over eighty years, and both brands will give exactly the same service—this baking soda is helpful everywhere, upstairs, downstairs, all around the house—it is a household necessity with a hundred important uses."

The copy goes on to tell of its value as a first aid for scalds and burns, as a soothing, sanitary mouth wash, and as a disinfectant for the baby's bottle. How to use baking soda for these purposes is explained in detail.

The copy reproduced on this page is typical in style and appeal of the entire campaign.

It took eight months for Dorrance, Sullivan & Co., to convert the Church & Dwight Company to the idea of advertising.

The agency was retained to work out plans and submit ideas. The first plan of the soda company was to sell a package product through the drug trade. The agency prepared various types of packages and surveyed the possible market for soda as a dentifrice and mouth wash. The company decided against this plan, however, preferring to use newspaper advertising to tell the medicinal qualities of its product.

Dorrance, Sullivan & Co. then sent questionnaires to 2,500 housewives, discovering that very few of them knew the hygienic uses of baking soda. Information gleaned from this survey was used in the preparation of copy. A survey of New England followed.

"We are very much pleased with the co-operation we have received from newspapers on this campaign," Mr. Dorrance said. "Their merchandising departments have sent out broadsides, circularized dealers, and obtained large window displays in local stores. Newspapers are becoming better and better co-operators.

Previous to the present advertising venture the Church & Dwight Company had never placed copy in newspapers or magazines. The business, long established, had grown steadily to a position of nation-wide importance in its field. The only printed promotion matter used consisted of recipe booklets and picture cards for children placed in the packages.

The Church & Dwight Company had its inception at Needham, Mass., when John Dwight, associated with his brother-in-law, Dr. Austin Church, started the manufacture of baking soda in 1846. In 1847 the firm of John Dwight & Co. was formed, which subsequently adopted the Cow Brand as its trademark.

This rather unusual brand name was picked because baking soda at that time was widely used for the preservation and sweetening of milk.

In 1865, Dr. Church seeing the need of some larger development to supply the demand for this product entered in the same business with his two sons under the name of Church & Co., using the Arm & Hammer as their brand. The two firms remained separate until 1896, when they were consolidated. The brand names were continued.



First copy run in the campaign (original size 4 columns by 15 inches)

URGES THRICE-A-WEEK COPY

Agency Man Discusses Retail Advertising Before Leather Men

Retailers should advertise at least once a week, but three times a week is better, Alden H. Kenyon of the Kenyon Company, national advertising agency, told his hearers in an address before the New England Shoe and Leather Exposition at Boston last week. He said merchants should not confine their advertising to the day before pay day.

He also argued against the use of so-called "canned" advertising, urging merchants to prepare their own copy, especially something that would suit local conditions. He also suggested liberal use of advertising to insure success, and urged that the message be specific and not general.

"Most important is the selection of the mediums to carry your appeal," he said, "and the detailed knowledge of the class of readers of each particular newspaper in your locality. Do not expect your advertising to produce unusual results the day after it appears. It is much better to have it work steadily and surely and thus build your business on a sure foundation."

CUBA RAISES $250,000 FOR ADVERTISING

Government to Use U. S. Newspapers and Magazines to Attract Tourists —Asking Better Rail and Boat Service

Plans of the Cuban government to spend $250,000 in advertising for tourists in U. S. newspapers and magazines were told EDITOR & PUBLISHER this week by Augustin Aguero, manager of the publicity and information bureau of the Cuban National Tourist Commission. Mr. Aguero, who has spent several weeks in this country conferring with advertising men and transportation officials, sailed for home Saturday to report to the Commission.

"The campaign will be solely for the purpose of attracting tourists to Cuba and will not promote real estate or any industry," he declared. "Nor will it be directed only to people of wealth. We expect to appeal to the common people and tell them the attractions of Cuba. It is the purpose of the Tourist Commission to advertise Cuba as an all-year playground."

A small amount is now being spent in magazines, Mr. Aguero said, but the bulk of the $250,000 remains to be disposed of by the Commission. Action will be taken shortly after he makes his report to that body, he said. Newspapers will undoubtedly be used.

Preliminary work has been carried on with transportation officials in this country in the interests of better rail and boat service to Cuba.

Emil M. Sholz, president of the World Wide Advertising Corporation, gave a luncheon in honor of Mr. Aguero on Thursday at the Bankers Club. Among the guests were Hon. Felipe Taboada, Cuban Consulate General, Theodore P. Seymour, of the A. N. P. A., W. A. Thomson, Bureau of Advertising of the A. N. P. A. and advertising managers of several New York newspapers.

Mr. Aguero will return to New York in August and open an office.

DINNER FOR DR. KNECHT

H. R. Swartz, Hoe President, Host to 15 at Union League Club

H. R. Swartz, president of R. Hoe & Co. and chairman of the board, Intertype Corporation, tendered a dinner to Dr. Marcel Kuecht of *Le Matin*, Paris, at the Union League Club, New York, Tuesday evening. Dr. Knecht, who came to this country with the French delegation to the convention of the International Advertising Association, sailed for home Friday.

Guests at the dinner were: Dr. Marcel Knecht, Leon Renier, Jr., H. M. Tillinghast, Neal Dow Becker, Fred Hume, Jesse H. Neal, Edward Pidgeon, C. K. Woodbridge, James Wright Brown, H. H. Charles, Gilbert Hodges, Louis Meyer, J. H. Palmer, J. M. Masterson, F. G. Kent.

NO ANSWER TO TRADE BOARD CHARGE BY PUBLISHER HUMPHREY ACCUSES

Plan Is to Force Magazine Head Before Full Commission or Into Court—Other Members Hold Fraud Order Gives Ample Protection

By J. BART CAMPBELL

(*Washington Correspondent of* EDITOR & PUBLISHER)

WASHINGTON July 21.—Commissioner William E. Humphrey's personally-conducted campaign to place the onus for misleading or fraudulent advertising upon publications which accept it as well as upon concerns who place it is being aimed now at certain of the Bernarr MacFadden magazines, EDITOR & PUBLISHER was informed at the Federal Trade Commission offices here this week.

While Secretary Otis B. Johnson joined with Commissioners other than Mr. Humphrey, who is at his Seattle home on a vacation, in refusing EDITOR & PUBLISHER a copy of the complaint issued last week against *True Romances Magazine,* described as a MacFadden publication, it was learned from authoritative sources the Commission's legal department is seeking to force Bernarr MacFadden and his associates, if possible, either before the full Commission, or, into court in a test case.

Mr. Humphrey was represented as confident True Romances magazine would provide the basis for such a test case. The June issue of the magazine, upon which the complaint was based, gives as its publisher the Beautiful Womanhood Publishing Corporation, of which A. H. Young is described as president and advertising director, and Mrs. E. Zoty as secretary. The address of the editorial offices is given as the MacFadden Building, New York City. The leading editorial, entitled, "Out of the Past," is signed by Bernarr MacFadden.

Mr. Humphrey is to be permitted by his associates on the Commission to pursue alone his efforts to establish through the True Romances case the right of the Commission to hold legally or otherwise responsible publications which throw open their space to advertising the Commission's law department may hold is misleading or fraudulent. Mr. Humphrey possesses the reputation of being a capable and experienced lawyer. He gave careful study to the law governing the True Romances case before directing it to the attention of the rest of the Commission. His associates, as set forth by EDITOR & PUBLISHER last week, profess, however, not to be interested especially in the case. Conflict of opinion between Mr. Humphrey and them is not unusual. Mr. Humphrey has frequently dissented in other cases he found himself overruled by his fellow commissioners.

It may be stated as Mr. Humphrey is recognized as an Administration man, and as President Coolidge is expected to fill two, perhaps three, impending vacancies on the Commission this fall, Mr. Humphrey's influence as a member of the Commission is likely to grow and it will not be long before he will become its chairman.

The principle of "clean advertising" Mr. Humphrey is represented to be battling for is in his judgment well illustrated by the True Romances case. The publisher or publishers of this magazine have forty days in which to make answer to the complaint issued against the magazine because of an "anti-fat" advertisement said by Mr. Humphrey to have been inserted in it by the McGowan Laboratories of Chicago. Under the rules of the Commission the text of the complaint cannot be made public until an answer is filed, and the complaint and answer given out together.

No word was received at the Federal Trade Commission offices this week, EDITOR & PUBLISHER was informed, as to whether an answer would be filed in the case. It was therefore not known, if an answer does not materialize, if the full commission may support Mr. Humphrey and authorize the Commissioner's law department to carry the case into court.

Should the complaint be upheld, it is Mr. Humphrey's intention to press for the issuance of further complaints against other publications, copies of which he is reported to have assembled preparatory to his return from his vacation in September. It is evidently his purpose to pursue the matter irrespective of whether he receives the support of his fellow Commissioners or not. The situation will probably have to be threshed out, however, by the full Commission, and a favorable decision reached, or else Mr. Humphrey is likely to find himself again in a minority.

The advertisement in True Romances magazine, which furnished the basis for the complaint, according to information received by EDITOR & PUBLISHER at the Federal Trade Commission offices this week, makes the claim, under the heading "Scientist Discovers Fat Solvent," that the "preparation" it describes can "Reduce any or every part of your figure with amazing new Reducing Cream which melts away excess fat on any part of the body—slenderizing the figure to perfect proportions without drugs, strenuous exercise, rubber suits or painful denial of any kind."

The text of the advertisement is addressed to "Milady!" and voices the appeal that "if you have a single ounce of unwelcome flesh on your figure, here's good news for you, and that getting thin is now pleasurably simple and easy for any one."

"For I, M. J. McGowan," continues the advertisement, "after five years of tireless research, have made the discovery you have all been waiting for. At last I can tell you how to reduce quickly, comfortably—without the bother of tiresome exercises, without resorting to enervating salt baths, without rubber suits or belts, or my advice isn't going to cost you one single penny.

"My discovery I call Reducine—McGowan's Reducine. It is not a medicine, a bath salt or a course of useless gymnastics. NO—Reducine is a pleasant cream you can apply in the privacy of your own room, putting it gently onto the part you want to slenderize and promptly you will notice a change. A harmless chemical reaction takes place, during which the *excess fat is literally dissolved away,* leaving the figure slim and properly rounded, giving the lithe grace to the body every man and woman desires."

The advertisement promises that the "treatment" will take only 21 days. One jar of "Reducine" may turn the trick, but three jars are described as a necessary "treatment" for "permanent reducing."

"No matter how much or how little over-weight you are, I guarantee that my Reducing Cream will reduce any, or every part of your body, quickly, surely. I do not merely promise these results—I guarantee them," also runs the advertisement which offers "Reducine" at $2.47 a jar plus a few cents postage, the mails and the postman to be employed to deliver it to the prospective purchaser. The entire treatment is offered, however, at $7, the full amount to be refunded "if it has not reduced my figure," according to the coupon furnished the prospective purchaser.

In the judgment of some of Mr. Humphrey's associates on the Commission a simple investigation by the Postoffice Department, with the possible issuance of a fraud order, if found justified, is all that is necessary to deal with such a case. Mr. Humphrey believes, however, "it is about time the Commission took drastic action against not only a concern placing such an advertisement but against a publication carrying it."

If the publishers of True Romances ignore the complaint, the test case Mr. Humphrey is seeking may possibly fall, unless the Commission's legal department can find some way of getting it into court, but it is said to be Mr. Humphrey's purpose to continue his efforts to provoke some advertising medium to so oppose the commission in such a case as will force a show-down on his plan to divide responsibility for "quack," "fake," or otherwise questionable advertising between those who accept it and those who place it. Conceding this may take some time to accomplish, Mr. Humphrey is confident of attaining his objective eventually—the prevention and prohibition of such advertising matter as that alleged to have been placed by the McGowan Laboratories and alleged to have been accepted by True Romances magazine.

HUMPHREY PLAN A "PROGRESSIVE STEP"

Better Business Bureau Officials Believe Citing Publishers Who Print Fraud Copy Will Aid in Purifying Business

The National Better Business Bureau is fully in sympathy with any move to make operation increasingly difficult for fraudulent concerns, E. L. Greene, manager, declared when asked his opinion on Commissioner Humphrey's plan to cite publishers who knowingly print fraud advertising.

"The Bureau has always maintained that every party aiding in the perpetration of a fraud should be held responsible," he declared. "It is a bad thing to have any person engaged in a fraud exempt from responsibility, whether an advertising agency, a publsher, or a group of salesmen.

"However, the Better Business Bureau believes that the legal attack on fraudulent advertising is only one phase of the movement to eliminate abuses from advertising and selling practices. Many of these the Bureau has found in its experience can be more readily eliminated by direct action with representatives of industrial groups as a whole without recourse to prosecution."

B. L. Shinn, of the Bureau's staff, viewed Mr. Humphrey's plan from the lawyer's standpoint.

"If it is Mr. Humphrey's plan to cite publishers of fraud advertising along with the firm behind the copy, making the publishers who knowingly participate in fraudulent schemes also responsible, I believe it will be a forward step in eliminating bad practices," he stated.

"However, if it is the Commissioner's plan to proceed solely against publishers as a short cut in the elimination of fraud in business, I believe the effort is doomed to failure. As a lawyer I cannot quite see the Commission's jurisdiction.

"Publishers can do much toward censoring advertising copy, and most of them do. But when the courts themselves, in many cases, have difficulty in drawing a sharp line between what is merely inaccurate, what is deceptive, and what is purely fraudulent, how can the individual publisher, who is not a lawyer, make an arbitrary distinction?

"If it is Mr. Humphrey's plan to set up a fence of publishers against fraudulent businesses, without proceeding against the businesses themselves, I do not believe the situation will be greatly improved. The plan must include both.

"The Bureau is in complete sympathy with the Federal Trade Commission in its effort to improve business conditions.

"If the Commission holds those who knowingly print fraudulent advertising responsible, as well as the company which pays for it, I believe it will be a progressive step."

Ties Up Lumber Campaign

Advertising of west coast lumber has brought to the West Coast Lumber Trade extension bureau of Seattle more than 200 requests from retail lumber dealers for illustrations and advertising copy to be used by them in aiding the national lumber advertising campaign through local newspapers.

FRAUD ORDER BARS FAT CURE ADS

Post Office Acts Against Clevelan Nostrum Manufacturer Who Claims He Spent $120,000 in Advertising

Coincident with the clamor raised b Federal Trade Commissioner Humphre for new machinery by which the com mission may proceed against publisher of "fraudulent advertising" as well as th advertisers, the Post Office Departmer issued a fraud order debarring from th mails the advertising of the La-Ma Laboratories, advertising a soap to reduc obesity. A reducing cream advertiseme in a New York magazine was one of th advertisements referred to by Commi sioner Humphrey in his adress at Seattl reported in EDITOR & PUBLISHER la week. The order was issued in Jun following this report by the solicitor fo the Post Office:

"The business consists in the sale, throu the mails, of an article called La-Mar Reduci Soap. The ingredients of the soap, as given the Post Office inspector who investigated th case by H. J. Brown, who is the husband Mrs. Enda B. Brown, and who is designated secretary and treasurer, are iodide of potassiu sassafras and cocoanut oil. The soap is mar factured by Lancaster, Pa., and Cincinnati co cerns. The evidence shows that H. J. Bro holds the capital stock of $50,000, that he general manager as well as secretary and tre urer. His wife is president of the concern, a is also active in its management. Mr. Bro informed the inspector that he spends abo $120,000 annually for advertising purposes, a that the gross receipts are between $125,000 a $150,000 per year. He stated that between 2 and 300 orders are filled daily. Mr. Bro claims that he was once in the drug busine and in this way originated the soap formula. little printed folder used by the La-Mar Labo tories is captioned as follows in large disp type:

"'Wash Away Fat and Years of Age w La-Mar Reducing Soap.'

"This page also contains a cut showing th female figures, one very stout, one not so sto and the third, slender, with the word 'reduc printed alongside in such manner as to plai indicate that the very obese woman can 'redu to the lines of the slender woman.

"From the evidence I find that such cla as those hereinbefore quoted from the concer printed folder are, one and all, false and frau lent. Fat can not be washed away, whet from any particular portion or from the en body. Dieting and exercising which the p moters claim are unnecessary, are, in fact, only effective means known by medical exp for fat reduction when practiced under the rection of the physician and in certain sele cases.

"That the promoters realize that dieting really the effective agent in fat reduction indicated by a statement in the circular giv directions for the use of the soap.

"In the literature of the concern there is fered for sale at $3 each, an article called Slen-Mar Reducing Brush, recommended to used in conjunction with La-Mar Redu Soap. Fourteen cakes of soap and the re ing brush offered for $4.50. From this it wo appear that the soap needs the assistance o brush and the exercise incident to its use.

"According to the evidence, the concern not hesitate to recommend and sell its soa persons who want to reduce as much as s pounds or more, without any information a the cause of the obese conditions, the phys condition or habitts of the patient. There i evidence the case of a woman who said was sixty years old, weighed 240 pounds, who asked that if the soap would take off s pounds and make her ten years younger, concern might send three cakes of soap, pr at $1. The soap was forwarded to the write a few days without further question. * *

"The concern also claims that the fat is solved' and removed and the skin left smo unwrinkled and healthy. According to the dence, there is nothing in the soap that dissolve and remove fat, or that will 'sh the skin as claimed by the concern. There be no such dissolution and removal of fa to affect the skin. The soap is principally and it is quite apparent that fat will not solve fat.

"The evidence shows that H. J. Brown merly operated the H. J. Brown Medical C pany, selling Tescum and Nicotol as a cure the tobacco habit. This business received attention of the Department at the time. cording to newspaper advertisements, Brow still in this business, although he informed Post Office inspector at the time of an i view in the instant case that he had no c business.

"It is reported by the postmaster at C land, Ohio, under date of April 3, 1926, the concern receives an average of 200 le daily. According to the evidence, very l if any, mail relating to the business is addre to H. J. Brown, and I therefore recom that his personal name be not included in fraud order.

"The evidence shows, and I so find, that is a scheme for obtaining money through mails by means of false and fraudulent tenses, representations and promises.

"I therefore recommend that a fraud o be issued against the La-Mar Laboratorie Cleveland, Ohio."

WHAT JUDGES HAVE SAID ABOUT LIBEL CASES

Old Law Reviews Show Decisions Forming Basis for Present Day Judgments—Courts Uphold Freedom of Press But Are Hard on Careless Reporting

By PHILIP SCHUYLER

This is the 19th article of a series obtained by EDITOR & PUBLISHER, *stripping the libel law of legal verbiage. Next week the series will be continued with an article describing how three editors sum up the law of libel for their staffs.*

DECISIONS and opinions of judges of another day form the basis for many judgments in libel cases before the courts of today. By searching old files of law reviews in the New York Public Library, the writer of this series has gathered together some of the decisions considered most significantly by legal authorities during the last 15 years. In a subsequent article consideration will be given to more recent judicial remarks concerning libel.

Fundamentals of libel law have been clearly laid down and interpreted by the American bench. Important cases that have merited the attention of writers on libel law, such as William Henderson, member of the New York bar, and author of "Newspapers and Libel," bring out clearly the following points:

1—American courts, as far as libel is concerned, uphold the freedom of the press.

2—Judges are generally harsh, however, in punishing newspaper carelessness.

3—Mere gossip in the news is severely censured.

4—Big circulations intensify the wrong done by libelous publications and therefore necessarily imply the need of greater editorial carefulness.

5—Criticism of men in public office is an important duty of the press, but the criticism must be based on facts not fancies concerning the officials' acts, and not the motives for those acts.

6—Where malice is a legal fiction and not a natural fact, it is the general disposition of juries to deal leniently with libel defendants, one judge declared.

7—The law cannot be eluded by any artful and disguised style in which men attempt to conceal treason or libel. In other words, courts of the land invariably take into consideration the language in which the alleged libel is written.

Justice Freedman in superior court of New York in the case of Roediger vs. the *New York Staats Zeitung*, thus defined press freedom:

"The freedom of the press is guaranteed by constitutional provisions and, while, in the exercise of the police powers inherent in every state, every other business may be regulated to a point of prohibition, no law can be passed to restrain or abridge the liberty of the press. The freedom of the public press is recognized as one of the cornerstones of our republican institutions, and the fact has an important bearing in the determination of the case of libel alleged to have been published by a journal of respectable standing * * *

"In this country it is considered not only the right but the duty of a newspaper to discuss questions of public interest and to criticize the acts of those who may be temporarily entrusted with power. So it is considered not only the right, but the duty of a newspaper to inform its readers of the current news of the day.

"Of course, the right must be exercised fairly and duly discharged with due regard for truth and propriety. But, as a matter of fact, no caution that human art can devise will totally exclude libel from a newspaper.

"They come in a hundred forms—in reports, in correspondence, in cuttings from other papers, even in the advertisements, and if the law is enforced in its full severity, as it was in England at the time the doctrine prevailed of 'the greater the truth the greater the libel,' no journal in this country could live for a month and fulfill its mission."

Although Justice Freedman thus hinted at the impossibility of enforcing libel law in "its full severity," judges are invariably harsh in dealing with cases arising from reportorial carelessness.

For instance, when two men were arrested in Windsor, Ont., charged with selling U. S. stamps, a misdemeanor in that city, the reporter took the word of the police chief that they were wanted in a Michigan city in connection with the recent robbery of a post office, and immediately wired a story to a Detroit paper, which stated it was believed the thieves had been caught. The pair were in no way involved in the post office robbery and when released for lack of evidence on the lesser charge, sued the Detroit paper for libel. They recovered substantial damages.

Justice Morse of Detroit, before whom the case came, considered the Windsor reporter entirely to blame for spreading the libel. It wasn't the mistaken police chief he censored. Instead he used the birch rod on the newspaper man and his paper in the following lashing words:

"The greater the circulation of a newspaper, the greater the wrong done by an unwarranted publication and the more reason why greater care should be exercised in the publication of personal items.

"No newspaper has any right to trifle with the reputation of any citizen, or by carelessness or recklessness to injure his good name and fame or business; nor has its reporter any more right to collect the stories on the street or even information from policemen or magistrates *out of court* about a citizen and to his detriment and publish such stories as facts, than has a person not connected with a newspaper to whisper from ear to ear the gossip and scandal of the street.

"If true, such a publication may be privileged, but if false, the newspaper as well as the citizen (the reporter) must be responsible to anyone who is wronged and damaged thereby.

"It is indignity enough for an honest man to be arrested and put into prison for an offense of which he is innocent and for which indignity ofttimes he has no address, without being further submitted to the wrong and outrage of a false publication of the circumstances of such arrest and imprisonment, looking toward his guilt, without remedy.

"No sophistry of reasoning and no excuse of the demand of the public for news or the peculiar nature and magnitude of newspaper work can avail to alter the law, except, perhaps, by positive statute, which is doubtful, so as to leave a party thus injured without any recourse for a wrong, which can even now as the law stands never be adequately compensated to one who loves his reputation better than money."

The editorial writer or reporter who dislikes a man, and desires to attack him in print, needn't think that any clever writing will keep him out of libel.

"The law cannot be eluded by any of the artful and disguised modes in which men attempt to conceal treason or libel and slanderous meanings and designs," Chief Justice Shaw has declared in a frequently cited Massachusetts decision; "that, in truth, language is published and circulated with intent to slander and defame others, though such intent is artfully concealed by use of ambiguous, technical or conventional terms or court phrases, or in any of the other thousand forms in which malice attempts to disguise itself."

Criticism of men in public office is among a newspaper's most important jobs. But whether the criticism should be limited to acts, or privileged to extend to motives is a moot question.

Chief Justice Cockburn set the rule down this way:

"I think the fair position in which the law can be settled is this: that where the public conduct of a man is open to an animadversion and the writer who is commenting upon it makes imputations on his motives, which arise fairly and legitimately out of his conduct, so that the jury shall say that the criticism was not only honest, but also well founded, an action is not maintainable.

"But it is not because a public writer *fancies* that the conduct of a public man is open to the suspicion of dishonesty, he is therefore justified in assailing his character as dishonest."

At another time the same Chief Justice declared:

"Those who fill a public position must not be too thin-skinned in reference to comments made upon them. It would often happen that objections could be made about public men, which they knew from the bottom of their hearts were underserved and unjust, yet they must bear with them and submit to be misunderstood for a time knowing that the criticism of the press is the best security for the proper discharge of public duties."

"But," Justice Van Vorst cautions in a New York case, "this privilege accorded to journalists and regular correspondents of the press in writing and commenting upon current affairs is not to be abused by using it intemperately or recklessly as an instrument to injure individuals or substantial interests through statements or inferences maliciously made, justified neither by the *facts* nor the *occasion*"

A most lenient view of libel law is taken by Judge Cooley in his work on constitutionial limitations:

"The newspaper press has become one of the chief necessities of our alert and commercial civilization," he wrote. "It bears its official relations to the government, national, state and local and it comes nearer to the popular eye and heart than any other agency for influencing public opinion. In the main, it recognizes the importance of these relations which have grown up between it and the communities it serves and discharges the functions assigned to it with a dignity, sagacity and enterprise not surpassed by laborers in other fields. It is a fact that the general disposition of juries in such cases where the malice is a legal fiction and not a natural fact, is to deal leniently with the defendant. Verdicts of six cents are of common occurence. The significance of these verdicts is that while the publication has been guilty of a technical libel his guilt was done in innocence and the plaintiff is not entitled to smart money."

HOUSTON CHRONICLE'S NEW EXECUTIVE TRIO WELL KNOWN IN TEXAS JOURNALISM



C. B. GILLESPIE



G. J. PALMER



STEVE KELTON

HOUSTON, Tex., July 20.—Three of the best known newspaper men in the Southwest are directing the affairs of the *Chronicle*, since its purchase by Jesse H. Jones, and the retirement of M. E. Foster.

C. B. Gillespie, who has been elevated to the position of vice-president and editor and active head of the publication is one of the editorial veterans of the state. Coming to the Chronicle at the time it was launched in 1901, Mr. Gillespie has served as managing editor of the paper, up through its years of growth until his recent promotion. He has been constantly in touch with editorial affairs in the Southwest. Tolerance in judging the frailties of humanity, and a strong and vigorous treatment of public questions has marked his work.

G. J. Palmer, who has been made vice-president and business manager, is likewise a veteran in the publishing field—his newspaper service in Texas dates back nearly three decades. Mr. Palmer was with the *Houston Post* in charge of business affairs from 1897 until 1918, when that publication was taken over by Roy G. Watson. Mr. Palmer went to the Chronicle in 1924, as assistant to the publisher. Active in A. N. P. A. affairs, he has been for several years special commissioner for the Texas Newspaper Publishers' Association. He has also been an active member of the Interstate Inland Waterways Association, being at this time vice-president and treasurer of that organization.

Steve Kelton, national advertising manager, and now promoted to assistant business manager, in addition to the national advertising work, is well known throughout eastern publishing and advertising circles. Mr. Kelton joined the Chronicle in 1919 as merchandising service man, and 18 months later became national advertising manager. In his new position, while continuing active in national advertising circles, Mr. Kelton will be more closely associated with the executive management of the paper as Mr. Palmer's assistant.

GRANT WEEK'S VACATION

The Mergenthaler Linotype Company will grant a week's vacation with full pay to all employes of its Brooklyn factory beginning Aug. 2. Only a small organization will be retained to take care of emergencies.

SARGENT ON CLASSIFIED BOARD

Charles S. Sargent, classified advertising manager of the *Miami* (Fla.) *Herald*, has been elected to the board of directors of the Association of Newspaper Classified Advertising Managers.

NEWSPAPER MAKERS AT WORK

By LUCILE BRIAN GILMORE

HENRY JUSTIN SMITH, managing editor of the *Chicago Daily News,* now spending a well-earned vacation in Europe, is a refutation of the common belief that one cannot work on a newspaper for long, peering through the grimy, uncurtained window of life, without becoming calloused and hardened.

Twenty-seven years ago, a young man just out of college with the temperament of an artist and musician, he went to work as a reporter on the Daily News. He has spent the greatest part of the past twenty-seven years in the city room or just off the city room of that newspaper, serving in the various capacities of reporter, copy reader, city editor, news editor, and managing editor, and he still has the temperament of an artist and musician, mellowed and enriched by his work.

As a youth, Mr. Smith had ambitions of becoming a professor of English, but after his graduation from the University of Chicago in 1898, he went to work as a newspaper reporter instead, bringing his undeniable literary talents to the city room rather than to the class room. His influence has been felt on the Daily News where he has consistently encouraged and aimed at good writing and frowned on haphazard, carelessly written copy. He has also found time to do some writing himself. He is the author of "Deadlines" the book that has sold better than any other book about newspapers; "The Other Side of the Wall," a romantic novel, and "Josslyn," a more or less autobiographical novel.

Mr. Smith's best is literature, and that bent has found expression in his newspaper work. He has an extensive personal library, and a special leaning toward French literature. He is an accomplished pianist and has an ardent love for French music. His wife, too, a highly-cultured and talented woman, was at one time a teacher of French.

In his work Mr. Smith is alert in recognizing ability in the work of others, and in helping foster that ability. He is accessible and ready to listen to the ideas of others. There is nobody at the door of his office who has to be passed before admittance can be gained. He is quick to notice new faces in the office, and to enquire about them, whether they be the faces of subs aimlessly pecking away at their typewriters while waiting for their "big opportunity," or the faces of the older, perhaps wiser, and usually more disillusioned copy readers. Often too, he smokes and chats with the members of his staff in the little smokeshop alongside the Daily News building.

Mr. Smith's service with the Daily News has been continuous since he first joined the paper in 1899, except for a brief year and a half when he was given a leave of absence in 1924 to take charge of public relations for the University of Chicago, as assistant to the president. Part of his work at the university consisted of creating a closer relationship and clearer understanding between the university and the public, part of it was concerned with the publicity program in connection with the university's campaign for $17,500,000 for buildings and endowments. He took up his work with the university when he was news editor of the Daily News, and returned to the paper in February, 1926, after the death of Victor F. Lawson, as managing editor. Mr. Smith was a confidential friend of Mr. Lawson, who had so high a regard for his young news editor that he left him a bequest of $10,000 in his will, as a token of his appreciation of his loyalty and devotion.

Mr. Smith never tires of his newspaper work, the novelty of which intrigues him and never wears off. He is insistent on absolute truth in news stories, but encourages descriptive news stories not merely a statement of bare facts.

Printing crime news, he believes, is merely facing the facts rather than ignoring them. An "ostrich policy" in regard to the use of crime news, he declares, will not lessen crime.

"The question of crime news, like most other questions of news values, is a simple issue as between facing facts and being blind to them," Mr. Smith says. "A majority of newspaper men believe that the 'ostrich policy' is dangerous, not only to circulation but to society. We do not think about circulation so much as some critics suppose; we do think about wise and sane policies more than we get credit for. And the most of us, having observed the effects, in some fields, of



Henry Justin Smith

timidity, wilful ignorance and self-delusion, are determined not to fall into these errors, even if we commit other errors."

Mr. Smith was born in Chicago in 1875, the son of Dr. Justin A. Smith, for years editor of the *Standard,* a weekly paper of the Baptist denomination. During his work with the Daily News, he has had the opportunity to train many men in principles of good journalism, and has been brought into association with many who have since attained considerable fame as writers, among them are Carl Sandburg, poet and author of "Abraham Lincoln, the Prairie Years"; Ben Hecht, novelist; whose vivid sketches of bits of life in Chicago were for a long time a feature of the Daily News; Keith Preston, humorist and literary editor of the paper; Sherwood Anderson, novelist, and scores of others. The Daily News seems always to have attracted men with writing talent, perhaps because for years there has been on the staff a man like Henry Justin Smith who was able to recognize talent and encourage it. His own book "Deadlines" has been accepted as a classic portrayal of newspaper life, and has been adopted in Europe, in Japan, and in China.

Mr. Smith is loyal to the people who work with him and ever ready to help iron out their difficulties, professional or personal. He is good at judging character and can usually tell sincerity from bluff. He has an aversion for politics and politicians, big or little.

Mr. Smith goes to work with a memorandum pad ever at his side, on which he jots down ideas as they come to him. His pad is his guide in his work. And he digs into his work wholeheartedly, with his sleeves rolled up literally and figuratively.

In 1918 Mr. Smith was sent abroad for the Daily News and served for a while as its Paris correspondent.

A newspaper colleague has this to say of Mr. Smith's literary work:

"The news room of the Daily News provided themes which took an absorbing, magical interest from their transmutation into literary gold within the sympathetic, analytical mind of Henry Smith. It may serve still further to illustrate the fact that though interesting personalities and curious or dramatic incidents are abundant in a newspaper's news room, it is only when an observer and an analyst with an understanding heart like the author of 'Deadlines' and 'Josslyn' is there that such material gets transformed into literature."

ORANGES DAILY ORGANIZED

Bayonne Plant and New Press Bought by Jersey Paper

The Publishing Company of the Oranges and Maplewood has recently acquired for its projected daily in that New Jersey section, the plant of the *Bayonne Public Opinion,* including six linotype machines and the usual composing room equipment. The press room equipment was not taken over. A Simplex press with a capacity of 15,000 40-page papers per hour has been contracted for from R. Hoe & Co., and delivery is expected in September.



G. Clifford Jones

Officers of the new concern are: President, Arthur T. Muir, president of a department store in the Oranges; vice-presidents, Wilbur Munn, president of the Second National Bank of Orange and G. Clifford Jones, publisher of the *Courier,* the existing weekly in the Oranges; secretary, Thomas F. Burley, Jr., secretary of the Chamber of Commerce of the Oranges and Maplewood; treasurer, Edwin Balch, Jr., head of the John O'Rourke Company.

The executive committee is made u of the officers and Col. Austen Colgat of the Colgate Co.

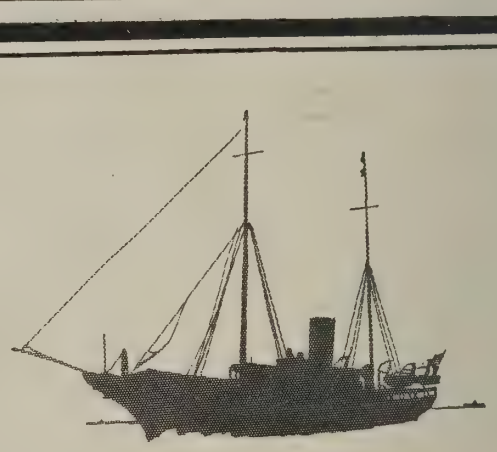
The directors, in addition to the abov are: Alfred J. Grosso, attorney; Charle Edison, son of Thomas A. Edison an business head of Thomas A. Edison, Inc. Harrison M. Lang, president of th Chamber of Commerce; Oscar Schoer herr, head of the Welfare Federation o the Oranges; J. R. Monroe, president o the Monroe Calculating Machine Com pany; Charles C. Huitt, secretary Finla J. Sheppard; William J. Orchard, manu facturer; P. A. Smith of the A. P. Smit Manufacturing Company, John S. H Hart, Jr., chairman of the Maplewoo Township Committee, and Frederick I Reeve, New York, business man.

All of the above are stockholders ar in addition, the following business me are included among the stockholders ar incorporators: Farnham Yardley, vic president Jenkins Valve Co.; John A Gore, vice-president Prudential Life In surance Company; Jacob Roth of th National Beef Company; and Edwar Prizer, head of the Vacuum Oil Com pany.

Of the $250,000 authorized capit $200,000 will be paid in advance

GRAND RAPIDS SEEKS FAME

A "publicity bureau" to spread amon newspapers, trade journals and gener magazines "authentic information regar ing home furnishings and Grand Rapi furniture construction," is being plann by the Grand Rapids Market Associatio



Commerce at the port of Jacksonville vaults 538%

Port commerce in Jacksonville for 1925 showed an increase in value of 538 per cent over that of 1921. This is shown in the report recently released by the Chamber of Commerce. The report contains fifty pages and required more than three months to compile.

The solidarity of Jacksonville is evident from the universal gains of all businesses. The Florida Times-Union is in accord with a gain of nearly two million agate lines of paid advertising so far this year.

The Florida Times-Union
~JACKSONVILLE~

DAILY 53,000 SUNDAY 70,000

Advertising Executives

read and prefer

The New York Times

The report* of an investigation of "Newspaper Reading Habits of Advertising Executives in New York," by Professor George Burton Hotchkiss, Chairman of the Department of Advertising and Marketing at New York University, just published by The Association of National Advertisers, indicates that The New York Times is the newspaper preferred by the majority.

Answers to a simple questionnaire were received from 800 advertising managers and 200 advertising agency executives. The report, referring to the proof of the accuracy of the results, states: "This test of 1,000 cases can be taken as a thoroughly safe indication of the newspaper reading habits of all advertising executives of the New York territory."

Of the men who read only one morning newspaper, about 48% read The New York Times, 40% a second morning newspaper and 9% a third morning newspaper.

The answers "indicate that readers of The Times like particularly its handling of the general news, of foreign news, and of finance, with a very good percentage who are interested in its business pages and its advertisements. The Times was listed as the favorite Sunday paper. It received over 57% of the total number of possible choices.

"Many reasons were written in—237 in all—including 75 mentions of The New York Times Book Review and 69 of The Times Rotogravure Section."

Distribution of 1,331 morning newspapers and 1,351 Sunday papers read by 800 advertising managers and 200 advertising agency executives:

	Morning Papers Read	Morning Papers Preferred	Sunday Papers Read	Sunday Papers Preferred
The New York Times	571	445	696	573
Second Newspaper	478	345	410	250
Third Newspaper	204	129	131	47
Fourth Newspaper	44	11	81	18

*A prefatory note in the report states that the investigation was initiated and financed by The New York Herald Tribune. The name of The Herald Tribune, however, was not connected with the investigation in any way, eliminating all element of bias.

LOS ANGELES DAILY NEWS RE-FINANCING UNDER STATE'S CLOSE SCRUTINY

New Nevada Corporation's Premature Sale of $45,000 Stock Stopped—Commissioner Demands Changes in Planned Allotment of Shares

(*By Telegraph to* Editor & Publisher)

LOS ANGELES, Cal., July 20.—At the hearing last Friday of the recently formed Daily News Corporation it was found that the corporation had violated the California securities act by accepting $45,000 in stock subscriptions without obtaining the sanction of the State Corporation Commission. The hearing of the Nevada corporation was on its application for permission to sell $250,000 worth of stock.

Claude B. Andrews, first vice-president of the new corporation, which was formed to take over the *Illustrated Daily News*, admitted the premature stock subscriptions to which Chief Deputy Corporation Commissioner Walther took exception.

The violation must be remedied and the money accepted for stock be returned before a permit will be issued, according to the commissioner. Andrews stated that the practice had already been discontinued and some of the money had been returned. He agreed to send out notices recalling the stock purchases.

That the Illustrated News had never showed a profit, but that its monthly deficit was "from $15,000 to $50,000," was the assertion made by H. B. Granlee, secretary and treasurer of the new corporation, who had served in a similar capacity with Vanderbilt Newspapers, Inc. More than $1,300,000 has been dropped in the operating expenses of the paper, he said, expressing the belief that with the proposed new management the paper would be breaking even in four months. Within six months monthly profits would be $10,000, he stated.

At the hearing testimony indicated that the Illustrated Daily News Publishing Company is in debt to Vanderbilt Newspapers, Inc., for $1,600,000, and the latter corporation owes Cornelius Vanderbilt, Sr., $901,000, which figure it is declared Gen. Vanderbilt has agreed to cancel, dependent upon the cancellation of the $1,600,000 debt and the giving of the control of the paper to the present stockholders.

Certain details surrounding the proposed plan of disposing of stock in the Nevada corporation were objected to by Walther. The plan explained at the hearing is to sell 25,000 shares of Class A preferred stock, par value $25, paying 8% dividends; 25,000 shares Class B common stock, no par value, paying $1.40 a share after the 8% dividend paid on Class A stock, and 25,000 Class C common stock, no par value, to share equally in any other dividends after the 8% and the $1.40 is paid on Classes A and B.

It was planned to issue Class A and B stock in exchange for stock in the Illustrated News Publishing Company, plus fifty percent of the value of the latter, with the alternative of Class C stock share for share, for those who do not wish to pay the additional 50 percent. As stockholders who already have bought stock in the paper and cannot afford to invest more would have no alternative but to take Class C stock, having no voting power, Walther took exception to the scheme.

He also objected to the articles of incorporation which are understood to give directors power to prevent stockholders from examining the books, except for record of stock transfers.

The case was continued from last Friday to today to allow the committee, representing various interests, to confer with the federal receiver of the Vanderbilts Newspapers, Inc., who was due in the city from Florida. Federal Judge McCormick, it was announced at the hearing, favored a plan by present stockholders, but urged immediate action.

Corporation Commissioner Daugherty, who was in attendance at hearing, insisted upon further safeguards for the stockholders of the Nevada Corporation organized to take over the Illustrated Daily News Publishing Company.

A permit to sell stock in the new corporation will not be issued, it was declared, unless all of the money collected is impounded until such time as the Corporation Commissioner is satisfied that there is enough to make a bid on the newspaper property. Books of the corporation must be open at all times to inspection by the commissioner also.

"No permit that I issue will be a bar to any possible criminal action in connection with the old company or the sale of its stock," stated Daugherty. Mr. Andrews reported that 90 per cent of the $45,000 collected before a permit had been issued had already been returned to stockholders and all have been notified that their money awaits them.

It was suggested that class C shareholders be permitted to vote in case they do not receive a dividend on their stock for five successive years.

VANDERBILT NURSING CHAIN DAILY DREAM

In Philadelphia Interview He Declares He Wants to Be a Newspaper Magnate, Possibly Within Next Year

(*By Telegraph to* Editor & Publisher)

PHILADELPHIA, July 20.—Cornelius Vanderbilt, Jr., in Philadelphia today for a brief visit, announced his plan to invade the eastern field with a new chain of newspapers next year, if he is able to recoup the fortune he lost in the crash of his western and southern tabloids.

He declared that it is his ambition to become a power in American journalism.

"I want to be a newspaper magnate," he said.

Mr. Vanderbilt returned to New York yesterday on the *Leviathan* from Europe and came to Philadelphia last night to seek his chauffeur, and to get his motor car which is undergoing repairs.

He was still in bed in the Benjamin Franklin Hotel, when he admitted interviewers, but was at ease in striking blue and white pajamas. On his bed were strewn at least a dozen newspapers, with New York publications carrying the interviews he granted New York ship news men yesterday, predominating.

Mr. Vanderbilt opened the conversation by denying that his trip to Europe had been made principally for the purpose of obtaining interviews with the statesmen of the continent for the purpose of rebuilding his fortune through syndication of the sketches.

"I made the trip to visit several plastic surgeons in Munich and Paris to treat my teeth," he said. "The interviews were incidental and were prompted by my reportorial instinct.

"However," he continued, "I intend to use the interviews first in my Los Angeles paper and then to syndicate them to the newspapers throughout the country."

He spoke of the work of his attorneys, Arthur Garfield Hayes, Dudley Field Malone and Clarence Darrow, who are aiding him reconstruct his wealth, and expressed satisfaction with their work.

"I met Mr. Hayes in Munich and Mr. Malone in Paris," he asserted, "and both reported to me that they were progressing in their task of straightening out my affairs."

Mr. Vanderbilt stated that his talks with his attorneys had inspired him with the hope that he would be able to launch his program toward the acquirement of a chain of eastern newspapers within a year.

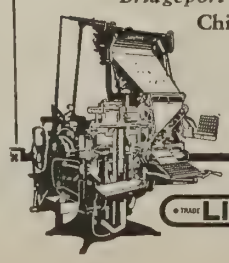
He stated that he plans to visit Chicago to confer with Mr. Darrow before returning to Los Angeles to resume the direction of his one remaining tabloid in that city.

From the Linotype Mailbag

14 cents repairs in 18 months

"In regards to the machine, I must say that we are more than pleased with it. The entire repair bill, for the last 18 months, amounted to the unbelievable sum of 14 cents. Just think, 14 cents for repairs since the installation of the machine a year and a half ago."

Bridgeport Printing House
Chicago, Illinois.



NEW OREGON BEACH DAILY

E. N. Hurd, publisher of the *Seaside* (Ore.) *Signal*, has changed his newspaper from a weekly to an afternoon daily.

TARTE SELLS INTEREST IN LA PATRIE

Transaction Involves $1,500,000—Former Owner Remains as Director and General Manager—Syndicate Now in Control

(*By Telegraph to* Editor & Publisher)

MONTREAL, July 19—L. J. Tarte has sold his interest in *La Patrie* to a syndicate of prominent French-Canadians headed by Senator D. O. L'Esperance. The transaction is said to involve more than $1,500,000. Ill health is said by Mr. Tarte to be the reason for disposing of the paper, with which he has been connected for 30 years, but relieved of the burden of ownership, he will remain as a director and general manager.

The new board includes besides Senator L'Esperance and Mr. Tarte J. H. Fortier and A. Bechard of Quebec and Eugene Tarte, as director and advertising manager.

Under the new management *La Patrie* will be a conservative paper.

TIMES NAMES BOSTON SPECIAL

The *New York Times* has appointed Gilman Nicoll & Ruthmann, Inc., to represent it in New England. Stanley Pratt will be in charge of the Boston office.

MONTHLY C. OF C. SUPPLEMENT

Topics is the title of the new official monthly publication of the Olympia Chamber of Commerce issued as a supplement to the *Morning Olympian.*

New England's Second Largest Market

72,468

Personal Income Tax Returns

in the

PROVIDENCE TRADING TERRITORY

(As defined by the A. B. C.)

in

1923

The net paid circulation of

The Providence Journal

and

The Evening Bulletin

in the same territory is

96,174

Total circulation 105,000

Providence Journal Company

Providence, R. I.

Representatives

CHAS. H. EDDY CO., Boston New York Chicago

R. J. BIDWELL CO., San Francisco Los Angeles Seattle

What have you to sell in Los Angeles, gentlemen?

Here is a little evidence that may help you to an advertising decision.

MORTGAGE INSURANCE . . . . . .

"Of forty coupons returned by prospective purchasers, of Insured First Mortgage Certificates, 21 bore unmistakable evidence of having appeared in our advertisements on the financial pages of The Los Angeles Examiner. This was four times as many coupons as the medium nearest your record produced."

—Mortgage Insurance Corp. of California

WOMEN'S SPECIALTY WEAR . . . . . .

"With a material decrease in our advertising appropriation against last year, we increased our sales 32% Monday. We used only The Examiner . . . . we were absolutely unable to take care of the crowd."

—Maxime's, 519 So. Broadway, Los Angeles

DEPARTMENT STORE MERCHANDISE . . . . .

78,350 people laid down cash in Walker's Fifth Street Store in Los Angeles recently, on the occasion of its Annual Booster Sale. Of 11 pages of newspaper advertising heralding the event, 9 appeared in The Examiner.

$850 BRUNSWICK PANATROPES . . . . . .

"There was directly developed, from this one exclusive insertion, over $13,000 worth of business. No words of mine can strengthen the actual facts of the case. You ran the advertising, we did the business!"

Howard L. Brown, District Manager,
BRUNSWICK-BALKE-COLLENDER CO.

"If we could but accomplish the same things at all points throughout the United States where we advertise, as we do in the 'Examiners' of California, our problem would be a very happy one."

H. D. Leopold, Advertising Manager,
BRUNSWICK-BALKE-COLLENDER CO.

FOODSTUFFS . . . . . .

"On the Monday following (14-page section exclusively in The Examiner), our business increased over 16% over the average sales for the previous six Mondays."

PIGGLY WIGGLY WESTERN STATES CO.,
A. J. Jones, President

TIRES . . . . . .

"We put out over 1900 tires during the week . . . . only two newspaper advertisements were used. One on Sunday, in the Automobile Section, the other a 40-inch Midweek Advertisement, both in The Examiner."

CORDUROY TIRE STORES, INC.,
B. Loren Welch, Secty. and Treasurer.

Sell it in Los Angeles with The Examiner; tell it to more than half a million readers daily, more than a million and a half readers every Sunday. The Merchandising Service Department will help you put your story over with the dealers, bring its enthusiasm and knowledge to bear to increase your distribution, and in many ways make this market an easy one for you to enter.

170,000 DAILY

CHARACTER QUALITY ENTERPRISE ACCURACY

Los Angeles Examiner

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE — THE GREAT NEWSPAPER OF THE GREAT SOUTHWEST

Largest morning & Sunday circulation west of the Missouri

390,000 SUNDAY

T. C. HOFFMEYER
West Coast Representative
571 Monadnock Bldg.
Telephone Garfield 2858
San Francisco

W. W. CHEW
Eastern Representative
Room 1512—285 Madison Ave.,
Telephone Caledonia 2093
New York City

WM. H. WILSON
Mid-West Representative
915 Hearst Bldg.
Telephone Main 5000
Chicago

HUMOR IN WORD AND ARTIST'S LINE FINDING ADVERTISERS' FAVOR

After-Dinner Story Atmosphere Marks Copy of Alabama Store —Cartoons by Famous Craftsmen in Growing Demand For Local and National Copy

By HAMMOND EDWARD FRANKLIN

IT was back in '91 down on the old farm in Russell County, Alabama.

Malindy was upbraiding Ancy for associating with Pute. She said to him, "Don't you know, ef yer continue to associate wid crooks, you will get stung in the end?"

Ancy replied, "Dat's what happened ter me when I sot on a bumble-bee hole."

This is not an after-dinner story, but the start of a large piece of copy in the *Birmingham Age-Herald,* published and copyrighted by W. O. Broyles of the



there was a little man

and he worked in a little office and there was a draught came in the rear window. Handkerchief-thin underwear that came to the knees made him sneeze and be chilly. Too heavy underwear made him hot. When he went out to call on a customer, he was too cold.

So Root's made a special medium weight undergarment for him and millions of other men with the same underwear problems and it suited them all. It is worth looking at. Your nearest dealer has a selection. Ask for Root's Tivoli with the bear trademark.

UNION SUITS
SHIRTS AND DRAWERS
70 Years of Honor!

ROOT'S
TIVOLI STANDARD
UNDERWEAR

No. 10

Advertising copy in the conversational, commuter-smoking car language, carries the autumn underwear message

W. O. Broyles Furniture Company, an advertiser who has succeeded in combining humor with humanness, frankness with common sense, to give his store a distinct personality and to draw in "the great common people" (of which there are so many!).

A crudely humorous drawing shows Hubby expounding to his wife under the banner-line, "Those who are careless in selecting their furniture merchant will get stung in the end."

More homespun humor about Ancy and his bosom friend, Pute, follows, leading into hardpan talk on the folly of expecting to buy at "half price" with a homely moral. The store states, "We won't have collectors—20% off for cash, 10% off if paid in office when due—90 days same as cash." In a box, Mr. Broyles makes a plea for underpaid policemen and firemen and in another box commends the new Mayor of Collinsville, Ala.

Under a photo of Mr. Broyles, appears this comment, "He uses his own home to demonstrate better homes." The store uses the slogan, "Where the rattle of calico is as sweet as that of silk" and "Where prices are right and clerks are polite." The advertisement says, "No Sunday advertisements—W. O. Broyles is a six-day man—look for our ad in every Monday's Age-Herald."

The Broyles advertising is followed regularly by masses of people just because it is different. It is amusing as well as convincing—homespun humor gives it life.

Last winter a small-space campaign appeared in the *New York Times, Evening World, Evening Journal, Jewish Daily Forward, Il Progresso* and *Newark News,* which was refreshing because it treated a deadly dull subject, men's underwear, in a way bound to arrest attention instead of the usual moronic men standing about in underwear. Cartoons and copy of a flippant nature, yet with specific ideas, were published by the Root Manufacturing Company, maker of Root's Tivoli Standard Underwear.

Art Helfant, a New York newspaper staff cartoonist and contributor to humorous weeklies, drew the picture comicalities for the single column and double-column copy. Electros of the copy were supplied to dealers.

One advertisement, with a whimsical white-collar office man busy at his desk, captioned, "There was a little man," told this yarn:

"And he worked in a little office and there was a draught came in the rear window. Handkerchief-thin underwear that came to the knees made him sneeze and be chilly. Too heavy underwear made him hot. When he went out to call on a customer, he was too cold.

"So ROOT'S made a special medium weight undergarment for him and millions of other men with the same underwear problems and it suited them all. It is worth looking at. Your nearest dealer has a selection. Ask for Root's Tivoli with the bear trademark."

Humor combined with common sense!

"Gentlemen prefer blondes" heads an advertisement of Young's Shoe Stores of Los Angeles, which facetiously capitalizes the interest in a popular novel of that name. A jazzy figure of a young man is shown looking at a large tan shoe. An arrow points to the chap's feet to direct attention to the fact his footwear is "blonde." The copy says:

"Blonde shoes for men are all the rage and we have the largest and most complete showing of men's smart blonde shoes in America."

The Western Electric Company some time ago was especially happy in dramatizing parts, wrenches and tools in one of their series of institutional advertisements headed "Feeding time at the electrical contractor's zoo." A large wrench was given a body, legs and a tail and shown eating bolts out of a feed-bag. Behind him was a wire fence with other animals such as duck bill pliers, ratchet brace with alligator jaws, gooseneck, behive reflector, fish wire, all drawn by Tony Sarg. With this for attention, the ad swung into an institutional vein.

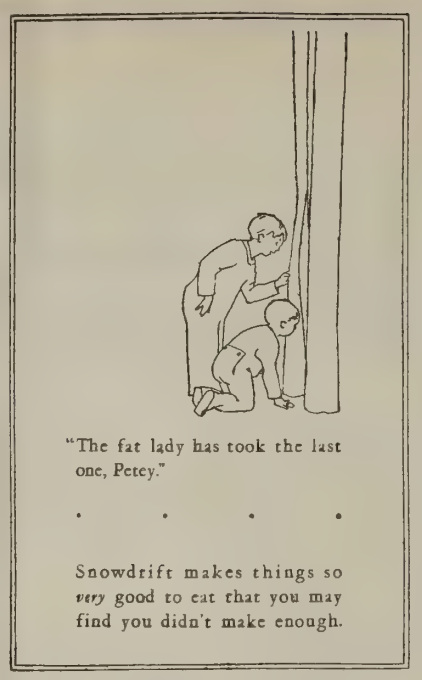
Our Customers Write Our Ads

RED BANK, NEW JERSEY, REGISTER
Says—

"In the Duplex Tubular press we have not only secured *dependability* and *production*, but also have an *economical operation*."

DUPLEX
PRESSES
FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.



"The fat lady has took the last one, Petey."

. . . .

Snowdrift makes things so *very* good to eat that you may find you didn't make enough.

The child appeal in eye-restful pen drawings is effective in this two-column newspaper copy.

A clever idea for tie-up of humor with selling a full page of special page copy was used on June 18 by the *Sioux City Daily Tribune* in connection with Father's Day. It was conceived and sold by J. K. Lawler of the advertising staff and the cartoon was drawn by Roy Justus, the paper's cartoonist.

The cartoon was headed, "He's proud of us—." It showed Dad with a broad grin enjoying a new electric fan, tie, fishing rod, flowers, ice cream, mashie, house slippers and cigars, received from his children. Below local advertisers for all these commodities made their claims for business. It was handled in such a way that it did not seem far-fetched. The cartoon idea can be applied to almost any special occasion the newspaper staff desires to celebrate with a special page,—and the cost is slight.

Moody's Morning Glory Coffee was advertised by a series of light cartoons by Bliss with copy in harmony on such themes as "How to ponzi husband" (getting him in a mellow mood so he will cough up that ten-spot), etc.

P. Lorillard Company in a campaign in New England for Old Gold, a new cigaret, makes it spicy with flamboyant drawings of jolly pirates, treasure islands, chests of rare value and all the fixings to illustrate its slogan, "The treasure of them all." The company is reputed to be spending a sum in six figures on this campaign which appears in virtually every large and small paper in that section.

A coal company employs a funny, fat old trade character called "Old Man Winter" who gives his advice to the public.

The Radio Corporation of America distinguished its newspaper advertising in the maelstrom of competitive claims by making it distinctly humorous with familiar family figures in cartoon style.

Many trademarks, such as the Cliquot Club Ginger Ale Eskimo, get their value from their humorous form: "Mr. Peanut" who stands for Planters Peanuts is an example. He is a peanut given arms, legs, stovepipe hat and monocle.

The Wesson Oil people in their newspaper advertising of Snowdrift cooking fat have ben outstanding utilizers of white space, restraint clean-printing thin-line drawings of unique character, brief copy, all permeated by a whimsicality which has won for it an inordinate amount of attention and, I believe, sales.

It "takes nerve," for instance, to dare to publish an advertisement with the following constituents:

Much white space. At right two kids peeking through curtains. "The fat lady has took the last one, Petey" . . . Snowdrift makes things so very good to eat that you may find you didn't make enough." That's all!

Coverage in Buffalo That is Definite and Absolute

In a single effort The Buffalo Courier-Express gives you a coverage in Buffalo and adjacent territory that is definite and absolute. The necessity of using two newspapers to reach the same people is now a thing of the past.

This consolidated newspaper stands alone in the morning field—a powerful paper giving you maximum impression at a minimum cost. There is no guesswork about it.

Also there is a metropolitan Sunday newspaper, The Buffalo Sunday Courier-Express, which will carry your message to the largest audience reached by any paper in New York State outside of New York City.

Courier BUFFALO Buffalo's Best Newspaper EXPRESS

Lorenzen & Thompson, Incorporated
Publishers' Direct Representatives

CHICAGO NEW YORK SAN FRANCISCO SEATTLE

THE WATERTOWN STANDARD



Sell to Northern New York

Through Northern New York's Leading Newspaper

THE Watertown Standard dominates its field.

In this typically American trading center where 86% of the population is native born white, the Watertown Standard leads in total circulation, in home delivered circulation and in volume of local advertising, *and the Watertown Standard is growing.*

If you want to sell to Northern New York it is obvious that your proper advertising medium is Northern New York's leading newspaper, the Watertown Daily Standard.

WATERTOWN STANDARD

Largest total circulation.
Largest home delivery.
Largest Department Store advertising volume.
Largest local advertising.
Largest classified volume.

WATERTOWN, NEW YORK

KELLY-SMITH COMPANY

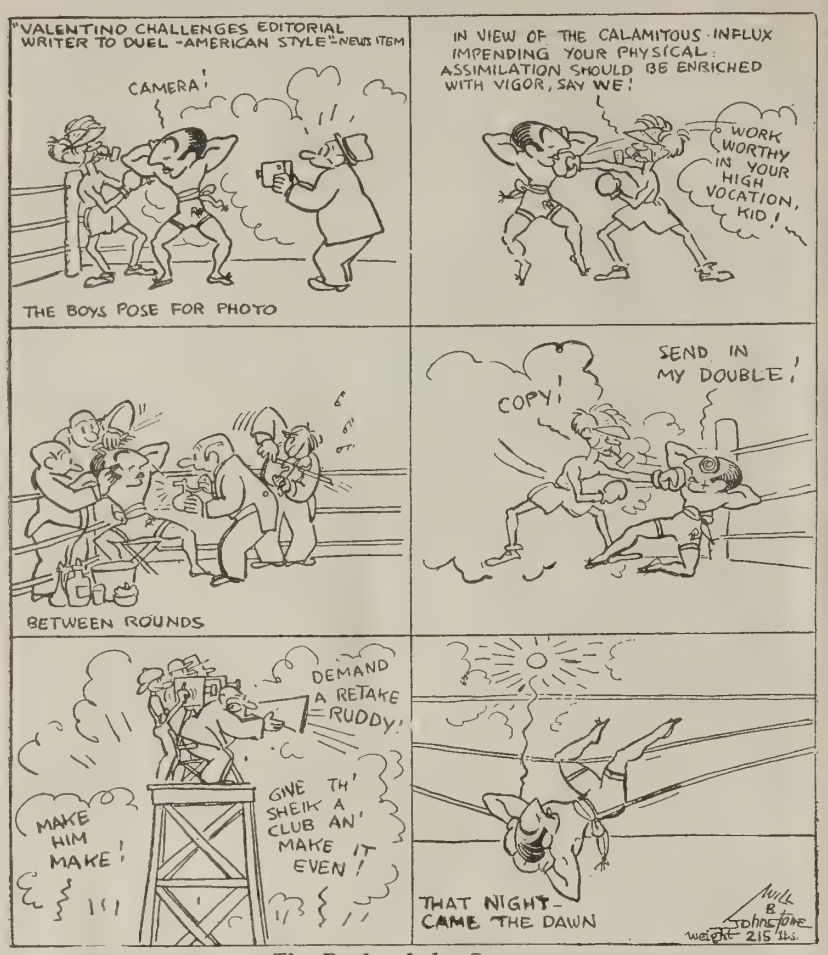
New York · Boston · Chicago · Philadelphia

National Advertising Representatives

Watertown, the hub of Northern New York's great dairy and paper manufacturing industries, a rich market for national advertisers.

NORTHERN NEW YORK'S LEADING NEWSPAPER

SHEIK SEEKS EDITORIAL WRITER'S GORE



The Battle of the Century

AN editorial writer on the *Chicago Tribune* was challenged to fistic combat this week by Rudolph Valentino, sheik of the movies, when the film star, passing through Chicago, read an editorial in last Sunday's Tribune under the title "Pink Powder Puffs."

"A powder vending machine! In a men's washroom!" the editorial writer exclaimed. "Homo Americanus! Why didn't someone quietly drown Rudolph Guglielmo, alias Valentino, years ago?"

The editorial outburst was due to the opening of a new ballroom where, in the men's lounge, a slot machine provides powder puffs and powder.

Chicago newspapers received in the mail a letter purporting to have been signed by him and demanding satisfaction, American style, for what the letter termed a "scurrilous personal attack upon me, my race, and my father's name." The letter explained that Valentino bore no grievance toward the Tribune, but only against the "cowardly writer."

Will Johnstone cartoonist for the *New York World,* visualized the possible combat between Rudolph and the editorial writer in the form of a cartoon reproduced on this page.

Aware of Valentino's belligerent nature he signed it "Will Johnstone—Weight 215 lbs."

To date the movie star's challenge has been ignored by the Chicago writer.

HE SUBSCRIBED AT ONCE

Salesman Learns He Is Heir to a Million When Boy Buys Wrong Paper

Because a boy he sent for a newspaper purchased the wrong one, Robert H. Brooks, 44, a real estate salesman of Atlantic City, N. J., learned Wednesday that he is probably heir to an estate valued at more than a million dollars, according to a story in the *New York Times.*

The information was contained in an advertisement in the Philadelphia newspaper the boy brought back in place of the local paper he had been sent for.

The advertisement said the police in Philadelphia had been asked by Daniel Francis Sullivan, a wealthy and aged resident of Anaheim, Cal., to seek relatives who he thought were in Philadelphia. Brooks, who is married and has three children, says his mother had a brother named Daniel Francis Sullivan and he believes the aged Californian is he. Brooks communicated with the Philadelphia police and later received a letter from Sullivan attorneys, who wrote, Brooks says, that he probably is the missing heir. He is awaiting further word.

PAPER RESEARCH IN CANADA

Manufacturers' Association Financing Institute at McGill University

The Canadian Pulp & Paper Association, in association with McGill University, is financing a pulp and paper research institute at Montreal. The amount involved is $350,000, of which 70 per cent has been subscribed, and this sum is over and above the annual expediture by the association of $35,000 for research work.

It is hoped by the application of research to the cellulose industry to reduce the cost and improve the paper output of association members.

CONFESSIONS of a CAMPAIGN MANAGER

as told to

Oliver P. Newman

Twelve daily releases beginning July 26

CURRENT NEWS FEATURES, INC.
EVENING STAR BLDG.
WASHINGTON, D. C.

MEET ON MOUNTAIN TOP

Idaho Editors Approve Co-operation With State School of Journalism

Eighty members of the Idaho Editorial Association held their mid-summer meeting July 17 and 18 at McCall, Idaho, a feature of the meeting being Saturday morning breakfast on top of Mt. Brundage.

Lloyd Adams, secretary to Senator Frank R. Gooding, addressed the editors on the reasons for the failure of the long and short haul rate bill to pass the Senate. Evelyn Melvin, the only woman publisher in the state, was another speaker.

At the business session, the association recorded itself in favor of better roads, an increase in legislators' pay to $10 per day, and co-operation with the university school of journalism.

Social activities, in charge of the McCall Commercial Club, included an entertainment program and a lake-shore picnic.

GERMAN EDITOR VISITS N. Y.

Prof. H. K. Frenxel Is Director of Berlin Advertising Monthly

Prof. H. K. Frenxel, editor of *Gebrauchsgraphik,* Berlin, Germany, an illustrated monthly magazine for the furtherance of art in advertisement, spent several days this week in New York City, returning from Philadelphia where he attended the International Advertising Association convention.

Dr. Frenxel said he would join his German colleagues and attend the Press Congress of the World sessions in Geneva-Lausanne, Switzerland, Sept. 14-18.

OKLAHOMA RAISES $180,000

Plans of Oklahomans, Inc., to advertise Oklahoma nationally, with a fund starting at $200,000 and increasing to $675,000, have been endorsed by the Tulsa Real Estate board. N. R. Graham, president of Oklahomans, Inc., and K. C. Shelbourne, of the Shelbourne Advertising agency spoke at the recent meeting, as did Judge Browne of the *Daily Oklahoman.* Of the $200,000 needed to start the campaign, $180,000 has been underwritten, it was announced.

BRIGHAM JOINS INLAND

S. B. Brigham, former Eastern manager for Carpenter & Co., newspaper representatives, has resigned and is now vice-president of Inland Newspapers, Inc. with offices at Chicago and New York. The newly formed company will represent a score of mid-West newspapers. Mr. Brigham was formerly American representative for the Northcliffe Press, and also American representative for the European edition of the *Chicago Tribune* and its Oceanic edition.

DAILY NEWS PAYS BONUS

A bonus of $100 each was paid this week to Al Willard, photographer and Jack Reilly, reporter, by the *New York Daily News* "in recognition for valiant and efficient work in the explosion at the Dover arsenals when, in the face of shell fire, covered their assignments."

New York Sun Artist Dies

P. T. Knight, staff artist of the *New York Sun,* died Wednesday of pneumonia. He was a graduate of Dartmouth College and had studied in Berlin and Paris. Prior to joining the Sun two years ago, he was for three years a member of the art staff of the *New York Times.*

Meets Demands of Rush Days

WHEN things are comparatively quiet and ads are coming in on time, there is little opportunity for the Ludlow System to show what it really can do. But when rush days arrive—and most every newspaper has them—then is when the true test comes.

Saturday is rush day for the Greenville (Texas) Morning Herald. Ads come pouring in—many of them late. Any but the most efficient and most flexible equipment would fail to meet such exacting conditions. Just how the Ludlow stands up on such occasions is told in the following letter from Madison Wolfe, foreman of the Herald:

"Recently we surely had a bunch of ads in a 14-page paper. The ads were late getting in and we had to put some speed behind things. With the old system we never would have been able to handle the ads.

"We never have had a hitch since the Ludlow equipment has been on the job. It beats any other method I have found. Anyone who never has worked with the Ludlow does not know what this system of display composition means to a shop until he has tried it."

Ninety-nine percent of the Herald's typefaces are in sluglines. A marked improvement has been noted in their ads and heads since they installed the Ludlow. They no longer have to depend on battered, worn or broken type, as the Ludlow casts new sluglines in abundance as needed.

Ludlow Typograph Co.

2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
New York: 63 Park Row
Boston: 261 Franklin Street

LUDLOW QUALITY COMPOSITION

More than three-quarters of a million lines of advertising have been gained so far this year by the Cincinnati Post, a Scripps-Howard newspaper. The Post is first in circulation —a leadership of many years standing.

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York

"FIRED" PRINTER LOSES APPEAL FROM CHAPEL O. K. OF HIS DISMISSAL

Kansas City Arbitrator Finds That Jurisdiction of Local Joint Standing Committee Holds Only When Foreman and Chapel Disagree

THE discharge of a composing room employe by the foreman of a Kansas City newspaper recently raised an unusual question regarding the settlement of disputes by a joint standing committee operating under a clause in the contract between the publishers and the local typographical union.

The foreman discharged a printer, who appealed to the chapel, which approved the foreman's action. The discharged man then contended that he had the right under the contract to appeal to the joint standing committee. The publishers, while refusing to agree that the decision would be retroactive, did agree to submit the interpretation of the clause concerning the joint standing committee to an arbitrator, as the contract provides.

The award of the arbitrator, Judge O. L. Miller, sets forth the controversy clearly and is reproduced in full below:

"Having heard the matter presented by the committee of both organizations, I now make my report and give you the conclusions at which I have arrived in the matter. Section 35 of the agreement reads as follows:

" 'The union shall not discipline a foreman for any act in the performance of his duties when such action is warranted by this contract and scale. In case a discharged member feels aggrieved he shall have the right to appeal to the chapel. If the chapel votes to reinstate and the foreman refuses to accept the chapel's decision and the matter cannot be settled by conciliation, the controversy shall immediately be referred to the joint standing committee. If at the end of 48 hours no settlement of the controversy has been made, a fifth member shall be named and a decision of the joint standing committee shall be final and binding. No appeal is to be allowed either party. In case the decision should be in favor of the employe, he shall be awarded straight time for the interim between the time he was discharged by the foreman and the time he was reinstated by the joint standing committee.'

"The controversy which has arisen is as follows:

"Where a member has been discharged by the foreman and feeling himself aggrieved, has appealed to the chapel and the chapel decides against him and in favor of the foreman's order of discharge, can the member take the matter before the joint standing committee for further ruling?

"In the interpretation of this contract, as in every case, we must first look to the language employed to ascertain the meaning of the contract and from that determine the intent of the parties.

"If the language employed is clear and definite, that alone must determine the matter.

"If the language is ambiguous, then the circumstances of the parties and the conditions under which the contract was made may be considered in determining the meaning and intent of the parties.

"Following are some of the cardinal principles laid down by the courts in interpreting contracts:

" 'The intention of the parties is to be deduced from the language employed by them, and the terms of the contract, where unambiguous, are conclusive, in the absence of averment and proof of mistake, the question being, not what intention existed in the mind of the parties, but what intention is expressed by the language used. When a written contract is clear and unequivocal, its meaning must be determined by its contents alone and a meaning cannot be given it other than that expressed. Hence words cannot be read into a contract which import an intent wholly unexpressed when the contract was executed. Where the contract evidences care in its preparation, it will be presumed that its words are employed deliberately and with intention.

" 'It is not the province of the court to alter a contract by construction or to make a new contract for the parties; its duty is confined to the interpretation of the one which they have made for themselves without regard to its wisdom or folly, as the court cannot supply material stipulations or read into the contract words which it does not contain.

" 'Whenever parties themselves define the limits of their rights and obligations, the compact controls and there is no room for the application of a legal theory to the contrary.'

"It will thus be observed that we may not read into this contract, words or phrases conferring rights or denying privileges which the language employed does not contain, upon the theory that some other or further rights or privileges were in the contemplation of the parties.

"From the reading of Section 35, of the agreement, it seems to me quite plain that only one contingency is provided for under which the controversy may be placed before the joint standing committee for decision.

"This is; Where the discharged member feels aggrieved and appeals to the chapel and the chapel votes to reinstate and the foreman refuses to accept the chapel's decision.

"This appeal to the joint standing committee is not for the foreman alone, but is the right of the member whenever the chapel votes to reinstate and the foreman refuses to comply.

"By section 34, of the agreement it is provided that: 'Upon demand the foreman shall give the reason for discharge, in writing.'

"This writing, with proper proof, may be placed before the chapel upon the member's appeal thereto. This is the remedy provided for the discharged member and seems to be the only remedy unless the chapel votes to reinstate and the foreman refuses to comply with the chapel's decision, when he may bring the matter before the joint standing committee.

"To give the member the right, under the agreement to bring his controversy with the foreman before the joint standing committee when the chapel decides against him and in favor of the foreman, it would be necessary to read into the agreement words providing for such appeal to the joint standing committee, not contained therein and which the language employed in the agreement does not seem to justify.

"The remedy provided the member may not be, as argued, entirely adequate, but it is that which the parties have provided and should stand until modified by mutual agreement.

"Where a contract in language clear and direct gives a suitable remedy, though an inadequate one, a construction based upon a supposed intention of the contracting parties, to give a more effectual remedy would be unwarranted.

"I, therefore, conclude that where a discharged member, feeling aggrieved appeals to the chapel and the chapel votes to sustain the foreman's order of discharge and against the member's right of reinstatement, this ends the matter and the controversy cannot be taken by the member before the joint standing committee for further decision."

PLANS TEXAS DAILY

Charles C. Woodson of Quanah, Tex., is moving a plant to Palestine to establish a daily paper in the latter city.

WHAT ARE YOU DOING FOR YOUR RELIGIOUS READERS?

A TALE OF THE DAYS OF CHRIST

Laila

by JOHN NEWPORT

It is a stirring story of adventure, reverently told. Its characters live and breathe and love and hate, and in the background gradually appears, shining with increasing brightness, the light that was kindled in a manger of Bethlehem. A story written especially for newspaper publication, written to reach your regular fiction readers, yet intended for the tremendous population of church-goers of every sect.

Superbly illustrated from start to finish.

Mats and Promotion Material

Immediate Release

Eugene Maclean

827 Folsom Street San Francisco



"Laila listened, quivering, her own face tinged with the glow that came from above"

TRADE LINOTYPE MARK

6½ pt. Ionic No. 5

COMBINES WORD COUNT AND LEGIBILITY

WORD COUNT
of 6 point

The British delegation of trade-union representatives, who came here on Tuesday at the invitation of "The London Daily Mail" to study reasons for the disparity between the high wages and prosperous living conditions of the American worker and their own lower wage standards, gained considerable light in a tour of several industrial establishments in Brooklyn yesterday.

They were curious to know how it was that the average wage of the American toiler virtually doubled that of his British brother, and how it was possible for industries here to offer such fat envelopes to their employees and at the same time compete successfully in world markets.

American More Productive

After a study of the Brooklyn Edison plant and the factory methods of the Mergenthaler Linotype Company in Brooklyn, the delegates remarked that one of the vital reasons for the disparity was that the American worker was capable of producing and actually did produce more than the British toiler in a given time.

This he was enabled to do, they learned, because of the high standards of efficiency obtaining here, mass-production methods, the utter perfection of organization for which the American industrialist seems always to be striving, and labor-saving devices evident on every hand.

The comments of the delegates were voiced by Sir Percival Phillips, special correspondent of "The Daily Mail"; Fenton MacPherson, of the same newspaper, and William Mosses, J. P., who had a prominent part in the British Labor Ministry during the war.

Mr. MacPherson also noted that the welfare facilities offered by the American plant were much more elaborate than in England and that equipment and quarters were more beneficial. This was evidently the result, he observed, of the frequent scrapping of plants here to make way for expansion and development. His countrymen are

6 Point No. 2 with Bold Face No. 1.
Set on 7 point slug

LEGIBILITY
6½ Point Ionic No. 5 with Bold Face No. 2.
Set on 7 point slug

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LEGIBILITY
8 Point No. 2 with Bold Face No. 1.
Set solid

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MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Composed on the Linotype, display in Cloister Bold except for enlarged title line

330.25.6-F.

EDITORIAL

MELLETT'S MARTYRDOM

A NOBLE, red-blooded, young American newspaper man, public-spirited to his finger-tips, is a savage assassin's sacrifice to bring to public attention the triumph of a lawless element over an incompetent or corrupt local government. The burning fact, however, is that the conditions revealed at Canton are not peculiarly local to it, but are shamefully common to many cities and towns.

If there has been any doubt of official winking, blinking and occasional active participation in the bootlegging traffic and associated evils, and if simple-minded people have regarded this as something beyond control, the martyrdom of Don R. Mellett, publisher of the *Canton* (O.) *Daily News,* comes as a ringing challenge to the nation.

Canton is a city of 100,000 population, in recent years developing an important iron industry which has absorbed into an hitherto typical American community 18 foreign born residents for every 100 Americans. To one who, years ago, reported the celebrated "door-yard" presidential campaign of William McKinley, and to this day associates with Canton memories of quiet streets arched by elms and fringed by the homes of self-respecting, law-abiding families, reference in the news despatches to the "Canton Jungle" shocks the senses. It seems inconceivable that in such a setting, ornament to Ohio and the nation, slums of vice, crime and debauchery could grow, fester and expand until their poison has contaminated the very heart of the municipality.

The hideous revelation plainly is that cynical political corruption, in combination with a criminal minority, has held the good citizenship of Canton in terror. Don R. Mellett and his newspaper associates heroically fought the malignancy of municipal corruption, a protected underworld and a cowed or apathetic public. They defied or ignored threats of violent revenge. Don Mellett's course shows his courage was inspired by the finest journalistic ethics. He believed in and practiced the rule, though it cost him his life, that a newspaper's first duty is to tell its readers what they have a right to know concerning the conduct of their government. For this the man was brutally abused by public officials who normally should have welcomed his aid and valued his civic spirit. Finally, he fell, victim of an assassin that crept upon him from behind, in the shadow of his home.

The news facts, broadcast to the nation, have stirred the blood of newspaper men and honest public officials as no incident of recent times. The pathetic fact has this week been broadly written that this fine young journalist had to die, leaving a sorrowing family, in order that drowsy public opinion might be aroused to an obvious peril.

How weak, vaporing, puerile the recent protests against the publication of the news of vice and crime appear in the light of this tragedy! The exponents of "crimeless newspapers" would have had Don Mellett hold his peace concerning his town's jungle. They would have been willing blindly to trust public officials to do their duty, but Mellett demonstrated that public officials may be viciously corrupt. This is not uncommon newspaper experience. Hundreds of editors are printing the news of crime, not for sensation, but because their revelations are the sole means of protecting their communities from orgies of lawlessness.

Nothing that has come to our notice in the Mellett case has so stirred our indignation as a statement, appearing in a *New York Times'* despatch on Wednesday, quoting Canton's Chief of Police, one Lengel, as having said to reporters that Don Mellett's crusade was "insincere" and asserting that his "real motive was to increase the circulation of his newspaper." That slant-eyed view of Don Mellett's public service and complete sacrifice does more to convince us that Mellett's crusade was a public necessity and his assaults upon Lengel were well justified than anything that Mellett ever printed. It measures Lengel. If public opinion in Canton does not quickly retire this cynical official from his position of power all we can say is that Canton deserves the ugly reputation that it is now getting.

The capture of the assassin is a police job, spurred by indignant public opinion expressed through the press. The demand is so hot that even indifferent or grafting police departments may bestir themselves. Surely there are efficient and honest public officials in Ohio to demand that the job be thoroughly done. Substantial rewards will aid the cause and we honor those who are offering them. We hope the cowardly hand that killed Don Mellett will pay the price. But the big thing, now that the fighting publisher is gone beyond recall, is to support his great cause and effect his crusade. It is our hope and belief that the newspaper press will not let up on the Canton political situation until city jungles are mere bad memories and political grafters wear stripes.



They that go down to the sea in ships, that do business in great waters;
These see the works of the Lord, and his wonders in the deep.—Psalms; CVII, 23, 24.

An EDITOR & PUBLISHER reader in Ohio this week suggested that there should be an organized resistance by newspaper men against the occasional ugly assaults upon individual members of the craft. He had in mind the Magee case in New Mexico, the contempt of court outrage against George R. Dale, in Muncie, Ind., and the Mellett tragedy. "It seems to me that the papers should unite in creating a fund for the prosecution of such cases, so that notice will be given that assaults upon newspaper men, or upon their constitutional rights, will be relentlessly prosecuted," he wrote. Other similar suggestions came during the week from other sources. Our Ohio correspondent evidently had in mind some organization akin to the Civil Liberties' Union, which valiantly fights many free speech cases in the country. The idea is good, but we doubt if such organization is demanded by the present situation. There is, for instance, no lack of support in the Mellett case. The Scripps-Howard organization aided Magee to win a complete victory over official brutality. We have faith that the case of Editor Dale will reach the U. S. Supreme Court, where it belongs. Governor James M. Cox's statement in EDITOR & PUBLISHER this week shows his disposition to fight Mellett's case to the finish. If newspaper men desire to create a defense organization, and raise an appropriate fund, EDITOR & PUBLISHER offers its good offices.

The crusading spirit has not gone out of the American press, all statements to the contrary notwithstanding. Editors are on duty for their communities everywhere, fighting the old fight with the old sharp weapons. The job requires as much courage as it ever did and much higher skill. The sacrifices continue great; the rewards are ever in finer coin. Life's complexities are vastly intensified in this generation. Greed is the stalking monster of the age and disrespect for law and contempt of individual rights are among its scabby progeny. Good citizens often make the editor's work more difficult by attitudes of servility, indifference or cowardice. The prudish notion that a rotten social condition must be hushed up to preserve an undeserved "good name" is a leading obstacle.

Don Mellett heroically met his public and professional responsibilities. His name is graven deep in journalism's hall of fame. His gift to his city will in some future day be regarded at its true worth. His life will inspire a thousand needed reforms by newspapermen. One does not know how far such influences may reach. The sorrowing family may find consolation in the fact that a life devoted to such high purpose is not lost in death.

Good newspapers tell how both halves live.

FRAUDULENT ADVERTISING

FEDERAL Trade Commissioner William E. Humphrey's proposal that publishers be held "equally responsible" with advertisers for fraudulent paid announcements appearing in their columns, raises many old questions. Mr. Humphrey, according to an Associated Press dispatch, says that newspapers carry very little fraudulent advertising. A Federal Trade Commission complaint has been filed against a magazine as party to a case against an alleged fraudulent advertiser.

If there were no machinery for the control of fraudulent advertising, and if publishers were not vigilant to protect their readers against fraud, Mr. Humphrey's suggestions would be important. Newspapers are solidly committed to the proposition that, insofar as is humanly possible, frauds must be detected and barred from print. The financial sacrifices that are gladly made on this score run to a stupendous figure. We know of one newspaper that rules out more than a million dollars' worth of questionable advertising annually. The advertising and publishing interests of the United States support in the Better Business Bureaus an organized system of vigilance for protection of the public. The postal regulations are strict and usually efficient. Certainly they have the united approval of the newspapers.

Fraudulent advertising does "get through," but we challenge the statement that there is conscious publisher participation, except in rare instances. Aside from all questions of righteousness, publishers do not play with this fire for business reasons. Newspaper good-will is the major asset.

Mr. Humphrey would set a bad precedent and tangle publishers in an endless web of investigation of advertised claims. Some newspapers have tried to censor every advertisement by expert means, but the plan has been impracticable. The rule of common sense has been found to be the better method of controlling fraudulent advertising. Some newspapers follow the plan of fiscal agents and give printed notice in every issue that while advertisers' claims are believed, their accuracy is not guaranteed. This is not a bad plan and may act as a protection for blind buyers. The average publisher assumes that the public is discriminating and able to protect itself before investing.

Where to draw the line between questionable and warranted advertising is a problem in every newspaper office. If Edison, Ford, Marconi or Dr. Banting had, in the early stages of their great contributions to society, been prevented from making advertising claims which taxed ordinary credence, an injustice would have been done to them. On this ground publishers are disposed to be liberal in their censorship. Sometimes they guess wrong, but to hold them "equally responsible" with the conscious instigator of a fraud would be harsh injustice.

Dictators now control Italy, Spain, Greece, Turkey, Portugal, Poland, and several amateurs are operating with more or less success in Central and South America, and the first blow each has struck has been at the principle of free press.

ADMITTING WEAKNESS

IN a communication transmitted through the Legation at Washington the provisional president of Equador recently informed EDITOR & PUBLISHER of his government's attitude toward the press of that country. It will be recalled that this dictator recently suppressed a local newspaper, the *El Guante,* and that his high-handed action called out a protest from the Press Congress of the World.

The provisional president's view of the matter is a curious exhibit. He "respects the freedom of the serious, honorable, patriotic and sincere press," although it may oppose him, he says, but El Guante, carried on a "bold, obstinate campaign against national unity and the fundamental organization of the Republic" and was therefore unpatriotic and insincere and as a "moral" measure the government closed its plant.

The obvious reply is that the provisional president of Equador may consider his government a good one, but it was not good enough to withstand the opposition of a "bold and obstinate" newspaper editor.

PERSONAL

HOWARD DAVIS, business manager of the *New York Herald Tribune* returned this week from a trip abroad.

Major Oldham Paisley, managing editor of the *Marion* (Ill.) *Daily Republican,* is spending six weeks at Jefferson Barracks, Mo., handling publicity for the Citizens Military Training Camp. Major Paisley went overseas with the 86th Division and after the armistice was assigned to G. H. Q. at Chaumont to handle medal citations until he returned home.

James H. Skewes, publisher of the *Meridian* (Miss.) *Star,* was taken suddenly ill last week while visiting relatives at Racine, Wis., and was forced to undergo an operation.

John K. R. Schropp, vice-president of the *Lebanon* (Pa.) *News,* fractured a leg while entering his automobile recently.

James B. Haskins, editor and publisher of the *Howard City* (Mich.) *Record,* is publicity director this year for the Michigan State Fair which will be held at Detroit in September. He was formerly field director of the Michigan Press Association.

IN THE BUSINESS OFFICE

JOHN C. CAHILL, first business manager of the *Halifax* (N. S.) *Herald,* is visiting in Halifax after an absence of 42 years. He now lives in Pasadena.

William S. Cady, manager of national advertising for the *Cleveland Press,* is spending his vacation with Mrs. Cady in Wichita, Kan., with his brother, King Cady, of the *Wichita Beacon.*

Frank Clancy, former circulation manager of the *Buffalo Express,* and now secretary of the new Courier & Express publishing company, is directing business promotion for the merged dailies.

IN THE EDITORIAL ROOMS

ROBERT BURNS MANTLE, dramatic critic of the *New York Daily News,* spent last week visiting relatives in Denver, his "old home town."

L. U. Spehr, city hall reporter, has been made city editor of the *St. Paul Dispatch* succeeding L. L. Perrin, resigned.

Fanny Fern Fitzwater, fashion artist, *New York Herald Tribune,* who has been in this country for a short vacation, returns to France July 24 on the "Paris."

John A. Lloyd has been made managing editor of the *Portsmouth* (O.) *Sun.*

Floyd Maxwell, moving picture editor, *Portland Oregonian,* has resigned to become director of public relations for the American Theaters Corporation. He is succeeded by Marc Bowman.

Frank R. Kent, political writer for the *Baltimore Sun,* was in Richmond recently gathering material for articles on Virginia he is to write shortly in his series the Sun is now publishing on the Southern States.

Forrest Lowry who was joint city editor of *The Salt Lake City Tribune* with William T. Igleheart, recently appointed private secretary to Gov. George H. Dern, has become city editor. He will be assisted by N. L. Wilson who has had the State Capitol run.

B. A. Butler, for several months publicity director and assistant secretary of the Amarillo (Tex.) Chamber of Commerce has resumed his former work as editor of the *Breckenridge* (Tex.) *Daily American.*

Robert W. Madry, director of the University of North Carolina news bureau, left last week for New York, where he sailed for Paris. He will spend the remainder of the summer on the reportorial staff of the Paris edition of the *New York Herald Tribune.*

Albert Goodyear of Milwaukee has joined the staff of the *Des Moines Evening Tribune* as assignment reporter.

W. G. Hale, associate managing editor of the *Des Moines Evening Tribune* who has been on a four months leave of absence will return to his duties about Aug. 1.

Fred L. W. Bennett, commercial writer and Salt Lake City correspondent of EDITOR & PUBLISHER for several years, is a member of the Salt Lake Tabernacle Choir which leaves this week on a concert tour of the Pacific Coast. Mrs. Bennett is also a member of the Choir and she will also make the trip.

Roy J. Dunlap, assistant managing editor, and Jack Hammond, financial editor, *St. Paul Dispatch* and *Pioneer Press,* are visiting in New York and Washington.

Pete Wheeler, formerly of the copy desk of the *Milwaukee Sentinel,* is now on the copy desk of the *Philadelphia Evening Public Ledger.*

E. J. Collins, rewrite man on the *Jersey Journal,* Jersey City, N. J., has had a physical breakdown and is under medical care at his home, Branford, Conn.

Walter Wyrick, formerly makeup editor of the *Milwaukee Journal,* has been assigned to the New York bureau, succeeding Phil Stitt, resigned. E. P. Schwartz, assistant Sunday editor, has been made makeup editor.

Mark E. Peterson of the editorial department *Salt Lake City Deseret News* and Mrs. Peterson are parents of a daughter.

Allen Collins has resigned from the staff of the *Philadelphia Evening Public Ledger* to join the *Ladies' Home Journal.*

HOLDING NEW POSTS

TULLY A. NETTLETON, from city editor, *Norman* (Okla.) *Transcript,* to staff, *Christian Science Monitor,* Boston.

Padraic King, from *Boston Telegram* to *Boston Post* as feature writer.

Albert Newberry, from *Baltimore American,* to staff, *Hagerstown Evening Globe.*

Ray H. Pfau, from police reporter, *Indianapolis* (Ind.) *Star,* to convention bureau, Milwaukee (Wis.) Association of Commerce.

Richard Rauth, from *Hagerstown* (Md.) *Globe,* to *Hagerstown Daily Mail.*

MARRIED

P. MONTGOMERY BARRETT, assistant to the managing editor, *San Antonio Light,* to Miss Mary Helen Caruth, assistant society editor, *San Antonio Express.*

Ralph S. Carpenter, editorial staff, *Des Moines* (Ia.) *Capital,* to Miss Gladys Pinney.

Louis W. Guenther, formerly of the *Los Angeles Examiner* and now of the Orange bureau of the *Newark* (N. J.) *Evening News,* to Miss Marville V. McKenzie, July 21, in New York. Miss McKenzie is a member of the business staff of the News.

Thomas H. Dinneny, formerly telegraph editor of the *Providence Journal,* and publicity director of the National Association of Cotton Manufacturers, New England branch, to Senorita Cecelia Meisel, of Ocana, Colombia, South America, at Kingston, Jamaica.

FOLKS WORTH KNOWING

ONE of the most popular columns in the *Des Moines* (Ia.) *Register and Tribune,* is conducted by Gordon Lathrop, who is blind. For years Mr. Lathrop has lived behind the curtains of darkness, yet he sees and feels with uncanny clearness the realness of life and its many colorful situations.



GORDON LATHROP

His column is called "Etherwise and Otherwise." Radio topics and general subjects are treated in humorous vein, and Lathrop's ideas are given in language everyone understands.

Mr. Lathrop is also an active reporter and fills pages with feature material about unusual broadcasting stations and their announcers. He travels to different stations with his typewriter, and returns to his paper with stories of amusing incidents his feeling eyes never fail to see.

At 12, Mr. Lathrop learned telegraphy and worked for railroads, the Associated Press, the International News Service and for a produce house. He had the wanderlust and followed the lure of it into the west. He came back east as secretary to a Congressman, was later supervisor of an automatic telegraph instrument, a salesman, moving picture cameraman's helper and author of humorous book and of many song lyrics.

PRESS ASSOCIATION NOTES

W. A. DILL, publicity director and professor of journalism at the University of Kansas, is working as relief man for the Associated Press at Kansas City, Mo.

Marquis W. Childs, head of the United Press St. Louis bureau and Miss Lue Prentiss of Iowa City, Ia., have become engaged. They will be married Aug. 26 in Trinity Episcopal Church, Iowa City.

Good News is Contagious

Some day one of your neighbors will tell you about Central Press.

Then we'll have another client. We have OVER FOUR HUNDRED NOW

Have you seen recent proofs of the service?

Try writing or wiring us today.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Editor and Manager



METROPOLITAN NEWSPAPER SERVICE

150 Nassau Street New York City

Announces

THE ELLA CINDERS COLORED COMIC PAGE

By Bill Conselman and Charlie Plumb

STARTING SEPT. 19

The ELLA CINDERS COMIC STRIP is already running in 87 newspapers



WITH THE SPECIALS

ASBURY PARK (N. J.) PRESS has appointed Howland & Howland to represent it in the national advertising field, effective Aug. 1.

The Chicago office of Frost, Landis & Kohn will move Aug. 1 from the People's Gas Building to the Jewelers' Building, 35 East Wacker drive.

ON THE MECHANICAL SIDE

H. E. (JACK) SIMPSON, for 36 years foreman of the *Galveston News* stereotyping department, has retired. He plans an automobile vacation trip to the Northwest.

Earl Britton, composing room foreman of the *Columbia* (S. C.) *Record*, inspected the plant of the *Philadelphia Public Ledger* on a recent visit to the Sesqui-Centennial Exposition.

NEW PLANTS AND EQUIPMENT

RUSHVILLE (N. Y.) COMMUNITY LEADER is completing negotiations for property on which it will erect a new building.

Salamanca (N. Y.) *Republican Press* is installing a new Duplex press in its new building.

Hoquiam (Wash.) *Washingtonian* will soon finish moving into its new quarters.

Tulsa World has purchased an X-Pattern Octuple press from R. Hoe & Co., Inc.

SPECIAL EDITIONS

FRANKLIN (Ind.) STAR, 16-page Trade Extension edition, July 14.

ASSOCIATIONS

THE 30th annual meeting of the AMERICAN PHOTO ENGRAVERS ASSOCIATION opened in Detroit on Thursday, July 22.

SEATTLE ADVERTISING CLUB boasts the distinction of having the largest number of silver cups of any advertising club on the Pacific Coast, won in competition with all other clubs at the recent advertising meeting in San Francisco. The most prized of them all is the Stunt's Night trophy, awarded for a sketch best showing the value of advertising.

Theodore Sewell, retiring president of the TOLEDO (Ohio) ADVERTISING CLUB was presented with a wrist watch by the members at the weekly luncheon at the Chamber of Commerce.

The CANADIAN WOMEN'S PRESS CLUB met in Toronto, Ontario, recently guests of the Toronto Branch of the C. W. P. C. One hundred and forty-two members, representative of the provinces of Canada, out of 365 members were present. Miss May S. Clendenan of the *Farmer's Advocate*, London, Ont., was elected president succeeding Miss Kenneth Haig of the *Winnipeg Free Press*.

The sixth annual convention of the TRI-STATE EDITORIAL ASSOCIATION at the Hotel Martin in Sioux City, Sept. 23-25, in conjunction with the Interstate Fair is expected to attract 125 editors and publishers of Iowa, Nebraska and South Dakota. Clarence Johnson, publisher of the *Danbury* (Ia.) *Review*, is president and J. P. O'Furey, publisher of the *Cedar County News*, Hartington, Neb., secretary.

The annual summer meeting of the WASHINGTON PRESS ASSOCIATION will be held August 20 and 21 at the Hotel Davenport, Spokane, Wash.

Members of the INTERNATIONAL CLUBS OF PRINTING HOUSE CRAFTSMEN will gather in Philadelphia from all parts of the United States and Canada for the annual convention for July 24-30.

According to W. R. Morehouse, chairman of the Better Business Bureau of the ADVERTISING CLUB OF LOS ANGELES, a report covering the activities of the bureau for the 10 months period from July 1 to May 1, shows that 2,212 investigations of suspected false advertising were made.

WOMEN IN ADVERTISING AND JOURNALISM

Newspaper Woman Responsible for New Prison Building in Oklahoma—Edith Whitlock is Secretary of Agency Handling Listerine Account—Advertising League to Establish Two Scholarships

A NEW women's prison was opened a few days ago in Oklahoma. Behind the opening is the story of a newspaper woman, Dorothy Dayton Jones, now a member of the *New York Sun's* editorial staff.



DOROTHY DAYTON JONES

While on the staff of the *Oklahoma City Oklahoman*, Mrs. Jones to report the truth in stories of inadequate housing conditions for women prisoners lived in the penitentiary for two weeks, without favors, as "Dolly Smith, shoplifter."

She was put into a ward with about sixty prisoners, of whom about half were negresses. There were murderesses, narcotic dealers and addicts, thieves and other types of criminals herded together in a common runway and living under the law of every one for herself.

Twenty wall bunks in a crowded ward accomodated twenty of the women, including the "shoplifter." Matrons were not within calling distance and there was no night supervision. Sleep was interrupted by the foul and maudlin drug addicts who wandered about in agony from enforced abstinence.

Quarrels and fights broke the daily tedium. Windows were smashed and floors were flooded in some of the outbreaks. Negro women held the balance of power and exercised it over the whites.

The revelations of the newspaper woman little more than a year ago brought action by the State and resulted in the erection of a new prison building.

Edith Whitlock is secretary of Lambert & Feasley, New York advertising agency, that handles the famous Listerine account of the Lambert Pharmacal Company, St. Louis, Mo.

"We don't discuss the Listerine advertising we place," Miss Whitlock said. "We let results speak for themselves."

Miss Whitlock has complete charge of the Listerine advertising, writing most of the copy. She became secretary of Lambert & Feasley when the agency was first started in New York four years ago. Prior to that she had 11½ years experience with Williams & Cunnyngham, Chicago agency.

The question of helping young women who are coming into the advertising profession has always been one close to the hearts of members of the League of Advertising Women of New York.

This year it was decided to devote a share of the profits of the one social event of the year to the establishment of two advertising scholarships in loving memory of two prominent members—Helen Louise Johnson and May S. Thayer. The club has set aside a sinking fund of $500.00 which will be augmented by contributions from members.

At a recent meeting of the League at which the scholarships were discussed, the question was asked "How many members would have welcomed this assistance when they were starting out in their chosen careers"—promptly without a moment's hesitation every member present raised her hand. The two successful candidates for the scholarships will have the wholehearted and interested support of the entire membership, which should prove an inspiration.

The Scholarship Committee hopes to be able to announce in a few days complete details regarding the filing of written applications and date of oral examinations. These are being worked out in conjunction with Prof. Hotchkiss and Prof. Badger of New York University. The committee will be increased by three prominent men in the advertising profession to act as Judges.

The League of Advertising Women is the largest women's advertising club in the International Advertising Association.

Mrs. C. A. Robertson, classified advertising manager, *Berkeley* (Cal.) *Gazette*, was awarded the trophy for the best address delivered at the classified advertising departmental, Pacific Coast Advertising Clubs' twenty-third Convention, San Francisco, last week. Her subject was "Women in Classified." Mrs. Robertson maintains an all feminine sales organization which succeeds in selling an average of two pages a day under the very noses of the metropolitan press. She is scheduled to repeat her talk before the Oakland Advertising Club.

Florence F. Rowles, recently advertising manager of the L. R. Brown Company, St. Paul, Minn., wholesale milliner, has joined the staff of the Harrison-Guthrie Agency, Minneapolis.

Miss Marguerite L. Sitgreaves, proprietor of Sitgreaves Advertising, Star Building, Washington, D. C., has left on a vacation trip to the Pacific Coast, Canada and the Great Lakes, to be gone more than a month. Miss Sitgreaves also is secretary of the local Advertising Club.

Miss Mary McKinney, former Oklahoma newspaper woman, has been added to the reportorial staff of the *Richmond* (Va.) *Times-Dispatch*.

7TH DISTRICT MEET OCT. 10

Advertising men from five states wil assemble in Tulsa, Okla., Oct. 10 and 1 for the annual meeting of the Seventh District, International Advertising Association. Tulsa Advertising men al ready are preparing for the convention States in the district include, Oklahoma Kansas, Louisiana, Arkansas and Texas

FLASHES

Next year's commercial census will lis the primaries as one of Pennsylvania' most profitable industries.—*New Yor Herald Tribune.*

America is the only country righteou enough to hire agents to keep it righteou in spite of all it can do.—*Washingto Post.*

Anyway, Abd-El-Krim proved that h had something in his abd-o-men.—*Florence* (Ala.) *Herald.*

"One of these days," observes an e change, "America will control the rubb supply." And suppose it does? Will be any more comforting to reflect th the sand-bagging is an inside job?—*Ph adelphia Inquirer.*

Why we're not raising our boy to be proofreader: Hamaguchi, Moscicki, Wo ciechowski, Kyoshiro, Inouye, Wakatsu and Zaghlul Pasha.—*John R. Wolf Milwaukee Journal.*

For a month or two, owing to t headline writers, the Exposition will referred to by most of us as the Sesq But before long it will be Ses Gets F Jam.—*F. P. A. in New York World.*

The wages of sin are not yet regulat by any union scale.—*Toledo Times.*

The next diplomat to be picked mi very well be the editor who advised readers the other day that their poe was entirely too valuable to waste on columns.—*Kingston* (Ont.) *Standard.*

Electric frost alarms were used in C fornia orange groves last winter. T should also be sounded before so vaudeville acts come on.—*Florence* (Al *Herald.*

Judging from the revelations follow Pennsylvania's senatorial campaign name of that state ought to be chan to Dollarvania.—*John R. Wolf* in *waukee Journal.*

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities



These 28 leading Iowa daily newspapers offer uniform cooperation in every section of the state. You may deal with this group as with one publication, if you wish.



Average wealth of Iowa people is $4146

The taxable wealth for every man, woman and child in Iowa is $4,146, according to the latest financial report of the U. S. Bureau of Census. The average for the entire nation is $2,731.

By **any** test, this market is one of the most desirable that you can cover.

Distribution facilities are excellent. No point in Iowa is more than 12 miles from a railroad.

Because Iowa is the foremost agricultural state, we are likely to lose sight of her industrial wealth.

The output of her 3,420 factories in 1925 was estimated at $775,000,000—more than her total field production. Iowa has the country's largest factories in the following lines: Cereals, washing machines, baskets, buttons, butter, calendars, steel furnaces, stump pullers, wall plaster, crackers and macaroni.

The cement, brick and tile and meat packing industries are among the important ones in Iowa.

About 41% of Iowa's people live on farms, the other 59% in towns and cities.

But no matter where they live, they are alike in at least one respect: they read their daily papers **every day.**

The ideal way to reach these excellent prospects is with the 28 leading Iowa daily newspapers of this association.

Our "Iowa plan" gives you real help in gaining proper distribution. Rates and full information upon request.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

WHAT'S WHAT IN THE FEATURE FIELD

Sylvestre Dorian Named European Director of Cosmos—Davis Goes Abroad for Science Service—Merryle Rukeyser to Write for Current News

SYLVESTRE DORIAN, who has been for several years on the staff of the *Detroit Free Press,* has sailed for Paris on the "France," to become European director of the Cosmos Newspaper Syndicate.

"I have been searching the country over for someone who was a trained newspaper man and, at the same time, thoroughly familiar with France," said Herbert S. Houston, president of the syndicate. "By a piece of good fortune I was brought in touch with Mr. Dorian by the Sunday editor of the Free Press, Miss Mary Humphrey. Dorian, I found, had been educated in Paris and at Oxford and then had been for several years on the staff of the Free Press. He is equipped, not only through his knowledge of the language but through his wide knowledge of French literature and French affairs, for the post that we have asked him to fill."

Mr. Houston announced that a feature his firm would offer to newspapers this fall would be fashion articles by the Paris couturiers, interpreting their creations.

To report leading scientific meetings in Europe this summer and to visit European correspondents and affiliated organizations in England and France, Watson Davis, managing editor of Science Service, sailed for Europe on July 17. A French Science Service under the name of Office d'Information Scientifique et Technique has been established and plans will be made for a closer co-operation between the two organizations.

Merryle Stanley Rukeyser, who recently resigned as financial editor of the *New York Evening Journal,* is travelling through Europe, studying financial and economic conditions. While abroad, he is writing for national magazines. On his return, he will write daily financial features, for Current News Features, Inc., of Washington, D. C., of which David Lawrence is president. Mr. Rukeyser will also continue as a member of the faculty of the School of Journalism, Columbia University, where he is in charge of two courses in financial writing. Rukeyser, who is accompanied by his mother, will return on the S. S. "Hamburg" Aug. 24.

The *New York Herald Tribune* feature "On the Radio" by "Pioneer," now carries the name of the author—Stuart Hawkins.

A complete study of the history of the two-thirds rule and the unit rule, governing the voting of delegates in political conventions, has been made by Richard Boeckel of Editorial Research Reports.

Famous Features Syndicate, Inc., has obtained the Honeymoon Diary of "Peaches" Browning. The series consists of twelve installments of 1,000 words each, accompanied by posed pictures.

William K. Ziegfeld, Jr., for the past two years manager of the Life Newspaper Syndicate, New York, has joined Grace & Holliday, Detroit, advertising agency. No successor to Mr. Ziegfeld has been appointed by the Syndicate and its features are now being sold through the Bell Syndicate.

George McManus creator of "Bringing Up Father," left Thursday on a transcontinental trip to attend the annual gala encampment of San Francisco's famous Bohemian Club late this month. Mr. McManus made a brief stop in Chicago and is scheduled to make a stop-over in Salt Lake City.

Mlle. Marceline d'Alroy, author of "You Said It, Marceline!" and lecturer on women's styles, sailed Saturday on the Paris for France. She will be abroad until October. Her work is handled by the Premier Syndicate, New York. After Aug. 2 "You Said It, Marceline" will be available with "flapper" illustrations by Virginia Huget.

Because of the thousands of letters recently received from readers, by Ella Cinders, heroine of the comic strip by Bill Conselman and Charlie Plumb, on the subject of her forthcoming marriage to "Sidney Smoothe," the Metropolitan Newspaper Service has modified its earlier request to subscribing papers, asking them hereafter to send on the tabulation only of further letters, instead of the letters themselves. Symposiums were conducted by newspapers in many cities, and in addition to letters of counsel on both sides of the question from individuals, the responses included telegrams, round-robins, and a proposal of marriage to Ella Cinders.

Jay N. Darling, ("Ding") cartoonist for the *New York Herald Tribune,* has recovered from an attack of summer influenza and has resumed drawing his daily pictures. "Ding," it is expected, will be able to return to his office in the *Des Moines Register-Tribune* building within a few days. At present he is doing his sketching at home. Mr. Darling's illness was not of a serious nature but was sufficiently annoying to prevent him from doing his daily sketch for a few days.

LATHAN RE-ELECTED

South Carolinians in Summer Meeting Tour Own State

(*By Telegraph to* EDITOR & PUBLISHER)

COLUMBIA, S. C., July 22.—A decision to hold a mid-Winter business meeting, to take the form of a newspaper institute in Columbia, was the feature of the 15th annual meeting of the South Carolina Press Association, held July 13 to 16.

It is planned to bring noted newspaper men here for the institute to discuss various practical phases of making a newspaper. Carrying out its policy of "seeing South Carolina" the association met in Darlington the night of July 13 and on the following day made a 140-mile tour of the Great Peedee section of the state, arriving at night at Myrtle Beach where the business sessions were held. The association was most hospitably entertained by the people of the Peedee.

The business session this year was featured by the number and excellence of papers read by members of the association and the discussions which followed them. These papers and discussions involved the practical part of making newspapers and also the agricultural and political conditions in South Carolina at this time.

Robert Latham, editor of the *Charleston* (S. C.) *News and Courier,* was re-elected president and all other officers were reelected as follows: B. H. Peace, *Greenville News,* first vice-president; W. W. Harris, *Clinton Chronicle,* second vice-president; Harold C. Booker, Columbia, secretary; August Kohn, Columbia treasurer; W. W. Smoak, *Walterboro Press and Standard,* J. L. Mims, *Edgefield Chronicle,* E. H. Aull, *Newberry Herald and News;* C. O. Hearon *Spartanburg Herald,* J. W. Hamel, *Kershaw Era,* A. B. Jordam, *Dillon Herald,* and S. L. Latimer, Jr., *The State,* Columbia, Executive Committee.

A. W. Huckle, of *Rock Hill Herald,* commended EDITOR & PUBLISHER for its fight on the space grafters.

HOUSTON DOMINANCE IN DRUG LINEAGE

—As audited by DeLisser Bros. THE HOUSTON POST-DISPATCH GAINED 28,716 LINES in this Classification during the first five months of 1926. The Houston Chronicle lost 5,718 LINES.

—Every retail druggist in Houston who advertises uses the HOUSTON POST-DISPATCH. Not one of them now use the other leading paper.

—In 1925 we carried 93,120 lines of retail drug store advertising. The Chronicle carried 29,226 lines. To June first this year, we carried 64,727 lines—the Chronicle 8,319=For us this was a GAIN of 28,716 lines—for the Chronicle a LOSS of 5,716 lines.

—AND THAT MEANS ABSOLUTE DOMINANCE IN THE RETAIL DRUG TRADE OF HOUSTON.

Electrical and Radio Lineage, Year 1925

Post-Dispatch 252,270
Chronicle 121,086

FIRST 5 MONTHS, 1926

Post-Dispatch 124,372
Chronicle 64,749

GAINS OR LOSSES

For First 5 Months of 1926 over same period of 1925

The Post-Dispatch GAINED 78,940 lines; The Chronicle GAINED 31,980 lines.

Department Store Lineage, Year 1925

Post-Dispatch 1,322,736
Chronicle 2,855,692

FIRST 5 MONTHS, 1926

Post-Dispatch 727,919
Chronicle 1,095,107

GAINS OR LOSSES

For First 5 Months of 1926 over same period of 1925

The Post-Dispatch GAINED 182,227 lines; The Chronicle LOST 102,278 lines!

THE FASTEST GROWING NEWSPAPER IN TEXAS!

Houston Post-Dispatch

Owners and operators of Radio Station KPRC

R. S. STERLING, Chairman of Board — W. P. HOBBY, President
C. C. MAES, General Manager
R. J. MEEKER, National Advertising Manager

THE S. C. BECKWITH SPECIAL AGENCY

National Representatives

New York — Kansas City — Detroit — Los Angeles
Chicago — St. Louis — Atlanta — San Francisco

NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE

The Intertype "Mixer"

Reduces the Cost of Setting Ads

Saves time! No waiting for the Distributor!



The Intertype "Mixer"

Watch your ad man as he changes from one size or face of type to another. Notice how he sits back and waits while the distributor puts away the last line set.

Wasted labor! Wasted machine time! Wasted overhead!

With the Intertype "Mixer" the operator sets one size or face right after another. The first line may be 5½-point and the next one 36-point. No waiting! The automatic distributor takes care of anything — ***without mechanical complications!*** Quick changes: time saved!

And the Intertype "Mixer" is STANDARDIZED — which means ***protection against obsolescence.***

Write for Intertype literature. If you wish to see our local representative, please so state.

Standardized INTERTYPE TRADE MARK

INTERTYPE CORPORATION, 1440-A BROADWAY, at 40th Street, NEW YORK

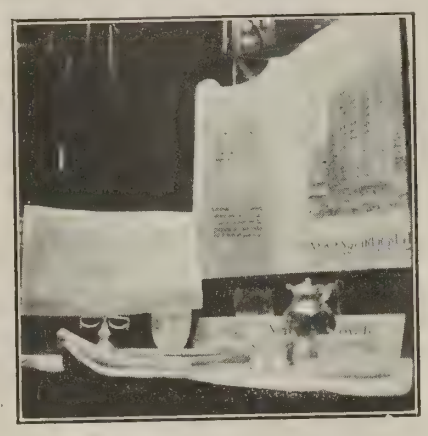
CHICAGO MEMPHIS SAN FRANCISCO BOSTON LOS ANGELES TORONTO LONDON

BUILDING NEWSPAPER CIRCULATION

Making Use of Windows for Reader-Getting Display—Close Tie-Up with Schools in Rochester—Reporting Contest Conducted by Wakefield (Mass.) Daily Item—Analyzing Bobs in Milwaukee

MANY newspapers have front windows which are allowed to get dusty and flyspecked, or if kept clean, simply permit passers-by to see the head of the auditor as he bends over the ledger or a stenographer at work.

And yet these same windows can be, and in many cases are, effectively used



A *Cincinnati Enquirer* window

to attract new readers, new advertisers, and to build good will.

It didn't, of course, require any great amount of originality for the *New York Times* to perceive the enormous value of the window space it owns in the Times Building overlooking Broadway and Seventh avenue in the very heart of the theatre district. Eight years ago, the Times began to make use of this form of promotion. But the method of handling window display by the Times has undergone considerable improvement in the last two years. Now the promotion matter placed in the window isn't allowed to get "cold," but is changed each week, kept on top of the news, and kept interesting.

Arnold Sanchez, assistant business manager of the Times, is responsible for the appearance of the windows in the main building and also in branch offices in Harlem and Brooklyn. Direct supervision is by E. H. Taylor, supervisor of branch offices. Windows are at present being used chiefly to promote the Times' Sunday rotogravure supplements and the *Mid-Week Pictorial.*

"I think window dressing a great help in getting new readers and in creating interest in your paper," Mr. Sanchez said.

In the middle west, the *Cincinnati Enquirer* makes good use of its windows. A recent display may give a hint or two worth while.

The window in question was dressed with a tidy "breakfast-for-two" table. The board was set with an immaculate white-linen cloth to start. On this there was a plate, cup, saucer, napkin, fork and knife, egg cup, bowl for the oat meal at each place for the two. Goblets awaited water, salt and pepper shakers, brightly shined, stood ready to dress the eggs. A nickled container stood brimfull with steaming coffee—at least so it might be supposed. Chairs were drawn up on either side of this tempting table with everything set and waiting.

Then at each place was a metal holder for the morning paper. At the man's place was the Enquirer, the first page showing. On the woman's side the society page was unfolded.

As a background to the display was a sketch of the new home of the paper, with some facts as to the building printed on panels at each side.

These summer months are not too early to plan for the opening of school in the fall in the opinion of Jay Donnovan, promotion manager, *Rochester-Times Union.* And he told of a close tie-up with the Rochester schools worked out this year by his paper.

It has three appeals guaranteed to build good will and circulation for any newspaper anywhere—an appeal to patriotism, an educative appeal, and an incentive to satisfy the urge to travel most mortals have.

Mr. Donnovan writes:

"There are 55 public schools in the city of Rochester. Each school, as it came into being, was presented with a large silk American flag by the G. A. R. Each school has its official Standard Bearer, chosen every six months and selected on a basis of scholarship. The 'Transfer of the Flags' from the outgoing group to the incoming group takes place each year on the morning of Washington's Birthday. Hundreds of people vainly strive for admission owing to city-wide interest in the event.

"In an effort to create more interest on the part of the students in this scholarship award, the Rochester Times-Union, this year, during the program at the theater, officially invited both the outgoing and the incoming groups on a trip to Washington as guests of the newspaper. The school board accepted the invitation for the boys and plans were begun.

"There were absolutely no strings or conditions attached to the trip, no expense whatever to the boys. A special train of sleeping cars was chartered for the party, which consisted of 110 boys, two school principals, a doctor, one of Rochester's leading citizens, a moving-picture operator and myself.

"Owing to the high grade of mentality of these boys the whole trip was one of exceptional educational value and the appreciation of the boys themselves, coupled with the hundreds of letters of commendation from Rochester's citizens, has been ample reward to the Rochester Times-Union for its investment in future citizenship."

"An investment in good will of the readers" (and the contestants) is the way the *Wakefield* (Mass.) *Daily Item* characterized a reporting contest now in progress. Space rates and a weekly bonus of $5 is offered the contestant who gets the most space in what the paper calls its "Personals-Chasing Race."

The Item told EDITOR & PUBLISHER about the stunt this week, as follows:

"Personals constitute the most widely read news in any local daily or weekly newspaper. How to get more of them is the problem with most publishers. In past summers the Item has tried various methods, with varying success, but with results several hundred percent short of the success of the present idea.

"About the middle of June the Item had a happy thought. A full-page advertisement announcing the contest was published and immediately registrations began to come in from high school girls and others. Twelve were selected. The number was purposely limited in order that too many might not cover the same ground.

"On Monday, June 21, the contestants started with a rush. The whole town except Greenwood, was 'open' territory. To have restricted the contestants to the neighborhoods in which they lived would have given some an unfair advantage in newsier sections. The first week's payroll was on a basis of 19 columns of strictly personal items, an average of more than three columns a day. The second week brought 26 columns or an average of more than four columns a day. The third week, with many vacationists already at the seashore and mountains, the average fell off a little—as was expected—to 12½ columns, but the Daily Item anticipates that by Labor Day this newspaper will have established a national record for the number of strictly personal items printed.

"The contest has several interesting phases. Most people like to see their names and those of friends in print, but hesitate to offer them. They will, however, gladly put aside their modesty to help these hustling girls earn money and perhaps win the weekly prize—every week someone must win it. In the second week of the contest, one contestant earned more than the average weekly pay of a fairly experienced office girl. Of course she could not hold this pace the year 'round and neither could the Item afford to invest so heavily in one department of news, but as an investment in good will of the readers (and the contestants) and to produce a notable asset to our advertisers (few of whom probably really appreciate the Item's value to them today) the season's cost will be counted as well worth while."

L. T. Ward, who for the past year has been associated under E. A. Scholz, in circulation work for the Butterick Publishing Company, having charge of the Columbus, Ohio, group of offices in the reading club work, has resigned to re-enter the newspaper circulation field. He had previously been with the *Canton* (O.) *Daily News* and *Des Moines Capital.*

Milwaukee Sentinel is analyzing local bobs. Various ways of having the crowning glory cut short are described daily, illustrated by a photograph of some Milwaukee girl who has clipped her tresses.

Louisville Courier-Journal is co-operating with the Optimist Club of its city in a slogan hunt. A slogan that will describe Louisville better than the present one: "The Gateway to the South" is wanted.

"Whose name has appeared the most number of times in Sharon newspapers?" The *Sharon* (Pa.) *News-Telegraph* asked this question, then started a contest to find the answer, offering a $5 prize to the reader picking the right name and telling why he chose it.

A. C. Dickinson, president of the News-Telegraph, was picked by the contest winner. His name, said the winner, had appeared in the masthead of the paper's editorial page in the daily and weekly News-Telegraph since March 4, 1906, or more than 6,340 times.

John H. Kuntz, circulation manager of the *Lancaster* (Pa.) *Intelligencer-News Journal* believes plenty of contests and entertainments keep the carrier force happy and efficient. Recently a group of carriers winning a subscription contest were sent to Washington, D. C., as a reward for their work. A picnic was held July 12, and a few weeks ago the carriers were taken to the Miller Brothers 101 Ranch Circus. Following a recent contest the entire force was treated to a banquet. Plans are now being made to take a group to Atlantic City for an outing.

Terre Haute (Ind.) *Post* carriers have been promised a picnic when 300 new subscribers have been obtained. The Post circulation department is running a series of one-eight page advertisements telling the public about its carriers and urging prompt payments.

Louis Gautier, circulation manager of the *New York Morning Telegraph-Running Horse,* this week claimed the consolidation of two papers had been effected and the price boosted 50 per cent, with "very little falling off in renewals." The merger occurred a month ago.

"I raised the price of a 10 cent daily and Sunday newspaper to 15 cents, no considering the subscription price to the individual, which is the largest subscription rate asked for a daily in the United States—$31.30 a year—with very little falling off in the renewals," he said.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

Live Advertising Solicitor Wanted In Every Large City

Internationally known trade publication wants live advertising solicitor in every city of the United States over 25,000 population. Must be dependable creator of new accounts. Commission basis only.

Write full particulars regarding service you can render and territory desired.

All correspondence treated confidentially.

Address Box A-655, Editor & Publisher.

All of these Notes have been sold.

$4,300,000

Consolidated Publishers, Inc.

The Toledo Blade *The Newark Star-Eagle* *The Duluth Herald*
The Lancaster (Pa.) New Era *Paul Block, Incorporated*

Ten-Year Collateral Trust 6¾% Sinking Fund Gold Notes

Dated July 1, 1926

Due July 1, 1936

To be authorized and issued $4,300,000. Coupon Notes, registerable as to principal only, in interchangeable denominations of $1,000 and $500. Interest payable January 1 and July 1, without deduction for any Federal income tax not in excess of 2% per annum, at the office of Lehman Brothers, New York, N. Y. Redeemable for sinking fund only on 30 days' notice on July 1, 1927 and on July 1, 1928 at 102 and accrued interest, and on each July 1 thereafter at a redemption price ¼% less each year. Redeemable, other than for sinking fund, in whole or in part by lot on any date on 30 days' notice at 102 and accrued interest.

Annual Sinking Fund beginning July 1, 1927, calculated to retire all of this issue at maturity

The Company will agree to refund to holders of the Notes, resident in such states, respectively, upon application within 60 days after payment, as provided in the indenture, the Pennsylvania Four Mills Tax, California and Ohio personal property taxes not in excess of four mills per annum, the Maryland Securities Tax of four and one-half mills, and the Massachusetts tax on the interest not exceeding 6% of such interest per annum.

THE CHEMICAL NATIONAL BANK OF NEW YORK, Trustee

The following information is summarized by Mr. Paul Block, President of Consolidated Publishers, Inc., from his letter describing the Company:

ORGANIZATION AND BUSINESS

"Consolidated Publishers, Inc., will own all the outstanding stock (except directors' qualifying shares) of the companies publishing *The Toledo Blade, The Newark Star-Eagle, The Duluth Herald* and *The Lancaster* (Pa.) *New Era,* as well as of Paul Block, Incorporated. These papers are among the most important and oldest in their respective territories, having been founded 43 to 96 years ago. All are members of the Associated Press. Paul Block, Incorporated, exclusive national advertising representative for these and a number of other important publications, is the largest organization in its field.

The Toledo Blade was founded in 1836 and is the leading newspaper in its territory, and one of the most successful and influential in the Middle West. It is the only evening paper in Toledo having membership in the Associated Press. Its circulation of 120,000 daily is as large as or larger than the combined circulations of all the other Toledo newspapers. In advertising, it occupies the same predominant position. For nearly 50 consecutive years the *Blade* has yielded its owners a profit.

The Newark Star-Eagle, established in 1832, is the second largest newspaper of New Jersey, having a present circulation of 95,000, and is the most important Republican paper of the State. *The Duluth Herald* and *The Lancaster New Era,* both leading papers in their territories, have a considerably larger circulation than any of the other papers in their own cities.

PROFITS

Combined profits, as certified by Messrs. Price, Waterhouse & Co., of the four newspaper companies and of the publishers' national advertising representation business of Paul Block, Incorporated, after interest paid, but before Federal income taxes, excluding profits from sales of securities, and, in the case of the Newark Star Publishing Company, without deducting certain payments to stockholders and others (discontinued in January, 1926) averaging $60,000 per annum, have been as follows:

Year ending Dec. 31*	Combined Profits as above	Times Interest Requirement Earned
1923.....	$859,109.16	2.9
1924.....	902,811.12	3.1
1925.....	1,241,016.18	4.2
*Four months ending April 30, 1926***	*492,004.18*	*5.0*

* Year ending the following Jan. 31 in the case of The New Era Publishing Corporation and ** including only three months for that company.

Such combined profits for the period shown above have averaged $1,047,639, or over 3.6 times the $290,250 maximum annual interest requirement on this issue. In the first four months of 1926 such profits were already equivalent to 1.69 times the full year's interest requirement on these Notes.

SECURITY

This issue of Notes will be a direct obligation of Consolidated Publishers, Inc., and, in the opinion of counsel, will be secured by pledge with the Trustee, under a collateral trust indenture, of all of the issued and outstanding stock (except directors' qualifying shares) of the five above described companies."

Further information and a consolidated balance sheet as of April 30, 1926, are contained in the circular, copies of which may be had upon request to the undersigned.

Price 100 and Accrued Interest to Yield 6.75%

This offering is made in all respects when, as and if issued and accepted by us and subject to the approval of our counsel. We reserve the right to reject any and all subscriptions in whole or in part, to allot less than the amount applied for and to close the subscription books at any time without notice.

It is expected that delivery of Notes in temporary or permanent form or interim receipts will be made on or about August 16, 1926, at the office of LEHMAN BROTHERS, 16 WILLIAM STREET, NEW YORK, N. Y., against payment therefor in New York funds.

LEHMAN BROTHERS **HALLGARTEN & CO.**

The statements contained in this advertisement are not guaranteed, but are based on information which we believe to be true.

ADVERTISING AGENCY AFFAIRS

New Buffalo Agency—McDougall Transferred to Chicago—Caeser Joins H. E. Lesan Agency—Cleveland Honored —Fox and Bartel Firms Merged in Detroit

PAUL HILDRETH advertising agency has been formed at Buffalo with $100,000 capital, the firm name being Adams, Hildreth & Davis, Inc. Associated with Mr. Hildreth are M. Wayne Davis, vice president; and Alexander H. Adams, secretary-treasurer. Mr. Hildreth, president has been advertising manager of the Kardex companies at North Tonawanda. Mr. Davis formerly was advertising manager of the Safe-Cabinet Co. of Marietta, O. Levant H. Harvey will be account executive of the new agency and Allan Murray will be art director.

Charles H. McDougall, who has been associated with the art department of the George Batten Company, Inc., for many years, has been transferred to Chicago as art director of that agency.

David E. Caesar has joined the Chicago office of H. E. Lesan Advertising Agency in charge of the Service Department. Caesar started upon his advertising career with the *Chicago American* in 1911 and for the past 14 years was connected with the Chas. F. W. Nichols Agency.

Paul C. Foley has joined the Fred M. Randall Company, Advertising Agency, Detroit, in their radio and mail order division. Foley was formerly with the F. R. Steel Company of Chicago.

At the annual meeting of the Roosevelt Club of Boston, Cleaveland A. Chandler of the Cleaveland A. Chandler Advertising Agency, was re-elected secretary.

A new agency has been opened in Omaha by Stanley H. Jack, formerly of the Omaha office of the Potts-Turnbull Company, advertising agency. It is called the Stanley H. Jack Company, of which Mr. Jack is president. Edward F. Leary is vice-president and B. P. Kissane, secretary.

Two Detroit agencies, the Fox Advertising Agency and the Tom H. Bartel Company, have merged. H. V. Fox is now vice-president of the Bartel Company, of which Mr. Bartel is president.

Joseph Xavier Netter, for many years advertising manager of the Lightolier Company, has opened an advertising agency in New York under the name of J. X. Netter, Inc. During the past four years he has been with Creske-Everett, Inc., New York agency, as vice-president.

PROMOTING ADVERTISING

The *New York Sun* has just issued a map about four feet square to fold within a board cover 10 x 14 inches, showing the names, location and product of 854 manufacturers who carried schedules in that paper during 1925. The large map is a condensed version of the United States, showing the 26 states in which the 854 firms are located and the state groups are connected with New York City by long red arrows. An explanatory note states that in these 26 states are located 82 per cent of all the manufacturing plants of the country, producing 88 per cent in value of all manufactured products in the United States. The map bears the title "How Manufacturers Reach New York."

WITH THE GENERAL ADVERTISERS

W. W. Lewis Promoted to Assistant General Sales Manager, Cadillac Company—Purina Buys Ry-Krisp Company—Canadian General Motor Factories Break Record

WILLIAM W. LEWIS, advertising manager of the Cadillac Motor Car Company, has been promoted to the newly-created position of assistant general sales manager and director of advertising. He will assist H. M. Stephens, general sales manager, in the conduct of all activities in the sales division, which includes the sales, advertising, parts and technical departments.



W. W. Lewis

The newly-appointed sales executive joined the Cadillac organization as district sales manager in August, 1922, and advanced to advertising manager in November of the following year. In his former automobile connection, with the Peerless Motor Car Company, he spent six years as district manager.

The Ralston Purina Company, large cereal manufacturers with executive offices in St. Louis, has purchased the Ry-Krisp Company of Minneapolis, makers of Ry-Krisp, a Swedish health bread. The transaction is of the largest that has taken place in the cereal industry for several years. It involves taking over the milling, sales and distribution of Ry-Krisp, including all rights to patented processes of manufacturing and trade marks. The amount involved in the purchase was not stated. According to William H. Danforth, president of the Ralston Purina Company, an extensive sales and advertising campaign will be put behind Ry-Krisp by the new owners.

Canadian factories of General Motors located at Oshawa, Ont., set a new production record during the first six months of this year, according to the *Oshawa* (Ont.) *Daily Reformer*. The six months' sales record also reached a new figure, exceeding the previous best twelve months record by 3,459 cars. There were 749 more unfilled orders on the books on June 30, than a year ago, J. H. Beaton general sales manager stated.

O. A. D. Baldwin Nursery Company, Bridgman, Mich., has succeeded the Whitten-Ackerman Nurseries. With the change in ownership the advertising account of the company has been returned to the Frank B. White Company, Chicago, which will place copy for the ensuing year.

Orin S. Wernecke has been appointed advertising manager of the *Harvard Business Review* and the *Journal of Land & Public Utility Economics*, to succeed Claude E. Hooper, now associated with the advertising department of *Scribner's Magazine*. Mr. Wernecke is also in charge of the new Eastern book division offices of the A. W. Shaw Company, New York.

Samuel F. Head, formerly of the *Buffalo Star*, has been appointed director of advertising publicity for the Steel Consolidated Stores, Inc., at Buffalo.

The

Richmond Times-Dispatch

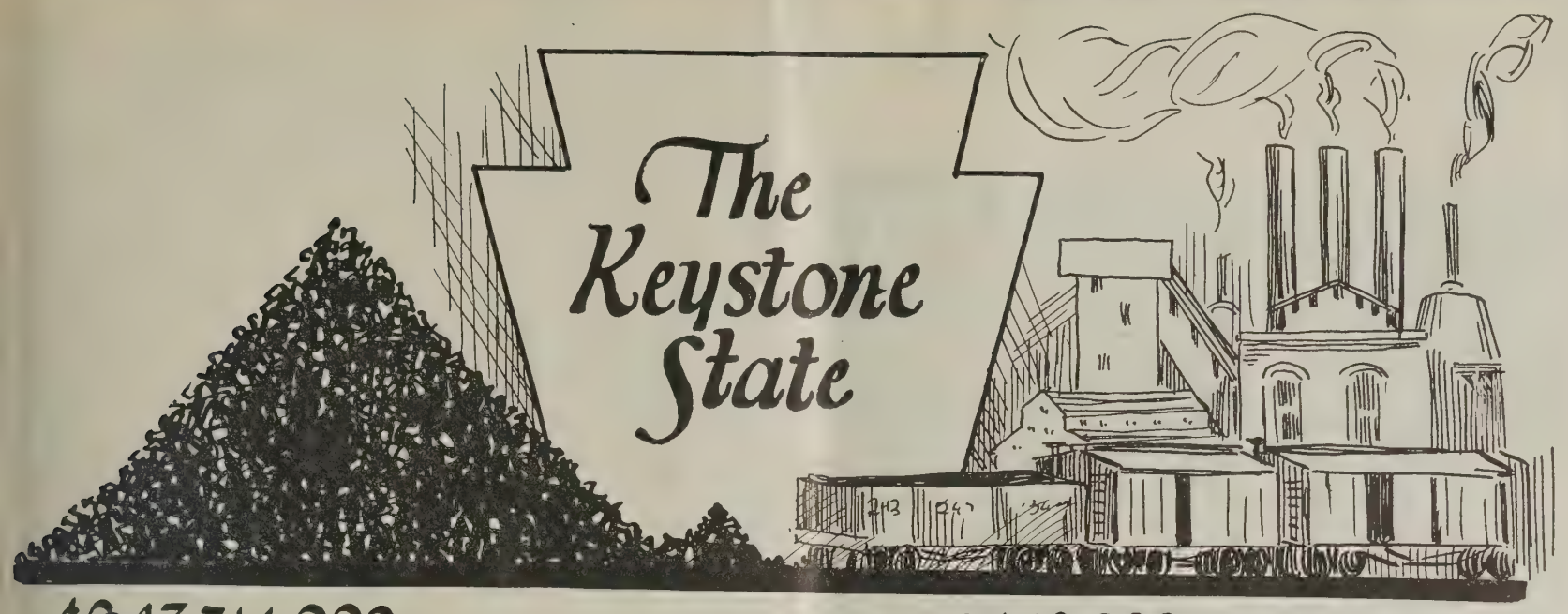
Announces
The Appointment Of

THE JOHN BUDD COMPANY

As Its

NATIONAL ADVERTISING REPRESENTATIVES

Effective August 1st, 1926



$843,314,000 $7,438,609,142.

Leads in Mineral and Industrial Production!

The wonderful opportunity for every National Advertiser in telling the story of products to the people of Pennsylvania is shown by the Government statistics.

Pennsylvania is among the leaders in wealth, earning power of its workers and in steady, all year 'round prosperity. In coal it leads all States. In commerce, it is unsurpassed, and in industry Pennsylvania has few competitors.

Do not overlook this state when planning your campaign.

The daily papers listed here can give you service in merchandising and distribution.

	Circulation	2,500 lines	10,000 lines
**Allentown Call .....(M)	31,400	.10	.10
**Allentown Call .....(S)	22,349	.10	.10
††Beaver Falls Tribune.....(E)	6,553	.03	.03
††Bethlehem Globe Times.....(E)	13,272	.06	.06
††Bloomsburg Press .....(M)	7,673	.04	.04
**Chester Times .....(E)	18,295	.06	.06
††Coatesville Record .....(E)	6,783	.035	.03
**Connellsville Courier .....(E)	5,928	.02	.02
**Easton Express .....(E)	25,473	.08	.08
**Erie Times .....(E)	28,596	.08	.08
††Greensburg Tribune Review...(EM)	14,883	.05	.05
††Hazleton Plain Speaker.....(E) ††Hazleton Standard-Sentinel..(M)	19,852	.07	.06
**Mount Carmel Item .....(E)	4,307	.0285	.0285

	Circulation	2,500 lines	10,000 lines
**Oil City Derrick .....(M)	8,588	.04	.04
**Pottsville Republican and Morning Paper .....(EM)	15,346	.08	.07
**Scranton Times .....(E)	43,230	.13	.12
**Sharon Herald .....(E)	7,236	.0357	.0357
**Sunbury Daily Item .....(E)	5,224	.03	.03
**Washington Observer and Reporter .....(M&E)	17,589	.06	.06
††West Chester Local News .....(E)	11,860	.04	.04
**Wilkes-Barre Times-Leader ....(E)	26,204	.06	.06
††Williamsport Sun and Gazette & Bulletin.....(ME)	28,000	.09	.09
††York Dispatch .....(E)	19,632	.05	.05

**A. B. C. Publishers' Statement, March 31, 1926.
††Government Statement, March 31, 1926.

CLASSIFIED ADVERTISING

New Want Ad Headquarters for Pittsburgh Press—Dayton News Instructing Readers How to Write Classified Ads—New York Times' List of Objectionable Copy



Exterior of new Want Ad headquarters of the *Pittsburgh Press*

THE *Pittsburgh Press* recently opened a new Want Ad headquarters at 254 Fifth avenue, a building designed especially for handling classified copy. It has a frontage of 25 feet on Fifth avenue and a 50 foot depth.

The front of the building is cast bronze and glass with two beautiful show windows of walnut finish. The structure encloses a large room with a 32 foot ceiling. A large horseshoe counter occupies the center of the room while nearby is a lareg writing desk. Ten clerks are employed in this office. There are two direct telephone lines to the operating plant.

There is a small mezzanine in the rear of the office which accomodates the Downtown Travel and Information Bureau of the paper. In the front is another mezzanine for the bulletin service. News bulletins are flashed to the downtown office by a direct telephone connection from the city editor's desk. The bulletins are painted in large letters and pasted on swivel windows which are floodlighted. The above photograph shows how the Press is using this bulletin service to promote the paper.

Owen M. Phillips is business manager of the Press.

All newspapers are now vigorously working to keep their classified pages free from fraudulent advertising. Objectionable copy, refused by the *New York Times*, is listed as follows in the newspaper's "Classified Manual":

1. Fraudulent or doubtful advertisements:

Make a million by investing $10,000 in our oil wells. Produce 1,000 barrels daily. Your investment will triple itself in four months.

2. Offers of something of value for nothing; advertisements that make false, unwarranted or exaggerated claims:

A high grade automobile given away to the first 20 persons answering this advertisement. Send 10c for booklet, "How to make $25 daily."

3. Advertisements that are ambiguous in wording and which may mislead:

Women—earn $100 weekly giving beauty treatments. Experience unnecessary. Apply Room —.

4. Attacks of a personal character; advertisements that make uncalled-for reflections on competitors or their goods:

You can not be sure of your radio unless it is bought from us. Only our Radio sets are sold to you fully as represented.

5. Advertisements holding out the prospect of large guaranteed dividends or excessive profits:

Ladies Apparel Shop for sale. Will guarantee a net profit of $15,000 yearly. Sacrifice for $5,000 if bought immediately.

6. Bucket shops and offerings of financial prospects:

Safe Gold Mine—$50 per share on curb. Price of $100 assured as soon as mine becomes producing.

7. Advertisements that are indecent, vulgar, suggestive, repulsive or offensive.

8. Matrimonial offers; fortune telling:

Young man, cultured, owning producing farm, wishes to correspond with young lady 25-35 or young widow. Object matrimony.

9. Objectionable medical advertising and offers of free medical treatment; advertising that makes remedial, relief or curative claims (either directly or by inference), not justified by the facts or common experience:

Brown's tablets positively cure kidney trouble, liver trouble, colds, etc.

10. Advertisements of products containing habit-forming or dangerous drugs.

Note—All medical advertisements are subject to investigation before being published.

11. Want advertisements which request money for samples or articles:

Salesmen wanted for quick seller, auto cleanser. Send $1.00 for sample.

Mailing lists offered for sale:

Example: Mail order house going out of business wishes to dispose of an up to date national automobile dealer mailing list.

12. Any other advertising that may cause money loss to the reader, or injury in health or morals, or loss of confidence in reputable advertising and honorable business, or which is regarded by the New York Times as unworthy.

A wide variety of articles and services offered to the public by means of classified advertising is shown by this analysis of 325 advertisements reported on for newspaper publishers by the National Better Business Bureau. This makes even more apparent the number of advertisers and readers of advertising to whom dependable classified copy is a live issue.

Automotive		8.75%
Correspondence Schools		12.
Clothing		9.5
Financial		3.5
Foodstuffs		1.5
Jewelry		1.5
Household Appliances		3.5
Machinery		1.5
Musical		1.5
Miscellaneous		8.75
Mail Business		37.75
Fountain Pens	6. %	
Formulas, Etc.	2.5	
Gilding cards	1.	
Home Work Schemes	10.	
Mail Order Plans	12.5	
Needlework	5.75	
Printing Devices		2.75
Toilet Accessories		5.75
Tobacco		1.75
TOTAL		100%

H. G. Barringer, classified advertising manager of the *Indianapolis News* for the past ten years, has joined the Hearst organization as classified advertising manger of the *Syracuse Journal and* manager. Barringer is a charter member of the Association of Classified Managers and a former Director.

AD TIPS

Blaine-Thompson Company, 4th National Bank Building, Cincinnati. Trying out three Southern towns in a test campaign on International Products Company, Lexington, Ky.

Cramer-Krasselt Company, 1201 Bank of Italy Building, Los Angeles. Trying out some far Western cities for the Samson Tire Company, Los Angeles.

Cramer-Krasselt Company, 354 Milwaukee street, Milwaukee. Running schedules on Maytag Company, Newton, Ia., in western papers.

Dauchy Company, 9 Murray street, New York. Has secured account of the Fales Chemical Company, Inc., Cornwall Landing, N. Y.

Gardner Advertising Company, 1627 Locust street, St. Louis. Reported will place account of the Ry-Krisp Company, Minneapolis, makers of Swedish Health Bread, which has been purchased by the Ralston Purina Company, St Louis.

Greenleaf Company, 80 Federal street, Boston. Now handling account of the Carpenter Morton-Company, Boston, manufacturers "Colorite" and "Carmote Cow-Ease."

J. R. Hamilton Company, 326 West Madison street, Chicago. Will use some newspapers for Altorfer Bros. Co., "A. B. C. Washer" Peoria, Ill.

Henri, Hurst & McDonald, 58 East Washington street, Chicago. Now handling account of the Houde Engineering Corporation, Buffalo also placing account of the Nachman Spring Company, Chicago, "Nachman" spring units.

Arnold Joerns Company, 26 East Huron street, Chicago. Are adding a number of towns to their list for Hanley and Kinsella, St. Louis

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Preparing a list of newspapers for the Mohawk Electric Co (Radio), Chicago, and trying to secure more dealers.

Mitchell-Faust Comapny, 7 South Dearborn street, Chicago. Placing account of the Savo Manufacturing Company, Chicago, manufacturers "Savo" air moisteners and flower and plant boxes.

Pedlar & Ryan, Inc., 250 Park avenue, New York. Placing account of Bristol-Meyers Company, New York, manufacturers "Sal Hepatica," "Ipana" tooth paste and "Gastrogan" tablets.

Frank Presbrey Company, 247 Park avenue New York. Now handling account of the Florida East Coast Railway and Hotels.

Procter & Collier, McMillan street at Reading Road, Cincinnati. Preparing a list of newspapers on Fishback Company, Indianapolis.

Suedhoff-Ross Company, Tri-State Building Fort Wayne, Ind. Adding papers to the list for Rub-No-More Co., Fort Wayne.

BAR GOVERNMENT NAME OUT OF AD COPY

Trade Commission Finds Practices of Philadelphia Civil Service Coaching School Unfair Competition

An important decision involving the use of a familiar government title in advertising placed by a private concern was handed down this week by the Federal Trade Commission.

According to an order issued by the Commission the Civil Service Correspondence School of Philadelphia must discontinue its practice of using the term "Civil Service," in advertising or other matter to solicit students.

The Commission found that the respondent used a catalog bearing a picture of the Capitol of the United States, and of "Uncle Sam" in conjunction with the words "Civil Service Correspondence School, Philadelphia, Pa." These catalogs contain statements to the effect that its courses of instructions consist of questions and answers similar to those propounded by the Civil Service Commission and further implies that its students promptly will secure positions in one of the government departments.

Many other statements are made by the respondent, the findings recite, which cause the erroneous impression that it is connected with the United States Government, and is therefore an unfair business practice, which deceives its student customers and is prejudicial to competing schools.

FOR IMMEDIATE DELIVERY

8-page Duplex Angle Bar Press—8 column, 22½" cut-off
20-page Duplex Single Deck Web Press—8 column, 22¾" cut-off
Model 8 Linotype, serial No. 28228, with 3 magazines
Model 5 Linotype, serial No. 13627
Monotype Caster, with Lead and Rule Attachment
Hoe Linotype Melting Furnace, complete
Hoe Heavy Duty Pedestal Saw

Send for Current List of Offerings

THOMAS W. HALL COMPANY INC.

575 Washington Street New York — **10 High Street Boston**

BELLINGHAM DAILIES NOW HOUSED IN NEW PUBLISHING PLANT



Handsome New Plant of the *Bellingham* (Wash.) *Herald-Reveille*

NORTHWEST and British Columbian publishers who have recently inspected the new home of the *Bellingham Herald* and the *Bellingham Reveille,* agreed that it is one of the most complete newspaper plants in the west.

The new Herald Building was formally opened June 27 when it was estimated over 7,500 persons inspected the building and newspaper plant. Twenty odd outside newspaper publishers attended the opening and were given a dinner by President S. A. Perkins and Vice-President and General Manager Frank I. Sefrit.

The Herald Building is all-steel construction fire-proofed with gypsum. It is a beautiful building throughout, the exterior being terra cotta designed in the Gothic style. It is seven stories in height; the seventh story is not shown in the engraving herewith because it is hidden by the high parapet walls. But this story, as all others above the first, has a fine marine view over Bellingham Bay. The seventh story is to be made into a modern club with roof garden features.

The trim of the building is in marble and Philippine mahogany. The cost exceeded $350,000 exclusive of land values. The building occupies a ground space of 37½ feet on State street by 125 feet on Chestnut street. A railway spur in the rear serves to unload newsprint and other heavy freight.

About one third of the building is occupied by the publishing company. The other is for stores and offices. A commodious space for parking cars of tenants is provided in a part of the basement. This is reached by twin elevators.

The Bellingham Publishing Company, owners of the Herald Building and the newspapers, has erected a building and installed a plant that will meet the demands of a rapidly growing population and business. The building was designed for speed and economy in publishing. The business offices are on the ground floor with the editorial and composing rooms directly connecting on that floor. The mats are molded on the first floor and sent to the foundry in the basement. The presses, stereotype machinery and mailing departments are in the basement. The mailing room delivers directly to the street level in the rear. The equipment is electric throughout, even to the use of monomelts on the Mergenthalers. A Hoe sextuple and a Hoe 16 page press serve the needs of the business, the latter for supplements.

General Manager Frank I. Sefrit came to Bellingham 15 years ago from Salt Lake City where for nine years he was an executive of the *Tribune,* six years as general manager. Previous to that he had been an Indiana newspaperman. President S. A. Perkins, publisher, makes his headquarters at Tacoma. The secretary-treasurer of the Bellingham Publishing Company is E. G. Earle, a veteran western newspaper man.

FLASH BURNS PHOTOGRAPHERS

Williams Brothers Hurt in Boston by Accidental Explosion

John ("Jack") Williams, *Boston Post* photographer, was badly burned about the head and his brother, Gus Williams, *Boston American* photographer, was cut about the face by flying glass, when the former's flash-lamp exploded outside the Suffolk county courthouse, Boston, early in the evening of July 15.

The accident happened when a group of newspaper photographers were assembled outside the courthouse in expectation of the arrival there of a certain man for whom a warrant had been issued in connection with a girl's death, and dismemberment of her body. Seing a man approaching with a police officer, "Jack" Williams had his camera loaded for a flashlight. When it was discovered that the man with the officer was a lawyer and not the man whose photo he sought, Williams started to pour the flashlight powder, which was already in the gun of the camera, back into its glass container when his sleeve accidently caught the trigger release, causing it to go off.

BARRE PAPER INCORPORATED

A charter of incorporation was granted last week in Massachusetts to the *Barre* (Mass.) *Gazette* Inc., of Barre, with a capital of $15,000. The incorporators are Irving F. and Beatrice K. Carpenter, both of Barre, and Carolyn M. Kinne, of Somerville.

The Money That Goes to Florida Comes Back to You

Millions of dollars are going to Florida every week. The fact that bank deposits in Florida more than doubled during 1925 is sufficient evidence of this.

But this fact need not worry the other sections of the United States. The money that is going to Florida is being put into circulation and the important thing is that—

This money that is going to Florida will come back to every part of the country which goes after Florida business.

Florida has money and Florida is spending it. It is buying unfinished products and manufactured articles and food supplies from the rest of the nation just as fast as railroads and steamship lines can carry them. It has bought so fast indeed that the railroads during the past winter had to put an embargo on freight and express shipments.

Florida is a wonderful, growing market. It offers an unusual opportunity to the manufacturer.

Reach this market NOW. Cultivate it consistently. The most economical media to cover Florida completely are the Associated Dailies.

ASSOCIATED DAILIES of Florida

510 Clark Bldg. Jacksonville, Florida

Bradenton News
Clearwater Sun
Daytona Beach Journal
Daytona Beach News
Deland Daily News
Eustis Lake Region
Ft. Lauderdale News
Ft. Myers Press
Ft. Myers Tropical News
Ft. Pierce News-Tribune
Ft. Pierce Record
Gainesville News
Gainesville Sun
Jacksonville Florida Times-Union
Jacksonville Journal
Key West Citizen
Kissimmee Gazette
Lakeland Ledger
Lakeland Star-Telegram
Lake Worth Leader
Melbourne Journal
Miami Daily News
Miami Herald
Miami Tribune
New Smyrna News
Ocala Central Florida Times
Orlando Morning Sentinel
Orlando Reporter-Star
Palatka News
Palm Beach Daily News
Palm Beach Post
Palm Beach Times
Pensacola Journal
Pensacola News
Plant City Courier
St. Augustine Record
St. Petersburg Independent
St. Petersburg News
St. Petersburg Times
Sanford Herald
Sarasota Herald
Sarasota Times
Stuart Daily News
Tampa Times
Tampa Tribune
Winter Haven Chief

EMPLOY YOUTH, BUT DON'T NEGLECT TRAINING, FOSTER'S ADVICE TO EDITORS

Veteran of Scripps-Howard Staff Sees Great Waste in Attitude of Executives Toward Juniors of Newspaper Staffs by Failure to Guide Their Energies

J. W. FOSTER, recently appointed as assistant to G. B. Parker, general editorial executive of the Scripps-Howard Newspapers and also as assistant to E. E. Cook, editor-in-chief of the Ohio-Pittsburgh group, is a native of Texas. He was born in Galveston.



J. W. Foster

He cubbed on the *St. Joseph* (Mo.) *Gazette* in the days when that newspaper was controlled by the late George H. Larke who afterward became a New York publisher.

Foster went to Oklahoma 20 years ago and became editor of the *Oklahoma City News*, a Scripps-Howard newspaper. He was transferred to the *Cleveland Press* 13 years ago. There he served as feature writer, city editor and managing editor. A little more than a year ago he became chief editorial writer.

His hobby is the development of men.

"We concern ourselves too much about the waste of white paper and too little about the waste of man power," he says.

"There is too great a tendency on the part of many newspapers to employ youngsters in the hope that they possess the spark so necessary to successful careers in this business, then to neglect the development of these youngsters.



T. O. Thackrey

"The result is an alarming amount of deadwood on payrolls. The financial loss, while unfortunate, is not the most important thing. The most important thing is that we lose for too long a time the talents and the energies and the optimistic points of view that belong to youth. We need these things to keep our newspapers out of the rut. The spirit of the times is effervescent. It demands recognition by newspapers. The newspaper that does not respond to that demand pays the penalty in dwindling circulation.

"Young energies, properly directed, keep alive the fires in the breast of the veteran. Show me a newspaper staff in which rapidly-developing young men and women are given place, and you'll show me a staff that is on its toes.

"Oh, yes, we need balance wheels—veterans who control the brakes. I by no means estimate their importance. I don't believe that a newspaper should be a three-ring circus. As the same time, I am not forgetful of the fact that a circus usually draws a pretty fair crowd."

Foster's oldest son is 20. Three years ago, while Foster was managing editor of the Press, the son applied to him for a job. The father turned him down. Three days later the boy came back to the Press office:

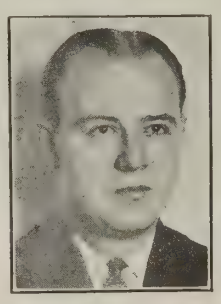
"Dad," he said, "I work for you. The editor has given me a job."

The young man is still with the Press, doing re-write at the age of 20.

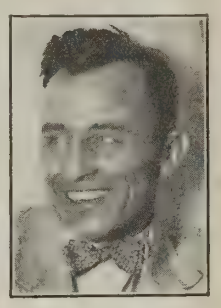
The youthful nerve which Mr. Foster admires has been given prominence on the *Cleveland Press*, as stated in Editor & Publisher last week. An editor, a managing editor and a chief editorial writer were appointed and the oldest of them is 30, the youngest 24 years of age. Their work will be under the general supervision of Messrs. Parker, Cook, and Foster.

Ted. O. Thackrey, the new editor of the Press, is 24 and until recently was managing editor. He has been in newspaper work since his high school days and among the other newspapers where his hat has hung are the old *Kansas City* (Kan.) *Gazette-Globe*, *Kansas City* (Mo.) *Journal*, *Manhattan* (Kan.) *Mercury*, *Topeka Capital*, *Kansas City Star*, *Oklahoma City Oklahoman* and *Topeka State Journal*.

Louis B. Seltzer, chief editorial writer



L. B. Seltzer



J. B. Sorrells

of the Press, is 28 and started as an office boy for a Cleveland newspaper 14 years ago. He became city editor of the Press when he was 22, then assistant managing editor, political editor, and at various times as star reporter.

John H. Sorrells, now managing editor at 30 years of age, began his career on the *Graphic* in his home town of Pine Bluff, Ark., holding all important posts on that daily. He worked in Fort Worth and Oklahoma City before joining the Cleveland Press as news editor last year.

KANSAS DAILIES TO ADVERTISE

Plans Discussed at Topeka Meeting—Capper Publications Host

Plans for advertising Kansas, especially in the east, were discussed by a score of members of the Kansas Daily Newspaper Advertising Association at a special meeting, held in Topeka last week.

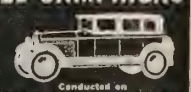
Advertising councillors were asked to prepare copy for use in newspapers and magazines and to submit their recommendations.

The Capper Publications was host to the visiting newspapermen. Another meeting will be held soon.

WE'RE ALWAYS BUSY—WHY?

AUTOMOBILE PRIZE CAMPAIGNS

Get the Circulation
Get the Money For It
Get It Quickly
Get It Right



Conducted on THE KENDALL PLAN

We would like to know more of your circulation building methods and charges. Without obligation to us, you may submit details, terms, etc.

Our last Campaign was run _____

Name of paper _____ City _____

By _____ Title _____ State _____

Should we use a Campaign we would want it to start about _____

Eighteen consecutive successful years of "Knowing How." Wire or write for details, references, etc.,

W. S. Kendall Company
104 NORTH BAILEY AVE.
LOUISVILLE, KENTUCKY

EDITOR & PUBLISHER CALENDAR

July 26-Aug. 31—Institute of Politics, Williams College, Williamstown, Mass.

July 30—Northeast Missouri Press Assn., mid-summer Meeting, Monroe City, Mo.

Aug. 6-7—Wyoming Press Assn., annual convention, Thermopolis, Wyo.

Aug. 7—Southwest Minnesota Editorial Assn., summer outing, Lake Sheat, Minn.

Aug. 9-11—Georgia Press Assn., annual meeting, Louisville, Ga.

Aug. 11-13 — South Dakota Press annual meet, Brookings.

Aug. 12—Wisconsin Press Assn., Meeting, Wisconsin Rapids.

Aug. 12-14—Virginia Press Assn., meeting, Pulaski, Va.

Aug. 13-14—Iowa Press Assn., meeting, Cedar Lake.

NEW ELECTRICAL CONTROL

Acceleration and Braking Device Developed for Printing Machines

A new device for automatically controlling the acceleration and braking of alternating-current motor-driven equipment has been developed and placed on the market by the Cutler-Hammer Manufacturing Company of Milwaukee and New York. It is called the Carpenter automatic control station, and has been applied to cylinder presses, web presses, lithographic presses and other printing equipment.

The station is used in connection with the standard types of automatic pushbutton-operated magnetic controllers which are employed for the control of slip-ring motors, although it also can be used with controllers for squirrel-cage motors. When the "run" button is depressed for starting the motor, the device functions to keep the external resistance in circuit (thereby limiting the current inrush) until the motor has attained 40 per cent of normal running speed, at which time it automatically opens the torque switch, shunting out the external resistance, and closes the run switch for normal operation of the motor. When the "stop" button is depressed for stopping the motor, the device functions to open the line switch, which opens the run switch through an interlock. At the same time it closes a reverse line magnetic switch with the external resistance in circuit, thus creating a field in direct opposition to direction of rotation and exerting a braking effect equal to the rated torque of the motor. Just before the motor comes to dead rest the reverse switch circuit is opened, thus compensating for the switch lag. The motor is stopped without any possibility of reversing or coasting.

Essentially, the device consists of an oil pump which operates a contact-making device. The pump is belt-connected to the driven machine, and when the speed of latter reaches 40 per cent of normal running speed, the pressure generated by the pump serves to operate a contactor which opens the torque switch and closes the run switch.

STAFF SHIFTS IN BUFFALO

Following the merger of the *Buffalo Express*, *Courier* and *Star* further reductions in the staff have been necessary and a number of Buffalo newspaper men are now engaged in other fields. Their number includes Frank Dooley, Harry Mullany, Alex Rosenberg, Richard Murray, William Devereaux, Walter Mason and Fred Fails. M. W. Wilner has gone to the *Buffalo Evening News* as an editorial writer and Louis Atlas has sailed for Paris to joint the staff of one of the American publications there.

Unusual Business Opportunity

Other manufacturing interests necessitate the sale of a northwestern daily newspaper in exclusive field. Circulation over 5,000. Will pay twenty percent on investment of $150,000 to $175,000. Price for immediate private sale $100,000. Will require $60,000 cash to handle. Books open to inspection by reliable parties.

If you are not listed by credit agencies, please send bank references.

Wire Box A-678, care of Editor & Publisher.

PAUL BLOCK $4,300,000 BOND ISSUE FOR TOLEDO BLADE OVERSUBSCRIBED

New Corporation, Consolidated Publishers, Inc., Will Own Four Newspapers and National Representation Business of Paul Block, Inc.

BECAUSE of its novel character, considerable interest was manifested in newspaper and financial circles this week in the offering of $4,300,000 ten-year collateral trust 6¾ per cent notes of Consolidated Publishers, Inc., and the immediate success which the issue met. The notes were offered at 100 on Tuesday by a nation-wide syndicate headed by Lehman Brothers and Hallgarten & Co.

Consolidated Publishers, Inc., which is to own the *Toledo* (O.) *Blade, Newark* (N. J.) *Star-Eagle, Duluth* (Minn.) *Herald, Lancaster* (Pa.) *New Era,* and Paul Block, Inc., is to be headed by Mr. Block as president. Heavy over-subscription of the bonds was attributed not only to the favorable conditions of the newspapers but also to the reputation of Mr. Block in the publishing and advertising fields.



Paul Block

A novel feature of the offering of the Consolidated Publishers, Inc. bonds, was the use in a published circular of an appraisal by Palmer, DeWitt & Palmer, which gave the fair realizable value of the four newspapers at $11,000,000. This also gave the investing public assurance that the assets behind a newspaper security are to be found almost entirely in its intangible or good will values.

The subscription books for the offering to dealers were almost immediately closed, and a heavy over-subscription reported. In addition to the syndicate managers, Bond & Goodwin & Tucker, Inc. appeared in the Pacific Coast advertising, the Collin-Norton Company in Ohio, Stix & Co. in St. Louis, Trust Company of Georgia in Atlanta, and Lehman, Stern & Co. in New Orleans.

The entire proceeds of the issue are to be devoted to the acquisition of the Toledo Blade. Security of the issue is established by pledge with the Chemical National Bank of New York, as trustee under a collateral trust indenture, of all of the issued and outstanding stock, excepting directors' qualifying shares, of the five subsidiary companies.

Combined profits, as certified by Messrs. Price, Waterhouse & Co., of the four newspaper companies and of the publishers' national advertising representation business of Paul Block, Incorporated, after interest paid, but before Federal income taxes, excluding profits from sales of securities, and, in the case of the Newark Star Publishing Company, without deducting certain payments to stockholders and others (discontinued in January, 1926) averaging $60,000 per annum, were announced as follows:

Year Ending Dec. 31*	Combined Profits As Above	Times Interest Requirement Earned
1923	$859,109.16	2.9
1924	902,811.12	3.1
1925	1,241,016.18	4.2
Four mos. ending Apr. 30, 1926**	492,004.18	5.0

*Year ending the following Jan. 31 in the case of the New Era Publishing Corporation, and ** including only three months for that Company.

Such combined profits for the period shown above have averaged $1,047,639, or over 3.6 times the $290,250 maximum annual interest requirements on the issue. In the first four months of 1926 such profits were already equivalent to 1.69 times the full year's interest requirement on these notes, it was pointed out.

An annual sinking fund, beginning July 1, 1927, is provided sufficient to retire all the issue at maturity. The notes are redeemable for sinking fund on thirty days' notice at 102 and interest on July 1, 1927 and 1928, and thereafter on July 1 at a redemption price ¼ per cent less each year. The issue is redeemable as a whole or in part at 102 and interest.

In his letter to the bankers, Paul Block, president of Consolidated Publishers, Inc., said:

"With their present prosperity based on many years of development, I look forward to the increased success of each of the subsidiaries of Consolidated Publishers, Inc., and to the continued growth in circulation, advertising volume and editorial influence of each paper. The policy of the companies to be subsidiary to Consolidated Publishers, Inc., will be under my personal direction, with the assistance of my loyal associates, many of whom have been with me from fifteen to twenty-five years." He reviewed the history of the newspapers and Paul Block, Inc., concerning the latter he said:

"Paul Block, Inc., was organized in 1908 to continue the business founded by me in 1900, and which has since been continuously under my personal direction. The company is the exclusive national advertising representative for the above-mentioned newspapers, as well as for a number of other important publications, including *Pictorial Review,* the *Washington* (D. C.) *Post, Rochester* (N. Y.) *Democrat & Chronicle, Syracuse* N. Y.) *Post-Standard, Worcester* (Mass.) *Telegram and Gazette, Memphis* (Tenn.) *News-Scimitar, Manchester* (N. H.) *Union-Leader, Scranton* (Pa.) *Republican, Topeka* (Kan.) *State Journal* and others. Paul Block, Incorporated maintains offices in New York, Chicago, Philadelphia, Detroit and Boston."

The serial notes have not only the Block properties behind them but in addition are secured by the unconditional personal guarantee of Mr. Block endorsed upon each note. Application will be made to list the notes upon the New York Stock Exchange.

NEAL ON AD COMMISSION

Jesse H. Neal, executive secretary of the Associated Business Papers, Inc. has been appointed to represent that Association on the Advertising Commission of the International Advertising Association.

STAFF NOW CONTROLS DALLAS NEWS

George B. Dealey on 52nd Year with Firm, Takes 52% of New Corporation's Stock—Employes Hold Minority

On the 52d anniversary of his connection with A. H. Belo & Co., publisher of the *Dallas* (Tex.) *News* and associated publications, George B. Dealey, general manager of the property, assumed 52 per cent of the stock of the A. H. Belo Corporation, which on July 15 took over the papers from the old organization. This step completed the process of transferring control of the news from members of the Belo family to Mr. Dealey and other employes of the News associated with him. Other publications concerned are the *Dallas Journal, Semi-Weekly Farm News, Texas Almanac,* and *State Industrial Guide.*

Officers of the new corporation are: President, George B. Dealey; vice-president, Walter A. Dealey; secretary-treasurer, John F. Lubben. Directors include the officers and also Tom Finty, Jr., Ennis Cargill, E. M. Dealey, and E. B. Doran.

Members of the Belo family have transferred their interests in the old corporation into the new, but in form which divests them of control, the announcement in the Dallas News stated. This passes to George B. Dealey and those who have been long associated with him in the management, by Mr. Dealey's acquirement of a majority of the voting stock, the minority of which will be held by the other officers and directors.



(C) NEA

Pop Gunn

is making friends for the N. E. A. Service, Inc., all the time.

And the N. E. A. knows that it is not only necessary to have the BEST features, but that it pays to give their clients the best possible kind of service.

Small wonder then, that the N. E. A. should choose Certified Dry Mats as the medium to send out their newspaper feature services.

Remember, please, that the N. E. A. is the "World's largest newspaper feature service," and that they use only the best the market affords.

Certified Dry Mats will appeal to you for the same reasons that led the N. E. A. to adopt them, and their use will give you just as much profit and satisfaction.

Won't you get acquainted — there's no obligation on your part.

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue, New York
For wet mat printing with DRY MAT facility — use Certifieds
Made in the U. S. A.

THE TELEGRAM
now has the largest paid circulation in
CLARKSBURG, W. VA.
13,000 daily
14,000 Sunday
guaranteed.
Member Audit Bureau of Circulations
Represented Nationally by
The Devine-MacQuoid Co., Inc.
New York Philadelphia Pittsburg Chicago

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
QUALITY NAME SERVICE FAME CLINE WESTINGHOUSE
Cline-Westinghouse Double Motor-Drive with full automatic push button control
is used by
Columbus Dispatch
Columbus, Ohio
Ask them about it.
CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined.*

THE PITTSBURGH PRESS
A Scripps-Howard Newspaper
Member of the A. B. C.

MRS. MELONEY JOINS N. Y. HERALD TRIBUNE

Former Editor of Delineator Named Sunday Magazine Editor—Arthur Folwell Becomes Art Director

Mrs. William Brown Meloney, until recently editor of *Delineator,* has been appointed editor of the *New York Herald Tribune* Sunday Magazine, according to



Mrs. William B. Meloney

an announcement made this week by Ogden Reid, editor.

Mrs. Meloney succeeds Arthur Folwell, who has been appointed art director of the Herald Tribune.

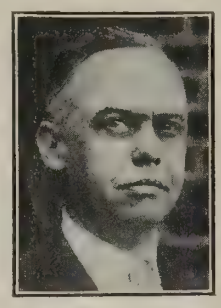
Prior to taking over the direction of Delineator in 1920, Mrs. Meloney was associate editor of *Everybody's* for three years, editor of *Woman's Magazine,* staff member of the *New York Sun,* and occupied a seat in the Press Gallery in Washington—the first woman ever to be so honored.

In discussing her appointment, Mrs. Meloney said: "Since newspaper work was my first love, I am happy to return to it. In the past twenty years there has been a tremendous change in the attitude of the reading public toward newspapers.

"People are no longer willing to wait for monthly publications to learn what is going on in the world of art and science, and what the best minds are thinking with regard to matters of international interest.

"Consequently newspapers have had to absorb the best there is in magazines and combine it with the news. There is a solidity to the content of newspaper magazines that was not found formerly."

Among Mrs. Meloney's contributions to Delineator of special interest to women were:



Arthur Folwell

The breaking down of the prejudice among physicians and surgeons against appearing with signed articles in lay publications. She persuaded Dr. Will Mayo of Rochester to contribute a series of articles on cancer, and Dr. L. Emmett Holt to write articles on the bringing up of children.

The raising of money to rebuild the town nearest the great American Argonne cemetery, and the raising of money to buy a gram of radium for Mme. Curie, and to provide her with an income for life.

The founding of Better Homes in America, which was incorporated as a public service corporation with Herbert Hoover as president and financed by the Laura Spellman Rockefeller Foundation. Committees were formed in 3,200 cities in the U. S. this year and it was estimated that 19,000,000 persons passed through the model houses.

Mrs. Meloney was decorated in 1917 with the Medaille de Charleroi, for service in behalf of Belgian children and in 1919, with the Ordre de la Reine Elisabeth for distinguished service to Belgian cause in U. S., and also with the Chevalier Legion d'Honneur of France as organizer of the Marie Curie Radium Committee.

Mrs. Meloney is the widow of William Brown Meloney, who was an editorial writer for the Herald Tribune for several months, specializing in comment upon shipping.

Mr. Folwell, whom Mrs. Brown is succeeding, first joined the Herald Tribune in 1916. He left for a while to go with the Leslie-Judge publications, and returned five years ago to become Sunday Magazine editor. His association with feature writers and illustrators began in 1902 when he succeeded Harry Leon Wilson as editor of *Puck.* Mr. Folwell is himself a contributor of light verse and prose to the *Saturday Evening Post,* the *Ladies' Home Journal, Life, The New Yorker,* and numerous other periodicals.

CADETT GOES TO COAST

Thomas T. E. Cadett, foreign subeditor of the *London Times* and first newspaper man appointed as junior fellow under the American Newspaper Fellowships in memory of Walter Hines Page, started this week for his first American job. He will report to the *San Francisco Chronicle* about Aug. 1 and after two months there will start eastward with short working periods at various newspaper centres. He will conclude his year with a work on New York newspapers.

JEFFRESS IS AGENCY RECEIVER

Court Names Greensboro Publisher to Administer Carl J. Balliett, Inc.

Carl J. Balliett, Inc., advertising agency of Greensboro, N. C., was last week placed in the hands of a receiver by Judge T. B. Finley, at Albemarle. Action for a receiver was brought by the North State Engraving Company, of Greensboro, creditor to the amount of $3,297, for itself and other creditors.

In its answer to the complaint of the North State Engraving Company, the agency admits that it is unable to pay the plaintiff and other creditors, and "believes that the best interest of all its creditors and of its stockholders will be best served by the court, acting through a receiver, taking charge."

E. B. Jeffress, mayor of Greensboro and manager of the *Greensboro Daily News,* was named as receiver. It was stated that the assets and liabilities are about equal, approximating $90,000 each. Both firms occupy space in the Daily News building.

PROGRESS EDITION FOR TARHEELS

The *Greensboro* (N. C.) *Daily News* will put out a "progress" edition of its paper some time during August. The edition will feature the progress of the state in various phases in the last quarter of a century. The vice-chairman of the state board of Charities and Public Welfare, A. W. McAlister, of Greensboro, will contribute an article on the progress which has been made in public welfare work, as one of the articles which will compose the edition.

COAL FIELD DAILIES MERGE

The *Mahanoy City* (Pa.) *Record-American* has purchased the plant and good-will of the *Mahanoy Press,* and the latter paper was suspended July 17. James H. Kirchner and David B. Davies are owners of the Record-American. The Mahanoy Press was the official organ of the United Mine Workers in District No. 9 and was edited by James A. Sullivan and managed by Edward R. Williams.

Read Editor & Publisher—$4 a year

CIRCULATION BUILDING SUPREMACY

We opened 1926 with the greatest newspaper campaign ever conducted, and secured over $300,000 in prepaid subscriptions for The Cleveland Plain Dealer. We can attain similar success for you!

THOUSANDS OF NEW, PREPAID, BONA-FIDE HOME-DELIVERED SUBSCRIBERS SECURED IN TEN WEEKS' TIME

HOLLISTER'S
Circulation Organization
Wire or Write us at Exchange Bldg.. 717-718 Commercial LOS ANGELES

Eight Out of Every Ten

Regular Readers of

EDITOR & PUBLISHER

Renew their subscriptions year after year. And many's the ten in which one or both of the other two come back into the family as soon as they begin missing its inspiring, helpful weekly visits.

ISN'T THIS A WONDERFUL TRIBUTE TO THE VALUE OF THE SERVICE OF
The Newspaper Man's Newspaper

The National Advertiser's Guide to Markets and Media

The Agency's One Authentic Source of All the Facts and Figures Upon Which National Newspaper Advertising is Based?

If you are not already getting EDITOR & PUBLISHER the coupon below will start it coming to you right away.

EDITOR & PUBLISHER,
Times Bldg., New York, N. Y.

Send me Editor & Publisher every week for a year, including with my subscription at no extra cost all the Special Numbers and the International Year Book and Space Buyers' Guide, as they are issued during the term of my subscription. Enclosed is my check for $.....
(Or, if you prefer, send me your bill.)

Name .....
Address .....
Paper (or Company) .....
Title or Position .....

Subscription Price, $4 per year
(In Canada, 50c extra; Foreign, $1 extra)

321 Satisfied Subscribers

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St. CHICAGO — 79 Madison Ave. NEW YORK

AME CORRESPONDENTS FOR PRESS CONGRESS

therings at Geneva and Lausanne ept. 14-18—Front Seats in League of Nations Hall Assigned Delegates

News-gathering associations of the rld are assigning their representatives report the Third Press Congress of World to be held in Geneva and usanne, Switzerland, September 14-18. e sessions on Tuesday and Wednesday, t. 14-15, will be held in Geneva, and sessions on Thursday, Friday and urday, Sept. 16-18, will be held at usanne, following which the official ty will tour Europe.

he Polish Telegraph Agence, with dquarters at Warsaw, will be repre-ted by Pierre Gorecki, general man-r; Leon Chrzanowski, correspondent Geneva, and Paul Kleczkowski, cor-pondent in Paris.

gence Avala, with headquarters in grade, Jugoslavia, will have a repre-tative present.

Paul Scott Mowrer, director in Eu-e for the *Chicago Daily News,* and lliam Bird, European director for the solidated Press Association will go n Paris to attend the sessions, and S. bar Weyer, manager for Central Eu-e, located at Berlin, will represent the rnational News Service.

Russell Kennedy, managing director Tokio, Japan, and Hugh A. Studdert medy, director in America, located at Francisco, will represent the Russell-nedys, Inc., Interpretative News Ser-s, of Tokio.

. Terry Champion, London repre-ative of the Canadian Press, and F. Ellis, publisher of the *St. John Globe,* -president of the Canadian Press, will resent that organization.

uy Innes, London representative, and W. Tonkin, Jr., editor-manager, will esent the Australian Newspaper le Service, and Joseph E. Starkey, eva correspondent, the Associated s. The United Press will also have men in attendance, who like the r correspondents will not only cover Press Congress of the World ses-s, but will also report the League of ons which will be in session at Ge-, and to which the members of the s Congress party will be accorded t seats in the Press Gallery.

l interim committees of the Press gress will make reports upon data ered during the past year on such ects as news communications by s, radio, telephone, mail, etc.; the in-nange of journalists; journalistic edu-n, journalistic organizations, jour-ltic ethics and standards of practice. e subjects will be discussed from the , and representatives of the press ll countries will participate in the ission.

e official party from the United s, Hawaii, Canada, and South and ral American countries will gather ew York City Aug. 31 for several of sight-seeing and entertainment e sailing on the *Carmania,* Sept. 4. New York City Publishers and the d Trades will be the hosts.

rangements for entertainments in York are going foward, as are also gements for entertainment in Gen-Lausanne, Paris, London and other and towns to be visited on the tour h will place the party in Southamp-Oct. 9 for the westward voyage .

TENBORN TO STUDY RUSSIA

klyn Eagle Associate Editor Also Going to Geneva

V. Kaltenborn, associated editor of *Brooklyn Eagle,* sailed July 22 on Stockholm" on a survey trip through ern Europe. His itinerary will him through Sweden, Finland, a and Poland. His most extensive will be in Russia where he plans ake a special study of the Soviet system. In Sweden and Finland he will inquire into the way these two countries handle the liquor problem. While at Warsaw he hopes to observe conditions under the new Pilsudski dictatorship.

Mr. Kaltenborn is a member of the World Press Congress, which meets at Geneva Sept. 14-18. He hopes to arrive at the seat of the League of Nations in time to witness Germany's admission to membership. In the course of the Press Congress he will deliver an address on "Radio and the Press."

ERIE TIMES ADDS TO HOME

Annex Costing $40,000 to Adjoin Two-Year Old Main Plant

A $40,000 addition is being built to the new *Erie* (Pa.) *Times* building. The main building was completed just two years ago and the additional space will consist of a store front, second floor offices and paper storage space in the basement.

The addition will be 40 x 80 feet. The main Times building is 65 x 165 feet, two stories high with provisions for three additional stories. It was completed in March, 1924, at a cost of over $250,000. Its basement now has a paper storage capacity of 14 carloads. The addition will take some of this storage space which is on falsework over a press pit.

PRESS AGENT TOUCHES OF THE WEEK

New Insurance Policy Offered as "News"—Hooking N. E. A. to Free Space Campaign—Concealed "Celotex" Copy

Among the business institutions soliciting free advertising this week from the newspapers was the Southland Life Insurance Co., whose publicity manager offered as "news" the following:

"DALLAS Texas, July—Answering a long-felt need, The Southland Life Insurance Co. announces a new policy to be known as the 'Paid Up at Age 65 Policy.' The rates on the policy are slightly higher than those for the ordinary life policy and much lower than those for the '20-pay life,' the new policy having as its feature the fact that all payments cease at age 65 when the earning power of most men decreases appreciably."

In justice to the man who wrote this free advertisement it must be said that in his covering letter he expressed "hesitancy" in offering it. "We try," said he, "never to send out a story that does not contain sufficient news to justify its publication." As one editor remarked to EDITOR & PUBLISHER, "This Dallas item does not indicate to me any particular effort to discriminate between advertising and news."

A press agent for fruit interests of California has just broadcast a picture of the members of the N. E. A. seated at banquet tables "eating Calavo Ice Cream made of California Avocados." The caption read, "News Kings Discover Calavo Delicacy." How that press agent must have grinned as he went about his job of hooking the press with the faces of the members of the N. E. A! The envelope in which the free publicity was mailed was labelled "Gordon S. Chapman, publicity director N. E. A., Los Angeles, California."

Another free publicity offer of the week came from the Celotechnic Institute of Chicago, to advertise Celotex, a building material. Architectural plans for homes were offered in mat form, Celotex being specified in the text descriptions, but always with a lowercase "c."

In a covering letter the institute's press agent asserted that the Institute was "established as a public service to aid home builders in the construction of better homes and to place at their disposal the very latest scientific discoveries along building lines."

Plates of this free advertising were offered through the Western Newspaper Union.



Business Is Good in Indiana—with 4909 Establishments and $2,031,821,938 in Value of Manufactured Products.

Business has never been better in Indiana. Its mills and factories are producing. Its workers are employed steadily and bank clearances were never greater.

Indiana is forging to the front as a great industrial State. A rich farming country and a State where contented workers are buying the better things.

Reach these buyers through the daily papers, the home medium.

Merchandizing and distribution Service given National Advertisers.

		Circulation	Rate for 5,000 lines
**Columbus Republican	(E)	4,912	.03
††Connersville News-Examiner	(E)	4,681	.025
††Decatur Democrat	(E)	3,215	.025
**Fort Wayne Journal-Gazette	(M)	35,247	.08
**Fort Wayne Journal-Gazette	(S)	28,468	.08
**Fort Wayne News-Sentinel	(E)	43,365	.10
**Gary Evening Post-Tribune	(E)	15,514	.06
**Huntington Press	(M&S)	4,079	.025
††Indianapolis News	(E)	128,341	.25
**Lafayette Journal & Courier	(M) 7,878 (E) 13,583	21,461	.06
††La Porte Herald-Argus	(E)	6,726	.04
**Marion Chronicle	(E)	9,364	.04
†Shelbyville Democrat	(E)	4,012	.025
**South Bend News-Times	(M) 9,751 (E) 16,603	26,354	.07
**South Bend News-Times	(S)	24,500	.07
††South Bend Tribune	(S) 21,431 (E)	22,254	.06
††Terre Haute Tribune	(E&S)	23,442	.06

**A. B. C. Publishers' Statement, March 31, 1926.
†Government Statement, October 1, 1925.
††Government Statement, March 31, 1926.

THREE-YEAR TEST OF 1925 POSTAL RATES COVERTLY URGED IN WASHINGTON

Post Office Department Encourages Delay and Despite Promises of a Bill, Next Session Will Be "Too Short" for Legislation

By BART CAMPBELL

(Washington Correspondent of EDITOR & PUBLISHER)

WASHINGTON, July 20—Post Office Department officials are secretly disseminating the idea it would be better to give the existing make-shift postal rates a three-year try-out before attempting to revise them, it was disclosed to EDITOR & PUBLISHER this week.

The idea is being put out as a "feeler" among members of Congress as well as among others in official circles at the National Capital who profess to entertain the greatest respect for the "power of the press" but are known to have secretly enjoyed the failure of the publishing interests to secure a cut in second-class rates at the late session of Congress.

While representatives of the publishing interests are now being patted on the back in the midst of a Congressional campaign by members of the joint Congressional postal committee, of which Senator George H. Moses, of New Hampshire, is chairman, and are now being told the next regular session opening in December should bring a revision of second class rates, the opinion is being quietly fostered here the session may prove too short to permit the enactment of such "controversial" legislation.

This opinion is being encouraged by Post Office Department officials who are opposing any immediate return to lower second-class rates. In their case, the wish may be said to be father to the thought.

Publishing and other groups demanding a reduction in rates are receiving what purport to be official assurance that a "postal bill will be brought up next session," it was stated, this week, "and they are accepting this as a promise that it will be passed."

This statement, supporting information gathered in other channels by EDITOR & PUBLISHER, added this forecast:

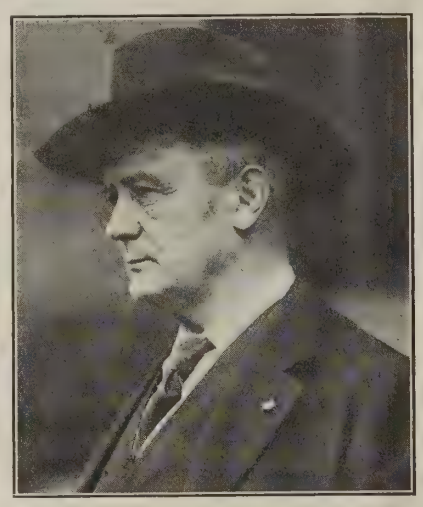
"The feeling of those who know the postal situation here is that the session will be too short and the differences of aim in the various groups too divergent, to make probable any effective rate reduction. The private comment emanating from the Post Office Department is to the effect that the *present rates will have to be retained for two years yet.*"

The present "stop-gap" rates, a term given them at the time by Chairman Moses, became effective on April 15 of last year. The next session of Congress starting in December will end early in March, and will not be followed by another one for another nine months unless Congress should be called in special session by President Coolidge, a course hardly likely to be followed by him except in case of most imperative necessity.

The Post Office Department admittedly would like to see the situation, especially as it involves the publishing interests and second class matter, drift on until April 15, 1928, thereby providing a three-year period of delay which would permit its "experts" to stave off further any proposed reduction in the rates for carrying newspapers and magazines.

With the majority of the Senate and House post office committees manifestly willing to bend to any suggestion emanating from the Post Office Department, whether it opposes a cut in second class rates, or some other legislative proposal with which the publishing interests are concerned, the chances of any real postal legislation being passed at the next session appear from the further canvass made this week by EDITOR & PUBLISHER to be just as remote as they were at the last session.

The Post Office Department is obviously determined the publishing interests shall not secure any legislation from Congress unless it first has the Department's approval. In the opinion of experienced observers here the sooner the publishing interests unite on a determined campaign to offset in both Senate and House this thus far successful "dog-in-the-manger" attitude of the Department the better the chances of a reduction of second class rates are likely to be.



Postmaster General Harry S. New.

His department encourages delay in revising onerous rates on second class mail.

The prevailing judgment at Washington is, however, that unless the publishing interests do get busy and exert the right kind of pressure upon Senators and Congressmen alike before Congress meets again about all they will continue to receive from the Senate and House post office committees, as well as from the joint Congressional postal committee will be the same kind of light promises which were so glibly made but never kept by Chairman Moses and his associates during the recent session which ended in no postal legislation at all.

NEW PROMOTION MANAGER

Calvin E. Austin has been appointed promotion manager of the *Chicago Herald-Examiner.* Austin joins the Hearst organization from Lord & Thomas Advertising Agency where he handled the Studebaker Automobile account.

EDITOR & PUBLISHER classified "ads" pull!

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO EMPLOYERS

TULSA WORLD EXPANDING

Adds Four Stories to Plant and Orders Two New Presses

More than $300,000 will be spent for new equipment by the *Tulsa* (Okla.) *World,* it was announced last week by Eugene Lorton, publisher. Four stories will be added to the World's present building, making it when completed, nine stories and basement.

Two octuple presses have been ordered from R. Hoe & Co., Inc., and composing room equipment will be increased by several linotypes.

The remodeled building will be ready for occupancy Nov. 1, and the World will occupy the lower three floors and basement.

NEWS MEN VISIT SESQUI

Twelve Indiana newspaper men left last Saturday for a two-day visit at the sesquicentennial exposition at Philadelphia, as guests of William W. Finch, secretary-treasurer of the Indiana advisory committee of the exposition. Those who made the trip are Adolph Schmuch, *Indianapolis News;* Ross H. Garrigus, *Indianapolis Times;* Earl Mushlitz, *Indianapolis Star;* Humbert P. Pagini, *Indiana Catholic and Record;* Myron R. Green, J. C. Smith, *Seymour Tribune;* F. J. Prince, Richmond; R. H. Horst, *South Bend Tribune;* Robert C. Hillis, *Logansport Press;* John R. Emison, Vincennes; Edward J. Fehn, *Evansville Courier-Journal,* and R. Earl Peters, Fort Wayne.

FUND FOR MAHONY FAMILY

Friends and associates of the late John F. Mahony, Boston newspaper and publicity man, whose death occurred recently at Douglaston, N. Y., have started a fund for his family as a public tribute to his memory. The first contribution was that of $2,800 from a group of New York friends. Several hundred dollars more have been added by Boston friends. Pl are under way for an outdoor box bout, the proceeds of which will go ward the fund. Charles E. Young, *B ton Post,* is chairman of the tribute co mittee.

BULKLEY S. GRIFFIN MARRIES

Bulkley S. Griffin of the Griffin Ne paper Service, Springfield, Mass., Isabelle Wilson Kinnear were mar Thursday in the Cathedral of St. J the Divine, New York. Griffin is son of late widely known manag editor of the *Springfield Republican.*

C. F. STOUT PROMOTED

Chauncey F. Stout, for the last years in charge of the circulation dep ment of the Plainfield (N. J.) *Cour News,* has ben named business mana to succeed the late Charles H. Fr proprietor and manager for many ye

The Average Sunday Circulation of

LA PRENSA

of

Buenos Aires

has increased to

290,000

since the installation of its ROTO GRAVURE plant last Autumn. Th reception of the weekly eight-page pic ture supplement was so enthusiastic tha a second big press was ordered imme diately to take care of increased circu lation. Increases also extended to th daily edition, which now average 235,000.

For Information and Rates Apply to

JOSHUA B. POWERS

Exclusive Advertising Representative,

250 Park Avenue New Yor

"South America's Greatest Newspaper"

You can't run a shoe store without shoes—or succeed with a classified medium that isn't really classified.

THE BASIL L. SMITH SYSTEM, Inc.

International Classified Advertising Counsellors

Packard Building Philadelphia

FLORIDA

continues to be the fastest growin state in the Union.

TAMPA

is the recognized industrial cent and the most substantial city Florida.

THE TAMPA MORNING TRIBUNE

is the only morning and the onl Sunday newspaper in Tampa, cove ing the entire rich, productive ar populous territory of Southwe Florida, reaching a population 713,943.

200,000 Daily Readers.
300,000 Sunday Readers

Represented nationally by The S. C. Beckwith Special Agency.

have you been following the remarkable growth of the Detroit Times

THE WELFARE COMMITTE of the INTERNATIONAL CIRCULATION MANAGER ASSOCIATION

Can supply you with com petent circulation men c capacity and ability capabl to take entire charge of you department or to fill impor tant posts in the department

Address the Secretary Treasurer please, Mr. Cla ence Eyster, care Sta Building, Peoria, Ill.

WHAT THEY ARE SAYING

REDUCING WASTE

"WASTE in advertising *can* be reduced. First—By educating those who *will* become producers and disseminators of advertising, so that counsel ıl be based upon a sound knowledge of fundamental principles. There are many campaigns launched today with no real analysis of markets or study the advertisers' problems."—Hal S. King, Advertising Club of Los Angeles.

* * *

WORLD PRESS CAN PERPETUATE PEACE

"THAT the press of the world is today the greatest moulder of public opinion is universally conceded. That this press, were it united in an ort to promote and perpetuate peace on earth could accomplish more in this lection than any other single agency, seems quite as indisputable."—John B. ndrick, U. S. Senator, Wyoming.

* * *

ADVERTISING AIDS BUSINESS GROWTH

"I SINCERELY believe intelligent advertising is as much responsible for the healthy growth of a business institution as the guiding hand of the sident and his board, or the managers, or production and sales. The influ- e of advertising is one of the great constructive forces in America."—M. H. lesworth, managing director, National Electric Light Association.

* * *

THE DANGERS OF ADVERTISING WASTE

"ADVERTISING must eliminate waste or waste will eliminate adver- tising. We cannot go on indefinitely, squandering huge fortunes in ional advertising for products that are not nationally distributed. Manu- eturers cannot afford to pay $10,000 a page just to get you and me to clip coupon or write for the booklet and then ignore or fumble the inquiry."—Raymond P. Kelly, Spokane Advertising Club.

* * *

LESS FANCY SALESMANSHIP

"WHAT this country needs is less of this fancy salesmanship and a more sincere desire to honestly serve people. This cry for 'go-getters' and ng home the bacon, boys' and 'wrecking crews' gives me a chill. Who wants ers that are taken by men using laughing gas and lead pipes? Believe me, ers are looking for sellers who have good stuff to sell at fair prices. Buyers looking for courtesy, promptness, intelligence. Give them these and you can nt on their continued business."—The Toledo.

* * *

"DON'T UNDERSELL COMPETITORS"

"*DON'T undersell competitors* to sell your own medium. There is *no* solicitation so distasteful to space buyers as an underselling solicitation. hen your publication is left off a list, do not go to client with a constructive ng story on additional advertising. Talk coverage of markets through the ition of your publications. Give wise, economic reasons for the addition of r media. Yet recognize the client's financial limitations lest you sell un- ly."—Don Belding, Space Buyer, Lord & Thomas & Logan, Before blishers' Representative Departmental, Pacific Coast Ad Clubs.

HINA ALUMNI GROUP FORMED

of Missouri Graduates in Shanghai Elect Wang President

he University of Missouri School of nalism Alumni Association, Shanghai nch, was formed Friday, June 11, n ten graduates and former students the University were entertained at er by P. Y. Wang, assistant business ager of the *Shun Pao,* Chinese daily. hose present were: Messrs. J. B. ell, editor and publisher, *China kly Review;* Thomas F. Millard, nghai correspondent, *New York es;* P. Y. Wang, of the Shun Pao; F. McEuen, formerly of the *Tokio n Advertiser* staff, who is leaving for United States by way of Russia after years in Japan; Maurice Votaw, in- tor in journalism at St. John's Uni- ity, Shanghai; Horace L. Felton, ch China Daily News staff; Norman lbright, *China Weekly Review,* and es Louise B. Wilson, editor of the en's page, North China Daily News; Chang, publicity department, Shang- Y. W. C. A., and Margaret C. ell, publicity, British-American To- o Company.

Y. Wang was elected president of organization and Miss Louise B. on secretary-treasurer.

HART'S WILL SET ASIDE

The long drawn out litigation in the Orphan's Court of Allegheny County of John Scott Hartje and Mary Louise Hartje Rambach, children of the late Augustus Hartje, paper manufacturer of Pittsburgh, Pa., who died in August, 1922, came to an end on July 20 when Judge Thomas Trimble made a formal order, setting aside the will, which disinherited the two children. At the same time announcement was made that a settlement had been effected between the children and the brother and sisters of Mr. Hartje who were made beneficiaries under the will. Under the terms of the settlement the children receive 60 per cent of the estate which is valued at about $650,000. The other relatives will divide 40 per cent of the estate. The children had been disinherited because of their loyalty to their mother against whom Mr. Hartje had filed suit for a divorce.

HONOR FOR WELLS HAWKS

The Theatrical Press Representatives of America has just elected as its president emeritus Wells Hawks who recently removed to Florida to handle the Florida Exposition. Mr. Hawks founded the organization and was its president for three years.

Very Shortly, Now, Five Thousand Typewriters

in the 1300 American Cities and Towns where Daily Newspapers are Published

will begin clicking out the changes, corrections and additions necessary to bring

EDITOR & PUBLISHER'S

MARKET GUIDE

up to the minute as the only thoroughly complete, authentic, unbiased, universally consulted and used compendium of the thousands upon thousands of facts and figures which picture the exact trading conditions in the markets covered by the daily newspapers of the country.

Already National Advertisers and Agencies are renewing their subscriptions or placing new ones, so as to be sure to get their copy of the 1926 Edition, out in November. Never a day—scarcely a mail—passes without its inquiries, its orders, its expressions of appreciation of the Service.

AND—foresighted Publishers are already thinking and acting in terms of the space they will use in this great Annual, to cash in on its unparalleled opportunities for telling National Advertisers and Agencies why THEIR papers can be used to advantage in covering these markets. How soon will you join them?

Full particulars on request—no obligations

EDITOR & PUBLISHER

Suite 1700, Times Building, Broadway and 42d Street,

NEW YORK

MARTIN NOTED EDITOR AND PUBLICIST

Late Editor Built Successful Hudson Dispatch from Dead Weekly —Had Long Career in Politics

In the death on July 20 of Thomas F. Martin, editor and publisher of the *Hudson Dispatch,* Union City, N. J., and Secretary of State of New Jersey, journalism in the New York metropolitan area loses a striking figure. Taking over a bankrupt weekly newspaper in 1901, while himself without resources, Thomas F. Martin quickly converted the Hudson Dispatch into a successful daily newspaper.



THOMAS F. MARTIN

While it is true that Mr. Martin's political interest and achievements in recent years tended to eclipse his journalistic accomplishments in the minds of many, he was a much more able and intelligent editor than was generally realized.

Born in Hartford, Conn., on Jan. 30, 1858, Mr. Martin moved with his parents to Vermont in early youth. At seventeen he owned his own newspaper in Rutland. Seeking a wider field, he came to New York in 1898, crossed on the ferry to Hoboken, and came up to the town then known as Union Hill, now a part of Union City.

Unable to find an opening as a reporter, he took a job as printer on the Hudson Dispatch. Three years later the struggling weekly, which had been edited by John T. O'Brien, died. Mr. Martin, a twenty-two dollar a week reporter, with a wife and three children to support, assumed ownership. All he had to offer for the property was a promise to pay for it out of the prospective earnings.

He kept his promise. Within a remarkably short time, the Dispatch became an afternoon daily.

In 1912, Mr. Martin determined to enter the morning field.

Meanwhile the influence and power of the Dispatch had been increasing, and in 1912 Mr. Martin, then assemblyman in New Jersey, dared to give battle to Woodrow Wilson on the issue of the gubernatorial nomination. Mr. Martin's candidate, James F. Fielder, won the nomination and election after the Dispatch had brought Wilson to practically ask his candidate to withdraw.

Mr. Martin was "marked, labelled and remembered" by Wilson, who seldom forgot an animosity. Yet Mr. Martin's ability was so widely recognized that he later became one of President Wilson's advisers. In 1915, Mr. Martin was appointed Secretary of State for New Jersey.

Probably the greatest victory of Mr. Martin's life, both journalistically and politically, came when he succeeded through the strong influence of the Dispatch, in bringing about consolidation of two of the seven towns in North Hudson County.

In 1904 the Dispatch had endeavored to bring about the same result, and met with a failure that would have disheartened a less determined man. Fighting the prejudice of generations, the Dispatch continued the battle alone. In 1924, after 20 years, the initial victory came with the uniting of Union Hill and West Hoboken into Union City.

As editor, Mr. Martin deservedly won the respect and admiration of all his fellow workers. One reporter who developed tuberculosis two years after joining the Dispatch staff, still draws his full salary, 18 months later, although forced to live in the mountains. The widow of a hunchback reporter who died in 1924 continues to draw her husband's salary each week at the Dispatch office.

Numerous officials and dignitaries, among them Gov. A. Harry Moore of New Jersey and U. S. District Judge William Runyon attended the funeral as honorary pall-bearers. Mr. Martin's body was interred in a mausoleum in Union City.

Obituary

FRANK C. BIRDSALL, 70, for 35 years secretary and treasurer of the Denver Typographical Union, was found dead recently in his apartment. Death was caused by heart disease.

E. POTTER HALL, for a decade a member of the *Spokane* (Wash.) *Spokesman-Review* editorial staff, died at Conkling Park, Idaho, recently after a long illness.

ARTHUR C. PARKER, treasurer of the Boston Newswriters' Union No. 1, and an old time Boston newspaperman who was connected with the *Boston Post* as reporter for the past 20 years, died at his home in Roxbury, Mass., last week. He formerly was employed on the old *Boston Journal.*

MIECZYSLAW S. DUNIN, 59, editor of the *Toledo American Echo,* died of heart disease at his home in that city this week.

JOHN R. HESS, 67, for 35 years an editorial and special writer and photographer for the *Providence* (R. I.) *Journal and Evening Bulletin,* died in Providence, July 17.

CHARLES H. HOWLAND, 66, for 20 years an editorial writer on the *Providence* (R. I.) *Journal* and *Evening Bulletin* and for 24 years recording clerk for the House of Representatives in Rhode Island, died recently in Providence.

ROGER W. FOSTER, 24, telegraph editor of the *Springfield* (O.) *News,* died of pneumonia this week after a short illness. He was formerly night editor of the *Cleveland Times.*

CHARLES A. SCHIERLOH, 62, manager of the *Ottawa* (O.) *Putnam County Sentinel,* died suddenly of heart disease a few days ago. He had occupied virtually every position on the paper since joining it in 1880.

F. A. GORDON, 32, advertising manager of the *Albert Lea* (Minn.) *Evening Tribune,* died July 14, following an operation for appendicitis. He had worked on the paper four years.

WILLIAM B. WELLS, 81, veteran Michigan newspaper man, died this week in Greenville, Mich. Born in England, Wells went to Greenville at the age of 24, and ten years later started the town's first daily newspaper, the *Greenville Call,* which he managed until two years ago.

FRANCIS MARION SANDERS, 65, and for 25 years identified with Long Beach, Cal., newspapers in various editorial capacities, died last week. He started his career on the *Evansville* (Ind.) *Courier* as a boy. Six months later he became sporting editor, and when he was but 18 years old, was appointed city editor of the *Evansville Journal.* He was for many years connected with the staff of the *Los Angeles* (Cal.) *Times.* In 1901, Mr. Sanders went to work on the old *Long Beach,* (Cal.) *Tribune* as foreman of the composing room, and within two months became city editor. In 1906 he became city editor of the old *Long Beach Daily Telegram.* When the Telegram merged with the Press in 1924 he was appoin librarian of the Press-Telegram.

AGENCY MAN DIES

Fred Gordon Hatcher, 60, head of Hatcher and Young advertising age 508 South Dearborn street, Chicago, d July 17, at the age of 60, following operation. He had been ill for months. Mr. Hatcher was born in L ington, O., and came to Chicago in 18 when he was 20 years old. He was of the founders of the firm of which was president for 25 years. His wid Mrs. Lydia Hatcher, and one son s vive him.

EARLY MASS FOR PRINTERS

For the benefit of printers employed morning newspapers an early morn mass is to be held each Sunday morn at 1:30 o'clock in Saint Colomba's chu in Buffalo. No other New York s city outside of New York has suc service. it is said.

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

in Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"

"Starts the day in Detroit"

With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

Still Gaining!

The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.

The net paid average for the American was 57,503.

You need these papers to cover Baltimore, they reach more than half the City.

Sold separately or in combination.

THE BALTIMORE NEWS

and

Baltimore American

ANNOUNCEMENT

To National Advertisers and Advertising Agencies

The National Advertising Departments of

New York Evening Journal
Baltimore Evening News
Baltimore American
Washington Evening Times
Washington Herald
Atlanta Evening Georgian
Atlanta Sunday American

are combined with offices in New York—Chicago—Detroit

New York Office:
W. G. HOBSON, *Eastern Manager*
2 Columbus Circle
Telephone: Circle 5400

Chicago Office: F. E. CRAWFORD, *Western Manager*, 913 Hearst Bldg.

Detroit Office: FRANKLIN PAYNE, *Representative*, 1351 Book Bldg.

All under direction of:
JAMES C. DAYTON, Publisher
NEW YORK EVENING JOURNAL

—gives you more on each count

The Miami Herald gives you—

—15% more circulation—95% home-delivered;

—58% more advertising to help carry your own;

—a wider audience among the more substantial Miami families;

—thus, more ready access to a market that demands more and more attention —that is growing more rapidly than any other in the world.

Facts easily verified.

The Miami Herald

"Florida's Most Important Newspaper"

Frank B. Shutts, Publisher.

NEW YORK STATE

Westchester County's

Fastest Growing Cities

Mount Vernon and New Rochelle and The Vicinity Towns

Are Covered Completely by

THE DAILY ARGUS

of

Mount Vernon

THE STANDARD STAR

of

New Rochelle

Both Members of A. B. C.

Westchester Newspapers, Inc.

Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

The DES MOINES CAPITAL

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best Advertising buy in the midwest

O'Mara & Ormsbee
Special Representatives

The DES MOINES CAPITAL

Lafayette Young
Publisher

COX TRIBUTE TO MELLETT

(*Continued from page 6*)

He, and he alone, more than any
en or any group of citizens in Canton,
d before them and the loot which
dragging their souls to the very gates
ell. What cruel men they must have
! Years ago, when the murder trials
ving out of the Idaho labor troubles
being conducted, a confession was
e by one of the guilty wretches who
Governor Steunenberg. It ran in
ds substantially like these: "We fol-
d the governor one evening to his
e. As he went through the gate we
two little children running towards
We turned away. We didn't have
heart to shoot; we had to wait for
her occasion. These little ones took
us the power or the courage to pull
trigger to kill."
the shadow of his home, with his
little children asleep in their beds,
Mellett was cruelly murdered. The
of conscience which tempered the
o assassins had no effect in the pres-
instance. No doubt the men who
d were professional gunmen. Au-
ities on criminal practices are con-
ed that on enterprises such as this,
drug themselves in order that they
be steeled agaist human emotions.
se drugs, perchance, were brought to
ton by the very ring which has de-
led government and left in its path
isery strewn with unfortunate addicts.
on Mellett was not a crusader bent
adventure. He sought neither to
oit himself nor his newspaper. He
ussed with me once how disagreeable
affair it was. He was moved purely
a sense of duty.
ow foolish were the assassins and
e who goaded them on! The taking
a single life in the present circum-
ces is of no avail. When a general
s at the head of his army, the spec-
e of his sacrifice moves his followers
ard to increased devotion to the cause.
soul of Don Mellett will go marching

o one deserving of the name of citizen
s to know now that what Don Mellett
was so in Canton, is so. In fact,
conditions are even worse than pic-
d. The cruel deed of assassination is
ndant evidence of that.
is sad to think that his career ended
t did, in the very flower of his young
hood, and yet time will not be long
revealing that the aggregated results
his labors were stupendous. The sig-
ance of his death will be more gener-
commented upon later. That is the
of continuing days. Crooks, offi-
and otherwise, have but made matters
se for themselves.
am moved now by an impulse to pay a
le tribute to an honest, courageous,
-fearing public servant, because a
spaper publisher whose deeds match
meaning of the term is nothing else.
met all the requirements of fine cit-
ship. He deserves the joys of an im-
mortality into which he has certainly entered.

DONAHEY VOWS PUNISHMENT

Mellett's Murder Most Atrocious Crime in State's History, Says Governor

PHILADELPHIA, July 20—Governor Donahey, of Ohio, who came to the sesquicentennial here today to dedicate the Ohio Building pledged himself to the task of running down the slayer of Don Mellett, murdered publisher of the *Canton Daily News*.

"The State Government will leave no stone unturned," he said, "to see the ends of justice properly served and the man responsible for the crime be made to expiate the wrong doing.

"It was one of the most atrocious crimes in the history of Ohio and the entire commonwealth is aroused. I am much upset. I knew Don Mellett personally. He was a fine chap and his death is the most regrettable thing I ever heard."

NATIONAL PRESS CLUB ADDS TO STATURE

Special Legislation Permits Addition of 3 Stories to Original 11—New Preferred Stock Issue of $1,500,000

By special act of Congress, the National Press Club's new building in Washington will be permitted an additional height of three stories over the regular structural limit in Washington and the plans have been changed to provide a 14-story building. The old plan was for an 11-story building. To build this additional height a new issue of $1,500,000 of 7 per cent cumulative preferred stock has been offered. This issue is also designed to consolidate all junior financing into a single security issue, retiring two existing junior trusts aggregating $950,000.

The stock issue, according to the directors' announcement, represents an actual increase of only $550,000 in liabilities against the property, while providing an increase in physical assets estimated at $1,760,000 due to the larger rentable area.

Members of the club this week received the prosperties of the altered building and an opportunity to subscribe for the new stock.

NORTH CAROLINA PRESS IN SESSION

150 Meet at Hickory with Mercury at Century Mark—S. N. P. A. President a Speaker—Agency Suit Discussed

(*By Telegraph to* EDITOR & PUBLISHER)

HICKORY, N. C., July 22.—The North Carolina Press Association, with the thermometer hovering near the century mark, plunged into a heavy program today after an opening session last night. The publishers more than 150 strong, heard the annual president's address by J. W. Atkins, publisher of the *Gastonia* (N. C.) *Gazette*, a discussion of newspapers as public utilities by John A. Park, president of the Southern Newspaper Publishers Association and publisher of the *Raleigh* (N. C.) *Times* and an address by Galt Braxton, publisher ot the *Kinston Free Press*, on the fight for agency commission rights before the Federal Trade Commission.

The convention opened last night with an address by Dr. Forrest J. Prettyman, Chaplain of the United States Senate during the Wilson and Roosevelt administrations. He declared that war clouds hovered over the world, paid high tribute to Woodrow Wilson and expressed the opinion Wilson's League of Nations, if adopted would have prevented great troubles now menacing civilization.

Mr. Braxton declared if the fight before the Federal Trade Commission is lost the entire business structure of newspapers would have to be made over. His address was delivered in executive session.

The Separk prize for the best newspaper work in the state during the year and the Savoy Cup for the best weekly paper were to be awarded at tomorrow's session.

The matter of a permanent full-time secretary for the organization also was to be considered Friday.

VIRGINIA WEEKLY MERGER

The *Valley Virginian*, a weekly newspaper published at Waynesboro, established in 1896 by Col. J. E. Cooke, has acquired the subscription list of the *Waynesboro Times* and will, in the future, be edited by Louis F. Jordan, Waynesboro lawyer, with Miss Marion Cooke, daughter of the founder, as local editor. J. Taylor Collins, formerly editor of the Times, will enter the service of the Virginian as an advertising representative.

NEW LIBERTY EXECUTIVE

Nelson R. Perry has been appointed advertising manager of *Liberty*, effective July 15, succeeding J. B. Linerd, resigned. Perry joined Liberty in November, 1924, as Eastern advertising manager. Previous to that time, he was connected with the New York office of *Saturday Evening Post*.

EDITOR & PUBLISHER—everyweek—$4 a year.

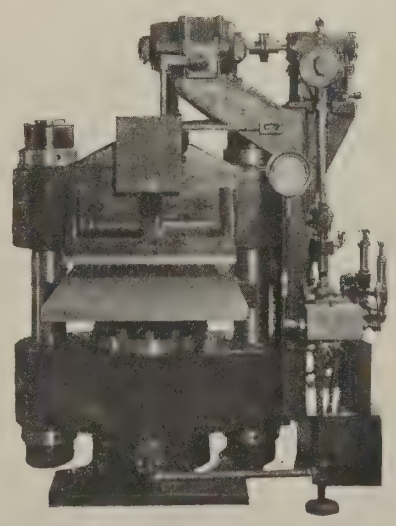
If Quality
of circulation is your first consideration

The Evening Star
With Sunday Morning Editions
Washington, D. C.
will have your preference—same as it has the preference of practically everyone in the National Capital.
The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.
N. Y. Office—110 E. 42nd St.
Dan A. Carroll
Chicago Office—Tower Building
J. E. Lutz

MICHIGAN
is growing faster than any State in the Union.
Its increase in manufacturing products surpasses anything in the world.
BOOTH NEWSPAPERS
cover Michigan outside of Detroit—Eight principal cities with the only or leading Newspaper in its respective community.
The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News
National Advertising Representatives
I. A. KLEIN, 50 East 42nd St., New York City
J. E. LUTZ, Tower Building, Chicago, Ill.

first! in OHIO
11,492,383 Lines
Dispatch advertising record for the first six months of 1926, exceeding other Columbus newspapers combined by 1,665,911 lines. In 1925 the Dispatch published 21,544,376 lines, exceeding second largest Ohio newspaper by 2,648,383 lines.
NET PAID CIRCULATION
CITY 55,812
SUBURBAN 26,973
COUNTRY 23,666
Total Daily Circulation.....106,451
Columbus Dispatch
OHIO'S GREATEST HOME DAILY

A paper with the people
The public decides the progress of a newspaper.
The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.
Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.
With a constantly increasing circulation, plus a constant growth in advertising lineage, the New York Evening Graphic offers the advertiser an extremely profitable opportunity.
Published by BERNARR MACFADDEN
NEW YORK EVENING GRAPHIC
H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

BIROTADRUCK

HYDRAULIC MATRICE PRESS
Direct Pressure Under Complete Control. Fast, Positive, Non-Vibrating Hydraulic Operation. The first successful hydraulic matrice moulding press to be introduced into this country.
Birotadruck Presses are now in operation on the plants of The New York Times (3 presses), New York Herald-Tribune (2 presses), Boston Globe, Cleveland Press and Dallas News.
AMERICAN BIROTADRUCK CO., Inc.
120 West 42d St., New York City

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.
Member A. B. C.
URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representatives:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

Buffalo, The Wonder City of America
Buffalo—A Profitable Market for Advertisers
Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the
BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo Homes
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg., New York, N. Y.
Tribune Tower, Chicago, Ill.
Atlantic Bldg., Philadelphia
Waterman Bldg., Boston

WHAT OUR READERS SAY

MR. BARRON SPEAKS

To Editor & Publisher: I regret that you have such a poor opinion of the editors and publishers of the middle west as is indicated by your recent comment upon my offer to certain papers of a 300 line advertisement of the works of Emanuel Swedenborg to follow the publication of an abstract of my recent article in Henry Ford's Dearborn Independent on Galli-Curci and Swedenborg.

For more than 50 years I have understood that newspapers had editors and also publishers; that the business of an editor was to edit, and that the business of a publisher was to serve his elected clientele in the field of advertising, news and comment. I see nothing blameworthy in anybody offering both reading matter and advertising matter for publication. But it seems that you hold, as do some narrow-minded publishers, that it is all right to offer matter for publication, provided there is no possibility of advertising connection, and that the moment advertising appears on the horizon everything in the reading line, news line and editorial line must be judged or measured by the advertisement—just as you measure it—so many inches of agate measurement advertising, and so many inches of reading notice advertising.

In this view editors are permitted no jurisdiction concerning any matter where there may be advertising.

I believe I have had more than 50 years' experience in reporting and publishing, and I think nobody has kept a straighter line of demarcation between news and advertising.

I have never hesitated to give columns of news presentation, valuable to advertisers, and without compensation or prospect of compensation, provided the matter was serviceable or useful to my readers.

If it was not serviceable or useful to my readers the matter was referred to the business and advertising departments.

It may interest you to know that I sold the article on Galli-Curci and Swedenborg to the Dearborn Independent and received handsome check therefor. I thought I had discovered something that might be as interesting to other people as it was to me; that a woman could do what I had never known a man to do—master 32 volumes of Emanuel Swedenborg in a few months. The Dearborn Independent asked for photographs which I reluctantly furnished, because I did not think that my face was worthy to appear in such company.

I pride myself on being a first-class reporter: editing and publishing are secondary matters. But Emanuel Swedenborg was the greatest reporter that ever lived on this planet. He reported practically all the sciences in this world, and then for nearly 30 years he reported concerning the other world, or the world wherein is revealed all the causes in creation.

Of course I understand that the great world movements are rarely at their beginning in the newspapers.

I do not imagine that the Work, or crucifixion, of Jesus the Christ was reported in the news of the day either at Rome or Athens. The revelation of Emanuel Swedenborg concerning all the causes in creation was published by himself in the Latin tongue and placed in the libraries of the world. It has taken 150 years to dig out this revelation and make clear translation into English.

The trustees finished the so-called Rotch Edition translation about 30 years after it was begun, and arranged for publication by the Houghton, Mifflin Company in 32 volumes some years ago.

The problem of how to get this revelation before the public has been a serious one. A million dollars in display advertising might accomplish little; but if the subject of Swedenborg's Works should come interestingly into public view, several thousand dollars in my judgment might be usefully spent in presenting the titles and some description of Swedenborg's Works by advertisement.

My article on Galli-Curci and Swedenborg created considerable interest, and was published in many papers over the country. Mr. Ford's paper does not accept advertising, but wherever this article reappeared or the subject of Galli-Curci and Swedenborg was under discussion, as by Prof. Garrett Serviss in the Hearst publications, I ordered the advertisement of Swedenborg's Works sent to those papers—with the sole idea of following up interesting publicity with informing advertising.

I doubt if you, Mr. Editor, or anybody else could take exception to this procedure. Then it was suggested to me that I should not confine my advertising to the papers in the larger cities.

A study of the movement of population over some years has convinced me that the real thought of this country in the future will arise in the west and not the cities of the east. I therefore accepted a suggestion to make an abstract of my article and send it throughout the west for such papers as wished to publish either this or the full article, to be followed by informing advertising. I have not money enough nor can I earn money enough to put a 200-line advertisement in all the papers of the United States. But it was estimated that some 10 per cent of the smaller newspapers of the country might see their way to give some publicity to my article.

Many more than this number of papers have accepted my proposition, which is not, as you represent it, a proposal either to cut rates or bribe publicity.

Editors and publishers select what they want to publish, and wherever there is publication in that line I propose to follow it with advertising.

The basis of your complaint is that the whole matter is pure advertising, which it is not. The newspapers publish sermons and articles upon religious and theological subjects with no thought of advertising, because neither churches nor ministers can afford to pay for the publication of sermons or religious discussions. Neither can one afford to advertise the Works of Swedenborg as I have proposed to advertise them except when public attention is called to the position of Swedenborg either in the domain of science or revelation.

The only alternative is not to advertise at all lest the publishers take exactly the view that you take, that it is an offense to tender advertising in conjunction with matters of public interest.

I have no expectation that with the expenditure of $50,000 or more I can sell $10,000 in gross value of the books of the Rotch Edition of Swedenborg, but I have hoped that by spreading the record of Galli-Curci in respect to Swedenborg and following it with an advertisement concerning who Swedenborg was, and what his books are, there will be a few hundred people, and in time a few thousand who will thereby find the light and joy that thousands within the Christian churches have already found in an understanding of the internal sense of the Bible. Clarence W. Barron.

Editor's Note—Whether Mr. Barron offered his advertising and publicity to the newspapers with consideration of the right of "editors to edit" our readers may best judge by his letter, dated June 19, 1926, broadcast to publishers of newspapers in the Middle West. That strictly business proposition read as follows:

"To the Publisher:

"The enclosed article originally appeared in *The Dearborn Independent*, and by courtesy of its publishers I am now able to offer it to you.

"It is meeting with wide acceptance and commendation by the metropolitan newspapers, and I know it will appeal to your readers.

"As I say in my article, I am interested in advertising to the public the value of Swedenborg's works, and the publishing by you of this article entitles you to the insertion of the ad in your paper. Proof of the article and the ad are enclosed.

"The attached post card properly filled in and returned will cover the ad insertion, plate or mat of which, together with the news story, will be sent to you.

"Please mail this card to me promptly.

"This and any further advertising should be billed to Doremus & Company Advertising Agency, the Wall Street Journal Building, 44 Broad street, New York, of which agency I am also president.

"C. W. Barron, Publisher.

"P. S.—Please send to me personally at 'The Oaks,' Cohasset, Mass., two copies of the edition in which you make use of the Galli-Curci article."

The card referred to was as follows:

"Dear Sir:

"Pursuant to your offer, send me the 23-inch advertisement, 'The Most Wonderful Book in the World,' which I will run at ..... per inch less agency discount .....

"In consideration of the above send me at the same time the Galli-Curci article free of cost, which I will insert without additional charge.

"Furnish

"[ ] Mats [ ] Plate.

("Check Which)

"Publisher .....

"Paper .....,

"City ..... State ....."

The advertising was being offered as a business matter, not as a piece of altruism in which editors would be interested, as Mr. Barron now contends. The contract made the advertising contingent upon the publication of the article. It was an integral part consideration. Unless the editor agreed to give his news columns the business office could not have the advertising. Mr. Barron's letter to Editor & Publisher, published herewith, is largely about education, religion, ethics, experience, etc., which are issues wholly beside the point. Editor & Publisher has been discussing a business proposal which Mr. Barron made to newspaper publishers on June 19.

While it is obvious that Mr. Barron has acted ill-advisedly and is all twisted in his second thoughts of the subject, perhaps being indignant that we published the matter at all, the fact is revealed that he is not in the book business, but is promoting an interesting educational movement, and Houghton Mifflin Company are to be congratulated in having so vigorous an exponent in view of the business facts in relation to the publication of Swedenborg's books, as stated by Mr. Barron. Leave it to Mr. Barron to "start something."

In our humble and faltering way we beg to suggest that the way to address editors is to address them. If it be "narrow minded" to object to advertising contracts which force the publication of publicity on any subject, we must confess that we are sharp to a razor's edge. The way to advertise in newspapers is to advertise. Mr. Barron will find, by slight investigation, that newspaper advertising is not nearly so expensive as he believes it to be. He talks about a "million dollars" for display advertising. For $25,000 he can buy the 200 lines of space that he is talking about in all of the daily newspapers of the land.

Mr. Barron made a poor business proposal to newspaper publishers, as we pointed out. That some have accepted it means nothing—we knew some would. In view of the facts it is scarcely sporting for Mr. Barron to now represent that his offer was "both reading matter and advertising." It was reading matter or no advertising. We value the Old Master's zeal for a subject close to his heart, but our offer of 100 shares of Nutmeg, pf., still stands for the advertiser who will get a similar contingent advertising contract with the Wall Street Journal.

AUTOMOBILE CASUALTIES

To Editor & Publisher: Returning from my vacation, I hastened to read the accumulated copies of the Editor & Publisher, and wa interested in the editorial you carried last m about the importance of playing up news a auto accidents that I am writing to ask permission to circulate reprints of that a in our clip sheet.

I feel there are too many editors who are tent with merely publishing reports about dents, instead of pointing out that acci don't just happen but are caused, and elimination of these causes will prevent fatalities that follow. Surely no paper ca a greater duty to its supporters than to how accidents are caused and how they ca prevented. For instance, thousands of dru drivers try to operate machines, usually sad results. A campaign against the dru driver is something that any newspaper conduct.

Your attention is called to the fact that institution is not interested in trying to the products of any industry, corporation dividual but, like the American Red Cross, tional Association of Credit Men, Boy Sc etc., is supported by thousands of members affiliated community safety councils. We now engaged in an effort to raise a m dollar fund for an intensive nation-wide paign to prevent accidents on the street public places and at home.

A. A. Mowbray,
Director of Publicity, National Safety Co

DOMINANT
in
Pinellas County, Florida
Daily News
ST. PETERSBURG'S PICTURE PAPE
Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall
America's Biggest Tabloid
Florida's Fastest
Growing Newspaper
To be assured of Complete Coverage—
USE THE NEWS
Represented by
GEORGE B. DAVID COMPAN
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

creating Impression!
nearly half the 2013 national advertisers using the Cleveland Plain Dealer in 1925 used it *exclusively.*
The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it
J. B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 360 N. Mich. Ave., Chicago

MERCHANT & EVANS C
PHILADELPHIA
Producers of
SPARTAN TYPE METAL
Since 1866
LINO • MONO • STERO
INTERTYPE COMBINATION
Stocks in Principal Citi

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION
An organization specializing solely in newspaper building design, manufacturing and production problems.
S. P. WESTON
Newspaper Buildings
Plant Layouts
Production, Operation
120 West 42nd Street New York

HALF A STATE
COMPLETELY COVERED
at one Combination Rate
EVENING COURIER MORNING POST
Two Great Newspapers—Published at Camden, N. J.
National Representatives
STORY, BROOKS & FINLEY



Regional Advertising
at
Regional Rates
in
The Christian Science Monitor
An International Daily Newspaper
Publishing SELECTED ADVERTISING
ATLANTIC, CENTRAL and PACIFIC Editions
Rates and Circulation Data Supplied on Request
ADVERTISING OFFICES
Boston, Philadelphia, Chicago, Cleveland, Detroit
New York, London, Paris, Florence
Kansas City, San Francisco, Los Angeles, Seattle, Portland
"Buy What You Can Use"

GRAVURE SECTIONS PRINTED
SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK
Standard Gravure Corporation
LOUISVILLE KY



Our Own World of Letters

By JAMES MELVIN LEE

A PRAYER for editors concludes the article with which Wilbur M. White, managing editor of the *Toledo Times,* opens the *Ohio Newspaper* for July. His article deals with the "well of English, pure and undefiled" in general and with the newspaper bucket in particular.

Mr. White has no use for the editor or reporter who pilfers the phrases of the man-about-town, the tricky expressions of the theater, or the "sharp cracks" of the college "chap." He is perfectly willing that the infinitive should split like the Chicago—at its own will. But he does insist that editors may be delivered from writers who believe that pomposity and ponderousness are necessary to hold big ideas.

Another article is a survey of the community weekly in Ohio. It won for the author, Ralph Louis Peters, the Robert Wolf Journalism Honor Medal awarded by the Department of Journalism of Ohio State University.

Mr. Peters, who by the way is now on the staff of the *Columbus Dispatch,* outlines the field of the country press, shows how it dresses up the news, handles its boy's departments, makes a plea to keep the editorial page free from "the inane driver dumped upon it by the campaign headquarters," discusses suitable features, preaches upon the subject of advertising, and concludes with a summary of plate matter used. Although Mr. Peters says he is going to dismiss the subject of advertising with little comment, that section of the survey is one of the most practical. The Department of Journalism at Ohio State University publishes the Ohio Newspaper ten times a year in the interests of newspaper making in Ohio. It is sent free to all Ohio newspapers—others pay two dollars a year.

* * *

The *Kodak Salesman* for July is a little article about a hookup with newspaper advertising. It prints four maps and under each it lists the various newspapers in that territory to be used on a certain date by the Eastman Kodak Company.

The suggestion is then offered that the full page advertisement be cut from a used newspaper, stuck on a stiff mount, and used as a window trim described somewhat in detail on another page of the house organ. For some reason, house organs are paying more attention to dealer-co-operation with newspaper advertising.

* * *

An editorial in the *New Republic* for July 21 deals with the sale of the *Kansas City Star.* The first part of the editorial, treating as it does the conditions of the sale, may be skipped. The concluding paragraph, however, is one of criticism and comment not only of Col. Nelson but also of Munsey and Lawson who have in the recent past shown an extraordinary lack of public responsibility and vision in disposing of their properties."

The editorial concludes:

"All three men made large public gifts in their communities, ignoring the obvious fact that the continuance of a good newspaper is of infinitely greater value than additional contributions to art museums or charities. From time to time there is some debate among newspaper men as to whether journalism may properly be called a profession. We should like to hear the views on that subject of some of the Munsey, Lawson or Nelson editors who still face or have barely escaped the prospect of being, in Arthur Brisbane's phrase, "sold with the plantation."

* * *

AN excellent text for college classes in advertising may be found in "Advertising, Its Problems and Methods" (D. Appleton & Co.) by John H. Cover. As a matter of fact, the text is an outgrowth of the author's work in teaching at Columbia University and at the University of Denver. At the latter institution he is professor of Statistics and Marketing and director of the Bureau of Statistical Research in the School of Commerce, Accounts, and Finance. The volume is a rather remarkable survey of the whole field of advertising.

The volume opens with an introductory chapter "Market Analysis as a Basis for Advertising" by Percival White. This chapter lets the student see the relation of advertising to marketing. Other chapters show how the advertising department and the advertising agency function in a practical way. The subsequent chapters then go into detail of actual practice and deal with slogans and trade marks, containers and packages, attributes of good copy, display and layouts, illustrations, type and paper, choice of media, and advertising aids for the dealer. Emphasis is put upon preparation of copy and the analysis of media.

At the end of each chapter practical problems are suggested for the student. These problems make the text even more valuable for classroom work. Indeed, the author frankly admits that the laboratory is the most efficient teacher. That the author himself is a good teacher is shown by his choice of illustrations to supplement the text. Indeed, it is no reflection upon the text proper to say that these illustrations are nearly as helpful as the pages contributed by the author. The frequent footnotes indicate that the author has availed himself of about everything that has appeared in type about advertising.

The style of the author is so direct that his volume is an excellent one to recommend to local merchants who prepare their own copy. He is to be congratulated upon keeping to his text of problems and methods and not wandering too far into the field of theory.

One wonders why the EDITOR & PUBLISHER was omitted in the appendix which lists the periodicals dealing with the subject of advertising. This omission is the more noticeable because of some of the periodicals that are mentioned by name. But this is another story—as Kipling would say. Professor Cover on the whole has "covered" his subject well.

* * *

FORTY years ago, on July 3, 1886, to be specific, a group of persons stood around a queer looking machine in the composing room of the *New York Tribune*—then in the heart of old Newspaper Row. This machine resembled in a way a small pipe organ. At the key board sat a man with his shirt sleeves rolled up. He touched a key and a small metallic object slid down a brass tube. He touched other keys with the same result. He then shifted a lever and out came a shining line of type. The man at the key board was the inventor of the machine, Ottmar Mergenthaler. The man who stood the closest to the machine was the editor of the Tribune, Whitelaw Reid. Indeed, it was Mr. Reid who gave the machine its name—the linotype.

These and other interesting facts about the machine may be found in an article published in *The Linotype News* for July. I have no desire to give any free advertising to the Mergenthaler Company, but I was tremendously interested to learn in how many different countries the linotype may be found today and to be informed in how many different languages the linotype is setting copy. I was somewhat surprised when told how extensive was the use of the linotype on ship board and elsewhere.

The article in The Linotype News pays a fine tribute to Whitelaw Reid, a national figure in American journalism. His able and brilliant work as ambassador to the court of St. James has detracted some from the position he once held in American journalism. At the time he gave the name to the linotype he was a national figure in the newspaper world. Through his public speeches he was interpreting journalism to the American people. This service by Mr. Reid is too often overlooked by those who recall him only in a diplomatic connection.

END "BUY BRITISH GOODS"

Rotary Protest Brings British Decision for New Post Mark

Following a protest by the Rotary International the British Postmaster General has decided that the present postage stamp cancellation mark "Buy British Goods" shall in future be replaced by commercial and revenue-producing advertisements. Rotary International pointed out, in a letter to Sir W. Mitchell Thomson, the Postmaster General, that the "Buy British Goods" slogan had the reverse of a good effect on international friendly relations when it appeared on letters sent to the United States.

Wheeler-Nicholson, Inc.
Complete Feature Service
Wire us for samples and prices of the
Largest, Most Original Most Artistic and Finest
blanket feature service on the market, which includes IVANHOE, VIVIAN VANITY, and the FAMOUS SHORT STORY SERIES, in addition to SPORTS, WOMAN'S PAGE FEATURES, COMICS, FICTION, VERSE, CARTOONS and everything for the newspaper.
Wheeler-Nicholson, Inc.
Malcolm Wheeler-Nicholson, President
373 4th Ave., New York City

Among The Newspapers Publishing
Constance Talmadge's Flapper Series
Chicago Journal — Philadelphia Sun
Detroit News — Buffalo Times
Toledo Blade — Louisville Courier J'l
Omaha Bee — Oakland Post Enquirer
Peoria Star Journal — Memphis News Scimitar
Newark Jersey Transcript
Why Not Join This List of Papers
Wire for Terms and Territory
COSMOS NEWSPAPER SYNDICATE INC
Covering the World
NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY
Herbert S. Houston, President and Editor-in-Chief
Myles F. Lasker, Vice-President and General Manager

E. F. S.
Editors' Feature Service
Over 70 independent newspapers throughout the country subscribe to this fine daily service as a protection against rising feature costs.
Six Pages Daily
Illustrations in Mat Form
Write or wire for samples, price and territory.
Editors' Feature Service, Inc.
1819 Broadway, New York
Allied with Johnson Features, Inc.

Traveling with Gillilan
A series of letters by this well-known humorist, covering a six weeks' trip to Europe—illustrated with sketches by the author.
The International Syndicate
Baltimore, Md.



Do you know what percentage of errors are made in your Composing Room?
We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.
It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.
Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.
When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.
Matrix Contrast Corp.
33 W. 42d St., New York City

RADIO
PROGRAMS NEWS NOTES FEATURES
Used and Praised by More than 200 Newspapers
Send for samples and prices
AUDIO SERVICE
326 West Madison St. Chicago

DAILY PUTS PUBLICITY PICTURES TO WORK

Rochester Times-Union Builds Series of Six Full-Page Ads Paid For by Local Merchants, Using Photos of Stage Stars

Publicity pictures of stage stars appearing at a local theatre, usually printed free by newspapers on the alleged grounds of reader-interest, are being put to work to earn money for the *Rochester* (N. Y.) *Times-Union.*

Local merchants and the theatre management are paying for a series of six full-page advertisements using the photographs of stock company players at the Lyceum theatre of Rochester, played up in regular picture page lay-out. Promotion for the stores is carried in the picture captions. The actors and actresses display merchandise that these stores carry.

The small-type caption of one picture, for example, reads:

"Miss Rosamond Pinchot of the Lyceum Players displaying the last word in golf outfits from the sporting goods store of Rudolph Schmidt & Company at 43 South Avenue, where one will find one of the most complete stocks of Sporting Goods and Radio. Sport hat courtesy of The Kathryn Shop."

Eight stores co-operated in purchasing the full page of July 10, which ran under the general heading of "Summer Fashions."

The campaign, according to E. P. Gosling, advertising manager of the Times-Union, includes three pages of men stars and three pages of women stars. It is running through this month and will continue through August.

The plan was worked out jointly by the manager of the stock company and a member of the Times-Union advertising staff.

"It appealed to us as not only a good promotion stunt for the stock company, but also in the way of advertising for our stores which would be decidedly beneficial," Mr. Gosling said.

"Our merchants have expressed themselves well pleased with the initial page published."

A NEW "DIGEST" PLANNED

Virginia Publication Will Quote Opinions from Press and Public Leaders

Publication of the *Virginia Digest*, a weekly paper, quoting the opinions of the Virginia press and views of prominent Virginians on current topics, will be begun within the month from the plant of *Crawford's Weekly*, at Norton, Va. A Richmond office will also be maintained.

Issued as a tabloid, the publication will use many illustrations. In addition to a digest of topical editorial comment and statements by public men in the state, there will be published articles on various phases of Virginia life, some reprinted from other publications, but most written exclusively.

An editorial page will be conducted for the interpretation of Virginia news, the expression of liberal opinions, and the criticism of books by Virginia authors.

CLUB IN NEW QUARTERS

Chicago Press Organization Moves to Hotel Claridge

The City Press Club of Chicago is now housed in its permanent headquarters in the new fourteen-story Claridge Hotel at 1244 North Dearborn street.

The club-hotel was built especially for club purposes, and has every club facility including exclusive club headquarters, dining rooms with allnight service, a roof garden, a swimming pool and gymnasium, a handball court, a library, and midnight entertainments every night, with dancing.

The Press Club Rodeo, a revival of the old Press club days, was held at the hotel July 17. Stars of the leading shows in Chicago furnished the entertainment.

"PROFESSOR F. P. A.!"

Bard of N. Y. World's "Conning Tower" Teaches Journalism Rule

Franklin P. Adams, widely known as F.P.A., conductor of the column called "The Conning Tower" in the *New York World*, turned professor, July 15, to teach reporters an important rule in journalism. In his column he wrote:

For years this column has tilted at those busy windmills, the city editors of New York City, in an effort to make their reporters tell readers one of the most interesting details of occurrences of crime or accident. That detail concerns the approximate time of the happening. When a shooting or a motor car accident occurs, one of the things the reader wants to know is when it happened; he, or especially she, wants to know by how many minutes she missed it, or where she was when it happened. Tuesday afternoon there was a shooting near the corner of Fourth avenue and 21st street. All yesterday's papers printed the story on the front page. The *Times* had it occur "yesterday;" the *Herald Tribune* "yesterday afternoon;" the *American* "last evening;" the *Daily News* "yesterday;" and the *Mirror* "yesterday afternoo The World, we are proud to say, t us that the shooting occurred at 4 P. M. This, we contend, makes story far more interesting to everyb who was or might have been in t neighborhood within two hours of t time.

SPANISH EDITOR ATTACKED

Amado Gutierrez, editor of a Spani language newspaper in Del Rio, Tex. border city, recently was assaulted badly beaten by assailants in Pilla Acu Mexico, across the Rio Grande from Rio.

Supplies and Equipment

Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

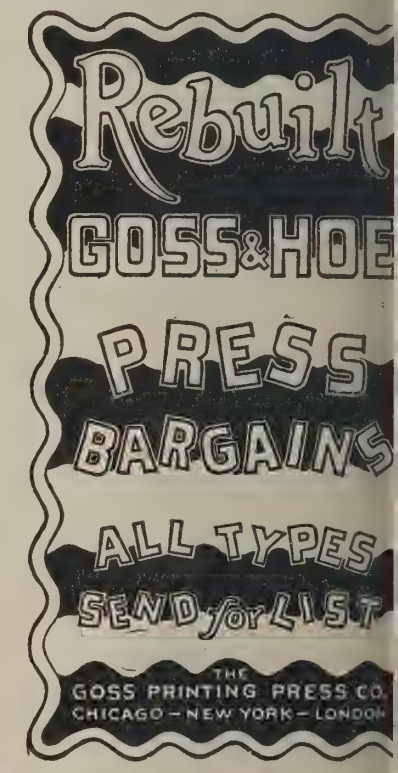
Do it now!

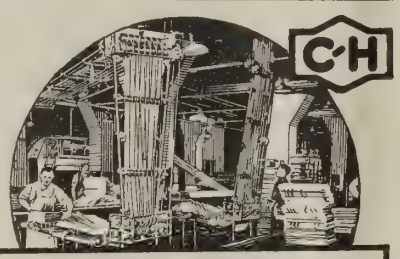
HAMILTON MFG. CO.
TWO RIVERS, WIS.



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO





Newspaper Conveyors

take the papers in a steady stream, as fast as the presses can deliver them, up, overhead, around corners, through a ceiling or a wall to wherever they're wanted for mailing or delivery. Eliminating waste and delay by their speedy, dependable operation they are profitable equipment for papers large or small. Newspaper plants from London to Tokio have been using them for years.

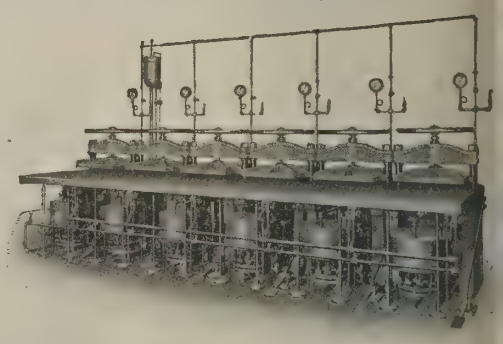
Let us tell you how you can speed deliveries from your presses.

The CUTLER-HAMMER Mfg. Co.
Pioneer Mfrs. of Electric Control Apparatus
1203 St. Paul Avenue
MILWAUKEE, WISCONSIN
CUTLER-HAMMER

BATTERY OF SIX HOE PNEUMATIC MATRIX-DRYING PRESSES

With Independent Gas-fired Steam Generators.

The quickest and the most economical Presses for the moulding and drying of Matrices.



More than 800 in use

R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street CHICAGO, ILL. also at DUNELLEN, N. J. 7 Water Street BOSTON, MASS

Don't "Pig" Metal
It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT
SLUG FEEDER

Eliminates the Metal Furnace

The Monomelt Co.
4509-19 Ravenswood Ave.
Chicago Illinois
World Bldg., New York City

INFLUENCE

The prestige of the advertising medium is often the deciding influence in the consummation of a sale.

Good products, introduced by strong copy, in the medium of greatest prestige is what makes sales for advertisers in

EDITOR & PUBLISHER

Employment—Equipment—Services

ITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS (Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

te space charge at same rate per line per tion as earned by frequency of insertion. ial rates quoted for 13, 26 and 52 insertions. Editor & Publisher reserves the right to ify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE

ADVERTISING

General Promotion

ertising Promotion—If you want more ness, communicate with the International lications Service, Incorporated, Suite 1004, Broadway, New York City.

ething Entirely New. Individual comic t ad strip for your classified ad pages. kly, semi-weekly, daily. Write for samples cost, etc. Guido D. Janes Service, Quincy,

USINESS OPPORTUNITIES

Brokers

e Opportunity to Procure Splendid Publi-on—Population 15,000; exclusive field; mod- equipment; circulation over 2,000; gross ness $25,000, net earnings 25 per cent; e $18,000, half cash. J. B. Shale, Times g., New York.

stern Pennsylvania Weekly, only paper in ity seat of large county. Profitable busi- and splendid equipment. Available for 500 on terms. Prop. 1450x. The H. F. richs Agency, Litchfield, Ill.

Interest for Sale

rest, carrying position of business mana- Oklahoma city of ten thousand; only daily ich and fast growing city; salary commen- te with ability; applicant should have from to seven thousand. Address A-612, Editor ublisher.

Newspapers for Sale

ou have $60,000 and want to double it in years, read the quarter page ad on page 36.

Newspapers Wanted

y Wanted in small city, with future, by or and a business manager. P. O. Box 382, en Bay, Wis.

Hunt for the One Owner or Publisher is on. See Editor & Publisher of July 17, ul, under "Newspapers Wanted." My ad d alone. A-659, Editor & Publisher.

Printing

re Available for use of any kind of news- er, complete modern newspaper plant. Will outright or make arrangements long time ract for printing of publication. Address O. Box 28, El Paso, Texas.

CIRCULATION

Promotion

ulation—When quick, additional circulation rage becomes necessary, remember that our nty years in this one line of endeavor is r proof against experimenting. Write or Pacific Coast Circulation Service, Bell k, Cincinnati, Ohio.

ulation Builders—Blair & Austin, 1504 Cen- Ave., Reading, Penn. Originators of Sales- ship Club Campaigns.

ld Circulation—Try our "Opportunity Club" n, Sherman & Eckert, 353 Northampton et, Easton, Penna.

Newspaper can secure circulation and e their entire field canvassed at practically cost. Let us put our plan before you now. Albright China Co., Palmyra, N. J.

Equipment

wspaper Display Racks—The Steel Co., Box Palmyra, N. J.

EDITORIAL

Syndicate Features

New Brunswick Spokesman and Detroit World Graphic are the new customers this week. For samples of a live, alert, up-to-date service write The Graphic Syndicate, 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

Daily and Sunday Newspaper in Metropolitan City, overnight from New York, has excellent opportunity for live man in Advertising Department who can assist local retail merchants in merchandising problems, advertising copy and all forms of similar service. Salesmanship ability not entirely a requisite. This is not an advertising solicitor's position but a place for a man who can become valuable in the Advertising Department because of the service he can give to the retail merchant. Good salary for right man. An excellent opportunity for advancement. Write fully stating age and experience. All communications will be held strictly confidential. The John Budd Company, 9 East 37th Street, New York City.

Daily Newspaper near New York City has opening on Display Advertising staff for good salesman; permanent position with good future; car required. State age, experience and salary. A-679, Editor & Publisher.

Experienced Newspaper Advertising Man wanted on leading paper, with circulation over 110,000, in middle western city of 240,000 Must be aggressive, practical copy writer and of clean moral habits. Married man preferred. Send complete details concerning your ability, references, sample of your work and salary expected. B-663, Editor & Publisher.

Live Wire, Capable, experienced newspaper man wanted to invest some capital and his services in A-1 newspaper proposition in El Paso, Texas. Full details first letter. P. O. Box 28, El Paso, Texas.

Reporter Wanted—Middle aged man, thoroughly experienced, sober and accurate. Steady position. Apply A-652, Editor & Publisher.

We Have a Position Open for an advertising solicitor capable of developing and selling feature sections and special editions. The newspaper is leader in middle western city with over 110,000 circulation. Do not want a commission man. This is a straight salary proposition and man capable of filling the job can secure very fine remuneration. Send complete details of your ability, sample of work, etc. B-664, Editor & Publisher.

Situations Wanted

Artist-Cartoonist — Layouts and retouching, wishes change to smaller city where efficiency and ability are desired. Samples and qualifications gladly furnished. Now on large eastern daily. A-667, Editor & Publisher.

Assistant to Copy Man or in advertising department of newspaper or advertiser; or with advertising agency. Young man with four years' experience desires position with opportunity for advancement. B-662, Editor & Publisher.

Business Manager—Complete, well-rounded newspaper experience; 4½ years present position, gain over 50% advertising income; nearly 20% increase circulation. Prefer city 20,000 to 75,000. Age, 35 years, college graduate, married, two children. A-674, Editor & Publisher.

Business Manager or Assistant to Publisher, now employed, seeks change. Experienced in accounting, classified and display advertising, circulation and all branches of newspaper work. Familiar with large and small cities. A-680, Editor & Publisher.

Circulation, Promotion, Business Manager, with excellent record on New York City daily newspapers; at present employed, desires to make connections in New York City with any size paper in field of promotion or improvement in any departments. A-675, Editor & Publisher.

Circulation Manager—Young man with over seven years' experience in circulation work and as circulation manager of morning and evening papers desires position as circulation manager. Excellent reasons for wanting to change. Is thoroughly familiar with all phases of circulation work. He knows the game and produces results. If you need this kind of a circulation manager address A-673, Editor & Publisher

Circulation Man, young, experienced, seeks position. Roadman, crew manager promotion. A-644, Editor & Publisher.

Circulation Manager — Experienced in all branches of circulation work, and thoroughly competent. Seven years with The Des Moines Capital, three and half years with Canton, Ohio, News, and over year with the Butterick Publishing Company. Good record of increases at minimum expense. For particulars address L. T. Ward, 322 South Park, Columbus, Ohio.

Circulation Manager with twenty-five years' experience on morning and afternoon newspapers having circulation around fifty thousand, seeks another connection. Available in two weeks. A-677, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Classified Manager—Young man now employed, 24 years of age, married and with 5 years' experience, desires change. Has an exceptional record for procuring new business. Thoroughly experienced with all successful classified methods; also very familiar with Basil Smith System. Salary expected $60 a week. Write A-658, Editor & Publisher, for full particulars.

Editor desires position country weekly; preferably New England or New York State. Experienced. Sam J. Banks, General Delivery, Cambridge, Mass.

Editor - Engineer—Will edit house organ, assist in the getting up of descriptive matter, write reports, booklets, or proofread. Three and a-half years' experience in editing department of magazine, and electrical engineer by profession. A-648, Editor & Publisher.

Editorial Writer; also syndicated features; considerable sold fiction—traveled, mature, married, dependable. Seeks change. A-642, Editor & Publisher.

Editor seeks location on Daily in New England States. 12 years' experience on daily and weekly publications. Qualified either for editorial or advertising work. Have iron-clad references from every former employer. Will come on month's trial. Address A-671, Editor & Publisher.

Editorial—Wanted: A position in the editorial department of a daily newspaper. I am a university graduate, schooled in newspaper work and capable of reporting, writing heads, and reading copy. Will sacrifice salary for practical experience. A-672, Editor & Publisher.

Expert Promotion Man, 43, with record of achievement, knowledge of human nature, indomitable will to succeed, seeks position. Circulation Manager or Promotion Manager anywhere. Not a cheap man, but a good one. A-657, Editor & Publisher.

Foreign Correspondent — Experienced man, knows Europe and South America well, has highest connections. Am 35, American citizen, write and speak 8 languages. Organized two services in Europe. Want to connect with American service. Would be able to handle and pay expenses on news exchange basis. Thoroughly familiar with all branches of foreign and pictorial service. A-669, Editor & Publisher.

General Manager—Some Newspaper Publisher in a city of 250,000 or more, needs a new General Manager. If you are that Publisher or Owner you can now get the man you want. He has brains, youth (33 years old) experience, ability and personality. A wire or letter addressed to A-539, Editor & Publisher, will bring him for an interview.

Managing Editor, 15 years' successful experience. Age 35, college graduate. Open for offer August 1. Metropolitan and small town experience. Capable executive, forceful writer, news and make up expert. Prefer daily in town of 20,000 to 200,000 where there is opportunity to build future for myself and paper. A-654, Editor & Publisher.

Managing Editor—Highly capable, 17 years, mostly editorial executive, on metropolitan newspapers, wants chance to build "second" paper on sharing basis. Would take paper on lease. Editorial executive now on New York City daily but not afflicted with New Yorkitis. Prefer West Coast paper. I'm married, 34, hard and intelligent worker. Have record of achievement behind and ahead of me. Highest references. A-646, Editor & Publisher.

News Man, 29, eight years in writing and assignment, available on two weeks' notice, to fill post as producer of fast, sound copy. Address A-670, Editor & Publisher.

News Editor—28, employed for last five years Sunday, telegraph and makeup editor on metropolitan dailies, desires similar position with wider scope of responsibility and opportunity. Would consider executive place on smaller daily. Salary must be adequate, but is secondary consideration. Am prepared to remain in present position until suitable opportunity is offered. B-666, Editor & Publisher.

Newspaper and Commercial Artist, experienced, wishes position with Syndicate or Newspaper. Write Earl S. Johnston, 5810 Holden St., Pittsburgh, Pa.

Pressroom Superintendent with several years experience in charge of metropolitan papers with large circulation, would like to make permanent connection with publisher who desires a well printed newspaper. Will furnish good references as to character and ability. A-676, Editor & Publisher.

Reporter—Young woman, university graduate with 3 years' newspaper experience desires reporting position in city of 500,000 or over. Excellent references. A-650, Editor & Publisher.

MECHANICAL

Equipment for Sale

Complete Newspaper Plant for sale. Included are five Intertype machines, 2 years old; monotype caster; Potter 16 page press; Stereotyping equipment; 12 Trucks; plenty of type, etc. Address Muskogee News, Muskogee, Oklahoma.

MECHANICAL

Equipment for Sale

Duplex Tubular Printing Press, 16-page, for sale. Due to purchase of Journal by Sun, this fine machine will be released about July 10. Prints modern column paper any size up to 16 pages including 14 pages in perfect condition. Specimens of work sent. Also other newspaper machinery, including Hoe Saw & Trimmer, Hoe Mat Rolling Machine now used on dry mats, Proof presses, etc. For prices and terms, address Lewiston Daily Sun, Lewiston, Me.

Duplex 8-page flatbed angle-bar press, complete, with 16 chases, for sale; in good condition; also Model C Intertype and Model 5 Linotype. Times, Okmulgee, Okla.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. **Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Engraving Co., 114 E. 13th St., N. Y. City.**

Mr. Publisher—Get our catalogue of hard metal display type, 18 to 48-pt. before you buy new machinery for your display problems. Hoosier Type Foundry, 607 Lafayette St., Fort Wayne, Indiana.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner Fendler Branch, A. T. F. Co., New York City.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

LEGAL

INTERNATIONAL PAPER COMPANY

New York, June 30th, 1926.

The Board of Directors have declared a quarterly dividend of Fifty Cents (50c) a share on the Common Stock of this Company, payable August 16th, 1926, to Common stockholders of record at the close of business August 4th, 1926.

Checks will be mailed. Transfer books will not close.

OWEN SHEPHERD, Treasurer.

Newspaper Properties

Bought, Sold and Appraised.
All negotiations confidential.

PALMER, DEWITT & PALMER

350 Madison Ave., New York

Business Established in 1899.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON

Times Bldg. New York

WE CONNECT THE WIRES

WE WANT

Reporters
Copy readers
Advertising salesmen

FERNALD'S EXCHANGE, INC.

THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

AN interesting hot weather contest is that being conducted by the *Boston American* to determine "What New England Men Lie Most About." A cash award of $15 is offered the woman submitting the best letter on the subject; $5 for the second best letter, and $5 for the third best. The wide variety of answers received make an interesting story a daily feature.—C. L. Moody, *Quincy,* (Mass.) *Patriot Ledger.*

Consult the tobacco wholesalers and jobbers of your city. Determine the number of cartons of cigarettes, boxes of cigars, pounds and cans of tobacco sold to your local dealers during the first six months of the year. The figures surpass even your most generous expectation and provide the body of a story that will attract the eye of every smoker.—Allen Sauers, Logansport, Indiana.

Now is a good time to go to your morgue and fish out the cuts of the local baseball players of yesteryear. They will make a very interesting daily feature under a head something like "Baseball in Reminiscence." In your accompanying article don't forget to tell where the player is located now.—Lewis Hyman, Logansport, Indiana.

A society editor on a Southern California newspaper has a working agreement with an ice cream manufacturing company whereby she is notified of all orders for large quantities of the confection. She in turn tips the company off to coming parties. It means scoops for both of them.—B. A. A., *San Diego* (Col.) *Sun.*

The police department can undoubtedly furnish you with some interesting data on local children who have been several times reported as missing. Most cities have at least two or three small children who are familiar figures to the police because of their frequent runaways. If obtainable, a personal interview with the kids themselves, run with the pictures, makes a good feature.—Cyril E. Lamb, 309 Ballard street, Ypsilanti, Mich.

"Chats with the travelers," is an interesting little daily feature now being run in the *Post-Times.* It is a series of short interviews with traveling salesmen found at the local hotels, business houses and other places, the subjects being varied according to who is interviewed.—B. A. T., Springfield, Ohio.

Telling about one's vacation to the stay-at-homes often furnishes a greater kick to the returning vacationist than the actual trip. Why not get up a local contest for the best vacation story of about 300 words, offering a small prize for the best letter, and printing excerpts from the good ones? This should create greater interest in your journal and give the vacationist public opportunity to gratify a human desire ever since the days of Marco Polo to tell the stay-at-homes about his "wonderful" trip.—C. M. L., Seattle, Wash.

Who is the oldest lodge member in your city? He can tell you some interesting things about lodges and the sentiment towards lodges as it existed in the old days. The oldest church member in your city also should be the basis of a good story, at least a southern Indiana newspaper found this to be the case.—Yandell C. Cline, *Columbus* (Ind.) *Republican.*

PICKING A WINNER

Success of St. Paul Congressional Candidate, Scalp for Twin Papers

While discussion was recently raging among the eight candidates in the Fourth congressional district, Minnesota, and while their seemed to be much angling for votes by candidates straddling fences, Melvin J. Maas, a youth of 28 summers, raised a sma' wee voice in the wilderness and offered himself as a prospect.

The *St. Paul* (Minn.) *Dispatch* and *Pioneer Press* heard the call. They also heard that the newcomer was not straddling fences on important issues; that he had a definite platform to offer the voters; that he was young, energetic and sagacious.

With editorials, features and pictures they stirred the political nest into one of the hottest campaigns ever waged in the district, and when the feathers again had settled, both candidate Maas and the twin papers were sitting atop of the heap. The returns showed Maas had whipped the field decisively. Mr. Maas promptly thanked the papers and admitted that it was because of them that he had won out.

Mr. Maas has yet to go through the general election, but his sponsors claim the primary returns show that he is on his way to Washington.

Incidentally, this marks the twentieth time in recent years in which the Dispatch and Pioneer Press have come out victors in picking and backing candidates for major offices.

SHORT COURSE IN IOWA

The first linotype operators' short course at the Iowa State college under auspices of the technical journalism department of the college, was held last week with an enrollment of 25. The Mergenthaler Linotype corporation educational division staged the course which continued over the week-end. Thor Knapp of Chicago, head of the division was in charge. Sessions were held in the plant of the Collegiate Press, Inc., a printing plant owned by the student publications of the college.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

As an incentive to encourage thrift of the salaried or steady workers in your city, why not form, as did a Northwest paper, a "playtime" club, started by one of its reporters and wife, to show that by saving and placing money in safe investments from year to year, that retirement will come within a comparatively few years, leaving many years ahead for play. It was shown graphically by taking into consideration any insurance that would mature, with the average soldier bonus, and the owning of a home through monthly payments, that the saving years would not be many, before the playtime goal. Besides its real constructive value, such material can be made, with a human interest touch into excellent feature copy.—C. M. L.

What kind of a city would you have if all the prominent lawyers, doctors and merchants had realized their youthful ambitions? The city would be overstocked with clowns, policemen and acrobats, perhaps. This is not a new idea but treatment in the form of a single article would create interest.—A. C. Regli, Chippewa Falls, Wis.

Most housewives are good cooks. Still, there are a number who have but a scant knowledge of the business and there are still others who are always on the lookout for new recipes. Each of your women readers probably has a "pet" recipe that she is proud of. Invite the women to send them in and, if possible, find someone who is an authority on cooking to write articles on the subject and print them in conjunction with the recipes. Two half-columns of this matter, with an appropriate head, would not only prove of interest but might possibly bring in additional advertising from retailers of cooking utensils and materials.—R. C. Balton, Jr.

"Soch a Life"
By J. L. LEIBSON
A new comic dialect dialogue without a sting to any race. Weekly doses of laughter in
One Thousand Word Stories
Illustrated by the well known artist
ALBERT LEVERING
The McClure Newspaper Syndicate
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Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.
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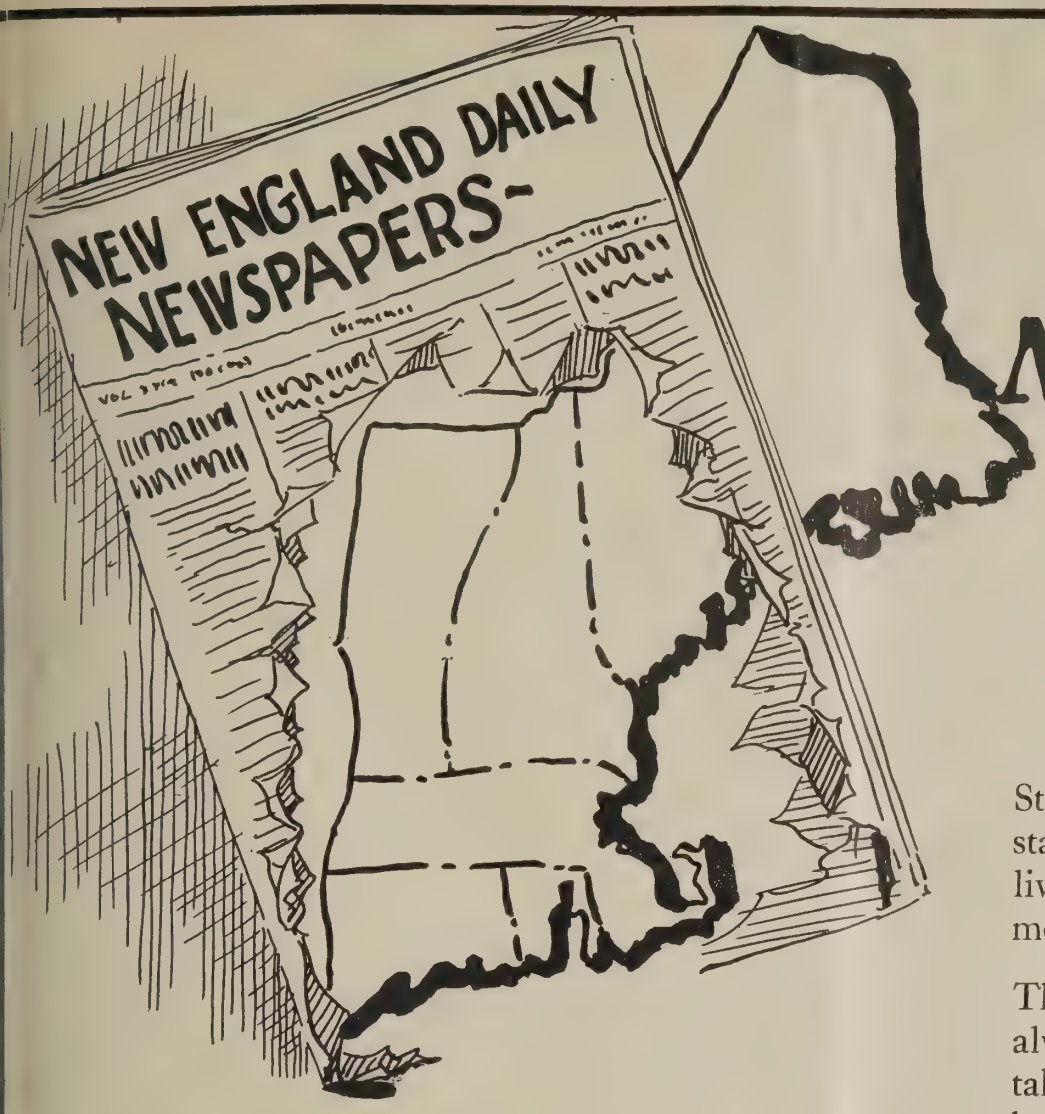
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By JOHNNY FARRELL
Famous Teacher of That Game
24 LESSONS
Illustrated
For release daily
KING FEATURES SYNDICATE, Inc.
New York City

COMPLETE WIRE REPORTS FOR EVENING AND SUNDAY PAPERS
International News Service
"Get It FIRST but First Get It RIGHT"
63 Park Row
NEW YORK CITY

Let Us Tell You
—about our plan of securing advertising from manufacturers, industrial plants, jobbers, wholesalers and other concerns in your city who are now spending their appropriations for other forms of advertising.
Let us explain how we can place this business in your paper regularly without selling expense to you. WRITE—
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COLUMBIAN MUTUAL TOWER
MEMPHIS • • TENN.

Football From the Inside!
Between The Sidelines
By Wm. S. Langford
Veteran Referee and Noted Football Authority
Twelve vigorous articles that lift the curtain on the hidden drama of the game —secret stuff, intimate anecdotes, and a wealth of human interest matter
The Bell Syndicate, Inc.
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154 Nassau St. New York City

BY UNITED PRESS
AROUND THE WORLD AROUND THE CLOCK
UNITED PRESS ASSOCIATIONS
World Building New York



The Direct Line to New England's Buying Power!

Staid old New England with its substantial citizenry and its hundreds of livable towns and cities await your message.

The people of New England are, and always have been thrifty, but ready to take on every progressive step. The banks report large balances. Its mills are working steadily and the percentage of home owners are among the largest of any State in the Union.

The daily papers of New England give you entree to the homes—the real buying power of New England.

Let us tell you more about this rich, concentrated, easy to reach territory. The list of papers below gives you complete coverage and a service of merchandizing and distribution is yours for the asking.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun .....(E)	5,845	.03	.03
**Boston Globe .....(M&E)	287,590	.50	.50
**Boston Globe .....(S)	332,282	.55	.55
*Boston Transcript ....(E)	38,807	.20	.20
**Boston Post .....(M)	377,443	.60	.60
**Boston Post .....(S)	349,596	.55	.55
**Fall River Herald-News (S)	23,150	.06	.06
**Fitchburg Sentinel ...(E)	11,828	.06	.045
*Haverhill Gazette ....(E)	15,729	.065	.05
††Lynn Item .....(E)	16,699	.065	.05
††Lowell Courier-Citizen and Evening Leader ..(M&E)	21,918	.07	.07
**New Bedford Standard Mercury (M&E)	33,321	.10	.10
**New Bedford Sunday Standard (S)	28,806	.10	.10
**North Adams Transcript (E)	9,918	.0425	.035
††Pittsfield Eagle .....(E)	17,011	.05	.05
**Salem News .....(E)	21,398	.09	.07
††Taunton Gazette ....(E)	9,279	.05	.04
**Worcester Telegram-Gazette (M&E)	92,314	.26	.23
**Worcester Sunday Telegram (S)	51,096	.19	.16

NEW HAMPSHIRE—Population, 443,683

	Circulation	2,500 lines	10,000 lines
**Concord Monitor-Patroit (E)	5,215	.0375	.025
††Keene Sentinel .....(E)	3,887	.036	.023
**Manchester Union Leader (M&E)	29,368	.13	.10

RHODE ISLAND—Population, 604,397

††Newport Daily News..(E)	6,271	.0336	.0293
**Pawtucket Times .....(E)	27,849	.07	.07
**Providence Bulletin ..(E)	68,815	.18	(B).25
**Providence Journal ..(M)	36,416	.11	(B).25
**Providence Journal ..(S)	70,518	.18	.18
**Providence News ....(E)	29,123	.08	.08
**Providence Tribune....(E)	21,961	.10	.09
**Westerly Sun .....(E&S)	4,950	.025	.025
**Woonsocket Call ....(E)	14,508	.05	.05

VERMONT—Population, 352,428

**Barre Times .....(E)	7,112	.03	.025
††Bennington Banner ....(E)	3,144	.0125	.0125
Brattleboro Reformer ..(E)	3,370	.03	.0175
**Burlington Free Press (M)	11,234	.05	.05
**Rutland Herald .....(M)	11,038	.04	.04
††St. Johnsbury Caledonian-Record (E)	4,055	.03	.0175

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
**Bridgeport Post-Telegram (E&M)	42,743	.15	.15
**Bridgeport Post .....(S)	21,162	.10	.10
**Hartford Courant ....(M)	33,003	.08	.08
**Hartford Courant .....(S)	56,274	.11	.11
**Hartford Times .....(E)	53,121	.13	.13
**Middletown Press ....(E)	8,359	.0325	.03
††New Haven Register (E&S)	46,218	.14	.13
**New London Day.....(E)	12,054	.07	.045
††Norwich Bulletin ....(M)	12,724	.07	.05
**Norwalk Hour .....(E)	6,107	.04	.04
††South Norwalk Sentinel (E)	5,643	.04	.025
**Stamford Advocate ..(E)	10,329	.05	.04

**A. B. C. Publisher's Statement, March 31, 1926.

††Government Statement, March 31, 1926.

(B) Combination rate Daily Journal and Eve. Bulletin.

A Great Newspaper in the Greatest Market

Behind its effectiveness as a medium for advertisers—behind its large and growing circulation among the kind of people that advertisers are most anxious to reach—stands the high quality of The Sun as a newspaper.

Vigorous and independent in its editorial policies, complete and accurate in all its news departments, entertaining in its many features, clean, wholesome and interesting throughout—The Sun naturally attracts as its readers the progressive and prosperous men and women of New York.

During the first six months of 1926 The Sun led all New York evening newspapers in total advertising in national advertising and in local advertising.

In each of these three major classifications The Sun's gain during this period was larger than that of any other New York evening newspaper.

The Sun

280 BROADWAY NEW YORK

BOSTON Old South Building	WASHINGTON, D. C. Munsey Building	CHICAGO 208 So. La Salle St.	LOS ANGELES Van Nuys Building	SAN FRANCISCO First National Bank Building
LONDON Trafalgar Building	PARIS 10 Boulevard des Capucines	BERLIN 14 Unter den Linden	ROME 25 Piazza Mignanelli Roma 6	PEKIN 8 Hsi La Huntung

THIS ISSUE:—NORTH CAROLINA PROSPERITY REVIEWED

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1926

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11. 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 10 | TWO SECTIONS SECTION ONE | NEW YORK, JULY 31, 1926 | By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign | 10c Per Copy

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Not to be taken from this room

Chicago Tribune FEATURES

DAILY AND SUNDAY
Comic Strips

The Gumps *by Sidney Smith*
Gasoline Alley *by Frank King*
Harold Teen *by Carl Ed*
Winnie Winkle *by Branner*
Moon Mullins *by Frank Willard*
Smitty *by Walter Berndt*
Little Orphan Annie *by Harold Gray*
Texas Slim *by Ferd Johnson*
The above strips in black and white or 8-page color comic section either tabloid or full size.

W. E. HILL
page of comics

DAILY AND SUNDAY
CARTOONS
John T. McCutcheon —Carey Orr — Gaar Williams

BLUE RIBBON FICTION
Daily serial story—Weekly short story and serial.

TRUE LIFE STORIES WEEKLY
Woman's Special Page
Embroidery Page
Sport Page—Science Page

DAILY AND SUNDAY
Doris Blake Articles
Antoinette Donnelly Beauty Articles
Men's Fashions
Women's Fashions

SUNDAY
Paris Fashions

DAILY AND SUNDAY
Dr. W. A. Evans Health Articles

WEEKLY
Burns Mantle Theatrical Letter (New York)
Mencken Literary Review
Movie Letter
N. Y. Society Letter
"About Broadway" *by Mark Hellinger*

DAILY AND SUNDAY
Woods and Waters *by Bob Becker*
Walter Eckersall's Football Articles
In Motordom *by J. L. Jenkins*
Line o' Type *by R. H. L.*

DAILY
Wake of the News *by Harvey T. Woodruff*

SUNDAY
The Nickeldicks—Children's Story
The Sporting Goods *by Westbrook Pegler*

DAILY AND SUNDAY
What's Wrong Here?
Cookery Articles *by Jane Eddington*
Farm and Garden by *Frank Ridgeway*

SUNDAY
Practical and Fancy Needlework
Home Harmonious
Club Ethics *by Maude Evans*

DAILY
The Goops *by Gelett Burgess*
Sentence Sermons *by Rev. Roy L. Smith*

WEEKLY
Book Reviews *by Fanny Butcher*
Confessions of Authors
Justice Series

PACIFIC AND ATLANTIC PHOTOS
Organized by The Chicago Tribune and the New York Daily News 25 Park Place, New York

CHICAGO TRIBUNE PRESS SERVICE
Foreign—National—Local

the
Funniest writer in America
—writing for newspapers
for the first time!

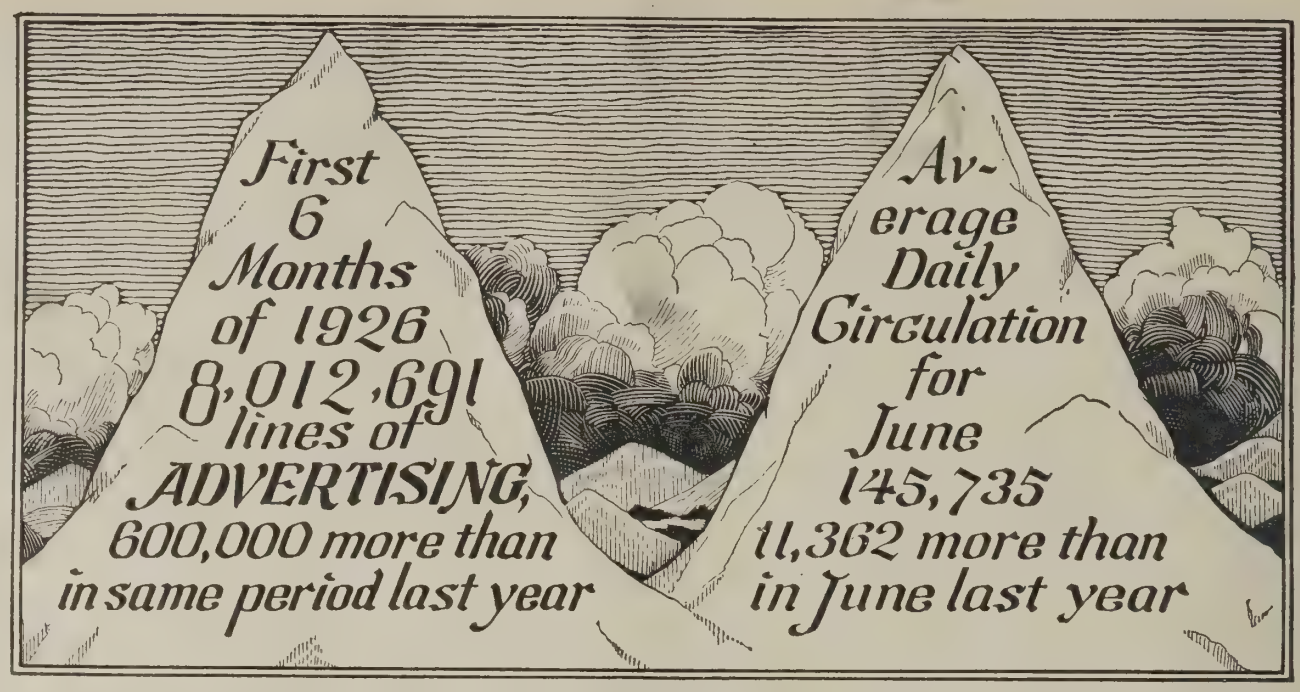
HERE'S where everyone gets a laughing jag every week. Donald Ogden Stewart, the cleverest humorist in America today, has signed with The Chicago Tribune Newspapers Syndicate for a series of weekly sidesplitters under the title—"The Other Day." Stewart can get a funny twist on anything under the sun. In addition to great versatility, Donald Ogden Stewart has the one thing with which all great humorists are endowed — an uncanny knowledge of human nature. This great asset, coupled with his close association with the younger set, make his writings of universal appeal. This is one of The Chicago Tribune's greatest syndicate releases. Wire now for the rights in your territory for the sake of your readers, young and old.



DONALD OGDEN STEWART

is young, a Yale graduate and newly married. He is author of *A Parody Outline of History, Perfect Behavior, Aunt Polly's Story of Mankind, The Crazy Fool and Mr. and Mrs. Haddock Abroad.* He has written scores of magazine articles, a movie or two, and is now collaborating on a stage play. Very versatile—quick to express the most humorous comment of the happenings of the day.

THE
CHICAGO TRIBUNE
Newspapers SYNDICATE
Tribune Tower : : CHICAGO



NEW HIGH PEAKS
of Advertising and Circulation

The Buffalo Evening News has reached new heights in advertising. Advertising volume this year is better than ever—now running at the rate of more than a million lines better than the best preceding year—1925. The record shows

for the first six months of 1926

8,012,691 Lines of Advertising

The News has gained tremendously in circulation. A steady increase continues through the ordinary slow summer months. June, this year, shows a gain of 11,362 daily.

Net paid for June, 1926,

145,735 Average Daily Circulation

The News today, more than ever, is the big, effective advertising medium for the Western New York territory.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

A. B. C. Mar. 31, 1926
134,469

EDWARD H. BUTLER, *Editor and Publisher*

Present Average Over
145,000

National Representatives

KELLY-SMITH COMPANY

Marbridge Building
New York City

Waterman Building
Boston, Mass.

Atlantic Building
Philadelphia, Pa.

Tribune Tower
Chicago, Ill.

J. C. HARRIS, Jr., Atlanta

again in June first on weekdays in national advertising

IN the month of March, 1926, the New York Herald Tribune took first position on weekdays in total volume of National Advertising among New York morning newspapers.

The Herald Tribune held this position as well for the months of April and May, as announced last month.

And again in the month of June, the New York Herald Tribune carried more National Advertising on weekdays than any other morning newspaper in the World's Greatest Market.

This supremacy in National Advertising indicates the ever-increasing recognition by advertisers of the unexcelled responsiveness of Herald Tribune readers.

LEADING!

Of a hundred and thirty-two newspapers published in the thirty principal American cities, the New York Herald Tribune made the *greatest gain* in advertising lineage during the first six months of 1926.

The *actual gain* of the Herald Tribune was 1,847,996 lines of advertising.*

* Figures compiled by N.Y. Eve. Post Statis. Dept.

NEW YORK Herald Tribune

FIRST TO LAST—*THE TRUTH*: NEWS ~ EDITORIALS ~ ADVERTISEMENTS



One of the Bulletin floats in the Associated Advertising Club's Convention parade at Philadelphia, June 21, 1926.

"In Philadelphia nearly everybody reads The Bulletin"

Many advertising men attending the Philadelphia Convention of the Associated Advertising Clubs of the World were visiting that city for the first time. In trains, trolleys, busses, on the street, in the homes, they had first-hand opportunity to see the truth of the slogan —"In Philadelphia nearly everybody reads The Bulletin."

The circulation of The Bulletin is larger than that of any other Philadelphia newspaper, and the third largest in the United States.

The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

Net paid daily average for six months ending March 31, 1926: **533,169** copies a day

New York . . . . . 247 Park Avenue (Park-Lexington Building)
Chicago . . . . . Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit . . . C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco . . Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

(Copyright 1926, Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by
The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor;
Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant
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Vol. 59 NEW YORK, JULY 31, 1926 No. 10

Despotic Contempt of Court Procedure Denounced By Working Editors

Favor New System Which Would Give Defendants Hearing Before Judge in Another Jurisdiction—Trial by Jury Suggested—Dale Fund Grows For Supreme Court Test of Truth Issue

By MARLEN PEW

CONTEMPT of court procedure, wherein a judge acts as complainant, prosecutor, jury and judge—sole arbiter of all questions of law and fact—is the single peace-time survival in this country of the ancient despotic principle of lese majesty.

The unchallenged attitude of the courts that power to punish for contempt is an inherent judicial function personal to the offended judge and that contempt of court may be construed to mean not only acts in the presence of the court, regarded as directly in derogation of authority or an interference with the course of justice, and acts committed outside of the court-room, such as criticism of judicial conduct or public writing which for any reason may give offense to these sacrosanct public officials. Indeed, the latest dictum from Indiana is that even truth is no defense.

Newspaper men of the nation are aroused over the spirit of judicial encroachment in contempt cases which has been particularly progressive since 1918 when the United States Supreme Court, in the celebrated case of N. D. Cochran, of the *Toledo* (O.) *News-Bee*, upset a principle in law which had stood as the rule in the federal courts for nearly 100 years, and had been accepted by most of the states, limiting the power to punish for contempt to "misbehavior of any person in their (the judges') presence, or so near thereto as to obstruct the ends of justice."

In the Cochran case the Supreme Court, with Brandeis and Holmes vigorously dissenting, wrote an opinion which stretched the meaning of the phrase, "so near thereto as to obstruct," to mean anything uttered anywhere having a tendency" to obstruct.

The world war was at the height of its fury when this occurred and the matter received but scant attention, although it was predicted by some newspapers that this new principle of "constructive contempt" would sooner or later challenge the freedom of the press.

In his dissenting opinion Mr. Justice Holmes wrote: "When it is considered how contrary it is to our practice and ways of thinking for the same person to be accuser and sole judge in a matter which, if he be sensitive, may involve strong personal feeling, I should expect the power (to punish) to be limited by the necessities of the case to 'insure order and decorum in their presence.'"

That this usurpation of power in journalistic contempt cases has become unbearable and that means must be found for relief from its increasing menace is everywhere evident today in newspaper circles. Witness the statements of some of the ablest working editors of the country reproduced with this article!

Can courts do no wrong?

Newspaper men know that they can do wrong and that their wrongs may be gross and strike at the heart of sacred institutions.

Is there any limit to aggression?

Direct contempt, meaning contempt in the presence of the court, was followed by the dictum "indirect contempt," meaning an act just outside of the presence of the court, and finally "constructive contempt" which may mean anything that an offended judge desires it to mean. And, now, behold! the proposition that even in "constructive contempt" cases truth is no defense!

Is it American, is it safe, is it wise even from the viewpoint of the dignified judiciary itself, for a judicial officer to have unchecked, arbitrary power to find the guilt or innocence of a man accused by this judge of an offense against his court or his own conduct?

EDITOR & PUBLISHER presents the proposition as indefensible on any ground, even that of occasional expediency. The wonder is that the calibre of men who compose the rank and file of the judiciary, federal, state and local, should desire such despotic powers. It is amazing that the American Bar Association not only tolerates this condition but seems to encourage it. In his Farewell Address, delivered just 130 years ago on September 17, George Washington warned the nation against those intrusted with the administration of government, in words which are pat in this instance: "The spirit of encroachment tends to consolidate the powers of all the departments in one, and thus to create, whatever the form of government, a real despotism." He said, "A just estimate of that love of power, and proneness to abuse it which predominates in the human heart, is sufficient to satisfy us of the truth of this position."

What system can be safely and sensibly substituted for arbitrary judicial power in contempt cases?

Trial by jury is often advocated, but if the case is to be heard by the offended judge the fairness of the trial would be in doubt. It is only the occasional juror who stands out in his opinion against a judge's predisposition as shown by his charge or by his general attitude during a trial, and no one, least of all the legal profession, contends that judges are not entirely mortal and do, however sincere may be their efforts to conserve absolute impartiality, indicate their preferences. No judge can or will sit in any case in which he is personally involved, except in contempt cases. It seems absurd to believe that trial by jury solves the contempt riddle if the accusing judge is to preside. Only an extraordinary man could restrain evidence of his predisposition to avenge a real or imagined wrong against himself or his court.

EDITOR & PUBLISHER asked a score of leading newspaper editors this week for their opinions on a proposal of federal and state legislation to enable a contempt of court defendant to secure a hearing before a judge of the same rank as the accusing judge, but in another jurisdiction. The suggestion is based on the established principle of change of venue.

The majority of the editors who responded expressed favorable opinions. The replies are reproduced herewith and speak for themselves. EDITOR & PUBLISHER respectively offers the suggestion to the American Society of Newspaper Editors for action.

Erie C. Hopwood, President of the Society, while saying that the hearing of contempt cases by judges in other jurisdictions would improve the present

LEADING EDITORS FAVOR PROPOSAL BY EDITOR & PUBLISHER FOR NEW CONTEMPT PROCEDURE

In reply to EDITOR & PUBLISHER'S *inquiry whether they would look favorably on legislation transferring contempt cases to courts of parallel but removed jurisdiction, thus to curb the arbitrary power of judges to try and punish offenses against themselves, leading editors this week offered the following statements.*

LAY COMMISSION PREFERRED

By E. C. HOPWOOD

President, American Society of Newspaper Editors, and Editor, *Cleveland* (O.) *Plain-Dealer*

NO entirely satisfactory way occurs to me to escape the illogical situation of a judge sitting in judgment on his own cause in contempt cases. To have the case heard by another judge or in another jurisdiction improves the present practice but also offers objection which are obvious. A commission made up of three members of the bar, if possible recruited outside the offended court's jurisdiction, would, in many respects be better still, unless questions of law are involved in contempt proceedings to a greater degree than is usually the case. A lay referee or commission might be the best solution of all.

PERRY RAISES THREE POINTS

By STUART H. PERRY

Publisher and Editor, *Adrian* (Mich.) *Telegram*

I FAVOR three changes in procedure for contempt. First: Require that the charge be heard by another judge, unless the act complained of was committed in open court, when perhaps summary punishment might be deemed necessary. Second: Expedite and simplify the procedure for review of judgments for contempts. Third: In all cases insure a reasonable delay in the execution of the sentence so as to enable the defendant to take proper steps for a review of this case. Otherwise, I should not favor any material change in the existing law and especially I should not favor trial by jury in contempt cases.

LET'S GO BACK TO THE CONSTITUTION

By C. P. J. MOONEY

Managing Editor, *Memphis* (Tenn.) *Commercial Appeal*

THE press failed to protest when judges stretched the contempt doctrine so as to cover violations of injunctions ten miles from the court house. The judges liked this new order so well that they took the teeth out of the Clayton Act, providing for trial of contempt committed outside of the court by jury. We permitted judges to become tyrants and then wrote powerful editorials calling them strong, courageous and patriotic judges. We wrote our journalistic

(*Continued on page* 4)

practise, believed it would not be entirely satisfactory and discussed the merits of contempt hearings by commissioners to be found in bar associations outside of the jurisdiction of the offended court. It was his opinion that a lay referee or commissioner would be still better. It is greatly to be doubted if legislation could be obtained for lawyers to act in contempt cases and certainly, if we know the judiciary, laymen would be vigorously fought.

Casper S. Yost, former president of the Society, believes that legislation designed to restrain the arbitrary powers of the judiciary in contempt cases should be carefully weighed, not so much for journalistic cases as in view of the fact that the contempt principle applies to many conditions and circumstances not affecting the press. Truth is that contempt cases affecting lawyers and labor leaders far outnumber journalistic cases. However, if the procedure is wrong in principle for journalism it is wrong in principle for all other interests.

Unless action is taken, flatly and unmistakably throwing down the gauntlet, free press, let alone free speech, threatens to be so embarrassed in this country that no newspaper man shall be able to keep faith with the reading public. Tendencies are all in that direction. The dangers under which men now write for the daily press are sadly underestimated. For many of them, newspaper men may blame their own craft. There have been excesses and abuses by a section of the press which has richly merited curbs, but all now suffer for the sins of the few. But in contempt of court cases we are unable to cite a single instance wherein the offending editor was unable to offer a defense based upon some principle of free press, or the right of the people to know the truth concerning the conduct of public affairs, or some natural mistake wherein there was neither malice or deliberation.

The evils of "constructive contempt," as applied to journalists, were presented in exaggerated form in the case of Carl Magee, editor of the *Albuquerque* (N. M.) *State Tribune*, the details of which are still fresh in the minds of all working newspaper men. That case also served to illustrate to what depth an electorate can go in selecting material for the bench, for Magee's accuser was conspicuously revealed as a villainous thug as well as a tyrannical public official and an intellectual misfit on the bench.

In the files of Editor & Publisher's reference room are the cases of a dozen or more American editors who have encountered judicial ire for public utterances, but no case presents such an audacious assault on the right of free expression in print as that of the obscure and broken editor of the *Muncie* (Ind.) *Post-Democrat*, a weekly paper which has apparently been dealing in direct terms with local affairs, not always in the best of taste, nor perhaps in good judgment, but with vigor and heavy sacrifice. The case of Editor George R. Dale was extensively reported in Editor & Publisher for July 17. In essence it means that a local state judge sentenced this aged man to 90 days' imprisonment at the State Penal Farm and $500 fine for publishing an editorial in which he charged, following a recital of alleged wrongs extending to threats upon his life as penalty for continued attacks upon the Ku Klux Klan, that his previous conviction for carrying a concealed weapon was obtained from a Klan jury, and that the Judge, Grand Jury, Jury Commissioners, Prosecutor, Sheriff and the city police "belonged to the Klan."

The man was cited for contempt and "in the presence of a cheering mob of Klansmen and Klanswomen who packed the court-room to the doors," to use his own words, he received the sentence. He was kept in jail three days before bond was accepted, pending appeal. The editor made an answer wherein he presented the alleged contemptuous editorial and offered to prove its truth, and the court immediately held the answer to be "direct contempt," (contempt in the presence of the court), and gave the old man three months more at the penal farm and another $500 fine. Mr. Dale was released on bond pending appeal.

LET'S GO BACK TO THE CONSTITUTION

(*Continued from page* 3)

birthright away. The chickens are coming home to roost. All contempt cases, except where the act is committed in the presence of the court, should be tried by a jury. Under the federal statutes now, a lawyer who has courage and good sense can force a judge to vacate or recuse himself. Individual liberty began to lose ground in 1917 and we editors are largely responsible. We set the dogs on any fellow who did not yell his head off for everything that was done during the war. Let's get back to the spirit of the Constitution, the spirit that came down to it from the Declaration of Independence.

ANOTHER FORM OF DIVINE RIGHT

By HERBERT BAYARD SWOPE

Executive Editor, *New York World*

I BELIEVE every indirect contempt case should be heard by a jury. I am opposed to all forms of rule by divine right. I fail to see any inherent difference between the oftentimes absurd trumped-up contempt charges made by political popinjays masquerading as learned seigneurs of the law and the lese majesty that the autocrat of Germany once had the power to bring and the autocrat of Italy still does. Frequently the charges are so clearly violations of the right of free speech as to stamp themselves menacing to the base theory of our institutions. Surely the judges in America do not seek to fasten themselves upon us as a sacrosanct priesthood.

FEARS DELAY AND NEW ELEMENTS

By JAMES A. STUART

Managing Editor, *Indianapolis* (Ind.) *Star*

THE contempt laws are aimed to enable the court to protect itself and its dignity. Legislation requiring contempt cases to be heard before other than the one offended would cause delay and tend to introduce elements that would weaken the seriousness of contempt and to lower respect for the courts. The authority of the courts under our contempt laws has been exercised many years with few causes for complaint against the arrogance or unreasonableness of the judiciary. The theory of the law and not the facts in any particular case is important. It seems unfortunate that the Indiana Supreme Court ruled in the Dale case that the truth is no defense. That is contrary to the general understanding of lawyers and of the press. As to purging one's self of constructive contempt: if the Supreme Court of the United States to which an appeal in this case is about to be taken does not reverse that ruling, then it would certainly be time to consider restrictive legislation on the subject.

GENERAL ACTION IS NEEDED

By GEORGE E. MILLER

Editor, *Detroit* (Mich.) *News*

INDIVIDUAL opinion on your question is that it will accomplish little. It is a matter which should be placed before the next meeting of the Society of Editors so that action may be general and therefore more likely to be effective.

FAVORS ACTION BY EDITORS' SOCIETY

By WALTER M. HARRISON

Managing Editor, *Oklahoma City* (Okla.) *Oklahoman* and *Times*

THE American press should make a concerted effort to curb petty bench autocracy in contempt cases resulting from criticizing judicial decisions. It is not consistent with basic principles of jurisprudence that a judge act as complaining witness, prosecutor, jury and judge, where his own action are concerned. I believe a principle should be established that a judge filing a complaint against an individual for contempt should file in a court of parallel jurisdiction in some neighboring city or county. As the opening gun in a campaign against offenses, such as in the case of George Dale, I favor aggressive action by the American Society of Newspaper Editors which should jump immediately to the assistance of any member of the fraternity victimized by unfair attack.

PRESENT SYSTEM IS UNFAIR

By H. R. GALT

Editor, *St. Paul* (Minn.) *Dispatch* and *Pioneer-Press*

FOR the proper maintenance of their dignity courts should have the power to enforce respect both within the court room and outside it. But it is, as you suggest, unfair for the offended judge to sit in judgment in such matters, especially when there is a question as to whether there actually has been contempt of court. For this reason your suggestion with respect to a change of venue, so to speak seems a good one.

arrested, held nine days in jail and t
was taken to the farm and set to worl
a ditch. He was released on a Supr
Court order.

The Supreme Court of Indiana
versed the outrageous second sentence
upheld the first and replying to Da
plea of justification on the ground
truth the court set up this start
dictum:

"Appellant says in his answer
the statements made in the alleged c
temptuous article are true. . . .
not a justification for contempt
even though it be shown that the art
published were true, if it in any
hindered the orderly process of the co
and brought it into contempt before
people.

"It is no excuse for one charged w
criminal contempt predicated upon
article published in a newspaper
the article in all respects was true.
The truth of an article is not a mat
of defense, neither is it a defense to sh
that there was no intent to commit c
tempt. Such answer is insufficient
purge the contemnor of guilt."

The right to appeal from this decisi
on constitutional grounds, has b
granted and the question ultimately
come before the Supreme Court of
United States, if the old editor, who s
he is now penniless, is successful in ra
ing the necessary $5,000 to defray
expense of this expensive operatio
beyond the reach of the poor.

However, outraged public sentiment
coming to the rescue. The *New Yo
World* is raising a fund, which this we
reached a total of $710. Emmet Ca
naugh, a warm-hearted Chicago stc
yards man, heard of the pathetic case a
shelled out $500 last week with alacr
and pleasure. Samuel J. Barber, edit
of a little weekly published in the woc
in the scenic Mount Magazine region
Arkansas, *The Rural Record*, impress
by the Dale story in Editor & Publishi
wrote this week: "We are not the 'so
publisher of means' your editorial
Editor Dale seeks but if Editor & Pu
lisher will sponsor a popular fund f
this purpose we shall be glad indeed f
you to draw on The Rural Reco
through the ——— bank, and it will
a pleasure to honor the draft for t
dollars. Ours is only a small paper pu
lished in the woods three miles from
railroad but in our small way we wou
like to help honor men of the spunk
Editor Dale of whom there are too few

Editor & Publisher will, of cours
gladly accept donations to the Dale fun

Every reporter and editor in the la
should send from $1 to $5. Herbert
Gunnison, publisher of the *Brookly
Eagle*, led the way for newspaper pul
lishers by contributing $200 to the Da
fund, through New York World. Irw
Kirkwood this week sent his check f
$100 to swell the fund.

Charles H. Dennis, of the *Chicag
Daily News*, in a letter published th
week said: "I have been in communic
tion with George R. Dale and his lawye
William V. Rooker, an able and since
man, formerly himself a journalist, an
I believe that out of the case will y
come an impressive vindication of th
freedom of opinion and of speech." M
Dennis also joined many other editors i
urging that the American Society
Newspaper Editors take positive actio
in the case.

Walter M. Harrison of the *Oklahoma
Oklahoma City, telegraphed the World

"I favor the immediate employment o
outstanding counsel to fight for the free
dom of George R. Dale. His sentenc
appeals to me as a frightful miscarriag
of justice and a flash of judicial czarism
that means 'Good Night, America!' if w
stand by like a bunch of children and le
Dale's persecutor get away with it. I
the editors of the United States will no
fight for freedom of opinion we might a
well go to driving taxicabs."

A third director to urge action by the
American Society of Newspaper Editors
was Ralph E. Stout of the *Kansas City
Star*, who declared:

"I would favor the American Society
of Newspaper Editors taking up the case
of George R. Dale and proceeding with

tion along lines which investigation of facts justifies. A free press, as recognized from Thomas Jefferson's day down, essential to the maintenance of the public."

That Editor Dale was a two-fisted fighter, often swinging wild according to modern journalistic concepts, is shown in the files of the Post-Democrat. But the files also show that Dale fought the Klan issue up to the last issue of the paper. In one of his editorials he says that "right across the street from the Court House 'Timber' Littlefield is running a big craps game, protected by Mayor Hampton and his police force. It is here and at other places that 'our boys' are being fleeced and ruined into criminals. On Adams street, between Walnut and Mulberry, Brownie and Bob Hinshaw hold forth. They also are missionaries for 'our boys.' Craps, stud poker, horse books, baseball pools are specialties at Brownie's. Further down on Walnut street, Art Stout and Buddy Miller are running big gambling games under municipal protection.

"In addition there is a myriad of smaller gamblers and card games for checks ... beckon the youth of the city from such joints as the Banner cigar store which also faces the Court House on the north side of the square.

"Some of 'our girls,' or at least the girls favored by the Hampton Administration and the political machine, are to be found at Reba Fenwick's South Walnut street, who voted for Hampton and who boasts that she had Sam Goodpaster fired from the police force."

Under the caption "Vain Hopes," Dale wrote: "The Post-Democrat ventures to hope that Hampton will have more sense than to allow himself to be led around by the nose by a lot of cheap gamblers and bootleggers. These petty law violators are generally "squawkers" who, to save their own hides, will go on the witness stand and tell everything they know when the squeeze comes * * * Muncie does not need a voting unit composed of gamblers, prostitutes, poison minor venders and racing pool touts. By working solidly for Hampton they insured his election. He owes to them. The only coin they will accept in payment is police protection."

On the front page of one issue under the caption "A Fine Bunch Indeed," Dale wrote: "While looking into the protected vice situation in Muncie, Judge Dearth might turn the spotlight on another grafting outfit, the Hampton board of crooks.

"Harry Hoffman, a common crook, is chairman of the board. The other member is Lon Thornburg, manager of the Hotel Roberts, where rotten booze is sold and drank by 'our boys and girls' which has a lurking place on the fourth floor of the tavern.

"The Democratic member of the board is Cliff Cranor, who deserted the Democratic Party in the last city election and was rewarded for his services in helping elect Hampton by an appointment.

"A check-up on the activities of the Board of Works show that certain contractors are favored, while others have a show whatever. Contracts, in almost every instance, have been let to the high- bidder and property owners are mercilessly robbed in order that the grafters may get theirs.

"The Magic City Supply Company, managed by Harry Hoffman, chairman of the Board of Works, and one of whose principal stockholders is Claude Hines, Hoffman's business partner, has the agency of almost every kind of material used in street, alley, sidewalk and sewer work.

"Specifications are so worded that the Magic Supply Company must be patronized by contractors.

"Next week the Post-Democrat will give facts and figures which should prove to the most sceptical that the crookedness in the Police Department is more than matched in the department of Board of Works.

"With so many good jails and penal institutions scarce of help, the Post-Democrat insists that Judge Dearth take a stand against the grafters of the City and County Administrations.

"Running a few unfortunate women out of town and letting the big fish remain will not hurt the grafters."

"Pretty tough stuff" will be the comment of many editors, but if true, was the man not serving? Does this writing indicate good citizenship, or bad? Is this spirit to be broken on the wheel of the Indiana State Penal Farm?

During Dale's five years in Muncie, he says he has lost $15,000 in cash, his home, and now his newspaper has been swept away and he is penniless. Those who complain of his newspaper methods at least cannot say that his object was based on greed. Even now Dale wants to continue the battle. "The Klan has only silenced my free paper, but it will rise again," he said. A few hours later the editor was again arrested on a libel charge. But he insists that "they will not drive me out of Muncie alive."

TIME FOR PRESS TO CURB ABUSES

By R. CHARLTON WRIGHT

Publisher, *Columbia* (S. C.) *Record*

I WOULD heartily approve a law requiring the hearing of contempt proceedings before some judge other than the judge affected or in another jurisdiction. So gross have been the abuses of the power in some recent cases that I am almost driven to the extreme view that such cases should be tried by juries. I do not sympathize with journalists who deliberately affront the dignity of courts, but there is a sharp distinction between contempt of some of the individual judges whose presence on the bench is a menace not only to the freedom of speech and of the press but to the liberties of the people as well. There should be some way to curb the arbitrary and now unbridled power that unscrupulous judges employ to punish political enemies, reward political henchmen, or satisfy personal grudges. The only effective weapon the press has, through which to bring about reform, is a continued course of education to the end that the public may eventually be aroused to a consciousness of the dangers inherent in the present situation.

BETTER JUDGES NEED OF THE HOUR

By G. B. PARKER

Editorial Director, Scripps-Howard Newspapers

SINCE the court that needs to use the contempt power least is the one that commands most public respect, I believe a steady improvement in the quality of the judiciary would pretty much eliminate the whole contempt issue. Such improvement can come only through less apathy and more interest on the part of the rank and file of voters. The press of America can be a most powerful force in hammering that idea home. I believe, in addition, that statutory boundaries should be set up defining where contempt may be committed and providing for trial of contempt cases to be held in courts other than the ones offended.

NO LIMIT ON RIGHT TO COMMENT

By CASPER S. YOST

Editor, *St. Louis* (Mo.) *Globe-Democrat*, Former President, American Society of Newspaper Editors

THE first amendment, I think, applies to courts as well as to other public functions. There should be no legal limitation upon the right to comment on the conduct of a court except in relation to pending cases, and except, of course, as to libelous attacks upon the court, in which, however, the truth should be sufficient justification. But the power of a court to punish for contempt is an essential one that applies to many conditions and circumstances not affecting the press. Legislation designed to restrain that power should be well considered. I would not like to commit myself to any such proposal without full knowledge of its provisions and study of its probable effects. I believe in the Dale case the court exceeded its authority and feel confident that the U. S. Supreme Court will so rule.

HIGHHANDED PROCEDURE UNDERMINES CONFIDENCE

By M. H. CREAGER

Managing Editor, *Milwaukee* (Wis.) *Journal*

AS a rule judges are highly sensitive about trying cases in which they are in the slightest degree interested personally, yet in cases of contempt of court—the very cases in which personal feelings might be expected to be most involved—judges usually insist on being the sole arbiters. Such highhanded procedure does far more to undermine confidence in the courts and to detract from their dignity than the contumacious acts which occasion it. Newspapers would do a public service to bring all such cases fully to their readers' notice with the object of bringing about a law requiring contempt cases be tried by judges other than the one directly involved.

(EDITOR & PUBLISHER *will be pleased to receive from its readers brief statements for publication, from time to time, bearing on the proposed substitution of the change of venue principle for the present system in contempt proceedings. Also we hope that the evils of "constructive contempt" will get an airing by publicists*).

FOUR-YEAR-OLD CRIME GIVES MIRROR BEAT

Arrest of Mrs. Hall, Charged with Killing Clergyman and Singer in 1922 Follows Paper's Investigation

Dramatic re-opening of the Hall-Mills murder case in New Brunswick, N. J., this week resulted from eight months' work by the *New York Daily Mirror* to solve the mystery which has remained unsolved since the Rev. Edward W. Hall and Mrs. Eleanor Mills, a choir singer in his church, were found shot to death under a tree on an abandoned farm near the city. On evidence developed during the Daily Mirror's investigation, Mrs. Frances Stevens Hall, widow of the slain clergyman, was arrested at midnight July 28, in her home, anl lodged in Somerset county jail charged with the double murder.

The arrest came after Philip A. Payne, managing editor of the Mirror, turned over to Prosecutor Francis Bergen of Somerset County, ten affidavits obtained by Hy Mayer, a reporter for the Mirror, who has been detailed to the case continuously since the beginning of the year. With the affidavits in his possession, the prosecutor issued a warrant, which was signed by a justice of Somerset County, in which the murder was committed. The warrant was then given for service to the State Constabulary, but because Mrs. Hall resided across the line in Middlesex County, the countersignature of a justice in that jurisdiction was necessary.

The Mirror, having all angles of the story safely in its own hands, induced the State police to seek the countersignature in Dunellen, 15 miles from New Brunswick, in order to guard against a possible leak, and with the document, the police party, including Mr. Payne, drove 15 miles across country through the rain in somewhat less than that many minutes.

The home of Mrs. Hall was surrounded at 11:40 p. m. by the State troopers whose commander, Capt. Lamb, accompanied by the Mirror editor, rang the doorbell and directed the servant who aswered to tell Mrs. Hall that the police were present.

"Good evening, gentlemen," was Mrs. Hall's greeting. "Your visit is a rather late one. I suppose you want to question me again."

"I have a warrant for your arrest," Capt. Lamb explained. "I have been instructed to take you to Somerville."

Mrs. Hall read the warrant, handed it back, and telephoned her attorney, who advised her that her only course was to accompany the police.

The evidence upon which the arrest was based was not made public, but it is believed to be the result of the revelation by the Mirror that Arthur S. Riehl, husband of Louise Geist, one of the Hall servant at the time of the slaying, had asserted in annulment proceedings against his wife that she had received money for keeping quiet about certain phases of the murder.

Other revelations concerning movements of the Hall household on the night of the murder were also influential in moving the prosecutor to act, it is understood.

The Mirror had a reporter ready to flash the arrest for the edition that was waiting.

The Mirror printed the story about two weeks ago and its importance was generally deprecated by the prosecuting authorities of the New Jersey counties involved as a piece of tabloid sensationalism, not likely to develop as the Mirror story indicated. Whether the Mirror men fostered this impression is not known, but the official view was apparently accepted by the other New York and New Jersey newspapers until July 29, when the Mirror's second edition, held back for release of the story of the arrest, gave that newspaper a clean beat on a story that was a 10-weeks' wonder in 1922.

COOLIDGE AND "SPOKESMAN" SATISFIED WITH SUMMER WHITE HOUSE NEWS

Relations with Correspondents Friendly and Unmarred by News Indiscretions Which Occurred Frequently at Swampscott Last Year

By ALFRED H. KIRCHHOFER

Washington Correspondent Buffalo News

(*Written Exclusively for* Editor & Publisher)

Executive Offices, Paul Smiths, N. Y., July 28—Contrary to a misapprehension that seems to exist in many newspaper offices, President Calvin Coolidge is well pleased with the manner in which his stay at White Pine Camp is being covered by the Press Association reporters and "Specials" assigned to the summer capital.

In official circles the situation is called a big improvement over conditions that prevailed a year ago at Swampscott, and altogether the relationship between the President and the correspondents here is cordial and happy.

The picture was marred a few days ago when the President was moved to deny a statement published in the *Syracuse Herald* to the effect that Mr. Coolidge felt that "virtually all reasonable hope of payment of certain debts rested in trade agreements."

This was made in a story sent to the *Herald* from Saranac Inn, in which E. H. O'Hara, publisher, of the *Herald,* gave his impressions of his conference with the President last Friday. The forepart of the paragraph did qualify the assertion by stating that Mr. O'Hara was given to understand this from "Sources close to the President."

The official denial, which helped to appease the correspondents assigned to White Pine Camp, stated:

"The President has made no statement and authorized no interview concerning our foreign debts or trade agreements. Any claim to the contrary is without foundation. He did remark to a social visitor that foreign debtors could pay their debts in part from foreign trade. He has not mentioned trade agreements."

This affair was regarded as an unfortunate incident, probably arising from lack of familiarity with the practice intended to protect the President, but there is clear realization that the correspondents had nothing whatever to do with it. The President on two occasions has uttered words, through his spokesman, which might have been accepted as a suggestion that he was displeased with the way in which he stay was being covered, but official explanations of the incidents show that it would be far from fair or accurate to say that the President was displeased.

Shortly after coming here, the official spokesman suggested that it wasn't proper etiquette to question a fisherman's story and later the spokesman again issued a word of caution about mosquito stories which had been broadcast under the White Pine Camp date line.

It can be stated on reliable authority that when the President came here from Washington he fully realized that the man whose chief recreation since becoming President had been a walk in F street, Washington, accompanied by four secret service men, would furnish news copy if he broke a long standing practice and went fishing for diversion.

The stories of his exploits as a follower of Izaak Walton were fully carried, but could not have become known if it had not been with his approval. The sources of this information are just as communicative as the President wants them to be, and it is stated that Mr. Coolidge, on the whole, was pleased rather than anything else over the way the stories were handled. His reference to fishing etiquette was intended as a pleasantry, partly designed to stop discussion which he thought had run along far enough.

After that blew over and his fishing activities no longer ranked as first rate news, mosquitoes became a subject of discussion. Several stories commenting upon their prevalence came under the President's attention and his spokesman hinted that such articles, thoughtlessly written, might do irreparable damage to a section which depends for its livelihood and income upon tourist business.

The facts are that there are plenty of mosquitoes here, just as there were at Swampscott. The presidential entourage, marines, correspondents and natives, alike, suffered from them; but Mr. Coolidge didn't want their presence "played up" beyond all proportion merely because he happened to be here and his spokesman in a few apt words dropped the hint which made some of the writers a bit more cautious and considerate.

A year ago numerous stories were sent from Swampscott, which the presidential spokesman promptly denied. There has been nothing of that sort this year, and the President is as appreciative of greater care in sending stories as the editors presumably are. The President has made it plain that he does not object to political speculation; he realizes the interest in it and demand for it. All that he asks is that such stories carry some indication that they are not official.

It is pointed out in official quarters that the President's attitude toward the correspondents is indicated by the fact that last Sunday he invited four of their number, Charles S. Groves, of the *Boston Globe;* Robert L. Norton, of the *Boston Post;* John T. Lambert, of Universal Service, old Massachusetts friends, and Russell Young, of the *Washington Star,* as luncheon guests at White Pine Camp.

In all probability, due to the preference of the correspondents to avoid the more unsatisfactory automobile trip, the President, when he goes to Plymouth, will travel by train. The President hopes to be able to do that as a mark of his appreciation for the fairness of the correspondents.

Since Mr. Coolidge has come here there has been a revival of talk among correspondents and visitors about the White House rules forbidding the use of direct quotations attributed either to the President, or his spokesman, unless specifically authorized. So far as known, there has been only one violation of the rule this year, whereas last summer there were several such cases. This year, it is understood, the quotation from the spokesman was used as a result of misunderstanding.

Efforts were made to have the President grant permission to use direct quotations on the day his spokesman issued the important warning intended to allay international feeling over criticism here and demonstrations abroad resulting from the British debt settlement and the French financial crisis.

The statement of the spokesman was very frank, and that is felt by some at any rate that if the President or his spokesman had been quoted, or it had been issued formally, the government would have been required to cloak it in more displomatic language which would have veiled the meaning for some readers and not have made such a good story.

NEW A. P. LEASED WIRES

The *Valdosta* (Ga.) *Daily Times,* after a quarter of a century as a pony A. P. paper, has taken on a leased wire service, using the full day report. The *Thomasville Times-Enterprise* has also just joined the A.P. leased wire members.

ILLINOIS GROUP INCORPORATES

The Rock River Valley publishing company has been incorporated with $100,000 capital to publish a newspaper at Durand, Ill. M. B. Dolan, H. M. Bancroft anr Charles A. Bancroft are the incorporators.

PERPETUAL INJUNCTION

New Jersey District Court Gives Decision to Star Ballplayer Co.

Joseph L. Bodine, judge of the U. S. District Court of New Jersey, has handed down a perpetual injunction restraining the Baseball Display Company, Inc., and the Playograph Company, from manufacturing or selling baseball bulletin boards or "Playographs" which embody certain mechanical features identified by the Patent Office Number 1,312,940, the court finding that these mechanical features of the bulletin-board are the property of the Star Ballplayer Company.

S. F. BULLETIN STARTS PICTURE TABLOID

Eight Pages of Full Size With Cross Fold—No Advertising Carried—Public Demand for Cuts Cited

The *San Francisco Bulletin* on July 19 began publication of a picture tabloid as a regular daily feature.

The Bulletin announced that the tabloid was being published in response to the wish of readers, the public reception of a mid-week pictorial it was issuing being so pronounced that plans were made to convert it into a daily feature.



C. S. Stanton

"The picture tabloid is an evolution that is readily understandable, two of the factors that have brought it about being the widespread appeal and influence of motion pictures and the increasing use of visual methods of instruction in the schools," said C. S. Stanton, publisher. "The mass of the American people is not only interested in pictures, but virtually clamors for them."

No changes or curtailments will be made in the Bulletin with the publication of the picture tabloid. All of its regular features and departments are retained. The price of the paper remains at 3 cents.

The tabloid is eight pages daily, and is devoted exclusively to pictures. The pages are 17 1-2 inches long and 10 3-4 inches wide—the equivalent of the size of the full newspaper folded once. It has five columns. No letter press is used except the picture captions, and no advertising matter is carried, not even Bulletin office advertising.

It is making a phenomenal circulation success, Bulletin executives state.

Merle Gray, assistant city editor of the *San Francisco Examiner,* has resigned to become director of the Bulletin tabloid.

LIBEL SUIT DISMISSED

Oil Man Makes No Case Against Florida Publisher

Miami Beach, Fla., July 28.—Criminal libel charges filed by Horace C. Alford, oil promoter and realty developer, against Kent Watson, publisher of the *Miami Beach Beacon* were dismissed today by United States Commissioner John Spitler on motion of attorneys for the plaintiff. Attorneys for Alford told the commissioner they had insufficient evidence to make a case.

The criminal libel charges were filed against Watson following publication of an editorial in his newspaper which branded Alford's oil drilling promises as a hoax designed to serve as bait for suckers. Watson formerly was connected with the Associated Press, International News Service and the *New York Herald.*

HIDDEN MOTIVES AIR IN LIBEL HEARINGS

Dickey Seeks to Attack Credit of Buying Kansas City Star, Latter Attorneys Charge in Fight on Legal Questions

Motives behind the $3,000,000 libel instituted by Walter S. Dickey, owner and publisher of the *Kansas City Jou* and *Post* against five executives of *Kansas City Star* and former Arthur M. Hyde, were discussed by c sel in a hearing held before Judge O Lucas this week.

The hearing was on a writ of prel tion sought by I. N. Watson, and C Crane, attorneys for the Star execut and Mr. Hyde, to prevent the takin depositions by Mr. Dickey's attorneys fore the issues in the case had been termined.

Attorneys for the Star executives c Mr. Hyde was not involved in the for libel. The only possible case ag the former governor would be for slar they claimed, since he had nothing t with publication of the article.

"There is one clear motive in suit," I. N. Watson told the court. is common and public knowledge within the knowledge of your honor the five men from the Star have named defendants in this suit, purch the Star. Mr. Dickey filed this suit $3,000,000 to attempt to impair credit.

"They (Mr. Dickey's lawyers) come in here with a demand to take positions at the same time they have the suit and before the issues have made. It was done merely to at the credit of the men at The Star."

P. E. Reeder, counsel for Mr. Dic in his argument said: "The bug u the chip in this matter is that cot (meaning Mr. Watson and Mr. Cr are seeking to delay the taking of t depositions until after the prima (August 3). And we have a per right to take depositions at this ti

CHEAPER CABLE RAT IN PACIFIC

Commercial Cables Announces a ferred Press Service to China fr New York at 20 Cents Per Wor —Press Rates Stand

In response to newspaper demands cheaper cable rates in the Pacific, Commercial Cables-Postal Teleg system announced this week that be ning Aug. 1, a deferred press cable se will be instituted between North Am and Manila and China, including H Kong.

Deferred press messages, which wi transmitted when the cables are of other traffic, will be charged for a rate of 17 cents per word between York and Manila, and at 20 cents word between New York and China. rate for this service between San F cisco and Manila will be 14 cents word and between San Francisco China will be 17 cents per word. M ages filed at the deferred press rate bear the indicator "CP" in the add it was stated.

This is the first time a deferred has been granted in the Pacific.

The present press cable rates in Pacific are: New York to Manila cents per word; New York to C 35 cents; San Francisco to Manila cents per word; San Francisco to C 29 cents per word. These will remai same.

BABCOCK JOINS CARROLL

Raymond A. Babcock has just jo the selling staff of Dan A. Carroll, lishers' representative, New York. Babcock will confine his work to hanc general accounts for the *New York T gram.* He was recently associated the *American Weekly* organization.

"DON'T MAKE A FOOL OF YOUR NEWSPAPER"

This One Injunction Sums Up All Libel Law, Says Beazell, New York World—Holcombe, Herald Tribune, Declares There Is No Formula—12 Short Instructions Repeated

By PHILIP SCHUYLER

"There is so much 'on the other hand' stuff in most libel advice that brevity is needed," John Evans, managing editor of the Des Moines Capital, wrote the other day.

Lawyers insist a pamphlet of more than a score of pages at the very least is necessary. What some editors think is told in this the 20th article obtained by EDITOR & PUBLISHER, *stripping the libel law of legal verbiage.*

BREVITY may be the soul of wit, but can the whole libel story be told in a set of very brief sentence rules?

"It can," declared William Preston Beazell, assistant managing editor of the *New York World,* and he offered:

"Don't make a fool of your newspaper!"

This one injunction he believes sums up the whole law of libel as it concerns newspaper men.

Another short rule came in by mail from Harry F. Busey, managing editor of the *Columbus* (O.) *Citizen.*

"Most libel actions result from poor reporting or bad desk handling, which may be summed up in the one word 'carelessness,'" he wrote, adding:

"Carefulness of facts plus a sense of decency in handling are the best safeguards against libel in Ohio."

A. R. Holcombe, managing editor of the *New York Herald Tribune,* on the other hand, does not believe that any one brief libel preventive formula is possible.

"I don't believe the law of libel can be satisfactorily summed up in any brief formula," he said. "Assuming a newspaper man knows what libel is advice that is applicable to all forms of newspaper work holds true."

This advice is short enough—three words:

"Eternal, intelligent, vigilance."

Here then are four short sentence rules regarding the libel law. Added to them would be the 12 points suggested in an editorial in EDITOR & PUBLISHER, July 1. These suggestions, offered as a basis for general reportorial instructions, are therefore repeated in the accompanying box.

Such rules and suggestions as the foregoing are important for the protection of newspapers against libel, but knowledge of the law, discussion, and further advice are necessary.

"If you don't know what libel is, there is no formula to prevent libel," Mr. Holcombe said in the same interview in which he upheld the advice of "eternal, intelligent, vigilance." "No one can save an ignorant man."

And Mr. Beazell, although he summed up the law in a single sentence, went further into the subject.

"A reporter's first thought should be of accuracy," he said. "Accuracy is the strongest bulwark against libel there is. But a reporter must also be fair. You can be accurate and still be unfair.

"An ideal newspaper man would never write anything about anyone he wouldn't be willing to say to their face. There is often altogether too much refuge taken in newspaper anonymity.

"A newspaper has a public duty to perform and there are plenty of occasions calling for plain speaking. But it wouldn't hurt a newspaper man to keep this question in the back of his mind: 'How would I say this if I were saying it in the presence of the man about whom I am talking.'"

Then Mr. Beazell came back to his one-sentence rule.

"After all," he explained, "the ideal newspaper is a product of collective intelligence, and when you begin setting up 'don't' you handicap the ideal."

It was "Jake" Dreyfus, late owner of the *New York Civil Service Chronicle,* and one-time noted New York reporter, who first told Mr. Beazell that the one-sentence rule he quoted was the only rule given to members of the World's staff. Mr. Beazell had come to New York from Pittsburgh and had been with the paper of which he is now assistant managing editor for only a couple of days. He was re-writing a Washington dispatch. Dreyfus sat at the next desk.

"What's the rule on the World, 'Representative' or 'Congressman'?", Mr. Beazell asked.

"The only rule of this paper," drawled Dreyfus, looking up from his work, "is 'Don't make a fool of your paper.'"

"And it is the only really necessary rule," Mr. Beazell continued. "If you get your paper into a libel suit, you are making a fool of it. If you are not accurate, if you do your job half-way, you are making a fool of your newspaper.

"There just isn't anything that doesn't come under that head. Keep this one rule in mind and you have everything on the subject that can be said."

Mr. Holcombe in discussing libel stressed the important part played by copy readers and editors in avoiding suits, told of an interesting New Orleans case, and explained the Herald Tribune's desk system, which provides careful safeguards against damage actions, with frequent consultations with the newspaper's attorney, Harold L. Cross.

"Some libels are so insidious they are sometimes almost unavoidable," he said. "As a matter of fact, every newspaper is constantly printing stories, which, if they were submitted to an attorney would be ruled out. These stories, even though they do not involve a newspaper's duty of criticizing men in public office, do supply information to which readers are entitled, and even though they are technically libellous, they should be published."

A practice of the Herald Tribune is to take up all really important and dangerous stories with its counsel, Mr. Cross. He is always available for consultation. He is awakened in the middle of the night to answer questions, if necessary.

Every effort is made to man the desk with experienced men and it is not very often that libels get through. The Herald Tribune's desk system provides for divisional supervision. Wire news is first read by the telegraph editor or his assistant before going to the main copy desk, where it is read again. The head of the copy desk passes it on to the night editor who is instructed to be on the watch for dangerous stories.

The same route is followed by city news. It is first read by the night city editor or his assistant and then goes to the main desk, and from there to night editor.

The libel suit Mr. Holcombe recalled involved the old *New Orleans Picayune,* a paper with which he was once associated.

A murder trial was held at Amite City, La. Two men were accused, tried, and convicted of killing an old farmer. After the trial, a reporter for the Picayune interviewed one of the murderers, before he was taken back to the jail. The man was quoted as declaring he hadn't had a fair trial, that the jury was fixed.

When the story was turned in, the copyreader wrote a very general head for it, a head that indicated that the man who made the charge against the jury was evidently mentally upset because of his conviction. In other words, the copyreader softened the libel contained in the story's text. The headline, however, didn't save the paper from litigation.

Eleven of the 12 jurors filed suit for libel. Attorneys agreed to consolidate the actions and abide by the decision in one case. The paper lost. It was a small sum, several thousand dollars, but multiplied by 11, it was worth further fight.

So the Picayune appealed to the state supreme court, the highest appellate court in Louisiana. Here judgment was reversed. The supreme court declared the article should be taken as a whole, including the headline as well as the text. The headline, it was pointed out, showed that the charge made by the convicted man was not true, and that the paper didn't believe it to be true.

"The man who edited the Picayune apparently knew the story was libelous," Mr. Holcombe commented. "Whether he did his full duty by softening it down in the headline is another question.

"In case a story is pretty rough and of necessity must be published, special care should be taken in writing the headline. It is more conspicuous in the first place; and the mechanics of headline writing are such that clear expression is difficult to obtain."

TWELVE GUARDS AGAINST LIBEL

(1) This paper, as a matter of honor and decency, subscribes to the principle of live and let live and has no prejudice or grudge against any person, class, race, party or institution which lives within the law;

(2) Reporters and editors are instructed to act the part of gentlemen in their work and write of persons with full consideration of their rights and interests;

(3) It is the reporter's business to relate to the public through the medium of the newspaper those facts concerning people and things of which society by custom is entitled to have knowledge;

(4) Accuracy of statement, insofar as it is possible to discern and describe truth, is demanded of every writer for this paper;

(5) Any writer who uses his privilege to vent personal ill-will toward any person or institution written about, or for any other selfish end, is disloyal to this newspaper and violates the first tenet of the code of ethics governing American journalism;

(6) The principle upon which this newspaper's editorial conduct is founded is one of service to the public welfare, and your treatment of individuals must be consistent with this policy;

(7) Freedom of the press is not a license, but a grave obligation;

(8) Keep faith with individuals with whom you come in contact, even as you keep faith with the readers of this newspaper;

(9) You are trusted not to invade private rights of individuals without sure warrant of service to readers of this paper;

(10) Investigate before you write and by all means avoid mistakes, but if you do make a mistake and discover it, report promptly to your editor and thus give him opportunity to make such correction as may be possible;

(11) Act and write fairly, impartially, decently, carefully with the sole object of telling the readers of this newspaper what they are entitled to know concerning the world in which they live;

(12) In other words, play the part of a gentleman, good journalist and good American.

ILLINOIS PRESS CONTEST RULES ANNOUNCED

Prizes to Best Papers in Daily and Weekly Divisions to Be Awarded by University at State Press Meet

Rules for the national community newspaper contest at the University of Illinois have been announced by Prof. Lawrence W. Murphy, director of the event.

Preliminary judging will take place at the time of the sixty-first annual convention of the Illinois Press Association at the University Sept. 30 and Oct. 1 and 2. The judges will then be allowed a longer period in which to compare the papers surviving the first test of strength.

In the weekly field the Franklin award, in honor of Benjamin and James Franklin, will be offered to the paper which, in the opinion of the judges, shows the greatest general excellence. This award was won by the *Bemidji* (Minn.) *Sentinel* in 1925.

In the daily field the Samuel Bowles award, established in honor of the founder and early editors of the *Springfield* (Mass.) *Republican,* will be offered to that paper which, published in a community of 50,000 or less, possesses the greatest general excellence. The award for 1925 went to the *Bloomington* (Ill.) *Pantagraph.* The contest rules follow:

1. A national award will be made for the best weekly newspaper entered in the contest. (Franklin.)

2. A national award will be made for the best community daily newspaper published in a city or community of less than 50,000 population which is entered in the contest. (Bowles.)

3. An entry will consist of two copies, representative and consecutive, of the publication submitted. They should be folded together and sealed in one wrapper.

4. Special editions will not be considered.

5. Entries should be mailed at once to the Journalism Office, 109 University Hall, Urbana, Ill.

6. The wrapper should be marked plainly with the words, "National Contest—Weekly Paper" or "National Contest—Daily Paper."

7. Twice-a-week or three-times-a-week papers will not be eligible for entry.

8. Suburban papers or papers published in large cities which serve limited communities in those cities may be entered if they are eligible as weeklies or dailies under Rules Nos. 1 and 2.

9. No fees will be charged for entry of a publication.

10. Entry may be made by an editor or any person interested in the publication submitted. The name of the editor should be written at the top of page 1 of each issue.

11. Copies may be marked to indicate significant material if the contestant wishes to call attention to certain points.

12. No entries will be accepted after Sept. 25.

13. The decision of the judges shall be final.

14. The basis of judging shall be all around excellence on the basis of opportunity.

15. No letters or special correspondence are necessary. The mailing of the papers in a properly marked wrapper constitutes an entry.

PRESS RIGHT TO CRITICIZE IS PUBLIC'S GREATEST SAFEGUARD, SAYS JUDGE

Bribery and Corruption Ask Nothing More Than the Silence of the Press, Missouri Jurist Declares in Address to Editors

By EDGAR WHITE

THE Northeast Missouri Press Association was fortunate in obtaining for its winter meeting at Macon a jurist who has won a wide reputation for the clarity of his decisions, and his views of government as expressed in his charges to the grand jury.

Judge V. L. Drain of the second judicial bench is more than a rural judge. He is a student of history and a most interesting writer on historical subjects. From his reading and experience he is convinced the average man wants to do what is right. The Judge is particularly friendly to the newspaper folks, but has an inbred aversion to getting into print as a personality. It was only after the argument was used that his observations would be of real benefit to the public that he consented to address the press gathering.

An idea as to how Judge Drain looks upon the work of the newspaper may be gathered from his handling of a case that was before one of his courts not long ago. There had been a homicide that created considerable talk. A well known man had shot and killed a popular young woman. When the case came before Judge Drain he was confronted with an application for a change of venue on the ground that the newspaper stories of the affair had inflamed the public mind against the accused.

Judge Drain met the issue by summoning all the newspaper men of the county, and instructed them to bring copies of their papers containing every story they had printed about the shooting.

It was a tremendous job to read the many columns of the story in the various papers, but his Honor held the witnesses to the task until every line had gone into the record. Then he said:

"From beginning to end this court has failed to find one prejudicial line against this accused. From the nature of the case the remarkable thing about it is that all these newspaper men have written with such fairness and with such scrupulous regard for the rights of the man who is to be tried. The motion for a change of venue is denied."

"In the very nature of things the newspapers and the courts could not be hostile," Judge Drain told the editors at the Macon meeting. "Each is a leading and potent institution in close touch with all the affairs of the people. Both are trusted agencies to encompass the welfare of the citizen.

"By their loyal cooperation in their respective channels of service is brought about better government and better conditions of life.

"In one of the early chapters of John Richard Green's History of the English people is a thrilling story of the monks who were going through great hardships to establish an educational system in Great Britain. They sought to bring across the Channel the material to lay the foundation and to build the structure that was to be the start of the educational system of a great nation, but they were swept away in the tides and lost their lives in the attempt to better the condition of the primitive inhabitants of the British Isles.

"The torch they held aloft amid the turbulent waters was thrown to the printing press, to men like you to whom is committed the solemn responsibility to keep burning the fires of education and of civilization.

"The courts, the judicial system of our country depends much upon the attitude of the newspaper for its efficiency. What you say about the administration of justice by our tribunals will be taken by the great mass of the people as true. Their views will be formed from what you write. Hence into your hands is committed the power of a giant, but, remember, he uses such power wisest who uses it like a giant. A giant in judgment, a giant in straight thinking, a giant too great to be moved by malice or personal ill-will to employ ruthlessly the mighty force which he controls.

"There lies the safeguard of the people.

"But the right to criticize? It is yours. More: it is your bounden duty to point an accusing finger at unfaithfulness in office, at the betrayal of a public trust, at the fishy eyes of incompetency, at the bloated wretch who fattens on graft wrung from the people who think they pay for honest service.

"Bribery and corruption ask nothing more than the silence of the press. They will take their chances on squaring everything else.

"Your criticism should always be constructive—designed for the welfare of the people, and that alone. It avails you nothing to single out some man you dislike and turn your batteries on him. Your readers will quickly sense the motive, and discount all you say. That means loss of influence, prestige, all that a good newspaper man holds dear.

"Now, here is a thing in which I believe all newspaper men can help, the development of the individual citizen to a feeling of personal responsibility in the operation of the courts and of the government. This may be just a hobby of mine, but if my years of practice at the bar and my service on the bench have taught me anything it is that good government and the satisfactory administration of the law depend upon the way you and I—the common people—accept our individual responsibility as American citizens.

"The sheriff goes to the head of a large business enterprise with process summoning him for jury duty.

"'But I can't serve!' protests the busy man; 'I'm up to my eyes in the work of this concern.'

"'The judge said to take no excuse but sickness.'

"'But why do you want me? Why not get some one who has not so much at stake?'

"'Weren't you talking about the "bonehead" verdict of a jury up in the circuit court the other day?' suggested the sheriff.

"It took but a moment for this to sink in; then the merchant said:

"'I'll be there.'

"There was a contagious disease in a town—a few cases. A delegation of local business men visited the editor.

"'You must keep this out,' they said; 'else people won't come to town and trade will be dead.'

"It was a time for individual action, and that editor acted. He learned the truth, printed it, along with careful location of the infected homes. The candid statement silenced exaggerated rumors, and by indicating the homes where the disease was the visitors to town could avoid those places. Instead of being harmful the publication was beneficial.

"As a people we are prone to act in masses. To join societies, meet in public, pass resolutions, go home and forget about them. If nothing is done the meeting is to blame, not me.

"Burn it in, and keep burning it in, that real accomplishment rests upon the citizen. Make him feel it! Tell him he can't delegate to others the duty that is his. Make him get out and vote, take a hand in elections. Pick out the right man to vote for, and be able to give his reasons. I like that old-time ambition the district school boys once had—they wanted to be President, or at least a United States senator or a congressman. And because of that idea they grew into stronger and more patriotic men, and when their country had need of them they were ready."

EDITOR & PUBLISHER CALENDAR

Aug. 6-7—Wyoming Press Assn., annual convention, Thermopolis, Wyo.
Aug. 7—Southwest Minnesota Editorial Assn., summer outing, Lake Sheat, Minn.
Aug. 9-11—Georgia Press Assn., annual meeting, Louisville, Ga.
Aug. 11-13—South Dakota Press annual meet, Brookings.
Aug. 12—Wisconsin Press Assn., Meeting, Wisconsin Rapids.
Aug. 12-14—Virginia Press Assn., meeting, Pulaski, Va.
Aug. 13-14—Iowa Press Assn., meeting, Cedar Lake.

DETROIT NEWS RAPS CLUB VENTURE

Says National Press Club's High Building in Bad Taste—Charges Wire-Pulling for Special Privilege

Under the caption "Impudence Extraordinary," the *Detroit* (Mich.) *News* on July 23, published the following editorial:

"Whoever it was persuaded Congress in the closing hour confusion of the last session to permit the building restrictions of the Capital to be abrogated in favor of an alleged national press building deserves the swift contempt of journalism in the United States and should receive a prompt and thorough rebuke from the country's newspapers which, it is grotesquely suggested, are to be 'honored' by this impertinence.

"So far from being a monument to the press, it will be a monument to bad taste, and the newspapers of the nation hold too high the ideals represented in the physical appearance of the District of Columbia to feel anything but resentment at an effort to place them before the country as seeking to impair a lovely and symbolic city by a special privilege accorded, it will be assumed, as a tribute to their skill in wire-pulling.

"The press of the nation centers its finest efforts in the Capital; the monument of the American press is to be found in a fair and intelligent reflection of national government and a stimulation of public interest everywhere in the vital methods and purposes of the people's common business. If it wishes any further monument it can achieve such a monument nobly by insisting on the rigid adherence to the original plan for the City of Washington, and the further development, with the genius of that inspiration, of the finest and most significant capital ever created by a people.

"Washington's charms are many; not least the restricted height of architecture, the relationship of that height to the street-width, and the ensuing relative grandeur of such great monuments as the people, at rare times, wish to erect. Washington is the visible expression of national government, to be refined not corrupted. The press should count it a privilege to insist on this.

"The press exists to serve. The perpetuity of its repute lies in that service. To lend its name, or to tolerate the suggestion contained in the name planned for the building which defies a wise and beautiful city plan, is to permit a monument for which American journalism would need to blush ever after.

"American journalism, we believe, repudiates the suggestion.

"If there is any way to halt such an impudent and arrogant assertion of special privilege that way should be employed, and at once."

INJURED IN PRESS

F. S. Fullerton, editor of the *Orion* (Ill.) *Times,* suffered painful injuries to his right arm when it was caught in a roller of the press last week. Both bones in his wrist were broken and he will be incapacitated for several weeks.

87 STAFF MEMBERS NOW OWN STAR

Formal Transfer to Kirkwood and Associates—Financial Details Announced—Agree to Sell Stock When Situations End

KANSAS CITY, Mo. July 29.—The s of the *Kansas City* (Mo.) *Star* a *Times* to Irwin Kirkwood and associa was completed today with this announc ment from the trustees:

"The deed to the Kansas City S properties was delivered to the Kan City Star Company today and a mo gage of eight and one-half million doll given the university trustees in additi to the cash payment of two and one-h million dollars.

"Both deed and mortgage were filed the office of the recorder of deeds.

(Signed) "William Volker,
"J. C. Nichols,
"Herbert V. Jones,
"University Trustees T
William Rockhill Nels
Trust."

The Kansas City Star Company, cap talized at five million dollars was grant a charter of incorporation yesterday Jefferson City.

The incorporation papers list sharehol ers for organization purposes as Irw R. Kirkwood, August F. Seested, Ralp E. Stout, George B. Longan, Henry Haskell, Earl McCollum and John Barrons, all of whom were named being members of the board of director

The Company was incorporated to co tinue for fifty years.

The corporation was formed to ow acquire, establish and operate a new paper and printing business and to prin publish, circulate and sell newspaper magazines, periodicals and books. It w formed also to acquire, hold, sell, tran fer, mortgage, lease and operate re estate and buildings and personal pro erty as may be required for the purpos of conducting a newspaper.

The capital stock was divided int 25,000 shares of preferred stock (to b held in the treasury of the company) an 25,000 shares of common stock of a pa value of $100 each. The articles state that 50 per cent of the capital stock ha been subscribed in good faith and 50 pe cent actually paid. The preferred stoc would entitle holders to dividends at th rate of not more than 7 per cent annuall and the remaining dividends would be ap portioned holders of common stock.

In all there will be 87 members of th editorial and business office staffs wh will own stock in the Star Company. Thi stock has been subscribed. Members o the staff were invited to subscribe on th basis of one third cash and the rest ove a period of 8 years, deferred payments t be carried by Mr. Kirkwood at 5 pe cent. By articles of agreement the stoc is pooled and when any stockholder eithe voluntarily or involuntarily leaves the em ployment of the newspaper, his stock wil be sold back within the organization. Thi applies to Mr. Kirkwood as well as min ority stockholders. In this manner Mr Kirkwood has insured the control an ownership of stock within the Star Or ganization in the future.

Irwin Kirkwood, who becomes presi dent of the Star Company, has been edi tor and publisher of the Star since th death of William R. Nelson, 11 years ago He was Mr. Nelson's son-in-law and dur ing the period when Mrs. Kirkwood wa trustee of the estate, was active in th conduct of the newspapers. A. F. Seeste has been general manager of the Star fo many years. All of the directors were associated with Mr. Nelson during his lifetime.

HAMMOND RECOVERING

Percy Hammond, dramatic critic o the *New York Herald Tribune,* who ha been ill for several weeks as a result o poisoning, and who has had several opera tions, was taken to his home at East hampton, L. I., from the Southampton Hospital on July 27. Mr. Hammond is reported to be improving slowly.

FREE PUFFS MAY TELL–BUT NEVER SELL

anufacturers of the Nation Have at Last Learned This Truism, Says Stuart Schuyler, Allied Newspapers—Big Swing of National Copy to Newspapers—Sell What You've Got, His Slogan

'REE puffs may tell, but they never sell."

his truism has at last been drummed the consciousness of most manuurers in the opinion of Stuart uyler, president of Allied Newspapers, , who, in an interview with EDITOR PUBLISHER this week, reported he has ed a definite reform among both adtisers and newspapers regarding the publicity problem.

ogether with the reform has come a swing of national copy to the newsers, Mr. Schuyler said.

If only 50 per cent of the lists being de up now go into space, national ertising in the newspapers will show decided increase over last year," he lared. "Reflecting general conditions loughout the country is an increase in ional linage of from 20 to 40 per cent the Scripps-Howard Newspapers.

'Manufacturers are buying space that ually sells their merchandise," Mr. uyler declared. "They are not using ak newspapers that give away free ce with every contract.

'Both inside and outside the newspaper siness there has been a definite reform the matter of free publicity.

'Manufacturers have proved to their n satisfaction that while free puffery en tells it never sells, and therefore y are moving into paid space. Radio d automobile manufacturers particuly have thoroughly demonstrated that e publicity doesn't pay.

'At the same time newspaper pubners today are more alert than they ed to be. It was not long ago that rwspaper publishers grabbed up what ey could to fill their papers. Today ey are realizing that publishing is a nufacturing business. The cost of blication is being taken into considerain.

"Now the great majority of newspaper blishers realize that they can no more ord to give away free space, than a nufacturer can afford to give away o of his products for the price of one.

"In many notable instances advertisers ve proved for themselves that free lvertising doesn't sell.

"Not long ago, for example, the merican Can Company engaged a pubcity woman to write publicity for them out canned goods. The copy was awn up in the form of an editorial ature, and newspapers from coast to ast fell for it.

"It looked very good. But the Ameriin Can Company made a check in all e cities where the free publicity ran d found out definitely that it had not creased sale of canned goods at all.

"The stunt was killed immediately, and nances are strong that it will never be sumed. The American Can Company und out that the space obtained 'free' as the most costly it had ever 'purhased,' and results were nil.

"The most outstanding case of free ublicity reform may be seen in the autoobile industry. EDITOR & PUBLISHER ust be given some credit for this.

"Only a short while ago when newsaper solicitors called on automobile adertisers they were greeted with the plea: "'Well, how much free publicity can ou give us?"

"Today I don't know of a single autonobile factory that has been in business ny length of time making this request. Now what they want to know first is irculation and rates.

"Now they don't care whether or not newspaper runs an automobile section. The Studebaker Corporation, in fact, prefers to have its copy run in the main news section than in the auto section.

"The reform is also noted in the radio field. Two years ago tons of free radio publicity were bombarding newspapers. Today weeks go by without any handouts coming in."



Stuart Schuyler

"Sell what you've got—don't ask intelligent salesmen to sell intelligent buyers a product out of character," is the key-note of Schuyler's salesmanship and the basis of his instructions to the Allied staff of newspaper representatives who contact advertising agencies and sales managers and advertising managers throughout the United States in the interests of the Scripps-Howard newspapers.

"There seems to be a tendency to build sales arguments on those points which a product or service lacks instead of on those which it possesses," Mr. Schuyler said. "Tooth paste is tooth paste—and not medicine. Corn flakes are breakfast food and not a drug store product. Yet we all remember the flu epidemic during which tooth paste and corn flakes were offered to the public as preventives of influenza.

"This is not criticism of any advertiser's ingenuity in finding new and effective sale appeal for his product. We all remember the marvelous success of the Halitosis campaign for Listerine and many other clever evidences of effective advertising and selling. But if the Ford car were sold as a competitor of the Lincoln, then I should feel that the Ford salesman was selling what he didn't have.

"That is what I mean by selling 'out of character.' It is like introducing 'Hamlet' into 'Abie's Irish Rose.'

"Ginger ale is a product of so general an appeal that it can be readily sold to the great middle class. Yet you have seen brands of ginger ale advertised in a most exclusive and snobbish manner, with a sales appeal intended only for the affluent and socially elect. Some brands of ginger ale may be superior to others—but ginger ale is ginger ale and any one who drinks it straight or in combination with certain unmentionable liquids is able to buy it. Why not sell it for what it is, rather than for what it is not? Why use specious arguments when real sales arguments are so much better?

"As Leslie F. Tillinghast says: 'Tell a man your spade is a spade; that it is iron—not gold; that it is as good a spade as any 'dam crittur' can buy for the money—and let your statement be honest. Then your goods will be sold.'"

Mr. Schuyler, as president of Allied Newspapers, holds a position in the publication field similar to that of sales manager in other fields. He says that the business of selling white space for advertising purposes is not greatly different from the business of selling canned peaches or tooth paste or any other commodity. In the sale of advertising space, as well as in the sale of more tangible products, Schuyler believes in selling "what you've got."

"I recall an advertising campaign some years ago designed to sell fly paper. The space for this campaign was bought on what the agency business terms 'the quality appeal.' That is to say, only those mediums supposed to appeal to the very wealthy class were chosen to carry fly paper advertising. A product may be a quality product in the sense that it is made of good materials or ingredients and still be purchased by Tom, Dick and Harry. Personally, I cannot imagine J. Pierpont Morgan coming ashore from his yacht in New York Harbor to buy a dozen sheets of fly paper. It may be the finest fly paper ever manufactured but such millionaires as I have known were more interested in negotiable paper, than they were in fly paper for their own household use. A product which may be purchased by the general public should be advertised in mediums which reach the general public. The manufacturer had a middle class product. He tried to sell it as a millionaire specialty.

"In the publication field we find magazines devoted to financial matters, Wall Street news and so on. They are admirable mediums for financial advertising. Are they equally good mediums for cod fish balls or golf balls or ball bearings? The financial magazine or the golf magazine or any other specialized publication should sell what it has—and audience interested in finances—or in golf—or in whatever it may be. There are other publications still more highly specialized—trade journals for grocers—publications for poultry raisers and keepers of bees.

"A man engaged in raising chickens quite possibly would be a prospect for a motor car salesman. But when the poultry raiser is reading his poultry journal, his mind is on the subject of poultry and not on four-wheel brakes.

"The editor of a specialized publication, through a certain editoral policy, wins to his side an audience of readers interested in one particular subject. Such a publication should be an excellent medium for products related to that subject—but the editorial atmosphere is foreign to unrelated products.

"The newspapers and general magazines are best for the advertising of miscellaneous products of general sale. They are not suitable to sell technical dental equipment to dentists, but they will sell tooth paste to the consumer.

"The family doctor is ready to treat any and all kinds of diseases. But we have also doctors specializing in skin diseases, eye, ear, nose and throat troubles, and so on. The eye specialist does not seek the privilege of extracting your appendix and the stomach specialist does not go in for face lifting.

"Newspapers are suitable as mediums for products of general appeal. Space in them should be sold on the basis of what their circulation and character actually is. They can be successfully used to advertise most products. Specialized publications should keep to their specialty.

"I remember one occasion when one of the men of our own Chicago office came to me for advice. He had interviewed an advertiser who desired to push the sale of an electric flash-light among farmers. His advertising featured the conveniences of the flash-light in farm work at night. The newspaper our man had discussed with the advertiser had comparatively a small country circulation. What kind of a sales argument should our representative use?

"I told him to tell the advertiser quite frankly that our medium was not the most suitable for his purpose in connection with that particular schedule of copy. I told him to point out, however, that the city dweller would also buy flash-lights just as readily as the farmer, although for somewhat different reasons. That special copy should be prepared to run in our publication to reach city people at the same time that the other schedule of copy was running in another newspaper to reach the farm population. I cite this merely as an example of 'selling what you've got.' Sell what you have—and don't claim to have what you lack.

"The far-fetched sale appeal does not win in the long run. On the other hand, straight-forward salesmanship does win, because logic and honesty of purpose shine through every word the salesman utters and make his words ring true and carry conviction."

NEW FIELDS OF PRESS TRAINING COLUMBIA'S AIM

Advanced Laboratory Research on Great Problems of General Interest and Instruction in Busines Management Desired—Survey of Graduates' Earnings Summarized.

POSSIBLE new fields of training for the School of Journalism of Columbia University are outlined by Acting Director Roscoe C. E. Brown in the 14th annual report of the school, for the fiscal year ended June 30. Two lines of work are suggested by Prof. Brown—the development of research work for advanced students and the study of managerial problems for students who hope to become proprietors of newspapers, particularly small newspapers on which the editor attends to the entire business.

When Joseph Pulitzer established the foundation which made the school possible, Prof. Brown points out, he looked primarily to the education of daily newspaper workers for editorial staffs, and that has been the main business of the school to date. Some advanced instruction looking toward magazine writing has also been afforded and next year, in co-operation with McGraw-Hill Company, a course will be given in technical journalism.

With present resources, Mr. Brown continues, the school is wholly unable to give the training that the country journalist and the editor of the small town newspaper ought to have in the business management of the newspaper, advertising problems, typographical questions, etc. For this purpose, at least $25,000 above the school's present resources is necessary and to serve the profession to the greatest advantage in this field, $40,000 in addition to the income from the Pulitzer Foundation would be essential.

In the other field, the plan in Prof. Brown's mind is the development of a laboratory for the study of journalistic problems which no individual newspaper is in position to study, but which are of interest to the profession generally.

Registration for the year 1925-1926, according to the report included 120 candidates for degrees and seven candidates for certificates. Sixty-seven men and 53 women are matriculated for degrees, and five men and two women seek certificates. One male student is non-matriculated. Students are classified in two professional years and as graduate students and were drawn from all parts of the country, only 14 coming from New York City and vicinity. Forty-four students were graduated with the degree of Bachelor of Literature and seven as Master of Science in Journalism.

"Under a grant made in 1925 by the Advisory Board of the School, an inquiry has been made into the employment and earnings of graduates of the Columbia School of Journalism," the report continues. "While general knowledge of the success of many graduates and of the steadily increasing hospitality of newspapers and magazines to them gave the officers encouragement and satisfaction, it was believed that a study of specific results would help to measure the value of the school, throw light on the employment problems presented by present journalistic conditions, and perhaps indicate lines along which the training of the school might wisely be developed. The work of gathering and tabulating the facts and preparing them for publication was undertaken in partial fulfillment of the requirements for the degree of Master of Science in Journalism by Clarence W. Steffler of Pittsburgh, a graduate of the School of Journalism with the degree of Bachelor of Literature in 1925. This work is now in press and soon will be published by Columbia University. Records of employment and earnings at different periods since graduation were obtained from more than two-thirds of the graduates of the school. An extended review in advance of publication of the significant material thus assembled does not belong in this report. But a few outstanding facts should be noted.

"The records shows as large a proportion of the graduates entering journalism and maintaining themselves therein as would be expected in any profession of the recipients of professional training. A little more than 72 per cent are in pure journalism, or in allied lines of work for which the school course is directly or indirectly a preparation. A considerable number of those not thus occupied are recent graduates carrying on advanced studies, or women who, after some professional experience, have married and retired from regular professional employment. More than 52 per cent of the graduates reporting are in editorial or news periodical work, while nearly 21 per cent have been drawn from editorial activity into advertising, publicity or publishing, or into the teaching of journalism.

"The tendency in this direction appears to increase with the length of time after graduation, and the average earnings in advertising and publicity are larger than in straight newspaper work, a fact suggesting that this drift results from the failure of newspapers, though they offer rather large initial earnings compared with those of business, medicine, or law, to give progressively increasing rewards adequate to hold many enterprising men and women who find that their training for journalism fits them to take advantage of the more remunerative business activities allied or auxiliary to journalism.

"The graduates of the school are earning in journalism somewhat more than the average salaries of journalists of their years, as reported by a committee of the American Association of Teachers of Journalism.

"Nevertheless, the *tendency of graduates after newspaper experience to turn to the business side of publishing should have the attention of all who are concerned for the intellectual and moral leadership of the American press.* No literary occupation can hope to compete with business for financial returns. The journalist, like the teacher, goes into his work looking for other rewards. He has them, and in general would not exchange them for money.

"Yet *no profession is in a sound position that does not make its attractions continuous,* or leaves its able and enterprising workers under increasing temptation as the years go on to capitalize their professional capacity outside the profession.

"The tables show a gratifying increa in initial earnings of graduates, both m and women, in journalistic and sem journalistic occupations since the begi ning of the school. Among men the r porting graduates of the class of 19 earned a beginning salary of $1,07 which rose until the graduates of 192 made in their first year an average $2,002, those of the next three class earned over $1,900, while the earnin of the class of 1925 averaged $1,47 The initial salary of the first wome graduates in 1916 was $910, while 1919 it was slightly over $2,000, an in 1925, $1,410. While these figures ar based on too small a number of cas to warrant any sweeping conclusions, is apparent that journalistic salaries hav shared in the general advance in wag since the beginning of the war.

"The reports show that the prese average earnings in pure journalism men who have been graduated ten yea or more are $6,016; while in sem journalistic work, that is advertisin publicity, etc., they are $10,330; and non-journalistic work, $16,019.

"The significance of the last figure qualified by the fact that it is swolle by the earnings of a few unusually su cessful business men. How accuratel these reports, either of men or wome reflect the position of the entire bod of graduates is open to question, but fro what is known of the graduates wh have not sent detailed information it believed that they afford a fair cross sectional view of the whole. No wome have been graduated ten years.

"The average earnings reported fo women who have been out five years o more are: in pure journalism, $2,869 in semi-journalistic work, $3,476, and i non-journalistic work, $4,244.

"The earnings reported for men whe out five years are: in pure journalisti work, $4,071; in semi-journalistic worl $4,865; in non-journalistic work, $4,52 As the figures for women include nc only their salaries when out five year but also the present salaries of thos more experienced, the comparison doe not fully reveal the difficulties of wome with respect to opportunities, especiall in the East, except in the magazine fiel

"Women graduates of the Columbi School of Journalism appear to be mak ing a better showing financially than th average newspaper worker of the countr as a whole, man or woman, as estimate by the American Association of Teacher of Journalism; but the door of reportin on the great metropolitan newspaper which is a favorite way for men to ente journalism, opens grudgingly for wome and their opportunity is best to be foun in specialized lines of work, in the mag azine, trade-paper and house-organ fiel and in the small country journals, whic offer useful and profitable careers to in dependent and competent men and wo men.

"One or more graduates of the schoo are employed on 32 magazines in th United States and on 68 newspapers i 16 states, including every one of th great New York dailies. Several ow papers in whole or in part. They ar also doing newspaper work for eleve press associations or syndicates in Ne York City, are on the staffs of the As sociated Press and the United Press i various cities of the country, and ar also employed as editors and correspond ents in Porto Rico, the Philippines, Cuba Canada, London, Paris, Berlin an Vienna.

"The detailed report of the places the hold as proprietors, managing editors publishers, editorial writers, correspond ents, desk executives, and reporter shows that the School of Journalism ha through the men and women of its thir

(*Continued on page* 45)

SALINA MERGER A SUCCESS—JOURNAL OCCUPIES REMODELLED PLANT



WITH its new 32 page Hoe press in operation, and a battery of seven linotypes devoted exclusively to the newspaper, the *Salina Journal* at last is permanently located in the building which has been remodeled for it next door to the postoffice. New furniture has been installed throughout, all old equipment replaced, and today the plant ranks well up with those in cities anywhere of 16,000 to 17,000 population.

The building is 50 by 100 and the newspaper occupies all the basement and first floor and a part of the second floor, in addition to a one story press room specially constructed and attached to the main building. Factory construction has been used as much as possible, and hard wood floors installed in the offices as well as the mechanical room.

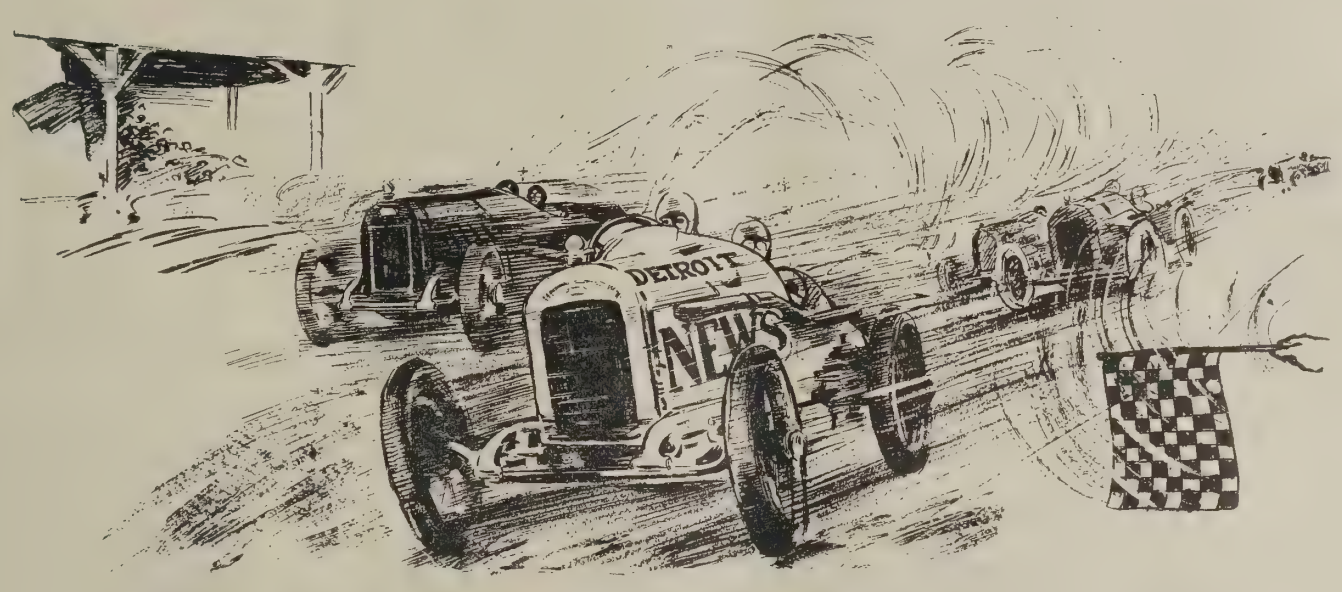
The Journal is a consolidation of the *Salina Evening Journal* and the *Salina Daily Union.* The two papers were united about the first of the year by R. J. Laubengayer, a Salina business man who formerly was associated with the Booth newspapers, first at Ann Arbor, Mich., and later at Detroit. As a result the Journal is now the only daily paper published in Salina, or in any of the 20 counties of the Northwest quarter of Kansas.

That consolidation has been satisfactory to subscribers and advertisers, Mr. Laubengayer declared. Subscriptions have increased 50 per cent, he said, while local advertising has increased about 25 per cent, and national advertising nearly 40 per cent.

The Journal was established in 1888, and for the greater part of the 25 years prior to its sale, was edited by Joseph L. Bristow, former United States Senator from Kansas. For the past 15 years it has been managed by Roy F. Bailey, who continues as general manager, with Mr. Laubengayer as publisher, Fred J. Ludes as managing editor, Earl C. Woodward as advertising manager, C. H. Harper in charge of national advertising and Miss Dorothea Smith as city editor. It has been a Republican newspaper since its establishment, and will continue to support that party, its publisher stated, although a column will be donated to the Democrats in which they will be permitted to present their policies and arguments as they see fit.

Detroit News Again Leads All American Newspapers

In Total Advertising Value



17,427,326 Lines

Published First 6 Months 1926

Indicative of the marked prosperity of the Detroit market and the ability of The Detroit News to cover it adequately is this new record of 17,427,326 lines of advertising for the first half of 1926. In 1925 The Detroit News achieved a hitherto unprecedented mark with 16,414,678 lines for the same period. The present volume, however, overtops this mark by 1,012,648 lines and gives The News the advertising leadership of America once more—an honor won by The News more times than any other newspaper.

The Rank of The Leaders

	Lines
Detroit News	17,427,326
Chicago Tribune	16,829,661
New York Times	15,251,876
Washington Star	14,381,584
Los Angeles Times	13,608,084
St. Louis Post-Dispatch	12,689,880

The signal achievement of The News merits the attention of all buyers of advertising space. The concentration of advertising volume in The News, greater than that of both other Detroit newspapers combined, points to the wonderful economy of selling the Detroit market through the use of its big home newspaper. The Detroit News circulation is the greatest in Michigan and covers Detroit more thoroughly than any other newspaper in a city of Detroit's size or larger.

The Detroit News

Detroit's HOME Newspaper

335,000 Sunday Circulation **320,000 Weekday Circulation**

FINDS EUROPEAN PAPERS LAG BEHIND THOSE OF NEW WORLD

Intimate Picture of Continental Journalism Presented by Australian Writer—Declares Bad Papers Better Than None at All

By NEVILLE SMITH

(Editor's Note—Mr. Smith is a member of the editorial staff of the Melbourne (Australia) Herald and recently arrived in New York en route to Australia, following an extended study of journalism in Europe, where he accepted temporary employment on newspapers in many cities in the principal countries. His unique experience gave him an intimate understanding of working conditions in England and on the Continent. The following is a summary of his conclusions, written for EDITOR & PUBLISHER*).*

THE recent general strike in Britain proved that a newspaper was a necessity in modern life. Even though an excellent radio service kept the country informed during the strike the public quickly realized that a newspaperless community was not a pleasant place to be in. During a printers' strike in my own country—Australia—some years ago, the State of West Australia was without newspapers for three weeks, and during that time there was an extraordinary crop of rumors, which nearly threw the whole communal life of the place into confusion. The Prime Minister was assassinated. Dame Nellie Melba (an Australian) died suddenly. The Melbourne Cup favorite (more important "down under" than Babe Ruth is here) went lame, and smallpox broke out in Kalgoorlie.

Consequently it is not surprising to find newspapers even in the least educated communities. During two years of exploring Europe I have come to the conclusion that even the worst paper is better than none. Some papers are very, very bad, but the fact that they exist is a virtue in itself. A whole national press may be inexpressibly poor, but you will find that one cannot afford to neglect it. In Yugo-Slavia, for instance, no fewer than eight different languages are spoken, and the population is largely illiterate. Yet the Yugo-Slavian press is watched carefully by political manipulators. The French, who are angling for prestige in the Balkans, subsidize it. They even publish an afternoon daily in French in Sofia, the capital of its neighbor, Bulgaria. Spain is 64 per cent illiterate, but Primo de Riviera keeps a more than fatherly eye on the vernacular press. The censorship is so strong there that the most reliable information regarding anything but Government-endorsed news comes from the town of Perpignan, north of the Pyrenees, where it is brought by word of mouth across the frontier. Suppose, for instance, there is a rumor of a plot against the military directory, which frequently occurs in fact but not in theory. Paris journalists immediately get busy, and usually the real facts are known to French readers before Spanish.

On the whole, however, European newspapers, Britain excepted, are on a lower level than those of the New World, probably because the latter is so much more progressive in thought. This is particularly noticeable when comparisons are easy, as, for instance, between the Spanish press of Spain and that of South America. There is no paper in Spain that can even approach the standard of *La Prensa* of Buenos Aires. Technically most of the British papers have a good deal to learn from America, and as a native of the Dominions I have frequently been pained by some of the really deplorable errors made by many Fleet-street papers about the Empire. The art editor of a big London daily once said to me: "I suppose you have difficulty with your English pictures in Australia; they must be at least a fortnight old before you get them." Even the quickest mail takes more than four weeks to cover the distance. It is usually five, or even six.

Continental papers are interesting to the Anglo-Saxon newspaper man. At first sight the average French or Italian paper looks hopelessly bad. It is small (seldom more than 16 pages, usually eight), inaccurate, badly printed, deficient in news and wrapped up in politics. It takes a long time to realize its virtues and the disabilities under which it is produced. Virtues exist, however. The French press reaches a high standard of culture. Classical facts and quotations are constantly used and practically never misused. Literary style is paid a great deal of attention. The French journalist aims at a dramatic story to entertain his readers, and subjugates all other considerations to this requirement. He is witty, irreverent and extremely shrewd. With the exception of the "big five"—*Le Matin, Le Journal, Le Petit Parisien, Echo de Paris* and *Le Petit Journal*—the 28 or so Paris dailies are more or less faction sheets, run to ventilate the views of some particular group or individual journalist. Personal journalism is more powerful in France than in any other country I have encountered. Readers seldom believe what their papers say, but if a man's name appears over an article it is considered that he is personally responsible for the matter contained therein and that he is prepared to stake his reputation on what he writes. Even the "information papers," that is, the papers whose primary aim is to give news, not views, adhere to this principle. Consequently well-known journalists have a good deal of political power in France. Many of the country's best-known politicians started life as newspaper men, notably Clemenceau. Furthermore, some newspapers play an active part in the affairs of the country. Several of the nineteenth century revolutions were engineered by journalists, and *Le Figaro* was the keystone of the Dreyfus case.

Since the advent of Mussolini and Fascism in Italy, with the consequent suppression of the freedom of the press, Italian newspaperdom has become very interesting. Public affairs being practically barred (it is a penal offense to refer to Mussolini except to praise him and to offend Fascism means automatic sequestration) many papers have specialized on a daily magazine section, known as "Articoli di terza pagina." This is very well written, though verbose, and the choice of subjects has spread a little army of Italian journalists all over the world. The foreign correspondent, as a matter of fact, is usually the best man on the paper. His local colleague is a long way behind. Nevertheless, the Italian has just as great an interest in dramatic stories as the Frenchman, and lurid accounts from police stations are thoroughly enjoyed. Domestic slaughterings, kickings to death, meaty suicides and other picturesque amenities of Italian social life are reported with gusto. Curiously, Mussolini's own paper, *Il Popolo d'Italia*, founded by him in 1915 and at present edited by his brother, does not stand high in popularity. It has a circulation of only 80,000. Several papers in Milan, where it is published, have a much bigger circulation in the city itself. I understand that such continuous and overwhelming praise of Fascism bores even the Italian enthusiast.

Apart from a surprising turn for invective, the German press is quite efficient, though, in my opinion, the German genius is best shown in its periodicals, some of which specialize on curious and very naughty subjects with disconcerting frankness.

Hungary, which is a land of fierce patriotism, is nevertheless pleasantly humane in its newspaper methods. There is a most salutary law relating to notice of severing the engagement of a salaried journalist. This is fixed with the responsible editor for one year for sub-editors, six months for important members of the staff who have been employed more than five years, and three months for all other editorial men. Religious toleration is also recognized, even in the case of the Jews, who are by no means popular after the horrors of Bela Khun's Bolshevik régime in 1918.

One respect in which European newspaper work varies a little from that of America is in the vogue of long-distance telephony. This is far more popular than telegraphy. Many London papers, particularly the *Times*, get practically all their Continental news by "trunk telephony," and enormous volumes of matter are handled nightly. The Times works it in this manner. There is a staff of expert stenographers in the head office in Printing House Square in London. They are in communication about half-a-dozen times nightly with specially employed telephone experts in Paris and Brussels. Paris and Brussels in turn communicate respectively with Milan, Madrid, Geneva and Vienna, and Berlin, several times a night. Milan in its turn "drains" Rome and the rest of Italy, Madrid "drains" Spain, Geneva Switzerland and particularly the League of Nations, and Vienna the South-Eastern part of Europe. Outside these—Scandinavia, Soviet Russia, the Near East and Portugal—the telegraph is used direct to London, but the French North African colonies avoid international complicat by telegraphing to Paris, whence the r is relayed by telephone to London. T telephony is good in Europe and espec good between London and Paris, w there are 14 lines. The language culty is overcome by employing En telephonists who are thoroughly at h in the languages of the countries in w they work. The actual news, how is telephoned in English.

HOLDING COMMUNITY "SING

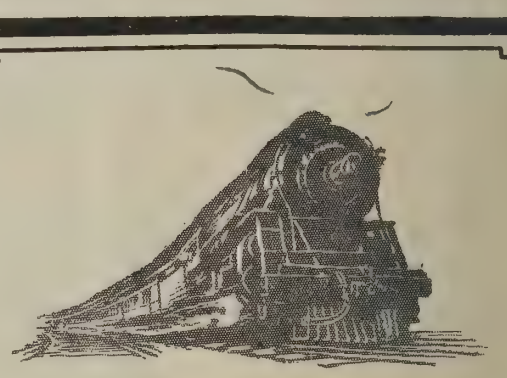
The *Milwaukee Journal* is sponsc community singing under the directio Frederick Carberry, song leader. "sings" are held four nights a wee the city's parks during a nine-week pe A contest has been arranged with gr from five parks entered. At the en the season a flag or a plaque wil presented the winning chorus by Journal. To date 65,000 have atte the "sings," the Journal reports.

DAILY IN NEW PLANT

The *Eugene* (Ore.) *Morning Reg* recently opened its new building w public reception. A new press and new equipment has been installed.

PRESS AGENT DECORATED

Edward L. Bernays, public rela counsel, New York, received this the title and decoration of Office Public Instruction from Maxime gendre, French Consul-General for York.



F. E. C. Railway
Faith in Florida
Is Expressed With
$21,000,000
For Improvements

The officials of this railway, after completing the annual spring inspection trip over the line, announce this huge expenditure for new improvements and new facilities for handling the steadily increasing Florida traffic.

Jacksonville is the terminus of the F.E.C. Railway and the home of the Florida Times-Union. A city leading all other Florida cities in population and a newspaper foremost in state circulation.

The Florida Times-Union
JACKSONVILLE

DAILY 53,000 SUNDAY 70,000

THE STATE GAZETTE

the only morning newspaper in

Trenton, N. J.

Now under ownership of

The Trenton Times

56,000 Circulation

(Morning and Evening)

Absolute coverage of the 250,000 people in Trenton and the shopping area.

It's done with a single advertising appropriation.

National Representatives

KELLY-SMITH COMPANY

Marbridge Building
New York City

Waterman Building
Boston, Mass.

Atlantic Building
Philadelphia, Pa.

Tribune Tower
Chicago, Ill.

NO MORE LAWS NEEDED TO PROTECT NEWSPAPERS, SAYS S. N. P. A. PRESIDENT

Raleigh Publisher Deplores Activities of Legislative Committees—Urges Consolidations to Elimnate Mendicant and Mediocre Papers

By JOHN A. PARK
Publisher Raleigh (N. C.) Times and President, S. N. P. A.

IN the recollection of the present generation's crop of newspaper workers, no activity stands out more conspicuously than the favorite indoor sport of hoping that the next biennial session of the General Assembly will be indulgent toward newspapers.



JOHN A. PARK

Newspapers, like spoiled children eating candy must be humored and petted and they must have consideration the next time candy is passed around. And so, when the State Legislature convenes there must be a committee on legislation, a large committee including "influential" members from every section who are to buttonhole every official member and earnestly urge an increase in rates for legal advertising and to help induce the federal post office to reduce carrying charges on second class matter and to do varied and sundry things that may aid or please the newspapers.

Surely, those legislators who have answered more than one opening roll call, must be wearied of the incessant cry to "do something for the newspapers." Isn't it about time for the newspapers to do things for themselves?

Do we need more laws to aid and protect newspapers? Indeed we do not. We have too many laws now—of every kind.

The kind of laws that we should have next, with respect to newspapers, would protect newspapers from one another and protect society from the newspapers.

There are too many newspapers in America today, just as in some towns there are too many groceries, drug stores and filling stations. The man who made two blades of grass grow where one grew before may be emulated now by the genius or philanthropist who transforms two makeshifts into one good newspaper. North Carolina fortunately is not as sorely afflicted at the present moment with a superfluity of daily papers as she has suffered from in the past, but there are still some "weaklies" and perhaps a daily or two which have no real claims to existence.

There are several towns and cities in this state that have experienced the annoyances of too many mediocre publications that should have been consolidated, checked or choked. Large cities in other states have all experienced the evils of too many sheets carrying the names of newspapers. Every city and most of the towns throughout the length and breadth of the land have their newspaper graveyards and their skeleton closets that should forever remain sealed and closed.

The tendency to consider newspapers as public utilities continues to grow. There are those who would classify this great industry of public service along with railroads, highways, telephones, power companies and the like. Newspapers are usually willing to admit that in some communities they are treated as red-headed step-children.

What would be regulated about newspapers if they were placed under state supervision?

First, there would be a shifting around and moving of plants from points of congestion to those very few places that need newspapers.

Next, there would be established standards of practice under rigid supervision demanding satisfactory performance or closing of the doors.

Then, suitable rates for advertising and circulation would be prescribed and stabilized; low enough to attract business and high enough for a legitimate profit.

The results naturally would be the growth and extended service of the deserving publications and the withdrawal of the incompetent ones.

Talk about the "supporting" of a newspaper would be reversed into a respectful request for the newspapers' approval and support of a community and its enterprises.

Moaning over increased postage rates does not reduce the cost, neither does an occasional complaint filed with one's favorite congressman. Action of regional groups and associations collectively seems the best way to arouse interest of post office officials. Possibly the best method of all is the use of competing services, such as express, baggage, bus lines and private delivery. Withdrawal of mail and passenger trains through decreased patronage and increased popularity of bus service has brought a multitude of complaints from patrons in many towns large and small here in North Carolina, where better highways are bringing many changes in manners of living.

Rates for legal advertising as well as rates for any other kinds of advertising should not require defense. If they are right they should be enforced. If they are too high, patronage will decrease; if too low the business cannot survive.

Why not ask our legislative bodies to so safeguard humanity that the ever increasing number of preventable fatalities may be checked?

Why not ask for protection from the speed demon and the incompetent driver who profane our highways and fill our hospitals and morgues?

Why not forever discard the dingy one-room schoolhouse in favor of the modern consolidated school?

Why not make it prohibitive to erect hospitals, schools and even office buildings and hotels that are combustible?

Why not direct the energies and brains of the great publishing industry of thriving North Carolina into channels of constructive endeavor and militant usefulness?

Yes, why not?

These Utopian conditions may be for future generations; they may be close at hand. The mendicant publication will remain mendicant unless perchance through change of attitude or circumstances it may join the growing group of aggressives.

Some day the great God of the Universe is going to look down on one of his dearly beloved publisher-children and say, "Cease thy slothfulness; rise up and produce a better newspaper or get thee back to the tall timbers."

(*The above is as an address delivered by Mr. Park at the annual meeting of the North Carolina Press Association at Hickory, N. C., last week.*)

KNECHT GIVES FAREWELL PARTY

Gives Decoration to Publisher on Eve of Return to France

Dr. Marcel Knecht, head of the French delegation to the International Advertising Convention, on the eve of his return to France on the "Paris," July 24, gave a farewell dinner to his friends on the roof of the Waldorf-Astoria, New York. The guest of honor was John A. Penton, iron trade publisher, who for some years has been a simple member of the Legion of Honor in France and who, on this occasion, was raised to the rank Chevalier of the Legion. The medal was pinned on his breast by Knecht.

Among Dr. Knecht's guests were: J Grover Whalen, Louis and Paul M of the *Theatre Magazine*, E. E. Pid of the *New York Journal of Comm* James W. Brown, president, EDITO PUBLISHER, H. S. Swartz, Jesse H. N Leon Renier, Robert Remy, F. C. Si I. D. McAlpin, C. K. Woodbridge, A. Penton, H. H. Charles, and oth

Dr. Knecht thanked his friends of press and the advertising forces America for his welcome to the Un States and took occasion to declare no matter what the state of politics in his native country, so long as the p and the advertising forces of France the United States were in accord, would constitute a solid barrier friendship which no misunderstandin misinterpretation could possibly b down.

247,116

was the average net paid dail circulation of The Baltimore Su (morning and evening issues for the month of

June, 1926

The average net paid circulatio of THE SUNDAY SUN p Sunday for the month of Jun 1926, was 188,756.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunda

"The Love Game"

A story of LOVE *and* TENNIS *by*

Suzanne Lenglen

In 27 daily illustrated installments



"Comparable with many of the best sellers. It has interest and a style which carries one on from the first page to the last without any sense of boredom."—*San Francisco Herald.*

"Holds the reader's interest throughout its rapid action."—*New York Telegram.*

"A story of tennis and romance cleverly constructed and charmingly related"—*St. Louis Star.*

LEDGER SYNDICATE

The INDIANAPOLIS

Indianapolis is *one* city where *one* newspaper *alone* can carry any advertising load with maximum results. The News alone has greater circulation in Indianapolis than both other daily newspapers combined. It has reader interest and effectiveness, and an advertising endorsement that have never been even remotely approached in Indianapolis.

Dan A. Carroll
110 E. 42nd
NEW YORK

J. E. Lutz
Tower Bldg.
CHICAGO

NEWS

Frank T. Carroll,
Advertising Director

DU PONT

E. I. DU PONT DE NEMOURS & COMPANY
INCORPORATED
WILMINGTON, DELAWARE

ADVERTISING DEPARTMENT

Results Count!!

The Pittsburgh Press
used Exclusively with wonderful
Results for Advertising Campaign on
DUCO

July 5, 1926.

The Pittsburgh Press,

Pittsburgh, Pa.

Gentlemen:

When we decided to go into Pittsburgh with our campaign on Duco for Handy Home Uses and du Pont Paint and Varnish products, we chose to use the PRESS exclusively for our advertising.

We are very well pleased with the results obtained in your territory, a large part of which we feel is due to your splendid cooperation. This was very definite in character - far beyond mere promises.

We are glad to express our appreciation of your support because, while we know that the public was waiting to get Duco to be applied with a brush, nevertheless we are convinced that the Pittsburgh dealers' confidence in advertising in the PRESS, greatly helped the speed with which distribution and repeat sales were brought about.

Very truly yours,

Wm. A. Hart
DIRECTOR OF ADVERTISING

Wm. A. Hart
KED

The Pittsburgh Press

A Scripps-Howard Newspaper

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York



Our Own World of Letters

By JAMES MELVIN LEE

ONE of the leading advertising articles of the month is "The Present Trend in Advertising"—contributed by W. R. Hotchkin to *The Journal of Retailing*. Mr. Hotchkin, who is now director of the Standard Advertising Company of Chicago, was formerly advertising manager of John Wanamaker, New York.

At the very beginning of his article Mr. Hotchkin thus stresses the importance of news in copy:

> It should never be forgotten that the real *soul* of advertising—the live interest-compelling quality or element—will forever be the NEWS factors that it possesses.

The importance of institutional advertising is then taken up and attention is called to the fact that one of the most encouraging phases in the present trend is the increasing number of retail advertisers who "sell the store." To secure this editorials are frequently printed in the store's advertising space. Ways are thus described:

> This store-selling advertising policy is operated in varying manner, by various stores. Sometimes the so-called editorial is set in a small rule box, in the corner of the advertisement; again it takes the form of a broad display heading for the page; then we see the editorial take a more prententious form and require a separate and totally independent position of its own in the newspaper—perhaps being written by outside specialists in advertising. Still another feature of store-selling advertising is provided by store-service organizations who syndicate this type of store editorial writing, thus providing this valuable factor of modern advertising for stores everywhere—large and small—and written by specialists in this work.

One of the best things in the article is the comparison made by Mr. Hotchkin of realistic and modernistic advertisements. Examples of both types are given in the article.

* * *

AN editorial in *The Nation* for July 28 opens as follows:

> In an era of commercialized newspapers, when editorial policies are syndicated, it takes more than moderate courage to stand for the old and honorable tradition of independence which once animated the profession of journalism.

Fitting tribute is then paid to the two fighting editors, Donald R. Mellet, editor of the *Canton* (O.) *Daily News*, who lost his life because he stood by his editorial guns, and George R. Dale, editor of the *Muncie* (Ind.) *Post-Democrat*, who faces a prison sentence.

* * *

EVIDENTLY the World War has had its effect upon cartoonists. A cartoon—"An Unsafe Fourth," by Harding for the *Brooklyn Daily Eagle*—shows flying projectiles without their cartridge cases firmly attached to their sterns. Believing this cartoon to be unique, *The Outlook* reproduced it in its issue for July 28. It explained past practices on the grounds that most cartoonists used 22-caliber amunition as models of all projectiles up to at least sixteen in diameter.

* * *

AN editorial, "Newspaper Values," in *The Outlook* for July 28 in speaking of the sale of the *Kansas City Star* and that of the *Chicago Daily News* remarks that both "brought prices in the market that can be conservatively called colossal." It adds that both Mr. Lawson and Mr. Nelson "were old-fashioned in their notions and sold news instead of monkey-shines." It then goes on to say that while Mr. Lawson's fortune went in the main to the Congregational Church Mr. Nelson's will "cultivate the arts and graces of Kansas City."

* * *

JOHN CARTER, who is on the staff of the *New York Times*, contributes to *The Nation* for July 28 "Putting America in a Hole—the Lesson of the Debts" and John Billings, Jr., who is connected with the Washington Bureau of the *Brooklyn Daily Eagle*, is represented in the same issue with "Oil and the Wheels of Justice."

* * *

MARY MARGARET McBRIDE is joint author with Paul Whiteman of "Jazz" (J. H. Sears & Company). Miss McBride, who is a graduate of the University of Missouri School of Journalism, started her newspaper career on the *Cleveland Press* and was for several years on the staff of the *New York Evening Mail* to which she contributed daily a signed feature story.

While "Jazz" is Whiteman's autobiography he would doubtless be the first to acknowledge the help he has received from Miss McBride in the collection of material and in the preparation of the manuscript for the printer.

The chapter in "Jazz" which will probably most appeal to newspaper people is "Tin Pan Alley." Even to them it may be news that Händel's Messiah furnished the theme of the well-known "Yes, We Have No Bananas" and that most of the "banana" song "which was not taken from the Messiah" came from Balfe's famous "I Dreamt That I Dwelt in Marble Halls." This chapter also gives the inside story of other jazz songs. In fact, the interesting anecdotes scattered through the chapters jazz up the volume.

* * *

MANY of the illustrations used in "Business Ethics" (Ronald Press Company) are the advertisements which the Golden Rule Department Store of St. Paul inserted in the *Pioneer Press* of that city in a running series headed "Ethics of Business."

The author of "Business Ethics" inserts this incident which may possibly interest the readers of EDITOR & PUBLISHER:

> William Seaver Woods, editor of the *Literary Digest*, once gave me an incident which happened during the days when he worked on the *Republican* at Springfield, Mass. That paper in order to get the news of a somewhat serious wreck had chartered an engine to carry its reporters to the scene of the disaster. When the paper asked a bill from the railroad company it was informed that the company considered it a pleasure to be able to serve such an excellent paper as the Republican and that there was no charge.
>
> The editor of the Republican replied that the paper was perfectly able to pay any bill for services rendered, and, in this instance, insisted upon payment. The exchange of letters between the paper and the railroad company continued for some time. But no bill was presented. Determined not to be under any obligation to a public service corporation, the Republican finally drew a check for the amount which it thought would cover the expenses for the use of the engine and sent it to the railroad company. This check passed back and forth several times between the paper on the one hand and the railroad company on the other.
>
> Finally the Republican sent a notice that the money was in the bank awaiting the pleasure of the railroad company for its disposal. The check itself was framed and prominently displayed in one of the offices of the Republican. In commenting about this incident Mr. Woods remarked that this framed check taught a most valuable lesson to reporters about the danger of accepting any courtesies that might possibly suggest bribery.

* * *

TOP-OFF-THE-BARREL of the recent crop of books on the art of agricultural journalism is "Agricultural Journalism" (Knopf) by Nelson Antrim Crawford. This book is as satisfying to the reader as a prime steak of Kansas "cake-fed" beef.

Here is a guide book written by one who "knows his potatoes." The author, born in a small town in South Dakota where they raise big crops, is thoroughly acquainted with the sun-browned countryside. A present he is the Director of the Department of Informaton of the United States Department of Agriculture.

The roads to success in farm press practice mapped out by Crawford in this text are no cow paths. They go straight to their destination and the author follows his own highways.

"In fixing the general policies of a farm paper, the actual reader of that paper is always considered," he writes. "If it is a new paper which is to be started, the publishers determine in advance to what type of reader they wish to appeal . . . Formulating the editorial policy of a paper involves decid not only what matters shall be trea but also in what way they shall be trea . . . The farm paper is not an dowed institution. It can exist o when it can obtain enough advertisi It can get this advertising only wl it has enough readers who c sufficiently for the paper to pay out th money for it . . . At the same ti any farm paper that deserves to e is anxious to do its best for farming the farmer. It wants to make farm more profitable financially, intellectua and spiritually. It wants to improve condition of the farmer and his fan in every possible way."

How this may be done is shown in tail in "Agricultural Journalism" in s an engaging and crisp manner that book is a sort of dictionary of ways means to writer, editor, and student the farm press. Mr. Crawford has served the farmer's mind as carefully the farmer himself looks into the he ens for signs of approaching rain relieve a stubborn drouth.

(*Continued on page* 40)

Largest morning and Sunday circulation in the Greatest Market west of Chicago

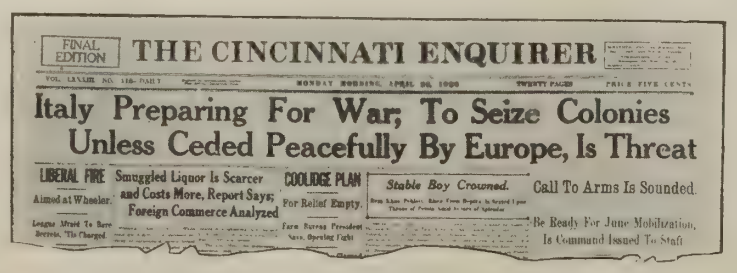
170,000 Daily

390,000 Sunday

LOS ANGELES Examiner

23 INTERTYPES

are being used by


FINAL EDITION
THE CINCINNATI ENQUIRER
Italy Preparing For War; To Seize Colonies Unless Ceded Peacefully By Europe, Is Threat
LIBERAL FIRE Aimed at Wheeler.
Smuggled Liquor Is Scarcer and Costs More, Report Says; Foreign Commerce Analyzed
COOLIDGE PLAN For Relief Empty.
Stable Boy Crowned.
Call To Arms Is Sounded.
Be Ready For June Mobilization, Is Command Issued To Staff

No Standardized Intertype has ever become obsolete

The DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

thoroughly and alone cover the Oklahoma City Market

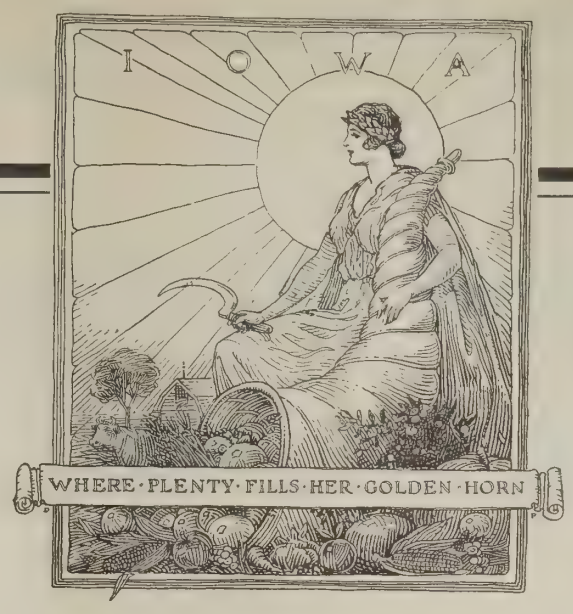
Oklahoma's farm income for twelve months beginning July 1, 1926, is placed by the Brookmire Economic Service at $345,000,000. This is 117% of the normal five-year average and 108% of the figures for last year.

This farm prosperity is permeating every nook and corner of Oklahoma, affecting all lines of business and creating an expectancy for the greatest fall selling season in Oklahoma history.

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City Detroit Atlanta San Francisco

These 28 leading Iowa daily newspapers offer a valuable marketing service—uniform co-operation for you over the entire state. Write for the "Iowa plan."



Higher percentage who will *buy*—in Iowa

With per capita, taxable wealth 51% above the Nation's average, with tastes, habits and living conditions correspondingly high, it is only natural for a sales campaign in Iowa to bring unusual returns.

Iowa is lowest of all the states in percentage of illiteracy. Highest of all in proportion of telephones to population.

Another indication of Iowa's high living standard is this fact: The percentage of Iowans 18 years old who have finished high school is **double** that of the nation at large.

Iowa, of course, is famed as the foremost agricultural state. She ranks first agriculturally in many ways, such as production of corn, oats, horses, hogs, and poultry.

Yet, did you know that 59% of her people live in towns and cities?

Iowa's Agricultural standing often makes us lose sight of her industrial wealth. The output of her 3,420 factories in 1925 was estimated at $775,000,000—more than the value of her total field production.

Iowa has the country's largest factories in the production of: Cereals, Washing Machines, Baskets, Stump Pullers, Wall Plaster, Crackers and Macaroni. Other important Iowa industries are Cement, Brick and Tile and Meat Packing.

Iowa people, wherever they live, whatever they do, have at least one trait in common. They all have the habit of reading their daily papers **every day.**

These 28 leading Iowa daily newspapers offer the ideal way to tell your story to Iowa people. Total circulation—571,151. Families in Iowa—550,000.

If you wish, you may deal with this group as with one publication.

Rates and full information upon request.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

CHILE FIRST COUNTRY TO PROVIDE PENSIONS FOR NEWSPAPERMEN

Law Passed at Request of Carlos Davila of La Nacion, Santiago, Sets Aside 2% of Race Track Profits—Newspaper Workers Also Contribute

By RAFAEL FUSONI

United Press Correspondent, Santiago, Chile

CHILE is the first country in the world which through the energy of its newspaper directors has obtained for the newspaper workers, including editors, reporters and printers, the benefit of pensions given by the state after a certain number of years of work.

The law which is the same as that for the employes of the public administration, defines newspapermen as those who belong to an enterprise having a printing shop which regularly issues some paper or magazine. To come within the scope of this definition the enterprise must employ no less than ten men.

The money for the retirement, pension and life insurance is derived from the following payments made to the Bank of Pensions for Public Employes and newspapermen: 5 per cent deducted from the monthly salary of the employes, plus an equivalent sum paid by the enterprises; 10 per cent of the net profits of such newspaper enterprises; 50 per cent of the first month's salary of each new newspaperman; the first month's increase of any salary; the fines which the companies impose upon their personnel; and 2 per cent of the total amount of the profits made by race-track betting throughout the country.

Among other things, the law providing this benefit stipulates that newspapermen after 30 years of work are entitled to retire receiving a monthly pension equal to the average of their mensual salaries during the last two years of service. But in no case must this pension exceed 36,000 Chilean pesos per year.

The bank is authorized to buy property, build or repair houses for the employes coming under this law; it is also empowered to loan money on mortgages for the same purposes. A provision of the law makes possible the creation of a fire insurance department.

The part corresponding to the share of the newspapers in the Bank of Pensions, which is for the most part derived from the 2 per cent of the betting profits, amounts to 1,000,000 Chilean pesos or $120,000 dollars.

There is also a provision authorizing the Bank to make loans to the employes who have more than five years of service the maximum amount of the loan not exceeding 50 per cent of the year's salary. These loans must be vouched for by two other veteran employes. Provision is made for gratuitous medical service and a subsidy for the sick.

This law, creating these benefits, was passed principally as a result of the efforts of Sr. Carlos Davila, the director of *La Nación*, San and Sr. Manuel Novoa. It was the constant work of Sr. Dávila, who is the author of the law, that the strongest opposition to it was finally overcome, namely: the objection of the wealthy men interested in the race tracks.

Sr. Dávila had the law formulated and all ready to be signed when Sr. Alessandri came back from Italy some time ago and took charge again of the presidential duties; but he refused to sign any more decrees. Dávila endeavored to have it passed during the time of the revolutionary government, but Sr. Bello Codecido, who is the Chilean delegate to the League of Nations and who at that time was a member of the revolutionary junta, refused to sign it.

Later Dávila took up the matter with Alessandri who finally gave his signature.

The Bank of Pensions for Public Employes and Newspapermen is presently in full-swing and many of the employes have availed themselves of the advantages, building homes and effecting loans.

The loans thus far made have amounted to several million pesos.

The creation of this Bank, with the inclusion of the newspapermen, has met with the general approval of the public.

COAST PROMOTER INDICTED

E. G. Lewis and Associates Charged With Using Mails to Defraud

(*By Telegraph to* Editor & Publisher)

Los Angeles, Cal., July 29.—Edward G. Lewis, of Atascadero, promoter of several projects in Southern California during the last four years, notably the *California Illustrated Review*, together with three associates, was indicted yesterday by the federal grand jury on a charge of conspiracy to use the mails in a scheme to defraud.

The asserted officers and directors of his concern indicted with Lewis are Attorney Lewis Cohen, H. L. Kramer and William Ahrens. Bail was set at $5,000 each.

In the indictment nine counts refer to letters in which the defendants are alleged to have made false representations to prospective purchasers, while the tenth count charges conspiracy.

The indictment is based on the allegation that the defendants received about $850,000 from investors in the California Illustrated Review, one of Lewis' alleged promotions. Government officers allege that the operations of the quartet involve the sending of circulars through the mails soliciting "life memberships." These "life memberships," according to the government men, cost the buyer $10, and they assert that Lewis and his associates promised every subscriber interest in oil wells and almond groves that were never realized.

On January 5, 1925, creditors of Lewis filed an involuntary bankruptcy petition against him. He was adjudged bankrupt and filed a list of debts, declaring his liabilities were $23,000,000 with assets of about $5,000,000, consisting chiefly of 20,000 acres of Atascadero land and some oil wells. Evidence presented to the federal grand jury showed that the Illustrated Review was suspended in August, 1924.

Bankruptcy proceedings revealed that he had also been interested in the promotion of the *Atascadero News*, and eight other projects besides the California Illustrated Review.

NEW TIMES TYPE BOOK

Advertisers' Guide to Series Available in Composing Room

The third edition of the *New York Times* Type Book, just printed sets new standards for type books and is an important contribution to the Times's efforts for improvement of newspaper advertising typography.

The book is a guide to the 23 type faces in the Times composing room. The name of the type face, its size measured in points and the number by which the type is known are given. The book has been designed to aid in the selection of effective types for advertising and in estimating the amount of text which can be set in a given space.

In the specimen arrangements the smaller sizes of body type are shown in single column width, the larger sizes in two-column width. One decorative very useful feature is the reproduct of a number of small advertisements attractive typography on many of pages. The borders available in the co posing room are illustrated by a sam line two inches in length. Ornaments shown and indexed by number.

Special attention to the preparation the book was given by W. A. Penr superintendent of the Times compos room; Charles I. Willey, day foreman the composing room, and William Carswell, who set the type.

USES ARMY COMMUNICATION

Boston American Reporter Uses N Consolidated System

For the first time under the new c solidated communications now in eff in the United States Army, a *Bos American* reporter used the field co munication system to send a message his paper, July 23, from Camp Dev Ayer, Mass.

The message was sent by James Smith of the American staff, and made possible through the co-operat of Capt. Lawrence L. Layton, in cha of First Corps Area communications, army radio station at South Boston, Lt. William F. Johnson, in charge the message center at the camp.

Telephoned by Smith from a field t phone to the message center, the mess was relayed from there to the field ra station, camp radio station, to the Ar Base, South Boston, and telephoned fr the latter place to the editorial roo of the American.

ONE more prominent publisher accepts our complete checking Proof Service—

PORTLAND MAINE PUBLISHING COMPANY

Evening Express Sunday Telegram

Press Herald

PORTLAND, MAINE

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St. CHICAGO — 79 Madison Ave. NEW YORK

"Circulation" may be newspapers sold to individual readers or sold to families.

In Brooklyn the 80,000 circulation of the "Standard Union" means 80,000 homes.

This has been the "family paper" for generations.

R. J. R. Thursman
President

LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPER

A gain of 55,926 lines of local advertising

IN June, 1926, The Baltimore News carried 55,926 more lines of local advertising than in June 1925. This gain is doubly gratifying because it signifies a definite trend in local advertising favorable to the News. That favorable trend is the result of steady, consistent gain in circulation as indicated in the following figures:

In the six months' period ending with April the News showed a GAIN of 13,322 daily net paid over the preceding six months.

The average daily net paid for the three months of April, May and June, 1926, show a GAIN of 17,945 over the same period in 1925.

The June average daily net paid for 1926 was 118,618,—a GAIN of 17,869 over June, 1925.

At the same time The Sunday American for June showed a GAIN of 23,000 in circulation and 42,936 lines of local advertising.

The Daily Baltimore American in June showed a GAIN of 117,457 lines of local advertising.

These important gains,—steady, consistent, continuous, bear out the point we have been emphasizing:

YOU CAN'T COVER HALF OF BALTIMORE UNLESS YOU ADVERTISE IN THE BALTIMORE NEWS!

You can buy The Baltimore News alone, or you can buy it in combination with the Sunday or daily American or both.

THE BALTIMORE NEWS

THE BALTIMORE AMERICAN
THE SUNDAY AMERICAN

National Representatives

In the East
W. G. HOBSON
2 Columbus Circle, New York

In the West
F. E. CRAWFORD
913 Hearst Bldg., Chicago, Ill.

Both under direction of J. C. Dayton, Publisher, New York Evening Journal

ADVERTISING TODAY

Advertising Must Assume New and Heavier Responsibilities in the Re-organization of Production and Distribution

By EDWARD A. FILENE

(Written for Advertising World of London and EDITOR & PUBLISHER*)*

SPEAKING recently by request before an organization of business men, I made the statement that the big successes in business in the next ten or twenty years will be made by the big advertisers who put brain and the will to serve the public into advertising.

I have been asked to elaborate that thought and I am glad to do so.

Advertising at its best is a social service and must assume new and heavier responsibilities in the reorganization of production and distribution, which is necessary if we are to maintain our national prosperity and effectively solve the basic social and economic problems that confront us.

The coming conflict for foreign markets, attendant upon the economic recovery of Europe, will place our domestic business under great pressure. American business prosperity depends to a large extent on the ability of the country to export its surplus. We shall face a serious crisis in the inevitable world competition for markets, and must reorganize our production and distribution methods to meet this situation.

The most efficient system of production and distribution is that of mass production and mass distribution. Probably the best known instance of mass production is the Ford automobile. Mr. Ford has produced an article of general need at a lower price than it has ever before been produced—so low, in fact, that when exported it competes against home production in countries where workmen are employed on a far lower wage scale. He has thereby increased the efficiency with which the work on farms and in cities is performed. He has widened the orbit of average people by giving them "new legs." And he has, at the same time—and solely through his service to the public—made, as a producer, one of the largest fortunes in the history of the world.

Not only from Mr. Ford's experience, but from the unmistakable impetus of the times, it is apparent that mass production is the second stage of the great capitalistic era in which we live.

What we need to note is that mass production is inevitably dependent upon MASS SELLING, which in turn necessitates great masses of consumers who can buy—that is, who can earn wages and salaries that will enable them to consume the output of mass production methods. Mass production is impossible without high wages, which increase purchasing power.

The introduction of mass methods will greatly increase the buying power of the people because of two factors which have not actively dominated production until now. The first is that it is profitable to pay higher wages because of the difference, under mass production, between a high wage and a low wage is hardly measurable in the average sale price. The second is that even the stationary wage is actually increased if its buying power is increased.

If the necessities of life in this country and in Europe are produced as the Ford automobile is produced, the buying power of the masses will be immensely increased and will make possible the successful combating of all those so-called panaceas of radical and revolutionary changes which are being offered as the only solution for the very desperate conditions in Europe—and will be offered in this country if conditions are allowed to get to the point where our people find increasing difficulty in keeping up not only to the standard of the past, but to the new standard that has been created since the war, which includes many of the things we thought were a luxury for the masses.

It is apparent, I think, from what precedes, that mass production and mass distribution will be better prepared to meet the super-competition than production and distribution not on mass lines.

National advertising has performed a real service in the development of mass methods in production and distribution. It is plain that mass production is dependent on mass selling, and it will be an important service of national advertising to educate the public to this vital principle.

Big advertising depends on mass distribution. The units of distribution must be large enough to afford advertising. This means not only large units, but also chains of smaller units. As businesses are aggregated, they can and must advertise on a large scale. The big advertising of chain bakeries and groceries could not be afforded by a single unit.

But national advertising now needs to take the necessary step forward and apply the basic principles more completely. Nationally advertised products produced under mass production can obtain markets incomparably greater than at present, provided they apply the further principle of mass production, namely, the production of articles that are not only desirable, but that will sell at the lowest price. Mass production will sell standardized articles in enormous quantities if quality and prices are right, but in order to sell in enormous quantities, quality and price MUST both be right, so that the article can compete on equal grounds with other similar articles on the market.

If nationally advertised articles adopt these principles—and use creative thinking, that is, of the Ford kind—they will meet and beat competition by offering a better article at a lower price than ordinary competition can supply. They will also establish a basis where price maintenance is unnecessary. Cutting prices will be a self-defeating measure for any retailer that tries it, because the public will know that the regular price gives only the smallest legitimate profit, and a lower price must be made up by an illegitimate profit on other goods.

I am one of those who believe that big advertising is a social gain. I think it is one of the forces that is bringing about changes in production and distribution which are most advantageous to the progress of our country. I believe that the man who can see this, and who advertises largely, will be the man who will be most successful, not only in the direct results of advertising, but by forcing the pace to keep up the standards which they are obliged to set in advertising.

We have, of course, all heard the claim that advertising is an economic waste; but claims of this kind result from superficial thinking or a study of isolated advertising failures. With the growing consciousness of the close relation of our commerce to our political and social life, advertising will be given the opportunity of explaining many things, and there is no doubt that a continually increasing volume of advertising will be necessary for many years to come.

In my opinion, the signs indicate that advertising will be made to appeal more to reason and less to the emotions. As the new order develops, I think that our large industries will not be satisfied with chance or luck in their advertising campaigns and that more scientific methods will be demanded to eliminate, as far as possible, any advertising waste and loss. In other words, advertising will be used with the idea of furthering the cause of business AS A SERVICE.

At its best it will tell the weaknesses as well as the strength of business systems, it will be one of the principal mediums for the broadcasting of facts, and it will not only describe goods for the purpose of selling them, but will also describe advanced methods and processes for the purpose of proving to the public that they are the best because of the better qualities and lower prices they brin about.

This kind of advertising is an aid t the consumer in buying advantageousl In my opinion, supported by all my r search and study, the big rewards of th future will go to the big advertisers wh back up their up-to-date scientific mas production with that kind of advertisin

This may sound theoretical, but m experience shows it to be entirely prac tical. If advertising will profitably se a bad article, or a good article, at to high a price, then it defeats its ow legitimate purpose and leads to failure.

If good, truthful advertising will n sell an article, then there is somethin the matter with the article, and th remedy lies not in changing the adve tising by exaggeration to make it se the goods, but in improving the mer chandise so that good advertising wi sell it in such large volume that th manufacturer will be able to pass alon to the consumer the many benefits o mass production.

Read EDITOR & PUBLISHER.—$4 a yea

NEWSPAPER

ENGINEERING AND CONSTRUCTION

PROBLEMS

Solved by specialist
eight years with
Boston Post

EDWIN S. PARKER
Structural Engineer

15 Exchange Street
Boston

Am. Soc. C. E. Boston Soc. C. E.

THE MEMPHIS COMMERCIAL APPEAL

has the largest circulation of any Southern newspaper. It prints more general advertising than any other Southern newspaper. It has the circulation because it gives special attention to its territory and the needs of the people in its territory. It has the largest general advertising because the purchasing power of the people in its territory is greater than that of the people in any other Southern territory. Its territory products are long-staple cotton, hardwood lumber, cotton oil products, rice, tobacco, corn, wheat, strawberries, tomatoes, poultry, coal, iron ore, bauxite. Not predated, and no "bull dog" editions. Cheapest rates per thousand circulation of any paper in the South.

Ludlow--
the Profit Maker

NO matter how otherwise completely equipped your composing-room may be, you'll find the Ludlow System indispensable for producing run-of-the-hook display composition for quality advertisements that print up clear and sharp.

Without let-up the Ludlow clicks out bright, new type in countless strong sluglines that withstand the dry mat process.

With equal ease and speed the Ludlow produces unbreakable free-flowing italics, or bold, heavy display lines. It supplies standard-width faces as readily as it does condensed or extended—in a wide variety of distinctive faces ranging from six to sixty point.



Investigate the Ludlow. Learn how it will prove a profitable investment in *your* plant, by doing faster, better and cleaner work, with less effort and at less cost.

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago, Illinois

San Francisco: Hearst Bldg., 5 Third St.
Atlanta: Palmer Bldg., 41 Marietta St.
Boston: Cummings Bldg., 261 Franklin St.
New York: World Bldg., 63 Park Row

LUDLOW QUALITY COMPOSITION

Rotogravure
in THE KANSAS CITY STAR

BEGINNING in its Sunday issue of September 5, The Kansas City Star will publish a rotogravure section.

This announcement opens to advertisers for the first time the opportunity of covering Kansas City with roto. In addition, it provides an outside circulation of more than 135,000 copies in a district which is basking in the prosperity of the second largest wheat crop in its history.

The *total* circulation of The Sunday Kansas City Star is 282,631—A. B. C. six-month average for the period ending March 31.

The Quality of The Kansas City Star's rotogravure section in both printing and subject matter will be in keeping with The Star's reputation of producing the best. An immediate and considerable increase in circulation is expected.

Advertisers are urged to make reservations now for the fall and winter season.

Mechanical Requirements and Rates

The roto page will be 7 columns wide by 280 lines deep—1,960 lines to the page. Type page will be 15 inches wide by 20 inches deep. Width of column 2⅛ inches.

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THE KANSAS CITY STAR

EVENING	MORNING	SUNDAY	WEEKLY STAR
250,597	247,404	282,631	397,201

One of These Days—

YOU hope to abandon your flat-bed press; equip your plant for speedier and more economical production; install a modern rotary press.

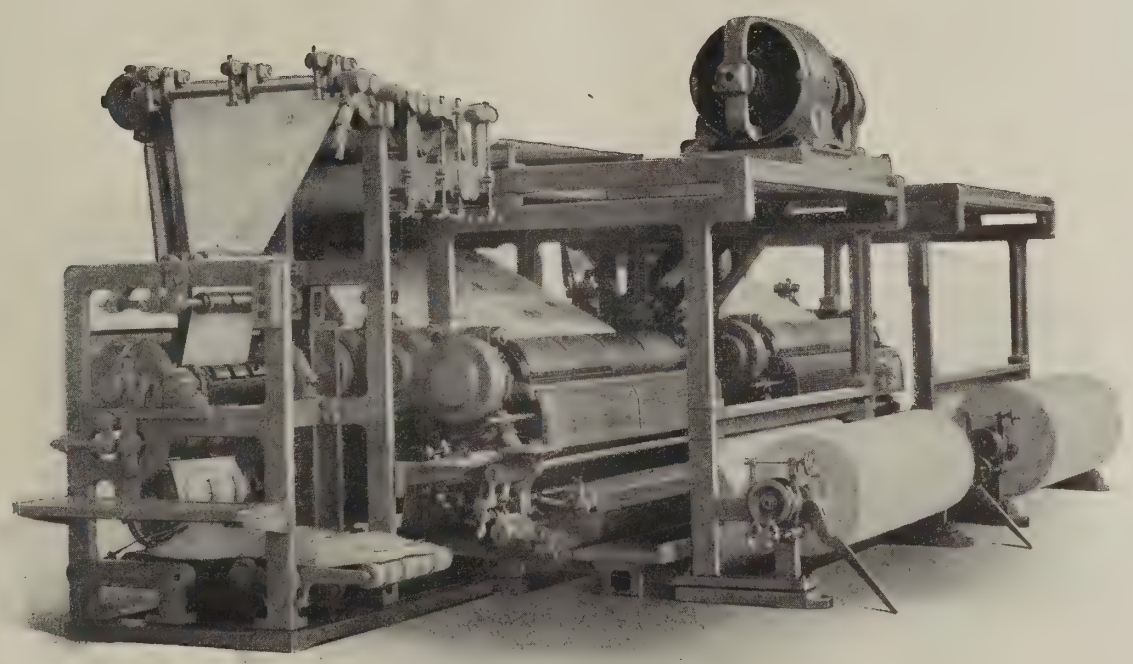
Perhaps *that* day has seemed a long way off for a long time. But is it? Have you very much longer to wait?

The Wood BEE-LINE Press enables the smaller-city daily publisher to modernize his plant much sooner than he ever expected.

That day may be *today!*

WOOD NEWSPAPER MACHINERY CORPO

501 Fifth Avenue, New York



The BEE-LINE Press

is the simplest and swiftest small-city newspaper printing press in the world—printing at the same speed and as handsomely as the larger metropolitan daily presses.

It is easy to operate, easy to adjust and easy to install. From a single location, the pressman may view every operation of printing, folding and delivery.

It meets every requirement of the smaller-city daily publisher—being made in three standard units providing any multiple from 4 to 32 pages with two additional units (16-page and 20-page) to economically care for future requirements.

The BEE-LINE Press relieves the publisher of the many limitations of flat-bed printing earlier than any other existing press.

EDITORIAL

PRESS CLUB BUILDING

WHEN the National Press Club at Washington entered into the promotion of a huge office, theater and club building in the center of the National Capital it invested, as everyone understood, not coin of the realm but credit. The high character of the club, upon which financiers have been trading, is based upon the newspapers which maintain these responsible legislative correspondents.

It has seemed to EDITOR & PUBLISHER that the Washington correspondents were serving a very natural desire when they moved to establish their club in fine quarters under economical conditions, and we have had faith that they would carefully weigh all ethical considerations and attain a legitimate purpose without giving cause for criticism. That there were opportunities for very bad mistakes by the club in this large venture has been obvious from the first, and there are members of the corps who have regretted the building enterprise, preferring to have the club stand on its own bottom, however humble it might be. That is a legitimate view, but no one has cared to press it, and it would be poor sport to indulge it now when enterprising and fully confident members have carried the project through to a tangible realization.

As a member and devoted friend of this club for years we must confess to some palpitation of the heart when the news was published that the building restrictions of the District of Columbia were abrogated by a special act of Congress enabling the club and the building promoters to raise the structure from 11 to 14 stories. Our old newspaper suspicion was instantly aroused—"we-boy" wire-pulling on the hill and at the White House! Could it be? Would the "fellows" be so unwise in their zeal? Had anything been "put over"? We confess to these reactions.

Detroit News, in an editorial published July 23, under the caption "Impudence Extraordinary," denounced the passage of special legislation to increase the height of the building as "special privilege" and charged "wire-pulling" and asserted that American journalism would repudiate the suggestion that the press was honored by Congress when it permitted the National Press Club to "impair a lovely and symbolic city." The News took the proposition down the line in unmistakable language.

During the week we have made some inquiries which relieve our minds and perhaps will make the News breathe more easily. It appears that various and sundry civic associations in the District of Columbia approve of the higher building for the very reasons that the News is objecting. These associations, we are informed, include such competent bodies as the Fine Arts Commission, the Zoning Commission, the Commissioners of the District of Columbia and the Senate and House district committees.

The consensus among them was that to permit the Club building to approximate the present height of the adjacent Munsey and Willard buildings would conserve, not destroy, the symmetry and beauty of the skyline and therefore would more nearly confirm the intent of the height law.

That seems reasonable, and if so, and there was "wire-pulling," it must now be conceded to have been in a good cause.

Then there is the man who knows about everything, but knows nothing.

GREAT GENIUS HONORED

EVERYONE who has studied a landscape through a fly-screen has "invented" the half-tone, but the man who first applied the principle to printing is Frederick E. Ives, of Philadelphia. The Clubs of Printing House Craftsmen this week honored him by presenting a medal, the 21st that he has received for a long list of inventions. Mr. Ives is now 70 years of age. In 1879, while doing some photographic work at Cornell University, he developed his first ideas concerning the half-tone plate. He perfected the process, which is now in universal use, in 1886. He has the further great distinction of having made the first color process plates, by means of which objects are reproduced in natural colors. He also patented the intaglio printing process. This great genius has mirrored the world to itself.



He that is first in his own cause seemeth just; but his neighbor cometh and searcheth him.—Proverbs, XVIII; 16, 17.

CONTROVERSY A RIGHT

IN his remarkable birthday speech Bernard Shaw defined free speech as "the right of speaking controversially." He pointed out that controversy is the basis of all parliamentary government. The English government's refusal to permit radio broadcasting of the playwright's address unless he should agree not to speak controversially he regarded as an insult and a piece of stupidity. Shaw told his audience that governments could not shut off the supply of ideas, and next day the newspaper press gave his speech a hundred times as much circulation as the radio would have permitted. His radical remarks took a leading position on first pages in America and we dare say the speech was the most thoroughly read news item of the day in Europe and perhaps in places as distant as Japan.

Probably only a fractional minority of those who read Shaw's remarks agreed with his views. But every normal person was glad to give a hearing to a witty, intelligent and crystal-clear speaker. It was a contact fit to sharpen any mind. Free speech is an inherent right. All speech is valueless unless people say what they think.

An old-fashioned advertising man is one who bases his talk on the fact that the rival paper has no merit.

A TRANSPARENT FALSEHOOD

SHIFTING his cigar to the other side of his mouth the typical Pullman car orator confidently tells you that the Volstead Act put hard liquor on the hips of the college boys of the nation, that prohibition has debauched our youth and that the old corner saloon was to be preferred to present bootleg conditions.

The man who thus parades his sophistication may be sincere and absolutely convinced, but if you were suddenly to ask him where he got his information he would not be able to tell you, beyond citing some story that somebody told somebody or recalling some incident he had read.

Of course, the charge is not true and never has been true. It is a fake that should have been nailed long ago. The story has always been suspect since it runs counter to the experience of the average man. This writer, for instance, has dozens of young friends of college age, and not one is a flask drinker; indeed, the idea of trying to mix booze and study is much more repugnant to these lads than it was to our own school mates at a time when a boy could get a drink of whiskey over the bar from a conscienceless dive-keeper for ten cents or a schooner of heavy beer for five.

Two hundred college and university heads have recently been questioned by *Literary Digest* and their almost unanimous testimony is that drinking in the colleges and among the younger generation has vastly decreased under prohibition. They prove that the student body of today is of a much higher moral and intellectual standard than any generation in the days of booze and beer. Their statements are based on statistics and indisputable facts.

Young American men and women have been cruelly libelled. For years the abuse has continued. Some newspapers have given color to it by the publication of isolated cases of college drinking coupled with the implication that the evil is general. But this false charge against youth has been mainly spread by irresponsible lips. We are delighted to see that the lie is at last being authoritatively refuted.

FALSE PUBLIC OPINION

FALSE public opinion is a high explosive. Witness the conduct of French street crowds toward American tourists. It is a spark which might easily cause a conflagration. The average Frenchman believes that the shrunken franc is due to the nation's foreign war obligation and therefore Uncle Sam is a Shylock. This flame is fanned by irresponsible politicians, partisan newspapers and ignorant gossip on both sides of the ocean.

France's real financial trouble is not external, but from within. Dr. Benjamin M. Anderson, Jr., economist of the Chase National Bank, of New York, points out that France's unbearable internal debt is 350,000,000,000 francs, whereas only 23,000,000,000 represents external debt. If all external debts were to be wiped clean France's internal debts would swamp her as they outbalance revenues from taxation and other sources. The American debt settlement, which is made the target for sore French sentiment, is a trifling matter compared with the general situation.

It is high time that the French people and the world at large learned the truth. France deserves sympathy and help in her difficult readjustment period and that requires popular understanding of the facts.

Philadelphia office department has borrowed from the press one of its most efficient tools, the camera; efficiency experts spy on lazy cops and photograph them as they lean against lamp-posts.

A DISMAL BUSINESS

A BUSINESS man in New York is called to his telephone by a strange inquiry. A voice says: "This is the office of the Mumbely Soandso the city editor speaking. One of our reporters has just turned in a story concerning you and your company and we want to know if the facts are correctly stated. May I read the item to you?"

Curiosity answers "yes" and the strange voice proceeds to unfold some flattering, puffing references to the man and his concern, probably based on some bare fact found in the news columns of the New York dailies.

If the business man has a sweet tooth for flattery and shows a disposition to bite the strange voice tells him that "our syndicate (or newspaper) will be glad to print this article and of course there is absolutely no cost to you."

Well, well, this is very nice indeed, the vain gentleman concedes, and inquires where he may procure a copy of the article in print. This inquiry is the trigger that sets off the real business of the occasion. Mr. Butterandeggs is told it is impossible to get a copy of "our publication" on the newstands, but the retail price is only 15 cents per copy. "How would you like to have us send you 500 copies which you may pass around to your friends or use in your business?" The bargain is made and in a few days a publication printed on news-print in the image of a legitimate tabloid newspaper is delivered to old Vainglory, with a bill. If the gentleman should balk at 15 cents a copy he is told he may buy "reprints" for a smaller sum, which of course represents merely a little printing job.

This puffing business is almost as old as the "Old Army Game," but in varied form it still makes a living for at least half a dozen old-timers in New York. The representations the sharp-witted telephone solicitors make are often extremely doubtful. Their mumbling about their "magazines" or "syndicates" means much or nothing, according to the perceptions of the vanity "sucker."

But think of this scheme as a business! Could anything be so drab, futile, hateful, soul-corroding? Pity the poor old puffer as he fishes on the telephone for the sale of a write-up sheet, using newspaper patter and mumbling as bait, and delivering a sugary pill which must nauseate any normal person.

Great work! Witness how, during the past two weeks, good newspaper men have been doing the work that poor Don Mellett left unfinished at Canton. It is rough medicine for that city, but needed, and it will cure the ailment.

PERSONAL

NUS H. K. CURTIS, Philadelphia nd New York publisher, was host to ficers of the Boston Yacht Club last at Camden, Me., aboard his yacht ronia which is now making its annual of the Atlantic coast.

Ahur H. Sulzberger, vice-president e *New York Times,* sailed Saturday vacation abroad.

den Reid, editor of the *New York ld Tribune,* and Mrs. Ogden Reid, tising manager, have gone to their ier camp "Wild Air" at Upper St. , N. Y., for the month of August.

orge M. Blair, publisher of the na (Cal.) *Independent,* is ill in the klin Hospital, San Francisco.

P. Hasbrook, publisher of the *Rich Times-Dispatch,* spent several days ew York this week.

W. Milby, publisher of the *Mason* (Ill.) *Banner Times,* left last week his first vacation in 30 years, and to spend a year at Tampa, Fla.

L. Spencer, former dean of the ol of Journalism at the University ashington, was one of the principal cers at the recent opening of work e Kittitas high line irrigation canal

niel W. Hoegg, Jr., managing editor e *Portland* (Me.) *Evening Express,* week received a radio message from mander Donald A. MacMillan, noted ic explorer in charge of the Mac-ian-Field Museum expedition off the t of Greenland. The message, which "All well and happy," was relayed Mr. Hoegg through M. L. MacAdam, Wollaston, Mass., who has an amateur station.

illiam Weeks, editor of the *Norfork* b.) *Press,* was struck by an automo- while visiting San Francisco with the ional Editorial Association delega- . His injuries were not serious.

mius P. Fishburne, editor of the noke (Va.) *World-News,* has been pointed a member of the State Conser-on and Development Commission, h held its first session at Richmond ntly.

. J. Ingals, editor of the *Corvallis* e.) *Gazette-Times,* who is also post-ter of Corvallis, has been in Wash-on endeavoring to obtain a new post-e for his home city.

Major Frank Knox, publisher of the *Manchester* (N. H.) *Union and Leader,* filed papers as candidate for dele- to the Republican state convention.

Charles A. Thornbrugh, owner and lor of the *Alexandria* (Neb.) *Argus* returned to his desk after a month hospital.

John Redmond, editor and publisher of *Burlington* (Kan.) *Daily Republican,* touring the northwest with Mrs. Red-nd and family.

John Golobie, editor of the *Guthrie* kla.) *State Register,* who was op-ted on recently, is recovering slowly.

IN THE BUSINESS OFFICE

NORMAN R. HOOVER, circulation director of the *New York World* is finding a two week's vacation on a tor tour.

Eugene Pugh business manager of the *Newport News* (Va.) *Times-Herald,* was in New York the past week on a business .

S. N. Harrison, business manager of the *Longview* (Wash.) *Daily News,* un-went an operation for appendicitis ently.

Maurice Bartlesbaugh, journalism stu-nt at Fairmount College, Wichita, is new member of the *Wichita Beacon* ertising staff.

John H. Goetz, classified advertising nager of the *Schenectady* (N. Y.) *zette,* has resigned to join the advertis-staff of the *Watertown* (N. Y.) *Standard.* Mr. Goetz also served on the Gazette as assistant advertising manager, manager of the promotion department and display advertising manager.

Donald F. Grey, business manager of the *Quincy* (Mass.) *Patriot Ledger,* is spending a two weeks' vacation at his home in Portland, Me.

George S. Smith, business manager of the *Fresno* (Cal.) *Bee,* is visiting in Long Beach with Mrs. Smith.

R. Frank Nason has joined the classified advertising staff of the *Quincy* (Mass.) *Patriot Ledger.*

L. H. Shields, business manager of the *West Chester* (Pa.) *Local News,* was in New York the past week on his way home from a motor trip in the north.

Ellis Van Camp, a graduate of the journalism department, University of Kansas, has joined the advertising staff of the *Wichita Beacon.*

IN THE EDITORIAL ROOMS

MURRAY POWERS has been made managing editor of the *Marion* (O.) *Star* succeeding Harry B. Kerr, who has returned to his old position with the *Akron Beacon-Journal.*

Harold Goff, managing editor of the *Salt Lake City Deseret News,* accompanied the Mormon Tabernacle choir of 200 members on a ten-day tour of California cities, which began July 22.

Capt. Frank H. Challis, veteran Manchester, N. H., newspaperman, has filed papers as a candidate for re-election as representative to the state legislature.

Joseph Shaplen is covering the Institute of Politics convention at Williamstown, Mass., for the *New York Herald Tribune.*

Paul G. Wapato, a full blooded Indian, was added to the staff of the *Spokane* (Wash.) *Chronicle* for a week. His assignment was to cover the news of the second national Indian congress held recently. Wapato is regularly on the *Wenatchee Daily World* editorial staff.

Geoffrey Parsons, chief editorial writer, *New York Herald Tribune,* who has been cruising along the coast of Maine with his family, will return to New York Aug. 1.

Ray A. Hoyt, city editor of the *Columbus* (O.) *Dispatch,* has just taken a trip from southwestern to northeastern Ohio following the trail of the Morgan raiders during the Civil War. He wrote an interesting series for the Dispatch.

William B. Timlin, art editor of the *Milwaukee Journal,* is represented in the present Journal art exhibit by four portrait studies.

Edward F. Darrell, of the *New York Herald Tribune* staff, has returned from a vacation in Canada.

Leigh R. Hawley, former managing editor of the *Middletown* (N. Y.) *Herald,* and now on the *New York Evening Post* staff, underwent an operation this week at a New York hospital.

Allan Eckman, a Chester, Pa., welfare worker, formerly of the staff of the *Philadelphia Public Ledger,* was seriously injured in an automobile accident July 23. He is in the Media Hospital with internal injuries.

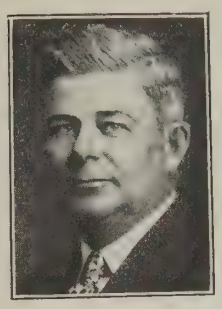
Warre B. Wells of the *New York Herald Tribune's* London bureau, who is on vacation in this country, visited Carter Field at his home in Washington last week. Mr. Field, who is in charge of the Herald Tribune's Washington bureau is convalescing from a serious operation.

James P. Bickett, associate managing editor of the *Chicago American,* visited Zion National Park during his vacation in July. Mr. Bickett called on newspaper men in Salt Lake City and Ogden, on his return trip.

(*Continued on page* 28)

FOLKS WORTH KNOWING

E. F. TUCKER, new managing director of the Iowa Press Association, recently chosen to succeed G. L. Caswell resigned, is a printer born.



E. F. Tucker

Beginning in the printing business in his early teens, he has stuck to the trade through many years of lean picking. For nearly 40 years he has lived at Denison, Ia., spending most of that time working for one paper, the *Denison Review.* For the Review, he has been roller boy, cub reporter, compositor, job man, advertising solicitor, foreman, farm news editor, assistant editor and finally general manager.

Mr. Tucker, in work among the farmers, developed tact and judgment, and made many friends. Never a farmer or stockman himself, he studied livestock and became a good judge of pure-bred animals. He was "sent for" and welcomed in his entire community.

He became county chairman for his political party, as well as councilman in his town. For the Chamber of Commerce he did excellent work, and became its president. He was also leader in the local Kiwanis club.

As managing director of the Iowa Press association he makes his headquarters at Ames, Ia.

" . . . . now that we have started with you again we hope to stay with Central Press permanently."

Thanks to E. W. Freeman, The Pine Bluff Commercial.

The significant words are

again and permanently

Seventeenth year — Now over 400 clients

with

Norman E. Brown, Jess Cargill, Mrs. Mary Morton, Charles Hanson Towne, Jack Sords, Mme. Lisbeth, Mrs. Florence Smith Vincent—"an all-star cast."

And the World's Greatest Picture Page.

Have you seen recent proofs?

The Central Press Association

V. V. McNitt, President — Central Press Bldg., Cleveland — H. A. McNitt, Editor and Manager

Call For Miss Ella Cinders!

Call For Miss Ella Cinders!

THE ELLA CINDERS SUNDAY PAGE

September 19 And Thereafter

Each page complete in itself, but each carrying the story on to the next week. The page is adroitly hooked up with the strip, but they may profitably be run independently. If your territory is open, however, taking both page and strip is advisable.

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager — *Earl J. Hadley*, Associate

150 Nassau St. New York City

(*Continued from page 27*)

Marc Wilkinson, formerly of the *Toronto* (O.) *Tribune* and recently of the *North Baltimore* (O.) *Beacon Journal* has returned to the Tribune.

Walter King of the *Salt Lake Telegram* city staff has resigned to go to Pasadena, Cal.

Daniel M. McDade recently joined the staff of the *Portland Oregon Journal* and will have charge of the Journal Juniors, an organization of 18,000 boys and girls between the ages of eight and 14.

MARRIED

EDWIN C. BURNARD of the *Portland* (Me.) *Press-Herald* news staff, to Miss Mary Avery, also of the news staff, July 24.

Walter Hoots, formerly of the circulation staff, Quincy, Ill., *Whig-Journal*, now promotion manager for the *Baltimore News*, to Miss Lucile Pottle, Quincy, Ill., at St. Mark's Methodist church, Baltimore, July 24. They will reside in Catonsville, a Baltimore suburb.

H. Lee Watson, sports editor, *Decatur* (Ill.) *Herald* to Miss Helen Aleta Duncan, of Decatur, July 19 in Joliet.

C. D. Graves of the advertising department, *Springfield Illinois State Register*, to Miss Clara Bell Sauerwein, owner of the Progressive Advertising Agency, Springfield, recently.

Joseph E. Berger, editor of the *Overbrook* (Kan.) *Citizen*, to Miss Iola Black, of Topeka, recently.

PRESS ASSOCIATION NOTES

RICHARD C. WILSON, manager of the Lincoln, Neb., bureau of the United Press, and Mrs. Wilson are parents of a daughter, Madelaine. Mrs. Wilson was formerly society editor of the *Oklahoma City News*.

Stanley Day, formerly with the *Winnipeg Tribune* and the *Montreal Star*, has joined the Detroit staff of the Kent Press Service as assistant correspondent. Day will be in charge of the Canadian service from the Detroit bureau.

Joseph L. Jones, foreign editor of the United Press who has been abroad in the interests of the service since last November returned to New York headquarters this week.

Albert Zalamea and H. R. Eakins of the foreign department of the United Press, New York, are on vacation.

NEW PLANTS AND EQUIPMENT

OCEAN CITY (N. J.) *Sentinel-Ledger* recently completed installation of a Goss Comet Flat Bed press.

Los Angeles Shopping Guide Publishing Company, publishers of the *Los Angeles Shopping News* has purchased a Hoe Linear Quadruple press.

Uniontown (Pa.) *Daily News-Standard* has installed a Model 14 linotype.

Carpenteria (Cal.) *Herald*, of which Arthur M. Clark is publisher, is erecting a new building.

Cincinnati Times-Star has just completed installation of three additional Straightline Sextuple Goss Presses.

Spokane (Wash.) *Press* has installed a 40-page Hoe quintuple press and increased its floor space in the press room by 2,000 square feet.

The fifth Goss high speed straightline octuple press is being installed in the *Denver Post's* pressroom and will be ready for service Aug. 1. This gives the Post pressroom a maximum capacity of 360,000 papers an hour.

CHANGES OF OWNERSHIP

J. COSS, formerly of Denver, has purchased the *Anaheim* (Cal.) *Press*.

George B. Morgridge and Joseph R. Eastwood have taken over the *Sierra Madre* (Cal.) *News*. The new owners expect to erect a new modern building.

Ephrata (Pa.) *Reporter*, weekly, owned and published by W. K. Fishburn for the past 29 years, has been sold to M. A. Beam of Johnstown, Pa., who will take possession Aug. 2. The paper was founded in 1896 by Mr. Fishburn and John W. Von Neida. Later Mr. Fishburn assumed sole ownership.

John Harris recently bought control of the *Loogootee* (Ind.) *Weekly Tribune*.

La Jolla (Cal.) *Journal* has been sold by the Coronado Publishing Company to Will J. Shaw, who has managed the paper for some time.

D. W. Banzett has purchased the *Britton* (Okla.) *Post* from W. Hale, editor and publisher.

W. F. Turrentine, Jr., former newspaper man, has purchased the *Delphos* (Kan.) *Republican* from Harry Fleener.

J. K. and M. J. Little recently took charge of the *Francis* (Okla.) *Herald*.

C. F. Christian of Defiance, O.; has purchased an interest in the *Geauga County Republican*, Chardon, O., and will become editor and advertising manager.

WITH THE SPECIALS

DEVINE MACQUOID COMPANY, INC., New York, Pittsburgh, Chicago, has been appointed national advertising representative of the following publications: *Southern Poultry Journal*, Montgomery, Ala.; *West Virginia Review*, Charleston, W. Va.; *Daily Tribune*, Chillicothe, Mo., and the *Morning News*, Coffeyville, Kan.

Hamilton-Delisser, Inc., special representatives, New York, have been appointed to represent the *Sunbury* (Pa.) *Item* effective Aug. 1.

D. J. Randell & Co., newspaper representatives, New York, have been appointed to represent the *Yakima* (Wash.) *Morning Herald, Daily Republic* and *Sunday Herald* effective Aug. 12, for the New York and Eastern territory.

ON THE MECHANICAL SIDE

DON. PRIESTLEY, foreman of the *Salt Lake City Deseret News* composing room, and associated with that newspaper for 20 years has resigned. He has been succeeded by J. H. Harrow, machinist foreman.

SPECIAL EDITIONS

CARTHAGE (N. Y.) Republican-Tribune, 28-page Exposition week edition, July 22.

Regina (Sask.) *Morning Leader*, 60-page Saskatchewan Coming of Age number, July 15.

Boston Transcript, 64-page New Brunswick number, July 24.

Texarkana (Ark.) *Gazette*, 112-page Selling Texarkana Edition, in seven sections, July 15.

Astoria (Ore.) *Morning Astorian*, Astoria Founders Edition, with eight-page rotogravure section, July 22.

ASSOCIATIONS

FRED W. KENNEDY, field secretary of the WASHINGTON STATE PRESS ASSOCIATION returned July 21, from his annual tour of the state.

Thirteenth annual convention of the UNITED AMATEUR PRESS ASSOCIATION of America was held in Seattle July 23, 24 and 25.

Rotary and Kiwanis clubs of Pulaski will co-operate in the special entertainment feature for the VIRGINIA PRESS ASSOCIATION, when it meets at Pulaski, Va., Aug. 12 to 14. These diversions will be aside from the regular program arranged by the officials of the association.

Central Coast Counties unit of the SOUTHERN CALIFORNIA EDITORIAL ASSOCIATION has been formed with Fred Weybret of the *Salinas Daily Index*, as chairman and member of the executive committee of the association. Steps have been taken to establish a uniform legal rate for the three counties represented in this group. These organizations, together with the recently formed unit in the lower San Joaquin Valley completes the membership covered by the constitution of the association, with a total of 145 leading newspapers.

STOCKHOLDERS TO BUY LAST VANDERBILT TAB

Declare They Will Buy Los Angeles News at Receiver's Sale in Few Days—Brodix Named Federal Receiver

(*By Telegraph to* EDITOR & PUBLISHER)

LOS ANGELES, CAL., July 29.—Late last week Corporation Commissioner Daugherty granted permission to the Daily News Corporation of Nevada to sell $250,000 of its capital stock of $500,000, marking the first step towards refinancing the *Los Angeles Illustrated Daily News*, only remaining Vanderbilt tabloid.

Officials of the new corporation have announced that they will purchase the newspaper at a receiver's sale within a few days. Commissioner Daugherty issued the permit to sell stock conditional on the payment of local debts aggregating about $90,000. The use of the stock issue for the purchase of the Illustrated Daily News; the compliance of the charter and by-laws of the corporation with the California civil code; that the books of the new corporation be kept open at all times to stockholders and that stock be issued only to stockholders of Vanderbilt Newspapers, Inc.

Yesterday Federal Judge McCormick appointed John H. Brodix as the receiver for the Vanderbilt Newspapers, Inc. Meredith P. Snyder, who was appointed receiver for the Illustrated Daily News Corporation some months ago by a superior court judge, has announced that Brodix's appointment would not alter Snyder's control of the local Vanderbilt paper.

The federal receivership was the culmination of a petition filed by O. M. Souden, who asserted that the total assets of the Vanderbilt papers would not exceed $250,000. He further stated that the liabilities of the corporation exceeded $1,000,000.

In answering the petition the defendant corporation admitted all of the allegations in the complaint and joined in the prayer for a receiver.

Promissory notes to the sum of $90,000 past due, with interest amounting to $63,000, in favor of I. J. Kresel, of New York City, was asserted to be one of the liabilities of the corporation. Brodix, who has been appointed receiver by the Florida courts, was appointed in California for the purpose of giving him jurisdiction to adjust indebtedness between the Illustrated Daily News and the Vanderbilt Corporation.

FLASHES

A wealthy American is to attempt to swim the Channel this year. We understand that if he fails he will buy the thing and take it back home to practice on.—*Punch.*

In every election some man has the solid backing of all the righteous people who don't vote.—*Duluth Herald.*

According to a Princeton professor, one peanut contains enough energy to type 1,000 words. A handful would probably enable a peanut politician to make a three hour speech.—*Florence* (Ala.) *Herald.*

People aren't impressed by hell now. Nothing is impressive after you get used to it.—*New York Telegram.*

Obituary report says one man established his fortune by dressing chickens. That's one of the best ways to lose in these days.—*New York American.*

A traveler is authority for the statement that Americans play cards better than the English. London bridge must be falling down.—*Detroit News.*

Man wants but little here below, but he usually gets along on less.—*Little Rock Arkansas Gazette.*

LAREDO, TEXAS

"The Gateway to Mexico"

For 300 years *Laredo* slept, until she was awakened by the roar of the mighty oil gusher, which transformed the city from a sleepy Spanish village to a modern city almost over night. And now—

THE LAREDO DAILY TIMES, one of the oldest newspapers in Texas, has been acquired by the Hanway interests, publishers of the Casper Daily Tribune and the Casper Herald, the two leading newspapers of Wyoming, and—

A NEW AND MODERN PLANT is turning out one of the best small dailies in the entire State of Texas, with full *A. P. Leased Wire*, complete *State News Service*, colored comic section on Saturday, standard features, woman's page, complete sport section, daily auto department, etc.

THE TIMES IS SUPREME in the Rio Grande Valley, one of the richest spots in all Texas. *LAREDO* was shown on the industrial map of the United States Chamber of Commerce as one of the three white spots on the business map for June.

BUSINESS IS GOOD IN LAREDO, where two eight-story hotels have been recently completed, another in contemplation, miles of paved streets, two oil refineries, and the trade with Mexico combine to make business good the year around.

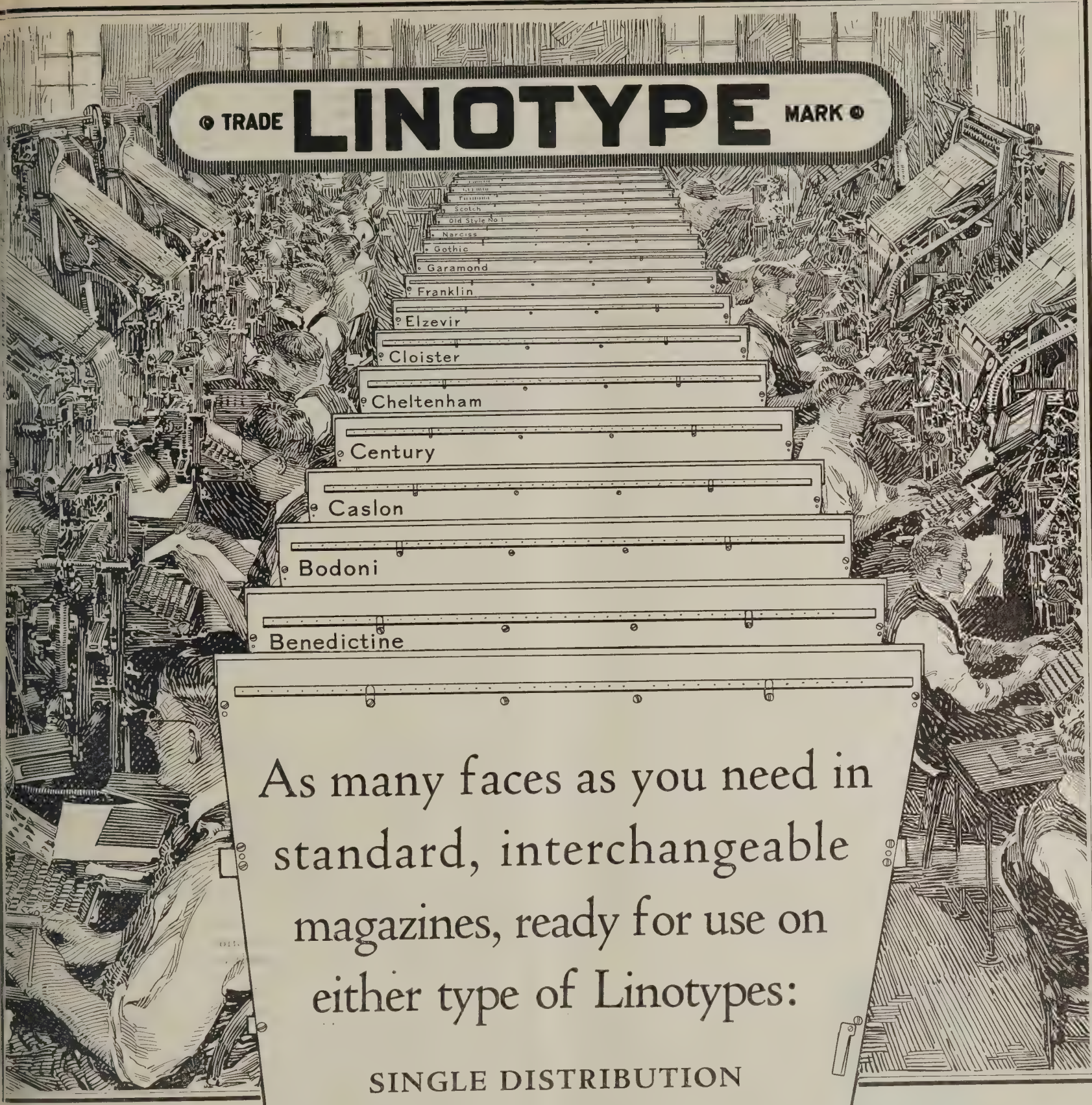
LAREDO DAILY TIMES

National Representatives

PRUDDEN, KING & PRUDDEN, Inc.

270 Madison Avenue, New York — Globe Building, Boston — Steger Building, Chicago

507 Montgomery St., San Francisco, California — Leary Building, Seattle, Washington — Chamber of Commerce Bldg., Los Angeles, California



As many faces as you need in standard, interchangeable magazines, ready for use on either type of Linotypes:

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CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

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WOMEN IN ADVERTISING AND JOURNALISM

Cecil Dorrian, Newark News, Returns from Europe—Mrs. Kuhn Joins New York Mirror—Philadelphia Ad Women Give Banquet to Mrs. Carothers

CECIL DORRIAN, European correspondent and editorial writer on foreign affairs for the *Newark Evening News*, returned from abroad last week, and is now on vacation.



CECIL DORRIAN

It was in 1914 that Miss Dorrian began contributing to the News. Prior to that she had been dramatic critic for the *New York Tribune*. She was abroad when war started, and the articles she wrote for the Newark paper gave her impressions of the different European countries engaged in the conflict.

About a year and a half later she became a regular member of the staff. During the war she did remarkable work as war correspondent. She spent a week and a half at the front in the sector occupied by the 78th Regiment, telling the people back home about the achievements of the New Jersey boys.

"That was a job well done," was a compliment paid this week by John W. Maynard, her editor on the News.

Then, too, she made visits to the Italian and Belgian fronts, going up within the fighting zones. She was also among correspondents covering the Versailles Peace treaty. She was decorated by the French government.

After the war she made a long trip to Warsaw and down across Europe to the Balkans and on to Constantinople, where she spent nine months. She established close relations with the foreign offices of Great Britain and France and with the Turks and made many friends among Continental celebrities, which made her a most valuable member of the News' staff. In 1922, she made a trip to Moscow and wrote on post-revolutionary conditions.

Miss Dorrian is author of a play called "The Age of Reason," produced at the Bandbox Theatre in New York in 1918.

Newspaper ink sticks to Clara Sharpe Hough whose romance of the Viking discovery of North America will be published in August by the Century Company. Since being graduated from the Columbia University School of Journalism Mrs. Hough has been in newspaper work. Stories from her typewriter were included in each of the two annuals of newspaper best stories selected by Joseph Anthony.



CLARA SHARPE HOUGH

Mrs. Hough married a fellow alumnus of the Columbia school, George A. Hough, Jr., formerly of the *New York World* staff and now news editor of the *New Bedford* (Mass.) *Standard*. Mr. Hough's brother and his brother's wife are also graduates of the Columbia School of Journalism.

The author of "Leif the Lucky" was born in Monterey, Mexico, and spoke Spanish before she knew English. Her father was a mining engineer whose wanderings took the family to Texas, Arizona, Indiana, and California. Mrs. Hough began to write when she was an undergraduate at Mills College, California.

Her interest in the Vikings was first aroused in her days on the Pacific coast and she brought her first notes on her novel with her when she came to New York in 1916.

Mrs. Irene Corbally Kuhn, widow of Bert L. Kuhn, who was United Press correspondent in Shanghai, has joined the staff of the *New York Daily Mirror*.

Mrs. Minna Carothers, president of the Federation of Women's Advertising Clubs of the World, was the guest of honor at a banquet of the Philadelphia Club of Advertising Women held recently at the Poor Richard Club, Philadelphia, Pa.

The following local officers were installed: Mrs. Ellen S. Patten, president; Florence M. Dart, vice president; Mary J. Denton, recording secretary; Clare V. Fey, corresponding secretary; Mrs. B. Ewing Kempff, treasurer.

Application for the two advertising scholarships at New York University offered as a memorial for two of their members, Miss Helen Louise Johnson, and Mrs. May S. Thayer, by the New York League of Advertising Women should be in the form of a letter on the subject "Why I Have Selected Advertising as My Chosen Work."

All letters are to be mailed to the Scholarship Committee, League of Advertising Women, 23 Park Avenue, New York City, before Aug. 15. Applicants should indicate in what capacity they are now engaged.

Young women now engaged in any capacity in advertising in Metropolitan New York are eligible for these two scholarships.

Oral examinations for candidates chosen by the committee will be held between Aug. 15 and Sept. 10. The two successful candidates will then be required to pass necessary entrance examinations at New York University.

Miss Grace Kosten, of Juneau, Alaska, a contributor to Alaskan newspapers, after visiting in California and Texas, and spending two weeks in New York City, sailed this week for France. Miss Kosten plans to be in Geneva and Lausanne, Sept. 14-18, during the sessions of the Press Congress of the World.

Miss Katharine Stull, society editor of the *Wichita Eagle* has resigned to go to Florida.

Frances Campbell, a reporter on the *Okemah* (Okla.) *Daily Leader* was adjudged the most beautiful bathing girl in five Oklahoma cities at a recent American Legion carnival.

Miss Mildred Fisher, formerly of the *Emporia* (Kan.) *Gazette*, has joined the staff of the *Lyons* (Kan.) *Daily News*.

CIRCULATION BUILDING SUPREMACY

We opened 1926 with the greatest newspaper campaign ever conducted, and secured over $300,000 in prepaid subscriptions for The Cleveland Plain Dealer. We can attain similar success for you!

THOUSANDS OF NEW, PREPAID, BONA-FIDE HOME-DELIVERED SUBSCRIBERS SECURED IN TEN WEEKS' TIME

HOLLISTER'S
Circulation Organization

Wire or Write us at 717-718 Commercial Exchange Bldg. LOS ANGELES

STREET NEWSSTAND OWNER INSTALLS TELEPHONE



Harrison F. Waterman

DE LUXE service for patrons was inaugurated this week by Harrison F. Waterman, proprietor of a street news stand at the entrance of the *New York World* building, when he installed a telephone at his stand to permit customers to order papers by phone.

Waterman has a corps of hustling newsies on hand to deliver any paper called for to occupants of nearby office buildings.

Waterman runs his stand in a strictly businesslike manner. He pays his assistants by check. Their bundles of papers are checked in and out carefully.

"That's progress," a New York World reporter told him.

"Yeah!" he responded, grinning scornfully. "If I was progressive I'd be bootlegger and make real money."

"But folks want papers, and sometim in a hurry too, so this is the way I se them.

"I keep all New York newspapers a all magazines" was his parting boast.

PHOTO ENGRAVERS ELECT

Charles A. Stinson, of Philadelph was elected president of the Americ Photo Engravers Association at the clo ing session of the annual meeting of th organization in Detroit last week. H succeeds Edward W. Houser, of Ch cago. Other officers elected were: V. W Hurst, of Rochester, N. Y., first vic president; M. C. Cosinger, Cincinna second vice-president; Oscar F. Kwe Canton, secretary-treasurer. The fo lowing were named on the executive cor mittee: Edward W. Houser, Chicag Adolph Schuetz, New York City; H. Campbell, Seattle; Otto Rumpel, D troit; and Elmer Held, St. Louis.

Make Your Title A Mark of Pride with

Hardened Steel Newspaper Heads

—they last forever

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A. J. SOSSNER
361 West Broadway
New York

Good Reporters make Good Newspapers

THE backbone of the newspaper is its news gathering staff. Lacking intelligently-collected and well-written news, no paper can be successful. Every successful newspaper has based its accomplishments primarily on the efforts of its reporters.

THE COPY DESK MAKES GOOD REPORTERS

THE COPY DESK, the keystone of the City Room, is the preceptor of the editorial staff. The Copy Desk cannot create good stories, but by its work of editing and by its surveillance of the work of the staff, can instil into the reporters its best conceptions of news gathering and writing. Thus the Copy Desk is likewise an all-important factor in the making of a paper.

NEW YORK COPY DESK TRAINING

NEWSPAPER MEN everywhere who wish to avail themselves of Copy Desk Training by the methods in use on the best New York newspapers will be interested in the new Home Study Course of the Newspaper Institute. This training in practical newspaper writing and editing in the New York manner was written by a newspaper man of 20 years' experience in the metropolitan field. A dozen New York staff writers contribute lectures on various phases of newspaper work.

It is the most complete and most practical training in newspaper work available by any method of instruction outside a New York editorial office, and contains many inside stories of how big news stories of recent years were handled. The Course is sold on reasonable terms. For catalog and special arrangements for members of the press, use the coupon.

Newspaper Institute of America
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New York

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25 West 45th Street, New York
Send me, without obligation, complete information on your course in Newspaper Writing, also information on Special Press Enrollments.
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Why

EDITOR & PUBLISHER'S

MARKET GUIDE

is regarded as the

INDISPENSABLE KEY

TO THE SPACE BUYERS' PROBLEMS

And the problems of all that have to do with the marketing of products and the placing of national newspaper advertising.

It Is AUTHENTIC

All its thousands upon thousands of facts and figures portraying the actual trading conditions in the 1300 cities and towns where daily newspapers are published are gathered from *original sources*—by more than 5,000 picked individuals who are on the ground and have access to the local records.

It Is UP TO DATE

Each year the compilations are made afresh, with all the changes that have taken place in local marketing conditions since the last edition was published. To avoid any hasty slapping together of figures at the last moment or any rehearsing of old data, questionnaire blanks are distributed three and a half months in advance of the publication date.

It Is UNBIASSED

These data are absolutely unbiassed. EDITOR & PUBLISHER'S trained investigators have no axes to grind. They are cautioned to report only accurate figures, at no sparing of trouble and expense, that will stand up under the rigid verification to which all reports are submitted.

It Is COMPLETE

The Market Guide contains *all* the data needed to determine where national newspaper advertising can be placed to advantage. The 1927 Edition will include, among many new features suggested by users of the Guide, deposits, resources, clearings and other banking information; number of automobile registrations, average monthly total retail sales, all lines, names and populations of most important towns in each trading area, etc.

IN VIEW of the above facts, it is no wonder that the firm members, account executives, research men and space buyers of practically all the leading Advertising Agencies, and the sales or advertising managers of close to a thousand of the largest and most consistent users of newspaper space among national advertisers use EDITOR & PUBLISHER'S Market Guide, day in and day out, throughout the year, and frankly say they don't see how they could get along without it.

AND IN VIEW of this universal use of EDITOR & PUBLISHER'S Market Guide by the very men most influential in the choice of media, it is no wonder that so many newspaper publishers gladly avail themselves of the opportunity to get across to these men in close juxtaposition to the story of their CITY the story of their PAPER in covering their city's market. Publishers who wish to know more about this unrivalled aid in selling space may ask all the questions they please, without placing themselves under the slightest obligations to us.

EDITOR & PUBLISHER

1884 — *The Oldest Publishers' and Advertisers' Journal in America* — 1925

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY

WITH THE GENERAL ADVERTISERS

Electrical Refrigeration Group Urging Local Tie-up Copy—Plan to Advertise Sesqui Abroad—Bernet Named Advertising Manager of Wabash

THE SOCIETY FOR ELECTRICAL DEVELOPMENT, INC., has prepared newspaper mats on electric refrigeration in four-column and five-column sizes to be used by local dealers in tying-in with a national campaign now being run. Six manufacturers of electric refrigerators have subscribed equal amounts to a co-operative fund of $100,000. At present copy is running in the *Saturday Evening Post*. A charge of $1 is being made for the newspaper mats.

Firms joining in the campaign are: Servel Corporations; Delco Light Company (Frigidaire); Kelvinator Corporation; Copeland Products, Inc.; Nizer Corporation and General Electric Company.

An advertising campaign in the newspapers of London, Paris and other European cities is planned by the United Business Men's Association to promote the port of Philadelphia and the Sesqui-Centennial Exposition.

The plan was advocated by Samuel T. Banham, president of the Association, who recently returned to this country from a trip abroad.

An outline of the proposed foreign campaign calls for use of foreign newspapers, establishment of information booths in the principal hotels of the cities and distribution of Philadelphia newspapers at the booths.

Jay W. Dunivan, manager of distribution, Cadillac Company, has been promoted to assistant general sales manager in charge of distribution.

Vincent Webb has succeeded Robert L. Gracemill as advertising manager for Holzwasser's, Inc., a large department store in San Diego, Cal. Mr. Gracemill goes with the Emporium, in San Francisco, in the same capacity.

The board of directors of Dictaphone Corporation, meeting July 21, declared the regular quarterly dividend of $2 per share on the preferred stock of Dictaphone Corporation and also a dividend of 25 cents per share on the common stock. Both these dividends were made payable September 1.

Simultaneously with the declaration of these dividends, C. K. Woodbridge, president of the corporation, reported a substantial increase in sales, both for the domestic branches of the United States and Canada and also for export.

Milton E. Bernet, formerly general publicity manager for the Southwestern Bell Telephone Company, has been named general advertising agent for the Wabash Railroad. He has served five years in the telephone company's publicity department.

Mr. Bernet is a graduate of Missouri University and Washington University. He has been a member of the Advertising Club of St. Louis for six years, and has served on many committees. He was secretary of the club under Carl F. G. Meyer.

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ing manager. Mr. Erwin will continue sales and advertising manager of the Kearney & Trecker Corporation, Milwaukee, has announced the appointment of A. J. Gerlach as advertising manager, with Joseph Trecker as assistant advertising manager. Mr. Edwin will continue supervision of the department in an advisory capacity.

RECEPTIONS PLANNED FOR PRESS CONGRESS

New York Publishers Will Entertain Party Before Sailing—Genevan Committee Represents Many Nations

With the sailing of the Cunarder "Carmania" carrying the official delegation to the Press Congress of the World sessions at Geneva-Lausanne, Switzerland, just five weeks off, the registration list is being added to daily. Delegates from Canada, Mexico, Cuba and other South and Central American countries, Hawaii and New Zealand will assemble in New York City, August 31, for three days of sightseeing and entertainment, the New York City Publishers and Allied Trades being the hosts.

Sailing from New York, September 4, the official delegation will arrive at Geneva in time for the opening sessions of the Third Congress on September 14. Sessions of the first two days will be held at Geneva, and those of the last three days at Lausanne. This will give the delegates several delightful rides on Lake Geneva, and give time also for sight-seeing in historic and beautiful towns.

The following committee, composed of the leading citizens of Geneva, is arranging the reception for the delegates from all countries:

Camille Odier, president of the Association des Interets de Geneve.

Edouard Chapuisat, director of the *Journal de Geneve*.

Jean Martin, editor-in-chief *Journal de Geneve*.

Paul Trachsel, director of the Association des Interets de Geneve.

Eugene Fabre, editor-in-chief *La Suisse*.

Edouard Junod, director of the *Tribune de Geneve*.

Henry Georg, director of *Publicitas*.

William Rappard, rector of the University of Geneva.

Mme. G. D'Arcis, president of the World Union of Women for Universal Concord.

Joseph E. Sharkey, *Associated Press*.

Georges Werner, vice-rector of the University of Geneva.

George Brunel, secretary commercial of the United States Consulate.

Louis Favre, professor, member of the permanent committee of the International Peace Bureau.

M. Heartly, League of Nations Non-Partisan Association of America.

Arthur Bullard, League of Nations.

Albin Johnson, correspondent *New York Herald*.

Robert Neville, correspondent *New York Times*.

M. Schweitzer, League of Nations.

H. P. Devitte, journalist, Ireland.

Camille Morel, Vice-Consul of Ecuador.

Angelo Monti, journalist, Italy.

Alfred Nicole, journalist.

M. Cheneviere, author.

M. Chaponniere, author.

M. de Jong van Beck en Donk, Dutch journalist.

Chifeng Ilsia, Chinese journalist.

Dr. J. Becker, German journalist.

Henri De Ziegler, journalist.

Ferdinand Fournier, editor, *Journal Francais;* E. Smith, Maurice Och, Henri Pittard and Frederick Bates.

Questionnaires have been sent to all who have made registration, asking for definite information on the extension tour desired; the date the delegate desires to sail from England, and the class of accommodation desired abroad. Information has been given each registrant regarding the securing of passports and visas and other requirements of foreign countries.

The official Press Congress party will tour Switzerland, Belgium, France and England, and the trip being timed for the end of the tourist season, will afford greater opportunity for comfortable travel and sight-seeing.

Editors or any one connected with newspaper business desiring information should write at once to the Tour Department, Press Congress of the World, 1700 Times Building, for reservation on the "Carmania."

EDITORS ATTEND POWWOW

Two hundred visitors attended the annual banquet of the Northeast Nebraska Editorial Association at Homer, Neb., July 23 and were guests at the Indian powwow July 24. O. J. Moore, president of the grocery company bearing his name with headquarters in Sioux City, was principal speaker. H. N. Wagner, publisher of the *Homer Star* was host at dinner given the editors following the Indian ceremonies.

Says Dr. Salov, addressing the editor of the Newark Evening News: "It would be u… ing. A happy medium has been effected. It is easier to read than seven point re… nt to st… or the … appr… every one interested in the conservation of vision; for it is the accumulated unnecessary strain on the eyes, due to the extremely small and poor type used in many newspapers, that h… the day when artificial a… though not … of the typ… a trial of s… last few… nt of th… ter t… and… ab… t…

© TRADE **LINOTYPE** MARK ●

…ders gives good legibility even wh… solid. Cast on seven point bod… Point Ionic gives the effect … leaded—and with a de… word-count over the … The first paper … ce …es the Evening … N. J. … the man… …re enthusi… …, and readers … …ds of commen… …e of the most appre… …oseph H. Salov, a lead… …st, and past president of … Optometric Association. … addressing the editor of …ning News: "It would be … or any one else who …unt of good that will … recent change in the … use in the makeup of …s was not recognized, … so acknowledged by …ted in the conservation … is the accumulated un… … on the eyes, due to the …l and poor type used in …bers, that hastens the day …al aid must be sought. Al… …versed in the nomenclature … you have been using for the …days, it is of a style and charac… …t immediately makes itself felt, … is far more readable and comfort… …le than the former style. I am sure … that there are many thousands of readers who, possibly unknowingly, feel the added comfort." After several years of investigation and experimentation,

…ne line… …g. The eve… …particularly ac… …of newspaper s… …advantage of t… …ation of visio… …out is restf… …notor…

Study the design of this NEW face

Linotype 6½ Point Ionic No. 5

See how perfectly it meets the difficult requirements of modern newspaper printing conditions. Notice the full round contours of the letters, no "pin holes" or sharp corners to fill up with ink, no fine lines to break down in stereotyping.

Ask the nearest Linotype Agency for copies of newspaper set in this face and compare it with the body type you are now using both for legibility and word count. You will find it easier to read than 7 point faces and that it gives the same word count as a 6 point.

The 6½ Point Ionic is made with italic and small caps and also in combination with Bold Face No. 2.

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

The International Advertising Association

(Formerly the Associated Advertising Clubs of the World)

Is Serving You—and Your Business

Your advertising and your sales efforts are bringing larger returns because for 22 years this Association has been working year in and year out for the improvement of advertising practice and better selling methods.

It is carrying on a nation-wide program of education among men dealing with the problems of advertising and sales that has meant for increased profits to business. Through organized advertising and the constructive activities that have sprung from it, practices in advertising and selling have been revolutionized in the past quarter of a century, and put on a sound, profit-making basis.

This Association conducts 12,000 fact-finding meetings a year that are bringing to light new information, new ideas and workable plans that are every day increasing the profits made through better and more effective uses of advertising.

Through 40 national and one great international convention held within its membership of many highly organized groups each year, it is focusing attention of the public upon the part advertising plays in the economic distribution of the world's commodities: it is showing how advertising is serving the great buying public and making that service of constantly increased value.

Through 44 local and our National Better Business Bureau, it is eliminating advertising that is misleading, deceptive or fraudulent and thereby making advertising of greater service value. It is giving the public increased confidence in advertising and thereby making it more resultful.

It inaugurated the slogan, "Truth-in-Advertising," and now it is emphasizing that the public may well have "Belief in Advertising." Its slogan, "Before you Invest—Investigate," has saved millions of honest earned dollars to the investing public.

Through the Advertising Club of New York and the Better Business Bureau of New York City, business firms throughout the metropolitan districts are asked to put a few dollars of invested capital into this highly constructive, forward-going movement. It has twenty-two years of accomplishment back of it, the endorsement of leaders in every line, here and abroad, and its possibilities of future service are limited only by its financial support.

International Advertising Association

C. K. WOODBRIDGE, President

For your convenience, use the coupon below and mail today

FRANCIS H. SISSON, Treasurer,
International Advertising Association,
388 Madison Avenue, New York, N. Y.

MY DEAR SIR:

My company and my associates are much interested in the good results being accomplished by your Association.

Please consider this as our Company's request to be accepted as a contributing member at the rate of $100.00 a year.

We are glad of this opportunity to become identified with the progressive and constructive work of the International Advertising Association.

Signed by .....
Title of Office

For the .....
Name of Company

.....
Mailing Address

WHAT'S WHAT IN THE FEATURE FIELD

N. A. N. A. Preparing Series on Elizabeth Austin, Super-Child—Collier, McNaught Artist, Goes Abroad—NEA Surveys Wheat Belt—Theodora Bean Suffers Relapse

THE North American Newspaper Alliance has obtained "The Story of Elizabeth" by Anne Austin as a new feature for its members.

In the 15 articles comprising the series Anne Austin tells the story of her daughter Elizabeth Benson Austin, who at the age of 12 has been accepted as a freshman at Barnard College, connected with Columbia University. Elizabeth has always shown remarkable precocity, and in psychological tests has recorded the highest intelligence quotient on record, 214.

Anne Austin, who is only 30, worked on many newspapers in Texas before entering the magazine field as editor of *People's Popular Monthly*, and *Screenland*. She has been free-lancing in New York for the past few years.

Nate Collier, staff artist for the McNaught Syndicate, New York, is in Europe on his vacation. Besides his syndicate work Mr. Collier contributes drawings to *Life*, *Judge*, and humorous weeklies of London.

The New York World Syndicate is handling a series of 30 articles under the title "A Broadwayite Abroad" written by Karl Kitchen, who conducts a daily Broadway column in the *Evening World*.

George Britt, New York bureau manager of NEA Service, Inc., left last Friday for a vacation with relatives at Odell, Ill.

NEA has just sent out a series of four articles under the title "The New Eldorado" dealing with farming conditions in the Western wheat belt. They are written by a staff writer who recently toured the section.

Helen Keller, blind and deaf marvel who writes a daily feature "Into the Light" for Famous Features Syndicate, Inc., New York, has returned to her home at Forest Hills, Long Island, after a vacation in her home state, Alabama.

Theodora Bean, head of the T-Bean Syndicate, New York, who has been seriously ill in a New York hospital suffered a relapse this week. Physicians report her condition grave.

Guy Jones of the North American Newspaper Alliance sailed for Paris last Saturday for a month's vacation and business trip. While abroad he will visit N. A. N. A. member newspapers and confer with the foreign staff.

Jack Callahan, creator of "Freddie the Sheik" and Al Zere who draws "So This Is Married Life" are in Europe en route to Algiers where they will spend their vacations. Mrs. Callahan, the former Helen Carr who became blind as a result of her high diving act at the Hippodrome, is accompanying her husband. Foreign specialists will be consulted in an effort to restore her sight.

Mrs. Mildred Seydell, special representative of the *Atlanta Georgian* and *Sunday American*, after visiting friends in New York City sailed July 29 for Spain, where she will make a study of crime and prisons in that country, following which she will visit Germany, France, England and other European countries. Mrs. Seydell plans her itinerary so as to attend the Press Congress of the World sessions in Geneva and Lausanne, Switzerland, September 14-18. The feature articles by Mrs. Seydell will be handled through the King Feature Service.

W. L. Wardell, vice-president in charge of sales for Famous Features Syndicate, Inc., has just returned from a business trip in the New England territory.

Fanny Fitzwater, fashion artist for the *New York Herald Tribune*, who has been in this country for a short vacation, returns to Paris on July 24th on the S. S. Paris.

STATE MUST ADVERTISE

Missouri to Spend Large Sum for Printing Constitutional Amendment

JEFFERSON CITY, Mo., July 29.—Between $172,000 and $230,000 will be spent for advertising of state election matter by the state of Missouri at the coming election. This amount is to be distributed among the papers of the state for advertising one proposed constitutional amendment and three referendums.

Under the state law each county is to have the referendums and the amendment advertised in papers of general circulation. One contract per county is to be made, and for the city of St. Louis, a total of 115 contracts.

The law fixes the maximum of $1 a square of 250 ems, (about one column inch) for the first insertion and 50 cents for subsequent insertions. The publications are to be five times, making about $3 per column inch.

The contracts are expected to average between $1,500 and $2,000 for each county. There is nothing in the law to prevent advertising in more than one paper, although the law provides for one contract only.

Charles U. Becker, secretary of state, and privately editor and publisher of the *Excelsior Springs Missouri State Journal*, has the distribution of the advertising.

The awards are not to be made until after the primary Aug. 3.

NEW U. P. CLIENTS

The *Pueblo* (Col.) *Star-Journal*, Frank S. Hoag, publisher, is now receiving full leased wire service of the United Press on a new circuit recently established from Denver to El Paso, Tex., via Albuquerque. The *Elkhart* (Ind.) *Truth* and *Ft. Smith* (Ark.) *Journal* are other leased wire clients. *Seaside* (Ore.) *Signal* and *Buffalo* (N. Y.) *Volksfreund* are now taking the pony service. *Huntington* (W. Va.) *Advertiser* is taking the Saturday night wire service.

LAWSON IN TOKIO

D. H. Lawson, formerly with the *Manila Bulletin* and *China Press* of Shanghai, but for the last year manager of the *Long Beach* (Cal.) *Sun*, recently arrived in Japan to join the staff of the *Japan Advertiser*, Tokio. He is in charge of the advertising department.

Our Customers Write Our Ads

JOHNSTOWN, PENNA., DEMOCRAT
Says—

"We have never lost a minute's time since we started our DUPLEX TUBULAR press in 1920 on account of press trouble."

DUPLEX PRESSES
FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

GIRLS FINED 80 CENTS

American Writer and Friends Violated Italian Law on Train Conduct

Miss Virginia Lee Cox, feature writer for the *Richmond* (Va.) *Times-Dispatch* and several other Virginia girls now on a European tour, violated one of Mussolini's new laws in Italy last week, and two of the girls were forced to pay 20 lire, or about 80 cents in American money, for placing their dainty feet upon the cushions of the compartment in which they were riding.

Miss Cox writes:

"It was when we were nearing Milan, the birthplace of Mussolini, that a train guard, big and dark and voluble, appeared at the door with an official tablet of some sort in his hand and began talking much Italian. The seats of the compartment in which we were riding were dusty and dirty at the edges where the people who had occupied it before us had put their feet, but, unfortunately, at the time the guard appeared, two of our party had the tips of their shoes touching the dirty places of the seats."

BELL ADDRESSES WORKERS

Edward Price Bell of the *Chicago Daily News* foreign service was given a rousing reception by 2,000 workingmen at Portsmouth, England's chief naval station, July 25, where in the Wesley church, under the chairmanship of Sir Hugh J. Elles, commander of the military forces at the port, Mr. Bell spoke for an hour on "America's Economic Revolution."

WILSON IN EUROPE

Australian Writer to Attend World Press Congress at Geneva

Charles Wilson, secretary of the Parliamentary Library of New Zealand, a feature writer for the *Dominion*, Wellington, the *New Zealand Herald*, Auckland, the *Lyttleton Times*, Christchurch, and the *Otago Daily Times*, Dunedin, N. Z., accompanied by Mrs. Wilson, has arrived in London en route to Geneva-Lausanne, Switzerland, to attend the Press Congress sessions, September 14-18.

Mr. and Mrs. Wilson will return with the official party to the United States, going home via Vancouver.

P. Selig, New Zealand newspaperman, and daughter, Mrs. Oscar Josephson, of Christchurch, N. Z., will arrive in New York, Aug. 31, to accompany the Press Congress party to Geneva, and will return to New Zealand via the Suez Canal.

The Men Who Make up

Editor & Publisher's

Great Family of Readers

Paid Subscribers Alone Number

3041 Newspaper Executives

787 Advertising or Sales Managers of National Advertisers

454 Firm Members, Account Executives, Space Buyers and Research Men of Recognized Advertising Agencies

247 Special Newspaper Representatives

1605 Miscellaneous employees of daily papers, executives of publications other than newspapers, teachers and students in Journalistic Courses, Public Libraries, etc.

831 Purchasers of copies on Newsstands

These are the audited figures of the Publisher's A B C Statement for the June 26th issue.

But Paid Subscribers Represent but a Fraction of its Actual Readers

A recent questionnaire revealed that mighty few of its paid subscription copies are read by less than three individuals—some of them by as high as eight and ten. An average would make it probably about five readers to a subscription—and that is stating it conservatively.

Are YOU among the 8,000 or the 32,000?

If the latter, it will be immeasurably to your advantage to have your own personal copy from this time forward. Don't you think? The use of the coupon below will place you at once among the subscribers of record, and get to you the weekly news and data which you prize so highly without its passing through any other hands first.

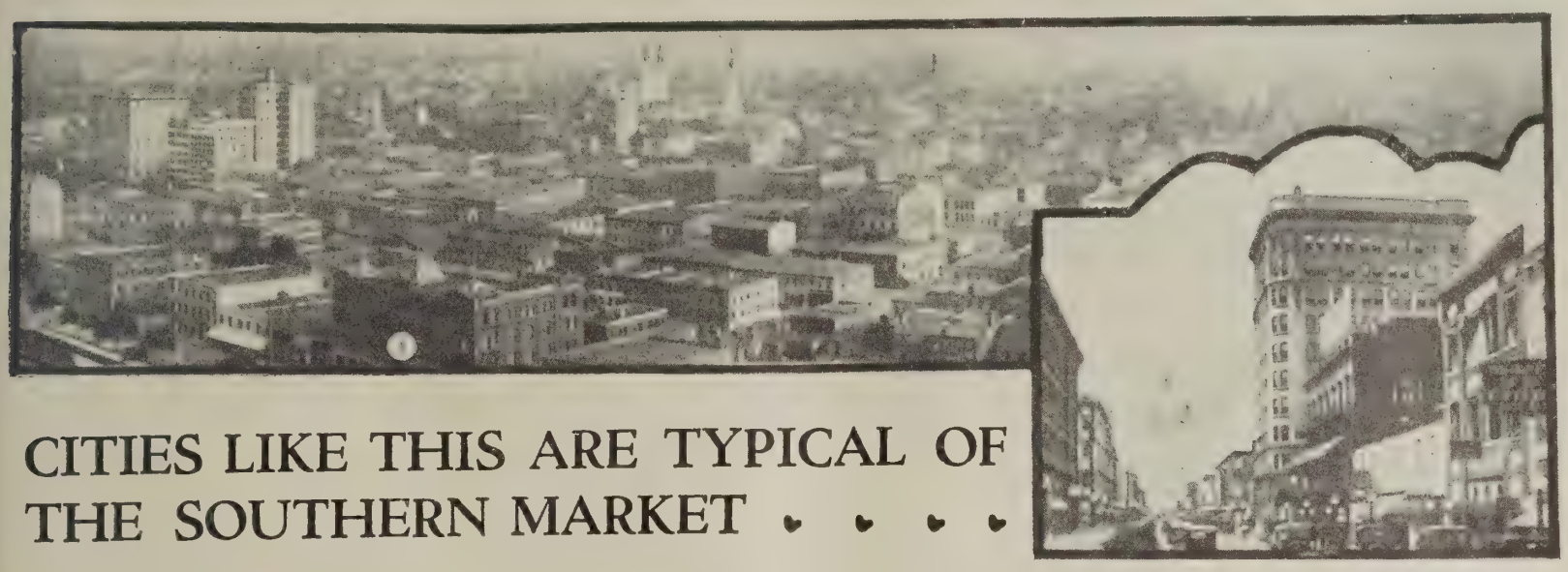
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Why Advertisers choose the South for intensive coverage



CITIES LIKE THIS ARE TYPICAL OF THE SOUTHERN MARKET . . . .

The slogan of the South, today, is PROGRESS. Every city and town is showing the results of the prosperity which has placed the South in the foremost rank as a commercial and industrial area.

The photograph of Savannah, Georgia, shows a typical Southern City of today. Large office buildings are springing up overnight, as it were; industry is growing everywhere and everywhere in the South the people are enjoying unprecedented prosperity.

The South is the market that you should cultivate today. That is where you can expect the greatest growth in business.

Let the papers listed here give you facts and figures about the South's commercial growth.

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
*Birmingham Age-Herald ....(M)	34,994	.09	.09
*Birmingham Age-Herald ....(S)	50,699	.11	.11
*Mobile News-Item ....(E)	11,993	.05	.05
*Mobile Register ....(M)	20,427	.08	.08
*Mobile Register ....(S)	32,096	.10	.10
FLORIDA			
†Daytona Beach News....(ES)	5,731	.04	.04
*Florida Times-Union (M) 49,903 ....(S)	59,239	.12(S.15)	.12(S.15)
*Lakeland Ledger ....(E)	5,173	.03	.03
*Miami Herald ....(M)	48,108	.11	.11
*Miami Herald ....(S)	60,006	.12	.12
*Orlando Reporter-Star ....(E)	8,502	.06	.06
*Orlando Sentinel ....(M&S)	10,655	.06	.06
*Pensacola News and Journal....(E&M)	9,805	.06	.06
†St. Augustine Record ....(E&S)	3,382	.04	.04
†St. Petersburg Independent....(E)	11,917	.055	.055
*Tampa Times ....(E)	23,325	.08	.08
†Tampa Tribune (M) 34,841....(S)	53,762	.09(.11S)	.09(.11S)
*West Palm Beach Post....(M)	12,243	.06	.06
GEORGIA			
*Augusta Herald ....(E)	14,246	.05	.05
*Augusta Herald ....(S)	14,547	.05	.05
*Macon Telegraph ....(M)	24,035	.08	.08
*Macon Telegraph ....(S)	24,439	.08	.08
**Savannah Morning News (M), 21,015.(S)	22,204	.06(.07S)	.06(.07S)
KENTUCKY			
*The Lexington Leader....(E)	19,640	.06	.06
*The Lexington Leader....(S)	19,531	.06	.06
**Paducah Sun ....(E)	9,255	.04	.04

	Circulation	2,500 Lines	10,000 Lines
NORTH CAROLINA			
†Greensboro Daily News....(M)	27,485	.08	.07
†Greensboro Daily News....(S)	31,505	.09	.08
*Salisbury Post ....(E)	7,188	.06	.06
†Winston-Salem Journal ....(M)	13,702	.05	.05
†Winston-Salem Journal ....(S)	13,720	.05	.05
*Winston-Salem Sentinel ....(E)	18,259	.07	.07
SOUTH CAROLINA			
**Columbia State ....(M)	23,663	.07	.07
**Columbia State ....(S)	24,838	.07	.07
**Greenville News ....(M)	21,704	.075	.07
*Spartanburg Journal ....(E)	4,613	.05	.05
*Spartanburg Herald (M) 6,860....(S)	9,856		
TENNESSEE			
**Chattanooga Times ....(M)	30,203	.10	.10
**Chattanooga Times ....(S)	30,230	.10	.10
*Memphis Commercial Appeal....(M)	100,934	.18	.18
*Memphis Commercial Appeal....(S)	129,219	.21	.21
*Nashville Banner ....(E)	54,519	.11	.11
*Nashville Banner ....(S)	56,007	.12	.12
VIRGINIA			
*Danville Register and Bee....(M&E)	14,313	.05	.05
*Danville Register (Sunday).......	9,065		
*Newport News Times-Herald....(E)	7,968	.05	.05
*Newport News Daily Press....(S&M)	5,413		
*Roanoke Times & World News...(M&E)	25,772	.08	.08
*Roanoke Times ....(S)	16,076	.07	.07
*Staunton News-Leader (M), Leader..(E)	6,855	.035	.035

* A. B. C. Statement, March 31, 1926.
** A. B. C. Statement, September 30, 1925.
† Government Statement, March 31, 1926.

R. THOMAS, GOSS PRESS EXPERT, DIES

Was for 16 Years Eastern Representative—Learned Printing Trade on Baltimore Sun—Offered Post of Public Printer

Richard P. Thomas, for the past 16 years eastern representative of the Goss Printing Press Company, died suddenly at his home in Brooklyn, Friday, July 23.



RICHARD P. THOMAS

Mr. Thomas was born in Baltimore, the son of Rear Admiral Charles Thomas and nephew of Philip Frances Thomas, former Governor of Maryland. His first position was with the *Baltimore Sun* where he learned his trade as a printer. Offered the position of Public Printer by Grover Cleveland, Mr. Thomas declined and came to New York as mechanical superintendent of the *New York Journal*. This was 39 years ago and he has resided in New York City ever since.

After ten years with the Hearst organization, Mr. Thomas joined the old *New York News* then owned by Frank A. Munsey. However, the paper failed and he then became associated with the International Paper Company and was with them for about 12 years.

In 1910, Mr. Thomas became eastern representative of the Goss Printing Press Company in charge of their New York office and has been with them until the time of his death.

Mr. Thomas is survived by his wife, Mrs. Christine Keely Thomas and four children: Edwin J. Thomas of Catskill, N. Y., Richard C. Thomas of Hackensack, N. J., Mrs. George Clark of Tuckahoe, N. Y., and Mrs. Otto Applegate of Eatontown, N. J.

ALEX C. FINLEY

Atlantic City Circulator Dies Suddenly of Heart Attack

(*By Telegraph to* EDITOR & PUBLISHER)

ATLANTIC CITY, N. J., July 29.—Alex. C. Finley, for 30 years connected with the circulation end of the newspaper business, died suddenly at his home here yesterday afternoon, following a heart attack. Mr. Finley, assistant circulation manager of the *Press-Union* publications, worked until noon yesterday and it was after having lunch at home that he was stricken. His death was a great shock to fellow workers

Mr. Finley was elected president of the Interstate Circulation Managers in 1924. For a number of years he was circulation manager of the *Atlantic City Gazette-Review*, coming to the *Daily Press and Evening Union* when the Gazette-Review was merged with the Press Union a little over a year ago. He was at one time circulation manager of the *Chester* (Pa.) *Times and Morning Republican*. Mr. Finley was born in Philadelphia 51 years ago. His wife, Bessie, three children, Harry, George and Dorothy Finley, survive.

CHARLES P. RANDELL

Charles P. Randell of West Roxbury, Mass., and for more than 30 years a member of the Franklin P. Shumway Advertising Agency of Boston died at his home, July 25, after a brief illness. Mr. Randell joined the agency as an office boy and worked up to head of the accounting department and at the time of his death was a director and assistant treasurer.

FORMER BOSTON EDITOR DIES

Funeral services for Huntington Smith, former editor, were held in Dedham, Mass., July 24. Mr. Smith was a native of Hudson, N. Y., and was graduated from Dartmouth in 1878. He had been literary editor of the *Boston Traveler*, associate editor of *The Literary World*, and editor and owner of the *Boston Beacon*. His wife, who was Miss Anna Harris, of Dorchester, survives him.

ROBERT W. NELSON

President of American Type Founders Company Dies Suddenly

Robert W. Nelson, president of the American Type Founders Company, died suddenly Wednesday night at his home in Westfield, N. J.

Mr. Nelson was born in Granville, N. Y., and after receiving a common school education became a printer's helper in an office in Joliet, Ill. He later became owner of the *Joliet Daily News*.

He helped organize the American Press Association, of which he was vice-president, and became interested in the Thorne typesetting machine. A dozen or more years ago he became head of the American Type Founders Company, and also was president of the National Paper and Type Company.

Obituary

FRANK E. COVELL, 59, publisher of the *Weekly Mirror* in Minneapolis, died suddenly at his home July 20.

ALLEN D. BROOMALL, 58, for the past thirty years in charge of the linotype department of the *West Chester* (Pa.) *Daily Local News*, died at his home there recently.

HARRY STEWART, 59, former well-known newspaper man of the San Joaquin Valley, died July 19 at Santa Barbara, Cal. From 1902 to 1913 he was business manager of the *Bakersfield* (Cal.) *Morning Echo*. After that he published the *Portersville* (Cal.) *Recorder* for several years.

MRS. MARIE SUESEN, 88, mother of Charles F. Suesen, advertising manager of the *Springfield* (Ill.) *State Register*, died July 23 in the family home at Decatur, Ill.

CHARLES H. BERGNER, 72, a prominent lawyer of Harrisburg, Pa., and a former newspaperman, died there on July 23. His father, the late George Bergner, founded a German language newspaper in Harrisburg and later became the editor and publisher of the *Harrisburg Telegraph*. The son succeeded his father in the management of the paper in 1874, continuing in that capacity until 1881.

BUELL ANDERSON, 39, former editor of the *San Jose* (Cal.) *Mercury*, died suddenly July 15.

SHERMAN W. SEARLE, 63, assistant director of public welfare in Illinois, publisher of the *Rock Island* (Ill.) *Daily Union* 1908-1917 and for many years previous to that associated with the *Davenport*, (Ia.) *Gazette* and later the *Democrat*, died July 20 in Davenport.

FRANK BROWN, 65, secretary of the *Grand Forks* (N. D.) *Herald*, died at his home Tuesday, July 20.

R. B. WHITE, 29, Associated Press telegraph operator connected with the Charlotte (N. C.) bureau, died last week. Blood was offered for transfusions by H. C. Reneger, correspondent for the A. P. bureau, and C. J. Abernethy, a fellow operator.

ADDISON A. CHRISTIAN, 67, general manager of Gimbel Brothers' department store, Philadelphia, widely known advertising man and one of the organizers of the Philadelphia Poor Richard Club died July 24, at his country home in Greensboro, Md. He was buried in that city on Monday.

STANTON W. LORE, 55, former editor of the *Oakland* (Cal.) *Daily Morning Record*, an official labor paper, died July 7.

JOHN H. MCDONALD, 50, night editor and stockholder of the *Walla Walla* (Wash.) *Morning Union*, died July 13. He was born in Fond du Lac, Wis.

HARRY STUART, 59, pioneer newspaperman of the San Joaquin valley, California, died at Santa Barbara, July 19.

FERDINAND K. HILL, 76, founder of the *Sunbury* (Pa.) *Daily Item*, and for many years postmaster of the town, died at his home there after a brief illness. For many years he was prominent in musical circles and an opera he composed was performed many times in Central Pennsylvania.

W. OSCAR MILLER, 68, a prominent attorney of Reading, Pa., died at his home there July 20. He served two terms in the State Senate and was district attorney. For a time he was editor of the *Reading Democrat*.

JAMES C. EWING, lawyer of Washington, Pa., and a former newspaperman died there July 16.

MRS. FANNIE C. BEALS, 78, mother of F. E. Cottrell, vice-president and treasurer of the *Toledo Blade*, died at her home there July 19.

MRS ANNA WELSH JAEGLE, 51, wife of Charles J. Jaegle, publisher of the *Catholic Observer*, died at her home in Pittsburgh, July 21.

EDGAR L. CLEMENTS, 61, formerly assistant circulation manager of the *Leavenworth* (Kan.) *Daily Times*, died following a long illness. He resigned in May, owing to his ill health.

WALTER B. ANDRIST, 46, an employee of the *Kansas City Star* for 35 years died at his home in Kansas City. Forced to quit work in the winter, Mr. Andrist recently underwent a blood transfusion a fellow worker on the Star offering his blood. Mr. Andrist was formerly a printer and for 25 years was a proof reader.

JAMES BROMILOW, 51, secretary-treasurer of the Missouri Central Type and Foundry Company, Wichita, died at his home after an illness lasting more than a week.

T. Z. RUSSELL, advertising solicitor for the *Fort Scott* (Kan.) *Tribune-Monitor* died last week following an operation

FRANK WELTER, 46, former editor of the *Oxford* (Kan.) *Register*, died at a Wichita hospital after several weeks illness. Mr. Welter was postmaster of Oxford for a number of years.

CLINE SYSTEM

CLINE ELECTRIC MFG. CO. CHICAGO

QUALITY NAME SERVICE PARTS

CLINE WESTINGHOUSE

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

AKRON TIMES

Akron, Ohio

Ask them about it.

CLINE ELECTRIC MFG. CO.

Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

Greater Merchandising Service offered, than any other Milwaukee paper.

THE MILWAUKEE LEADER

"Unawed by influence and Unbribed by Gain"

Advertising Representatives

FRALICK & BATES

Chicago, New York, Atlanta, Los Angeles

in Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"

"Starts the day in Detroit"

With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

MICHIGAN

is growing faster than any State in the Union.

Its increase in manufacturing products surpasses anything in the world.

BOOTH NEWSPAPERS

cover Michigan outside of Detroit—Eight principal cities with the only or leading Newspaper in its respective community.

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

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J. E. LUTZ, Tower Building, Chicago, Ill.

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO EMPLOYERS

ARMED GUARDS PATROL CHICAGO HEARINGS

Correspondents Covering Senate Investigation of Illinois Primary Get Startling Change from Capital's Summer Drowse

By J. Bart Campbell
Washington Correspondent Editor & Publisher

Washington, D. C., July 29.—Newspaper correspondents who ventured from the comparative peace and quiet of the National Capital in pursuit of the investigation of campaign "slush funds" being conducted by a special Senate Committee of which Senator "Jim" Reed, of Missouri, is chairman, were provided with some thrills this week at Chicago when the committee began its probe of the Illinois primary.

Plainclothes men armed to the teeth patrolled the Federal Building in which the committee reconvened, but whether on the lookout for gunmen or hijackers, or to furnish the traditional bit of Chicago atmosphere which is creeping repeatedly into the newspapers, was not revealed.

Verbal shots were the only kind fired, however, and the hearings appeared tame after the more dramatic testimony given by the Mellons and the Vares regarding the million-dollar Pennsylvania primary during the committee sessions.

In the jury room outside the court room in which the committee reconvened in Chicago, the Associated Press, the United Press and the International News Service all had special wires set up, while the Western Union and the Postal had their own special wires strung there too. James L. West, for the A. P., Paul Mallon, for the U. P., and William K. Hutchinson, for the I. N. S., followed the committee from Washington to Chicago, and did these other members of the Senate Press Gallery: Elliott Thurston, *New York World;* John Snure, *New York Herald Tribune;* Lewis Wood, *New York Times,* Theodore Huntley, *Pittsburgh Post,* and Charles O. Gridley, *East St. Louis Journal* and other Illinois newspapers.

Other staff men present were Alexander Gaddess, Jr., and Walter Capelli, *Philadelphia Bulletin; Louis Seibold, New York Evening Post;* Mark Shields, *Pittsburgh Press,* and the following Chicago men: William H. Stuart and Edward L. Gorey, *American;* Charles N. Wheeler and A. J. Lorenz, *Herald-Examiner;* Joel Wolfsohn and J. W. Strauss, *Post;* Preston Gass and Ed Howard, *Journal;* Paul R. Leach, *Daily News,* and Oscar Hewitt, of *Tribune.*

William J. Collins, assistant custodian of the Senate Press Gallery, was "on the job," as usual, looking after the wants of the newspaper men, and co-operating with Hicklin Yates, Senator Reed's secretary, and the committee clerk, in providing facilities.

STELZLE SUCCEEDS REISNER

Retired Pastor New President of Church Advertising Department, I. A. A.

Dr. Charles Stelzle, retired pastor, now in advertising work in New York City, has succeeded Christian F. Reisner, pastor of Chelsea Methodist Episcopal Church, New York, as president of the Church Advertising Department of the International Advertising Association.

Rev. Reisner resigned recently after long service as head of the department. James Wright Brown, president of Editor & Publisher, has been named to represent the Church Advertising Department on the National Advertising Commission.

AGENCY PHONE LIST OUT

E. J. Anderson Special Agency, New York, has just issued its 1926 Telephone Directory of General Advertising Agencies and Publishers' Representatives.

WOULD FREE CHAPIN

Friends of Former New York Editor Move to Get His Release from Sing Sing

Friends of Charles E. Chapin, former city editor of the *New York Evening World,* have started a movement to obtain his release from Sing Sing prison, where he is serving a life sentence for the murder of his wife.

Chapin, has been seriously ill recently, and according to Warden Lewis E. Lawes of the prison, "is fast slipping."

In a *New York Times* dispatch from Sing Sing the warden said that Chapin was "one of the best workers around the place. He is worth more than any other ten inmates together. He looks after all the flowers and lawns, inside and outside the walls."

Chapin is 68 years old, but Warden Lawes says he looks much older. His story about the murder was that he killed his wife in a fit of discouragement and intended to die with her but lost his nerve. He went to prison seven and a half years ago, his actual sentence being from twenty years to life. He would be eligible for parole in seven and a half years more. He used to edit the *Sing Sing Bulletin,* the prison newspaper, until the warden discontinued it.

REMODELLING PLANT

The plant of the *Riverside* (Cal.) *Press* is being remodelled at an estimated cost of $15,000. The new building will be thoroughly modern two-story structure with Spanish architecture.

BARRY ELECTS FLORIDA TO PAUL SMITH'S

Survey of After-Boom Conditions a "Paradise Assignment" After Guessing at "Cal's" Piscatorial Skill

By Bart Campbell

Washington, July 27.—"People are tired of reading stories about Cal and the few fish he is alleged to have caught. They want to know what is going on in Florida, particularly Miami. Leave Paul Smith's and go to Florida. Make a careful survey of conditions there and send us a series of at least six stories."



Robert Barry

Jack Tennant, managing editor of the *New York Evening World* flashed this message to Robert Barry, Washington correspondent for that newspaper, as "Bob" sat wearily dodging mosquitoes and boredom at Paul Smith's mountain hostelry where headquarters are maintained for the newspapermen assigned to trail President Coolidge to the "summer White House" in the Adirondacks.

Barry read the message and grinned. He could not have appeared happier if he had received a wire that he had won a million on a Derby winner in his native Kentucky.

At the National Capital, he paused long enough to repack his bags and tell the boys at the National Press Club what a "lovely assignment Paul Smith's is," before hopping a train for the Florida real estate fields.

The last heard from Barry was that he had voted Coral Gables and other Florida boom resorts a veritable paradise compared with the guessing contest conducted daily at Paul Smith's as to whether the President's rod held pike or trout, or whether the portrait of Napoleon suspended upon a wall of the President's bedroom is really not a likeness of the French Conqueror at all, but the handiwork of a cubist representing in twisted lines the dictionary acceptance of the term, Vacuum!

"LAILA"

(By John Newport)





A TALE OF THE DAYS OF CHRIST WRITTEN ESPECIALLY FOR NEWSPAPERS

Pictures For Every Chapter

NOW READY

Telegraph to

Eugene MacLean

827 Folsom Street, San Francisco

ADVERTISING AGENCY AFFAIRS

C. C. Green Gets Ferry Company Account—Chicago Agencies Merge—Arms Joins Edwards, Ewing & Jones—Brenon Joins McManus Agency

THE Christiana Ferry Company of Wilmington, Del., has picked the Charles C. Green Advertising Agency, Inc., to place its advertising in newspapers of Pennsylvania, Maryland, Delaware, and the District of Columbia. The account will be handled through the Philadelphia office of the agency.

The consolidation of the Bruce Morgan Company, Chicago, advertising agency, with Floyd Short and Partners, Inc., Chicago, was announced this week. Bruce Morgan has been elected vice-president of the merged firms.

J. E. Darlow, space buyer with the Osten Advertising Corporation, Chicago, has joined the Hawes Advertising Agency, Chicago.

E. T. Howard Company, Inc., New York agency, has been appointed to handle the account of the Standard Rice Company, New York.

John H. R. Arms, formerly with the T. D. Richardson Company, Philadelphia, and recently in charge of dealer service for the Miller Rubber Company, Akron, has been appointed manager of the New York office of Edwards, Ewing & Jones, Inc., advertising agency.

Samuel M. Kootz has joined the New York staff of the George L. Dyer Company as account executive. He was formerly with the Biow Company, New York.

M. St. John Brenon has been added to the Detroit organization of McManus, Inc., to plan and write automotive and specialized industrial advertising.

He has been affiliated with advertising departments and agencies since 1911, when he became associated with the New York Central Railroad in New York. Later he became advertising manager of the Duplex Engine Governor Company, of New York. In 1924 he joined the Caples Co., Chicago, first as a production expert and then as a writing and directing executive.

Schafer Advertising Agency, Rockford, Ill., has filed an involuntary petition in bankruptcy in the Federal Court, Freeport, July 13, 1926, claims of three petitioning creditors amounting to $9,400.

The Advertising Corporation, Waterloo, Iowa, has opened an office in Chicago. A. C. Barnett is manager. He was formerly with Kling-Gibson Advertising Company.

OHIO EDITORS PROMOTED

Heller Now Assistant to Scripps-Howard Ohio Chief—Place in Toledo

E. E. Cook, editor-in-chief of the Central Group of Scripps-Howard Newspapers, this week appointed Frank Heller to be assistant to the editor-in-chief in the direction of the Columbus bureau of Scripps-Howard Newspapers.



FRANK HELLER

Simultaneously, Harold C. Place was named Heller's successor as editor of the *Toledo News-Bee*.

Heller's work will have to do with all of the Scripps-Howard Ohio newspapers —*Cleveland Press, Akron Times-Press, Cincinnati Post* and Toledo News-Bee, *Columbus Citizen, Youngstown Telegram*.

Heller has been connected with the News-Bee for more than a score of years. He was associated with the *Toledo Bee* before its consolidation with the *News* in 1903 and, following that merger, served successively as city editor, managing editor and editor of the News-Bee. He has been editor since 1921.



HAROLD C. PLACE

Place has for a year and a half served in the Cleveland office of the Scripps-Howard Newspapers Central Group.

Previously he was, successively, reporter, sports editor, managing editor and editor of the *Des Moines News* when that paper belonged to the Scripps-Howard organization.

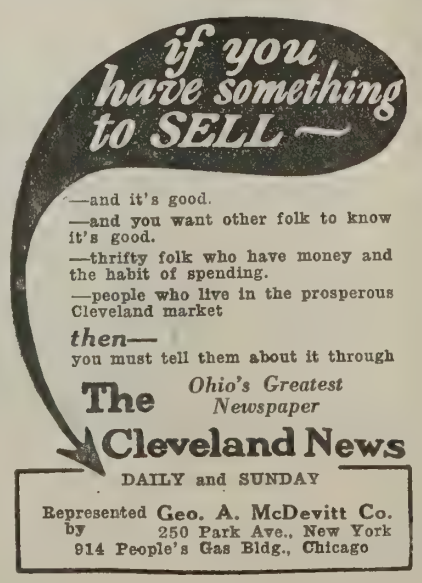
Mr. Place is 30 years old and is a native of Iowa. He was born into the newspaper business, his father having been a publisher for the past 35 years.

His early training in the daily newspaper field was on the *Waterloo Courier* and *Waterloo Tribune*. In 1917 he joined the editorial staff of the *Des Moines Capital*. A year later he entered the Chicago bureau of the Associated Press. After a brief period with that organization he returned to Des Moines as a reporter on the News.

Heller will take his new office immediately upon his return from a vacation trip in the West. Place assumed the editorship of the paper upon Heller's departure on his vacation.

PUEBLO RESTRICTS STREET SIGNS

More than 100 signs in the business district here have been removed within the last two weeks by local police, because, it was charged, they did not comply with building restrictions. Many signs, it was said, projected over sidewalks in unsafe condition and others were too low. In many instances, according to reports, displays were erected without a city permit. The ordinance requiring permits for these displays will be enforced to the letter hereafter, police said.





The direct line to Illinois' buying power

The most direct medium to Illinois' homes is the daily papers, read and absorbed by the entire family.

The daily papers will give you complete coverage of the home cities and towns and help you in getting your products on the dealers' shelves.

Advertise to Illinois through the list below.

They are ready with data and real service to give you coverage in the quickest and most economical way.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Aurora Beacon-News .....(E)	18,694	.06	.06
†Chicago Herald & Examiner.....(M)	385,276	.55	.55
†Chicago Herald & Examiner.....(S)	1,153,360	1.10	1.10
†Chicago Daily Journal.....(E)	123,771	.26	.24
**Evanston News Index.....(E)	6,729	.04	.04
**Freeport Journal-Standard .....(E)	9,613	.045	.045
**Joliet Herald News.....(E)	19,591	.06	.06
††Mattoon Journal Gazette.....(E)	5,712	.03	.03
**Moline Dispatch .....(E)	11,680	.045	.045
**Monmouth Daily Review Atlas...(E)	5,416	.035	.035
**Peoria Star.....(S) 22,497..(E)	29,874	.085	.07
Rock Island Argus.....(E)	11,248	.045	.045
**Waukegan Daily Sun.....(E)	5,213	.03	.03

**A. B. C. Statement, March 31, 1926
†Government Statement, March 31, 1926
††Government Statement, September 30, 1925

OUTH'S OLDEST DAILY SOLD FOR $300,000

harleston News and Courier Passes rom Siegling Estate to J. E. Rockwell, Late of Duluth, and Robert Lathan, Editor

CHARLESTON, S. C., July 26—The outh's oldest daily newspaper was sold ire today when the *Charleston News & Courier* passed into the hands of James E. Rockwell of Duluth, Minn., and Robert Lathan of Charleston. The newspaper was formerly the property of the estate of Rudolph C. Siegling of Charleston and of other Charleston citizens.



ROBERT LATHAN

The sale, it is understood, involved both the majority and rnority interests, and the new owners ill control some 90 per cent of the stock, t rest being held by former minority ckholders.

The News and Courier was established 1803 and during its 123 years of conuous publication, it has had but four etors.

The new owners are both experienced wspaper men and will be active in the nagement of the property. Mr. Rockll will be president and publisher, and . Lathan, vice-president and editor.

Mr. Rockwell, a Canadian by birth and former student at the University of ronto, began s newspaper eer as reporter the *Duluth rald* in 1902. ter 14 years erience in all artments of t newspaper, purchased a rity interest the *Fargo um* and beame its editor. er he and his sociates in go acquired *Minot* (N. *News*. In 2 he disposed of his interests in these erspapers to his associates and returned Duluth to become editor and part ner of the *News Tribune*. The follown year he bought out his associates e and became editor and publisher, ng his interest a few weeks ago.



J. E. ROCKWELL

Ir. Lathan is a native of South Carolina r for 16 years has been editor of the ws and Courier. In 1924 he won the litzer prize for his editorial on "The ght of the South."

he price paid for the property was not e public, but it is reported that it was he neighborhood of $300,000 which udes real estate valued at $50,000. transaction was handled through the fle of Palmer, Dewitt & Palmer, New k, who represented the Siegling estate ppraisers and brokers.

AD TIPS

orge Batten Company, Inc., 383 Madison ue, New York. Now handling account of son & Johnson, New Brunswick, N. J.

lkins & Holden, Inc., 247 Park avenue, York. Placing account of the New Jer- Zinc Company, New York, 40-40-20 paint ula, zinc roofing accessories, etc.

lote & Morgan, 247 Park avenue, New . Has secured account of the Amplion oration of America, New York City, plion" loud speakers and units.

arles C. Green Advertising Agency, Inc., y Building, Philadelphia. Has secured unt of the Christiana Ferry Company, mington, Del.

rtz-Hadly Company, 646 North Michigan ue, Chicago. Has secured account of Green- Water Waver, Chicago.

Livermore & Knight Company, 42 Pine street, New York. Now handling account of the Silver Lake Company, Newtonville, Mass., "Silver Lake" braided sash cords and clothes-lines.

Loomis Potts Company, 1012 Baltimore avenue, Kansas City, Mo. Orders are being issued generally to newspapers by this agency, on Dr. Paddock.

Morse International Agency, 449 4th avenue, New York. Placing account for Longman & Martinez, New York, "L. & M. Semi Paste Paint."

Ridge Advertising Agency, 1006 City Trust Building, Indianapolis. Issuing orders to newspapers in the middle west on Dr. Schuiling's Kupture Institute.

Stalker-Elwell Company, 2107 Jefferson avenue, Toledo. An advertising campaign has been started by the Perfection Biscuit Company, Fort Wayne, Indiana, on "Sweetie," a new cracker confection.

St. Paul Advertising Company, 100 Wabash street, St. Paul. Now handling account of Chester-Kent, Inc., St. Paul.

FORD'S NAME ON CIGARS

Patent Office Denies His Attempt to Have Name Eliminated

Henry Ford lost a fight to have the name of his automobile eliminated from a brand of cigars and stogies when the U. S. Patent Office denied his request, July 24.

In denying the application of the Ford Motor Company to cancel the registration of the brand by John A. McAdoo of Charlotte, N. C., the Patent Office held that a corporate name may be registered as a trade-mark when used on goods differing from those manufactured by another corporation of the same name.

"It must be remembered that the word 'Ford' is not necessarily confined to the corporate name of the petitioner," the decision said. "It is a common word of our language, used not only as a name for many persons but also as a common noun and as a verb."

The decision also held that even though the Lincoln Products Company, manufacturing automobile parts, might be confused with the Lincoln Motors Company, owned by the Ford interests, it should be permitted to keep its name inasmuch as its products do not compete directly with the products of the Lincoln Motors Company.

SPOKANE PRESS BUYS MACHINERY

Because of increased circulation and business, the *Spokane Press* has discarded its old equipment and installed a 40 page Hoe quintuple press. Over 2,000 square feet more were required to accommodate the new equipment.

GATINEAU FINANCING

$12,500,000 Bond Issue for International Paper Subsidiary

A second phase of the financing of the power development of the Gatineau River in Quebec was introduced with the offering this week of a new issue of $12,500,000 Gatineau Power Company 6 per cent sinking fund gold debentures by a syndicate headed by the Chase Securities Corporation, Bankers Trust Company and Harris, Forbes & Co., and including several other financial firms. The debentures are priced at 99½ and accrued interest, to yield 6.05 per cent.

The company's first financing consisted of a $25,000,000 issue of 5 per cent bonds, which were oversubscribed on the day of offering last week. The Gatineau project includes four plants now being constructed, which will develop a total of 397,500 horsepower. Net earnings available for interest are estimated in excess of $5,400,000 annually, or more than three times the requirements on the entire $37,500,000 of the two issues. The Gatineau company is a subsidiary of the International Paper Company and is developing one of the largest power projects in Canada.

NEW RADIO NEWS AGENCY

Mukden, Manchuria, Station Will Communicate with France and Germany

The North-Eastern Wireless Station at Mukden, equipped with a German Telefunken Company's bulb-sending apparatus of 10 kilowatts, having a wave-length ranging from 2,000 to 7,000 metres, has extended its activities and become a News Exchange, according to an article in the *Tokio Trans-Pacific* of July 10. Hitherto it had been used exclusively for military purposes.

The station has now commenced the exchange of news with the Tientsin and Tsinan wireless stations, and also receives the news broadcast by the Bordeaux station in France, the Nauen station in Germany and the Iwak station in Japan, the latter broadcasting news prepared by the Toho News Agency, the Teihoku News Agency and others.

The North-Eastern Station also plans further expansion of its activities, with the aid of the Siemens Company of Germany, and for this purpose five Chinese engineers, including Mr. Kang Te-pu, started for Germany on July 4.

have you been following the remarkable growth of the Detroit Times

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

FIRST—
By Preference!

Herald dominance and the prodigious expansion of the Miami market are clearly indicated by the following crescendo of Herald national advertising lineage, first six months each year, 1923-1926, inclusive:

1923, 827,596—1924, 1,011,199—1925, 1,400,735—1926, 1,898,722.

Comparative national lineage, first six months, 1926, shows:

THE HERALD 1,898,722
Second Paper 925,085

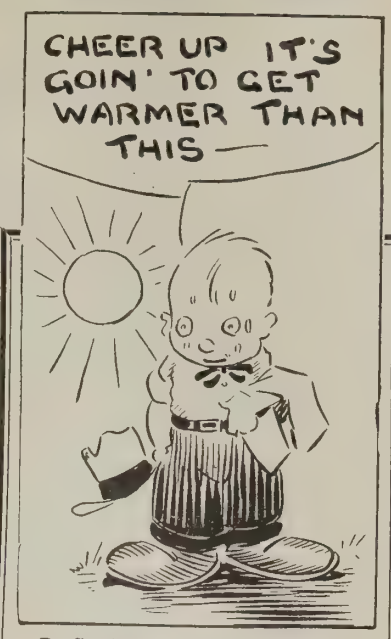
—or a Herald lead of 105%.

The Miami Herald

"Florida's Most Important Newspaper"

Frank B. Shutts, Publisher.

Noozie Says:



By Courtesy of Int. Syndicate, Balt.

120° or 86°?

The Clarksburg (W. Va.) Telegram recently installed the Certified cold process of stereotyping. In writing us how well pleased they are, Col. Viskniskki, General Manager, had this to say:

"Because of the heat generated by the steam tables and the hot forms coming therefrom, under the wet mat process, the temperature in the mechanical departments frequently rose in the summer time to one hundred and fifteen and one hundred and twenty degrees. The first day we went to dry mats, the temperature in these departments did not exceed eighty-six degrees, and the day was a hot summer one, with a temperature of about ninety outside.

"At no time since the installation of the dry mats has the temperature in the mechanical departments exceeded ninety degrees, and I do not need to point out to you what a great relief this lowering of temperature, which is directly due to the dry mat, has been to our mechanical force, and neither do I need to point out to you how this has increased the working efficiency of every man concerned."

Certified cold stereotyping not only betters working conditions in the foundry, but it improves the reproduction of half tones, is every bit as good for type, and saves real time and money besides.

Of course, it's going to be warmer, but why worry about that when it is so easy and economical to "keep cool with Certifieds."

Now is a good time to get the facts.

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue, New York

For wet mat printing with DRY MAT facility — use Certifieds

Made in the U. S. A.

AMERICANS PLAN NEW SHANGHAI PAPER

Preliminary Organization Complete Report States —To Capitalize at Mex, $500,000—Plan to Start Publishing Jan. 1, 1927

Shanghai is to have a new "all American" newspaper which will appear about January 1, 1927, according to information given the United Press Bureau in city.

Preliminary organization work has been completed, according to backers of the project. Machinery will be purchased in the United States, where bids for equipment already have been asked for, the report states.

The prospectus of the company calls for organization of the American. Publishing company, Federal Inc., U. S. A., with Mex, $400,000 in common stock and Mex. $100,000 in preferred stock to pay 8 per cent dividends. It is planned to make the new publication an afternoon newspaper, with two editions, one at 2 and one at 4 o'clock. The promoters expect to make the newspaper a general organ for the American Community in Shanghai, which numbers more than 3,000 and the general organ of American interests in Central China. Complete cable reports of American news will be featured.

It is understood that J. B. Powell, former editor of the *China Press* and editor and proprietor of the *China Weekly Review*, will be editor, while nearly all important American business interests in Shanghai will be represented on the Board of Directors.

It is proposed to form the publishing corporation under the China Trade Act and for the first period attention will be centered purely on publication of the daily newspaper.

Persons prominent in the movement for the organization of the newspaper include Carl Crow, president of Carl Crow, Inc., advertising agency; W. I. Eisler, representative of the United States Shipping Board; C. W. Atkinson, of the Standard Oil Company; C. M. Wentworth, W. S. Fleming, J. B. Powell, O. G. Steen, of the Dollar steamship interests; F. F. Faiman, George Fitch, E. C. Stocker, Leon Friedman, H. H. French, W. H. Bolton and R. Lang.

NEW IOWA WEEKLY

The *Sloan* (Ia.) *Leader* appeared this week for the first time with Louis N. Duchaine, editor and publisher. Mr. Duchaine has been associated with the *Sloan Star* and other local papers for the last quarter of a century.

REPORTERS SAVE YOUTH

Two Boston reporters, Edwin B. Inglis, *Boston Post*, and William H. Taylor, *Boston Herald*, saved an Italian youth from drowning at Hampton Beach, N. H., while visiting there a week ago with the press delegation from 44 states.

OUR OWN WORLD OF LETTERS

(*Continued from page* 18)

BACK in the days when Walter Williams was editing the *Boonville* (Mo.) *Advertiser*, he had a voluntary and unpaid helper in the mailing department by the name of Emile R. Paillou. The latter is now a physician in St. Louis but his heart has evidently remained back in Boonville where he and Williams worked together on the Advertiser.

Lately he has been contributing to the Advertiser "Home Town Sketches"—often pen portraits of such village characters as Riley Holman, Major Hanna, Capt. Beard, Col. True Hickox, Dr. Charles Swap, Copernicus, Jr., "Heavy" Lee, Poor Old O'Connell, Rabbi Sonnenschein, Judge McFarland, and, to bring the list somewhat arbitrarily to a close, Walter Williams. These sketches under the same title have just have issued in book form by the Stratford Company of Boston.

In his pen sketch of his lifelong friend Dean Williams of the Missouri School of Journalism, Dr. Paillou prints the following:

> This is apropos of an incident that took place at the Advertiser office when Walter Williams was editor. The paper had published an item saying that a young man, whom we will call Henry James, Jr., had been in Boonville, "hobnobbing with his many friends," Henry being the son of a farmer of substance, living about five miles from Boonville.
>
> Now Henry James, Sr., had a fixed definition in his mind for "hobnobbing" and his idea was that it meant bacchanalian carousal—in other words, drunk and disorderly. So Mr. James hied himself to Boonville and called on the editor with blood in his eye. For had not his steady, sober son been "written up" in an outrageous manner?
>
> In vain did Mr. Williams by soft answer endeavor to turn away his wrath, as he explained that hobnobbing was a perfectly innocent procedure. No, sir! Mr. James came for an apology and he would have that or blood. So the editor, having no blood to spare, had to agree to straighten things out in the next issue.
>
> Do you know Walter Williams? Ever read or hear one of his apologies? Well, this time he just had to square himself and this is how he did it. The next edition of the Advertiser carried in a prominent position this item: "Henry James, Sr., was in Boonville this week hobnobbing with his many friends."

A good time will be had by all—to use the pet phrase of the country weekly—who read these delightful sketches by Dr. Paillou. Those of us who were born and brought up in the country will, as the pages are read, live the past over again in a sort of Indian summer of the heart.

* * *

THIS department was one of the first to call attention to the Indiana author, McCready Huston, who sits in an editorial chair on the *South Bend Tribune*. Frequent mention has been made of his short stories in the leading magazines and of his novel "Huling's Quest." His second long story, "The Big Show," will appear as a serial in the *Pictorial Review* before being put out in book form by Charles Scribner's Sons.

* * *

ERIE C. HOPWOOD, editor of the *Cleveland Plain Dealer*, chats about the morals of college journalism in *Scribner's Magazine* for August. In speaking of the passing of the so-called literary monthly the undergraduate with the itch—or to be more academic, the urge—to write has no medium for his burning thoughts or his martial songs but must "either write news, editorials, 'funny stuff,' or quit."

Of the undergraduate type Mr. Hopwood speaks as follows:

> In his college newspaper the student is a highly moral, law-abiding, God-fearing young man. As interpreted by his humorous publication he would have made a sensation at the profligate court of Charles II.

Going a little farther into his analysis of undergraduate newspapers Mr. Hopwood continues:

> To one studying the college newspaper press without any preconceived notions about it and without any theories to prove or disprove, it leaves several things to be desired. It has been said that as far as form in the handling of news is concerned, the college newspaper is often as well or better done than the general newspaper. But no matter how well done as to form, college newspapers give the impression of lack of inspiration. Here are publications which are issued by staffs of young men at the most emotional, enthusiastic, and impressionable time of their lives, and still the divine fire is not in them. The work of the editors and reporters reminds one of the tricks of trained animals in a circus who go through a number of complicated evolutions with surprising fidelity and accuracy, but apparently without having the vaguest conception of what it is all about. The greatest things in the world go on in the college campus—most wonderful and beautiful things—but they go on unseen, like Conan Doyle's fairies, for all the editors tell the readers about them in the college newspapers.

The observation just quoted reflects on the college press. Unfortunately such a condition too frequently obtains in college towns.

An explanation and also a suggestion may be found in these words by Mr. Hopwood:

> It may further be said that the college newspapers show too many evidences of the dead hand of the faculty. It has tended to make the newspaper editors a class of Round Heads, while the editors of the so-called humorous publications have been permitted to become the gay Cavaliers of college journalism. If the college newspapers have suffered from too much restraint, the humorous publications have, as it will appear, suffered from too little. An equalization of faculty effort might wisely be effected.

Mr. Hopwood finds data for comment and consideration in the following table of the contents of several of the leading college humorous magazines:

Girl items	123
Off-color girl items	21
College and faculty	63
General items	174

Safe and sane—to use a trite phrase—is Mr. Hopwood's concluding comment:

> To judge college life at all intelligently by its journalism is a problem. Estimated by its newspapers, college morale is quite too good to be true. Estimated by its humorous publications, it is so extreme as to be disturbing. The truth is somewhere between the two.

LARGEST WEEKDAY CIRCULATION *in the City*
The Item Tribune
NEW ORLEANS

A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.

With a constantly increasing circulation, plus a constant growth in advertising lineage, the New York Evening Graphic offers the advertiser an extremely profitable opportunity.

Published by BERNARR MACFADDEN

NEW YORK EVENING GRAPHIC

H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

MERCHANT & EVANS CO.
PHILADELPHIA

Producers of . . .

SPARTAN TYPE METAL

Since 1866

LINO • MONO • STERO
INTERTYPE
COMBINATION

Stocks in Principal Cities

The DES MOINES CAPITAL

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best Advertising buy in the midwest

O'Mara & Ormsbee
Special Representatives

The DES MOINES CAPITAL
Lafayette Young
Publisher

From the Linotype Mailbag

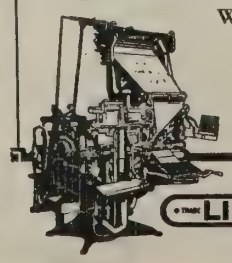
Delivered next day, 400 miles away

"On June 21 we telegraphed here at 11:20 A. M. for a part for our No. 8 machine:

"'Rush parcel post BB No. 165, No. 8 machine.' At 9:15 A. M., June 22, we received this part.

"We wish to acknowledge with thanks your promptness in sending us this part. Despite the fact that we are some 400 miles from Chicago, service like this is almost like having a stock room of parts of our own."

The Collier Printing Company
Wooster, Ohio.



LINOTYPE

Do you know what percentage of errors are made in your Composing Room?

We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.

Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.

When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.

Matrix Contrast Corp.
33 W. 42d St., New York City

THE TELEGRAM

now has the largest paid circulation in

CLARKSBURG, W. VA

13,000 daily
14,000 Sunday

guaranteed.

Member Audit Bureau of Circulations

Represented Nationally by

The Devine-MacQuoid Co., Inc.
New York Philadelphia Pittsburg Chicago

RALPH TURNQUIST DIES ON CANADA TRIP

Advertising Manager of Milwaukee Journal Stricken While Fishing with Fellow Executives—Well Known in Milwaukee

Ralph O. Turnquist, for the past six years advertising manager of the *Milwaukee Journal,* died in a hospital at Espanola, Ont., Monday.

About ten days previously Mr. Turnquist had accompanied a party of Journal



Ralph Turnquist

executives who motored to the north woods for a fishing trip. He was taken ill on the following Thursday.

Mr. Turnquist, who had been a member of the Journal staff for about ten years, had been connected with the old *Milwaukee Free Press, Minneapolis Journal* and *St. Paul Pioneer Press.*

He was born in Minneapolis 42 years ago and was graduated from the school of law of the University of Minnesota. He was a member of the Delta Theta Phi legal fraternity and was one of a party of Delta Theta Phi members which went to Washington to initiate President Calvin Coolidge in 1924.

Mr. Turnquist was a member of the Milwaukee, Press, Athletic, Tripoli Country, Blue Mound Country and Rotary clubs. The funeral was held in Minneapolis.

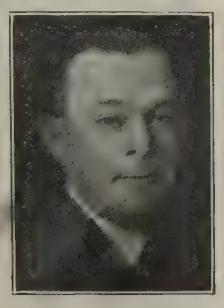
Mr. Turnquist is survived by Mrs. Ella W. Turnquist, his mother, and Miss Myrtle Turnquist, his sister, of Minneapolis, and two brothers, Vern W. Turnquist of the St. Paul Pioneer Press and E. W. Turnquist of Vancouver, B. C.

McDONALD WITH ST. LOUIS STAR

Joiner St. Louis Times General Manager Named Business Manager

F. D. McDonald, until last week general manager of the *St. Louis Times,* has joined the *St. Louis Star* staff as business manager. The position is newly created, and there are no personal changes on the star.

For fourteen years before joining the Times, Mr. McDonald was general manager of the *Dayton* (O.) *Journal-Herald* and for many years was connected with the Scripps-Howard newspapers.



F. D. McDonald

Mr. McDonald is a native of Ohio, and has been in the newspaper business since 1892, when he began as an advertising solicitor with the *Cleveland Press.* While with the Scripps-Howard, he established the *Akron Press,* which was first published in Cleveland and then in Akron. He was with the Press for ten years.

In 1896, Mr. McDonald's duties with the Scripps-Howard organization brought him to St. Louis, where they operated the *Chronicle,* which passed out of existence about 1905. He also was connected at one time with the Clover Leaf group of papers as general manager of the *Omaha News* and later of the *Duluth Star.*

EDITORS TOUR COLORADO

State Editorial Association Holds Three Day Summer Meeting

One hundred and fifteen members of the Colorado Editorial Association began their midsummer meeting, Friday, July 23, at Alamosa, Colo. They chartered a special train from Denver, returning to their homes Sunday evening. Friday and Saturday, the party visited Monte Vista, Colo., and made an automobile tour of Wagon Wheel gap, Center and Creede, Colo., under direction of John F. Reardon, chairman of the transportation committee.

GAVIN TAKES CITY POST

N. Y. World Sports Editor Named Director of Accounts for Jersey City

John H. Gavin, sports editor of the *New York World* has been appointed Deputy Commissioner of Revenue and Finance and Director of Accounts of Jersey City, N. J., by Mayor Frank Hague. The post pays $7,000 a year. Gavin succeeds J. F. Fitzpatrick who has been appointed secretary of state by Gov. A. H. Moore.

Mr. Gavin will take up his new duties Sept. 1. His successor on the World will not be named until that time.

UNION CONFERENCE CONTINUES

No Settlement Reached on New Contract for New York Compositors

Negotiations between the Publishers Association of New York and President James M. Lynch of the International Typographical Union and other I. T. U. officers regarding a new contract with the New York Union continued this week.

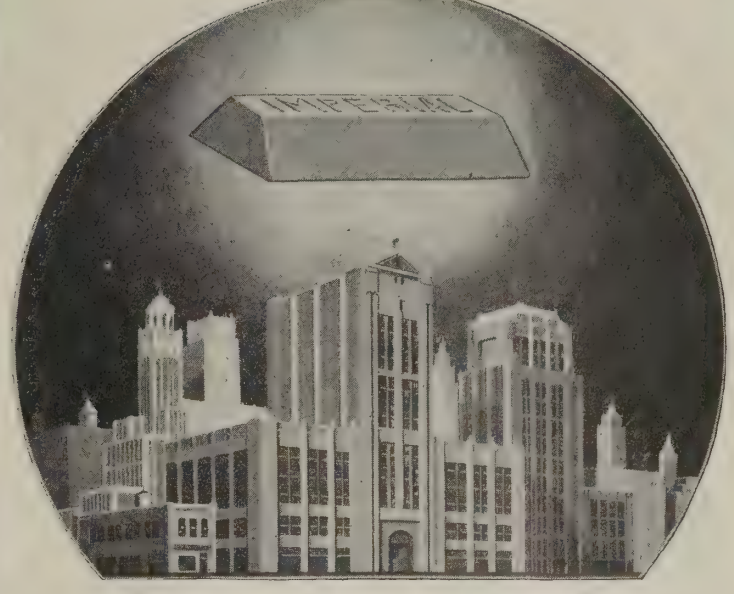
No settlement had been reached at the time EDITOR & PUBLISHER went to press.

PARK REAPPOINTS COMMITTEE

President John A. Park of the Southern Newspaper Publishers Association has reappointed the following Postal Committee: Col. Robert Ewing, chairman, *New Orleans* (La.) *States;* Maj. E. B. Stahlman, *Nashville* (Tenn.) *Banner;* Col. Urey Woodson, *Owensboro* (Ky.) *Messenger;* H. Galt Braxton, *Kinston* (N. C.) *Free Press;* E. K. Gaylord, *Oklahoma City* (Okla.) *Oklahoman.*

The New York Times combines in the metropolitan market the advantages of the largest circulation of any standard sized morning newspaper—average daily and Sunday in excess of 392,000—the largest circulation daily and average daily and Sunday in city and suburbs of any standard sized morning newspaper anywhere—the prestige of the unquestioned advertising leader—the strongest confidence of its readers—an advertising rate low by any comparison, and lowest of all when judged by actual results.

Imperial METAL



Thousands
Now Use The Plus Plan

IT'S a matter of pride with us that the Plus Plan is now in operation in thousands of newspaper plants. If you will recall the number of newspapers in this country and then consider that we are serving thousands of them, you will realize that the Plus Plan *is* rapidly becoming the standard practice for taking care of type metal.

This widespread use of the Plus Plan is based on its adaptability and reliability. It is used by the metropolitan newspaper and village weekly alike. It renders a definite, reliable and economical service to publishers. That's why it's so popular.

The Plus Plan was devised by type metal specialists after years of study and experimental work in an endeavor to find a definite system that would keep type metal in working condition at all times, thereby adding years of working life to the metal.

That this study was well worth while has been proved by the thousands of publishers who use the Plus Plan and stick to Imperial.

IMPERIAL TYPE METAL CO.
Manufacturing the following metals:
LINOTYPE MONOTYPE INTERTYPE STEREOTYPE
ELROD LUDLOW LINOGRAPH THOMPSON
Philadelphia Cleveland New York Chicago



BUILDING NEWSPAPER CIRCULATION

El Paso Herald and Times Telling Public About Their Carriers—37,000 Attend Daily's Picnics—How New York Sun Promoted Vacation Subscriptions

THE *El Paso* (Tex.) *Herald and Times* take great pride in their carrier boys and want the public to know about them. To accomplish this a series of advertise-



No exaggeration or puffery in this series, but straightforward talk about carriers—their jobs and their ambitions.

ments has been run in liberal space under the general title "Meet Your Carrier."

The general excellence of the series is a result of the strict news treatment accorded the copy. The carriers are featured exclusively in pictures and text, while general circulation claims of the papers, advertising figures, and editorial "beats" are completely barred.

In the ads, which are run three columns by 10 inches, a picture of a carrier is prominently displayed. His name, age and home address are given, and the length of time he has served as a Herald and Times carrier. The accompanying illustration shows the style of the copy.

The "sympathy" note is entirely absent from the series, while the business training received by the boys is stressed in simple, straightforward style, of which the following excerpt is a good example:

"WORKING FOR A COLLEGE EDUCATION

"Willie Schreffler of 1318 North Brown Street, has been carrying Herald route number 94, for over a period of two years. Willie was 14 years old when he began delivering papers for THE HERALD. In this short period of business training he has saved over $600.00, made in profit off his route.

"His ambition is a college education and his paper business is going to put him through, and that, by the way, is the ambition of practically all our live, awake carriers.

"Handling money and meeting the public, gives a sense of responsibility, which everyone should have in his youth, that he may become accustomed to the daily routine, as he will find it necessary in the business world.

"OPPORTUNITY

"When asked what he would like to say about his route, Willie responded, 'I know of nothing that gives a boy such an opportunity for a business training as a Herald route. I have learned to save money, it has taught me to be thrifty—it keeps a boy occupied, which, by the way, keeps him off the streets and out of things he has no business being into.

"'A paper route helps you to make friends and none ever has too many friends. I have learned to be polite, and your success, as a carrier, depends largely upon your manners and treatment of your subscribers.'"

Then follows the paper's comment under the caption "YOUR BOYS:"

"There is really only one thing on which a boy can build his reputation. He may have a reputation for good service, for good manners, and all his other habits, but they must be backed by character. Character is the greatest asset in the world—the El Paso Times and Herald is assisting in the moulding of over 250 characters in its boy organization daily. Have you a boy—bring him down to the office and let us start him in on a business of which he can really call his own. Circulation Department, A. J. Biggar."

Commenting on the results achieved by this campaign, A. Cohen, circulation director of the papers, said:

"We have received much of favorable comment in connection with these articles. One of the outstanding results obtained already is the receipt of numerous applications for routes and boys coming from the best of families. Invariably we find that the boy who makes the greatest success is the boy whose parents primarily look to the best training he will receive and not the actual money profit on a route."

How the *New York Sun* used promotion copy to build summer vacation subscriptions was told this week by George Benneyan, manager of the promotion and research department of that newspaper.



Typical copy used by *New York Sun* in vigorous campaign for vacation subscriptions.

"The customary way for newspapers to go after summer vacation subscriptions is to frame a small ad, incorporating a coupon and to run it as a filler when ever space allows through the summer months," he said.

"Very seldom is there a definite campaign. Usually the same ad is used over and over again through the entire season. Oftentimes it gets into one or two of the less important editions of the day only. Frequently the insertions begin too late in the season—weeks after people have made their summer vacation plans. In many cases, the advertisements are unattractive in their appearance and unimpressive in their copy.

"Newspapers, as a rule, have been ignoring the summer vacation. They have been going after him in a half-hearted mechanical way—hardly considering him worth bothering with.

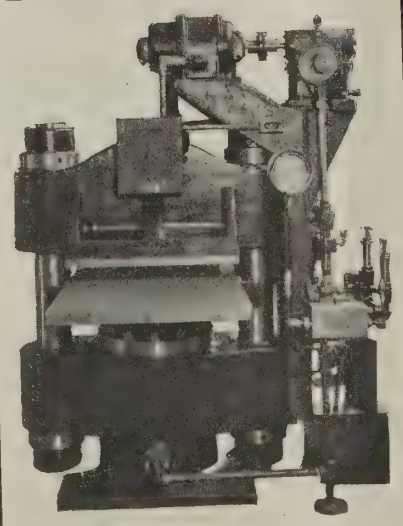
"The Sun has been using in rotation a series of 15 different advertisements calling the attention of its readers to the

HALF A STATE COMPLETELY COVERED
at one Combination Rate
EVENING COURIER MORNING POST
Two Great Newspapers—Published at Camden, N. J.
National Representatives
STORK, BROOKS & FINLEY



creating
Impression!
nearly half the 2013 national advertisers using the Cleveland Plain Dealer in 1925 used it *exclusively*.
The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it
J. B. Woodward 110 E. 42d St. New York
Woodward & Kelly 360 N. Mich. Ave. Chicago

BIROTADRUCK



HYDRAULIC MATRICE PRESS
Direct Pressure Under Complete Control. Fast, Positive, Non-Vibrating Hydraulic Operation. The first successful hydraulic matrice moulding press to be introduced into this country.
Birotadruck Presses are now in operation on the plants of The New York Times (3 presses), New York Herald-Tribune (2 presses), Boston Globe, Cleveland Press and Dallas News.
AMERICAN BIROTADRUCK CO., Inc.
120 West 42d St., New York City

Buffalo, The Wonder City of America
Buffalo—A Profitable Market for Advertisers
Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the
BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo Homes
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Tribune Tower Chicago, Ill.
Atlantic Bldg. Philadelphia
Waterman Bldg. Boston

The Morning Telegraph
Is the giant influence on the Turf, in Society, Music, Theatre, Motion Picture and Finance, having the largest circulation of any Daily in the United States at a ten-cent Price.
Circulated in every State in the Union and the principal capitals of Europe. An exclusive market for its advertisers.
The Morning Telegraph
50th St. & 8th Ave., N. Y. City

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.
Member A. B. C.
URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representatives:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

Peoria
The Try-Out City
THE PEORIA JOURNAL Transcript
Puts Tryouts Over
CHAS. H. EDDY CO.
New York - Chicago - Boston

avantages of vacation-time subscriptions.
"The first advertisement appeared on lay 27—early enough to attract the rliest vacationer. From that date on ere has been an advertisement in the n nearly every day. The ads are small, e of them being three columns by 115 lies deep and the rest being two columns dth and varying in length from 95 to 15 lines.
"Each ad is given a good position, ually on page two or three or on the mmer Resort page. The advertise-nts are not treated as fillers. They pear usually in all editions of the day.
"A unique feature of the campaign is at each ad is addressed to those who ve a particular vacation land in mind. e titles are 'Are you going to Maine r your Vacation?' 'Are you going to nada for your Vacation?' 'Are you ing to the Jersey Coast for your Vaca-n?', etc. This specific appeal has the vantage of attracting the attention of t only those who have decided where go but also those who are still to make their minds and are therefore con-lering many different resorts.
"Each ad carries a large illustration owing a scene from the territory to hich the title is devoted. The copy in ch ad is simple and short.
"We cannot fairly judge the success of e campaign as yet. It is too early in e season in the first place. In the cond place, the weather has been so nseasonal this year that many people ve postponed their vacations—making difficult to compare vacation subscrip-ns this year with the same period of st year.
"The present campaign is the most ex-nsive which the Sun has conducted. e feel confident that the results will be tisfactory.
"We have devoted considerable time d space to these advertisements be-use we feel that summer vacation sub-riptions constitute a neglected field and ne which offers worthwhile returns.
"I don't believe that the average merican wants to stop reading news-apers during his vacation. Newspaper ading is too firmly established a habit ith him. I think that with a little effort e can be persuaded to have the paper he ads every day during the rest of the ar sent to him on his vacation.
"Vacation subscriptions offer news-pers an opportunity to cut down to some xtent the summer slump in circulation. addition, they build prestige, because e man who gets a paper from home is ually obliged to let several other people id it. And so hundreds of people from Chicago or Cleveland or Boston may read a New York newspaper for the first time i a summer resort."

The *Burlington* (Ia.) *Hawk-Eye* is eting summer circulation apathy with a "Thoro Readers" contest which has used unusual hot weather interest. ch week theater tickets are distributed t readers submitting the best answers to group of 10 questions based on news ories, advertisements, feature articles d local topics appearing in the Hawk-e during the week. The contest is a nday morning feature.

Four Virginia school teachers, winners prizes in the *Richmond* (Va.) *News-eader's* free summer tours campaign ring the spring and early summer, are Canada on a two weeks' tour at the pense of the paper.

Thirty-seven thousand persons attended the *St. Louis Star's* three picnics this year at Forest Park Highlands, local amusement garden, previous attendance records being broken at the third and last event held July 22 when 15,000 passed through the gates. The Star's annual series of picnics is for local youngsters, and the crowds accordingly included but a sprinkling of elders. A total of 14,000 attended the first picnic and 8,000 were on hand for the second. The attendance at the second picnic was reduced by rain.

Carrier boys of the *Richmond* (Va.) *Times-Dispatch* recently were given an exhibition by Hadji-Ali, "Egyptian Miracle Man," who appeared at the Lyric theater, in front of the Broad street office of the newspaper, through the courtesy of the theater.

Much interest has been aroused in Minnesota over the "Gopher Trail" series of articles run in the *St. Paul Dispatch and Pioneer Press.* A month ago the papers sent a reporter among Minnesota towns and villages to write a story of each. On arriving in a town, he usually visits the newspaper there, and from the editor gets a tip on what sort of an article would interest the townfolks most. Fully 90 per cent of these stories, including pictures, have been reproduced in the towns mentioned and so well did they take with the communities that the papers decided to give them a novel turn. Recently they invited the inhabitants to write their own "Gopher Trail" story for the Dispatch, offering $50 as a first prize.

W. M. Armour has been promoted from assistant to circulation manager of the *San Antonio Express and Evening News,* succeeding W. P. Allen, who resigned to become a stockholder in and general manager of the *Laredo Daily Times,* recently sold by the Penn Publishing Company to J. E. Hanway of Casper, Wy., and associates.

3. Omit nothing that is necessary, but do not waste words.
4. Telephone Main 0600 and ask for an Ad Taker. She will gladly assist you.

The *Dallas News* is running page one boxes to promote its want ads. A recent box was headed: "A Sound Investment For Your Savings" and stated that real estate, purchased through the classified columns was a safe, substantial investment. The promotion followed through with an eight column streamer head over the real estate offerings saying "Many Attractive Dallas Homes Are Advertised Here."

The first classified page carries as a promotion feature a one column cut showing the location of the uptown offices of the News and Journal at 112 Stone street.

The *Halifax* (Nova Scotia) *Herald* runs George Matthew Adams' daily editorial centered at the top of its first classified page to attract readers.

CLASSIFIED ADVERTISING

H. J. Harrison, Coast Classified President, Started On New York Herald—New York Times Starts New Classification—Halifax Herald Using Adams' Editorial on Classified Page

H. J. HARRISON, classified advertising manager of the *San Francisco Daily News,* who was recently elected president of the Pacific Coast Classified Advertising Managers' Association, began newspaper work in 1908 as a counter boy for the old *New York Herald.* After learning the A. B. C.s of classified there, he joined the *New York World,* leaving this paper after a time to take a better position on the old *Philadelphia North American.*



H. J. HARRISON

"I was ambitious to see more of the country and so I worked successively on the *New Orleans Times, St. Louis Post-Dispatch* and the *Spokane Spokesman-Review,"* he told EDITOR & PUBLISHER.

He remained with the latter paper five years, being advanced eventually to classified manager. On this paper he made what is believed to be a record by obtaining 110 new classified accounts in 110 consecutive working days.

Later he joined the *Oakland* (Cal.) *Enquirer* as classified manager, remaining there four years before joining the San Francisco Daily News four years ago.

Mr. Harrison is a graduate of the University of Pennsylvania.

"Horses and Equipment" is a new classified division in the *New York Times.* The department is run on Sundays only in the sports section, and carries advertisements from riding schools, of horses and ponies for sale, saddles and harness.

Four short paragraphs on "How to Write Better Classified Ads" were featured in the *Seattle Star* recently. The display ad instructed:
1. Never write hurriedly. The well-written classified ad gets results because it is complete.
2. Put yourself in the reader's place. Tell the facts YOU would wish to know if you were buying instead of selling.

Argentina's per capita wealth of $1,633 is the world's highest

LA PRENSA

of Buenos Aires is bought daily by approximately one of every 40 persons in the entire republic. Your advertisement in La Prensa reaches the world's wealthiest (per capita) audience.

For Information and rates apply to

JOSHUA B. POWERS
Exclusive Advertising Representative,
250 Park Avenue New York
"South America's Greatest Newspaper"

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

The Great Empire of The Southwest
is literally spending millions of dollars.
The thoughts, actions and habits of Southwesterners are influenced by their
Weekly Newspapers
Our organization represents 325 weekly newspapers in Texas, Oklahoma and New Mexico, and we can furnish complete market information on this territory.
A letter to our Dallas office will bring you some very interesting figures.
The H. L. Grable Co.
"National Advertising Representatives of Weekly Newspapers"
TEXAS—OKLAHOMA—NEW MEXICO
NEW YORK, 25 East 26th St., Phone Ashland 9127
PHILADELPHIA, Widener Bldg., Phone Rittenhouse 9698
CHICAGO, 123 West Madison, Phone Central 3021
DALLAS, TEXAS, 606 Mercantile Bank Building

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION
An organization specializing solely in newspaper building design, manufacturing and production problems.
S. P. WESTON
Newspaper Buildings
Plant Layouts
Production, Operation
0 West 42nd Street New York

Regional Advertising
at
Regional Rates
in
The Christian Science Monitor
An International Daily Newspaper
Publishing SELECTED ADVERTISING
ATLANTIC, CENTRAL and PACIFIC Editions
Rates and Circulation Data Supplied on Request
ADVERTISING OFFICES
Boston, Philadelphia, Chicago, Cleveland, Detroit, New York, London, Paris, Florence, Kansas City, San Francisco, Los Angeles, Seattle, Portland
"Buy What You Can Use"

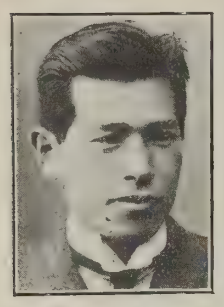
DOMINANT!
in
Pinellas County, Florida
Daily News
ST. PETERSBURG'S PICTURE PAPER
Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall
America's Biggest Tabloid
Florida's Fastest Growing Newspaper
To be assured of Complete Coverage—
USE THE NEWS
Represented by
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

first! in OHIO
11,492,383 Lines
Dispatch advertising record for the first six months of 1926, exceeding other Columbus newspapers combined by 1,665,911 lines. In 1925 the Dispatch published 21,544,376 lines, exceeding second largest Ohio newspaper by 2,648,383 lines.
NET PAID CIRCULATION
CITY 55,812
SUBURBAN 26,973
COUNTRY 23,666
Total Daily Circulation.....166,451
Columbus Dispatch
OHIO'S GREATEST HOME DAILY

JAPANESE NEWS AGENCY SENDING TEN JOURNALISTS ON WORLD TOUR

Nippon Dempo Tsushin Sha Sponsoring Project in Honor of 25th Anniversary—Men Picked from Largest Dailies —All Under Thirty

FOR the purpose of studying newspaper problems as they are met and solved in the United States and Europe, five Japanese newspaper men are soon to depart on journeys around the world. They are the first of ten working journalists who are to be sent on such journeys during the present year by *Nippon Dempo Tsushin Sha,* one of Japan's leading news and advertising agencies, which is sponsoring the project in commemoration of its twenty-fifth anniversary.



Toshihide Hara

The first five to leave Japan were selected by a committee representing most of the leading newspapers of the Empire.

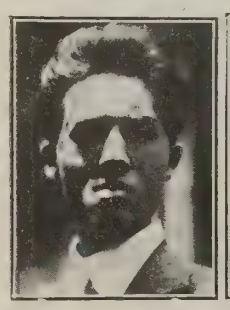


Seife Katayama

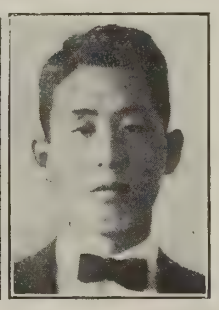


Poshio Niho

They are Yoshihide Hara, *Fukuoka Nichi-Nichi Shimbun;* Seiji Katayama, *Kobe Shimbun;* Shu Sano, *Tokio Hochi Shimbun;* Toshio Niho, *Tokio Kokumin Shimbun;* Tomin Suzuki, formerly of the



Pomin Suzuki



Shu Saro

Osaka Asahi Shimbun but now with *Nippon Dempo.*

All five are men less than 30 years old, who were selected because the committee believed them to be specially qualified to observe methods of newspaper production abroad and bring back for the use of Japanese publishers reports which will be of value in efforts to eliminate waste and increase efficiency here. Each of the five speaks the language of at least one of the foreign countries to be visited and all of them possess a reading knowledge of English, which is studied by compulsion in all Japanese schools.

Hara and Katayama, two members of the first group to be selected, are to sail from Yokohama on the Taiyu Maru Aug. 4 and are to arrive at San Francisco, Aug. 23. They intend to go from San Francisco directly to Chicago and, after a few days in the Illinois metropolis, will proceed to New York, which is to be their headquarters during a visit of several months in America.

Suzuki and Niho are to go first to Europe, travelling through Siberia and Russia. Their first stop will be Berlin, where they are to spend several weeks. Later they will visit other European capitals before sailing for America.

Sano, the fifth member of the group, is from the mechanical department of the Tokio Hochi Shimbun and is the only one among the five who is not a representative of the editorial rooms. It is expected that the advertising and business offices will be represented among the second group of five to be selected later this year. Sano is to travel alone, sailing from Kobe for Marseilles, visiting France, Germany and England and later going to the United States.

It is practically certain that Suzuki and Niho will attend the Geneva sessions of the Press Congress of the World.

The fine spirit of public service displayed by Nippon Dempo in choosing this means of celebrating their 25 years of existence has aroused the great admiration of the press of Japan. H. Mitsunaga, president of Nippon Dempo, was the host early in July at a reception for the five travelers. On this occasion many of the Empire's leading public men praised the project and the vision which had inspired its sponsors.

BENNETT'S STORIES IN BOOKLET

The booklet containing the *Chicago Tribune* stories of James O'Donnell Bennett on the Eucharistic Congress, held here June 20-24, has already gone into the second edition. Five thousand copies comprised the first edition, and 10,000 more have been placed on sale at the Tribune's Public Service Bureau. The booklet is priced at 15 cents, is profusely illustrated and is fittingly bound in a cardinal red jacket.

Editor & Publisher's classified ads do business quickly.

TO ENTER DAILY FIELD

Edward S. Tike, owner of the *Warren* (O.) *Western Reserve Democrat,* has sold a half interest to W. W. Major of Chicago, former city editor of the *Chicago Evening American* and L. C. Martin of Oshkosh, Wis., advertising man. At the same time application was made for an Ohio charter for the Warren News Company, with a capital of $62,000. The publication, now a weekly, is to be made into a daily.

SCRANTON SUN PLANT NEARS COMPLETION

Afternoon Daily Will Start Latter Part of August—Backed by Local Business Men—Pattison Is General Manager

Scranton, Pa., July 28.—The Hoe sextuple press which is to be a part of the equipment of the *Scranton Sun,* new afternoon daily, arrived here this week. Other machinery purchased is also in the city and within two weeks or so it is expected that most of it will be installed, permitting the *Sun* to appear the latter part of August. The plant is to be located in a 3-story building at 314-316 Adams avenue, which is being remodeled. The Sun, an independent Republican paper, has the following directors: W. F. Hallstead, President; T. J. Duffy, secretary; W. J. Pattison, Mark Edgar and Bernard L. Connell.

The company is to start with $200,000 in preferred stock and 2,000 shares of common stock with no par value. Mr. Pattison will be general manager, Mr. Edgar, editor, and Mr. Duffy, advertising manager. W. H. Ward, formerly of Buffalo, has been named circulation manager. Mr. Hallstead, a young capitalist interested in banking and public service corporations, in addition to serving as president of the publishing company, will head the business department of the paper and edit a special column, it is announced.

Among other stockholders are Mortimer B. Fuller, president of the International Salt Company; Ralph A. Amerman of the Lincoln Trust Company and some eight or ten other prominent local men.

John E. Schanz, formerly city editor of the *Reading Tribune,* is one of a number of out of town news men engaged for the Sun's local staff. The paper will start with a battery of 8 or 10 linotypes, a Ludlow and a monotype.

A letter to every home in the community, full page ads in the local papers and 200 solicitors on a straight commission basis are being used in the preliminary subscription campaign.

Messrs. Pattison and Duffy were formerly connected with the *Scranton Republican* and the former was also a one time publisher of the *New York Evening Post.*

You can't run a shoe store without shoes—or succeed with a classified medium that isn't really classified.

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building Philadelphia

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined*.

THE PITTSBURGH PRESS
A Scripps-Howard Newspaper
Member of the A. B. C.

FLORIDA
continues to be the fastest growing state in the Union.

TAMPA
is the recognized industrial center and the most substantial city in Florida.

THE TAMPA MORNING TRIBUNE
is the only morning and the only Sunday newspaper in Tampa, covering the entire rich, productive and populous territory of Southwest Florida, reaching a population of 713,943.

200,000 Daily Readers.
300,000 Sunday Readers.

Represented nationally by
The S. C. Beckwith Special Agency.

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6th Floor Occidental Bld.
INDIANAPOLIS, IND.

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

If Quality
of circulation is your first consideration
The Evening Star
With Sunday Morning Editions
Washington, D. C.
will have your preference—same as it has the preference of practically everyone in the National Capital.
The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.
N. Y. Office—110 E. 42nd St.
Dan A. Carroll
Chicago Office—Tower Building
J. E. Lutz

GRAVURE SECTIONS PRINTED
SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK
Standard Gravure Corporation
LOUISVILLE KY

NEW FIELDS FOR COLUMBIA SCHOOL

(*Continued from page* 12)

ien classes, who have been out at work, stablished an influential and vital re-ltionship with the American press.

"The increase already noted in the umber of graduate students encourages rther development of the courses of-red for the degree of Master of Science. In the coming year the school ill give an additional course in the udy of editorial problems and policies. he work in literary and dramatic criti-m given by Prof. Will is to be divided.

"Prof. Will will give a graduate course literary criticism and book review-g running throughout the year, and rof. Joseph Wood Krutch, Ph.D., will ve a course in dramatic criticism in e winter and spring sessions.

"A course in industrial and trade urnalism will be given in the winter ssion by Chaplin Tyler, M.S., assistant itor of *Chemical and Metallurgical En-neering*. This course has been arranged co-operation with the McGraw-Hill ompany, which, after experience with school for junior employees of trade d technical publications successfully nducted by publishers themselves, has ached the conclusion that in the long n such instruction can be more satis-ctorily afforded by a university. The mpany is offering encouragement to e junior members of the staffs of its veral periodicals to attend courses at e school, and it is expected that the ief editors of these publications will pplement the general work given by r. Tyler, with lectures and instruction rected to specific requirements in the fferent fields of industrial journalism.

course in scientific and technical urnalism is also in process of arrange-ent for next year.

"This expansion of advanced teaching mes to meet a clearly observed demand the part of students, and is called r by the rapid spread of the more ementary teaching of journalism in the lleges and even secondary schools.

"That question is no longer debatable. "Schools in all parts of the country e more or less efficiently giving initial struction in the technique of news thering and news-writing. A smaller mber are insisting on a broad cultural eparation for newspaper work. The ore prevalent the notion that a smatter-g of technical dexterity may be made serve as an entrance to journalism, e more imperative it is that the Co-mbia School of Journalism should con-rn itself, not merely with making re-rters, but with offering a broad cul-re, and opportunities for research and ecial study directed to enable students meet with knowledge and power the ofessional and community problems of increasingly complicated society. They ust be equipped for the practical work their calling, but also with that some-ing beyond that marks cultured leader-ip in a profession.

"From the beginning the Columbia hool of Journalism has firmly adhered the ideal of laying deep foundations professional leadership. Joseph Pul-er when making plans for the school s looking, not to turning out skil-newspaper journeymen, but to developing a body of intelligent, conscientious statesmen. His purpose was a social one. In furtherance of that purpose the school has devoted itself to training for the editorial staff. That must remain permanently its chief aim; for chronicle and comment, not circulation or advertising, are the vital elements of journalism. Nevertheless, with the increasing number of newspaper workers who have received some technical training in a school of journalism, there has come a demand for more advanced study, not only along editorial lines, but also into questions of newspaper management.

"Students seek light on advertising and circulation methods. They wish to acquire a correct taste in the art of typography, and to know something of mechanical operations and costs, which it may become their duty to supervise. This is especially the case with those men and women whose ambition is directed to the ownership of small papers. Mr. Pulitzer's endowment naturally made no provision for such teaching. In his day the opportunity for it could hardly have been foreseen; and if he had foreseen it, he would still rightly have concentrated his efforts on editorial education for the support of high standards and professional spirit in journalism.

"The aim of the proposed teaching is as far as possible removed from that of the business course in salesmanship, or the trade school course in printing; and for that reason it belongs in the professional school of journalism itself. Its purpose is not to make advertising men, or printers, but to help the editors to be the masters rather than the servants in journalism. Instead of being a departure from Mr. Pulitzer's ideal, it is a development of that ideal to meet the new conditions that appear with the firm establishment of journalism as a department of university instruction.

"One of the great needs of this country today is the strengthening and improvement of its rural and small town newspapers. We are swayed too much by the great standardized journals dealing with things from the point of view of mass circulation. Prosperous, intelligent, independent, forward-looking, enterprising small papers are wanted to give voice to autonomous communities and foster—if not indeed in some measure restore—that intellectual self-dependence that lies at the foundation of safe popular government. The editors of such papers must be more than writers. They must, like the old journeymen printers, like Franklin, Greeley and Weed, who were leaders of American journalism, be masters of the whole enterprise of newspaper making. The school has already turned out some men and women who are doing this work, and in the broadening of such teaching an opportunity of significance for American journalism and American life is before it. It should also offer facilities for special research into questions both of editorial and business policy to students and persons already experienced in journalism who want preparation for high executive positions, or for the supervision of their own newspapers. Journalism to be independent must be successful, and the editor who thoroughly understands all phases of his paper's problem is the independent editor.

"In a recent letter to the writer, commenting on some remarks about such teaching, Dr. Louis Wiley, business manager of the *New York Times*, said:

" 'Publishers of metropolitan as well as small city newspapers should welcome any attempt by you to train students in managerial problems. It is from the training school of the smaller city papers that the metropolitan journals will probably always continue to draw a large proportion of their executive staffs. The breadth of experience obtained in such offices is a valuable foundation. As for the nation's need of strong, independent local newspapers, there can be no argument. You will be making a real contribution to our national life in serving the smaller cities' newspapers. I am aware that you cannot, under the terms of Mr. Pulitzer's bequest, pay the expenses of any business office training. But it is important that the journalism students should have some insight into the problems of the managerial side of the newspaper, business and mechanical.'

"However desirable such training may be, it cannot be undertaken on any satisfactory basis by the school with its present resources. Occasional free lectures by public-spirited experts, though interesting and instructive, cannot take the place of regular, systematic study. Neither can advantage be taken by the school with its present endowment of the chance to make here, at the newspaper center of the continent, a research department and clearing house to deal with new problems of newspaper method, such as changing technique, or economic or social developments that may alter the habits of the reading public and force newspaper transformations. These are of interest to every newspaper, but they are difficult to appraise from inside a newspaper office and are generally beyond the scope of any single newspaper's study. At present the school has before it the suggestion of a public organization that it, because of its combination of impartiality with knowledge of newspapers, should undertake a study of crime news and the possible effect of different ways of publishing it in stimulating crime. For these purposes of advanced teaching and research an additional income of not less than $25,000 a year could profitably be used. If Mr. Pulitzer's great bequest could be supplemented to that extent, an important work might be done, not only in opening new opportunities to students, and in supplying larger needs of newspapers, but in strengthening the influence of independent, highly trained editorship over the press of the country, urban as well as rural. Such an adventure may make an appeal as at once a professional and a patriotic service."

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The Significance of Department Store Advertising

There is no greater test of the selling power of a newspaper than the volume of Department Store advertising it publishes. Advertisers in all lines who want to develop the New York market should remember that the Department Stores of New York use more space in The Sun than in any other newspaper—seven day morning or six day evening.

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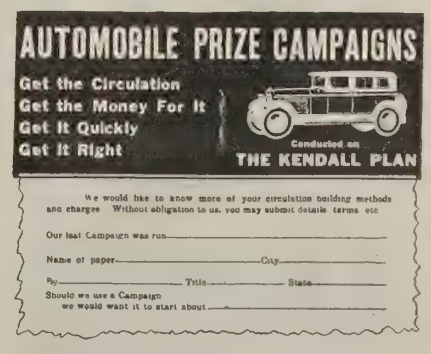
COMPLETE WIRE REPORTS FOR EVENING AND SUNDAY PAPERS

International News Service

"Get It FIRST but First Get It RIGHT"

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WE'RE ALWAYS BUSY—WHY?



Eighteen consecutive successful years of "Knowing How." Wire or write for details, references, etc.,

W. S. Kendall Company
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LOUISVILLE, KENTUCKY

MASONIC GROUP CELEBRATES

Fourth Estate Square Club of Philadelphia Is Two Years Old

The Fourth Estate Square Club, of Philadelphia, said to be the first newspapermen's Masonic club to be organized in this country, will celebrate its second anniversary all next week. An eleborate program has been arranged by William Young, president of Typographical Union No. 2, and president of the club, which includes the setting aside of a special day at the Sesqui-Centennial Exposition.

The club was founded by George J. Zacharias, police reporter of the *Evening Public Ledger*, and Charles B. Reed, mechanical superintendent of Curtis-Martin publications. It now has a membership of 200 which includes Masonic newspapermen, publishers, circulation men and composing room men as well as men who formerly were in the newspaper business.

Mayor Samuel Turner, former owner of the *Chester* (Pa.) *Times* is a vice-president.

Jacob Ginsburg, editor and publisher of the *Jewish World*, daily, and C. C. A. Baldi, publisher of the *L'Opinione*, an Italian daily, also are vice-presidents.

Frank Hickey, managing editor of the Chester Times is one of the board of trustees.

William Rocap, sporting editor of the *Atlantic City* (N. J.) *Times*; Ted Von Ziekursch, sporting editor, *Philadelphia Daily News*; Charles Duke, Sunday editor, Public Ledger; George Seltzer, assistant city editor, *Philadelphia Evening Bulletin*, and Lee Solomon, political reporter, *Philadelphia Inquirer* are directors.

Mr. Ramsey recently visited Chicago and began the organization of a similar club of Masonic newspapermen in that city. Another club has been organized among employees of the *New York World*.

ISSUES ENGLISH SUPPLEMENT

Asahi Publishing Company, publishers of the Tokio and Osaka *Asahi*, has just issued a special English supplement of 140 pages on industrial and commercial conditions in present-day Japan. The edition has a handsome lithographed cover and is profusely illustrated throughout.

The number containing highly informative articles by well-known Japanese authorities.

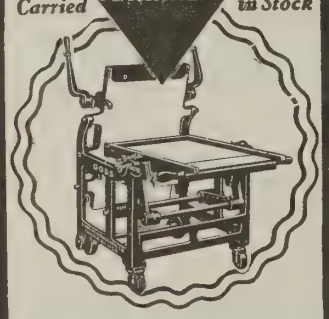
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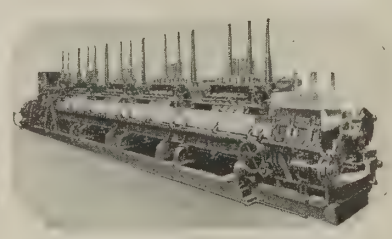
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For large and small plants
Cutler-Hammer Controllers for presses of every size and for every type of motor-driven machine.
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Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.
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Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
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Composing Room Furniture
as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.
Do it now!
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TWO RIVERS, WIS.

USED NEWSPAPER PRESSES
Scott 16, 24 and 32-Page Presses
GOSS 24 and 28-page presses good for black or color work, also Goss Sextuple.
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are now being used by many of the leading newspapers from coast to coast and border border. In one plant the machine has saved one-fifth of its cost in six months. Papers can be delivered in better condition to distributors and to the readers.
After a thorough investigation you will want to invest
Write for full particulars
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The Quickest and Best Casting Unit
Hoe Stereotype Furnace with Hoe Equipoise Curved Casting Moulds and Pumps.

If it's a Hoe, It's the Best
R. HOE & CO., INC.
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7 Water Street, BOSTON, MASS.

RESULTS
Are responsible for the high quality of Equipment Advertising appearing in every issue of
EDITOR & PUBLISHER

Employment—Equipment—Services

...ITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS (Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

...e space charge at same rate per line per ...ion as earned by frequency of insertion. ...eal rates quoted for 13, 26 and 52 insertions. ...e Editor & Publisher reserves the right to ...ify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE

ADVERTISING

General Promotion

...rtising Promotion—If you want more ...ess, communicate with the International ...cations Service, Incorporated, Suite 1004, ...Broadway, New York City.

...thing Entirely New. Individual comic ... ad strip for your classified ad pages. ...ly, semi-weekly, daily. Write for samples ...ost, etc. Guido D. Janes Service, Quincy, ...

...SINESS OPPORTUNITIES

Brokers

... Opportunity in California—Daily in ex...ve field, average annual business last six ... over $44,000. Very satisfactory net re...t. Plant invoices $21,000. Offered at $35,000; ...s $15,000 down. Prop. 1476x. The H. F. ...ichs Agency, Litchfield, Ill.

...y Seat, Exclusive Field, Virginia weekly ...dob plant well established; good circulation; ...ng good dividends; plant will inventory ...0; price to quick buyer $12,000, half cash. ... Shale, Times Bldg., New York.

Newspapers Wanted

... Wanted in small city, with future, by ...r and a business manager. P. O. Box 382, ...n Bay, Wis.

...Hunt for the One Owner or Publisher is ...on. See Editor & Publisher of July 17, ... under "Newspapers Wanted." My ad ... alone. A-659, Editor & Publisher.

Printing

... Available for use of any kind of news...r, complete modern newspaper plant. Will ...outright or make arrangements long time ...act for printing of publication. Address ... Box 28, El Paso, Texas.

CIRCULATION

Promotion

...rculation—When quick, additional circulation ...vage becomes necessary, remember that our ...ty years in this one line of endeavor is ... proof against experimenting. Write or ...r Pacific Coast Circulation Service, Bell ...o., Cincinnati, Ohio.

...r lation Builders—Blair & Austin, 1504 Cen...e ve., Reading, Penn. Originators of Sales...a hip Club Campaigns.

... Circulation—Try our "Opportunity Club" ...a Sherman & Eckert, 353 Northampton ...rt, Easton, Penna.

...h Canton Ohio Daily News is producing ...rculation of quality and at an extremely low ...s through our plan. Certain fields covered ...ut cost. Write us today. The Albright ...n Co., Palmyra, N. J.

Equipment

...e paper Display Racks—The Steel Co., Box ...3 Palmyra, N. J.

EDITORIAL

Syndicate Features

...on, New York, Daily Star and Lorain, ...h Times Herald are the new customers this ...ek. For samples of a live, alert, up-to-date ...rice, write The Graphic Syndicate, 25 City ...a Place, New York.

EMPLOYMENT

Help Wanted

Brainy, Energetic, Young Advertising Man with selling ideas, wanted to develop department on daily newspaper in growing western city of 20,000. Would also have direction printing sales fine plant. If applicant acceptable and desires, may acquire interest, though not necessary. If ambitious and equipped, this presents fine opportunity. A-686, Editor & Publisher.

Business Manager wanted for weekly; Northern Ohio. State experience and salary wanted. Save stamps if your record as a producer is not A No. 1. Excellent prospects. Address Publisher, 5700 Train Ave., Cleveland, O.

Experienced Magazine Man Wanted to take complete charge poultry publication, 40,000 circulation, and invest $5,000, for substantial interest. Position will pay good salary. A man of editorial experience preferred. Give full particulars in first letter. G. M. DeMent, Montgomery, Alabama.

If Capable of Making Survey of newspaper mechanical departments you may acquire interest. A-687, Editor & Publisher.

Live Wire, Capable, experienced newspaper man wanted to invest some capital and his services in A-1 newspaper proposition in El Paso, Texas. Full details first letter. P. O. Box 28, El Paso, Texas.

Re-Write Man and Copy Reader wanted. Must have reference. State salary desired. Courier-News, Plainfield, New Jersey.

Salesman who can sell a business service to represent an old established daily paper in Philadelphia and New York, on a commission basis. Must be able to meet and sell business executives. In answering, state age and past experience. References required. A-680, Editor & Publisher.

Situations Wanted

Advertising Manager, with fifteen years' successful record as organizer and producer, wants to connect with live organization where intensive effort and results will justify permanent connection and assure future. Experienced large and small cities. Prefer second or third paper where initiative and thorough knowledge of all classes of newspaper advertising are essential to success. Young, married. Write for complete record and interview. A-691, Editor & Publisher.

Advertising Manager—Classified Manager, now employed. National and local accounts, soliciting, out of town, etc. Over 12 years with metropolitan newspapers. Experienced magazine man, soliciting, promotion, publicity, merchandising. Seasoned go-getter. An individual a busy publisher and executive could rely upon. Excellent credentials. A-696, Editor & Publisher.

Advertising Salesman, age 35, experienced local, national and special page newspaper advertising, desires permanent connection. Prefer special page selling on salary and commission basis. References. A-688, Editor & Publisher.

Assistant to Copy Man or in advertising department of newspaper or advertiser; or with advertising agency. Young man with four years' experience desires position with opportunity for advancement. B-662, Editor & Publisher.

Boxing Writer—Have you an "Honest" boxing writer, not on any "list," who writes truthfully what he sees, learns, and believes, on your staff? One such awaits your call. Confidentially. A-697, Editor & Publisher.

Business Manager—Complete, well-rounded newspaper experience; 4½ years present position, gain over 50% advertising income; nearly 20% increase circulation. Prefer city 20,000 to 75,000. Age, 35 years, college graduate, married, two children. A-674, Editor & Publisher.

Business Manager or Assistant to Publisher, now employed, seeks change. Experienced in accounting, classified and display advertising, circulation and all branches of newspaper work. Familiar with large and small cities. A-680, Editor & Publisher.

Circulation, Promotion, Business Manager, with excellent record on New York City daily newspapers; at present employed, desires to make connections in New York City with any size paper in field of promotion or improvement in any departments. A-675, Editor & Publisher.

Circulation Man, young, experienced, seeks position. Roadman, crew manager, promotion. A-644, Editor & Publisher.

Circulation Manager on newspaper of 40,000 desires a better connection as circulation manager or assistant; 25 years' newspaper circulation experience. Can furnish recommendation from past and present employers. A-689, Editor & Publisher.

Circulation Man, young, ideas. Wants position in city over 25,000. Well worth inquiry. A-681, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Circulation Manager wants change. Practical experience in all branches of the work. Served in every position from carrier boy to circulation manager. City circulation manager of Northwest's greatest paper for four years. Circulation manager of large Central States Evening paper for four years. Best of references. Now employed. Address A-685, Editor & Publisher.

Circulation Manager Wishes Change. Experience in all lines of circulation. Have a very good record; first class reference. Good reason for leaving. Married. Willing to come for interview at my expense. Prefer Middle or Eastern States. A-683, Editor & Publisher.

City, Telegraph or News Editor, now employed as News Editor with important eastern paper. Fast, accurate copy reader, head writer and makeup man. Desire connection with Southern daily. References, present and former employers. A-692, Editor & Publisher.

Copy Reader seeks position. Experience, reporting, re-write and copy desk. Available at once. A-693, Editor & Publisher.

Editor or Managing Editor for a country weekly. Young, married, wide awake, has new ideas, knows what the people want. Will locate anywhere; can build up paper. Hard worker and has had experience. Excellent references. Albert R. Beatty. P. O. Box 72, Washington, New Jersey.

Editor or Managing Editor—Want permanent connection with daily afternoon paper in South. Now employed in responsible position with morning paper in Northern city of 70,000. Recently given promotion by present employer, and only reason for change is desire to return to native section. If you contemplate change this year, communicate with me. Best of references. Am willing to sign contract. A-682, Editor & Publisher.

Editor desires position country weekly; preferably New England or New York State. Experienced. Sam J. Banks, General Delivery, Cambridge, Mass.

Editor - Engineer—Will edit house organ, assist in the getting up of descriptive matter, write reports, booklets, or proofread. Three and a-half years' experience in editing department of magazine, and electrical engineer by profession. A-648, Editor & Publisher.

Editor, City Desk and Feature Experience; capable in make-up, magazine direction; age thirty-four, married; on this job six years; trained in business management; credentials of the best; write A-695, Editor & Publisher.

Editorial Writer; also syndicated features; considerable sold fiction—traveled, mature, married, dependable. Seeks change. A-642, Editor & Publisher.

Expert Promotion Man, 43, with record of achievement, knowledge of human nature, indomitable will to succeed, seeks position. Circulation Manager or Promotion Manager anywhere. Not a cheap man, but a good one. A-657, Editor & Publisher.

Financial Editor—Ten years' experience; college education; 3 years' professional training in banking and finance; able economist; wide knowledge of business; age 36; able writer. Will make page vital, interesting, authoritative and profitable. Prefer small city. Address Apmt. 401, 5601 Blackstone Ave., Chicago.

Foreman of Composing Room will be open for position about September first. Best of references as to character, ability and loyalty furnished. Address A-694, Editor & Publisher.

Managing Editor, 15 years' successful experience. Age 35, college graduate. Open for offer August 1. Metropolitan and small town experience. Capable executive, forceful writer, news and make up expert. Prefer daily in town of 20,000 to 200,000 where there is opportunity to build future for myself and paper. A-654, Editor & Publisher.

News Editor—28, employed for last five years Sunday, telegraph and makeup editor on metropolitan dailies, desires similar position with wider scope of responsibility and opportunity. Would consider executive place on smaller daily. Salary must be adequate, but is secondary consideration. Am prepared to remain in present position until suitable opportunity is offered. B-666, Editor & Publisher.

Pressroom Superintendent with several years experience in charge of metropolitan papers with large circulation, would like to make permanent connection with publisher who desires a well printed newspaper. Will furnish good references as to character and ability. A-676, Editor & Publisher.

Reporter—Young woman, university graduate with 3 years' newspaper experience desires reporting position in city of 500,000 or over. Excellent references. A-650, Editor & Publisher.

MECHANICAL

Equipment for Sale

Duplex Tubular Printing Press, 16-page, for sale. Due to purchase of Journal by Sun, this fine machine will be released about July 10. Prints modern column paper any size up to 16 pages including 14 pages in perfect condition. Specimens of work sent. Also other newspaper machinery, including Hoe Saw & Trimmer, Hoe Mat Rolling Machine now used on dry mats, Proof presses, etc. For prices and terms, address Lewiston Daily Sun, Lewiston, Me.

MECHANICAL

Equipment for Sale

Duplex 8-page flatbed angle-bar press, complete, with 16 chases, for sale; in good condition; also Model C Intertype and Model 5 Linotype. Times, Okmulgee, Okla.

Goss Straightline Press, two four-page, with complete stereotype equipment, all in fine condition. Current issues sent. Cheap for immediate sale. The Lima Morning Star, Lima, Ohio.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Engraving Co., 114 E. 13th St., N. Y. City.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner Fendler Branch, A. T. F. Co., New York City.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Newspaper Properties

Bought, Sold and Appraised.
All negotiations confidential.

PALMER, DEWITT & PALMER
350 Madison Ave., New York
Business Established in 1899.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

WE WANT
Reporters
Copy readers
Advertising salesmen

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Go-Getters—

We have a number of them on a preferred list.

Mr. Publisher, let us put you in touch with a live wire who will "pep" up the department that you realize is slipping a trifle. Write to the Classified department of

Editor & Publisher

DOLLAR $$ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

MOST small town banks only advertise savings accounts and safety deposit boxes. A Huntington, Ind., bank, however, has organized an insurance department with one of the town's agents as its head. Then they advertise automobile, life, accident, etc., insurance over the agent's name as head of the bank's insurance department. It builds up quite a good insurance business and wins the bank many new customers. And it means another steady advertiser for you!—Ralph Gibler, Huntington, Ind.

Get after the local merchants to get their share of the business available about the last of August in outfitting children for school. Many families run into the larger cities for this buying, but usually because the local goods aren't widely enough advertised. Advise the stores to get in early on this business.—R. M. C., Lowell, Mass.

Some persons can express the same thought in a telegram in much fewer words than others. Realizing this, *The Morning Journal* requires all telegrams to be checked by a "dispatcher" in each department before they are sent to the telegraph office. The "dispatchers" are selected with a view to their qualifications for properly "boiling" telegrams. Since the plan was first placed in effect, it has saved several hundred dollars and speeded service, the management believes.—B. A. T., Springfield, Ohio.

A page headed "Who Buys Used Cars?" divided into equal sized advertisements, the owner of the automobile firm having his picture in the space and each space being the answer to this question. One firm says, "The Best People Buy Used Cars"; another, "Mother—she drives the children to school, etc."; another, "The Average Man," and, still another, "Wise People Buy Used Cars." *The Evening Mail,* Halifax, made a very attractive looking page with this form of advertising recently.—V. G. Dawson, Halifax.

You probably have a cleaner, coal dealer, dairy or some other advertiser who is always looking for a new idea. These men probably receive most of their business over the telephone and naturally want to impress their telephone number on the minds of their customers. Lay out an advertisement and have the telephone number in various sizes of types from 8 point to 72 or 120 point. The more times it appears, the better. At the bottom use this wording: "What is it?—That's our telephone number. Remember it. Blank—the Cleaner."—Donald O. Ross, Washington, Iowa.

Is there a grocer in your city who makes his own mayonnaise salad dressing, 1000 island dressing, peanut butter? A grocer in Huntington, Ind., uses small space—two-inch double column—several times a week to advertise his salad dressings. It not only brings him more salad dressing sales, but increases the number of his steady customers. And it's a good way for you to start a non-advertiser into a regular advertiser. Look around for such a grocer, and get him to try this.—Ralph Gibler, Huntington, Ind.

A paper in Pasco, Wash., is running co-operative "Buy Across the Counter" ads, emphasizing the reasons why people should trade in their home town stores.—A. N.

If there is a music store in your city which offers free lessons on various musical instruments to purchasers of such instruments, get the store to make a special drive for the purpose of obtaining more pupils and get the store to put on this drive by means of using big advertising space in your paper.—F. H. Williams.

The *Seattle Times* recently had a very attractive, timely page called "Outings—Where to Go and How to Get There." The boxed, feature head, with outings standing alone on the first line, was large enough and black enough to stand out distinctly. A large cut, at the top and center, was flanked on one side by a story of the place where the picture was taken. And on the other by appropriate reading matter, calculated to entice the vacationer. It was a very profitable looking page with its variety of advertising. For the Times had obtained ads from many camping grounds, bus lines, summer resorts, parks, ferry services, railroad companies and steampship companies.—M. L. F., Seattle.

Try this, you newspapers that have been established 50, 75 or 100 years: Issue an anniversary special edition, including with each copy of the regular paper a 4-page insert showing a replica of the first page that number of years ago, and filling the other three pages of the insert with advertisements of long-established firms, listed in the chronological order of their entry into business. Let these "ads" be, in the main historical, and lead off with two or three that have been doing business ever since, or even before the newspaper was started. Where this has been tried with sufficiently tactful and intelligent handling, it has "gone over big." The insert folder makes a souvenir well worth keeping.—S. A. W.

"If you had (?) $ where would yo go for a vacation?" Use this for a su ject and start a prize competition offe ing say $5 for the best daily letter a $10 for the best weekly letter. You a sure to start up quite a bit of intere and get some real material as well.—C. Pellissier, Boston, Mass.

For some time, each Sunday the *Dall Morning News* ran a page devoted to t origin of names of villages and towns the newspaper's territory, together wi a short history of the places. Seve towns were covered in each Sunday e tion and the plan served to create fav able interest in the places mentioned. Ruel McDaniel.

The *Provo* (Utah) *Evening Hera* has started a tiny feature called "Ho Hoo In Utah County." There is photo of some prominent man in the t ritory covered by the paper and his sto is told in clever rhymes written as pro —Fred L. W. Bennett.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

FOREIGN consuls, generally overlooked in beat assignments, offer dozens of good feature stories if the right kind of reporter goes after them. In many cities this offers a chance fo stuff that is sure to be exclusive.—C. M. M. *Paterson* (N. J.) *Morning Call.*

Perhaps this is an old one, anyway it has been worked by the *Rocky Mountain News and Denver Times* for many months and has stimulated widespread interest among readers, especially women. Daily, a small amount of space on the women's page is devoted to "Twenty Years Ago in Denver Society."—M.S.M.

A half-column box of "Where to Go" and "What to Do" is specially arranged and published by the *Vancouver* (B. C.) *Sun,* to be clipped from paper and recommended to be kept in office for casual visitors or friends. It lists trips by water, motor, rail, hiking trips to near-by places, bathing beaches, theatres, amusements and club luncheons.—C. M. L.

Vacationists are glad to tell of their trips on their return and many have interesting experiences to relate. These may be obtained by interviews or by conducting contests.—Yandell C. Cline, *Columbus* (Ind.) *Republican.*

How To Play GOLF

By JOHNNY FARRELL

Famous Teacher of That Game

24 LESSONS

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	Circulation	2,500 Lines	10,000 Lines
**Albany Evening News (E)	34,444	.10	.10
**Albany Knickerbocker Press (M)	34,018	.11	.11
**Albany Knickerbocker Press (S)	56,924	.16	.16
**Amsterdam Recorder-Democrat (E)	7,810	.04	.04
††Auburn Citizen (E)	6,389	.065	.055
**Brooklyn Daily Eagle (E)	73,764	.22	.22
**Brooklyn Daily Eagle (S)	84,997	.22	.22
*** Buffalo Courier-Express (M)	116,000	.22	.22
*** Buffalo Courier-Express (S)	165,000	.30	.30
**Buffalo Evening News (E)	138,294	.25	.25
**Buffalo Evening Times (E)	100,393	.21	.21
**Buffalo Sunday Times (S)	104,076	.21	.21
††Corning Evening Leader (E)	9,339	.05	.05
**Elmira Star-Gazette Advertiser (E&M)	33,487	.11	.11
**Freeport Daily Review (E)	7,991	.05	.05
††Geneva Daily Times (E)	5,040	.04	.04
**Gloversville Leader Republican (E)	7,238	.035	.035
††Ithaca Journal-News (E)	7,751	.05	.05
**Jamestown Morning Post (M)	11,722	.04	.035
**Middletown Times-Press (E)	7,127	.04	.04
**Mount Vernon Daily Argus (E)	10,437	.05	.05
**Newburgh Daily News (E)	12,132	.06	.06
††New Rochelle Standard-Star (E)	8,598	.04	.04
**The Sun, New York (E)	257,067	.60	.56
**New York Times (M)	356,471	.80	.784
**New York Times (S)	610,041	.95	.931
††New York Herald-Tribune (S)	345,484	.693	.672
††New York World (M)	287,682	.595	.58
††New York World (S)	582,929	.595	.58
††New York Evening World (E)	294,442	.595	.58
**Niagara Falls Gazette (E)	20,629	.07	.07
**Port Chester Item (E)	4,732	.03	.03
**Poughkeepsie Star and Enterprise (E)	12,824	.06	.06
††Rochester Times-Union (E)	70,406	.21	.20
††Syracuse Journal (E)	65,326	.16	.16
**Troy Record (M&E)	22,679	.06	.06
**Watertown Standard (E)	17,617	.07	.07
**Watertown Times (E)	17,334	.08	.08

** A. B. C. Statement, March 31, 1926.
†† Government Statement, March 31, 1926.
*** Merged as Buffalo Courier-Express, June 14, 1926.

Jack Loses His Job

YOU all knew Jack.

He could mend a trace with a piece of hay-wire, write the speech of welcome to the visiting firemen, stop a case of hiccoughs and give first aid to the frozen water pipe till the plumber came.

But good, old Jack, Jack-of-all-Trades, has lost his job. There is no place for him in a modern business, less on a modern newspaper. Along with old General Utility, he's been retired.

One job, well done, is the maxim of the age of specialization and specialization is the keynote of The Consolidated Press Association.

Stuart P. West: *a specialist in finance,* with twenty-five years of watching Wall Street, no fires to cover, no soubrettes to interview.

Lawrence Perry: *a specialist in sports,* rubbing elbows in the training quarters, close to the muddy moleskins and dripping jerseys.

J. C. Royle: *a specialist in business,* schooled where the human engines hum and among the men who give the orders, working with business men, talking to business men, writing for business men.

David Lawrence: *a specialist in National Affairs,* student of political economy, government and international law, confidant of official and diplomatic Washington, accepted as an authority throughout America.

John B. Foster: *a specialist in baseball,* historian of the game, author of the official guide, one time executive and constant counselor to the managers, the owners, the players and the fans.

Robert T. Small: *a specialist in the picture story,* star-reporter in half a dozen of the greatest enterprises of American journalism, now covering only the big assignments where his wide experience makes him master.

George T. Hughes: *a specialist on investments,* who has never gone wrong in analysis of values, who devotes his whole time and his efforts to study of bonds and the properties behind them.

These are some of the C. P. A. specialists who have taken the place of the Jack-of-all-Trades of newspaperdom.

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SPECIAL EDITOR & PUBLISHER REVIEW OF NORTH CAROLINA DEVELOPMENT

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1926

159. No. 10 TWO SECTIONS SECTION TWO NEW YORK, JULY 31, 1926 By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign

ENTERPRISE NOW RULES NORTH CAROLINA

Unparalleled Program of Building Highways and Improving Schools Is Physical Expression of State's New-Found Spirit, at the Same Time Reaping Tremendous Social and Economic Results

By ARTHUR ROBB

E five years ago the people of the ate of North Carolina suddenly l that its newspaper editors and esmen had been telling the truth past two decades when they de- and hinted that the State was far the leaders of the Union in some ls of modern civilization. The ion came in 1921, though there en premonitory stirrings in several ears, and despite the general de- that marked business in that North Carolina proceeded with akening in dynamic fashion.

of all, the legislature pledged the credit to the extend of $50,000,- e proceeds of the bond issue to for state-wide roadbuilding. Two previously the same body had y put forward another program, provided for construction of roads artnership of the counties, state, deral governments, the funds to be ed under county supervision. Only les of road uilt and it parent that d program etting no- quickly.

l was chang- h the new . The ini- nd issue of 0,000 has e $85,000,- ow, and ng the Fed- d, the total t on hard e roads e 1921 is han $100,- t.

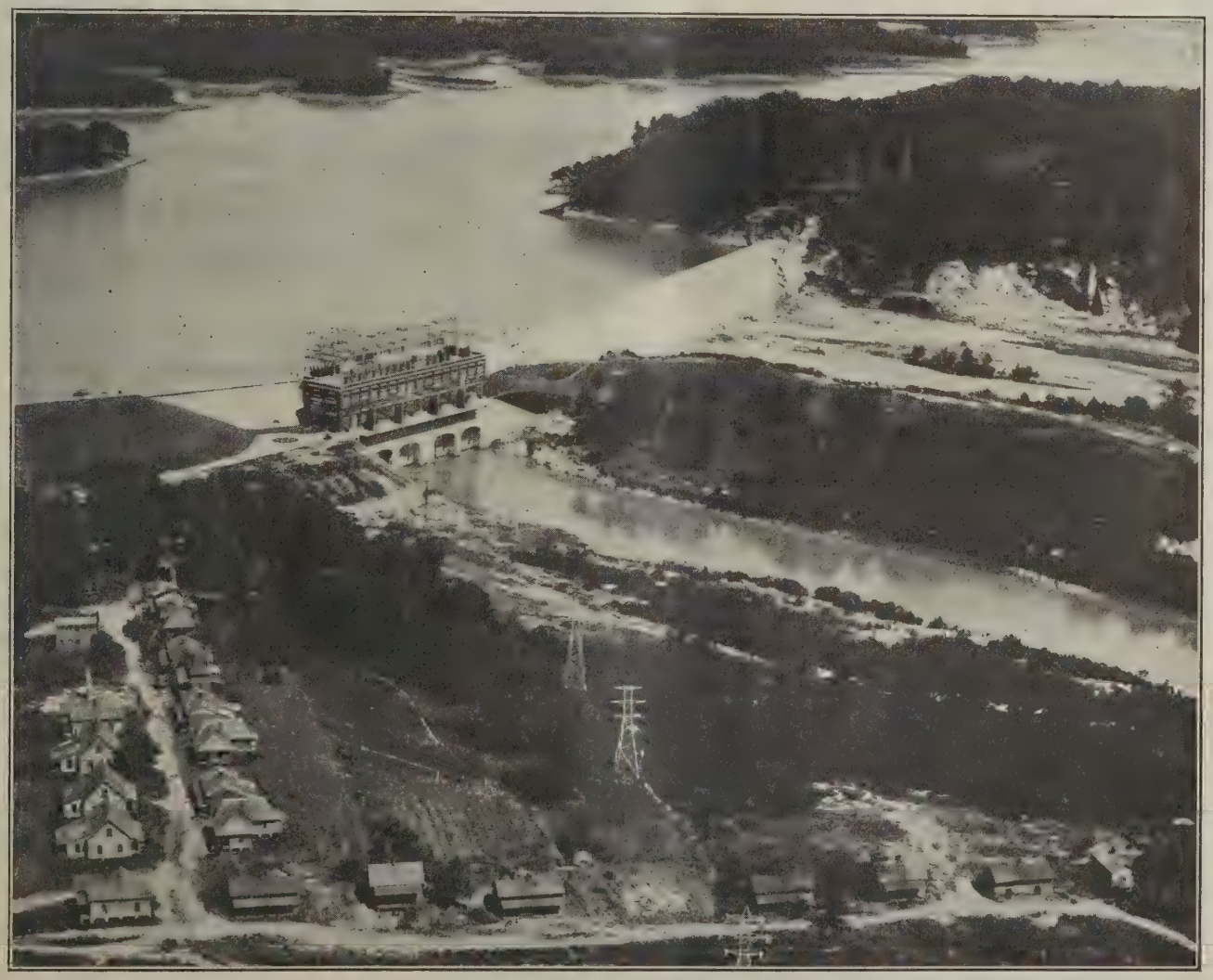
state ever e better in- t. Not ave the 4,- les of new ass road- ld a want as urgent; ave given rth Caro- n something e to talk and point s vidence of w enter- irit which s the en- te.

prise is ly word h describes sent men- dition of "Tarheel." hout the om Man- its Atlan- dbar to in the the Appa- hians, one n air of business and activity that was not associated with things Southern ten years ago. Everybody is going somewhere, even if the destination is not always certain. Everybody in the state, farmer, manufacturer, and merchant, is better off than he was before the road program stirred the dormant depths.

Yet, there is no boom. Some efforts have been made in the Western mountains to develop that matchless region of rest and play along the lines of high-pressure salesmanship, but the North Carolinian likes to make up his own mind on such matters and the boom has not been permitted to disturb any of the sound elements which give the mountains a normally high value as real estate. Considerable real estate activity is now noted also in the southeastern part, where the coast bathed by the Gulf Stream is being advertised as a vacation place.

The big factor of the advance of North Carolina is psychological rather than physical. It can be measured to some extent by the statistics of road-building and the amount spent for roads. A partial measurement is also afforded by the great increases in money spent for schools during the years 1921-1925 and the results that that expenditure have brougnt. Similar development in a similar period is unparalleled in American history. Another index to be noted is the growth of the remarkable small cities, some of them emerging rapidly from the small class. Hydro-electric power has played no unimportant part.

Politics has also had its share, for the Tarheel maintains a Southern interest in all phases of the governmental art. His newspapers, too, keep a vigilant eye on the conduct of public officers and on public policies of the present and future. Editorials have lost none of their force—many newspapers of circulations that the North would call small maintaining a force of three editorial writers—and every phase of North Carolina's present development was aired in the news and editorial columns long before its inception. Not all of the projects favored by the editor are yet part of the program. None that a majority of the press opposed have a chance of enactment, you will learn at Raleigh. Some of the "progressive" ideas that have issued from political minds in the present era have been laughed into abandonment by the newspapers—for instance, the project to put the state into the coastal trading business. On the whole, however, the proposals of North Carolina's governors and legislators have been highly intelligent and their execution has been remarkably efficient and free from corruption or graft. The road program, the visitor hears from every side, has been carried out without any waste or dishonorable expenditure.



Development of the state's great latent water powers has been an important factor in the growth of the textile industry in recent years. Above is one of the newest hydro-electric plants of the Southern Power Company on the Catawba River. This installation can generate 80,000 horse-power.

This borrowing of more than $85,000,000 for roads by a state which had hesitated to spend a twentieth of that amount in a year since the war has some other unique aspects. The new taxation system of North Carolina exempts real and personal property from levies for state purposes, leaving the revenues from this source for county and city expenses. The state's funds come from income, privilege, and excise taxes. That meant new taxes to pay for the roads and the existing structure of automobile registration fees was used as the foundation. Funds from this source were augmented by a gasoline tax, first of one cent a gallon, now three cents, and the money available for debt service and the road bonds, maintenance of the highways, and provision of a



Airplane view of Winston-Salem, the largest city of North Carolina in population and value of manufactured products. In the foreground is the old Sa section, founded by the Moravians in 1766.

sinking fund, totalled more than $12,000,000 for the fiscal year which ended June 30, 1926. There was a small surplus.

Actually, according to business men in half a dozen cities, the roads have cost the state nothing. The per capita consumption of gasoline has dropped (20 per cent, some said) since the hard-surface roads ramified; wear and tear on automobile chassis and tires has been considerably reduced. The farmer now finds it convenient, rather than a hardship, to take his wares to market town and to drive his family in for a day's buying and recreation.

Not a town in any part of the state has so little traffic that it doesn't need at least one officer and a supplementary elaborate system of flashing lights and block signals of the best metropolitan type. Every little town has its streets paved with concrete or asphaltic concrete from curb to curb, often 40 feet, with parking spaces that looked liberal when they were laid out but are now sprinkled with signs that limit the privilege to as little as 10 minutes in some sections! On some large farms, there are as many cars as there are families. One finds it difficult to believe that the estimate of 300,000 cars in use on July 1 is not a bit too low.

Mechanically, the road program has produced some marvelous achievements which have had direct commercial reflexes. Take the fertile region about Albemarle Sound in the northeast section. Geographically it has been almost an island and its people until a few years ago led their work-a-day lives, not demanding much, not receiving much more than they demanded, and enjoying the historic memories with which the region abounds.

When the roads came, they sought their portion. One old road leading north from Elizabeth City to Norfolk, Va., led through an arm of the Dismal Swamp. It was scarcely a path and the bogs on either side quaked to footsteps and menaced with sure death the man or beast who strayed from the beaten line. Soundings were taken without finding bottom. Piles were driven 100 feet with the same vain result. Finally the engineers decided to float a 16-foot concrete road, several miles long, on top of the morass, to rise and fall with the tide. They did it, at several hundred thousand dollars' expense, and most of the road did their bidding. A few stretches still defy their efforts and are covered with several inches of water at high tide, but the road is always easily passable.

In the same region, a little to the west, are the thriving towns of Williamston and Windsor, 17 miles apart, but for birds only until 1922. Human beings from either town who had business in the other had to travel 140 miles until a bridge and a causeway through a swamp reduced the distance to the air-line space.

Just between the two examples cited is Edenton, overlooking Albemarle Sound, with the opposite shores either 30 minutes or an hour distant by motor ferry. Work has started on a bridge across the Chowan River a short distance above the town—a bridge which will have few equals in length the world over. It will traverse the river and the low ground that fringes its banks for 2½ miles and will connect at both ends with wide concrete highways.

Further west, between Greensboro and High Point, whose textile mills, general commerce and furniture manufacture make Guilford County the richest in the state, the citizens decided that they wanted a new and modern highway. Their present road was the first stretch of hard-surface highway laid in the state and as roads go the country over, it is still excellent. Its 18 feet are being widened to 30 and the program calls for further broadening to 100 feet within the next ten years. From city line to city line the work is the state's, but the necessary property has been turned over voluntarily by every owner along the route. Already magnificent manors, dwellings, country clubs and golf courses are springing up along this 20 miles of city street through the country.

In Winston-Salem, with Durham the tobacco capital of the world, they tell you of developments that bring Roaring Gap, far up in the mountains, within two hours' drive of the city for the business man who wants to spend a week-end or a vacation at a luxurious hotel remote from city activity.

Near Asheville, which is on the far side of the Blue Ridge Mountains, the road lifts the motor by grades never exceed 6 per cent through playground development which i the creation of a 1,500-acre lake deep, its banks lined with home anchorages for seaplanes and moto and all the other trimmings that *Americanus* wants when he plays. similar projects are predicted f mountain region.

All these are evidences of the material development which ob have marked and warmly comn but they are not to be taken as ind that North Carolina has neglect mental and spiritual values. If the 000,000 that has been spent on r stupendous, what can be said of 000,000 spent during the same fi period on public education? Wh be said of figures which show th value of school property for each white child was $81.34 in 1924-192 pared with $4.79 in 1904-1905? all school property was valu $3,182,918. For 1924-1925, the l riod for which figures are availa school property was valued at $70, an average increase of more than 000 each year.

Expense of operating the scho cluding salaries of teachers and visors, administration, and operati maintenance, totalled $21,030,810 i 1925, against $4,215,178 ten yea Two-thirds of the present amount in rural schools, the cost of wh cludes the transportation by bus



he old and the new in North Carolina schools. At the left is the log cabin vich served as a rural negro school for many years and now abandoned in for of the modern roomy and well-ventilated and lighted stone building at the right.

from distant farmhouses. In Gran- county alone, 84 trucks are operated his purpose.

e-room buildings, the rule until the nt program became effective, have displaced by $50,000 schools, usually ng under one roof the children who been quartered in two or three scat-, dilapidated structures. Over above the $21,000,000 mentioned as uses, the state put out in 1924-1925 al- $13,000,000 for new buildings, equip- trucks, libraries and repairs—and amount exceeded the entire school et for the 1919-1920 period, when total cost of education was 14,258.

lored children have fared quite as as the white in the renaissance. buildings are of the same type as hite schools, their teachers are paid, e the white teachers, whatever the ty can afford to pay, and they are rtably housed in many places in neries" provided by the citizens.

e per capita expenditure for public tion, which was $2.87 in 1900-1901, $11.44 in 1919-1920, was $41.96 in 1925.

at covers merely the elementary and schools, taking no account of the r institutions. High Point a little ago decided to get itself a college, the $100,000 needed without diffi- and donated a site. Three large dary schools and more advanced in- ons have come into existence and more are planned for the near fu-

Duke Foundation at Durham for tion is in a class of its own and eceive extensive mention elsewhere s issue. The State University near gh and a number of other colleges niversities have national reputations cope of curriculum and liberality truction. It might be remarked in g that while North Carolina is de- voutly fundamentalist in religion, it is not fanatically so, and it has not fallen into the custom of censoring textbooks by statute. The lynching of ideas no longer has any more standing with the people at large than has the lynching of Negroes.

It was noted a few hundred words to the rear that two-thirds of the educational budget went into rural schools, an apportionment which accurately reflects the distribution of the state's population and activities. Industry has made an empire in the Piedmont with an annual product approaching $1,000,000, and, though agriculture's total contribution is about one-third of that sum, the farmer remains supreme. Disaster to him means trouble for all.



Bright-leaf tobacco is one of North Carolina's oldest staple crops, last year's harvest being valued at $83,000,000. The plants, whose nurture requires ideal weather conditions and great care, thrive in the sandy loam of the Piedmont.

Cotton farms dot almost every section of the state, except a comparatively small area in the central north. But though cotton is the principal crop, its failure does not carry with it the import of destruction that it did a few years ago. Last year's product totalled 1,132,877 bales, valued at $102,887,888. Closely pressing it in value was the tobacco crop, totalling 360,431,808 pounds, with a value or $82,899,316.

Corn, which thrives everywhere, was produced to the total of 46,454,536 bushels, with a value of $51,099,991. Smaller crops, whose value ran from $2,000,000 to $10,000,000 each, included wheat, grown in the foothills and the western counties; rye, field peas, soy beans, peanuts—they grew 226,172,951 pounds of the goobers last year; Irish potatoes, sweet potatoes, and hay, the latter crop being worth $14,194,611.

These crops, with those of the truck farms and the peaches of the eastern sand hills, some curious Chinese vegetable farms near Wilmington, and the growing apple and grape culture, brought the total crop value to $318,000,000 in 1925. What the future holds may be estimated from the fact that the 7,289,000 acres under crops in 1924 were barely more than 20 per cent of the state's land area and about 25 per cent of the farm land. The value of the production per acre for that year was $56, compared with $37 for Iowa, leading farm state of the union, in the same year. These factors, combined with the major element that North Carolina imports practically all important foodstuffs and even a large



Children of rural homes are carried to their new school-houses by county-operated buses, of which the above is an excellent type.

amount of fodder for animals point to a great unconquered opportunity for the Tarheel farmer.

Another opening through which prosperity will soon pour for the agriculturist was pointed out recently by W. A. Graham, the veteran commissioner of agriculture, in discussing the future of western North Carolina as a great pleasure resort:

"The farmer bears the same relation to the multitude of pleasure-seekers as the supply train bears to the army. Every available acre is rapidly turning itself into a vegetable garden to produce food for the tourist population. Here is already our leading dairy section, and more poultry is produced here than in any other part of the state. The apple orchards in various parts of these mountains are already famous and grapes and other small fruits are occupying more and more of the farmer's attention.

"Just as is the case in New England today, the public highways in this park section will be supplied with conveniently located food-stands offering tourists fresh fruits and vegetables taken direct from the farms, and the number of tourists calling for these products will be legion. I predict that in ten years western North Carolina will have a floating population of 10 times what it is today, requiring for its subsistence, all the poultry, eggs, milk, fruit and vegetables that can be produced in all the valleys among the mountains.

"I know of no brighter future for the small farmer than now exists in western North Carolina. He will have to produce a high quality product and present it in an attractive manner. Because very critical and exacting customers will call upon him; but as these customers are well able and willing to pay the price, he will be all the better off financially for any extra efforts put forth."

The good roads are having a beneficent effect upon the effort of the state to feed itself from its own garden, keeping the immense wealth of Charlotte and Greensboro, Winston-Salem, Durham, and other industrial cities circulating in their own communities rather than among the farmers of the Mid-Western corn and wheat belts. Fortunate was the farmer a few years ago if the roads permitted him to market his produce more than 10 miles away from his land. Today many cities have a farm-produce radius of 1,200 square miles or more, and the farmer with the wider outlook has turned from a one-crop establishment to raising what his new market will consume. In the Piedmont it is not unusual to see growing on one farm cotton, corn, tobacco, potatoes, wheat, oats and vegetables, with possibly a few fruit trees in addition.

A lesson has also been learned from the West in the raising of hogs, thousands of which are now fattened and shipped every year, converting low-price field crops of corn, peanuts and soy beans into high-priced pork. During 1925 North Carolina truck-farmers shipped out of the state 15,555 carloads and 490,000 express packages of truck, which brought to them nearly $12,000,000.

Systematic assistance by the Department of Agriculture has been given the small farmer in marketing his crop, sav-



ing the boll weevil! The old laborious hand to hand fight of the cotton farmer with this pest, often to the latter's ntage, has given way during the past two years to wholesale exterminative methods. Airplanes whose fuselages carry e quantities of the arsenic compounds which destroy the bugs, skim over the cotton fields five to ten feet from the ground, with excellent results.



Three years ago Roaring Gap was a wilderness in the hills near the Virginia border. Today its commodious hotel and adjacent golf links lure many a North Carolinian from the cities. New roads bring the development within two hours' ride of Winston-Salem.

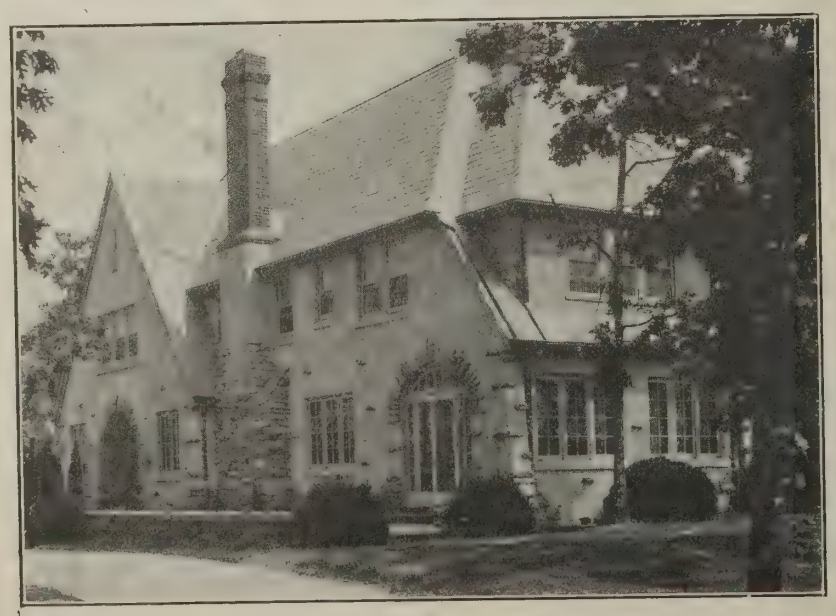
ing the loss due to glutted markets and lack of adequate and timely transportation. For instance, the state last year marketed for 15,000 poultry producers more than 1,000,000 pounds of live chickens, at a direct saving to the producers of more than $50,000—some place the amount at nearly $100,000, which would otherwise have gone to middlemen. Eggs, hogs, livestock and other farm products were likewise marketed, in carload lots, on a co-operative plan.

Successful efforts are being made to establish the culture of grapes on a commercial basis in the Southern tier of counties, which now have a considerable local market for express shipments. Development of factories for grape juice, jam, and jellies would naturally follow the growth of an industry with production larger than local needs. Peaches are already established as an important crop in both of the Carolinas, which are rivalling the famous Georgia brand of this fruit. Pecans are grown successfully in the region east from Salisbury to the coast, with a good foothold in the eastern counties. Apples are a staple crop in the Western section.

Dairying is receiving much encouragement from the state and the industry has reached a small development. It is attracting farmers from other states, and livestock, promises to take high rank in a few years.

Climatic conditions are of course almost ideal for agriculture, with winter starting late and breaking up early, and mean temperatures the year round from coast to mountain-sides hovering about 60 degrees. The mid-day sun of summer is hot, the century mark being by no means unfamiliar to the mercury in July and August, but hot sun and the ordinary rainfall are essential for most of the state's produce. The late arrival of summer and dearth of rain this Spring caused the furrows in many a farmer's brow to match those in his fields for depth, but the rain came in the nick of time to save the cotton and tobacco and the July sun arrived on time and in perfect form. The farmers are not worrying now about the crops of 1926. The slight damage done by a backward season to the potato crop in the neighborhood of Elizabeth City was more than compensated by the prices received for the "spuds" that survived the weather.

In view of what the state offers the farmer, it is not surprising that North Carolina, with the exception of Texas (a vastly larger area) has more farms than any other state in the Union and that the number shows a steady increase. There were 13,000 more farms in the state in 1925 than there were in 1920, the present number being 257,940, with 7,000,000 acres under cultivation. Farm land is worth an average of $66 per acre.

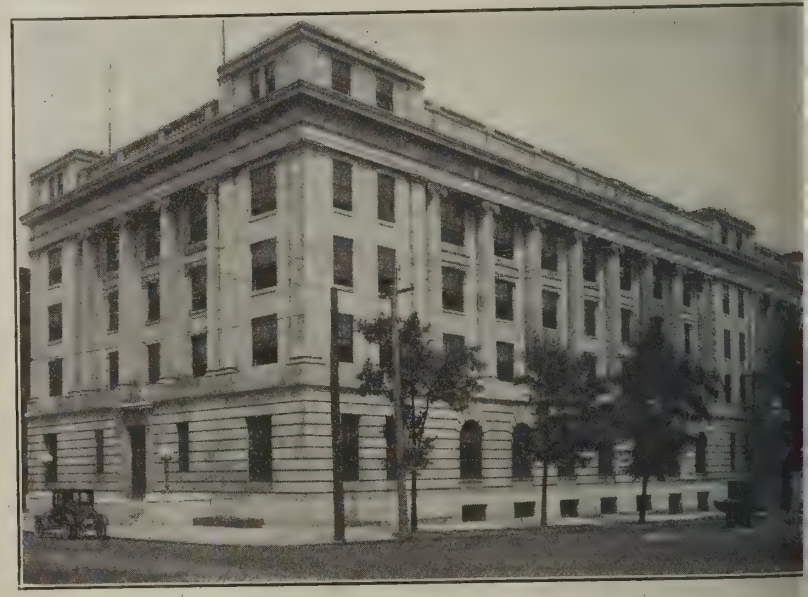


Beautiful estates, country homes and cottages are flanking the new roads in the suburbs of the larger cities and on the slopes of the Western mountains. Above is a new Asheville residence.

ernment for tobacco stamps and in revenue and income taxes more than $100,000,000 a year and its prosperity is shared extensively throughout the city. For this firm, the R. J. Reynolds Company, is no only the largest employer of labor; it stocks paying comfortable dividends are held by many thousands of local people its taxes, as the largest landholder, are an appreciable part of the local revenues.

This participation by the greater of the population in local industries traces back to the settlement of Salem in 1766 by the Moravians who brought a system of communism which worked excellently in their small group. All property was commonly owned. All produce was sold to the group and bought from the group on a system of payments which made provision for the doctor, the lawyer, the clergy and any others whose work did not make commodities for the central warehouse. Under their rules, free and cutthroat competition within industries was not permitted. Artisans were required to diversify their occupations so that the wheelwright had his steady income protected from unforeseen raids by newcomers; similar protection was accorded to the butcher, the baker, the tinsmith, and the weaver. The communistic system is long since gone, but the tradition persists as an industrial blessing in the widely varied nature of the city's products. Besides the almost interminable lines of tobacco factory buildings, there are great establishments for the fabrication of furniture, underwear, woolen and knit goods.

Salem is as picturesque as might be expected from the above hint as to its origin. Many old buildings remain from the early Moravian settlement and on the main street of Salem stands a giant me



Typical of the new buildings at Raleigh in which North Carolina is housing its government departments in a group around the old Capitol is this two-year-old plant of the Agricultural Department.

Closely interwoven with the agricultural structure are the dominant manufactures of the state—tobacco and textile. Tobacco, grown in the "old bright belt" of the Piedmont and the "new bright belt" of the eastern counties, is marketed largely at Wilson, a centrally located city whose claim to be the world's largest tobacco market is substantiated by the statement that the total sales for the present season were 76,764,130 pounds of tobacco valued at $20,592,841.

Tobacco manufacture centers in Durham, site of the great Duke and Liggett & Myers works, and Winston-Salem, redolent of Prince Albert and Camels. Both are on the edge of the growing fields.

Winston-Salem is the largest city in the state, the twin communities having a population of about 75,000. It excels also in the total value of manufactured products, its hundred factories producing goods worth $250,000,000 a year. Tobacco is of course the principal product. The first factory was establised in 1874 and for 30 years it has maintained its supremacy as the world's largest producers of smoking staples. It pays annually to the gov-

coffee-pot reminding the newcomer of days before the mass-production repl the little artisan's shop with gigantic r The Moravian church headquarters cludes Salem College, founded in and rated as a Class A institution, episcopal residence, and a cemetery, w the democracy of death is empha by the long rows of grave-markers uniform and all laid flat on the gr In the older portion of the cemetery arate plots are maintained for ma men, married women, single men, single women, but in the newer sectio present preference for family group l is recognized.

Winston, the newer section of the was founded in 1870 and by 1913 o single street separated it from the ol and the two were consolidated. Th sits at an elevation of 1,000 feet, 50 miles from the Blue Ridge mou and has the equable climate and invig ing atmosphere of the foothills. T people like all the fresh air and sur that their situation affords is evidenc the spacious parks which surroun remarkably fine schools. The Rich Reynolds High School is located

3-acre lot and the Richard J. Reynolds emorial Auditorium, a part of the high hool establishment, faces 47 acres of rk.

School buildings have not alone had the nefit of expert architecture. More than ,000,000 of homes are being constructed is year on the fringes of the municipal- y and the office and commercial building ogram reaches several times that value. n 18-story office building was nearing mpletion this summer. The new Robert . Lee Hotel, one of the best in the en- re region, was erected at a cost of ,000,000, raised by popular subscription. A new city hall which departs radically om the order of public buildings and ses none of its dignity by the step is nder construction in Salem and another cent addition to the city's activities is municipal market, bringing the farmer nto direct touch with the consumer.

Durham, the second largest industrial ity in the State, was a hamlet when ne last meeting of foes in the Civil War ook place on its streets. In 1858 Robert Morris began the manufacture of smoking obacco in the village, which then num- ered 200 people. John Ruffin Green ought out the business in 1862 and gave ne names of "Durham Tobacco" and Spanish Smoking Tobacco" to his prod- ct. During the last days of the war ne factory and warehouse were plundered y soldiers of both armies and soon after ne troops had scattered to their homes, nquiries began to come to the post- naster and the station agent at Durham or more of the "bright" tobacco. Some ears later the tobacco was placed on ne market in a small sack with the Dur- am bull as a trade-mark—like a brand f mustard made in Durham, England, imilarly cased and marked. Its popu- irity grew in the United States and in ngland and eventually led to the manu- acture of cigarettes—first by hand and nen by machinery—and the sale of ciga- ettes is no small contributor to the pres- nt prosperity of the Old North State.

Textile mills also play a large part in Durham's annual output. More than 25,- 00 dozen pairs of stockings are made aily by the 14 plants of the Durham



The highway program of North Carolina did not stop short of Mount Mitchell, the highest peak east of the Rocky Mountains. A concrete road leads direct from Asheville, 18 miles away, and a hard-surface highway, wide enough for two automobiles winds its way up the steep side for another 18 miles to the summit.

Hosiery Mills centering in Durham and extending into nearby cities. Negro labor has been used successfully in some of the mills of this chain—a practice which has not worked out satisfactorily in the spinning and finishing mills in other sections of the state. The Durham Cotton Manufacturing Company, which like the Hosiery Mills, was founded by the late Julian S. Carr, now has five plants, called Erwin Group, with 200,000 spindles and 5,150 looms, producing covert cloths, ticking, sheets and sheetings, pillow-slips canton flannels, and denims. A large fertilizer works is operated at the edge of the city by the Virginia-Carolina Chemical Company.

Greensboro, the third large city of the northern chain on the Piedmont, is the most up-to-date city (from a "Yankee" viewpoint) in the state. It has grown immensely since the 1920 census, its 16,000 of that date having been swelled to 45,000 by the inclusion of several suburbs. It is the centre of the insurance business in the state and is also the nucleus of a large and growing textile industry.

Its bank clearings for the three months ending March 31, 1926, topped $80,600,- 000, indicating a volume of business considerably ahead of last year, when total clearings were $270,000,000.

Five hundred seventy-five building permits had been issued up to June 30, with an aggregate value of more than $4,- 500,000. This figure does not include $700,000 to be expended this year in new buildings at the North Carolina College for Women, nor does it take into account a projected new theater and Y. M. C. A.

There are in Guilford County 137 miles of state and county hard surface highways and 502 miles of improved soil roads. In Greensboro there are 98 miles of paved streets, 14½ miles of electric railways, 125 miles of sewer, 115 miles of water mains. The 9,684 electric motors and 3,853 gas meters in use in the city limits and more than 7,335 telephones indicate the extent of public utility service. The city owned water system includes three reservoirs with a capacity of 1,023,- 000,000 gallons to deliver 6,500,000 gallons every twenty-four hours, serving 7,200 connections.

Greensboro has a commission city manager form of government. The commission is composed of successful business men—the president of the largest manufacturing plant, the largest life insurance company, the largest wholesale house, the largest wholesale nursery; a publisher, a lumberman and a mill operator. E. B. Jeffress, publisher of the *Greensboro News,* is mayor.

One hundred and forty industries, producing about seventy-five different commodities, employ about 15,000 people, and have an annual payroll of about $12,- 000,000. The principal manufacturers are cotton textiles (spinning, weaving, finishing, printing and dyeing), clay products, overalls, machinery, furniture, tobacco products, auto bodies, proprietary medicines, structural steel, fertilizers, flour, stone products, stoves, lumber, etc. One textile plant produces 200,000 yards of finished fabric daily.

Seventy-nine per cent of all the industrial establishments of North Carolina are located on the bench-land which extends from the foot of the Appalachian Mountains to the eastern coastal plain, known as the Piedmont Plateau. About the same relative percentage obtains with regard to commercial, civic and financial establishments which the demands of industry have made necessary. About $679,301,522 worth of manufactured goods are produced annually in this area, according to the 1920 census report on manufacturers, and approximately $198,- 000,000 worth of domestic merchandise was distributed and consumed in 1924

(*Continued on page VIII*)



Cotton is King in North Carolina, even though his monarchy is not absolute. The above field is near Charlotte, centre of the textile-working industry.

CAROLINA MOUNTAINS SLOPE 500 MILES TO ATLANTIC SHORE



NORTH CAROLINA presents three topographic divisions—the Coastal Plain, the Piedmont Plateau, and the Mountain Region. All three are distinct but, though the altitude of the land rises steadily from the coast to the hills that stand before the Blue Ridge Range, the gradations are barely perceptible to the traveler until the mountains are sighted.

All three regions are of great fertility—attested by the high value per acre of the combined 1925 crops. The value of $56 per acre is compared proudly by North Carolinians with Iowa's $34 per acre product.

Potatoes (Irish and sweet), peas, soybeans, peanuts, strawberries, and all kinds of garden truck, are the staple crops of the Coastal Plain, which also grows corn in large amounts and cotton and tobacco in lesser quantities. Oysters and food fish, notably shad, abound along the Atlantic Coast. Lumber and wood-manufactures support many thousands in the coastal villages and towns.

The "elbow bend" of the Gulf Stream near Beaufort gives the Southeastern region a balmy climate which has long benefited agriculture and is now being turned to account by resort promotions.

The Piedmont, though predominantly agricultural, holds all of the great manufacturing cities of the state. Proximity to the cotton and tobacco fields, plus the abundant waterpower of the region, have greatly augmented its industrial expansion in recent years to a 1925 value of products approximating $1,000,000,000.

This section includes some of the richest farm lands in America. Climatic conditions favor the growth of delicate crops, including most that can be grown outside of the tropics. Its soil is cecil clay, sandy loam and silt loam, and temperatures permit an abnormally long and advantageous growing season. The average date of the first killing frost varies from October 15 on the Western edge of this territory to November 15 on the Southeast, while the average date of the last killing frost in Spring ranges from March 21 to April 23. Cotton, corn and tobacco are the staple crops, but all kinds of vegetables, fruit and garden truck, as well as pecan nuts are grown in considerable quantities.

The mountain region is practically all included in the lower section of the above map. Peaks of more than 6,000 feet altitude are seen on every hand from Asheville, in the heart of the mountains, and Mount Mitchell, high peak east of the Rockies, thru it 6,711 feet into the clouds miles from that city. Tremend resort developments has tak place recently among the mo tains, resulting from the discov of their scenic grandeur that f lowed the highway expansion i hitherto unknown regions.

This part of North Carolina h been called the Switzerland America and the citizens by means resent the comparison. includes about 6,000 square mi of territory, broken up by tr clothed hills and valleys, gorg lakes and cascades. The s tropical vegetation of the coast replaced by the apple and pea tree, the rambler rose and rho dendron. Artificial lakes, p jected and under constructi will increase the likeness to Swi erland.

The map shows the highw development as it had progress up to June 1, 1926. The heavy bla lines indicate roads of concrete asphalt concrete surfaces, whi now run almost without bre to every part of the state. U improved roads, indicated double dotted lines, it will noted, are infrequent—appeari only in the sections where pop lation is sparse.

The Charlotte Observer

"THE FOREMOST NEWSPAPER IN THE TWO CAROLINAS"

More than
39,000
copies of The Charlotte Observer are sold every Sunday.

Features

The Observer carries daily and Sunday full and complete market and financial pages with views and comments by national authorities. Its financial pages stand out conspicuously in the two Carolinas,

The Observer publishes every Sunday for the children a "Red Magic" section edited by the world's greatest magician, Houdini.

The "Junior Observer," published every Sunday, completely covers the school news of the city for boys and girls of school age.

Social Activities in the city and the two Carolinas, of interest to both men and women readers, are completely covered in The Charlotte Observer.

The Observer carries daily and Sunday comic strips and features by the world's most famous cartoonists, featuring "The Gumps," "Bringing Up Father," "Joe's Car," "Little Mary Mix-Up," "Barney Google" and "Can You Beat It."

The Observer presents to its readers regularly, high-class fiction and short stories by famous authors.

The editorial columns of The Observer present intelligent comment and constructive criticism on current events. These editorials are eagerly read by men and women throughout the two Carolinas. They are authoritative. Davidson college recently conferred the degree of LL.D. on Col. Wade H. Harris, the editor of The Observer for constructive service through the columns of this Newspaper to the State of North Carolina.

Once more let it be said that: "The Observer is a clean constructive Newspaper" — and — "When you see it in The Observer, it's so."

Did You Know That Charlotte Has One of the South's Leading Newspapers?

By E. C. Lyndon, of the Lyndon Advertising Agency

THE CHARLOTTE OBSERVER led all North and South Carolina NEWSPAPERS in volume of circulation and advertising for year 1925. Of its circulation distribution 92% is in Charlotte's trading territory—a radius of 57 miles, defined by the Audit Bureau of Circulation. Within this territory live 650,000 people—the richest trading territory in the South, the center of the most rapidly expanding industrial area in the U. S. A. Observer circulation covers Charlotte and the bordering territory like a blanket.

The Standing of The Charlotte Observer Has Been Earned by 57 years of Constructive Newspaper Building.

For 57 years, the substantial citizens of Charlotte and the Piedmont Carolinas have looked to The Charlotte Observer for complete and authentic information on all matters of the day—local, state, national, and international—political, financial, news. The slogan "The Best Is None Too Good for Readers of The Observer" long ago became a tradition to be lived up to in the editorial rooms and business offices of the leading newspaper of the two Carolinas.

Men read The Charlotte Observer. Men of affairs, leaders in industrial and economic advancement, leaders in community thought. Men who control large corporations. Men who control the sale and purchase of commodities.

Women read The Charlotte Observer. They place complete confidence in its advertising, and women do 90% of all the buying. Merchants, manufacturers, distributors, wholesalers, industrial establishments, men who have service to sell get results when they advertise in The Charlotte Observer. The Observer is the only morning newspaper in the Charlotte trading territory. It gets there with the news and the advertiser's message. The Observer carries a tremendous amount of advertising. In 1925 The Observer led all Carolina newspapers—both morning and afternoon—in total volume of advertising. And it is advertising that pays the advertiser.

The CHARLOTTE OBSERVER is the main link between the advertiser and the Carolina customer. The population of the Charlotte market is the class that represents greater buying power. The CHARLOTTE OBSERVER is the dominating media in the Carolinas. You can cover wide territory at low cost by concentrating your advertising in THE CHARLOTTE OBSERVER, "The Foremost Newspaper in The Two Carolinas."

More than
35,000
copies of The Charlotte Observer are sold every day in the week.

Features

The Observer is the only newspaper in Charlotte having the right to publish the world famous Associated Press reports seven days in the week.

The Observer completely covers State news by the State Associated Press Service with more than 300 correspondents.

The Observer is the only Carolina newspaper that is a member of the North American Newspaper alliance, one of the highest honors that can come to a Newspaper—an honor conferred only by invitation.

The Observer is a member of the Consolidated Press Association, an outstanding and exclusive news gathering organization.

Arthur Brisbane, world's highest priced editorial writer, writes daily for readers of The Observer.

O. O. McIntyre, humorist and philosopher, writes daily for The Observer.

Dr. Royal S. Copeland, U. S. Senator from New York and former health commissioner for that State, writes daily for The Observer.

Dr. Frank Crane, Elsie Robinson, Wickes Wambolt, Edgar Guest and other famous writers, poets and lecturers, write regularly for readers of The Observer.

Maximilian Harden, Gerville Reache, A. G. Gardiner, Harden Colfax, Robt. T. Small. William Byrd and other famous European and American journalists, write authoritatively on national and international affairs for readers of The Observer.

The Observer presents daily and Sunday a most complete coverage of local, state, national and international sports.

CHARLOTTE *"Queen City of the South"* Center of the South's Richest Trading Territory—Center of the most rapidly developing Industrial Area in the U. S. A.

STORY-BROOKS & FINLEY—*Special Representatives*
NEW YORK CHICAGO PHILADELPHIA



North Carolina roads avoid railway grade crossings wherever traffic warrants and are safely banked and fenced on curves. Above is shown a section of the Richmond-Raleigh road, known as the Capital to Capital Highway.

ENTERPRISE NOW RULES NORTH CAROLINA

(Continued from page V.)

within fifty miles of Greensboro.

Greensboro is the county seat of Guilford County and is situated in the heart of the Piedmont industrial area. Its growth in population by United States census figures, is illuminating.

1890	3,317
1900	10,035
1910	15,895
1920	19,861
1923 (Special Census)	43,525
1925 (U. S. Census Estimate)	47,320
1926 (U. S. Census Estimate)	48,500

Greensboro is the insurance center of the South—it is the home of twelve general insurance companies. It is also an important distribution point and is agency headquarters for many firms of national prominence. Wholesale and jobbing houses handle a large variety of merchandise and equipment. Recent decisions of the Interstate Commerce Commission give Greensboro freight rate advantages which put it on a parity with Virginia cities.

Greensboro's natural trade territory is an irregular area extending from ten to eighty miles. It is a shopping center for about a quarter of a million people. This is largely influenced by the network of improved highways and the fact that Guilford County ranks first in the State in the number of automobiles, making possible an easy access to market. There are seventy buses operating on regular schedules between Greensboro and points within 100 miles.

Greensboro's "community spirit," while an intangible factor, is commonly pointed to by neighboring cities as one of its most remarkable assets. This spirit is reflected in the character and number of beautiful homes, which are mostly owned by those who live in them. There is an indefinable something about Greensboro that stamps it as "A city with a fine personality."

One of the newest and finest hotels in the South is located in Greensboro. It is the O. Henry, named for the famous writer of short stories—Sidney Porter—who was born in the city. This author is also honored in Raleigh where a relief tablet embellishes the main hall of the State Historical Building.

One hundred miles to the South lies Charlotte, the North Carolina capital of the textile industry and the hub of a vast hydro-electric development. Industrial leaders and economists agree that the cheap convenient power, made available through the developments of the Southern Power Company on the Catawba River, have been the determining factor in the tremendous growth which has taken place in the Piedmont during the past 15 years.

From one small plant, developing less than 10,000 horsepower, and 40 miles of transmission lines, the Southern Power system has grown until, according to recent figures, it has 11 hydro-electric plants and three steam plants with a total generating capacity of 765,000 horse-power and distributing more than a billion kilowatts of electricity each year over 2,600 miles of transmission lines in the Carolina industrial area.

Twenty years ago, 13 cotton mills with less than 150,000 spindles were drawing power from the company's lines. At present, more than 300 cotton mills with more than 5,500,000 spindles, are being driven on this power. This is about half of the total number of spindles in the Carolina textile industry, one-third of the spindles in the South, and one-eighth of those in the entire country. In addition to the power supplied for the textile mills, electricity for other industries and for lighting and domestic uses is supplied to approximately 80 cities and towns within the mesh of transmission wires.

It is not difficult to see how electric power has fostered and developed industry and commerce in the Piedmont and to appreciate its importance to the section's economic fabric. The daring and faith that were required to project such a development a score of years ago are of a piece with the newer road and school program.

Twenty years ago the use of electricity for power was in its infancy and the transmission of electricity for any great distance had hardly passed the experimental stage. The market for any great amount of power apparently did not exist.

This was the situation when the late James B. Duke and W. S. Lee, an engineering genius, became aware of it. Mr. Duke's interest was aroused by Dr. Gill Wylie, a South Carolinian who had developed a successful surgical practice in New York and later returned to the South and became president of the Catawba Power Company, then constructing a hydro-electric plant at Indian Hook Shoals. Dr. Wylie became acquainted with Mr. Duke in a professional capacity and in the course of their intimacy the surgeon mentioned his power plant project, which was under Mr. Lee's direction. The capitalist sensed the possibilities of the plan, sent for the engineer and satisfied himself as to the practicability of the development and the ability of its director. Mr. Duke supplied ample financial aid and from the first declared that the great textile development in the Fall River section of New England could be duplicated in the Carolinas if low-priced power were provided.

The Southern Power Company was organized in 1905, absorbing Dr. Wylie's pioneer company with its 10,000 horsepower plant at Indian Head Shoals. The new company, headed by Mr. Duke, immediately began the construction of a large hydro-electric plant at Great Falls, S. C., and before that was finished, undertook the construction of a similar plant at Rocky Creek. The Great Falls plant was finished in 1907 and the Rocky Creek plant in 1909, and meanwhile a smaller installation at Ninety-Nine Islands on the Broad River was started, being completed in 1910. The Lookout Shoals plant in North Carolina, Fishing Creek station in South Carolina and the Bridgewater development were put into commission in 1915, 1916, and 1919 respectively. The Wateree plant near Camden, S. C., was also finished in 1919. The Dearborn plant at Great Falls, S. C., and the Mountain Island plant, 12 miles south of Charlotte, were turned on in 1923 and the Rhodiss machinery has been placed in operation since then. A plant at Cedar Creek, S. C., is now under construction.

All of the plants except that at Ninety-Nine Islands are on the Catawba River, which is said to be the only stream in the country developed to approximately its rated capacity.

In order to provide power to supplement that generated in the hydro-electric plants during low stages of the river, five steam-electric generating stations have been constructed between Durham, N. C., and Greenville, S. C. The supplementary power generated at these stations enables the company to give its customers uniform service regardless of droughts or other conditions that might affect the river systems.

As has already been indicated, on the greatest problems of the compar its early days was the marketing power that was produced. Real salesi ship, backed by demonstrations, necessary to convince such pote users of electricity as existed in early days, of the advantages and econ of the new motive force. When marked advantages of electric power its cheapness became manifest, its widened. Industries using it thr and expanded in the war days when e wheel and every kilowatt was in ernment service.

New industries were attracted gradually the demand equalled the su then surpassed it. During the past years the power company has been pelled to prosecute a constantly exp ing building program in order to the rising demands for additional po Three hydro-electric plants have completed during the past two years two new plants are ready for ac one of these being a new developme 80,000 horse-power capacity on the of the first Catawba Power Comp plant. Capacity of the steam-ele

(Continued on page X)

Raleigh

The Key City of the New North Carolina

THE TIMES

Established in 1875



RALEIGH'S HOME PAPER

Leads in Home Delivered Circulation and Local Influence. Leads in Local Advertising.

The Largest Evening Circulation in an Area of Culture, Wealth and Progress

THE way to market in North Carolina leads through Raleigh, center of culture, education and government. Until one knows the true force of Raleigh's far-reaching leadership and the reasons therefor, it is impossible to plan an effective merchandising campaign for this growing market.

We have invaluable data to be had for the asking

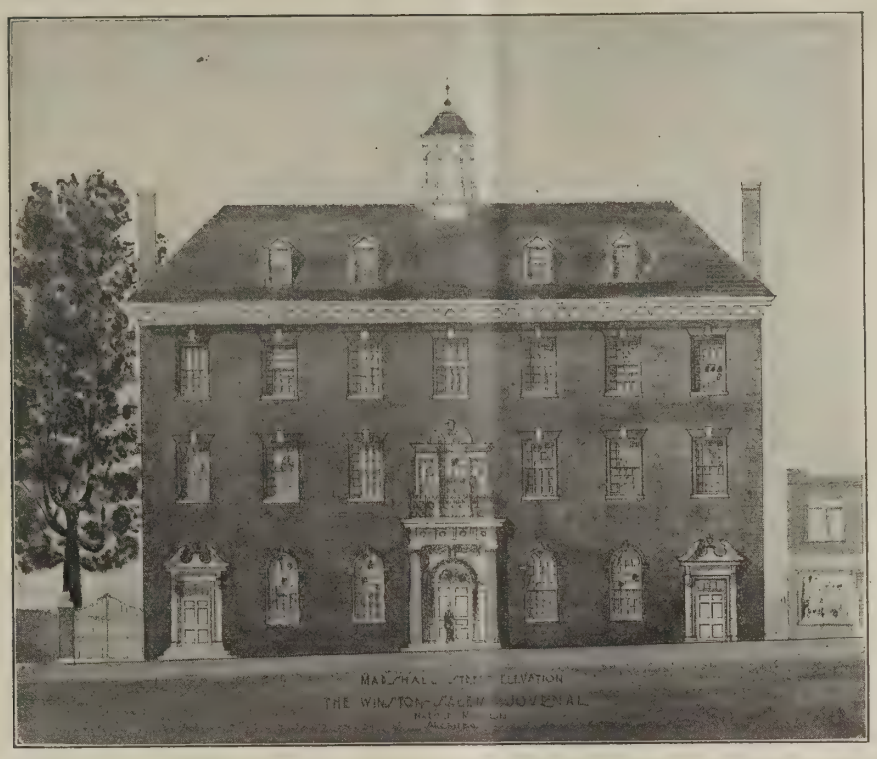
Modern Display Windows Available for National Advertisers

Represented by

BRYANT GRIFFITH & BRUNSON

New York Chicago Boston Atlanta

Building the "New" Journal



While clinging fast to the best traditions and history of Winston-Salem and the Old North State, the "new" Journal has adopted a forward-looking policy in keeping with the enterprise, industry, and progressive spirit of the community. The "new" typographical arrangement of The Journal has been approved by experts as being the "best in Carolina." The added features, the greatly increased news coverage, the vigorous, independent editorial expression of the "new" Journal has caused comment and commendation throughout the State. In keeping with this new spirit of progress, The Journal has acquired a new site, on which it is about to erect a new building with a new press and other modern equipment.

NEW SITE—

The plot of ground purchased for the "new" Journal embraces the property at the corner of Fourth and Marshall streets with an ell extension through to Spruce street. The new Journal building will be erected on Marshall street, between Fourth and Fifth streets—the two most important east and west thoroughfares in the city. This is perhaps the fastest growing retail section, in close proximity to the new 18-story Nissen building, now under construction, and across Marshall street from the modern Robert E. Lee Hotel.

NEW BUILDING—

The building will be of brick, four stories in height, of Colonial design, in harmony with the Colonial architecture of old Salem and the buildings of the early Moravian settlement. In the front elevation will be reproduced some of the features of the historic Independence Hall and Congress Hall of Philadelphia.

With a frontage on Marshall street of 90 feet, the building will be 75 feet in depth and provision has been made for future expansion to a depth of 200 feet to Spruce street as conditions require. The construction will be modern fireproof and will be sprinkled.

NEW PRESS—

Contract has recently been made with Walter Scott & Company of Plainfield, N. J., for the erection of a four-unit press of the latest construction with double folders. This is the largest single order for a printing press ever given in the Carolinas. When installed, The Journal's press will be without a peer between Richmond and Atlanta.

The capacity of the new press will be 600 thirty-two-page papers a minute (or 300 papers up to 64 pages in size). These papers will be delivered through one folder and carried direct to the mailing room by means of a continuous conveyor.

Complete new equipment will be added to the stereotype room by the Scott Company and new equipment will be added to the composing room and other departments to make the production of The Journal as efficient and as rapid as possible.

NEW WIRE SERVICE—

The recent addition of the complete Associated Press service—not surpassed in the Carolinas—gives Journal readers not only comprehensive financial news, carried by no other local paper, but also complete news of the world and Nation, together with a full North Carolina wire service.

NEW FEATURES—

The regular page of pictures—the only one in the State—the daily editorials of Glenn Frank and Dr. Frank Crane, the poems of Edgar Guest, the answers to questions by Dr. Cadman and the question and answer department of The Journal Washington Bureau, the many daily features of particular interest to women, the Boys' Club and the department of Dr. Arthur Dean—these are only a few of The Journal's features which have been added within the past few months.

Upon the firm foundation of a past which has been dedicated to public service and community interest, the "new" Journal is now striving to build up a great modern newspaper, representative of the largest city in this progressive State. To that end the constant effort of The Journal staff in every department will be to make it a better and better newspaper.

WINSTON-SALEM JOURNAL *"First in Merit"*

National Representatives

KELLY-SMITH COMPANY

Marbridge Building	Waterman Building	Atlantic Building	Tribune Tower
New York City	Boston, Mass.	Philadelphia, Pa.	Chicago, Ill.

ENTERPRISE NOW RULES NORTH CAROLINA

(*Continued from page VIII*)

plants has been more than doubled during the recent expansion era.

The several hydro-electric and steam-electric plants, with the generating capacity of each, are as follows:

HYDRO-ELECTRIC

Location	Horse-Power Generating Capacity
Bridgewater, N. C.	26,000 H. P.
Rhodiss, N. C.	45,000 H. P.
Lookout Shoals, N. C. ..	30,000 H. P.
Mountain Island, N. C. ..	80,000 H. P.
Catawba, S. C.	80,000 H. P.
Fishing Creek, S. C.	50,000 H. P.
Dearborn, S. C.	60,000 H. P.
Great Falls, S. C.	40,000 H. P.
Rocky Creek, S. C.	40,000 H. P.
Cedar Creek, S. C. (under construction)	60,000 H. P.
Wateree, S. C.	84,000 H. P.
Ninety-Nine Islands, S. C.	30,000 H. P.
	625,000 H. P.

STEAM-ELECTRIC

Mt. Holly, N. C.	50,000 H. P.
Eno, N. C.	30,000 H. P.
Greensboro, N. C.	10,000 H. P.
Greenville, S. C.	10,000 H. P.
Duncan, S. C.	40,000 H. P.
	140,000 H. P.

Engineers estimate that the water-power resources of North Carolina are approximately 2,000,000 horse power. If this power were all developed, North Carolina would not need to import for power purposes a single ton of coal. The output of electricity would be equivalent to 10,000,000 tons of coal per year and electricity for power and light would be available for practically every community of any considerable size in the state. The uncountable millions of dollars which are now going out of the state in a steady stream for coal for those sections which do not have hydro-electric power would be kept at home, according to the people who have the development of the state by its own funds close to their hearts.

Demand for power for new and waiting industries for North Carolina is such that engineers and business men who have carefully considered the matter estimate that from $5,000,000 to $7,000,000 per year would be required in water-power development to supply the annual growth. This estimate, of course, covers the entire state and the demand is estimated from applications for power to the various power companies, municipalities and chambers of commerce. Assuming an investment in new industries of $6 for each $1 of water-power development, this would mean a total investment of $35,000,000 or more per year in the state's industries, provided that conditions warranted the development of existing power sites and if the field were sufficiently attractive for investment to command the capital that would be necessary for the execution of such a construction program by existing and new power companies.

In addition to its eminence as the center of the Piedmont textile industry and as the hydro-electric capital, Charlotte has also in recent years become an important jobbing point for the entire Piedmont region. There is located the only point outside of New England where a prospective textile manufacturer can arrange for the construction of his mills, complete to the last bolt, their power, their raw material, and market outlets for his product. Transportation conditions are ideal, with four trunk-line railroads radiating in eight directions, and needless to say, a net-work of the best roads leading to all parts of the state. Terminal facilities are available for handling 3,400 carloads of freight daily and it is said that considerable merchandise of lesser bulk is handled by truck with Charlotte as a base.

There are sixteen banks and trust companies in Charlotte, with total resources of $63,336,851.12. Bank clearings in 1925 were $636,000,000. There are three building and loan associations. Twenty years ago there were 100 cotton mills within a radius of fifty miles; to-day there are more than six times that number.

The importance of the city as a distributing point is indicated by the fact that 200 corporations of importance have branch plants, offices or representatives in Charlotte. It is the leading center in the South for the distribution of textile machinery, and the large British and American firms have offices and representatives here to handle the business of the textile mills in the territory.

In Charlotte itself are 250 industrial and manufacturing plants, with an annual payroll of $18,000,000. Among these plants are eleven cottonseed oil mills with an annual output of over $10,000,000.

Although there has never been any boom in the sense of mushroom development in Charlotte, its growth during the last two or three years has been at a greatly accelerated pace. Building operations for 1925 reached the figure of $7,735,000; for 1924 they were $6,800,000. Operations in both years were at a rate unrivaled in any other year.

There are seven hotels in the city, including the new million dollar Hotel Charlotte. Pinehurst, Blowing Rock and Chimney Rock all are within easy reach of Charlotte. There are two excellent country clubs, the Myers Park Club and the Charlotte Country Club, each with eighteen hole golf courses. The Myers Park residential section is one of the finest in the United States.

Charlotte is notable even in North Carolina for the attention given to the public school system. There are 12,500 enrolled in the schools and the city has spent $2,000,000 for new school buildings within recent years. For white school children there are one senior high school, two junior high schools, one vocational high school, twelve elementary schools and one open air school. For colored children there are one high school and five elementary schools.

This city is also an automobile and motion picture distribution point. Twelve film exchanges operate and the extent of their business may be gauged by the fact that the local post office gets $118,000 revenue from them in a year.

Three bonded warehouses make strong claim for Charlotte's supremacy cotton storage center, while Am manufacturers of dyestuffs are sented by the du Pont works, th tional Aniline & Chemical Company of which are housed in their own ings.

In neighboring Gaston county, than a million spindles are operate largest number in any county in the nation. Mills surround Gastonia and the hubs around which the life

(*Continued on page XII*)



Wilmington is the seventh port in the United States in volume of cust receipts. Above is a view of the custom house with one of the coast gu fleet at the government pier.



One of the largest granite quarries in the world is located near Mount Airy in the north central section of the state.

Hendersonville

in the Heart of

Western North Carolina Development

A section that is adding population and increasing in wealth more rapidly than any other part of the United States.

A fertile field for cultivation by general advertisers.

Get the rates of

The Hendersonville Times
Week Day Afternoons

The Hendersonville News
Every Morning Except Monday

NOTE:—The two Hendersonville newspapers are under separate ownership and management and business must be done direct with each paper.

ASHEVILLE

The Distributing Center of Western North Carolina

Population
45,000 Estimate 1926
28,504 Census 1920
148,579 City, Suburban, 25 Mile Radius

No other city is situated to cover western North Carolina as effectively as Asheville,—high in the Blue Ridge Mountains.

Charlotte is too far (140 miles) to the southeast. Greensboro and Winston-Salem are too far (200 miles) to the northeast. Knoxville, Tennessee, across the mountains, is too far (130 miles) to the west.

Type of City

There is no other city of similar size the country over with more palatial homes and hotels. This is reflected in the high grade and varied merchandise displayed in Asheville's stores.

Asheville is a wealthy community. The very beauty of the mountainous country and mild climate, aside from business opportunities, attract many rich men.

Developments around Asheville (some not in the corporate limits but actually part of the city) have been multiplying for several years. Suburbs like Biltmore Forest, Lakeview, Grove Park defy description and strain belief. They typify wealth and culture.

The schools and colleges are many, modern and wonderful.

Business Conditions

Asheville is in the midst of a period of pronounced prosperity evident through many building operations, new roads, excellent business generally and the record breaking advertising volume in the Asheville Citizen.

Industries

Aside from local manufacturing, wholesaling, retailing, farming, fruit growing, and stock raising, the "crop" most indicative of the territory is the "tourist crop," yielding $40,000,000 in 1925 from 600,000 tourists.

Asheville is the hub of celebrated resort territory, high in North Carolina's Blue Ridge Mountains—next door to Paradise.

The Asheville Citizen

Morning and Sunday
15,000 Circulation

A. B. C. Member
Line Rate 6½c.

Asheville is Naturally a Morning Paper City

Papers from other cities cannot get into its circulation territory until the news is stale. And no evening paper in Asheville can get far out into the territory until the next morning.

The Asheville Morning Citizen has this natural advantage in addition to its news and feature services and sound management which combine to make it one of the South's most representative newspapers.

The Citizen gained nearly 2,000,000 lines of total advertising the first six months of 1926 over 1925. **No other newspaper in America made such a large increase.**

The National advertising gain was nearly one-quarter of a million.

These remarkable gains are significant not so much to emphasize the supremacy of the Citizen as to reflect the splendid business conditions prevailing throughout the Asheville territory.

National Representatives

E. Katz Special Advertising Agency

DETROIT NEW YORK KANSAS CITY ATLANTA CHICAGO SAN FRANCISCO



Wide streets and comfortable bungalows house the textile mill workers in many of the modern mill towns of North Carolina. In most cases the homes are owned by the mills and rented for nominal sums to the employes.

ENTERPRISE NOW RULES NORTH CAROLINA

(*Continued from page X*)

neighboring small towns and villages revolves. Spinning was the principal activity until recent years, which have seen the development throughout the region of an extensive finishing business. The hard cotton yarns for which the Mecklenburg and Gaston county mills have become well known during the past decade are now being woven into cloth, and mixed with rayon, to make dress goods and shirtings of high quality.

Between Charlotte and Winston-Salem lies High Point, where furniture reigns king. Hardwood timber is still abundant on the hillsides, though not so lavishly present as it was in 1888 when the first furniture factory was established. As has been the case in innumerable industrial and civic developments of which the Tarheel is justly proud, the High Point furniture industry was financed by local capital and for years little that went into the articles manufactured came from without the immediate vicinity.

Its growth has been phenomenal in recent years, however, and the manufacturer has reached out with both hands beyond his own bailiwick, one hand seeking materials, the other markets. Four years ago the Southern Furniture Exposition Building was completed at a cost of $1,000,000 and its seasonal sales rival those of the furniture marts in Chicago and Grand Rapids—the last sale drawing 1,000 buyers from nearly every state in the union. The 40 furniture and woodworking factories employ 6,000 workers and their annual product is valued at $22,000,000.

Textiles also are important in High Point commerce, as in the neighboring cities of Greensboro and Winston-Salem. More than 100,000,000 pairs of hosiery are manufactured there every year, and these, with the output of yarn, cloth and silk mills, bring the textile product value to $18,000,000.

High Point has developed rapidly to its present population of 25,000 people and has escaped the municipal tribulations of many cities of slower growth. It now has the city manager and commission form of government, a new half-million dollar high school, 55 miles of paved streets, three modern hotels, 36 churches, comfortable suburban residences and police and fire protection that will equal the best that the state has, which is very good indeed.

Raleigh, the capital, is ideally located in the center of the state easily accessible from all sections, but like most capitals, it is distinguished for other qualities than industry and commerce. Raleigh, it is true, has a bustling local retail trade and is also a distributing center for the populous region surrounding it, but it possesses practically no factory atmosphere.

Education is its chief product, aside from the laws and their execution. Eight colleges and schools attract 4,000 students a year, exclusive of the large enrollment at the State College summer session.

The most important of these educational institutions is the North Carolina State College of Agriculture and Engineering, with a faculty of more than 100 members and 1,300 students.

It offers practical and technical training in agriculture, horticulture, animal industry, civil engineering, mechanical, electrical and textile engineering, business administration, chemistry and practical training for various trades. Connected with the college are the agricultural experiment station and the extension service, which makes the college of practical value to every farmer in the state.

St. Mary's School, the largest Episcopal boarding school for girls in the United States, was established at Raleigh in 1842. It prepares students for admission to the leading colleges for girls.

Peace Institute, a Presbyterian junior college, was established in 1857. Meredith College, a Baptist institution, was established in 1899 and has more than 400 students at the present time. King's Business College was established in 1901. St. Nicholas School, a boarding school for boys, was established in 1921. Shaw University, the oldest institution in the South, for the education of colored men and women, was established by the Baptists in 1865; it has an enrollment of more than 400 students. St. Augustine's School, established in 1867, prepares colored men and women to become teachers.

Raleigh has been headquarters in the development of co-operative marketing by North Carolina farmers. The three most important of these co-operative associations are those which market cotton, tobacco and peanuts. Other co-operative organizations market truck produce, strawberries, peaches, sweet potatoes, cheese and creamery products. The North Carolina Cotton Growers' Co-operative Association, with 32,000 members, which has handled as many as 135,000 bales of cotton during a season, has its offices in Raleigh.

Raleigh remains of greatest significance, of course, as the State capital. The old Capitol, built between 1837 and 1840, is the goal of thousands of visitors to the State. All of the State departments are housed in adequate modern buildings.

The growth of Raleigh within recent years has been rapid. The present population of the town is 32,000. It is estimated that the population increased about 6,000 within the last two years.

A leading manufacturing city south of Raleigh is Goldsboro in Wayne county. It has a population of about 15,000, which is almost treble that of 1910 and in addition to thirty manufacturing plants, it is located in the heart of a rich agricultural district. Three railroads have thirty-two passenger trains entering daily.

Textile, lumber and oil mills and furniture factories are the principal industries and there are tobacco and cotton warehouses. Goldsboro is up to the North Carolina standard in the matter of unusually wide paved streets and good roads and its nine schools have 5,000 pupils. A high school is being built supplementing a group of primary and secondary schools which stand on the site of the last battle fought in the Civil War.

West of Charlotte starts the mountain playground area, with its center at Asheville. The 25 counties that form the western tier of the state have come into their own with the highway development and they are quite conscious of their advantageous position. Indeed, there has been quite a bit of conversation regarding the formation of a separate state in this region, but conversation appears to be the limit of such a development.

(*Continued on page XIV*)

MORGANTON

At the gateway of the beautiful mountain region of North Carolina. An industrial center in a rich farming section.

The News-Herald

A good newspaper in a good town. A leader in the weekly field. Rates on application.

Miss Beatrice Cobb,
Editor and Publisher.

Where Diversified Agriculture is Practiced

A. Lee Rawlings, of the firm of A. Lee Rawlings and Company, certified public accountants of Norfolk, Va., and Raleigh, N. C., is authority for the statement that business conditions in Elizabeth City are more stable than in any other North Carolina city he knows of.

There's a reason.

All over the south diversified farming is preached. In the Albemarle section, of which Elizabeth City is the commercial center, it is practiced.

The Albemarle farmer is marketing some crop in practically every month of the year.

In May and June of this year Albemarle farmers shipped out of Elizabeth City 303 cars of May peas, which put into their pockets $225,000.

During June and July of this year 1,300 cars of Irish potatoes were shipped out of Elizabeth City, putting more than a million dollars into the pockets of the growers, $350,000 of which was velvet.

During July and August it is estimated that 500 cars of sweet potatoes will be shipped out of Elizabeth City, which should put into the pockets of the growers not less than a quarter of a million dollars. If these potatoes should strike a high market the amount would be around $350,000.

In the autumn months fall crops of beans, peas and potatoes will be marketed. When these late fall crops hit the market right, they are a veritable gold mine for the growers.

By the time fall truck crops have been moved the cotton picking season is in full swing.

Then in December, hog and hominy, the section's main crop, begins to go on the market. Following corn and pork comes the soy bean. Elizabeth City is the soy bean center of America.

With the foregoing facts in mind it can readily be seen why Elizabeth City should be free from the periods of depression and stagnation that mark certain months in cotton and tobacco cities.

In Elizabeth City and its trading territory the home paper is

THE DAILY ADVANCE

Elizabeth City **North Carolina**


WEATHER

GREENSBORO DAILY NEWS

64 PAGES TODA
SEVEN SECTION

VOL. XXXVI. NO. 63. GREENSBORO, N. C., SUNDAY MORNING, MARCH 21. 1926. PRICE:

Interpretation SINK DENIES HE TOLD Coolidges

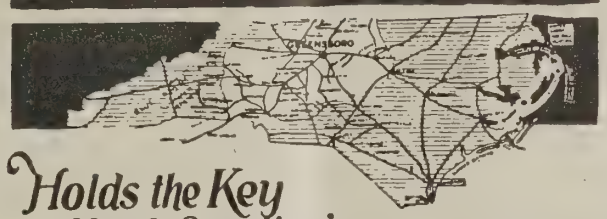
DEMOCRATIC MEETING

POPULATION
47,132 (U. S. Census estimate July, 1925.)

TRADING AREA
(35 mile radius)—
300,000

A Key City

GREENSBORO



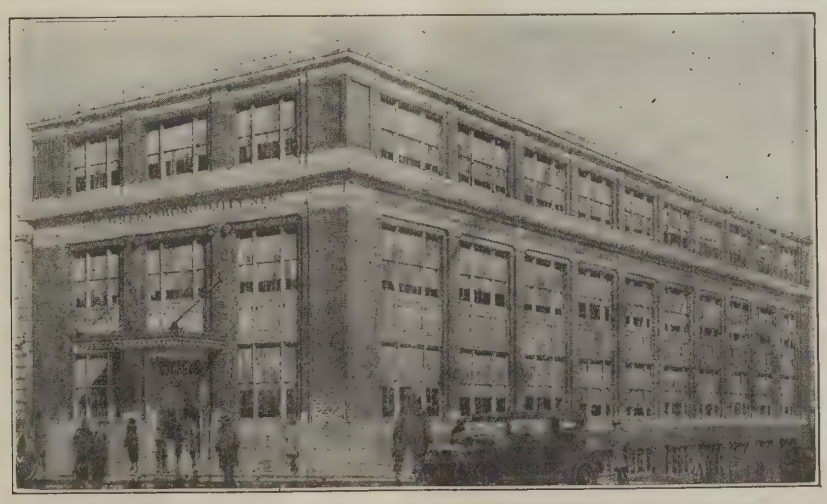
Holds the Key to North Carolina's Wonder Industrial Zone

BUILDING APPROPRIATIONS FOR 1925

$6,192,192 — Registered an increase of 46.6 percent over previous year.

POSTOFFICE RECEIPTS FOR 1925
$405,044.30

A MORNING newspaper, with a Daily circulation of over 27,000; 32,000 Sunday, serves Greensboro and its rich and prosperous trading area. Greensboro is one of the three major markets of North Carolina. It is ideally situated for use as a distributing point for the entire South, since it has access to transportation systems throughout the United States. The Greensboro Daily News is the only A. B. C. paper in Greensboro. Advertisers desiring to get maximum returns from their advertising in and around Greensboro should avail themselves of the co-operation of the Advertising Department. Write for a complete analysis of this field.



GREENSBORO DAILY NEWS, GREENSBORO, N. C.

E. B. JEFFRESS, *Manager* W. S. DICKSON, *Advertising Manager* EARL GODBEY, *Editor*

CONE ROTHENBURG & NOEE, Inc. National Advertising Representatives

9 East 41st Street, New York Constitution Bldg., Atlanta, Ga. 360 North Michigan Avenue, Chicago
Donovan Bldg., Detroit, Mich. Coca Cola Bldg., Kansas City, Mo. Victoria Bldg., St. Louis, Mo.

ENTERPRISE NOW RULES NORTH CAROLINA

(*Continued from page XII*)

This resort area, lying in the Southern Appalachians, with the peaks of the Great Smoky and Blue Ridge mountains towering above timbered spurs and foothills, has an elevation varying from 800 feet above sea level to over 6,500 feet. The annual mean temperature for the region as a whole is about fifty-five degrees Fahrenheit.

The influx of visitors, summer, winter, spring, and fall, has led to a number of developments. Many of these are grouped at Asheville or Hendersonville. Outside Hendersonville, P. L. Wright has developed Druid Hills, an extensive suburban community. He is also active in the development of the Lake Lanier project, near Tryon, where an artificial lake is being created to supply the one recreational element sometimes lacking in the North Carolina resort.

Another extensive Hendersonville development is Laurel Park, on Jump Off Mountain. A two million dollar hotel is being built on top of the mountain.

Near Chimney Rock, one of the natural wonders of the mountain country, in Rutherford county, a company which holds 8,000 acres of land is creating the 1,500 acre Lake Lure.

Sulphur Springs Park is to be a suburb of Asheville built close to the city in the French Broad River Valley.

Near Tryon a development known as Blue Ridge Forest is being brought into existence. Two golf courses are under construction and three artificial lakes are being made. At Linville a property of 16,000 acres is being developed, adjoining a Government reserve of 39,000 acres. Nearby is Grandfather Mountain, the source of more different streams than any other mountain in the East. Scores of scenic trips can be made out of Linville, to Donald's Crag, near the Eseeola Inn, or Linville Falls, where a descent of 1,700 feet occurs in four or five miles.

Tryon, in Polk county, near the border between the two Carolinas, is situated in the foothills of the Blue Ridge Mountains, about midway between Asheville and Spartanburg, S. C., at an altitude of 1,500 feet above sea level. On every side of the city peaks rise to a height of 3,000 and 4,000 feet. It lies within the famous thermal belt of the North Carolina, notable for the absence of frost and dew and for the narrow range of temperature.

The hills surrounding Tryon have been spared the devastation that usually follows lumbering operations, and the mountains are still clothed with the forests that covered them a century ago, when they belonged to the Cherokee Indians. Numerous picturesque local industries have sprung up in Tryon, based on the mountain crafts.



Not Florida or the Mississippi Valley, but a bit of North Carolina shoreline near Wilmington, where Spanish moss drapes the trees in truly tropical fashion.

Near Grove Park Inn, a famous resort hotel on Sunset Mountain near Asheville, the Biltmore industries have revived the home-spun weaving and dyeing of cloth, and wood-working. Hand-made toys are also an important industry in Tryon.

Asheville is the wholesale and retail center for western North Carolina, and important as an industrial city, as well as the resort capital of the mountain country.

The city is situated on a wide plateau set in the midst of the southern Appalachian Mountains; within a radius of fifty miles are a score of the highest mountain peaks in eastern America. Mount Mitchell, 6,711 feet high, three hours from Asheville, is the highest peak in the East. Asheville and the resort district surrounding it are equidistant from Chicago, Philadelphia, New Orleans and Tampa, Fla.

Climate, altitude and scenery combine to allure the tourist and the all year round resident as is demonstrated by the growth of population, the building activity, and the prosperous condition of business in the district. Since 1920 the population of the city proper has increased from 28,000 to more than 37,000, the population within the township limits from 38,000 to 50,000, reflecting the growth of suburban developments, and population of the county from 64,000 to 78,000.

The assessed valuation of property in Asheville has increased during the same period from $44,000,000 to $82,000,000. Bank debits and check transactions through the Asheville Clearing House have increased nearly 100 per cent. Building permits have grown from $1,400,000 in 1920 to $6,000,000 in 1925. Bank deposits have doubled. Building and loan company assets have tripled.

These figures are all indicative of the increasing lure of the mountains. The mountains have been there for ages; geologists call this region the oldest in the United States. But it is only within comparatively recent years that a large number of tourists have found the southern Appalachian Mountains.

Advantages that can be taken of vaca-

(*Continued on page XVI*)



Charlotte's rapidly expanding business is being housed in structures of modern architectural beauty and utility. At the left is the new John Building, one of the highest in the city.

Durham, N. C.

An Industrial and Educational Center

Home of Duke University, "Chesterfields" and "Bull Durham." Fourth in size in State. Population 42,258, doubled since 1920. Manufactured products last year, $122,000,000, second in State. Two out of every seven people are engaged in manufacturing. Seat of tobacco and cotton weaving and knitting industry and in heart of great bright leaf tobacco growing Piedmont section. Annual bank clearings $100,000,000; debits to individual accounts $300,000,000; surplus $3,500,000. Forty-eight churches, foremost school system in State, two large hospitals, six railroads and numerous bus lines.

The Durham Sun is Durham's evening newspaper. January first to June first, 1926, shows an increase of 757,694 agate lines over the same period last year.

THE DURHAM SUN

"THE PAPER THAT GOES HOME"

ESTABLISHED 1887

NEW YORK SUN — APRIL 24, 1926

WINSTON-SALEM

NORTH CAROLINA'S LARGEST CITY

From The Evening Sentinel, April 15, 1926

Remarkable growth in every department of Winston-Salem that can be used as a barometer of a city's progress and advancement is shown in the statistics compiled by the Chamber of Commerce. The figures are contained in a compact pamphlet entitled "Brief Facts" pertaining to the "growth, progress and development of Winston-Salem since 1915."

Each phase has expanded somewhat in proportion, although several have made unusually rapid strides. During the past 15 years the estimated increase in population is nearly 52,000. There are more than 35,000 more people in the city today than there were in 1920, according to the United States Census estimate.

School building values and paved streets have shown the most decisive expansion. The value of the buildings since 1920 jumped nearly 800 per cent, while the miles of streets have increased from 37.80 to 103.45, which marks this city as having more miles of paved streets in its corporate limits than any other town in the State. School enrollment has kept pace with the progress with nearly 5,000 more students now than there were five years ago.

THE STATISTICS FOLLOW

NOTE — Figures, unless otherwise indicated, are for the year ending December 31.

POPULATION

1910 (U. S. Census)	22,356
1915 (Est. U. S. Census)	34,247
1920 (U. S. Census)	48,395
1925 (Est. U. S. Census)	74,000

VALUE OF MANUFACTURED PRODUCTS

1915 (U. S. Census)	$38,288,000
1919 (U. S. Census)	200,485,000
1923 (U. S. Census)	228,000,000

BANKING RESOURCES

	Deposits	Resources
1915	$8,988,698.55	$11,786,500.22
1920	21,133,721.09	30,964,662.62
1925	42,507,566.19	48,240,581.13

PROPERTY VALUATION

1915	$25,174,339
1920	108,801,839
1925	130,000,000

BUILDING PERMITS

1915	$501,379.00
1920	3,259,495.00
1925	5,004,381.50

SCHOOL BUILDINGS AND VALUE

	Buildings	Value
1915	13	$325,000.00
1920	14	550,000.00
1925	20	4,000,000.00

SCHOOL ENROLLMENT

	Teachers	Pupils
1915	144	5,103
1920	169	7,992
1925	387	12,476

MILES OF PAVED STREETS

1915	12.22
1920	37.80
1925	103.45

MILES OF SEWER MAINS

1915	48.23
1920	101.62
1925	154.85

MILES OF WATER MAINS

1915	56.50
1920	89.92
1925	148.61

TELEPHONES

1915	2,800
1920	3,550
1925	6,301

ELECTRIC METERS

1915	4,000
1920	6,075
1925	11,069

WATER CONSUMPTION

	Meters	Gallons
1915	4,200	
1920	6,370	1,552,000,000
1925	8,700	1,941,000,000

AUTOMOBILE REGISTRATION (CITY)

1915	1,054
1920	2,701
1925	7,500
1926 (To March 15)	7,788

NEWSPAPER CIRCULATION

1915	11,528
1920	19,532
1925	30,412

GAS METERS

1915	1,550
1920	1,688
1925	2,644

CITY TAX RATE (For $100 valuation)

1915	$1.20
1920	.60
1925	1.00

THE EVENING SENTINEL

WINSTON-SALEM, N. C.

FIRST in the Carolinas in AUDITED HOME Circulation

253 National Advertisers Are Now Using the *Sentinel*

Sentinel's Lead for First Three Months of 1926 Over Second Paper Was Over a Half Million Lines

Let us tell you of this rich territory and thorough co-operation for the National Advertiser

FROST, LANDIS & KOHN

NEW YORK CHICAGO ATLANTA



New York likes shad in the springtime and the hardy fishermen of the Eastern sounds bring back in their small boats thousands of the succulent fish to be shipped to the great city markets.

ENTERPRISE NOW RULES NORTH CAROLINA

(*Continued from page XIV*)

tion around Asheville satisfy many tastes. There are at present two golf courses which have been played over by most of the prominent professional and amateur players in the country, and four more courses are under construction. The Asheville Country Club has an eighteen-hole course on the lower slopes of Sunset Mountain. To the south is the Biltmore Forest Country Club, formerly part of the George W. Vanderbilt estate. It was the scene of the Southern Amateur Golf Tournament last year. A muncipal course, to the east of the city was completed this summer. Courses are also being built at Beaver Lake, Kenilworth, and Malvern Hills.

Western North Carolina is a hunting and fishing district. The National Forests in this region have given protection to game, and deer, quail, and grouse are plentiful enough to furnish good sport. Bears are shot also.

Automobile trips over scenic highways, ranging from a few miles to several hundred, which will take the tourist into some of the most beautiful mountain scenery in America, can be planned with Asheville as the focus. The National Forests, near at hand, abound in camp sites and camps for the traveler who wishes to stay.

In Asheville itself is a group of modern all year hotels.

Development of residential suburbs has proceeded briskly within the last few years. Grovemont, a model community, developed by E. W. Grove, twelve miles from Asheville, is typical of these suburban developments. A mountain stream has been dammed to form Lake Eden and at Lake Eden park a fine clubhouse has been built. In Asheville, Mr. Grove, a pioneer in the development of North Carolina, has to his credit the removal of a mountain from the city and its replacement with Battery Park, one of the most attractive business sections of the city.

Outside Asheville, a portion of the Biltmore estate of the late George W. Vanderbilt has been obtained and is being put on the market as a highly restricted subdivision. The property has been divided into lots ranging from one to three acres in size. Other developments include Lakeview Park, Lucerne Park, Malvern Hills, Morningside and Oaklyn.

Hendersonville, separated from Asheville by rolling hills and united with it by 16 miles of smooth concrete road, is the second largest city of the section and a large summer resort, its 10,000 winter population growing to 30,000 and more when the sun sweeps hot over the rest of the state and the nation. Extensive realty operations have been in progress for several months and innumerable fine homes and cottages have risen on the hillsides and along the spacious streets. A 15-story hotel is being constructed on the top of Jump-Off Mountain, 3 miles from Hendersonville and 3,000 feet above sea level. It is reported that the real estate turnover in 1925 was 20 times that of 1924.

Five hundred miles to the East a new playground of another kind is coming to lusty life along the coast. It centers around Morehead City and Beaufort (pronounced Buford by North Carolinians).

Morehead City, with a permanent population of 3,500, is on a peninsula in Carteret county between Newport River and Bogue Sound. It is separated from the ocean by the sound, which in its turn is separated from the Atlantic by one of the long sand bars that make North Carolina's coast. A large development this summer has attracted many tourists and vacationists and liberal advertising has been done in newspapers throughout the state.

Across the river is Beaufort, which is to be connected with Morehead City by one of the new state bridges. Morehead City has other bridge plans which contemplate connecting the beaches of the Atlantic with the mainland by viaducts across the sound.

In addition to vacation affairs, which are aided by the proximity of the Gulf Stream and the balmy climate that it nurtures, Morehead City and Beaufort are supported by a large fish business, ice plants, lumber mills and box factories. The shad fishers of this region keep the cities of the entire coast supplied with their bony delicacy every Spring. Oyster-fishing is also a noteworthy activity of this and the other sound regions along the coast, their product being the large varieties of which the Lynnhaven is perhaps the best known.

The lumber industry is large and the biggest mill in the county is located on the outskirts of Beaufort. In addition to the saw-mills, a local factory supplies barrels to the potato growers and boxes for the fish exporters.

Besides the commercial fisheries there is plenty of opportunity for disciples of Izaak Walton, and, for those who fer the chase on land, the deer and f provide plenty of sport and opportu for bulging bags.

Not far distant from these sea res is Wilmington, on the Cape Fear Ri the seventh customs port in the Un States. It is midway between New Y and Florida, 30 miles from the mout the river, which has a channel feet deep. The port has a well prote anchorage basin 3,000 by 700 feet. V of merchandise passing through the toms during the past fiscal year was proximately $80,000,000. Warehouses sheds afford approximately 1,00 square feet of waterfront storage.

Several projects now under consid tion will, if carried out, make mington a port of even greater portance than at present. First the deepening of the Cape Fear R as far as Fayetteville. Another the construction of a twelve- ship channel between Wilmington Beaufort. This would allow w borne commerce to come by inland age from the West through the Canal to New York and by inland w way to Wilmington.

The Federal Government has sol the city at a nominal figure thousan acres of waterfront property on dition that it is used for warehouses docking facilities. A proposition tha

(*Continued on page XVIII*)

Wilmington Morning Star

WILMINGTON, N. C.

A Successful Newspaper Since 1867

The Oldest Daily in the State

Every Year Surpasses the Previous Year

Predominating In Every Field In Eastern North Carolina —Circulation, Local, National and Classified Advertising

Wilmington and Adjacent Territory

Cannot be covered completely without The STAR

Wilmington is a city of 41,000 people who are determined to make progress, and predict the greatest era of prosperity in the history of the state.

During the past year there has been more activity in and around Wilmington than any other portion of North Carolina.

PRINCIPAL INDUSTRIES

FERTILIZER—CHEMICAL—COTTON—SHIRT—CANNING
PAINT—CEMENT—LUMBER FACTORIES—COTTON
EXPORTS—TRUCKING AND IN FACT MORE
DIVERSIFIED INDUSTRIES THAN ANY
CITY OF ITS SIZE

FIVE BEACHES

Accessible by trolley or automobile with a floating population of 25,000 during summer months.

The Wilmington Morning Star

Maintains a department to serve advertisers in any possible way without cost

Information Gladly Furnished Upon Request

ONCE UPON A TIME—AND 1926

There once was a time when Charlotte was a one-paper town.

Not so today.

You can't get along today with one Charlotte paper—and cover this rich and prosperous territory.

Neither Charlotte newspaper has a monopoly on those virtues sought by advertisers. Those in the National field, who cannot possibly be expected to see behind the circulation screens, prefer the morning paper.

But those on the ground—those tutored in the school of experience—give The Charlotte News a majority vote. And that goes for both buyer and seller.

Charlotte buyers favor The News by 1,657 daily and 651 Sunday. More of them pay each day to read The News than pay to drink water. And this Charlotte buyer—70,000 of him—has average bank resources of $590.30—the greatest in the Carolinas.

The A B C Procession

Quarter	Evening	Sunday
2nd, 1925	16,643	16,598
4th, 1925	17,545	18,316
1st, 1926	18,060	19,071
2nd, 1926	18,909	19,901
June City	11,514	10,805

Charlotte sellers favor The News by an average of 1,403 agate lines every afternoon and Sunday too. At least, that's the average for the first six months of 1926. By Charlotte sellers, we really mean those of North Carolina. The margin would be much greater if confined to Charlotte advertisers.

Rates? You've heard the tale of low rates—"20 cents; give it away." Well, the fact of the matter is The News has the highest milline rate of any Charlotte newspaper! And why shouldn't it, in view of these facts and the further fact that 90% of its circulation is delivered by carrier or agent within a few hours following publication? That means HOME circulation in CITIES and TOWNS. And there's where income is highest and most stable. 13.8% of all the folks in this territory file personal income tax returns—a greater proportion than in New York or Boston or Philadelphia or Chicago. And 95% of these returns are filed by URBANITES, to whom The News distributes 95% of its daily circulation of 19,000 and its Sunday circulation of 20,000.

Your campaign in this territory cannot be thorough or complete without The Charlotte News.

The Verdict of Those Who Know

January 1, 1926, thru June 30, 1926

	7-day measurement	Daily Only
Charlotte NEWS	4,051,377	3,141,511
Morning Paper	3,797,539	2,599,965

Month of June, 1926

	7-day measurement	Daily Only
Charlotte NEWS	748,051	600,427
Morning Paper	666,412	449,792

For further information write

NEWS PUBLISHING COMPANY

CHARLOTTE, N. C.

—OR—

JOHN M. BRANHAM COMPANY

NATIONAL REPRESENTATIVES

Chicago · New York · Atlanta · Detroit · St. Louis · Kansas City · San Francisco · Seattle · Los Angeles



Magnificent interior of a new Baptist church, the prototype of many church buildings of various denominations in the new North Carolina. Many church buildings even in small cities have been erected at a cost exceeding $200,000.

ENTERPRISE NOW RULES NORTH CAROLINA

(*Continued from page XVI*)

State undertake these improvements was defeated in an election, and Wilmington is now seeking permission to float a bond issue.

Although cotton and tobacco loom large in the figures, the port is not entirely dependent on these staples. Nearly 150 different articles are manufactured in Wilmington and vicinity. A number of fertilizer factories import raw material in large volume. The gross volume of business in fertilizers and fertilizer materials in 1925 was about $20,000,000.

Agricultural products form a considerable portion of the exports. Strawberries grown in the Wilmington area and moved by rail and water annually have a value of more than $1,500,000. Potatoes and other truck crops run into high values. About one-fifth of the 2,500,000 bales of cotton produced annually in North and South Carolina are usually moved through Wilmington.

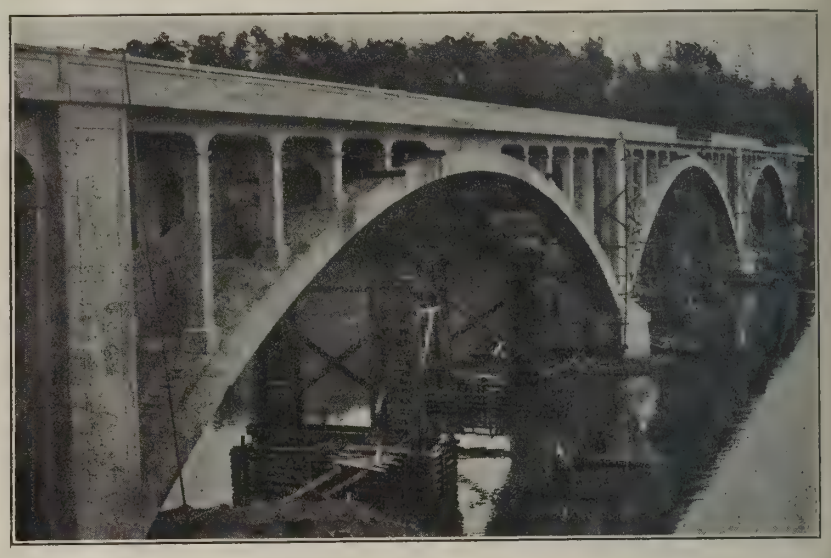
The city has a diversified list of industries, with an annual payroll approaching $17,000,000. The menhaden fish factories along the Cape Fear River are among the largest in the South. Other industries include two iron works, two cotton mills, one hosiery mill, a cigar factory, cottonseed oil mills, a paint factory, two packing plants, numerous sawmills, a bag factory and a cold storage plant.

Wilmington is a distributing point and jobbing center for a territory containing nearly 400,000 people. It does a jobbing business of more than $80,000,000 annually, and its banks have combined resources of $28,000,000, with capital and surplus of about $4,000,000.

It is also a resort city, with four beaches—Wrightsville, Carolina, Wilmington and Fort Fisher—within easy reach of the city.

One of the first things the visitor to Wilmington observes is the width of the streets. Though the city is old and historic, those who first laid it out did so in such a generous fashion that they anticipated even the inordinate demand for space that would be made by the automobile.

History lies under every grain of sand along the bars that hem the several sounds of the coast from the Atlantic. It was on that coast that the famous lost colony made its home and its unexplained disappearance, leaving behind only the memory of Virginia Dare, the first white child to be born on the Continent. Dare County, largely water and sand bars, takes its name from this circumstance.



One of the many bridges which the Highway Commission has thrown across North Carolina streams since 1921 is the Morrison Bridge on the Yadkin River. It was named in honor of Cameron Morrison, who was Governor when the new road program was inaugurated.

Not far distant is Shell Point, a mammouth peninsula of bivalve shells, which tradition relates, made the site of annual prehistoric feasts of Indians from all over the continent, who learned by

(*Continued on page XX*)

GREATER HICKORY

Population 14,000 —— Trading Population 75,000

A Profitable Market For Advertisers

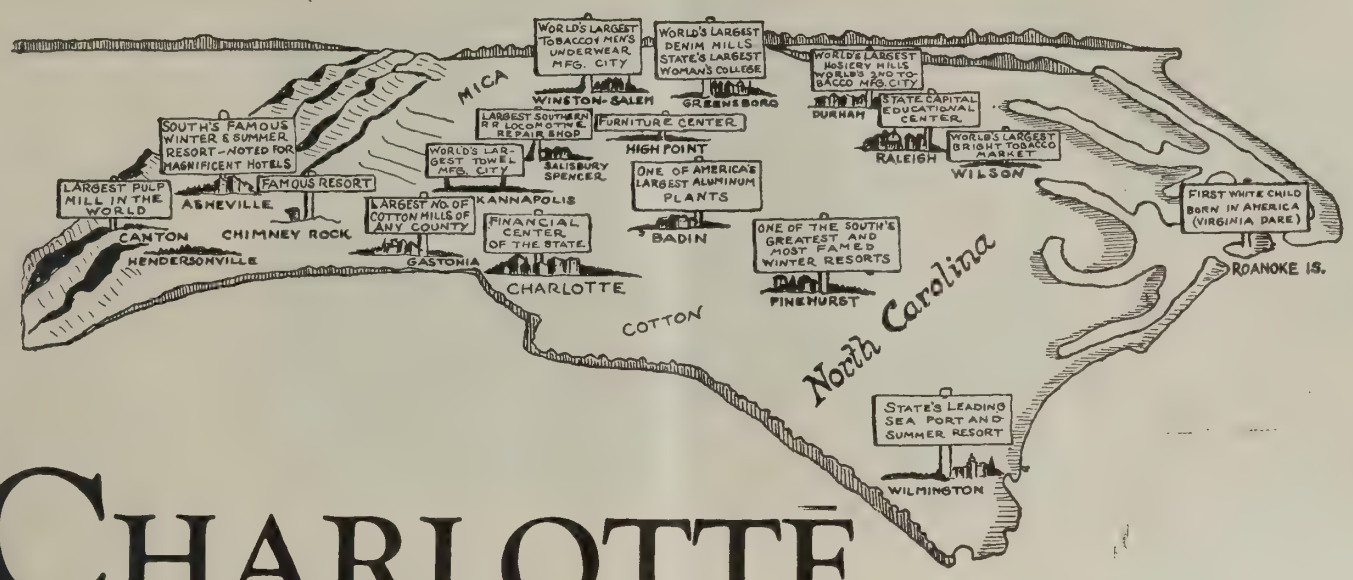
60 Manufacturing and Industrial plants employing 3,000 men and women with an annual payroll of $3,000,000.00.

Advertisers should not overlook the fact that The Hickory Daily Record is read by 80% of the people in the prosperous foothills section of western North Carolina.

HICKORY DAILY RECORD

Frost, Landis & Kohn, National Representatives

CHICAGO NEW YORK ATLANTA ST. LOUIS KANSAS CITY



CHARLOTTE

A Center of the South's New Industrial Empire

Charlotte's population (1926) is estimated at 75,000.

Charlotte is the home of the Southern Power Company — said to be one of the largest hydro-electric Companies in the entire world—with an investment of over $100,000,000.00. Abundant and cheap hydro-electric power has been the greatest factor in the remarkable growth of this section.

Charlotte has a branch plant of the Ford Motor Company built at a cost of $2,000,000.00 and having a daily capacity of 400 cars.

Charlotte has a healthful and moderate all-year climate with an average temperature of 60 degrees.

Charlotte has a trading population within a hundred and fifty mile radius of more than 4,000,000 people.

Charlotte has two fine country clubs with splendid golf courses.

Charlotte has seven excellent hotels, including the new million dollar Hotel Charlotte.

Charlotte is the gate-way to the famous vacation resorts and cities in the "Land of the Sky."

Charlotte is one of the most important centers of the state highway systems—seven hard surfaced roads leading out in as many directions.

Charlotte's annual industrial payroll exceeds $19,000,000.00.

Charlotte is served by four great railway systems with more than one hundred trains per day and is headquarters for "Line East" of the Southern Railway System.

Charlotte has bank resources of over $60,000,000.

Charlotte the Center invites you to come.

For information address

Charlotte Chamber of Commerce

CHARLOTTE • • N. C.

ENTERPRISE NOW RULES NORTH CAROLINA

(Continued from page XVIII)

some unknown means of communication of the wondrous oysters to be found on the North Carolina coast and journeyed hundreds of leagues to tear them from their beds, and toss the shells back into the ocean. As the centuries passed, the shell heap of the red men became a new landmark for mariners and in the early days of the past century it was a fruitful source of the raw material for the predecessor of bone fertilizers.

On these bars, near Kitty Hawk, the Wright Brothers, made the first successful airplane flghts.

Here also is a community of 300 souls, where the family names have not changed for centuries. They are fishermen and prosperous, too, with more Ford cars on their little island far from the mainland, and more grand pianos and radios than there are families. Not a trace of the well-known clam-digger type appears in their faces or their habits. They have kept abreast of the developments of modern civilization and they have kept their stock physically fresh by seeking their wives in other communities.

Discriminating people from all parts of the country have long been aware of the advantages offered by these quiet bays and beaches for real vacation pleasures and the present efforts of the developers is to make a far greater number acquainted.

At New Bern, Morehead City, Beaufort and further down to Wilmington develooment of beaches and vacation places offer a double appeal—"For the Northerner in the cold months and for the Southerner in the hot months."

Morehead Bluffs, New Bern resort, Pinecliff, Carolina Beach and Wrightsville Beach represents the new idea. The New Bern property is 1,500 acres being developed by a corporation of prominent men of the State. They have taken over



Charlotte's new city hall has been erected on Tryon Street, the main thoroughfare in a section of the city which is fast becoming of first importance as an office centre.

estates and hunting lodges on both sides of the Trent River and will put in golf courses, tennis courts, bridle paths, etc., while natural beauties will be preserved. A stock issue is being used to develop the resort.

Morehead Bluffs is a 1,250 acre resort and colony rising on the heights overlooking Bogue Sound. Two golf courses, a community clubhouse and a yacht basin are to be part of the development. Streets and sidewalks are being built and water and lighting systems installed. A four-story hotel of the Spanish stucco type was opened about July 4. A casino and a waterfront park go with the hotel. In dredging Coral Bay for a yacht basin the company is making use of the 250,000 cubic yards of dirt for the building of a two mile hard surface highway along the shore.

The Pinecliff Camp and Country Club is on the Neuse River, twenty miles below New Bern. This is a membership club, with references required from applicants and a home site going with the initation fee.

Carolina Beach, 15 miles from Wilmington, is on the mainland and connected with the seaport city by a hard surface road. A group of real estate men and business men from the Piedmont section have taken over a large parcel of land fronting the ocean and have a new hotel almost ready. One of the interesting things about Carolina Beach is the existence of a fresh water lake, large and deep, withi fifty yards of the ocean. The new hote faces this lake.

Pender county, 24 miles above Wilming ton and bounded on one side by the A lantic Ocean, has 548,280 acres of land c which only 36,000 are under cultivatio leaving a vast area of timber and cutove lands that could be put under crops. Th soil runs from a sandy loam, with cla subsoil to a fine silty loam, interspers with dark loamy soils.

Cotton, tobacco, Irish potatoes, swe potatoes, peanuts, forage crops, corn, oat rye and a variety of other cash crops a successfully grown and truck crops inclu ing strawberries, string beans, cucumber lettuce, radish, beets, green corn a melons are shipped to Eastern markets.

At present, Pender county has abo 1,500 acres in permanent pastures a 1,000 acres seeded for pasture this sprin Most of these pastures are a mixture carpet grass and lespedeza which w feed two cows an acre for seven mont in the year. A Milk and Cattle Growe Association maintains a milk route, d tributing cans and picking up the farme milk, selling more than three hundr gallons of milk a day in this mann Burgaw, the county seat has a populati of 1,400.

New Bern, geographical center of agricultural and resort section of junction coastal plain, is situated at ju tion of the Neuse and the Trent rive The Government census of 1920 gave city a population of 12,198, and it da back to 1710, when it was settled by Sw and Germans. The name comes fr New Berne after the Swiss city. T was the second town founded in State, and it is rich in historical asso tions of Colonial and Revolutionary da

The crops of Craven and the surrou ing counties include cotton, corn, p toes, tobacco, onions and practically ev variety of truck. The leading industr the present time is lumber with the lar mill in the southeast being located th

Fayetteville, once the largest city in State, is today a center of traffic

(Continued on page XXII)

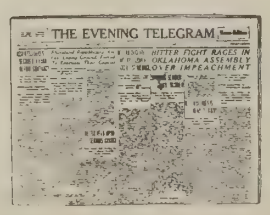
ROCKY MOUNT

North Carolina

Rocky Mount is one of the most prominent railroad, industrial and agricultural centers of the State. This territory is one of the largest producers of tobacco, peanuts, cotton, oats, rye, corn, truck, fruits and vegetables in the Carolinas. This progressive and prosperous city and immediate vicinity can be covered by the use of

THE EVENING TELEGRAM

with its circulation of 4,000 daily concentrated in this large and rich territory which no other daily newspaper reaches. This exclusive market has a population of over 75,000. In Eastern North Carolina it's Rocky Mount, and in Rocky Mount it's



THE EVENING TELEGRAM

Represented by

FROST, LANDIS & KOHN

Chicago, New York, Atlanta, St. Louis, Kansas City

Lenoir News-Topic

VOL. LI. Established 1875 LENOIR, N. C., SATURDAY, JULY 31, 1926 THE ONLY NEWSPAPER IN CALDWELL COUNTY No. 43

NOIR CEASES TO BE ATEWAY TO RESORTS AND IS ONE HERSELF

ot being content with being the largest strial center of Northwestern North olina, the little mountain city of Len- is going after the tourist trade in est this summer.

ituated as it is within twenty miles Blowing Rock, the oldest mountain rt in the south, nestling amid the ntains; served by the Carolina and th Western Railway, and fed by five he great state highways, Lenoir awoke the possibilities that lay within its p to capitalize these assets and become ourist town. Today its streets are id with cars from many states, its ls crowded with visitors, every board- house filled to capacity, and empty ses as scarce as hen's teeth.

inding that hundreds of people could live at the higher altitudes and many re who preferred conveniences of the to the crudeness of the mountains wanting to enjoy the beautiful scen- and cool evenings they offered, Lenoir lt a modern tourist and commercial el which opened this week to capacity iness. Plans are already being made have an even greater season next r.

Hospital Will Open Soon

The contractor in charge of building erations of the new hospital states the ilding will be complete about the end the month, equipment installed, and the titution ready for business the early rt of August. Dr. Crowell, one of best known surgeons in the south ll be in charge.

Five New Plants This Year

Among the activities reported at the nual meeting held this month by the al Chamber of Commerce, was the curing of five new industries for the y, the largest being the Jennings Fur- ture Company, one of the largest and ost modern furniture factories in the ate.

x Million Invested in the Industries of City

Over six million dollars are invested stock in the industrial plants of Lenoir, hich in turn produce over nine million llars' worth of products yearly, stated . C. Robbins, prominent manufacturer the city, speaking recently before a roup of business men here.

Continuing Mr. Robbins stated that the vestment in the county represented near n million in manufacturing, with an utput of near fifteen millions of dollars. ver three thousand people are employed these plants.

Lenoir Enjoying Building Boom

The past six months have seen such uilding activity in Lenoir and in the mmediate section that two new building upply material manufacturing plants have ocated here within the past few months. This building activity has not been con- ined to the town itself but to the entire urrounding country. The activity has lso covered both business buildings and esidences.

In addition to the construction of busi- ness houses and residences contract has recently been let by Davenport College for a new science hall and another is to be let by the city school board for a new public school building.

HAPPY VALLEY LAKE ESTATES A PLACE OF SCENIC BEAUTY

One of the outstanding real estate developments in Western North Carolina is located on the Lenoir-Blowing Rock highway, six miles of this city and within twenty miles of the famous mountain resort, Blowing Rock. Happy Valley Lakes Estates is a creation by God and man; nature giving it beauty and man making it modern.

This great development is a result of a series of editorials appearing in the News-Topic and the personal work by the editor of the paper, who in connection with the officials of the Chamber of Commerce interested P. L. Wright of Hendersonville, one of the South's leading developers, to take over the development of the project.

The property comprises some six thousand acres and is located in Happy Valley, a place so called by its Indian inhabitants some two hundred years ago. Elaborate plans have been prepared and construction work is advanced to the stage where the development shows its magnitude and permanency. The building of a two hundred acre lake, which will be fed by the sparkling waters of the Yadkin river, the construction of an 18 hole golf course and a spacious rock club house, which combined with the towering mountains, gives the development advantages offered by no other resort in the state. The completed development will include a large tourist hotel, canoe and yacht club, polo and athletic field, aeroplane landing field, camps for boys and girls, botanical garden, zoo and many other attractions necessary to make out an ideal community and summer resort.

Located as it is, on a much traveled state highway, hundreds of people inspect the property daily. Its natural beauty, together with roads and other improvements of the development, makes this property one of the easiest selling developments in Western North Carolina, and Eisele Bros., who have the exclusive sales contracts, are keeping busy the largest selling force ever assembled in the state on one development.

The publicity and advertising of Happy Valley Lake Estates are under the direction of L. J. Penny, who was formerly connected with some of the south's leading newspapers.

Largest Cordage Mill in the World

The Granite Cordage Company, located at Granite Falls, this county, is the largest plant of this kind in the world. Recently this plant built a subsidiary plant to utilize the waste from the cordage plant. This new plant takes this waste and makes mops and other products.

Cow, Hog and Hen County

For years Caldwell county has enjoyed the reputation of being one of the leading dairying counties of the state. Natural conditions favor the section and have made it easy for many farmers to build up a successful industry along this line.

Dairymen have not worked along a single purpose idea. They have joined hands in an effort to make Caldwell county the "Cow, Hog, and Hen" county of North Carolina. Some of the finest flocks of poultry in the south are located here and poultry has stood in line with the dairying and creamery products in bringing first prizes from state, district and county fairs.

LENOIR HAS:
6,125 people.
30 miles paved sidewalks.
12 miles paved streets.
$1.25 tax rate on 60% valuation.
3 Banks and 2 B. & L. Asso.
12 Furniture Plants.
7 Textile Plants.
40 Industries in all.
$3,000,000.00 payroll.
5 State highways.
Opportunities.
LENOIR NEEDS:
Men with vision.
Capital.

Active Chamber of Commerce Here

Under the leadership of Charles M. Sturkey, executive secretary, Lenoir has one of the most active Chambers of Commerce in the state. Mr. Sturkey was formerly editor and publisher of the Chairtown News at Thomasville, N. C. The local organization has taken the lead and has been actively connected with many different campaigns on community work.

Amusement for the Golfer

To those who have the golf bug, the Lenoir-Blowing Rock section offer several courses which will give everything the heart could desire for a day's sport.

Two sporty courses are to be found at Blowing Rock, one completed and one under construction at Linville, and one under construction at Happy Valley with one proposed in Lenoir.

A Church and School Town

With thirteen churches to care for the spiritual life of the city, one girls' college, one boys' industrial school, and three public schools, Lenoir offers splendid inducement to those seeking a real home where one may live under wholesome conditions.

President Jenkins of Davenport College states the prospects point for the greatest year in the history of this well known girls' college, and as usual the Patterson School for Boys will be filled to capacity.

Post Office Sales Are Doubled in Ten Years

Speaking before the Kiwanis Club recently, Postmaster J. C. Smith gave some startling information as to growth of the government business in Lenoir. "Stamps sales jumped from $10,020.54 in 1910 to $22,033.17 in 1925," stated the postmaster; which is more than double over a period of ten years. Total business done in the post office during the past year amounted to well over one hundred thousand dollars.

Big Playground

During the past two years forest roads have been opened thru the 60,000-acre Government National Forest in this county. Each season now thousands of people are motoring thru this forest on camping trips. Several camps for boy' and girls' organizations have been established and one camp by the adults of the City of Salisbury. J. F. Hurley, owner and editor of the Salisbury Post, has been active in establishing these camps and is one of the many who has spent enjoyable outings in this section.

THROBBING INDUSTRIES TURN WHEEL OF PROSPERITY FOR LENOIR

"Business is good in Lenoir" is the information given by the traveling men to their friends and customers in their territory; and the traveling salesman is one of the best barometers of business known to science today.

For business to be good there must first be people, the people must have money, and there must be either a desire on the part of the people voluntarily, or a demand created by advertising, for the necessities or luxuries of life. All these conditions exist in Lenoir. Its population of over six thousand people, backed by a trade territory containing one hundred thousand more, its forty varied industries pouring three millions of dollars annually into the pockets of its people, and these people having a desire for the better things of life, naturally and created by reading advertising, make business good.

Twelve furniture factories place the city second in production of furniture in the state. Seven textile plants gives it recognition as a spinning center and its various other industries help in making true its slogan, "An Industrial City With A Resort Location."

By its diversified industry, Lenoir never suffers long depressions of business as do many cities. The world is a market for its furniture products, and sectional slumps do not affect the output; in fact more Lenoir furniture is sold in the northwest than in the south.

So there is a reason for business being good in the little mountain city of Lenoir, for the big industrial dollar of the community acts as a big power plant to keep things moving merrily on.

Plenty of Power for Plants

Lenoir is situated in the district that has seen so much development by the Southern Power Company. One of its plants is located at Rhodhiss, in this county. This plant develops 40,000 horsepower. There are several other large plants located in this immediate section that combine in furnishing unlimited power for the industries of Lenoir and Caldwell county.

Large Trading Territory Makes Lenoir a Trading Center

Lenoir is the largest town in that tier of half a dozen counties that make up the north western part of North Carolina. It is also the commercial and trading center for several other counties. In this trading area there are possibly one hundred thousands persons who buy their supplies and necessities of life thru Lenoir merchants and business houses.

This trading center is widely diversified in interest. Fruit growing, cattle raising and dairying make up the greatest of agricultural interests, and these are closely followed by growing corn, wheat and other small grains. One large co-operative creamery is operated here. This is owned by the farmers of the county. The local creamery with two others nearby and a half a dozen cheese factories serve the community and furnish a ready market for the cream, butter fat and milk produced on the farms. Several large commercial orchards ship apples to many parts of the country.

Only Plant in the South

Lenoir has the only plant in the south manufacturing hunting coats. This plant was established in 1919 and has operated successfully since its first year. Lenoir made hunting coats are shipped to practically every section of the south.

—ADVERTISEMENT

ENTERPRISE NOW RULES NORTH CAROLINA

(*Continued from page XX*)

seven State highways radiating from it. It is 115 miles northwest of Wilmington, at the head of navigation of Cape Fear River.

A revival in interest in waterway transportation in the State has led to an appeal to the Federal Government to complete a third system of locks and dams, which would provide a channel eight feet deep from Wilmington to Fayetteville and which it is expected would make the latter city a large inland port.

Fayetteville is the county seat of Cumberland county, which last year produced 30,000 bales of cotton, 1,000,000 pounds of tobacco and about 900,000 bushels of corn.

There are five cotton mills in the city, employing about 1,000 persons and a score of smaller manufacturing plants.

Elizabeth City, combining the quaintness and elm-lined streets of the old South with the go-getter ideas of 1926, edges up to the banks of Albemarle Sound. It is the focus of the rich potato and soybean region and is happy over the prosperity of last Spring. Local projects include a new hotel, to be built with $450,000 subscribed by the town's business men and a handsome theatre.

Edenton, on the Chowan River, includes homes that were built in England almost 200 years ago, and was the scene of the first Revolutionary tea party. It was also the site of the Colonial government. From the Civil War, it recalls the fight of the ironclad Albemarle against Union warships, which occurred under the gaze of the stay-at-homes. These things are remembered by this beautiful little town, which is now turning its thoughts also to a bridge across the Chowan, replacing the present long ferries. It is also an important centre for the peanut growers of Chowan and neighboring counties.



New courthouses, like the above at Wilson, are gracing the county seats of many North Carolina localities

Hickory, on the western edge of the Piedmont, 85 miles east of Asheville, has a population of about 6,500. The value of the property in the city is about $13,000,000 and it has up to date buildings, schools and churches as well as good railroad and highway connections.

In and near the city are sixty industrial plants. The Catawba River, center of the great hydro-electric development company, is an aid to the industries in getting cheap power. The three principal industries of Hickory are cotton, hosiery and furniture turning out annually products valued at more than $8,000,000 and having a payroll of some $1,500,000. The cotton and lumber used in the manufacturing plants come from the fields and the forests of Catawba and nearby counties.

While Catawba county is predominantly industrial, it is also important agriculturally. The Department of Agriculture in 1924 showed a total of 242,411 acres in farms of which 85,025 acres were actually under cultivation. The idle acres amounted to 35,246 acres and the remainder were in woodland, waste or cut-over timber land.

Rocky Mount, known as the "Gateway City of Eastern Carolina," is located in the heart of a fertile agricultural section on the main line of the Atlantic Coast Railway, for which it is division headquarters, and at the intersection of the capital to coast and in South Atlantic Coastal Highways.

The city, with a population in excess of 20,000, represents a combination of agricultural and industrial development. With cotton and tobacco the principa crops of the section.

Rocky Mount is naturally a large mar keting center. Last year 12,000 bales c cotton and 27,000,000 pounds of brigh leaf tobacco, the tobacco alone bringin over $7,000,000, were sold on the loc market.

Industries in which these two produc figure have developed, more than a doze tobacco factories and the first cotton mi established in North Carolina are l cated here. Topping the industrial lif however, are the Emerson Shops of th Atlantic Coast Line Railway, the large of the Coast Line system, employir more than 2,000 workers. Industri plants of Rocky Mount have an estimate valuation of $10,000,000, with an annu payroll of approximately $8,000,000.

Building construction last year repr sented an aggregate expenditure of $1 200,000. Bank deposits total $7,000,0 with combined bank resources of $8 000,000. Bank clearings annually w run between $20,000,000 and $25,000,0

SEEK COMPENSATION

Mellett's Family May Get $6,500 fro Ohio Industrial Commission

An award under the workmen's co pensation law will be sought by the wi ow of Don R. Mellett, Canton edit victim of gunmen, it was indicated th week when inquiry was made at the i dustrial commission for the necessa blanks for such an application.

Herman R. Witter, director of indu trial relations, said such a claim would difficult to decide, as a person must killed or injured in the course of regular work to be entitled to compen tion.

In the past members of the industr commission have ruled that "a newspa man is always on duty." Should t ruling still hold good, the widow a children of the Canton editor will be titled to an award of $6,500 as well the payment of all funeral expenses.

CONCORD, NORTH CAROLINA

One of the best small cities in the far famed Piedmont Section of the leading state in the New South.

The Piedmont Carolina section is rapidly forging to the front as the textile center of the United States. Cabarrus County has the second largest number of spindles in the entire state. It also boasts the largest towel mill in the world.

With already large pay rolls, and new industries springing up, this section offers wonderful opportunities for distribution of worth while products. Complete coverage for this city and county is afforded by

The Concord Daily Tribune — *Every Afternoon Except Sunday*

The Concord Times — *Every Monday and Thursday*

The only daily and semi weekly papers published in this county.

J. B. Sherrill, Editor & Publisher



COME UP TO ASHEVILLE
IN
"THE LAND OF THE SKY"

GOLF over famous courses—riding or hiking through the lovely mountains of "The Land of the Sky"—swimming in placid lakes, fishing in mountain streams. Motor trips over perfect roads to rugged scenery, to towering peaks, to glens and gorges. Trips to Chimney Rock, to the Great Smokies, to Mt. Mitchell, the highest peak in the East.

There is so much to do in Asheville—so much to see—so many places to visit—so many ways of employing one's time that any stay seems all too short.

That's the reason Asheville's hotels never close. It's a year-round resort. Its prosperity knows no season. That's why business is always brisk—why values and investments know no slumps.

Come and see Asheville for yourself. Come and enjoy a week or a lifetime.

Asheville is easily reached by splendid train service—twenty-seven through Pullman lines. Or if you prefer to motor, you'll find good roads leading from every part of the country.

Write for illustrated literature and detailed information.

Asheville Chamber of Commerce
Asheville, N. C.



ILLITERACY RECORD CUT TWO-THIRDS IN 25 YEARS BY NORTH CAROLINA

School System Completely Reformed—Annual Expenditure Now $33,000,000 Against $1,000,000 in 1901—Fine Buildings Throughout State

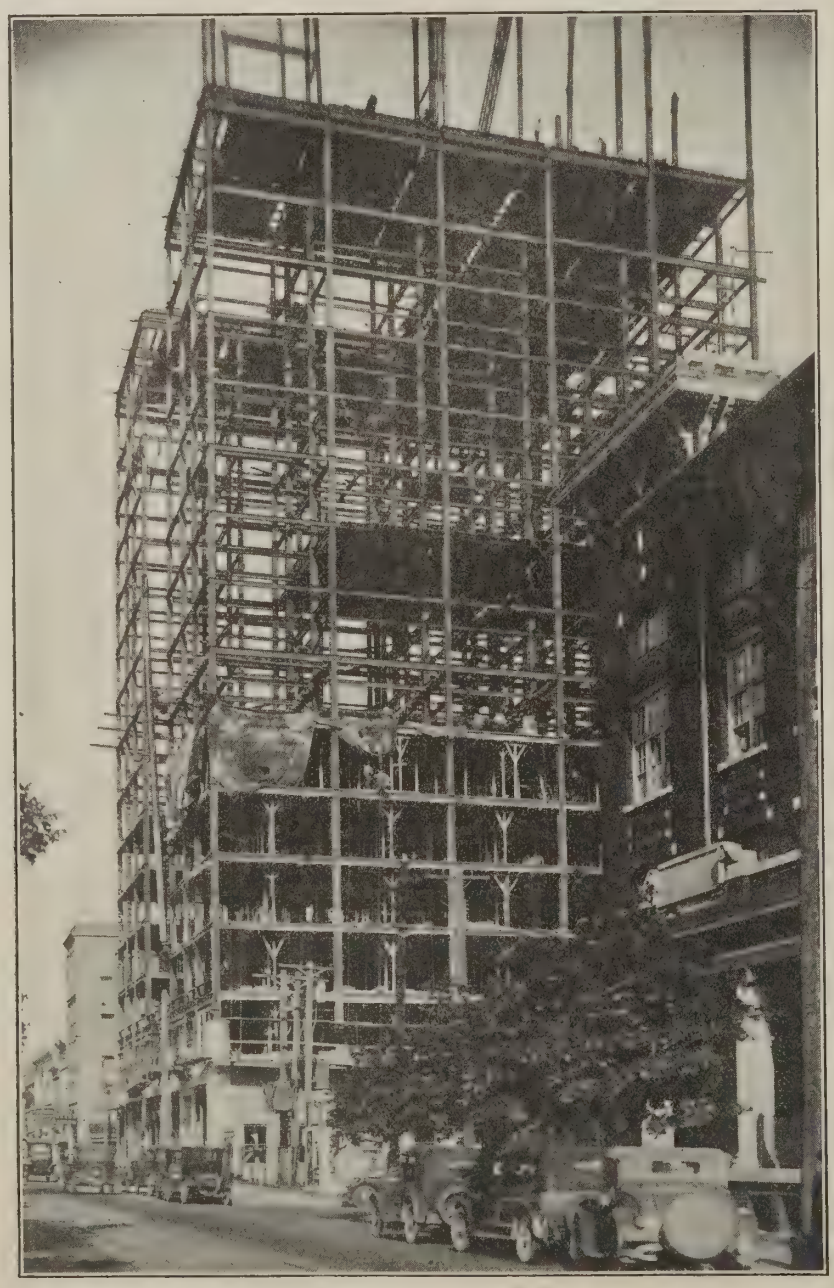
THE present flourishing condition of North Carolina's public education system gives no hint as to the vastly contrary situation which prevailed at the dawn of the 20th century. Schools were few and far apart, hardly proof against even the mild vicissitudes of Carolina weather, undermanned by poorly paid teachers, and offering few reasons and no inducements for the improvement of the state's appalling illiteracy record. Approximately 400,000 children attended school then and few of them went as far in education as to attend the 30 high schools which served the state. Fewer still of the poorer people attained to an education at the State University, the oldest in the country and distinguished since the first days of the United States for its scholarship and service to state and nation.

The state's plight in this matter was receiving the earnest attention of Walter Hines Page, later war-time Ambassador from the United States to the Court of St. James's, and some newspaper editors and other distinguished North Carolinians, during the 'nineties, but the impetus which started the reform came from Governor Charles B. Aycock, who was elected in 1901 on a platform of good roads and good schools. Progress was slow for many years afterward, but the $1,000,000 spent for education in 1901 had grown to more than $12,000,000 by 1920, and in 1925 the total for current expenses and for new buildings exceeded $33,000,000.

Only 53 of the 1,200 log cabins which served as schools in 1901 remain today.

The 30 per cent illiteracy which aroused Page and his fellows to activity had been cut to 12 per cent by 1920, the latest figures available, and there is no doubt that the tremendous burst of school development in the past five years has considerably reduced the 1920 percentage.

Twenty-one thousand teachers of the present day contrast with the 8,320 employed in 1899, and their average monthly salary of $100, is more than four times the average teacher's pay at the beginning of the century. The total enrollment in the schools is about 800,000. North Carolinians today modestly claim that 'their school system and their school buildings are the best in the country, or at least equal to the best.



All of the larger cities of North Carolina have extensive building programs, with office skyscrapers not forgotten. The above photograph shows the twin 18-story Nissen Building now under construction in Winston-Salem.

North Carolina now has at Chapel Hill a state university that is generally regarded as making more progress than any other in the South. It is the oldest state university in the country, started 137 years ago, and gaining first class status 131 years ago. Of its 456 students in 1859, 159 were from other states. The contributions of the University during this early period to the public service of the state, the south and the nation were altogether extraordinary. It numbered among its alumni a President and a Vice-President of the United States, seven cabinet officers, five foreign ministers, nine senators, 41 members of the national house of representatives, 13 out of 20 governors of North Carolina from 1814 on, seven governors of other states, and a long list of other eminent and distinguished men.

Thus known and honored, the University stood in 1860 in the forefront of the educational institutions of the south. In most details it differed very greatly from the university of today. That which links up the old University with the new, in spite of all differences in method, in outlook, is spirit of service to its state and to the south that animates, now as then, its efforts.

Measured by modern standards, "there were limitations about what the old University did. Its students were chiefly from the well-to-do classes; its standards of scholarship were not high. But the point is that these limitations grew out of the life of its day and time. It was the character of this life that shaped its efforts. It met, and met well, the task of its generation."

The University managed to pull through the Civil War, although there was only one man to graduate in 1865, and three other seniors; but it was the only southern institution to celebrate its commencement that year. However, it could not survive the Reconstruction period and was forced to close its doors for five years. Out of the ruins of reconstruction days was born the greater University that last October so fittingly celebrated the semi-centennial of its reopening.

The significant thing about the growth of the University during the last half century is that it has closely paralleled the growth of the state. Their development has been complementary.

During this last half century there have come many changes. In place of a campus of eight buildings, and a few acres of land 50 years ago, one finds a campus of 42 buildings and of 68 acres, not to mention 500 acres contiguous to the campus and partly laid off in walks and drives. In 1875 it had a student body of 69 and a faculty of eight members. Today one finds a student body of approximately 2,500 and a faculty of 175. More than 40 per cent of this faculty hold degrees from the University of North Carolina.

During this last 50-year period the University has given instruction to more than 72,000 students. Enrolled for the regular nine-month term have been 45,000, for the summer terms 20,000 and for extension class and correspondence courses, 7,000.

With a frequency that must be gratifying to the people of the State there comes from day to day to the University manifold evidence that its work is attracting wide-spread and favorable attention. Its recent admissions to the Association of American Universities and its recent election to the presidency of that body (made up of less than 30 universities usually regarded as the foremost in America); its recent gift from the Laura Spelman Rockefeller Memorial Foundation for investigation in social and economic problems because it seems clear that the University has the men and the spirit to profit by such an opportunity; a recent editorial statement in the *Manufacturers' Record* that the University was serving the needs of the people better than any other southern institution it knew—these are but the samples of impressions it has made on others.

The university is not only the oldest

A Message in FIGURES that COUNT

'Tis said that figures are uninteresting and dry—but the figures below tell a tale that every wide awake space buyer and national advertiser can quickly read and see the real story contained therein! READ!

TOTAL LINAGE
From January 1st, through—

June 22, 1926	2,634,716
June 22, 1925	2,047,164
Increase	587,552

NATIONAL LINAGE
From January 1st, through—

June 22, 1926	356,342
June 22, 1925	169,190
Increase	187,152

110⅔% Increase!

According to Chesterfield—
Such Popularity
Must Be Deserved!

"THERE'S A REASON . . ."

RESULTS COUNT!

Don't forget High Point when planning your next campaign.

Use

THE HIGH POINT NORTH CAROLINA ENTERPRISE

The only daily newspaper in High Point
Published every afternoon and Sunday Morning

J. P. RAWLEY R. B. TERRY
Publishers

DAN. R. SCHRODER, Adv. Mgr.

FROST, LANDIS & KOHN
National Representatives
New York Atlanta
Chicago St. Louis

tate university in the country. It also has the distinction of having the oldest summer school in the country. The latter was established in 1877, just two years after the reopening, by President Battle. N. W. Walker has been director since 1908.

During the last half century the university has made a notable record in various fields. It has accumulated the largest college library in the South between Johns Hopkins and the University of Texas, including 151,000 volumes and 1,700 periodicals and pamphlets.

University income from state appropriations has shown a steady increase. Despite repeated efforts the University received no appropriation from the legislature until 1881. That first one was $5,000 for maintenance. In 1905 there was $45,000 for maintenance and $50,000 for a chemical laboratory. In 1915 there was $115,000 for maintenance and $15,000 for permanent improvements.

Last year the total income was slightly less than $2,000,000 including appropriations of $750,000 for buildings and permanent improvements. During the last 10 years the legislature has appropriated a total of $4,440,000 for buildings and permanent improvements.

Duke University traces its origin to 1838 with the establishment of Union Institute by the Methodists and Quakers. In 1858 it became the Normal College, the first institution for the training of teachers in the South. In 1858 it became Trinity College and came under the direction of the Methodist Episcopal Church South. In 1892 Trinity College was removed to Durham, largely through the efforts of Washington Duke, who gave $85,000 to make certain the removal of the college.

In 1924 James B. Duke, son of Washington Duke, announced the formation of a trust fund to transform Trinity College into a university, on the condition that it change its name to Duke University.

Mr. Duke set aside $40,000,000 for this trust fund, of which $6,000,000 was to be used for the material expansion of the university; the principal of the trust fund was then to be allowed to accumulate until it again amounted to $40,000,000.

Duke University was then to receive approximately a third of the interest of this trust fund.

Mr. Duke had previously shown his interest in Trinity College by presenting a new building for its library and $10,000 for the purchase of books, by donating $50,000 for the creation of a dormitory, and by adding, with his brother, Benjamin N. Duke, $800,000 to its permanent endowment in 1913.

Between 1904 and 1913 he contributed $50,000 to the current expenses of the college, in 1922 gave $100,000 for that purpose, and in 1923 gave $1,000,000 to the endowment fund.

In October, 1925, he died, less than a year after he had created his trust fund, and by his will it was found that he had expressed his generosity to the university further by the outright bequest of $10,000,000 and by the bequest to it of his residuary estate.

These gifts have made it the most richly endowed educational institution in the United States.

The residuary estate included Mr. Duke's holdings of great manufacturing and hydro-electric developments in the Carolinas and these companies are administered by their officers for the benefit of the university and other benevolent and religious bodies selected by Mr. Duke for endowment.

Perhaps no single event in the history of the state has done so much to inspire the spirit of progress and self-improvement as the Duke enterprise. The name of the famous tobacco pioneer, who founded his fortune on skill in advertising, "Bull Durham" being finally painted on the pyramids of Egypt, is a revered house-hold word in the state. Knowledge and industry, Mr. Duke held, are the unbeatable factors of life and his great gift to a beloved state put this ideal into motion in behalf of his fellow citizens.

"ADS" THAT ADD

PLACED IN

A Rich Territory
Covered Completely

The Cleveland Star

DOMINATES—

Shelby, North Carolina's Fastest Growing Town by U. S. Census, 1920-25.

Cleveland County, Carolina's Banner Agricultural County according to The Country Gentleman.

REACH the most progressive section of N. C. through the State's leading newspaper out of the daily field. The home paper of the South's leading farmers.

Going three times each week into, and over, four counties

Covering a county that in N. C. ranks FIRST in Farming, THIRD in Textile Manufacturing, THIRD in Cotton Production, SECOND in Dairy Products.

The Cleveland Star

SHELBY, NORTH CAROLINA

(The Star's advertising lineage increase is not excelled by any other Carolina paper. 20,000 Readers—all Buyers)

GASTONIA

North Carolina

"The South's City of Spindles"

Has a population of 20,594 within city limits.

A daily pay roll from textile plants of $17,555.00.

Eight thousand employees in its cotton mills.

Banking resources of over $12,000,000.

Thirty-five cotton mills inside city; 8 in suburbs.

A textile machinery plant making largest dyeing machinery manufactured in the world.

Foundries, wood working plants, roller cover shops and many other small industries.

Five banks with deposits of nearly $8,000,000.

Three railroads, Southern, C. & N.-W. and Piedmont & Northern. Also bus lines to all important points.

County seat of Gaston County.

GASTON COUNTY

NORTH CAROLINA

"The Combed Yarn Center of the South"

Has 100 cotton mills with 16,684 employees and a daily mill pay roll of $33,865.00. Pay rolls in industries other than cotton mills, $250,000 annually. Has eleven incorporated towns, more than any other county in North Carolina. Two-thirds of acreage of county under cultivation. A population of 60,000, ranking second in State in percentage of increase.

THE GASTONIA DAILY GAZETTE—

Is the only newspaper published in Gastonia and the only daily published in Gaston county. Established in 1880 and has been published without interruption or change of name for 46 years. Under present ownership and management for 20 years. The open door to the majority of the homes in one of the South's greatest industrial counties. Circulation of nearly 6,000. National advertisers can reach Gaston people more effectively and at less cost through The Gazette than in any other way whatever.

First Industrial Edition issued in nineteen years now in course of preparation for issuance last of August or first of September. For space in this edition write to Gazette Publishing Co., Gastonia, N. C. Ten thousand copies of this edition will be distributed.

FROST, LANDIS & KOHN

National Representatives

NEW YORK CHICAGO ST. LOUIS ATLANTA

STATISTICS SHOW MANIFOLD INCREASES IN NORTH CAROLINA'S BUSINESS

Farms, Mines and Factories Share in and Contribute to Unparalled Growth of Past Quarter-Century

STATISTICS have been kept to a minimum in this review of North Carolina's progress, but they cannot be wholly barred from the picture. Those compiled by the *Manufacturers' Record* in its 1926 Blue Book of Southern Progress tell an amazing story of 25 years' growth. For instance:

North Carolina's population increased from 1,893,810 in 1900 to 2,812,000 in 1925.

Its true property valuation increased from $681,982,000 in 1900 to $4,543,110,000 according to an appraisal made in 1922.

In passing, it might be remarked that this disclosure of their true wealth amazed North Carolinians and gave tremendous impetus to the expansion program. The Tarheel found that he had completely recovered from the poverty that had downed him for decades after the Civil War.

Assessed value of property in 1925 was $2,803,000,000 against $306,579,715 in 1900. The state levies no taxes on real or personal property, leaving this immense reservoir available for local benefits.

Capital invested in industries increased almost ten-fold in the quarter-century—from $68,283,005 to $669,144,000.

Value of manufactured products increased at an even greater ratio—from $85,274,083 to approximately $1,000,000,000.

Of these industries, cotton manufacture presents a striking story. From an investment of $33,012,000 in 1900, the textile industry has grown to a capital value of $268,323,000. Its products, valued 25 years ago at $28,373,000 in 1923 reached a valuation of $326,572,000. Number of active spindles increased from 1,134,909 to 5,909,666. There are approximately as many spindles today in the single county of Gaston as in the entire state in 1900. Active looms, then numbering 25,469, now total 83,564. Consumption of raw cotton has increased from 404,535 bales to 1,350,000 bales.

Furniture manufacture presents an even more astounding picture of growth—from $1,023,000 in 1900 to $40,000,000 in 1923 and more than $45,000,000 in 1925, according to unofficial figures.

The lumber cut is decreasing in North Carolina, as in the entire East, due to the steady inroads of the past upon virgin forests without provision for replacement. The cut of 1,278,399,000 board feet in 1900 had dropped to 1,071,912,000 in 1924, the latest statistical data. There is plenty of timber left in the state, but its furniture industry has had to seek imports to meet its tremendous expansion.

The state has 31,193,600 acres of land, of which 18,597,795 are in farms and 7,714,000 acres are cultivated. The number of farms has increased from 224,637 in 1900 to 283,492 in 1925. Value of all farm property was set in 1900 at $233,834,693 and in 1925 at $1,039,000,000. Cultivated farm land rose from a 1900 valuation of $141,955,840 to a 1925 figure of $689,719,172. Value of crops in the same period increased from $68,625,000 to $318,661,000.

Acreage devoted to cotton more than doubled in the quarter century, the respective figures being 1,007,000 and 2,039,000. The crop shows the effect of improved cultivation methods, having increased despite the boll weevil, from 433,000 bales to 1,090,000. Translated into money, the crop's value in 1900 was $15,697,000, compared with a 1925 value of $103,550,000.

The tobacco crop rose from 127,503,400 pounds in 1900 to 361,020,000 pounds in 1925, the comparative values being $8,038,691 and $83,035,000. Acreage devoted to it increased from 203,023 to 547,000, much new land in the eastern "new bright" belt being opened during the period.

Corn was a profitable crop in 1925, the state's harvest of 42,014,000 bushels bringing on the market $46,215,000. The 1900 crop of 29,790,000 bushels was worth $16,980,000. The 45 per cent increase in the size of the crop was achieved despite a drop in acreage from 2,483,000, to 2,271,000.

Wheat has diminished somewhat in volume since 1900. The 1925 crop totalled 4,466,000 bushels, grown on 406,000 acres and valued at $7,637,000. The 1900 crop of 5,961,000 bushels grew on 621,000 acres and had a value of $4,888,000. Oats followed a similar course to wheat.

Bank figures reflect only partially the marvelous commercial growth. No figures are published for 1900, but the following comparisons between 1910 and 1925 tell the story:

	1910	1925
Aggregate resources.	$112,213,762	$475,189,000
Paid in capital.....	16,376,506	36,946,000
Individual deposits.	67,285,654	318,353,000

NORTH CAROLINA FACTS

Leads the South in the manufacture of furniture.

Ranks fourth in the value of agricultural products.

In 1900 the expenditures for schools amounted to less than $1,000,000. This year the total expenditures will reach $30,000,000.

In 1900 the expenditures for new school buildings were $41,000. In 1923 they were more than $9,000,000.

In 1900 the average salary of teachers was less than $25 per month. In 1922 it was $102.

In 1900 the average length of school term was 73 days. In 1923 it was 141 days.

High School enrollment increased in 22 years from 2,000 to 48,000.

In 1900 there were no rural public libraries in the State. In 1923 there were more than 4,800.

In 1919 North Carolina paid $101,000,000 in federal taxes to the Government. In 1924 it paid $157,000,000.

Still has hydro-electric resources capable of developing more than 1,000,000 horse power.

Mines 75% of all the mica manufactured in the United States.

Ranks first in the quantity of feldspar produced in the United States.

In 1900 capital invested in manufacturing enterprises was $68,283,000. In 1923 this had increased to $725,000,000.

In 1900 the value of manufactured products was $95,274,000 and in 1923 it was $951,911,000.

Where Opportunity Awaits

HIGH POINT

NORTH CAROLINA

ONE thousand feet above sea level, on the Piedmont Plateau. A gloriously healthy climate. Famous winter and summer playgrounds all about. A city of over 25,000 Americans. One hundred and sixteen thriving industries, with annual payrolls of over $9,000,000.00, and manufactured products valued at $45,000,000.00.

A CLEAN city of every modern convenience. Fifty miles of paved streets, beautiful homes, schools, and churches. The home of High Point College and the Southern Furniture Market.

Industrial Opportunity

THE Piedmont Plateau is in the greatest industrial district in the South today. Its development has been steady, sure and sound. Industrial wealth has doubled in ten years' time. Population has increased from 4,163 in 1900 to 25,261 in 1925. Here is opportunity like the development of the far west fifty years ago. High Point is the geographical center of the Piedmont section and in the center of population also.

Real Estate Development

THE activity of High Point real estate is a barometer of its steady, sure development, of its rapidly increasing population and growing industrial activity. Real estate in and around High Point has a steadily increasing value. Beautiful home sites are available at most reasonable prices in one of the finest residential developments in the state.

Resources

AMPLE banking facilities, an abundance of hydro-electric power, native white labor and excellent transportation by competitive railroads with short hauls to the great markets of the country contribute largely to industrial development and opportunities. Forests of hard woods, and excellent soil for raising diversified crops are most important resources; and of great importance to economical industrial development. Factory sites are available at low figures with every necessity, in and near by High Point.

Citizens of Success

THE HIGH POINT OF OPPORTUNITY

NORTH CAROLINA

HIGH POINT CHAMBER OF COMMERCE, *Member Chamber of Commerce of U. S.*

CHAMBER OF COMMERCE,
HIGH POINT, N. C.:

Please send me a copy of the booklet, "All About High Point."

Name .....

Address .....

City .....

ORTH CAROLINA LIGHT NOT HIDDEN

"therwise Ignorant" World Has Been Lucidly Told of State's Progress, New York Times Editorial Declares

'North Carolina not only has prossed amazingly during the last decade more, but has seen to it that her vance has been made known to an erwise ignorant world." The *New rk Times* said editorially July 26, 'hat she has done has, indeed, deserved cognition. One of the results of her emasis on the buildinig of roads, for exam, has recently been pointed out by her te Superintendent of Instruction. He narked that the quickening of the al school system of the state had n made possible by the road program rted in 1921.

'Good roads facilitated the consolidan of school districts. They also inased the attendance at school by mak possible the establishment of bus lines carry the children to and from the sools. As a result, many small schools :: efficiently operated could be abolished, il more attention was concentrated on veloping the combined schools. The mber of schools for whites having two more teachers increased threefold, and te number of schools for negroes hav two or more teachers increased eightfd.

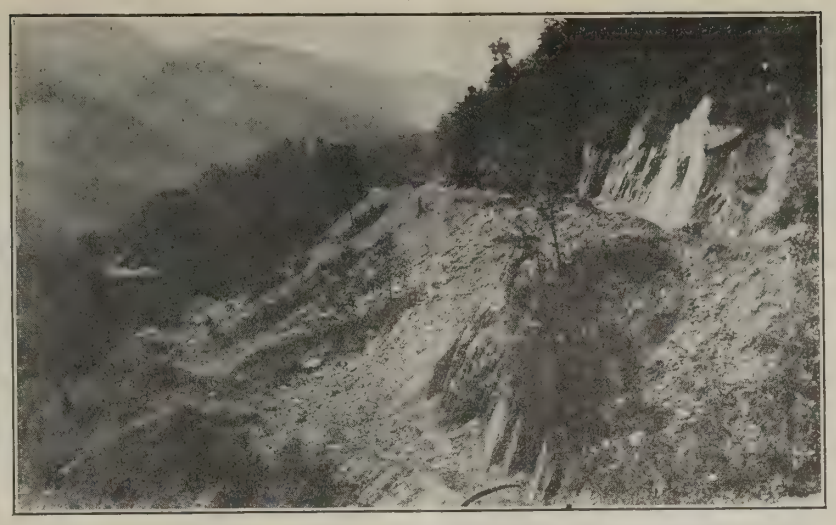
"The dependence of the educational stem on the status of the roads has rt always been obvious to advocates good roads throughout the country. be sure, the foresight and energy ich North Carolina has shown in rrying out an improved educational ogram are as important as the wisdom planning and executing the road proam. But it is becoming apparent that e are turning again to roads as great ctors in the economic and social delopment of the country.

"George Washington, who was one of e few Americans to think in terms of npire, understood this a hundred and ty or more years ago, and throughout s life of public service tried to make s countrymen realize that roads were e skeleton of the state and that on od roads depended the economic proess and the welfare of the people. hortly after his death canals were ailed as the great means of communicaon, and no sooner had these been arted than the railroads promised to utstrip the canals. With the developent of the automobile the emphasis has ifted again to roads.

"North Carolina has now dramatized he value of a constructive road program enriching and developing an entire mmunity. Ten years ago the greater ortion of that state, barring a few main ighways, had so-called roads of clay r sand, which were occasionally travers-ble by motor, but too often were either o bumpy and buried in dust, or so sticky nd covered with mud, that travel was low and unprofitable. They differed little from the roads in that same state a hundred years before.

"The highway improvements during the last few years are only beginning to have their reaction on the general development of the state. Already they have justified the heavy expenditure on them, and are giving an example to others of the far-reaching effects of good communications are planned."

The total area of North Carolina is 52,426 square miles, of which 48,740 square miles is land, and 3,686 square miles is water.



Roads were carried through the Great Smoky Mountains, west of the Blue Ridge, without a tunnel and with no grades in excess of 6 per cent.

FARMER NOT DIRT-BOUND

Enjoys Modern Luxuries and Keeps Abreast of Current Learning

The average North Carolina farmer, besides being a business man, is not dirt-bound. With the advent of the rural school on a larger scale than ever before, he sees that his children are educated. He enjoys travel, by means of motor, over the hard-surfaced and other dependable highways that pass his door, and with his neighbors and the outside world he keeps in communication by means of the telephone. He enjoys the radio and he reads.

This last assertion is forcibly emphasized by the fact that the North Carolina Library Commission, a State agency, with headquarters at Raleigh, last year reached more than 200,000 rural people, through school libraries, traveling libraries, and individual loans. Any farmer is privileged to draw books from the commission, upon application.

COAST DAILY HONORS CITIZEN

Nathan Eckstein, prominent Seattle businessman and civic leader, was awarded the silver cup offered by the *Seattle Post Intelligencer* to Seattle's most useful citizen. The trophy was presented at the American Legion 4th of July celebration in the Stadium.

Lincoln County News

Established 1873

Lincolnton, N. C.

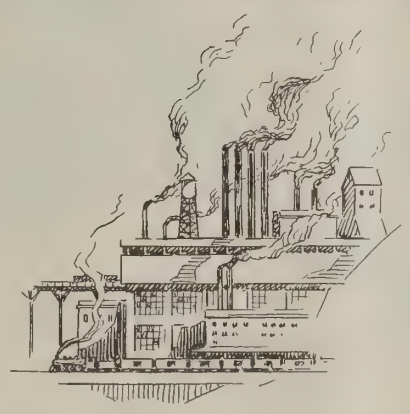
J. T. PERKINS

Publisher

Published each Monday and Thursday

Circulation 1,800, among prosperous cotton, corn, wheat, etc., farmers and poultrymen, textile and furniture manufacturers, and contented industrial workers and business men. Population of Lincolnton 4,371. Modern town, every convenience, 40 miles of paved streets and highways, two railroads, numerous bus lines. Lincolnton is situated in Piedmont Western North Carolina. Altitude 869. Climate healthful, without extremes. Connected with the world by paved N. C. highways Nos. 16, 27 and 206. Latch string outside at all seasons.

Salisbury— One of North Carolina's principal markets with 150,000 consumers



The city of Salisbury with the adjoining cities of Spencer and East Spencer, all one city, have a population of 22,696. The approximate population of the territory within a 25 mile radius of Salisbury according to the official 1920 census is 144,000, now estimated 150,000.

North Carolina's Richest Section

Salisbury is in the rich Piedmont section of North Carolina where great industries thrive and vast agricultural resources bring continuous prosperity to Salisbury and surrounding territory. Located south of Greensboro and north of Charlotte, it is in the very center of this rich area. The Salisbury district, besides having large textile mills, granite quarries and other diversified manufacturing interests, has several thousand skilled and highly paid mechanics engaged in the railroad shops of the Southern Railway. Including the agricultural wealth being brought into this market, Salisbury is one of the principal markets in North Carolina with a high percentage of per capita purchasing power.

SALISBURY POST

Afternoon and Sunday Morning

Member A. B. C.

National Advertising Representative

Bryant, Griffith & Brunson, Inc.

New York Chicago Atlanta Boston

PRESS FORWARDED PROGRESS PROGRAM AND IS SHARING BENEFITS

State Press Association, Now Undertaking Active Organization Work in Editorial and Advertising Fields, Is 53 Years Old

A MAJOR, though seldom mentioned, force in the phenomenal advance of North Carolina into the forefront of progressive states has been the daily and weekly press, which has been ahead of the political leaders in advocating most of the desirable changes and behind them in execution of the program. There are no dailies of great circulation in the state, for there are no great metropolitan cities. Half a dozen of the larger cities and some of the smaller towns have morning newspapers which for many years have been distinguished editorially, and every town of any size or importance as a trading or social center has a well edited evening newspaper. Prosperity is a comparatively recent blessing for most of the state's dailies, even the morning papers of wide circulation, but poor or comfortable, the Tarheel editor, as a rule, raises a free voice for whatever he wishes to advocate, and vice versa. What has been said of the dailies applies with equal force to the weekly press, which is a mighty power in a state predominantly rural and agricultural.

Organized efforts by the newspaper publishers and editors has also been of recent origin, although the state press association is one of the oldest in the country. Its development has kept pace with the new sentiment of enterprise in the state, as the news report of its recent annual meeting on another page of this issue indicates. The evening newspapers of the state now maintain a joint news service from the state capital at Raleigh the year round and many have increased their volume of world and national news from the wire services during the past two years. They are competing seriously in this respect with the morning newspapers, which for years had been regarded, by their own editors and most of the political leaders, as the proper vehicles for carriage of news of state government activities. Plans for joint representation of the evening papers and of the weekly press, also, in the field of advertising within the state are now under consideration and will probably develop during the next year or two, with the state press association or a subdivision thereof as a nucleus.

The North Carolina Press Association was organized at Goldsboro, May 14, 1873. The first president of the association was Maj. Joseph A. Engelhard, editor of the *Wilmington Journal,* and the first secretary was Julius A. Bonitz, editor of the *Goldsboro Messenger.* No member of the Association is now living who was present when it was organized. James A. Robinson, then of the *Oxford Torchlight,* joined in 1874, and is the only one now living who was a member at that time.

Since its organization the association has missed only one annual meeting, in 1876. New Bern was selected as the meeting place that year, but for some reason unknown only three were present. These were met at the railroad station by a brass band, and as royally entertained as if their number had been a hundred or more.

In 1879 the annual meeting was to have been held in Beaufort, but just prior to the date appointed a storm swept the hotel there away, and the meeting was held in Goldsboro. Since that time, for the most part the association has met in the mountains and on the seashore alternately. The meeting of 1883 was held at Waynesville on the 4th of July. From Waynesville the association went to Asheville, meeting there the South Carolina Press Association, and together they visited Hot Springs. On October of that year 28 members of the association enjoyed a trip to Boston, where they were hospitably entertained.

When the association was organized there were only 74 newspapers published in this state, six of which were dailies. "Patent outsides" were not much in use then, there being only three published in the state, and at the first meeting of the association the hostility to them was so pronounced that a resolution was introduced excluding their editors from membership. "Plate matter" had not then been introduced.

The first mid-winter meeting was held in Washington, D. C., in 1904. Since that time winter sessions have been held in Salisbury, Greensboro, Charlotte, Winston-Salem (twice), High Point, Pinehurst and Chapel Hill (twice). At Chapel Hill in January 1926, a newspaper Institute was held, which was attended by a large number of editors and publishers throughout the state. This was so successful as to make it almost certain that the Institute idea will be permanently adopted.

Papers of great value were read by the following: "Practical Problems of Newspaper Making," by Hamilton Owens, editor of the Baltimore Sun; "Advertising Problems," by James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies; "Some Problems of the Country Weekly; Their Solution," by Ole Buck, field manager of the Nebraska Press Association; "Look Into the Future," by Robert Lahan, editor of the Charleston News and Courier; "The University and the Press" by Frank P. Graham, of the University History Department; "The County New

(*Continued on page XXIX*)



Where traffic does not warrant the heavy expense of a concrete or asphaltic road, the community is served by hard-surface and sand-clay roads, which are frequently scraped, rolled, and resurfaced by the state maintenance corps.



At The Half-Turn Of The Year—By 471,114 Lines!

THE preference of National advertisers for The Durham Morning Herald is expressed in The Herald's lead of 471,114 lines over the volume of National lineage published by the second Durham paper during the first six months of 1926. A majority of National advertisers used The Herald exclusively. Twenty out of twenty-one Food advertisers used The Herald exclusively.

During the same period four-fifths of the money invested in newspaper advertising by LOCAL merchants was placed with The Herald. Many of Durham's largest local advertisers used The Herald exclusively.

The Durham Herald has the largest percentage of home-delivered CITY CARRIER circulation of any morning paper in the South. There is an overlap of one subscriber to every seventh home in the city.

A SERVICE THAT IS GENUINE—

"I can't tell you how pleased I am to learn that you have been able to secure 5,712 lines of local tie-up advertising for use in connection with the current Perfection Oil Stove campaign.

". . . Present information would indicate that this is by far the best record of any paper through which the campaign was released."

THE H. K. McCANN COMPANY,
(Signed) D. C. Hight.

DURHAM, with a population of 42,258 (Government Census), ranks fourth among the cities of North Carolina. It is a Center of Industry and Education. Its large tobacco, textile, hosiery and flour mills rank Durham second among North Carolina cities in industrial pay-rolls.

The millions of dollars being spent in the erection of Duke University in Durham is causing business to be better than in any previous year.

The resources of Durham's ten banks have shown over 11% increase during the first six months of 1926.

There are 7,042 automobile owners in the city of Durham—or one motor car to every sixth inhabitant.

Durham ranks first among the cities of North Carolina in per capita wealth.

Durham is one of the foremost markets in the Carolinas for nationally advertised merchandise.

The Herald is the only Associated Press paper, and the only A. B. C. paper in Durham.

You can reach greater buying power with greater pulling power through

The DURHAM MORNING HERALD, Durham, N. C.

National Representatives: **E. Katz Special Advertising Agency.**
New York, Chicago, Atlanta, Kansas City, Detroit, San Francisco

N. C. PRESS FORWARDED PROGRESS

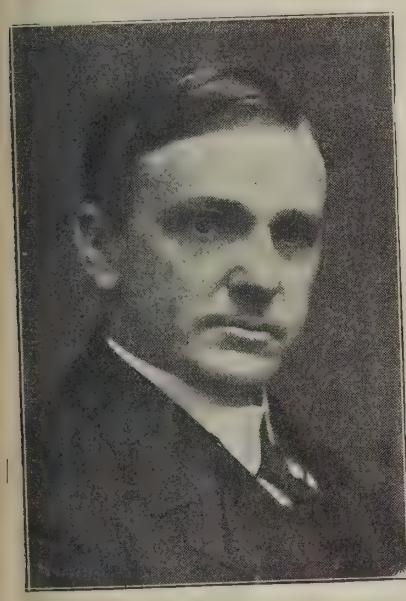
(Continued from page XXVIII)

ber and the Community," by M. V. Avood, business manager of the Utica, Y., Observer-Dispatch; "The Press d the Public," by Nelson Antrim Crawford; "The Common Ideal of Newspers and Universities," by Dr. H. W. Case, President of the University of rth Carolina; "Restrictions on a Free ess," by Robert H. Wettack, associate fessor of law at the University of rth Carolina.

Since the association was organized, ht persons have served as Secretary—A. Bonitz in 1873-74; R. T. Fulghum m 1874 to 1877; W. A. Davis 1878-; Jordan Stone from 1879 to 1884; J. Robinson 1884-86; J. H. Lindsay from 85 to 1888; J. B. Sherrill from 1888 to 20; E. B. Jeffress 1920-21; Miss Beaice Cobb from 1921 to the present.

In 1922, Walter H. Savory, of Brookn, established the annual gift of a handme loving cup to the best weekly or mi-weekly paper in the State. This p was won the first year by the *Smithfield Herald*, the second year by the *Vass ilot*, and the third and fourth years by e *Hertford Herald*.

It is interesting to note that at the eeting of the association at Greensboro 1931, President Thomas N. Ivey in is annual address called attention to the onstantly increasing surplus of the As-



J. B. Sherrill

sociation's funds, making the following suggestion:

"To break the alabaster box on the head of some worthy object is one of the first duties a body of this kind owes itself. This association has in its treasury a constantly increasing amount which might be made effective in doing a work which would ennoble the association in its estimate of itself, build some monument to virtue, and add to the glory of the state we love. This is a question which, in my opinion, asks the consideration of the association."

In accordance with this suggestion, a committee was appointed to consider this suggestion, but a search of the minutes of subsequent meetings fails to reveal that this suggestion was carried out. However, for the year following, the amount of the dues was reduced to $1.00 a year. The surplus at the time amounted to $472.81.

From 1873 to 1926 the meeting places were as follows:

1873, Goldsboro; 1874, Raleigh; 1875, Wilmington; 1877, Charlotte; 1878, Catawba Springs; 1880, Asheville; 1881, Winston; 1882, Elizabeth City; 1883, Waynesville; 1884, Raleigh; 1885, Smithfield; 1886, Morehead City; 1887, Hendersonville; 1888, Morehead City; 1889, Lenoir; 1890, Durham; 1891, Winston; 1892, Charlotte; 1893, New Bern; 1894, Morganton; 1895, Greensboro; 1896, Wilmington; 1897, Morehead City; 1898, Waynesville; 1899, Carolina Beach; 1900, Asheville; 1901, Greensboro; 1902, Hendersonville; 1903, Wrightsville; 1904, Morehead City; 1905, Asheville; 1906, Chase City, Virginia; 1907, Morehead City; 1908, Charlotte; 1909, Hendersonville; 1910, Wrightsville; 1911, Lenoir; 1912, Morehead City; 1913, Asheville; 1914, Wrightsville; 1915, Montreat; 1916, Durham; 1917, Morehead City; 1918, Asheville; 1919, Wrightsville; 1920, Waynesville; 1921, Morehead City; 1922, Shelby; 1923, Blowing Rock; 1924, Morehead City; 1925, Asheville; 1926, Hickory.

Since the Association was organized, the following have been President in the order named: Maj. Joseph A. Engelhard, Col. J. D. Cameron, Col. W. L. Saunders, Dossey Battle, Capt. S. A. Ashe, G. S. Bradshaw, H. A. London, Josephus Daniels, J. A. Robinson, J. I. McRee, T. B. Eldridge, Thad R. Manning, W. W. McDiarmid, J. P. Caldwell, J. A. Thomas, E. E. Hilliard, Jerome Dowd, W. C. Ervin, C. L. Stevens, R. R. Clark, J. B. Whitaker, Jr., W. C. Dowd, D. J. Wichard, Rev. T. N. Ivey, D.D., J. G. Boylin, W. F. Marshall, H. B. Varner, R. M. Phillips, T. J. Lassiter, Archibald Johnson, J. A. Thomas, Rev. J. O. Atkinson, D.D., M. L. Shipman, J. J. Farriss, J. H. Caine, Clarence Poe, W. C. Hammer, J. H. Cowan, E. E. Britton, Santford Martin, Z. W. Whitehead, J. A. Sharp, J. F. Hurley, J. B. Sherrill, C. A. Webb, H. Galt Braxton and J. W. Atkins.

Mr. Varner was elected president in 1903 and was elected in 1904 to succeed himself. Mr. Sherrill was chosen president in 1921, and re-elected in 1922 and 1923. However, he declined to serve a third term.

The association celebrated the fiftieth anniversary of its organization at Cleveland Springs, Shelby, July 27, 28 and 29, 1923. The attendance was the largest in its history, about 100 members being present.

All the ex-Presidents were especially invited to attend the meeting, and the following were present: G. S. Bradshaw, J. A. Robinson, Jerome Dowd, Chas. L. Stevens, M. L. Shipman, J. J. Farriss, E. E. Britton, Santford Martin and J. A. Sharpe. By unanimous vote of the association, all living ex-presidents were made honorary members.

In May 1926, J. H. Separk, a prominent cotton manufacturer of Gastonia, offered through President Atkins to North Carolina newspapers a prize of $500 for excellence in the editorial or reportorial departments, or both. It is hoped that through the interest of other North Carolinians this prize may be offered every year.

Mr. Sherrill, who served for 32 years as secretary and twice as president of the association, is 62 years old and began his newspaper career in 1880 as editor of an amateur paper at Olin, Iredell County. Later he was on the staff of the *Leader Topic* for two years. In 1885 he bought a fifth interest in the *Concord Times* and the following year purchased the remaining stock. In 1887 he bought out the *Concord Register*, consolidating the papers and in 1902 he purchased the *Daily Standard*, merging it with the Times. Eight years later he acquired the *Daily* and *Semi-Weekly Tribune*, continuing the Tribune daily and consolidating the semi-weekly with the Times. The latter is conducted in connection with a large job office.

Mr. Sherrill was married in 1887 to Miss Anna Montgomery and has four children and eight grandchildren. He is a trustee of Duke University and for eight years a member of the graded school board of Concord. He served as postmaster of Concord for four years during Cleveland's second administration, was elected to the North Carolina General Assembly in 1922, and was unanimously renominated in 1924, but declined to serve because of illness in his family.

North Carolina has more than 7,000 factories, employing 158,000 workers, earning $127,000,000 annually.

"America's Premier Small City Daily"

KINSTON DAILY FREE PRESS

Enjoys the confidence and esteem of a constantly increasing circulation among the good people of one of the world's most fertile and productive sections, EASTERN CAROLINA.

Following is the record of its steady growth:

September 30, 1924—Paid 2,378
March 31, 1925—Paid 2,779
September 30, 1925—Paid 3,090
March 31, 1926—Paid 3,278

(A. B. C. Figures.)

Double Bona Fide Circulation Any Other Local Medium.

Advertising Linage Keeps Step:

March, 1925 203,490
March, 1926 271,516
April, 1925 175,504
April, 1926 209,062
May, 1925 152,460
May, 1926 193,340
June, 1925 144,088
June, 1926 168,364

Leads Morning Competitor More Than 50% In Advertising Linage.

THERE'S A REASON:
RESULTS!

Schedule your next copy in The Free Press
The people hereabouts "Read It First In The Free Press"

MEMBER AUDIT BUREAU CIRCULATIONS
'NUFF SAID

WONDERS OF CAROLINA FRONTIER REVEALED BY NEWS AND ADVERTISING

Developments of Region Opened by Highways Brought Million Dollars Worth of Advertising to Newspapers This Year

By HARVEY HOLLEMAN

THE part played by the daily press in connection with the development of the more or less wild and original growth timber regions of Western North Carolina into desirable sites for residences, and the settlement by those who came to look, is a story too long for the limited space here allotted.

It, however, is a well known fact, that some parts of the western portion of the State have, until recently, remained inaccessible and undeveloped, traversed only by hunters, fishermen, hikers and timber cruisers, all occupied with their own particular lines of endeavor and not caring whether the outside world ever heard of it or not. The few outsiders who were privileged to inspect this country, even on casual pilgrimages, were loud in their praise of its ruggedness and beauty.

When one considers a vast area, thousands of square miles, with a hundred mountain peaks half a mile high, many of them unnamed to this day, and with only one railroad through the only known passage possible without tunnelling under the mountains, it is understood why no development was possible. The state built the railroad from East to West. It started at the ocean and went over the Blue Ridge into Tennessee at Morristown, near Knoxville and it now connects the Eastern and Western divisions of the Southern Railway system, which leases it from the state.

Five years ago, as readers of this issue know, North Carolina began a program of highway building. A native son, Frank Page, at the head of the Highway Commission, decided that every county seat in the 100 counties of the state should ultimately be connected by paved roads, in addition to trunk lines across the state from North to South and from East to West. As these threads of concrete began to expand, motorists were able to visit many places heretofore inaccessible. Then came the newspapers. They sent reporters to describe the things they had heard existed. Editors began to spend more time in the interior. Then the Southern newspaper publishers, who for years had met at Asheville for their summer deliberations, began to learn of the new frontier in Western Carolina.

Hundreds of columns have been written about this region and newspapers have carried these stories persistently as new material came to light during the past five years. Newspaper publishers, not only those of the South, have played an important part in informing the whole country of the opening of this region and centering attention on its possibilities. A great deal of the matter published was classed as propaganda, but it also had clever news value, and the newspapers carried it without stint.

Then came the period of development and lot selling. More than a hundred companies began operations, and advertising went out to the papers in generous quantity. It is estimated that more than $1,000,000 of new and outside money was spent in the newspapers of North and South Carolina alone during April, May and June of this year.

With the recent opening of the Appalachian Scenic Highway, a route on the crest of the mountains all the way down from Montreal to New Orleans through Asheville and the scenic roads constructed through this region at enormous cost, hundreds of Canadian automobile license plates are noted. In a recent census taken at Chimney Rock on State Highway 20 from Charlotte to Asheville, 900 cars from West of the Mississippi river were counted in one day. All of these were inspecting the vast improvements going forward at this point.

The great Lake Lure dam, anchored between two mountains, is 75 per cent complete. It is expected that water will be turned in within sixty days and the 1500 acre valley filled before Christmas, creating Lake Lure with a shore line over 27 miles in length. Recently the administration building was dedicated. The corner stone laying attracted 3000 automobiles. Now the roof is being laid on the first of five new hotels to be built. Boat houses and bathing beaches; golf and tennis grounds; polo and aviation; all these are being established for the multitude. The founder, Dr. Lucius B. Morse, and his associates, mostly cotton mill magnates, have a $10,000,000 program to create a mountain lake resort the like of which has never been seen. Miles of streets and bridle paths have already been provided. The property is an estate of 12 square miles, and embraces over 8000 acres of land, all under development.

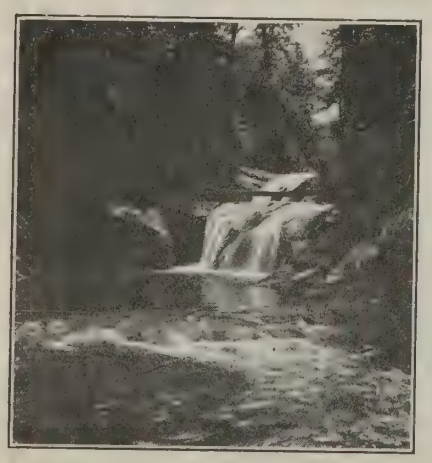
In the Chimney Rock-Lake Lure region, 19 miles from a railroad, are located several of the major scenic attractions of Western North Carolina mountains. Among these are Chimney Rock, a giant monolith, and standing as a sentinel over the valley which will soon be Lake Lure, the Devil's Head, a curious rock formation, Hickory Nut Falls, higher distance fall than Niagara, Bottomless Pools, Exclamation Point so named by B. C. Forbes, and Moonshiner's Cave. One three-mile toll road last season took in $43,000 from tourists who wished to drive to view Chimney Rock.



Building a road of iron ore. Native rock is often used as a subsurface in highway construction and much of the rock in the Western part of the state is not far removed from the pig-iron stage



The Daniel Boone trail follows the path of the pioneer toward the West, connecting Winston-Salem and Boone



Bottomless pools, one of the curious natural wonders of the Blue Ridge mountains

ONCE THE GOLD SOURCE

North Carolina Still Has Important Mineral Resources

Minerals have contributed extensively from the beginning of its history to the wealth produced by North Carolina and today form a small but not inconsiderable part of its resources.

Gold was once produced in the South Central section; in fact, it was the country's sole supply of the precious metal until 1849, when the discoveries in California relegated the Carolina fields to unimportance.

Total mineral products of the state in 1924, the latest year for which figures are available, were valued at $9,260,000.

The iron ore produced in 1924 totalled 12,525 tons and the 1925 production, by unofficial estimates, topped 24,000 tons. The state is in the red and brown ore bands of the Appalachians.

In volume of talc and soapstone produced in 1924, North Carolina ranked second in the South, its 6,093 tons having a value of $81,523.

Its bituminous coal reserves are estimated at 200,000,000 short tons, under 800 square miles of land. No figures of 1925 production have been published, but the 1924 "take" from the mines totalled 57,094 tons.

Much of the South's white kaolin, extensively used in the manufacture of white china, is mined in North Carolina, whose production in 1924 totalled 16,966 tons, valued at $277,526.

Almost half of the country's feldspar, used in the manufacture of pottery and vitrified ware, comes from North Carolina, its 97,075 tons having a value of $640,403 in 1924.

HILL PEOPLE WORK MILLS

Foreign Employes Rare—Negroes Man a Few Textile Plants

Workers in textile mills of North Carolina are as a rule people from the mountains. Employes of foreign birth are seldom found in any of the cotton mill centres and Negros have been employed in only a few mills on a large scale. Labor troubles have been comparatively rare in the Piedmont factories.

WIDER CIRCULATION AREAS

Good Roads Have Made Longer and Faster Deliveries for N. C. Dailies

Following closely upon the completion of the main North Carolina roads came an era of extension of circulation area for the daily papers, especially those of the western section. Where they formerly reached out only a few miles by special delivery, it is now possible to make fifty or more, for the afternoon papers and more than a hundred for the morning dailies.

Nearby mountain towns and rural settlements that have for years been accustomed to wait many hours for the daily paper now find it at their doors within an hour or so after publication. In many instances the open roads give the papers faster delivery over a wider area than is possible in congested areas surrounding cities and communities of heavy population.

OZARK WEEKLY RESUMES

The *Ozark* (Mo.) *Democrat*, suspended several months ago by Charles R. Reid, owner, has resumed publication with Emmett T. Reid, son of the former owner-editor, as editor. Mr. Reid, who suspended the paper because of ill health, is improving.



Chimney Rock, a tower of ancient stone, overhangs the main road from the coast to the mountains.

NORTH CAROLINA PRESS TO HAVE FULL-TIME FIELD SECRETARY

Assessment of One Cent Per Subscriber Voted at Annual Meeting to Maintain New Office—Huneycutt Elected President

THE North Carolina Press Association closed its 54th annual session Friday, July 23, with a short business session held in the ballroom of the Mayview Manor at Blowing Rock. The members were conveyed to this mountain resort in automobiles furnished by the citizens of Hickory and enjoyed an old-time barbecue in the woods near the hotel. It was the general consensus that the session just ended was one of the best ever held by the association in its history of more than 50 years. The attendance was considerably larger than last year. The number of new members received was larger than usual.

Outstanding among the accomplishments of the convention was the decision to employ a full-time paid field secretary. This action followed the presentation of data gathered during the past six months by a special committee appointed at the mid-winter institute at Chapel Hill in January. Charles A. Webb, of the *Asheville Citizen,* was chairman of this committee and the report was submitted by the vice-chairman, W. W. Casteel, of Clinton. All of the Thursday afternoon session was devoted to consideration of this matter. There was no opposition to having a field secretary but the question of finances was the one stumbling block. This was solved satisfactorily, however, when the committee's recommendation that the dues be changed from the present method to a basis of one cent for each subscriber represented in the association. This will give the association about $6,000 the first year. The matter of obtaining a man and working out the details was left to the executive committee. At a meeting of the committee, Friday afternoon, the position was tendered to B. Arp Lowrance, of Charlotte, and it is believed he will accept. Mr. Lowrance is editor of the *Mecklenburg Times,* was for several years field representative in this territory of the Western Newspaper Union.

In view of the splendid results obtained from the mid-winter institute at Chapel Hill last January it was decided to hold another this year.

A banquet was given the association at the Hotel Hickory, Thursday night, by the publishers of the *Hickory Daily Record.* There were two addresses, one by Judge Francis D. Winston, of Windsor, who attended the session of the association held at Hickory in 1878, and the other by Thomas Dixon, author, playwright and lecturer and one of the State's most distinguished sons. Judge Winston's address was largely of a reminiscential character and included much history of the early days of the association which he had gathered together from various sources. Mr. Dixon warned the newspaper people of the state that, unless they stood firmly for the freedom of the press, another ten years would see free speech in America so throttled that no writer or publisher could give expression to any creative thought. A free press is the main bulwark of a democracy, said Mr. Dixon, who cited the assassination of editor Mellet at Canton, Ohio, the persecution of Geo. R. Dale and the slaying by a Texas minister of a business man in his study as indications of the fact that the tendency in America is to throttle free speech with guns.

Former Secretary of the Navy Josephus Daniels, owner and editor of the *Raleigh News and Observer,* was the only other newspaper man present besides Judge Winston who attended the convention of 1878.

Officers for the ensuing year were chosen as follows: President, A. C. Huneycutt, editor of the *Stanley News-Herald,* Albemarle; vice-president, A. L. Stockton, managing editor, *Greensboro News;* secretary-treasurer, Miss Beatrice Cobb, editor, *Morganton News-Herald;* executive committee, the above named officers together with J. W. Atkins, J. W. Noell, W. C. Dowd, Jr., Fred H. May and Lee Weathers.



Pecans are a crop of advancing importance in the Eastern half of the state and groves can now be seen as far west as Salisbury.

INSTITUTE FOR THE SOUTH

Newspaper Men Will Help Establish It in Western North Carolina

Notable Southern editors will be among the ten distinguished men of letters who will be delegated to establish and found the Southern Temple of Literature, Art and Science, recently proposed by Harry Stillwell Edwards, formerly of the editorial staff of the *Macon Telegraph* and the *Atlanta Journal,* and also author of several books. The Southern Institute at Lake Lure, near Chimney Rock, N. C., will follow closely the plans of the National with the addition of women in its membership and a recognition of notable editors and educators.

Southern colleges have been asked to select from the whole section ten persons of notable achievement to effect the organization. The institute buildings will cost approximately $500,000 and will contain departments of literature, art, sculpture, science, religion, history, antiquities, records, a hall of fame, and corridor of busts of famous men from every Southern state.

There will also be a great auditorium and a $30,000 organ for recitals, musical gatherings, chautauquas, and literary symposiums.

It's The Circulation In The Home That Sells Goods

No Advertiser Can Afford to Overlook the Evening Newspaper In An Evening Paper Town—In Greensboro, the Record Has Been the "Home Paper" For 35 Years.

Greensboro Daily & Sunday Record

PUBLISHED AFTERNOONS AND SUNDAY MORNINGS
EDNEY RIDGE, PUBLISHER

G. LOGAN PAYNE COMPANY, NATIONAL REPRESENTATIVES

New York Chicago Saint Louis Atlanta Boston Detroit Los Angeles

Results Prove That The Record Sells The Goods In Greensboro

The News and Observer

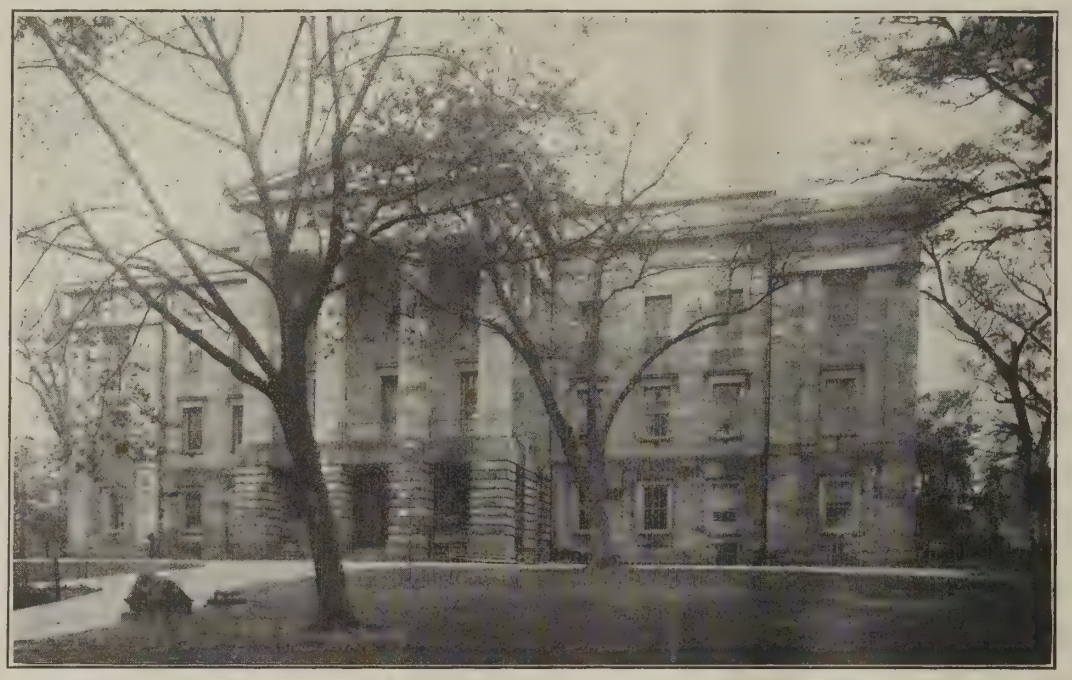
THE ONLY DAILY PAPER IN THE WORLD HAVING MORE SUBSCRIBERS THAN POPULATION OF CITY IN WHICH PUBLISHED

VOL. CXXIII. NO. 178 RALEIGH, N. C., SATURDAY MORNING, JULY 31, 1926

Yesterday's Paid Circulation.....36,860
Same Day Last Year..... 31,451

Has the Largest Circulation Among English Language Dailies in the United States

PUBLISHED IN CITIES WITH POPULATION OF 35,000 AND UNDER



View of North Carolina State Capitol. Cornerstone laid July 4, 1833, Raleigh, N. C.

"READ IT BECAUSE THEY HAVE TO"

"The NEWS AND OBSERVER is an institution read by something like 75 000 people, two-fifths of whom hate it like the Devil"

Some years ago when Collier's offered a prize for the best letter written by a reader concerning the best newspaper in each State, a prominent North Carolina doctor received the prize for his article on The News and Observer. In part the prize-winner wrote:

I read the daily "*News and Observer*" of Raleigh, N. C. *That paper is an institution. It is read by something like seventy-five thousand people, two-fifths of whom hate it like the Devil*, but read it just the same. Why? Because they have to. Its policies make and unmake Governors, Senators, Judges and lights of lesser magnitude. Politically it is mightier than all the politicians and bosses in the State, for the simple reason that it is backed by public opinion.

Ask any of the enemies why they read *The News and Observer* and the answer is always the same: "It publishes the news." That is literally the truth; nothing of real interest is suppressed. By "news" I do not mean the sickening stories of crime and domestic infelicity that fill the columns of most daily papers. I mean news of political importance or of significance to society in general. In other words, *its news matter is clean and healthy. In its editorials it reflects the best thought of the soundest thinkers in the country and especially the South.*

Another good reason for the influence wielded by this paper is its direct personal appeal. No one knows or cares who owns its stock, *but every line it publishes is universally regarded as the honest, sincere convictions of the editor.* To illustrate this point: It is Democratic in politics, and whenever a Republican speaker or paper alludes to an editorial in *The News and Observer* they always refer to "Josephus" (its editor is Josephus Daniels). That is "personal journalism" which might make even a Nelson or a Watterson take notice. No mortal man can measure the influence which this one paper exerts. It has fought and won many battles for better conditions in North Carolina. Its voice has been remarkably clear for the people against special privilege in national affairs.

JOSEPHUS DANIELS, EDITOR
JOSEPHUS DANIELS, JR., BUSINESS MANAGER
JOHN M. BRANHAM COMPANY, National Representatives

The Daily Circulation Has Increased Over 17,890 During the Past Ten Years and the Sunday Circulation Has Increased 19,854 During the Same Period and All Under the Same Management.

Week Day Circulation Under Present Ownership

1894	2,500
1900	5,000
1905	9,111
1910	12,000
1920	23,009
1924	29,926
1925	31,460
January 1, 1926 Paid Average Past Quarter	33,366
July 30, 1926	36,860
SUNDAY, July 25, 1926	39,815

THIS ISSUE:—FIXING NEWSPAPER GOODWILL VALUES.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1926

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 11 **NEW YORK, AUGUST 7, 1926** By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign **10c Per Copy**

JOURNALISM LIBRARY
Not to be taken from this room

FIRST in Chicago

With the Day's Complete, Final Reports of the Markets

The Chicago Daily News has installed special equipment enabling it to publish the complete, final quotations of the markets, including New York and Chicago stock, bond and curb markets, in its "Final Markets" edition, on the street at 3:10 p. m.

No other Chicago newspaper approaches this degree of financial news service to its readers.

THE CHICAGO DAILY NEWS

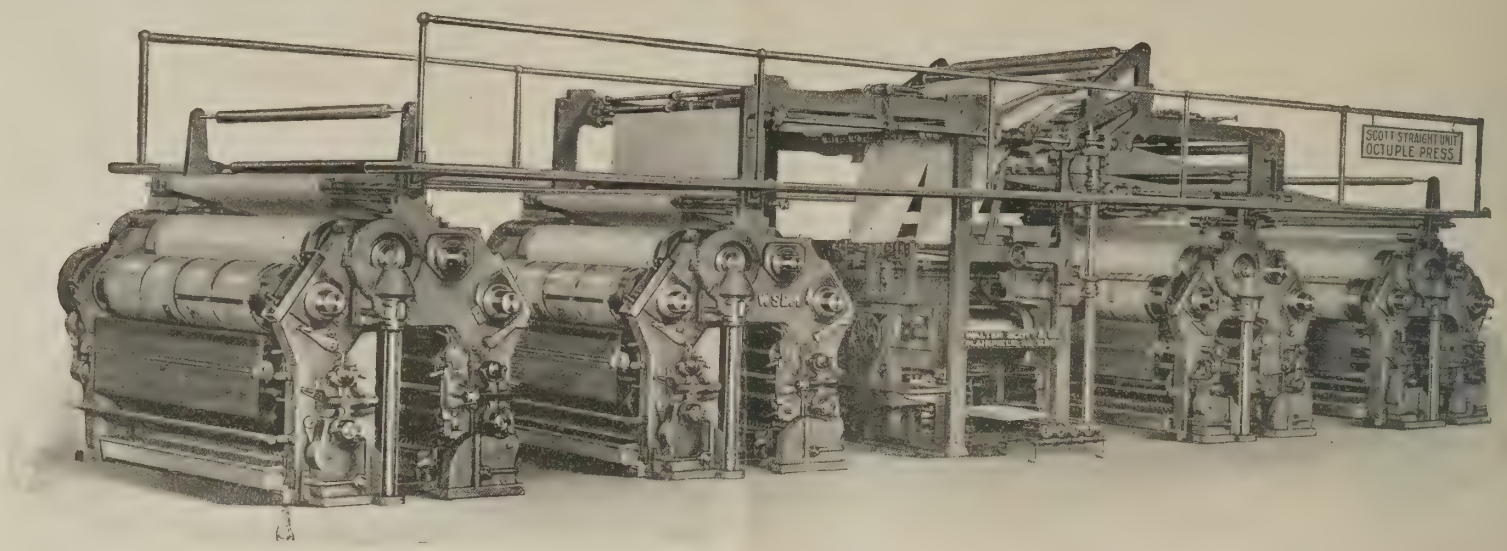
Advertising Representatives:

NEW YORK
J. B. Woodward
110 E. 42d St.

DETROIT
Woodward & Kelly
Fine Arts Building

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

SAN FRANCISCO
C. Geo. Krogness
353 First National Bank Bldg.



SCOTT *"STRAIGHT-UNIT"* OCTUPLE UNDER FED PRESS CONSISTING OF 4 UNITS AND 2 CENTRAL FOLDERS

The New York Evening Post—building just completed—is Scott Equipped. The installation is a Scott *"Straight-Unit"* Press consisting of 12 Units and 4 pairs of folders

Do You Satisfy Your Reading Public?

While most people choose newspapers for news and editorial value, they enjoy reading them *only* if the printing is clear and uniform.

Scott Presses insure printing of a better grade because all Scott Presses whether of the *"Multi-Unit"* or *"Straight-Unit"* type are equipped with *solid forged steel cylinders* in large diameter high-grade roller bearings, driven by steel and fabroil gears. They always make solid, uniform impressions.

To Please Your Reading Public Install—

Scott

"Multi-Unit" or "Straight-Unit" Presses

Cylinder Speed—400 r. p. m.

WALTER SCOTT & COMPANY

Main Office and Factory - - - Plainfield, New Jersey, U. S. A.
New York Office - - - - 1457 Broadway
Chicago Office - - - 1330 Monadnock Block

Cable Address: WALTSCOTT NEW YORK

The Sunpapers Go Vacationing - -

¶ While the Sunpapers never rest on their job of carrying the advertiser's message to the buyers of Baltimore, a very large number of copies go on vacation just the same.

¶ For whenever a Baltimorean goes on a vacation the Sunpapers are almost sure to follow.

¶ During the Summer months we turn the job of delivering a very considerable number of Sunpapers over to Uncle Sam's carriers. Faithful as they are to their duties, they are no more faithful than our regular staff of Sun Carriers who take up the full burden of delivery again once vacation time is over.

¶ Summer, winter, spring or fall—a Sunpaper reader must have his Sunpapers—and he gets them!

Average Net Paid Circulation for Month of July, 1926

Daily (M. & E.) . . 243,311
Sunday 187,733

A Gain of 7,665 Daily and 4,279 Sunday Over July, 1925

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

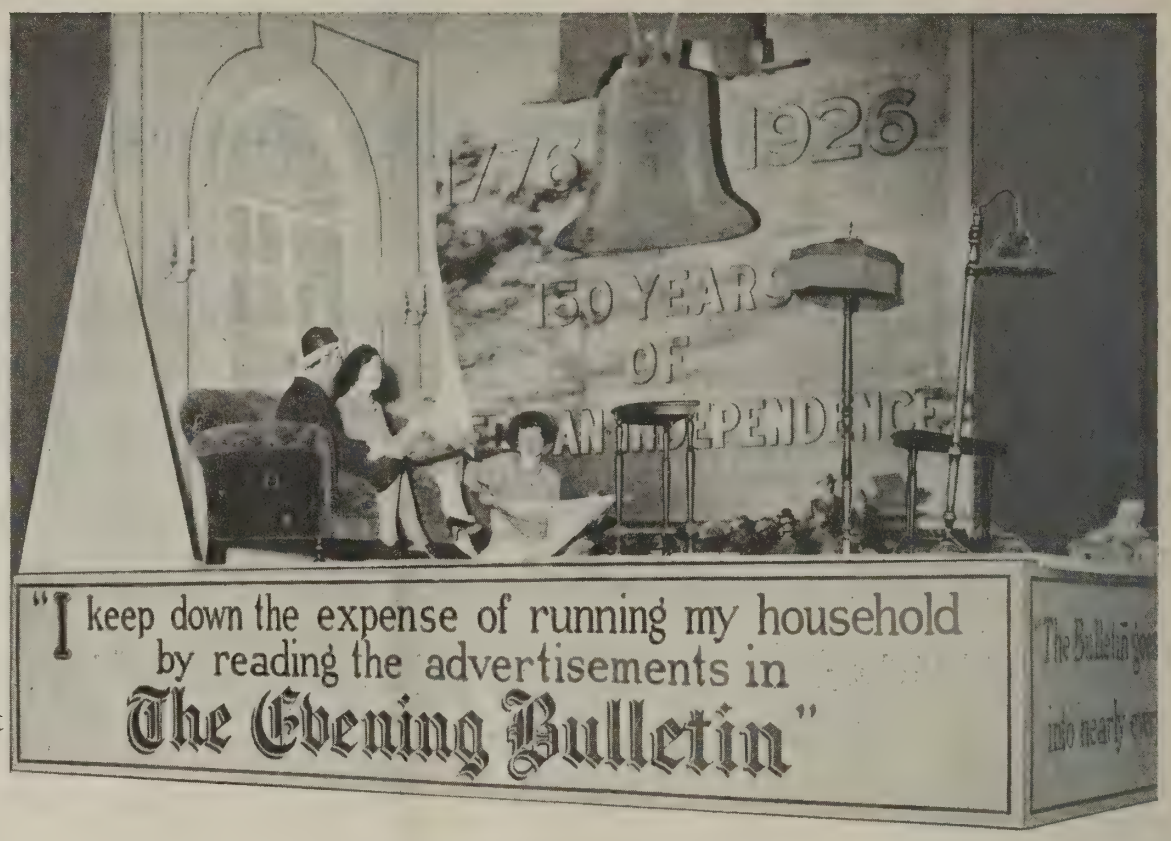
C. GEORGE KROGNESS
First National Bank Bldg.
San Francisco

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"



One of the Bulletin floats in the Associated Advertising Clubs' Convention parade at Philadelphia, June 21, 1926.

The Bulletin has become a part of the daily life of the Philadelphia household. Women depend on it for the information which enters into their daily purchases.

Of course—"In Philadelphia nearly everybody reads The Bulletin"—and that is one reason why it brings such prompt and satisfactory results to advertisers of food products and household utilities.

"In Philadelphia nearly everybody reads The Bulletin"

The circulation of The Bulletin is larger than that of any other Philadelphia newspaper, and the third largest in the United States.

Net paid daily average for six months ending March 31, 1926: 533,169 copies a day

The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

New York . . . . . 247 Park Avenue (Park-Lexington Building)
Chicago . . . . . Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit . . . C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco . . Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

(Copyright 1926, Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 59 NEW YORK, AUGUST 7, 1926 No. 11

Recent Newspaper Sales Show Goodwill Values Attracting Investing Public

Economists Interested in Unusual Factors Entering Newspaper Appraisals—No Yardstick for Universal Measure—Each Sale Requires Expert Independent Consideration

By ARTHUR ROBB

INCREASED interest in newspaper properties as a new field for finance is being manifested by bond and banking houses of Wall Street—a striking change from the stony-eyed attitude of the banker of a few years ago, when even small short-term loans were reluctantly granted and extended, often without due profit to either party. No more telling evidence could be desired of the vast change which has come to the business of newspaper publishing in the past decade.

Latest in the small, but growing chain of newspaper finance stories, is that of Consolidated Publishers, Inc., formed by Paul Block and associates in his various business enterprises to take over the stock ownership of the *Toledo Blade, Newark Star-Eagle, Duluth Herald* and *Lancaster* (Pa.) *New Era,* as well as the business of Paul Block, Inc., publishers representatives. The recent purchase by Mr. Block and his group of the Toledo Blade, is to be financed, it is understood, by the sale of the new corporation's 10 year 6¾ per cent notes to the value of $4,300,000. The syndicate of bankers, headed by Lehman Brothers, New York, report that the issue met with immediate success, being heavily oversubscribed.

Similarly happy was the offering last winter by the *Chicago Daily News* senior securities by Walter A. Strong and his colleagues in the management of that paper under the ownership of the late Victor F Lawson. These bonds are widely distributed in small lots, many newspaper publishers holding them as a gilt-edge personal or corporate investment.

Likewise the several issues of notes and bonds on highly profitable units of the Hearst publications have been absorbed freely by the financial district and passed to the investing public at excellent prices.

A number of other publishers, EDITOR & PUBLISHER is informed, have been offered financial aid by important New York security houses for expansion of their operations or acquisition of other newspapers. The reported total of these offers runs high into the millions and it is understood also that the connections were sought not by the publishers, but by the bankers.

The keen minds which direct the flow of liquid capital have realized that newspaper goodwill, while highly intangible, difficult to build, and comparatively delicate of structure, is nevertheless a solid foundation for finance.

So far these recent efforts have not been directed toward floating the sale of common stock in newspaper properties. Bankers have tried their hand at direct operative control of many businesses, often with disaster to the business and their holdings therein, and not a few newspapers have suffered from such control. The new idea is to leave the common stock, with its voting control of the paper's destiny in the hands of the publisher and his immediate associates, while sharing in its profits by flotation of preferred and stock issues, giving the publisher quick money for necessary expansion or improvements, and paying the investor a safely high interest rate.

According to Roland Palmedo, of the house which floated the Consolidated Publishers, Inc., notes, the reason that the public has been reluctant in the past to buy, and American bankers have been reluctant to finance, newspaper securities is probably that the intangible values of a newspaper property are so large in proportion to physical assets. The intangible values, represented chiefly by goodwill, are based on earning power, past, present and prospective. And earning power, in the case of a newspaper, is so large in proportion to the physical assets necessary that the goodwill item, in the case of a successful newspaper, is by far the largest and most important asset.

"On the other hand," Mr. Palmedo stated to EDITOR & PUBLISHER, "the investing public has been taught to look for net tangible assets greatly in excess of the amount of senior securities. It has come to regard this as one of the primary tests of an investment's safety. In a security offering it looks for 'net tangible assets equivalent to $2,500 per $1,000 bond,' or 'to $160 per share of preferred stock,' or some similar statement. They are just beginning to realize that the goodwill value of a newspaper is easily appraised, readily marketable, and therefore a legitimate basis for the issuance of securities, either bonds or stocks."

Newspaper men know that it is only in the smallest communities supporting a daily that the tangible assets approximate in value the annual gross earnings which form one of the main bases for the appraisal of goodwill. Even there the approximation is not always close. It is a small community indeed which will not afford its daily newspaper a gross revenue of $25,000 a year from advertising and circulation, and a newspaper earning that sum can easily be produced in a plant costing no more than $15,000.

In the larger field, take the recent appraisal of the Consolidated Publishers, Inc., properties. The four newspapers had a net realizable value, according to Palmer, DeWitt & Palmer, of $11,000,000, including net tangible assets, which had an approximate book valuation of $1,300,000. In other words, plant, equipment, real estate, and balance of accounts receivable over accounts payable were only slightly more than 10 per cent of the papers' total valuation.

Many rules have been advanced for the calculation of a newspaper's intangible values, but none of them, nor all of them combined, can be made to fit every situation.

Intangible itself, it rests upon factors highly elusive to any of the five senses. It is based on the circulation of the publication, of course, and the power and willingness of that circulation to buy goods and services advertised in the newspaper, so that advertisers will continue to use its columns to promote the sale of their commodities. An editor and publisher may have labored for years to make his newspaper a force in its community. On Monday he may have the universal respect of all citizens, readers and advertisers. On Tuesday he may have lost all of it that is worth while by an ill-considered political alliance, or a deserved attack upon abuses perpetrated by a local power who is in position to punish the newspaper, or by an arbitrary stand against advertisers on the subject of a new rate card. Any of these or a thousand others may maim his earning power and goodwill in a fraction of the time it took to construct it. Often it is recovered. Sometimes the loss is permanent, even in the face of new and sagacious management.

Factors even more elusive than the management of a newspaper enter into its intangible values. Assume a hypothetical newspaper more than 100 years old in a city steeped in historical traditions. The newspaper has its traditions, too, of fearless editorial championing of the public's rights on all political questions, of earnest and complete detailed reporting of the city's life, of enthusiastic and well-considered advocacy of social and economic advance in the city's development. Such a newspaper, even though its present conduct may fall somewhat below the standard of tradition, even though the earnings of a competitor are higher, will command a high goodwill valuation on the present-day market. Its buyer must be a man whose earlier training and habits of mind will be in harmony with the things that the city holds sacred and he will have to maintain the integrity of the established editorial and business policies. In such a community the idol-breaker, even if he could obtain the paper, would find its operation impossible within a short time. Established competition would run away with his field or new competition, locally financed, would arise to fill the gap that the intruder had created. That is not a dream, but a blind statement of events within the memory of present-day newspaper men.

No rule of thumb which would take

(*Continued on page* 14)

FOUR ROUGH RULES OF THUMB APPLIED TO VALUATION OF DAILY NEWSPAPERS

WHILE newspaper economists are agreed that there is no universal rule for computing the value of a newspaper goodwill, each property transfer requiring independent investigation of all local factors, the following have for 15 or 20 years been accepted formulae:

1.—Value circulation and goodwill at $10,000 per thousand of circulation. Many instances exist where this rule gives no index to the true earning power and goodwill value of newspapers with small circulations but of long and high standing as advertising media.

2.—Value circulation and goodwill at the total amount of gross receipts from advertising and circulation for the past 12 months. Add the excess of current assets over liabilities, plus the replacement value of plant, machinery and equipment.

3.—Value circulation and goodwill at the amount which the net earnings capitalized at 10 per cent for the year in question will bring. Add the excess of current assets over liabilities, plus replacement value of plant, machinery and equipment.

4.—Take the average of the above three methods.

With regard to the second method, many experts advise that the gross earnings be averaged over a period of five or more years to preclude the possibility of basing the value on an abnormal twelve-month.

Another cardinal point in valuation is insurance that the circulation lists and circulation income are well established and not the fruit of a recent campaign whih swelled cash reeipts for the present but may not be paralleled in subsequent years.

CHARLESTON (W. VA.) PAPERS ON OPEN SHOP AS COMPOSING ROOMS STRIKE

Publishers Reject Demand for Wage Increases and 44-Hour Week—Union Refuses Arbitration and Suggests Higher Advertising Rates

BOTH newspapers of Charleston, W. Va., the *Daily Mail* and the *Gazette,* this week put their composing rooms on the open-shop basis, members of the Typographical Union having struck at midnight, July 30, following several weeks of negotiation for a new contract. The *Daily Mail's* edition of July 30 was omitted, as were the Sunday and Monday editions of both papers, publication being resumed on Tuesday with a non-union force recruited from Eastern and Mid-Western cities. The press and stereotype rooms of both newspapers were unaffected.

Members of the local Typographical Union had been employed by the papers under a three-year contract which expired June 30, but continued in effect under a 30-day clause until July 30. It provided wages of $47 and $50 for day and night work respectively for a 48-hour week. A few superior men in each shop were paid more than the scale. The union proposed an increase of $3.60 in the day scale and $5 for night men and a decrease in working hours to 44 per week, the contract to run for 18 months.

The publishers' first counter-proposal was for a three-year contract, continuance of the 48-hour week, and a decrease of $3 in wages, declaring that the decrease was justified by slight recession of living costs since the war period and also by comparison with typographical wages in other cities. This proposal of the publishers was later amended to renewal of the old contract, which, according to the newspapers, provides wages more than $4 a week higher on the average than are paid to typographical men in more than 60 cities, many larger than Charleston, where contracts have been renewed during the past year without increases.

The union subsequently offered to amend its proposal by making the contract for three years, but still insisting on the wage increase and proposing to work 48 hours per week during the first year and 45 hours per week during the second and third years. The publishers rejected this proposition, but offered to submit all questions at issue to arbitration.

Thereafter on two occasions the publishers repeated their offer to arbitrate all questions under international procedure, but the union rejected all three offers. After the third refusal the publishers withdrew their arbitration proposal, leaving it to the union to suggest such a course if it saw fit. The union, however, stood fast on its amended proposition.

At one point in the negotiations the union representatives suggested to the newspaper owners that if they could not afford to pay the advanced wages out of their present earnings, they ought to increase their advertising rates to cover the increased wage expense. They declared that in their opinion Charleston merchants were paying too little for advertising and that an advance in rates was a simple method of defraying the additional cost of typographical labor.

The publishers refused this suggestion, explaining that business conditions in Charleston did not justify an increase either in advertising or subscription rates; that such an additional cost to the merchants of doing business would mean that their customers, including every wage-earner in Charleston, would pay more for his goods.

The union's principal argument for the increase was that in all the job printing shops members of the union were working 44 hours and receiving $50.60 for day work and $55 for night work.

To this the publishers replied that all job shops in Charleston except the Tribune Printing Company, which does the state printing, and one other small establishment, are co-operatively owned and operated by members of the union, and that these men were working for themselves and paying themselves; that the newspaper proprietors could not be expected to pay whatever high scale the co-operative job shop owners might arrange with themselves and for themselves to pay; also that all job shops in the city complained that they were losing money and that a high percentage of job printing for Charleston business houses is being done in other cities where lower scales prevail.

The publishers also set forth that under the proposed scale for newspapers, the 48 hours of labor necessary for publication (four hours at the overtime rate) would cost $57.50 for day work and $62.50 for night work, amounting to an increase of 22 per cent days and 25 per cent nights over the old scale.

In a statement to the public following resumption of publication, the publishers explained all issues and added this comment:

"The present scale is one of the highest in the whole country. In only a very few cities and metropolitan districts of the United States are slightly higher wages paid. The publishers submitted official records showing that typographical wages in Charleston are already much higher than in scores of cities which are much larger than Charleston. They showed by U. S. government figures that typographical earnings by the year in Charleston are larger by several hundred dollars per worker than the average for any of the skilled mechanical trades, outside the printing business, not only in Charleston, but in the United States as a whole.

"Records kept by local contractors show that workers in the building trades in Charleston each earn hundreds of dollars less by the year than do the printers employed on the *Daily Mail* and the *Gazette.* Printers have constant employment at high wages, and lose no time on account of bad weather or other adverse conditions. They often work extra hours voluntarily at overtime rates. It some cases the printer receives large extra sums in the course of a year for overtime work, at the rate of time and a half for the overtime.

"Comparing the present typographical wages in newspaper shops in Charleston and other cities, the publishers also submitted the following statement:

"Typographical union labor contracts recently have been renewed in 64 American cities without wage increase.

"The average population of these cities is 86,000, or about twice as large as Charleston's population. The average of printers' wages in these cities is, for day work, $42.89 and for night work $45.72, or about $5 per week less than in Charleston.

"Twelve cities of the 64 have an average population of 207,000, four to five times larger than Charleston. Most of them are metropolitan places or suburbs of a metropolis. The average of weekly typographical wages in these is, for day work, $50.68, and for night work, $54.02.

"In 25 other cities of the 64 the average population is 22,000. The average typographical wage in these places, smaller than Charleston, is, for day work, $40.07, and for night work, $42.78.

"The remaining 27 cities of the 64 are all larger than Charleston, according to the 1920 census, their population ranging from 42,000 to 259,000, with an average of 92,000. The average of union printers' wages in these, is, for day work, $41.47, and for night work, $44.54. These wages are about $6 per week lower than Charleston newspapers are now paying and from $9.13 to $10.46 lower per week than the Charleston union is now demanding.

"The Charleston union is demanding higher wages than are paid in Atlanta, Baltimore, Boston, Buffalo, Cincinnati, Denver, Indianapolis, Los Angeles, Louisville, Memphis, Mobile, Philadelphia, Portland, Ore., Providence, Richmond, Seattle and St. Paul, or any one of 213 other cities.

"It will thus be seen that the Charleston publishers finally offered to renew and continue for three years a scale of wages which is among the highest in the country, notwithstanding that this scale was fixed in 1923 when living costs were higher than now; and that the union not only refused the offer, but on repeated occasions, declined in writing to accept the publishers' proposal to settle the whole dispute by arbitration."

PETER BLOSSOM RETIRES

Evarts Blossom, who has been publisher of the *Brockport* (N. Y.) *Republican* for the past 28 years, has leased the publication from his father and will be its editor and publisher hereafter, the father, Peter Blossom, giving up active connection with the newspaper.

FREE CRITICISM OF COURTS BENEFICIAL

By WILLIAM RANDOLPH HEARST

(*Written especially for* EDITOR & PUBLISHER)

I WOULD advocate laws depriving judges everywhere of the right to punish for contempt of court, unless the contempt of court is committed in the court room and in a way definitely to show disrespect for the judge or obviously to create disregard for the processes of the law.

There is no more reason for a judge to be an autocrat than for the President of the United States, or a senator or any other public official to be an autocrat. We have driven autocratic methods out of every department of our government except the judiciary and we cannot have a genuine republic until we have reduced the judges from the position of autocrats which they now hold and put them on the democratic basis which other public servants occupy.

Every public servant should be subject to criticism for his acts, in the interest of good government. Such criticism is not merely beneficial, it is essential in preserving our republican institutions. A judge should be subject to legitimate criticism, his decisions should be subject to criticism, his acts should be subject to criticism and the processes of any trial should be subject to legitimate criticism.

If the courts were properly responsive to public opinion and subject to popular criticism they would not be as much distrusted as they are; in other words, if the courts could not commit for contempt they would not be so largely held in contempt.

SEPARATE FINANCES FOR VIGILANCE

New Plan Adopted by I. A. A. Executive Committee—Woodbridge Says There Must Be Better Support of Organized Movement

The International Advertising Association and the National Better Business Bureau have established separate financing in accordance with plans adopted recently by the Association's Executive Committee. This has been brought about through the election of a separate treasurer for the advertising organization, Francis H. Sisson, vice-president of the Guaranty Trust Company, New York, who was elected at the recent convention in Philadelphia. Heretofore the two organizations have had the same treasurer handling all funds.

The new plan provides that the Association will be supported, as before, by dues from affiliated Advertising Clubs and departments of the Advertising Commission, as well as sustaining membership dues from those concerns that are interested in the work the Association is doing through its clubs and Commission departments in promoting a wider understanding of the uses of advertising, and improved methods in advertising and selling practice.

The National Better Business Bureau will be supported through sustaining memberships from special industries for specific programs of work, as well as subscriptions from concerns whose interest may be primarily in the protective work which the Bureau is doing in the national advertising field.

In a statement issued, C. K. Woodbridge, president of the International Advertising Association, said: "If the work of the International Advertising Association is given opportunity for the development that the people who are interested in its work are hopeful to see, it will be necessary for us to receive a substantial increase in our support from business concerns that are interested in the more effective uses of advertising. I refer primarily to such concerns as are represented in the publishing groups, poster and outdoor advertising interests, advertising agencies, advertising specialty manufacturers, screen advertising concerns, producers of direct mail advertising, printers, lithographers, engravers and others who make their profits through the sale of advertising services or advertising space.

"Heretofore, we have divided the funds received from sustaining membership support, except for special programs of work, on the basis of seventy-five per cent going to the work of the National Better Business Bureau, and Twenty-five per cent to the general work of the Associated Advertising Clubs.

"It is believed that our appeal for financial support will be greatly simplified by this new arrangement, the National Better Business Bureau appealing directly to those who have special interest in their activities, and the Association making its solicitations for support from those who want to see advertising further developed.

"Our present sustaining members will be given an opportunity to indicate whether their money is to go to the support of the Association or the Bureau."

ROCHESTER HERALD BANKRUPTCY

Claims aggregating nearly $450,000 were filed by 270 creditors when the bankruptcy case of the Rochester (N. Y.) Herald Company came up for disposition in connection with the winding up of the receivership. Hearings on the claims are expected to continue for 60 days or more. One of the claims is that of M. Bruce Potter, former president of the company, who seeks $72,000 in return for money said to have been advanced to the firm while he was its head. A large number of disputed claims are to be settled it is announced.

DICKEY ATTACKS KANSAS CITY STAR SALE

Owner of Kansas City Journal-Post Asks That Transfer to Kirkwood and Associates Be Declared Null and Void—Says He Was Successful Bidder—Star Company and University File Demurrers and Ask Dismissal

KANSAS CITY, Mo., Aug. 6.—Court action attacking the recent sale of the *Kansas City* (Mo.) *Star* was taken last Saturday in the circuit court here in a petition filed by the law firm of Miller Winger & Reeder for Walter S. Dickey, owner and editor of the *Kansas City* (Mo.) *Journal-Post.*



WALTER S. DICKEY

The petition, filling 24 pages of closely typewritten matter, asks that the sale of the Star properties to the Kansas City Star Company by the university trustees of the William Rockhill Nelson trust be declared null and void and that the deed executed by the trustees be set aside and cancelled.

Mr. Dickey, although specifically the plaintiff, sets out in his petition that the suit is brought in behalf of Kansas City, so that it may benefit under the terms of Colonel Nelson's will.

The petition asks that Mr. Dickey be declared the successful bidder for the newspapers or that the court order that a new sale be held under the direction of the court to the end that the property may be sold at the best price and on the best terms obtainable.

The defendants named in the petition include William Volker, J. C. Nichols and Herbert V. Jones, university trustees; The Kansas City Star Company; Irwin R. Kirkwood, August F. Seested, Ralph E. Stout, George B. Longan, Henry J. Haskell, Earl McCollum and John T. Barrons, Star executives, and North T. Gentry, attorney general of Missouri.

The attorney general was named a defendant after he had declined to start court proceedings for annulment of the sale on behalf of the public.

The petition recites among others, these specific reasons for asking the court to set aside the sale:

1. That the trustees and their fiduciary agents, Mr. Kirkwood and associates, refused to give to prospective bidders sufficient data and information on which to make intelligent bids on the Star properties.

2. That Mr. Kirkwood and his associates as agents of the trustees in managerial control of the newspapers, had information concerning assets, earnings and valuation of equipment of the properties that was asked for but denied to other bidders.

3. That the fiduciary relationship of Mr. Kirkwood and his associates to the university trustees as their agents, disqualified them as bidders.

4. That Mr. Kirkwood and his associates, through the columns of the Star and through other agencies, launched a propaganda campaign to discourage prospective bidders in an effort to obtain the property at a price less than its real value.

5. That facts concerning the earnings of the newspapers between the dates of February 27 and July 9, 1926, the date of the sale, were denied all bidders except Mr. Kirkwood and his associates, who as agents and employes of the trustees, had this information.

6. That accounts receivable amounting to $1,000,000 of which other bidders had no knowledge, were included in the property purchased by Mr. Kirkwood and his associates, thus decreasing to that amount their net bid.

7. That the university trustees have suppressed and withheld from the public exact and detailed information on the terms of the sale and have never made public the complete offer of Mr. Kirkwood and associates.

8. That the plaintiff believes his bid of $8,001,000 cash and $100,000 rental a year for the real estate for a period of twenty years with a $2,000,000 purchase option was the highest and best bid offered for the property.

The complete text of Colonel Nelson's will, which provided that the newspaper properties should be sold "at the best price and on the best terms obtainable" forms one of the exhibits.

Other exhibits include the form of bid which was not submitted to prospective purchasers until the afternoon of the last day of the sale, the communication of Mr. Dickey to the trustees in which he asks for detailed data concerning the Star properties, and a copy of the complete offer made by Mr. Dickey at the time of the sale.

The petition states further that the plaintiff, despite the lack of full information and data, made the best bid for the the paper.

"By the terms of said bid," says the petition, "plaintiff offered and proposed to pay for said newspaper plant, exclusive of the real estate, the sum of $8,001,000, all of which sum was to be paid in cash within sixty days after said offer was accepted, and that in addition thereto he offered to lease the said real estate property used in connection with the operation of said newspaper plant and appurtenances thereto, for a period of twenty years at the price and sum of $100,000 per year with an option to purchase said real estate for a total consideration of $2,000,000.

"And plaintiff states that the bid so made by him was for a better price and on terms more favorable to the trustees than the bid made by Kirkwood and associates or any other bidder, the entire consideration for said newspaper plant being payable to said university trustees in cash and the said bills and accounts receivable hereinafter mentioned of which plaintiff is now informed and believes and so states it to be a fact, are of the face and reasonable value of over $1,000,000, were to be and remain the property of the university trustees and were not included in plaintiff's bid."

The petition goes on to say that the plaintiff was advised that the university trustees would not consider any bid that contemplated the payment of any part of the purchase price out of the future earnings of the newspaper properties, but despite the fact "extended to said bidders (Kirkwood and associates) a loan of $8,500,000, payable in deferred payments and extending over a period of approximately twenty years, and that the only security to be given for said payment is the property purchased at said sale."

The petition further alleges that the accounts receivable included in the property for which Mr. Kirkwood and his associates bid was of the value of $1,000,000 greater than the property included in the bid of the plaintiff "and had this plaintiff been advised by said university trustees that all of the accounts receivable of said trust estate were to be included in said sale this plaintiff could have and would have increased his bid to the extent of the value thereof."

Concerning efforts of the Star executives to discourage other bidders the petition says:

"Kirkwood and associates * * * as representatives of said university trustees commenced a system of spreading propaganda which was designed and used for the purpose of discouraging others from bidding on said newspaper properties.

"Plaintiff further states that after said Kirkwood, Stout, Seested, Longan, Haskell and Barrons accepted said appointment by the university trustees and as above set forth * * * and while acting in said fiduciary capacity and charged with a duty under the will of William R. Nelson of using their efforts in obtaining for said newspaper and appurtenances a sale for the best price and on the best terms obtainable, they continuously used the columns of the Star and Times for the purpose of spreading propaganda that they were the logical and proper parties to whom the Star properties should be sold and all of said propaganda and publications were made by said Kirkwood and associates for the express purpose of discouraging and preventing other bidders from bidding on said properties and for the purpose of leading others to believe that they would be favored by the university trustees in the sale of said properties.

"Plaintiff further states that under date of June 30, 1926, he handed to William Volker, one of the trustees, a request in writing for certain detailed information . . . and at the same time furnished to said trustees a blank form on which to furnish the details with respect to the items above mentioned. That all of the information severally requested by this plaintiff of the trustees was necessary in order to give any person proposing to purchase said newspapers sufficient data on which to base an accurate and intelligent bid.

"Plaintiff further states that publicly and privately he requested of the university trustees both orally and in writing full information and a detailed analysis and audit of the accounts of said newspapers made by certified public accountants and a written report of some well known, qualified, disinterested appraisal company with respect to the value of the properties to be sold and urged that such information be furnished to all bidders so that all bidders might be on an equal basis.

"Notwithstanding said written demands and other repeated attempts of this plaintiff to secure such necessary information and data as to the financial condition and value of said properties aforementioned, the said university trustees and their agents * * * failed and neglected and refused to furnish said information and data to this plaintiff and failed, neglected and refused to permit the plaintiff to make a personal examination of the books, papers, records and written data and other documents that had been used in connection with said business and property."

Attorneys for the Kansas City Star Company and for Irwin R. Kirkwood, filed demurrers and motions to dismiss the suit.

The demurrers were identical and were based on the following reasons: The court has no jurisdiction of the subject of this action, because the plaintiff has no legal capacity to sue; because there is a defect of parties plaintiff; Walter S. Dickey is not a proper party to maintain this action; because there is a misjoinder of parties defendant.

Motions to dismiss, identical, set forth these reasons: Because Walter S. Dickey, the plaintiff herein, has no standing whatsoever to institute or maintain this action and is not a proper party plaintiff; because, if any action could be instituted or maintained at all, the attorney general of Missouri is the only proper party plaintiff and is the only person entitled to institute or maintain this suit; because it appears from the plaintiff's petition that the attorney general of Missouri has refused to institute or maintain any action whatsoever; because the plaintiff's petition herein does not state facts sufficient to constitute a cause of action.

A motion was filed on Monday for the appointment of a special commissioner to preside at the taking of depositions in the case, by attorneys for the plaintiff.

The trustees of the Nelson estate, William Volker, J. C. Nichols and Herbert V. Jones, on Wednesday entered the Circuit Court to defend the sale of the Star to the Kansas City Star Company. The attorneys for the trustees served notice on the Dickey lawyers that they would file on Thursday a motion to dismiss and a demurrer to the suit recently brought by Dickey to set aside the sale. The points for dismissal made by the trustees are similar to the ones made by the Star Company's attorneys.

The following statement was issued by Watson, Gage & Ess and Lathrop, Morrow, Fox & Moore, attorneys for the Star:

"It is our opinion the suit brought by Walter S. Dickey utterly is without merit. A suit of this kind can only be maintained by the attorney general, and in view of his refusal to act, because he had no grounds for doing so, Mr. Dickey's action is groundless and cannot be maintained.

"In view of this, it must be obvious that the bringing of the suit can only be for the purpose of embarrassing and harassing the present owners of the Star and of crippling the trust created by Col. W. R. Nelson. It would seem to be the last fling of a desperate competitor."

WHITE ON CONTEMPT OF COURT ISSUE

By WILLIAM ALLEN WHITE

Editor, *Emporia* (Kan.) *Gazette*

(*Written especially for* EDITOR & PUBLISHER)

WE editors are just beginning to feel what labor has felt for years. We have applauded judges as conservators of the constitution when they were restricting the rights of labor by injunctions, denying them trials by jury under proceedings which now are grinding the liberties out of the press. Unless we are willing to take labor with us in our flight across the ice for liberty like Eliza and her child, we might as well stay at home.

So long as judges can enjoin men from striking and prevent peaceful, direct picketing; so long as the courts and the strong arm of government are against labor in its peaceful struggle for economic liberty, our editorial wail for special privileges in the courts will excite no very great sympathy.

The thing that effects us is more deep-seated than our own little wrong. It is a repression of American liberties which comes from class-conscious government.

WASHINGTON'S BEAUTY ENHANCED BY ADDING THREE STORIES TO PRESS CLUB

President Bell Cites Record to Show Unanimous Approval of Civic and Artistic Bodies and Full Hearings Before Congressional Committees

By ULRIC BELL,
President National Press Club

WASHINGTON, D. C., Aug. 5.—Columns of steel, rising higher daily at the corner of 14th and F Streets, Washington, attest to the progress which is being made on the National Press Building.



ULRIC BELL

That this steel will carry the building to a height of 140 feet, or fourteen stories, instead of eleven stories, as originally planned, is due to an Act of Congress permitting the building to be built higher than the zoning height limit of 110 feet.

Congress passed this bill after learning that it was the consensus of official bodies and citizens' representatives that the additional height would enhance, rather than mar, the symmetry of the skyline of the National Capital.

It was brought out that the additional height would bring the Press Building nearer to the level of the adjacent Munsey and New Willard Hotel building and thus provide a more harmonious grouping.

This was the emphatic view of the Commissioners of the District of Columbia, who, on March 4, in a letter to the House Committee on the District of Columbia, then considering the bill, pointed out that in 1924 Congress had passed a measure authorizing the Harrington Hotel to carry a new building to a height of 130 feet, although the zoning regulations permitted only 110.

In this letter it was stated, "the commissioners were of the opinion that height should be permitted in that case because the building proposed would then be the same height as the adjacent building."

The commissioners, through President Cuneo H. Rudolph, added:

"The commissioners are of the opinion that their recommendations in the present instance (that of the National Press building) should be consistent with their recommendation with respect to the Harrington Hotel case."

However the height proposed for the Press building by the commissioners, which height as they then believed, would bring the structure to a level with the adjacent buildings, was 130 feet, and the letter added that they would have "no objection to having the 130 feet height limit apply to a greater area than that prescribed in the bill."

At a later hearing, it was developed that the Munsey and Willard buildings towered to heights greater than those apparently included in the original information of the commissioners. This was before the Senate Committee on the District of Columbia, when it was stated that the Munsey building was 160 feet high and the New Willard 158 feet. Engineer Commissioner Bell, in direct charge of the building regulations, said that if this were true, he would not object to the bill. No objections were made, the project received the approval of the zoning commission and the bill, after some debate in the senate, was passed.

As matters stand the National Press Building, when completed will still be slightly below the level of the adjacent buildings mentioned.

As to the attitude of the commission of fine arts, an advisory body created by Congress to help preserve the beauty of Washington, the following letter speaks for itself:

APRIL 12, 1926.

NATIONAL PRESS CLUB, Washington, D. C.:

Gentlemen—In response to your request the undersigned, together with James William Bryan, on Saturday, April 3, called on Charles Moore, chairman of the Fine Arts Commission of the District of Columbia.

We stated to Mr. Moore the object of our call, and that was that Senator King, of Utah, had made the statement to some of your members that the Fine Arts Commision was opposed to the National Press building reaching the maximum height, on F street, of 140 feet, this despite the fact that the buildings adjacent to the National Press building, now under construction, reach considerably greater heights than 140 feet.

Mr. Moore stated to us that Senator King was in error and had been misinformed. If he had stated that the Fine Arts Commission was opposed to the Press building reaching the 140 feet level, and that this commission had had the matter before them and had decided that this height, in this locality, was not objectionable; in fact, that they had taken the view that the entire block should be authorized to reach this proper height limit.

Mr. Moore, we understood, would address a letter to you or to anyone else that you may suggest as interested in this matter, which letter we are confident will coincide with the statement made above, and that is that this classic building of the National Press Club's would be more symmetrical and would more greatly enhance the architectural beauty of the city, if allowed to reach the height desired and thus approximate but not reach the height of the Munsey building and the Willard hotel, which are adjacent to the Press building.

Very sincerely yours,
JOHN JOY EDSON,
Treasurer, National Press Building Corporation.

The Citizens Advisory Council of the District, an organization of representatives of all the citizens groups, set up by the commissioners to aid them in their work, and a body which has interest in the beautification of Washington, gave its vigorous approval to the project.

Summarizing the situation in regard to the permission granted by congress for the national press building to reach a height of 140 ft., it can be stated:

1—That no exception was made in favor of the national press club, because similar permission had been granted to others since the passage of the present zoning law.

2—That the proposed increase in height was carefully considered and studied by all the competent civic and official bodies charged with looking after the physical welfare and the architectural beautification of the nation's capital, these bodies including the board of commissioners of the District of Columbia, the zoning commission, the citizen's advisory committee, the commission of fine arts, and the district committees of both the Senate and the House of Representatives.

3—Sub-committees were appointed by both the Senate and House committees and hearings were held by them to give opportunity for public discussions.

4—The consensus of opinion of all these bodies was that the true spirit and intent of the zoning law would be more nearly fulfilled and the architectural symmetry of the city better conserved by the proposed press building treatment rather than to have it 30 or 40 feet below the level of the neighboring building.

That there is a business side of the enterprise of the National Press Club is only incidental. But it is an inevitable development. No venture toward providing a worthy home for the club and its members—in Washington and scattered throughout the United States—could be conducted without assiduous attention to business principles, whether the project were small or large. It is a matter of gratification to all connected with the present undertaking that there has been no appeal to sentiment, and that it rests wholly upon its merits in a business way. That there should be a broad forward look at what the success of the enterprise may mean to the profession, through the fact that ownership of the new building will accrue to the National Press Club, is likewise natural. And the members of the club who yield to no one the custody of their ideals, feel that this institution is thoroughly capable, with the co-operation already vouchsafed by the fraternity at large, to employ such means as may be derived to the advantage of the profession as a whole.

In all of the intricate dealings which accompany a project of such magnitude there has never been a moment when those charged by the club with the task have been unmindful of their responsibility to their associates, to the whole profession, to the city of Washington and the public in genaral. No favors have been asked. No obligations have been incurred, and the National Press building sweeps skyward with each stem of added steel giving new assurance of success.

TO LAUNCH DAILY AUG. 15

Backers of Scranton (Pa.) Sun Expect to Enter Field on That Date

The *Scranton* (Pa.) *Sun*, a new afternoon publication, will begin publication about Aug. 15, according to present plans of the publishing company, of which W. F. Halstead, is president.

W. J. Pattison is treasurer and general manager, and T. J. Duffy is secretary. Mark K. Edgar has been named editor.

W. H. Ward, formerly circulation manager of the *Toronto Globe*, was this week named circulation manager of the new paper.

EDITION FOR NEW PORT

A new Texas port—Corpus Christi—is about to be opened, and the *Corpus Christi Caller* is planning a mammoth special edition to help commemorate the event. A. P. Herndon, managing editor, said the edition, to be issued early in September, will run from 160 to 200 pages.

RACE DESIGNATION STARTS SUIT

Suit for $50,000 in damages has been filed in the Pierce county court at Tacoma, Wash., by J. H. Ryan, publisher of *Ryan's Weekly*, against the *Tacoma News Tribune*. Mr. Ryan objects to the reference to him in news articles as "the negro publisher."

MICHIGAN DAILIES MEETING

The Michigan League of Home Dailies is holding its regular summer social meeting at Niles and Dowagiac, Aug. 4-6.

SYSTEM FUNDAMENTALLY WRONG

By LAFAYETTE YOUNG

Publisher *Des Moines* (Iowa) *Capital*

Written especially for EDITOR & PUBLISHER

I believe you are pursuing the proper course in suggesting that the change of venue principle ought to be applied to contempt of court cases. Surely any impartial authority on rights under the constitution and the law must agree that it is fundamentally wrong for a judge to pass judgment on his own grievance.

N. Y. WORLD FORWARDS $1,063 TO G. R. DALE

Fund Raised Among Readers and Other Newspapers to Assist Muncie, Ind., Editor in Appeal on Contempt Charge

The *New York World* this week forwarded $1,063 to George R. Dale, editor *Muncie* (Ind.) *Post-Democrat*, as a contribution toward expenses of his appeal to the United States Supreme Court from his conviction of contempt of court in Delaware County, Ind.

Of the sum all but $254, the World's own contribution, came from readers of the newspaper and from other newspapers who sent checks to swell the New York fund.

Newspapers gave $410 of the amount, $250 coming from the *Brooklyn Daily Eagle*, $100 from the *Kansas City Star*, through Irwin R. Kirkwood, its president, $50 from Marvin H. Creager, managing editor of the *Milwaukee Journal*, and $10 from the *Aberdeen* (S. D.) *American-News*.

Dale has received, exclusively of the World's fund, about $800 of which approximately $550 has been raised by Emmet Cavanaugh, a Chicago wholesale meat dealer in sympathy with the editor's anti-Klan fight; $150 contributed by other newspaper publishers and about $100 donated in small sums from other sources.

FREEMAN REJOINS GIMBEL

Former New York Ad Chief Now Executive in Philadelphia Store

Arthur Freeman, former advertising director of the Gimbel Brothers' department store in New York, has rejoined the Gimbel organization in an executive capacity with headquarters in Philadelphia.

Mr. Freeman's appointment follows the death of A. A. Christian, general manager of the Philadelphia Gimbel store, last week. Mr. Christian who also has been advertising manager for the local establishment before becoming general manager, was associated with the Gimbel organization for about thirty years.

PENN LAW CLARIFIED

The Pennsylvania State Industrial Board has announced an interpretation of the woman's law, classifying women proofreaders on newspapers as clerical employes. The interpretation, based on Section 4 of the act of 1913 follows: "That the employment of women as proofreaders in newspaper establishments shall, for the purpose of the application of the woman's law, be interpreted as a clerical occupation."

STORE USES 18-PAGE AD

The *Tampa* (Fla.) *Sunday Tribune* last week issued as 18-page section based upon the opening of a new furniture store. Editorial and advertising matter were all related to the store, practically every contractor who furnished material for the building taking space. Of the 144 columns, 37 were given to text matter and the remaining 107 to advertising.

NEW MONTEREY PUBLISHERS

Allen Griffin and J. A. Easton are now listed in the masthead of the *Monterey* (Cal.) *Peninsula Herald* as publishers. Griffin has been publisher of this newspaper for several years while Easton is the former owner of the *Canandaigua* (N. Y.) *Messenger* and former publisher of the *San Luis Obispo* (Cal.) *Herald-Telegram*.

RETURNS TO SEMI-WEEKLY

The *Augusta* (Kan.) *Daily Gazette* of which Burns Hegler is editor and publisher, is now on a semi-weekly basis until greater advertising business is secured. The paper appears Mondays and Thursdays.

CASH DISCOUNT TRENDS DON'T WORRY AGENCIES

Less Than Half of 1 Per Cent of Dailies Refuse It, Says O'Shaughnessy—Publishers Blame Agency Failure to Remit on Due Dates—Collections Not Retarded

"A BLACK speck stands on the newspaper advertising horizon. It is not dangerous; it is self-curing. It will cure itself before it reaches the dangerous stage."

James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, thus this week explained the bulletin of the association's finance committee, published by EDITOR & PUBLISHER last week, which remarked on "a growing tendency among newspapers to eliminate the cash discount to agencies" and described this tendency as "a serious menace to the credit soundness of our members." The finance committee's bulletin was signed by C. R. Erwin and John Benson.

Mr. O'Shaughnessy, asked to explain the meaning of both "the tendency" and "the serious menace," first requested the privilege of changing these words used by the finance committee.

"So few newspapers have abolished cash discounts," he declared, "that it cannot be spoken of as a tendency.

"And nothing can seriously menace the credit soundness of our members, because the advertising agency today is an economic factor. If it were not in would not last 24 minutes.

"The fact is that the newspapers are hurting themselves by doing away with cash discounts. Cash discounts make for prompt collection of advertising bills. American business has prospered under this system. The enormous business of the United States has been built up on the basis of cash discounts for prompt payment.

"Advertising agencies are using the system of cash discounts as a credit barometer. Why shouldn't newspaper publishers also have the benefit of that credit indication?

"If a great many more publishers than at present abolish cash discounts, there will be a lessening of advertising volume in the newspapers. But newspaper publishers in the main will not follow this course. They have too much wisdom.

"They know as we do that the present volume of advertising business is built on the present machinery. Pull a cog out of that machine, and it will not be the same, nor perform the same amount of work.

"Newspaper publishers are confusing agency service with promptness of collection. The total agency service is covered by the 15 per cent commission and the promptness of collection is covered by two per cent allowed for cash payment."

It is estimated by the American Association of Advertising Agencies that at present about one half of one per cent of the total number of newspapers in the United States have abolished cash discounts.

The move in that direction was started about a half a dozen years ago by the *Chicago Tribune,* which formulated the policy of granting no cash discounts, and allowing the 15 per cent agency commission only if the account were paid by a certain date of each month. The entire Hearst press now has a similar practice.

Today, of the big New York general newspapers, the *New York Times* is the only paper allowing a cash discount. The *Des Moines Register & Tribune* was the latest large paper to remove it from the rate card.

The New York Times allows a five per cent cash discount if the account is paid on or before the 15th of each month following the month during which service was rendered, and 10 per cent agency commission. This policy has been in effect for more than a score of years.

After the 15th of the month no agent gets a cash discount from the Times. Payment must be in the mails on or before the 15th to earn the five per cent.

The Times gives no cash discounts to department stores. All direct advertisers are also dealt with on a net basis. No commission is allowed on general advertising to agents not recognized by the New York City Publishers Association or the American Newspaper Publishers Association.

Representative of the other school in New York, the *New York Herald Tribune* pays the agency commission of 15 per cent only if the account is paid by the 15th of each month. No discount is granted for cash payment.

The Herald Tribune, however, according to Howard Davis, business manager, recently discussed the possibility of changing this ruling so as to pay 13 per cent agency commission and 2 per cent for cash payment. No action on this suggestion has yet been taken, Mr. Davis said.

All Scripps-Howard newspapers allow cash discounts. They pay the 15 per cent agency commission and 2 per cent cash discount if the account is paid by the 15th or 20th of the month, depending upon the location of the newspaper.

"This policy brings about prompt collections," Stuart Schuyler, president of Allied Newspapers, said. "And another thing, some agencies consider the cash discounts paid them their net profit.

"A liberal policy with all agencies, I believe, is for the good of advertising as a whole, in that it will aid in development of new advertising accounts."

"The Northern Illinois Group grants cash discounts but enforces terms," declared J. K. Groom, director of National Advertising. "I have no idea what would be the effect of elimination, but if we thought it best, protests would not affect us any. If many agencies passed discount date, we probably would discontinue the practice of allowing discounts.

"Some agents are inclined to '15 and 2' per cent, but we make them understand 2 is cash discount and must be earned.

"Most agents take the cash discount. Perhaps the elimination by big papers is a mild way of raising rates and advertisers are in luck that it is not more. It sounds like tempest in teapot."

"Cash discounts are right in principle and good newspaper policy, provided both parties adhere strictly to rate card regulations," is the opinion of A. G. Newmyer, associate publisher of the *New Orleans Item-Tribune.* "Trouble starts when agents disregard discount dates and newspapers allow them to get away with it. Such practice is at once unfair to agents who really earn the discount and publishers who stick to their cards. From another angle it is a rate cut, just as is the waiving of position charges, over-enthusiasm in merchandising effort, or publication of press agent bunk."

"The *Columbus Dispatch* recognizes that many agencies have been responsible for creating considerable new business and rather a constructive factor toward more and better advertising," declares Harvey R. Young, advertising director. "We believe they should be encouraged in their work by all publishers. The discount question has not yet received any consideration in this office."

"We understand that the usual experience is that elimination of cash discounts has not slowed up collections," said the business manager of a newspaper which does not allow the discount. "The general trend in many large industries is toward the elimination of cash discounts. Paper mills and many other manufacturers and jobbers supplying newspaper no longer give them."

Another advertising executive voiced his views in the following manner:

"We have taken no stand in this matter, but my personal opinion is that this step has been caused by abuse of the discount privilege by so many agencies. This does not apply so much to members of four A's as it does to other agencies. My opinion is that the movement will spread very rapidly and will result either in entire elimination of the cash discount or the merging of cash discount with agency commission, allowing neither to agencies who do not remit within discount period."

BRINGING HOME THE BACON—AND EGGS



Henry Grattan, *St. Louis Post-Dispatch* reporter, takes literally the leg-man's shibboleth "Don't come back without a picture," B. H. Reese, city editor, wanted only the central figure in this framed layout, but Grattan, sensing the deadline, hired a taxi and a negro porter and made the edition with the whole works.

BANKERS FETE MEIGS

Traylor, A. B. A. President, Host to New Chicago Publisher

M. C. Meigs, new publisher of the *Chicago Herald and Examiner,* was the guest of honor at a luncheon given last week at the Chicago club by Melvin A. Traylor, president of the American Bankers' Association, the First National Bank and the First Trust & Savings Bank.

In addition to Mr. Meigs and Mr. Traylor, the following were present to congratulate him: Frank O. Wetmore, First National Bank; Howard Marfield, Greenebaum Sons Bank & Trust Company; Howard Fenton, Harris Trust & Savings Bank; Herman Waldeck, Continental & Commercial Bank of Chicago and Harry Wheeler, Union Trust Company; H. E. Otte, National Bank of the Republic; Eugene Stevens, Illinois Merchants Trust Company; O. G. Foreman, Foreman Trust & Savings Bank; Lawrence Whiting, Boulevard Bridge Bank; B. C. Hardenbrook, First Trust & Savings Bank, and Hector H. Elwell and Hays McFarland of the Chicago Herald and Examiner.

SELLING LAWSON ESTATE

Realty Development Using 1080 Acres at Green Lake, Wis.

One of the treasured spots of the late Victor F. Lawson, publisher of the *Chicago Daily News,* his great private estate of 1,080 acres on Green Lake, Wis., is being divided up for restricted country homes. The estate has been named Lawsonia and is being offered for sale by H. O. Stone & Co., Chicago. Guides are on the estate showing visitors over the numerous roads, old trails, gardens and farms.

The estate was built by Mr. Lawson originally for the sole enjoyment of his family. It has fourteen miles of macadam roads winding through the woods, a spring-fed lake with several beaches, a yacht harbor, a boat house, golf course, tennis courts and bridle paths.

HONOR FOR PARIS HERALD

Salvation Army There to Dedicate Room in Memory of War Services

The *Paris Herald,* Paris edition of the *New York Herald Tribune,* is to be honored by the Salvation Army in Paris when one of the rooms in the new Palais des Femmes, which the Salvation Army is soon to open, is named for it.

Lieut. Col. A. G. Hamilton, in charge of the Salvation Army headquarters in France, announced recently that a metal plate inscribed with the newspaper's name would be attached to the door of room 206 to commemorate the part played by the Paris Herald in helping to finance the home for women in Paris.

The *Spokane Spokesman-Review* recently ran an interesting series entitled "Golfellows," a one column picture of a prominent man on the links with a verse in light vein underneath.

MONTREAL BARS ALL NEWSSTANDS AND SALE OF MAGAZINES BY NEWSBOYS

Police Regulation Follows Aesthetic Effort to Rid Streets of Ugly Counters—Newspapers Control Allotment of Corners to Young Salesmen

MONTREAL, Que., Aug. 3.—Newsstands have been abolished from the streets of Montreal, and the sales of newsboys are now restricted exclusively to regular newspapers. Magazines, periodicals and other printed matter may not be sold by newsboys on the streets.

This final regulation is the outcome of a lengthy agitation from two different sources; one from the owners of stores selling magazines and periodicals, who complained that they had to pay heavy taxes, rent and other business expenses, and had to meet the competition of street news vendors who erected stands at street corners and had no other charge to meet than a trifling fee for a peddler's license. The other source of agitation was from parties interested in the artistic appearance of the city's streets, who objected to the disfigurement of newsstands made of old soap boxes and the like.

Models of artistic kiosks were brought over from Paris and other European cities, and a by-law was drawn up, which would have required news vendors to hire their stands from the city at a nominal rate, and confine their operations to the sale of newspapers.

This proposal was nearly put through, but was finally thrown out in the city council, on the report of certain legal authorities that the city had no charter right to create a vested interest in any part of city property.

The proposed by-law was then dropped, and the question regulated by an order of the police that all newsstands must be removed from city property, that news vendors must sell only newspapers, and that they must carry their wares in their arms like other itinerant merchants.

It was prophesied that this would lead to a free-for-all as regards the best selling corners, but the newspapers themselves have taken in hand the task of regulating this matter, by insisting that vendors keep to their own corners, if they want to go on being furnished with papers.

The artistic appearance of the city streets, however, has gained nothing, as the news vendors dump their papers on the sidewalk, only lifting them up and carrying them a little distance when required to do so by a passing policeman. They not infrequently tie a few spare copies to light and telephone poles along the street near their corner, by way of advertising their wares, which does not improve the appearance of the street corner.

But the law, as it stands, is being complied with and every one seems satisfied for the moment.

NEW YORKERS HOSTS TO PRESS CONGRESS

Four Days of Receptions, Luncheons, Theatre Parties and Tours Planned Before Sailing Date

North American delegates to the Third Congress of the Press of the World, to be held in Geneva-Lausanne, Switzerland, September 14-18, will assemble at the New York headquarters, Hotel Roosevelt, on Tuesday, August 31.

Secretary-Treasurer J. W. Brown announced this week that a reception and entertainment committee of leading New York newspaper men had been named to act as hosts to this group of 100 who are sailing for overseas on the Cunarder *Carmania* on September 4. The tentative program calls for a tribute to the first publisher in America, William Bradford.

Tuesday will be given over to registration. On Wednesday, Sept. 1 the delegates will be taken downtown on a motor tour to points of historic interest and will be received at the city hall by the Mayor, James J. Walker.

Following the downtown tour the motor caravan will proceed to Wanamaker's Store, where Rodman Wanamaker will be the host at a luncheon.

Charles Capehart, president of the Capehart & Carey Company, will tender a theatre party Wednesday evening in cooperation with Lee and Sam Shubert, following which an after-theatre dinner will be given at the offices of the *New York Herald Tribune*. Mr. and Mrs. Ogden Reid, being the hosts. An inspection of the plant will follow.

On Thursday, Sept. 2, at 1 p. m. the delegates will be the guests of H. R. Swartz, president of R. Hoe & Co., at a luncheon at the Advertising Club of New York.

This will be followed by a sight-seeing tour of upper Manhattan. In the evening there will be a theatre party.

At 11:15 o'clock Thursday night the delegates will be the guests of Adolph S. Ochs and the general management of the *New York Times*, at an after-theatre supper to be given at The Times Annex.

Friday will be given over for individual shopping and private bon-voyage parties. The party will sail on the S. S. *Carmania* Friday midnight.

Letters received at the Press Congress of the World headquarters tell of the intent of newspaper men and newspaper associations in foreign countries to participate in the Third Congress which opens at Geneva-Lausanne, Switzerland, Sept. 14 and continues through to September 18. Following the business sessions there will be a tour of Switzerland, Belgium, France and England, and official receptions and entertainments will be tendered in Paris, Brussels and London, as well as Geneva and Lausanne.

Sailing from New Zealand on the S.S. "Aorangi" Aug. 3, were P. Selig and daughter, Mrs. Oscar Josephson. They will be joined at Honolulu, Aug. 13, by Frank J. Cody, publisher of the Hilo Tribune-Herald and Mrs. Cody and Mrs. Emma L. Aungst. They will arrive at Vancouver, Aug. 21, and will come direct to New York. Mr. Cody will be the official photographer for the Press Congress of the World at the business sessions and on the official tour.

ICELANDERS TO GENEVA

Orcutt Reports Interest at Reykjavik in Press Congress Sessions

Reginald W. Orcutt, of the foreign department of the Mergenthaler Linotype Company, who has just returned from a vacation in Iceland, states that the leading newspaper men of Reykjavik are planning to attend the Press Congress sessions in Switzerland in September. While in Iceland, Mr. Orcutt had an audience with the Prime Minister, who informed him that the Kingdom of Iceland is preparing for a world-wide jubilee to be celebrated in 1930, commemorating the thousandth anniversary of its parliament the first on earth.

STRONG ON PRESS COUNCIL

Walter A. Strong, publisher of the *Chicago Daily News*, spending his vacation in Europe, intends to be present at the Press Congress sessions at Geneva-Lausanne, Switzerland, Sept. 14-18, and has accepted a place on the World Press Council.

HERBERT PULITZER WEDS

Herbert Pulitzer, youngest son of Joseph Pulitzer, was married Thursday in Paris to Mrs. Munn Amory, of Washington, D. C.

EDITOR & PUBLISHER CALENDAR

Aug. 11-13—South Dakota Press Assn., annual meeting, Brookings, S. D.
Aug. 12-14—East Tennessee Press Assn., annual meeting, Elizabethton, Tenn.
Aug. 12-14—Virginia Press Assn., annual meeting, Pulaski, Va.
Aug. 12—Wisconsin Press Assn., meeting, Wisconsin Rapids, Wis.
Aug. 13-14—Iowa Press Assn., annual convention, Cedar Lake, Iowa.
Aug. 13-14—North Dakota Press Assn., summer outing, Devils Lake, N. D.
Aug. 20-21—Washington Press Assn., annual meeting, Hotel Davenport, Spokane, Wash.

FIELD SECRETARIES TO MEET FOR A WEEK

No Speeches, Little Entertainment, But Much Discussion of Press Association Topics Is Bemis' Plan

A tentative program for the annual convention of the newspaper field men of the United States which will be held in St. Paul, Aug. 25-30, has been given out by Edwin A. Bemis, president of the National Association of State Press Field Managers. Contrary to previous years' practice, the men will not be assigned definite subjects, but will take all of the topics and come prepared to give as much information as possible on each subject. Among the main subjects for discussion will be found the following:

"Newspaper Leadership," "The N. E. A.," "Subscription Trade Acceptances," "Use of the Trade Press," "The Texas Press Weekly's Plan," "Extension of the Field Manager Plan," "Discussion by an American Press Official," "Free Circulation Newspaper Memberships," "Franklin Printing Catalog," "State Association Rate Books," "Advertising Agencies," "Why 2% Cash Discount?," "Ford Advertising," by George Cushing of McKinney, Marsh & Cushing, "Printing as a Preferred Claim," "Financing Field Work," "Agencies and a Lower Local Rate," "Editorial Association Monthly Publications," "Schools of Journalism."

President Herman Roe and secretary H. C. Hotaling of the National Editorial Association will take an active part in the meeting. The entire time, with the exception of Sunday, will be given over to strictly business sessions. However, some entertainment will be provided.

CLARKSBURG BUSINESS SHOW IN NEW YORK

Telegram Arranges Display of City's Resources at Waldorf While Manufacturers' Association Meets There

Market promotion of a most unusual kind is announced by the *Clarksburg* (W. Va.) *Telegram*, which has arranged for a "Greater Clarksburg" exposition at the Waldorf-Astoria, New York, the week of Oct. 4, when the National Association of Manufacturers is meeting there.

The newspaper's exposition will be staged in the Empire Room, which adjoins one of the principal entrances and has several windows fronting on 5th avenue at sidewalk level, giving inside and outside views of the booths in which the city's story as an actual and potential manufacturing centre will be told. Cooperation of the Clarksburg chamber of commerce and city officials has been freely given, the Telegram stated. Details of the exposition are in charge of M. Hachman, advertising manager.

W. E. GONZALES HEADS COLUMBIA STATE

Brother of Late A. E. Gonzales Succeeds Him as President and Editor—F. C. Withers Named Secretary-Treasurer

Reorganization of the State Company publisher of the *Columbia* (S. C.) *State* has been effected, following the recent death of Ambrose E. Gonzales, president.



WM. E. GONZALES

William E. Gonzales, editor of the State, becomes president, Mrs. Lucie B. Gonzales, vice-president, and F. C. Withers, secretary and treasurer. Mr. Withers has for many years been business manager of the State.

The paper is owned entirely by the Gonzales family the late president leaving his majority stock in trust for other members of the family, so that the policies he established will be perpetuated. William E. Gonzales, formerly ambassador to Cuba and Peru, is the only surviving brother and will not only continue as editor-in-chief of the paper, but as president will direct its policies.

TO TOUR SUPERIOR REGION

Wisconsin Press Party Will Visit Last Territory Unexplored by Editors

"See Wisconsin First!" The Wisconsin Press Association adopted this motto six years ago and it has lived up to it every year by making a motor tour of some section of the state. The editors have visited all sections of Wisconsin except the picturesque Lake Superior country, which is the objective this year.

They will rendezvous at Wisconsin Rapids on Aug. 12. William F. Huffman, president and manager of the *Daily Tribune* of that city, is preparing a special edition in honor of the city's guests. He also has arranged for an exhibit of the state's newspapers and the art of their printers.

The next morning the motorcade will start on a tour including Medford, Phillips, Park Falls, Mellen, Copper Falls Tyler Forks Falls, Ashland, Bayfield the Apostle Islands and Superior. On the return trip Duluth, St. Paul and Minneapolis will be visited.

ALLISON STEPS UP

New Managing Editor of San Antonio Light, Succeeding Hoskins

SAN ANTONIO, Tex., Aug. 5.—L. A. Hoskins has resigned as managing editor of *San Antonio* (Tex.) *Light* and has been succeeded by P. M. Barrett former news editor and assistant to Hoskins. Dwight Allison has been promoted to news editor and Frank Ragsdale succeeds Allison as head of the copy desk Hoskins has been managing editor of the Light since W. R. Hearst bought the paper two years ago. He returns to direct-by-mail advertising, rejoining the Herbert C. May Company, at Houston, with which he was formerly connected. Barrett, who came to the Light from the *Houston Dispatch* and who formerly worked on the *Chicago Herald Examiner*, returned a few days ago from a honeymoon trip to find promotion awaiting him. Allison formerly was Sunday editor of the *Fort Worth Record*.

MEREDITH A CANDIDATE

E. T. Meredith, publisher of *Successful Farming*, Des Moines, Ia., and long active in advertising affairs, will probably again be a candidate for the Democratic nomination for President in 1928.

WHEN A LIBEL SUIT IS WORTH RISKING

Dare Death and Prison to Tell Truth of Public Official Corruption Declares Hugh A. O'Donnell, Who Lived Melodrama in Successful Fight to Reform New Orleans—Praises Don R. Mellet

By PHILIP SCHUYLER

What is fighting editorship? What does it profit a man?

These questions are answered this week by Hugh A. O'Donnell, now assistant business manager of the New York Times, in this the 21st article obtained by EDITOR & PUBLISHER, *stripping the libel law of legal verbiage.*

Mr. O'Donnell, as publisher of the old New Orleans American, lived melodrama seldom rivaled in fiction and fact to accomplish political and moral reform in New Orleans. This week the story of his fight is told. Next week, the series will be continued with discussion of the famous libel suit of which Mr. O'Donnell was defendant, ten years ago at this time.

TELLING the truth of public official corruption and rottenness is a case here it is an editor's duty to jump into a possible libel mesh and risk court battles, financial loss, prison, or even violent death to bring about reform.



HUGH A. O'DONNELL

Sounds holy. But what profit that?

Don R. Mellett, once fearless publisher of the *Canton Daily News,* cannot reply. A bullet ended his truth elling. But he died, his wife said, with smile on his lips.

Hugh A. O'Donnell, now assistant busiess manager of the *New York Times,* an answer the question. He lived hrough a melodrama every whit as exiting as Mellett's, but not without sad agedy. O'Donnell's wife was slain—ot by an assassin's bullet, but through ear and worry for her husband's sake.

O'Donnell's life was menaced many mes, when ten years ago he led a reorm movement in New Orleans and ouisiana. O'Donnell in editorials and hrough the news columns of the old *New Orleans American* was telling the truth bout conditions in New Orleans. Escapig death by a miracle, he finally won one f the hardest fought libel cases.

Standing on the wreck of his paper, put ut of business by the politicians in ower, O'Donnell, cleared of libel charges, ooked upon the downfall of corruption in ffice and the clean-up of a degraded city.

Well, what profit that?

"I'd willingly get back into just such nother scrap," O'Donnell said this week. What's the use of living without a fight.

"Editors are failing in their duty, when, or fear of libel or their lives, they hesiate to speak the truth of public official orruption.

"Men of the type of Don Mellett, the onsciences of their communities, are nuch needed today in journalism. Their ives, although perhaps cut short, will be appy and decidedly well worth living."

"What happened in New Orleans?" Mr. O'Donnell was asked. "Did peace nd graft return once more to the city?"

"Well," he replied, "there was a clean olitical sweep throughout the state for he first time in 16 years. Grafters in ffice learned that they could be curbed y a watchful press, and never again have hey been as rotten in either the city or tate as once they were."

It was in late 1916 and early 1917 O'Donnell started fighting political and noral corruption in New Orleans. He was a northerner in the South. That nade his task the harder. Through editorials in his paper, he began a battle oyal to impeach the mayor and commision council.

For 16 years the clique in office had ominated practically the entire city. New Orleans then had a population of 00,000. Divide that figure by two and he white vote could be tallied. Divide he resultant 200,000 by five and the figure pproximates the real vote. There were 8,000 voters on the city pay rolls.

So the men in power were brazen in heir graft. And it took a northerner in hose days to be surprised.

The mayor and his council were interested with New Orleans business men in a local race track. On the statute books of the state was an old law against racing. Gambling was likewise frowned upon. Because the politicians prospered, the aws were broken with impunity.

"Enforce the laws or get rid of them" was the slogan with which O'Donnell launched his campaign of reform. After this academic start he immediately began to hit between the eyes.

To make certain they would have no competition in their gambling venture, the political group started a move to buy another race track. Directors of the local racing association met in the mayor's office.

"Where is the money coming from to buy this race track?" O'Donnell asked editorially. "Is the city treasury safe? The temple is full of possible thieves."

O'Donnell merely asked questions, but truth stood behind them—dangerous truth. That editorial formed the basis of one of several suits for libel brought against him, the only one that eventually came to trial.

Trial, indeed, was delayed.

Continuing his campaign to "enforce the laws or get rid of them," the editor of the American began to challenge his enemies with the question, "Why don't you bring me to trial?", and to tell the other truths to answer his own question as to the reason for delay.

"We've got to get this fool out of the way," became the demand in the camp of corruption.

O'Donnell charged an absolute disrespect of all law in the city. The police denied this charge. O'Donnell threw the lie back at the police. Daily he indicted them.

Two or three blocks away from the city's principal department store were two or three acres of "cribs," women stood lightly clad before the cribs soliciting the youth of the city.

Prostitution, outside of a legally licensed district, was against New Orleans law. The law was being broken. The police were receiving more than $1,000,000 a year in graft, O'Donnell charged.

Reporters from the American were assigned to frequent vice dives accompanied by witnesses and to report all that they saw. They found not only prostitution but also abnormal, immoral, disgusting shows. Laws broken without police interference were recorded daily in the New Orleans paper.

O'Donnell didn't keep his campaign on vice and law violation confined to the lower half. His men discovered and reported law-breaking on the part of the socially prominent.

It was against the law, for instance, for barrooms to be open after midnight Saturdays. Men on the New Orleans American mingled with the social elect in the saloon of an exclusive hotel and the names of those violating the law and unarrested were published.

The police had to do something. One day they arrested some 200 prostitutes. Brought before a local judge, the women were dismissed, with the warning that a second offense would receive punishment.

The judge has done the right thing, O'Donnell declared editorially. These women have been allowed to continue their business for 16 years without interference. Why should they be punished now? Others worse than those women were at fault.

It was this type of reasoning that amazed and angered O'Donnell's enemies.

One chance to expose police graft came to O'Donnell by luck.

He was sitting in his office, guarded as he had to be, by a detective. A young man knocked and entered.

"I want to see you privately," he said.

In these days, O'Donnell was averse to private interviews. He appraised the youth quickly, decided he was honest and safe, and motioned the detective to leave. "All right, come in," he invited.

"I have just been released from the House of Detention," the boy began. "I am risking my life coming here to see you."

"Well, why is that?" smiled O'Donnell.

"I arrived in New Orleans on vacation," continued the boy. "I committed no crime. One night I was arrested and shanghaied to the House of Detention. There were many others like me there. We were being kept there to furnish the police and politicians with 30 days of free labor. Before leaving my life was threatened if I squealed. What is worse, the man in charge is a degenerate who takes a wild pleasure in seeing people tortured."

"You don't expect me to believe all that?" interrupted O'Donnell.

"We were tortured when we refused to work," continued the boy. "Our work was to shingle houses owned by the police, to sweep out police stations, jails and public buildings, to keep the race track in condition."

"All this is incredible," said O'Donnell. "We couldn't use it. I don't suppose you would swear to your charges in an affidavit."

"I certainly would," the boy replied. A notary was summoned. The boy's story was sworn to.

"But how can we corroborate this?", asked O'Donnell. "As it stands, this affidavit is not worth the paper it's written on."

The boy solved this objection. Men and boys who were with him in the House of Detention were looked up on their release. All together, he gathered some 11 witnesses to the truth of his story.

Then came a sensational expose in the American.

Every minute of the day and night, O'Donnell's life was in jeopardy. Members of the political gang thought their editorial enemy must be a physical as well as a mental giant. In this they were mistaken. O'Donnell was worn thin and frail by the fight.

Telephone calls came to his wife at all hours.

"We are going to bump off your husband, if he doesn't quit," a voice would tell her.

Mrs. O'Donnell died under the terrific strain.

O'Donnell himself escaped several plots against his life by sheer ignorance, which his enemies mistook for astounding courage or some unseen sure protection. Once when leaving the Athletic Club to return to his office, three thugs stood in his path.

"Here comes the ———— now," muttered one of them. He continued walking towards them, never dreaming they intended damage.

"How do, Mr. O'Donnell" greeted one of the three

"Why, hello, fellows," returned O'Donnell, raising his hand in salute as he continued walking towards and then passed them.

Such nerve was not understandable to the underworld. According to their rules, the editor seeing three against one should have turned and fled. Then a shot would have rung out, O'Donnell's life ended.

Afterwards O'Donnell learned the three thugs thought he was wearing a shirt of mail and was protected by detectives with guns in a nearby building.

A closer call came in his own office. He was holding an advertising conference. Cigars had been passed. The room was blue with smoke. Sitting at his desk in the center of the group, O'Donnell thought he saw a shadow on the glass of the door directly opposite.

"Someone's outside," O'Donnell whispered to his guard. "Better see who it is."

Before the guard reached the door it was flung open. A man flourishing a revolver leapt across the smoke filled room. O'Donnell felt the cold steel of the weapon against his temple. He heard a click. Though every chamber was loaded the cartridge failed to explode.

Floored by others in the room, the man was arrested, and charged with assault with intent to kill. He had been hired, O'Donnell learned, to kill the editor and publisher of the New Orleans American, promised $7,000 pay if he was successful.

Found guilty of the charge against him, the man was later paroled. Officials said he was drunk with absinthe and didn't know what he was doing.

Such is the melodrama of a fighting editor, which continued throughout the famous trial of O'Donnell on the libel charge.

(To be continued next week.)

NO JUSTIFICATION FOR TYRANNY

By VICTOR H. HANSON

Publisher, *Birmingham* (Ala.) *News*

(Written especially for EDITOR & PUBLISHER*)*

I AM not prepared definitely to endorse any specific plan for curbing the power of judges in constructive or indirect contempt cases. It is really remarkable, considering the enormous power invested in members of the judiciary, that so few abuses have occurred. It is a high tribute to the personnel of the American judiciary that this is true. Under the present system unquestionably grave abuses are possible and the fact that a tyrant is generally benevolent does not justify the existence of tyranny. Probably jury trials for those charged with constructive or indirect contempt would more nearly approach a solution than any other method. Certainly the American press should be protected in its rights to provide for the public interpretive information about judges, while the courts are entitled to full protection against abuse of this liberty.

SMALL HOMES PAGE AND PROGRAM COUPLED WITH AD CAMPAIGN

Home Owners' Service Institute Now Supervising Building Under Newspaper's Sponsorship in 28 Cities— Results of Herald Tribune Feature

IN the spring of 1921, when rents were high and apartments scarce in New York City, the *New York Tribune*, casting about for a new feature to keep its readers happy, began publishing a series of weekly articles on ways and means of acquiring individual homes, with architectural plans and specifications of small suburban homes.

New York was laboring under high rents, people knew little concerning the subject of home buying or building, a condition common among renters, and, in an exodus to the suburbs lay the only relief.

At the end of 1921, the articles on building and the publication of carefully selected home plans had aroused so much interest that an entire page was devoted every Sunday to this subject and an expert on the small home problem added to the Tribune staff as editor. This man was L. Porter Moore, veteran reporter of metropolitan dailies, now president of Home Owners Service Institute of New York City, an organization composed of important factors in the building field, pledged to encouraging better residence construction in this country. Mr. Moore is still editing this feature.

The weekly page was and is known as the "Small House" page, the first full page editorial feature of its kind ever used by a newspaper, and is apart from, and in addition to, the regular weekly Sunday real estate pages. Indeed in looking about for a likely feature for reader interest, officials of the Herald Tribune recognized the fact that the rank and file of readers were not at all interested in the weekly real estate page, that gave no information on the elementary processes of acquiring a home and was written in more or less technical language for realtors and brokers, difficult for the layman to comprehend.

It was recognized that most renters have not the faintest idea how to proceed in home buying or building, that thousands of people put off the undertaking, even though they have the necessary funds, because of this ignorance.

When the Herald Tribune first set about securing their first articles on building, it soon found that there was no material readily available. Experts in each phase of this subject had to be persuaded to set down on paper, often for the first time, the principles of how to go about financing, planning, building, furnishing, decorating, equipping and landscaping the modern home. It is true that there were available many expert small house plans, but these plans had never been put before the general public in published form. The Home Owners Service Institute owned the prize winning designs of the National Small House Competition held in 1921 by the Annual New York and Chicago "Own Your Home" Expositions, gathered together under the auspices of the American Institute of Architects. These, some thirty odd expert plans, were used for a time in this page, but it was soon necessary to assemble other expert plans and have still others specially drawn by prominent architects whom the Herald Tribune succeeded in interesting in the undertaking. Provision was made for readers to obtain all these plans and the specifications at a nominal cost.

Readers were also invited to write to the editor of the page on any problem of home building, from the actual construction to the hanging of the curtains in the bedroom, and hundreds of letters were piled on the editor's desk the first week. The business of reading and answering these letters alone has grown to large proportions and a staff of experts is now required to take care of this phase alone.

During 1922, the venture had become so successful that the Herald Tribune decided to go farther into the matter than the printed word, and began to sponsor the building, furnishing, and opening to the public, in and near New York City, of the homes pictured on the "Small House" Page. The first such demonstration house was opened at Larchmont Gardens, New York, on October 9, 1922, in connection with the first annual observance of Better Homes Week, in an effort to show Herald Tribune readers what a modern home should be. More than 20,000 people inspected this house in the four weeks in which it was open and thousands of readers followed the progress of its construction, from digging the cellar to placing the furniture, as recorded in the weekly "Small House" page.

At that time, as an additional stimulus to home building, the Herald Tribune inaugurated a model home section in gravure, which is published with the Sunday edition on the opening date of each model house, and contains plans and specifications of the model house, various photographic views of the house, construction photographs, the cost of building and much other useful information.

By the end of 1926, more than 50 Herald Tribune model homes will have been opened in and adjacent to New York City under the supervision of the Home Owners Service Institute, and during the four years of this campaign, hundreds of thousands of people have visited these homes. The history of the construction of each home is recorded, step by step, in the "Small House" page from the time ground is broken until



Reader interest led thousands of prospective home owners to inspect one of the 50 new dwellings constructed under the *Herald Tribune's* auspices.

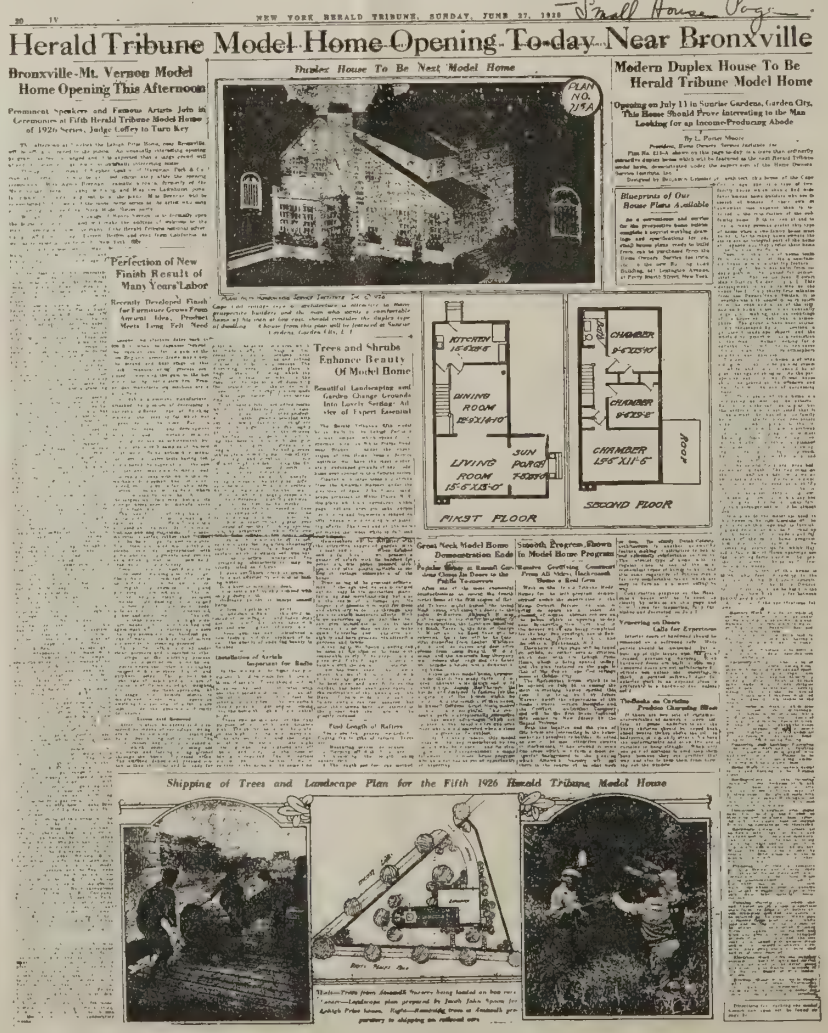
the opening, as was done with the first house.

Advertisers of real estate, building materials, home furnishings and equipment, began to see "reader appeal" in the "reader interest" feature of this publication, and an unexpected increase in real estate display and other allied linage followed. In May, 1922, the Herald Tribune carried 3,420 lines of building materials display advertising and held fifth place among New York morning newspapers in building materials linage. In May, 1926, the Herald Tribune carried 30,682 lines of building materials display advertising.

In 1922, the Herald Tribune carried 569,916 lines of real estate display advertising and in 1925 this linage had jumped to 1,746,084 lines.

About two years ago, when interest in this undertaking became widespread, the "Small House" page was syndicate by the Herald Tribune to other new papers throughout the United States, an the Home Owners Service Institute th supervised the building of the Heral Tribune homes, was urged by other lea ing newspapers in other cities to exter the program.

After months of conference in mar "key" cities, the Home Owners Servi Institute, whose headquarters are 4 Lexington avenue, New York, is unde taking a national demonstration mod homes campaign, stretching from coa to coast, and covering a program of mo than 360 houses to be built in 28 citi The campaign this fall—from Septemb through December—will be under t supervision of a leading newspaper each city and will be conducted in mu the same way as the effort of the Hera Tribune, and will be backed with mo than $3,000,000 to be spent in education advertising, chiefly in newspapers, setti forth the principles of good constructi and equipment in the modern home.



A solid page of information for the man who wants to build or own a small home in the suburbs is a regular feature of the Sunday *Herald Tribune*.

OIL MEN TACKLE FRAUDS

Tulsa Group Co-operate Against Sha Schemes of All Kinds

Oil companies in Tulsa and the Okl homa section of the mid-continent fie have begun the Tulsa Fraud Bureau as part of their work. The object of t bureau is to rid the field of fraudule and fake oil concerns. Louis Lefk former manager of the Tulsa Better Bu ness Bureau, dissolved last December, manager of the new bureau.

Work already has begun, six investig tions being started the first week. T organization will investigate and repo on all advertising and stock sellin schemes in all lines, as well as in t oil game. All one issue programs, ra road guide propositions, labor reviev soldier or ex-service booklets, or oth stock selling plans will be thoroughly i vestigated.

Confidential reports on each will mailed to members and also to chambe of commerce in northern and northea ern Oklahoma.

MONESSEN PAPERS MERGE

Announcement has been made of t amalgamation of the *Monessen* (P *News* and the *Friday Evening Call*. T two papers will be published under t name of the *Monessen News-Call*. Ca L. Schuck, former publisher of the Ne will be president and general manag of the new paper, and Harold J. Ru former publisher of the Friday Eveni Call, will be editor-in-chief.

CUERO PAPER BUYS PRESS

The *Cuero* (Tex.) *Record* is install a new Model A. Duplex press.

INTELLECTUALS STUDY POWER OF U. S. PRESS

World News, Public Opinion, Subsidies and Advertiser Control Discussed Before Institute of Politics, Williamstown, Mass.—Arthur S. Draper, New York Herald Tribune, in Chair

EXAMINATION of newspapers and their power in molding public opinion began the last two days of last week before a distinguished gathering of college presidents, professors, doctors, lawyers and clergymen attending the annual Institute of Politics at Williams College, Williamstown, Mass.

With Arthur S. Draper, assistant editor of the *New York Herald Tribune*, in the chair, the press section of the Institute, will continue discussion of the subject "Public Opinion and World Affairs," on each Friday and Saturday of this month.

The subject was introduced by Mr. Draper, July 30 and 31, and subsequent discussion concerned comparison of British and American newspapers in presentation of world news, definitions of public opinion, press subsidies, and advertiser control.

Mr. Draper, in an exclusive interview with EDITOR & PUBLISHER this week outlined the agenda for the weekly public opinion conference, explaining the queries of the intellectually curious concerning the press he hoped would be answered by speakers and by debate.

Mr. Draper opened the conference last Friday with the assertion that the press was the greatest power for influencing public opinion today.

"You may deplore or accept this statement," he declared. "Whether you deplore it or not, it is true."

From this introduction, Mr. Draper at the conference to be held during the three week-ends of this month, told EDITOR & PUBLISHER he hopes to develop the following points in the order named:

1—That journalism today is highly technical. There is nothing "hit or miss" about it. More money and more brains are going into the production of American newspapers today than ever before in the history of U. S. journalism.

2—That most criticisms of the press concerning the frailities of newspapers and their accessibility to outside influences are ridiculous.

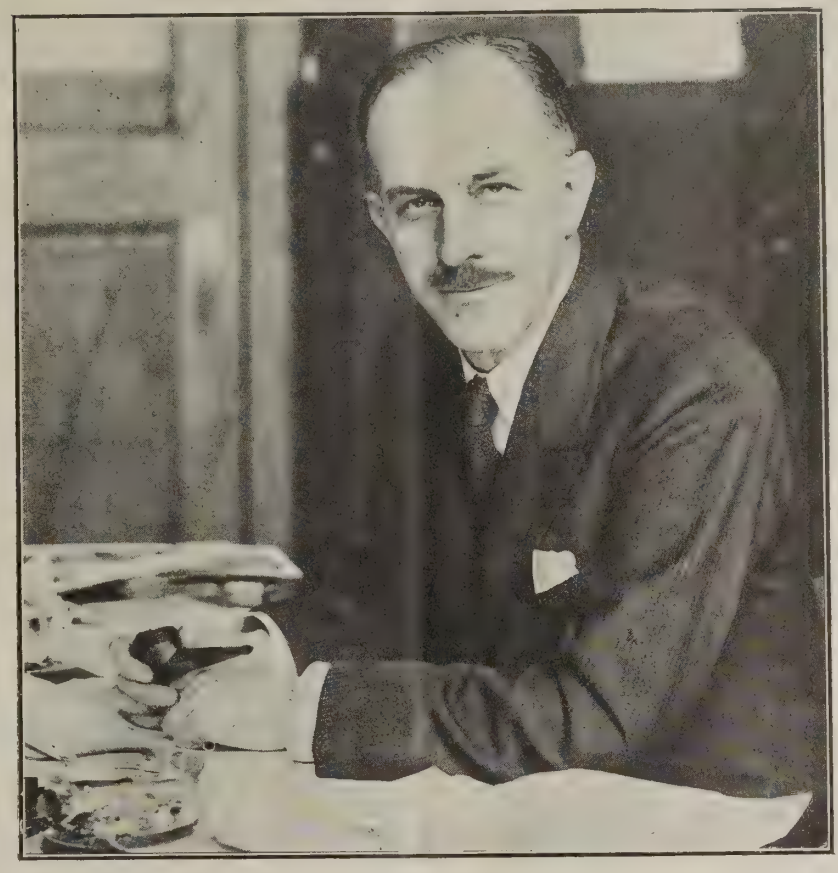
3—That there are two kinds of propaganda, namely: flagrant free advertising and the spreading of legitimate information.

This week, Aug. 6 and 7, the chief newspaper speakers before the Institute, will be Kent Cooper, general manager of the Associated Press, and Hal O'Flaherty, foreign editor of the *Chicago Daily News*.

"No serious-minded American newspaper man is satisfied with our newspapers today," Mr. Draper declared in his opening speech at Williamstown last Friday. "Proud he may be of the standard to which they have attained, but he believes that they can go much further, be a greater influence for good in the world, help more in the establishment of better international relations."

Norman Hapgood started discussion by taking issue with a statement made by Mr. Draper, that the American press is superior to the British. British papers he said, seem to function more freely and to be more independent than those in America. He said he got more information out of the English journals on the subjects he wanted to know about than he was able to do in the United States periodicals.

Declaring that British papers have recently criticized the United States for being "Woefully ignorant of European affairs," Mr. Draper asked: "What does Europe learn about us from its press?" It has heard about Ellis Island, about rum row, about Hollywood, about Senator Borah's views on the League and debts, about lynchings, about prominent divorcees and gunmen, about railroad wrecks.



Arthur S. Draper

"Only a few foreign correspondents stationed in this country confine their dispatches to reports of the serious problems; but the rest of them are under instructions to send so-called 'human interest' items on the ground that Europeans are not interested in highly involved American politics.

"These correspondents do not send one-tenth as much American news as we receive from Europe. Britons have been so interested in their own affairs and the problems of Europe that they have paid little attention to us until quite recently. All I desire to bring out is that the American public has a better opportunity to learn what is going on in Europe than our friends on the other side have to know what we are doing and thinking."

Sir Frederick Whyte, British legislator, answering Mr. Draper, referred to an item in a New York morning paper under the heading, "British Isles are rocked by violent earth shocks." On reading this headline, Sir Frederick said, he had found that the cable which introduced it, announced merely that a slight earth tremor had been felt in a single town on the Hampshire and Dorsetshire boundary.

The American headline writer had translated this minor fact into an "earthquake." Sir Frederick urged the formation of a "school of headline writing" as a corrective to such incidents in the American press.

The working of public opinion, in England defeated the general strike, said Sir Frederick. However, the power of massed finance upon journalism in England, he said, has served to diminish the diversification of British journalism and changed "organs of public opinion" into mere "purveyors of news." The control of many newspapers by one man is a major factor in reducing the number of independent papers.

Applause greeted the statement of Arthus K. Kuhn, New York lawyer, that the American press lays an over-emphasis on crime. The newspapers' emphasis on this feature, he said, is a factor in the crime wave and in the high amount of criminality in the country. Regarding international news, Mr. Kuhn said a similar over-emphasis appears in playing up sensational features of foreign affairs.

There is, as a rule, little harmony between the editorial policy of decrying sensationalism with action on the news pages, in which editors reach out for as much sensationalism as their competitors.

Freedom of the press, he added, is a fine thing; but he felt that the American law is "fragmentary" in safeguarding the public against control of the press by subsidization from selfish private interests. Mr. Kuhn roused opposition by urging a law to make it a crime for a newspaper to publish news or propaganda for which it is privately paid. Some American newspapers are unduly influenced by their advertisements, he declared.

Henry K. Norton, writer on Asiatic affairs and James King, editorial writer on the *Boston Transcript*, took sharp issue with Mr. Kuhn's proposal for restricting propaganda in the press by laws. Later Mr. Norton added that if American papers show greater enterprise than British papers, the latter are far the superior in thoroughness.

"May I ask Mr. Kuhn if he can recall any instance of direct subsidy of any reputable paper, such as the *Times, World*, Tribune or any reputable Boston morning paper," Mr. King asked.

"Certainly not," said Mr. Kuhn, "but we know that particularly abroad foreign papers are engaged in propaganda. Is not that your understanding, Mr. King?"

Mr. King: "Absolutely, but I thought you were casting that suspicion on our press."

Mr. Kuhn: "We had instances during the war where certain papers were accused of representing foreign countries and there were convictions in the State of New York for statements made that were not true, that certain papers were free from foreign influence. But I say that ought to reach the statute books of many countries. I am of the opinion that the American press is an unsubsidized press. I make it as strongly as I possibly can.

"I think it should be said that a great many papers are influenced also by their advertisers, which is an indirect form of subsidy."

"Insistence of editors on harping on some pet subject, such as war with Japan," was decried by Mr. Norton. He cited a recent example of an attack on Japan by a press syndicate to prove his case. Such prejudicial views as these, he said, are essentially more dangerous than either direct or indirect subsidies.

"Baseball English," as used by many journals of the United States, was attacked by Albert C. Perin, New York engineer, who said that slang and poor grammar was a commentary on the poor education of the readers.

Mr. Draper declared "the press is the most powerful agent in molding public opinion in the world today." As the press grows in influence, political power passes from the hands of a few into those of an ever-widening group. A reason why the American press is the most powerful in the world, he said, is that it "enjoys the greatest freedom and is the least susceptible to political and other influences." To prove the point, Mr. Draper quoted from a book recently published by the British Foreign Office on "press laws of foreign countries."

"With all respect to the British," he said, "the facts show that the American press enjoys the greatest freedom."

It does not follow, he added, that individuality and personal liberty go hand in hand with press freedom. In England Socialist-Labor periodicals and Communist papers are sold which have no counterpart in America. Nevertheless, he said, the American press works under fewer handicaps, is more democratic and more enterprising in gathering news.

The three types of newspaper articles calculated to influence public opinion, Mr. Draper said, are news dispatches furnished by a news agency; special signed articles by staff correspondents or special writers, and editorials. The greatest responsibility rests on the foreign correspondent on whom the editorial writer is largely dependent, he said.

"In the last 10 years the number of editorial writers on foreign subjects has increased greatly and today all the important American newspapers employ one or more writers who specialize on foreign affairs."

Foreign correspondents, are being selected with more and more care. "In no spirit of boasting," he said, "I venture to say that American publishers are showing more enterprise than those of any other country in gathering news from every part of the world. What is equally important is that they are insisting on a higher and higher standard of correspondence."

He quoted Herbert F. Gunnison, president of the *Brooklyn Daily Eagle*, to the effect that considerable number of newspapers have sprung up which "cater to that great mass of human beings who are just beginning to read. These sometimes make us underestimate the average newspaper reader's intelligence."

"Despite the growth of this type of newspaper," he concluded, "the journals of this country, which aim at high standards, have no reason to feel discouraged. On the contrary they are gaining in influence and power."

Dr. Moriaz J. Bon, German publicist and financial authority, said he is frequently asked to write special articles for the Berlin press, but he doubted whether his articles have much influence in molding opinion. People read such economic articles rather out of curiosity and for their own amusement, than to make up their judgments.

WORLD'S JOURNALISTS ENROLLED TO ATTEND PRESS CONGRESS IN SWITZERLAND

THE roster of those who have made reservations for accommodations to sail with the official Press Congress of the World party on the Cunarder Carmania, Sept. 4, and delegates who are now in Europe, together with the list of representatives of delegates from foreign countries to the Third Congress to be held at Geneva-Lausanne, Switzerland, September 14-18, follows:

ALABAMA

J. A. Rountree, Birmingham, publisher *Dixie Magazine* and United States Good Roads Magazine, and director general of the United States Good Roads Association, Inc.

CALIFORNIA

Charles K. McClatchy, publisher *Sacramento Bee.*
Hugh A. Studdert Kennedy, Director in America, Russell-Kennedys, Inc., Interpretative News Services, San Francisco.
Crombie Allen, publisher *Ontario Report;* President Southern California Associated Dailies.

COLORADO

James G. McCormick, publisher *Ft. Collins Express-Courier,* and Mrs. McCormick.

DISTRICT OF COLUMBIA

Charles Edward Russell, Washington correspondent.
George H. Carter, Public Printer for the United States.
Dr. Edward O. Reed, Chief of Tests of the Government Printing Office.

FLORIDA

Col. Charles D. Haines and Mrs. Haines, International Press Foundation, Altamonte Springs, Fla.

GEORGIA

Mrs. Mildred Seydell, *Georgian,* Atlanta.
E. K. Lumpkin, Athens, and Mrs. Lumpkin.

HAWAII

Frank J. Cody, publisher *Hilo Tribune-Herald;* Mrs. Cody and Mrs. Emma L. Aungst.

ILLINOIS

J. C. Langtry, *Buildings and Building Management,* Chicago.
Walter A. Strong, publisher *Chicago News.*
H. U. Bailey, publisher *Princeton Republican,* and Mrs. Bailey.
Mrs. M. S. Shaw and Mrs. W. H. Bradwell, *Dixon Evening Republican.*
G. D. Givens, associate editor, Mt. Sterling *Democrat-Message,* and Mrs. Givens.
W. J. Smith, publisher *Waukegan Sun,* president Illinois Press Association, and Mrs. Smith.

INDIANA

Judge Henry Douglas Pierce, Indianapolis.
Mrs. Charlotte K. Woodring, *Peru Journal.*

IOWA

S. G. Goldthwaite, publisher *News-Republican,* Boone, and Mrs. Goldthwaite.

MASSACHUSETTS

George T. Richardson, editor *Worcester Evening Post,* and Mrs. Richardson.
Miss Florence E. Whittier and Wm. L. Tindel, Boston.
Joe Mitchell Chapple, *National Magazine,* Boston, and Mrs. Chapple.

MICHIGAN

Charles N. Halstead, *Lansing State Journal.*
Mrs. E. Cora DePuy, writer, Detroit.
Mitchel V. Charnley, assistant managing editor *American Boy,* Detroit.

MINNESOTA

C. K. Blandin, publisher *St. Paul Pioneer-Press.*
John W. Norton, *St. Paul Pioneer-Press.*

MISSOURI

Dr. Walter Williams, president of the Press Congress of the World and Dean of the School of Journalism, University of Missouri, Columbia, and son, Edwin.
Omar D. Gray, publisher *Sturgeon Missouri Leader,* and Mrs. Gray.
Frank P. Glass and Mrs. Glass.
William Southern, Jr., publisher *Independence Examiner;* president of the Inland Daily Press Association, and Mrs. Southern.
John C. Stapel, publisher *Atchison County Mail,* Rockport, and Mrs. Stapel.
Charles L. Woods, publisher *Rollo Herald,* and Mrs. Woods.

NEW HAMPSHIRE

F. W. Hartford, publisher *Portsmouth Herald.*
George W. Kriegesman, editor *Webster News-Times* and Mrs. Kriegesman.
Dr. A. R. McComas, official physician, Sturgeon.

NEW JERSEY

Sydney Lazarus, publisher *Bayonne Times;* Mrs. Hyman Lazarus and Hyman Lazarus, Jr.

NEW YORK

Wallace Odell, publisher *Tarrytown News,* and Mrs. Odell.
John K. Walbridge, publisher *Saratoga Springs Saratogian,* and Mrs. Walbridge.
Thomas J. Blain, publisher *Port Chester Item,* and Mrs. Blain.
Gardiner Kline, publisher *Amsterdam Recorder.*
James W. Brown, Secretary-Treasurer Press Congress of the World; Owner of EDITOR & PUBLISHER, and Mrs. Brown.
R. W. Orcutt, Mergenthaler Linotype Company, Brooklyn, and Mrs. Orcutt.
William Allen Underhill, *Corning Leader.*
Henri M. Hall, publisher *Jamestown Journal,* and Mrs. Hall.
William O. Dapping, publisher *Auburn Citizen,* and Mrs. Dapping.
Elmer E. Conrath, publisher Cuba *Patriot and Free-Press,* president New York Press Association, and Mrs. Conrath.
J. E. Klock, publisher, *Kingston Freeman.*
Dr. J. H. Cunliffe, School of Journalism, Columbia University, New York City.
Guy P. Jones, editorial staff, North American Newspaper Alliance.
Lawrence H. Odell, White Plains.

NORTH CAROLINA

Charles K. Robinson, *Asheville Times.*
W. C. Dowd, publisher *Charlotte News.*

OKLAHOMA

Johnson D. Hill, *Tulsa Tribune,* and Mrs. Hill.
N. A. Nichols, publisher *El Reno American,* secretary Oklahoma Press Association.

OHIO

R. C. Snyder, publisher *Norwalk Reflector-Herald,* president Associated Dailies of Ohio, and Mrs. Snyder.
Mrs. Delia A. Holbrook, *Sydney News.*
Charles A. Rowley, publisher, *Ashtabula Star-Beacon.*
John Leahy, editor, *Painesville Telegraph.*

PENNSYLVANIA

Dietrick Lamade, publisher *Pennsylvania Grit,* Williamsport, and Mrs. Lamade.
The Misses Elizabeth and Mildred Zerbey, *Pottsville Evening Republican.*
A. Nevin Pomeroy, proprietor *Chambersburg Franklin Repository,* and Mrs. Pomeroy.

TEXAS

W. T. Kemper, Jr., special representative *San Angelo Daily Standard.*

VIRGINIA

Dr. Edwin A. Alderman, president University of Virginia, Charlottesville.

AUSTRALIA

F. W. Tonkin, editor-manager, Australian Newspaper Cable Service.
Guy Innes, London Bureau, Australian Newspaper Cable Service.

ARGENTINA

Editorial representative of *La Prensa,* Buenos Aires.

BRAZIL

Joao Castaldi, proprietor *A Capital,* S. Paulo.

CANADA

Oswald Mayrand, publisher *Montreal La Presse.*
F. B. Ellis, proprietor *St. John Globe,* St. John, N. B., and Mrs. Ellis.

CENTRAL AMERICA

Dr. Virgilo Rodriguez Beteta, Guatemala City, Guatemala.

CHINA

Lian-ling Chang, former editor *Peking Daily News,* now Chinese Consulate General, New York City.

COLOMBIA

Don Abel Carbonell, director *Diario de Comercio,* Barranquilla, Colombia.
La Nacion, of Barranquilla.

CUBA

Ramon Ros, *La Defensa,* Manzarillo.
Pedro M. de l'Concepcion, director *La Informacion,* Havana.

ECUADOR

Cesar Borja Cordero, correspondent *El Guante,* Guayaquil.

EGYPT

G. B. Takla, proprietor *Al Ahram,* Cairo; president Egyptian Press Association.
Hussian Haikal Bey, Cairo, Egypt.

EL SALVADOR

J. Plecid, *De Correo,* San Salvador.

ENGLAND

Lt.-Col. Edward Frederick Lawson, D.S.O., *London Daily Telegraph.*
Sir Robert Bryce, president Institute of Journalists, London.
Herbert Jeans, chief editor of *Reuters,* of London.
H. J. J. Sargint, London manager, the North American Newspaper Alliance.
T. Terry Champion, London representative Canadian Press.
Valentine Knapp, chairman journalism courses of the University of London.

FRANCE

Stephane Lausanne, *Le Matin;* chairman committee on Ethics of Journalists and Standards of Practice.
Senator Paul DuPuy, *Le Petit Parisien.*
Marcel Knecht, *Le Matin.*
The Agence Havas.
Paul Scott Mowrer, director in Europe of the *Chicago Daily News.*
William Bird, European director *Consolidated Press Association,* Paris.

GERMANY

Dr. R. W. Drechsler, Berlin.
Dr. Wilhelm Schwedler, Chefredakteur der *Trans-ocean,* Berlin.
S. Dunbar Weyer, manager for Central Europe for International News Service, Berlin.
D. Emil Faktor, chefredakteur *Berliner Borsen-Courier,* Berlin.
Theodor Wolff, chefredakteur des *Berliner Tageblattes,* Berlin.
Georg Bernhard, chefredakteur *Vossischen Zeitung,* Berlin.
Gustav Richter, geschaftsfuhrender Voritzender des Reichsverbandes der deutschen Presse, Berlin.
Paul Baecker, M.d.R., Leiter Parlamentsdienstes der *Deutschen Tageszeitung,* Berlin.
Heinrich Rippler, chefredakteur *Taglichen Rundschau,* Berlin.
Cajetan Freund, redakteur *Munchener Zeitung,* Munchen.
W. Ackermann, chefredakteur der *Deutschen Tageszeitung,* Wunsdorf-Zossen.
Dr. Stanpfer, chefredakteur *Vorwarts,* Berlin-Tempelhof.
Herman Orth, chefredakteur *Germania,* Berlin-Wilnersdorf.
Dr. S. Brealauer, chefredakteur *Berliner Lokalanzeigers,* Berlin.
Dr. Ach. Teipel, redakteur *Germania,* Berlin-Steglitz.
Dr. Emil Dovifat. Deutsche Institut for Zeitunrskunde, Grunau-b-Berlin.
Dr. Ehlers, chefredakteur, literary department, Norddeutsche Lloyd, Bremen.
Alexander Giesen, redakteur *Frankfurter Zeitung,* Frankfort-Main.
Dr. Hoeber, chefredakteur *Kolnischen Volkszeitung,* Koln Rhein.
Ach. Gesell, chefredakteur *Telegraphen Union,* Berlin, Steglitz.
Dr. Edgar Stern-Rubarth, chefredakteur in W.T.B., Berlin-Zehlendorf.
Prof. H. K. Frenxel, editor *Gabraushsgraphik,* Berlin.

GREECE

Thales Coutoupis, *New Era,* Athens.

HOLLAND

J. C. Peereboom, vice-president De Nederlandsche Dagbladpers, manager *Haarlem Dagblad.*

INDIA

Rustom N. Vatchaghandy, publisher *Sanj Vartaman,* Bombay.

ITALY

Hans Gorlich, Bolzano, and Mrs. Gorlich.

JAPAN

J. Russell Kennedy, managing director, Russell-Kennedys, Inc., Interpretative News Services, Tokyo.
Tomin Suzuki, Nippon Dempo Tshushin Sha, Tokyo.
Toshio Niho, *Tokyo Kokumin Shimbun,* Tokyo.
Shu Sano, *Tokyo Hochi Shimbun,* Tokyo.
M. Zumoto, Nippon Dempo Tshushin Sha, Tokyo.
R. Shigetoku, Paris representative, *Tokyo Asahi Shimbun.*

KOREA

D. S. Kim, editor and publisher *Korea Daily News,* Seoul.
Shin Suk Woo, director *Korea Daily News,* Seoul.

MEXICO

Felix F. Palavicini, *El Universal,* vice-president for Mexico.
Jose Gomez Ugarte, *El Universal,* vice-president for Mexico.
V. Villasana, *El Mundo,* Tampico, Mexico.
Dr. Lara Pardo, *Excelsior,* Mexico City.
Mrs. Rafael Alducin, *Excelsior,* Mexico City.

NEW ZEALAND

Robert Bell, *Lyttleton Times,* Christchurch.
Charles Wilson, *Wellington Dominion,* and Mrs. Wilson.
Fred Earle, *Truth,* Wellington.
P. Selig and daughter, Mrs. Oscar Josephson, Christchurch.

PERU

Dr. Luis Miro Quezada, editor and publisher, *El Comercio,* Lima.
Luis Varela Obregoso, President of the Press Circle of Peru.
Pedro Ruiz Bravo, director, *El Tiempo,* Lima.

PORTO RICO

Arthur J. Pellerano Alfau, Newspaper Association of Porto Rico.
J. Aybar, *Workingman's Union,* San Juan.

SOUTH AFRICA

F. Horace Rose, vice-president, formerly editor *Natal Witness.*

SWITZERLAND

Dr. Edouard Chapuisat, *Journal de Geneve,* Geneva.
Dr. Jean Martin, *Journal de Geneve,* Geneva.
Joseph E. Sharkey, Geneva correspondent, *Associated Press.*
W. H. G. Werndel, chief correspondent for *Reuters,* of London, at Geneva.

URUGUAY

Julian Nogueira, editor, and Alberto Lasplacez, *El Dia, Montevideo.*

$160,000,000
in New State
Construction

Jacksonville and other Florida cities have practically reached their total building permits of a year ago in the first six months of 1926.

It is convincing evidence that Florida is building at a more rapid pace than ever before. This fertile country, a ready market for everything from paper napkins to palatial yachts, is served by the Florida Times-Union. Exceeding all other state publications in circulation, the pages of the Florida Times-Union are the logical place to tell your advertising story.

The Florida Times-Union
JACKSONVILLE

PITTSBURGH LINAGE

Several weeks ago *Editor & Publisher* published comparative advertising linage figures of the newspapers of the larger cities. As Pittsburgh is the third largest market in the United States the linage figures of Pittsburgh newspapers should have been included. The following is a compilation made by the De Lisser Bros., Incorporated, Accountants and Auditors, for the period from January 1, 1926, to June 30, 1926.

	Local Display	Foreign Display	Classified	Total
DAILY				
PITTSBURGH PRESS	6,074,015	1,478,988	1,368,933	8,921,936
Chronicle Telegraph	4,595,848	1,188,862	421,810	6,206,520
Sun	3,768,747	545,998	290,728	4,605,473
Gazette Times	1,739,400	789,892	480,666	3,009,958
Post	1,842,455	797,078	437,212	3,076,745
SUNDAY				
PITTSBURGH PRESS	1,836,031	835,422	1,108,041	3,779,494
Gazette Times	1,322,945	594,674	451,367	2,368,986
Post	1,305,552	585,647	394,151	2,285,350
DAILY & SUNDAY				
PITTSBURGH PRESS	7,910,046	2,314,410	2,476,974	12,701,430
Gazette Times	3,062,345	1,384,566	932,033	5,378,944
Post	3,148,007	1,382,725	831,363	5,362,095

THE PITTSBURGH PRESS, Daily and Sunday, seven issues, had a net gain of 1,036,596 agate lines over the same period a year ago, compared with a gain of 765,758 for the Gazette Times, Morning and Sunday, and the Chronicle Telegraph, Evening, thirteen issues. In the same period, THE PITTSBURGH PRESS, Daily and Sunday, seven issues, had a net gain of 174,832 agate lines in National Advertising as compared with 121,744 for the other papers, thirteen issues.

THE PITTSBURGH PRESS, Daily, has 33,254 *more* net paid circulation in the city of Pittsburgh than *both* other evening newspapers *combined*, and the Sunday Press has 22,673 *more* net paid circulation in Pittsburgh than *both* other Sunday newspapers *combined!*

THE PITTSBURGH PRESS, Daily and Sunday, carries more advertising than any morning, evening and Sunday combination in Pittsburgh. THE PITTSBURGH PRESS has one of the lowest milline rates in the United States.

The Pittsburgh Press

A Scripps-Howard Newspaper

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York

PUBLIC LEARNING VALUE OF NEWSPAPER GOODWILL

(*Continued from page 3*)

the average net earnings of the past five years and multiply by five to give a goodwill valuation would give a fair picture of the possibilities held by a paper with such traditions in an old, yet progressive city. Neither would another rule which takes the average gross earning of five years as a bottom on which to set up goodwill. Neither would the old rule of $10 per subscriber, nor the average of these and all the other yardsticks will give the true value of any individual newspaper.

Many appraisals have been made in recent years with a view to consolidating two competing newspapers or placing a morning and an evening paper under one management and one roof. Many questions as to tangible values arise in these questions which are not involved when a newspaper has the field to itself.

Take the case of a medium-sized city which for years has been reading a six-day evening paper and a seven-day morning paper. It has paid 5 cents a copy for its evening paper and 3 cents daily, 5 cents Sunday for the morning. Circulation figures are about a standoff, but the goodwill values are not. The 5-cent daily paper, assuming that its circulation rests on sound methods and has not been inflated by recent strong-arm promotion schemes, has a larger goodwill item for its six days' circulation than has its competitor. The very fact that people pay more to read it six days than they do for its seven-day competition gives it a higher value to the advertiser and therefore both to the buyer and the seller. This condition is reflected in a number of fields where conditions similar to those outlined prevail. In some of these fields the amount of business carried by the six-day paper exceeds the volume of the seven-day paper and pays a higher average advertising rate. In a case like this, where the casual observer would give the seven day paper a higher goodwill valuation than its six-day rival, the latter wins the higher rating from the shrewd and careful appraiser.

In transactions of this character, which have been frequent during the past few years, the question of Associated Press memberships has usually been discussed at length. Where both morning and evening parties to a merger of operations are members of the Associated Press, the appraiser for obvious reasons, commonly gives a shade in the valuation to the morning paper, though it is seldom that any actual money value is stated in such a formal valuation.

Earnings, it goes without saying, are the basic factors in any estimate of a newspaper's goodwill, but as pointed out above, this value can be considerably enhanced by characteristics of the city of publication—great real estate development, a comprehensive paving program which will make it the hub of a rural community hitherto difficult of access, a re-planning of the principal streets and civic centres on artistic and economically convenient lines, growing export and import commerce through a good harbor. These elements increase the volume of trade, induce newcomers to settle in the region, make it a pleasant place for the prospective buyer to live and rear his family, and are usually reflected in the seller's appraisal of his property. And it must be remembered that the present day is a seller's market and that a newspaper owner has no economic pressure today to sell his property for less than he believes it worth.

The character of a city and surrounding area also may operate to decrease a goodwill appraisal that would seem to be warranted by the advertising and circulation earnings of a previous comprehensive period. A shrewd buyer would not accept the seller's top figure for a newspaper in an industrial or mining region which has passed through a long period of prosperity due to full operation of mills factories or mines. Such a period is now and then a precursor of an era of industrial unrest or sluggish demand for the factory products. The fat earnings of the prosperous period can easily fall below the cost of producing the paper in the face of a protracted strike or a layoff due to bad conditions in the city's principal industries, and these unseen factors are not overlooked by the careful newspaper man. No rule can be laid down for the percentage to be written off the apparent goodwill for this cause, but in one case known to EDITOR & PUBLISHER the buyer cut the seller's top figure by 10 per cent.

Appraisal of the goodwill value of a newspaper which has been operated at a loss over a considerable period presents curious problems and its selling price often reflects no scientific determination of its earning powers, but rather the price at which the owner is willing to get out with the least possible loss to himself. Take a newspaper in a city of 20,000 which has been earning a gross revenue of $100,000 a year and showing a net loss of $5,000. Competition is strong in the opposite field, but the city has a good history of growth and promises well for the future. It has a small but vigorous group of local industries and is the centre of a fertile staple farm district. The buyer might well be justified in assuming that the paper's trouble rested not in its field but in its past management. He could safely assume that the small deficit could be overcome and turned to an equal profit within a year by a strict budget, curtailment of expenses wherever possible and intensive work by himself and a small staff. Under these conditions, he might pay for the goodwill item a sum approximating the paper's gross annual earnings, averaged over several years, plus the value of whatever tangible assets it possessed. Probably, astute bargaining with the owner would obtain the property for considerably less and on terms which would permit liquidation of the purchase price out of earnings in a comparatively few years.

The latter factor has assumed increasing importance in the field of newspaper values as it has in practically every other line of buying and selling. In the sale of the *Chicago Daily News* the price paid by the purchasers was probably lower than it would have been had the Lawson trustees been permitted to make the purchase price payable over a period of years. The Daily News sale was a cash transaction, the necessary funds over the binder payment being raised by the immediate sale of bonds. In the majority of newspaper transactions, however, the buyer with a history of successful newspaper operation and financial integrity has no difficulty in obtaining a number of years in which to pay off two-thirds, more or less, of the purchase price. In several recent sales, the idea has been that the purchase money should be paid in full out of earnings in ten years or less and there has been considerable conversation among newspaper executives in the past year or so to the effect that a newspaper should pay for itself in seven years.

The latter theory is apparently based on the fact that newspaper earnings during 1924 and 1925 have been uniformly higher than in previous years, some holding that 20 per cent on the gross turnover is not an excessive net revenue in a good year for a newspaper. Not a great many newspapers do that well, even in these prosperous times, but the number earning a net of 15 per cent or more on their gross income is much larger than it was five years ago. The oft-mentioned hazardous nature of the business has been reduced by the elimination of newspapers weakened by political ties or by slovenly management practices, and the majority of the newspapers which survive are capable of earning a profit even in the face of general business depression, though prolonged local stagnation could not be faced with equanimity. Shut-down of factories and mines stop the turnover of money in those industries, but they affect more slowly and less deeply the advertising of local and national firms which must continue to get their income from the public, from savings if not from earnings. The newspaper publisher is likely to feel severely the slow collections for the business he carries during such a period, as his expenses are of a kind that must be met weekly or whenever due, with little possibility of extending any of the major items.

From all of the hundreds of newspaper sales that have been made in recent years, there is only one rule that can be drawn covering valuations, which is that no rule or yardstick will fit all situations. Each transaction requires independent, expert appraisal, with full consideration of all factors.

DISMISS BALL PLAYER SUIT

Complaint brought in the U. S. District Court, of New Jersey, by the Star Ball Player Company against the Playograph Company, charging infringement of two patents identified as Nos. 1,071,080 and 1,127,498, relating to improvements in methods of reproducing base ball games on newspaper bulletin boards, was dismissed last week by Federal Judge Bodine.

Advertising in New Orleans

National Advertisers

Must you pay a tax to sell just New Orleans? Yes—if you use a medium with a great part of its circulation widely scattered over outside territory. NO—if you choose the concentrated city circulation of the New Orleans STATES.

Concentrated circulation, least waste, greatest value and highest efficiency makes the STATES the most effective advertising medium in New Orleans. John M. Branham Company, representatives.



New Orleans States

When One Paper
in a period of 6 months
GAINS
39%
more national advertising than any other paper in its field—
IT MEANS SOMETHING!

From January 1 to June 30, 1926

Los Angeles Times printed national advertising to the amount of 2,276,596 agate lines, gaining 578,130 agate lines over the corresponding months a year ago, *a 39% greater gain than the nearest Los Angeles newspaper.*

Los Angeles Times

Eastern Representatives: Williams, Lawrence & Cresmer Co.
360 N. Michigan Blvd., Chicago—285 Madison Ave., New York

Performance
Is What Counts

The Cleveland News
Daily and Sunday
Ohio's Greatest Newspapers

OFFICE OF THE PRESIDENT

July
14th,
1926.

Mr. H. V. Ball, Vice-President
R. Hoe & Co.,
504 Grand St.,
New York, N.Y.

Dear Mr. Ball:

Hoe & Co. is to be congratulated on the results we have obtained from the Superspeed Presses in The News' plant.

Last week we moved into our new building, starting sixteen new units the first day and the additional four units the second day. Notwithstanding the fact that our press crews were inexperienced on the unit type of construction and that the presses never had a real trial run, every edition went out on time without any fussing or special effort on the part of the crews.

We are well pleased for such a performance, combined with the prompt delivery and speedy erection of the entire equipment, as well as the splendid construction throughout, instills a confidence in our press equipment that is gratifying.

I would enjoy going down and serving my pressman's apprenticeship over again.

With best wishes, I remain

Sincerely yours,
Dan R. Hanna Jr.
President.

DRHJr:L

Hoe machines excel in ease and accuracy of operation, dependability, and quality and quantity of output.

R. HOE & CO., INC.

504 GRAND STREET, NEW YORK CITY

Chicago, Ill. London, England Dunnellen, N. J. Boston, Mass.

REWARDS OF JOURNALISM GO TO THOSE WHO LEAVE IT, SAYS JOHNSON

Under the title "The Asses' Profession," Gerald W. Johnson discussed the recently reported salaries of Columbia journalism graduates in the Baltimore Evening Sun of Aug. 3. Mr. Johnson is associate editor of the Evening Sun, is a former professor of journalism at the University of North Carolina and had been a newspaper man in that state for many years. His expressions on the rewards of journalism follow:

THE Columbia School of Journalism recently made a report that is bound to result in some more or less rueful cogitation on the part of newspaper men. The report gave the average income earned by graduates of the school. It appears that the average salary of a Columbia graduate of ten years ago is $6,016 if he has remained in newspaper work, $10,330 if he has gone into publicity and $16,019 if he has abandoned everything that smacks of newspaper work and gone in for something else.

It is generally conceded that by the end of ten years a graduating class has had time to shake down into the strata of which it will be composed for the remainder of its members' lives. By the end of the tenth year the exceptionally able men have come to the top, the hopelessly incapable have sunk to the bottom and the moderately gifted have shown unmistakable evidence of their mediocrity. Ten years is long enough for the graduate to get on his feet in the world outside the college walls and not long enough for him to have done the best of which he is capable. Therefore, it is a good time to make a forecast of what will eventually come of the class as a whole.

In ten years the exceptional men of a graduating class of the Columbia School of Journalism have risen high enough to command an average salary of $16,019 a year. That isn't bad. But it is a bit startling to find that these are the men who have abandoned journalism altogether. On this showing the best proof that a newspaper man has brains is his getting out of newspaper work. It is a theory that many newspaper men have maintained privately for a long time, and it is doubly vindicated by the demonstration that the man who gets even half out of newspaper work commands an average salary of $10,330 a year. This is the price of the publicity expert, whose business is to prey upon the newspapers.

Doubtless a certain number of the men listed as in publicity work are mere advertising agents. Their work is legitimate enough, but they are not the real publicity experts and the real experts are the lads who draw down salaries so big that they run the average for the group to $10,330. The business of the publicity expert is to get newspaper space without paying for it. In other words, he is frankly engaged in robbery. If he knows his business, he is worth his salary.

A really first-class, highly efficient burglar would be worth much more than $10,330 and could draw a larger salary than that if it were not illegal to employ him. It is not illegal to employ a publicity expert, and a skillful one can obtain for his employer a great deal more than $10,330 worth of newspaper space in the course of a year. So his big salary is anything but a waste of money on the part of his employer.

But to be successful in deceiving newspaper men into thinking that his advertising copy is real news he must know the newspaper business thoroughly. He must, in fact, know it a little better than the man he is bamboozling or he will be caught and his stuff thrown out of the newspapers.

This sort of knowledge is not taught in schools, not even in the Columbia School of Journalism. It is the fruit of experience in actual newspaper shops. It is not surprising, therefore, that the figures for men who have been out of school for five years only stand in a notably different ratio. Men with five years' experience draw in journalism $4,071, while in publicity and allied trades they draw only $4,865 and in non-journalistic work $4,528. In other words, the average man does not acquire within five years the skill requisite to putting over free publicity in such quantity that he is able to command a five-figure salary.

In work not related at all to journalism the showing is even worse. Instead of $16,019 the average at the end of the five-year period is only $4,528—not much better than newspaper work itself, except in the advantage of the future it offers the worker.

It seems, then, that training in journalism is excellent preparation for a young man who intends to do something else. The paths that lead to salaries of $16,000 at the end of ten years are not many; yet this is one of them, provided the man who enters it does not dally along the path.

But the question arises, why do any of the graduates remain in newspaper work? The answer, no doubt, lies in the frailty of poor humanity. The boy who goes into journalism is beset by temptations from the beginning. A good many are kept out of publicity through sheer weakness. After all, it is only the exceptionally strong souls that are gifted with the hardihood to embrace stealing as a life work. Multitudes of the slaves of the city room cannot stomach it and are held to the treadmill by their feebleness.

There is no such bar against going into work not connected with newspaperdom in any way, but against that course rise the temptation inherent in journalistic work itself. It is by long odds the most amusing profession open to a man who has no strong bent in a particular direction—toward medicine, say, or law. A delicate operation may enthrall the born surgeon, a complicated suit may enthrall the lawyer as nothing else in the world could enthrall him. But the man of intelligence with no particular leaning toward any other profession finds in journalism the best available viewpoint from which to observe the fantastic and absorbing comedy of humanity. It is difficult to tear oneself away from that spectacle in face of the fact that there is little money in being a spectator.

Modern American philosophy holds him to be an ass who prefers living an amusing and interesting life to making a large salary. Perhaps that is the correct view, but what of it? Philosophy never appeals to asses. There is no indication that there will ever be any lack of hired hands to get out the paper.

SEDALIA PLANT SOLD

The plant of the Sedalia Printing Company and the suspended *Sedalia* (Mo.) *Daily Republican,* were sold at auction Saturday afternoon by Walter Bohling, trustee, to W. E. Hurlburt, former owner of the printing company that was consolidated with the newspaper, presses, linotypes and other material, for $1,550, subject to about $14,000 mortgage. Hurlburt was the only bidder.

MILWAUKEE HEROLD MOVES

The *Milwaukee Herold,* German language daily, held "open house" in its new three-story plant on 7th street between Grand avenue and Wells street, Aug. 4. Its old quarters had served it for 30 of its 65 years of publication.

HAMILTON SPECTATOR IS 80

The *Hamilton* (Ont.) *Spectator* recently celebrated its 80th anniversary, issuing a 96-page special edition which told in detail the history of the paper and the era in which it has lived since July 15, 1846.

SELZ BUYS KENT SERVICE

Calkins Leaves Press Wire Organization to Become Publicity Man

Lawrence H. Selz, managing editor of the Kent Press Service, Chicago, has purchased the interest in that company owned by Charles E. Calkins, formerly business manager, becoming sole owner. The company operates telegraph news bureaus in Chicago, Detroit, St. Louis, Indianapolis and Springfield, Ill. Mr. Calkins is retiring from the company to become public relations counsel for Chicago interests.

DANISH NEWSPAPER SOLD

Nordlyset, Danish-American weekly newspaper published in New York, was this week sold to a syndicate by the Opffer Brothers, who inherited the property from their father, Emil Opffer, a few years ago. Albert Van Sand, editor, will remain in charge.

Finger Tips Tell!



John A. Shaw, finger print expert, will teach your readers to read character from finger prints

"FINGER TIPS"

a three-stick feature, mat of print furnished

CURRENT NEWS FEATURES, INC.
EVENING STAR BUILDING
WASHINGTON, D. C.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, RICHMOND, ATLANTA, BUFFALO, PITTSBURGH, CLEVELAND, DETROIT, CHICAGO, CINCINNATI, ST. LOUIS, MILWAUKEE, MINNEAPOLIS, KANSAS CITY, DES MOINES, DENVER, LOS ANGELES, SAN FRANCISCO, PORTLAND, SPOKANE, WINNIPEG

D · A · L · A · S



An Ascending City

Dallas, 42nd among American cities in 1920. 37th in 1925. Moving forward.

Nineteenth in volume of business among American cities.* *Seventh* in volume of business per capita.

Twenty-five million dollars more bank clearings so far this year than last. $150,000 more postal receipts.

More than ten percent increase in family population, as shown by city utilities connections, this last year.

Dallas lies at the heart of an agricultural area of great wealth, where crops of feed and foodstuffs are now being harvested than which the memory of man recalleth none better.

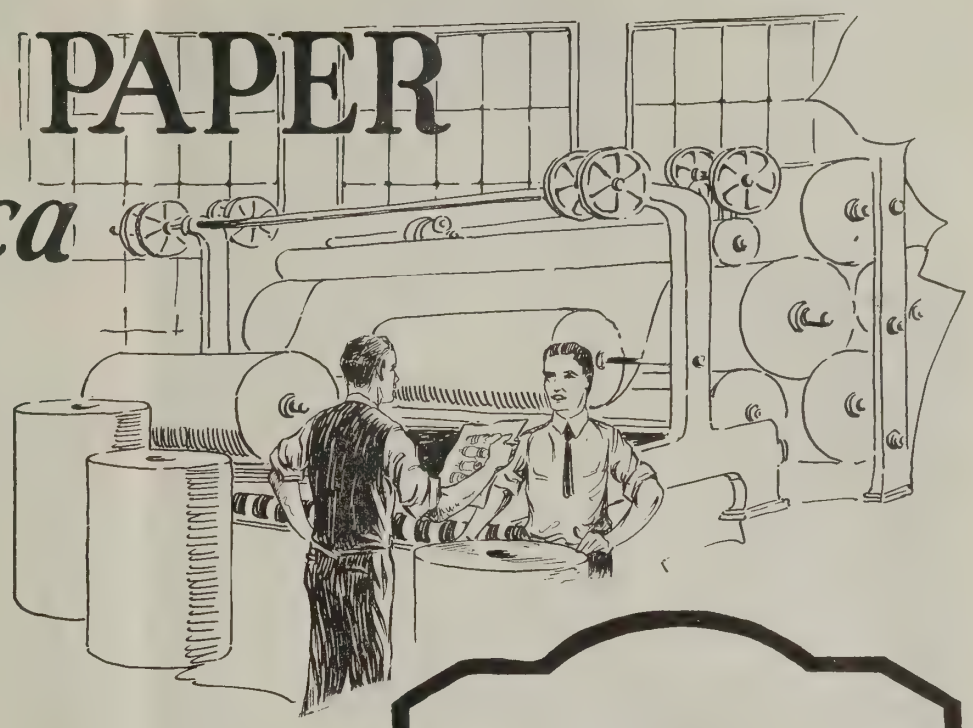
Marketeers will find in all America no more promising theatre of effort than this.

*Bank clearings for 1925.

Dallas is the door to Texas
The News is the key to Dallas

The Dallas Morning News

One Half the BLOTTING PAPER *used in America is made in* RICHMOND VIRGINIA.



The paper and paper products industry in Richmond is one of this City's outstanding and progressive phases.

More than half the blotting paper made and sold in America is manufactured in Richmond. In addition there are huge quantities of wrapping paper, paper boxes and other paper products which bear the Richmond trade mark.

The fact that these products are sold in all parts of the United States means that there is a continuous demand for Richmond-made paper products, and that the hundreds of Richmond men and women employed in this industry are continuously and permanently employed.

Richmond has so many and such diversified industries that rarely, if ever, is there experienced a period of inactivity and deflation. This means that the people of Richmond are always employed—always earning money—and always able to buy.

National Representatives

KELLY-SMITH COMPANY

Marbridge Bldg., New York City. Waterman Bldg., Boston, Mass. Atlantic Bldg., Philadelphia, Pa. Tribune Tower, Chicago, Ill.

J. B. KEOUGH, Atlanta, Ga.

In Richmond

there are 26 firms engaged in the manufacture and distribution of paper and paper products.

there are the largest blotting paper mills in the world.

there are millions of dollars invested as capital in the paper industry.

there are thousands of permanently employed citizens in the paper and other diversified industries.

Richmond Is A Steady Permanent Non-Fluctuating MARKET

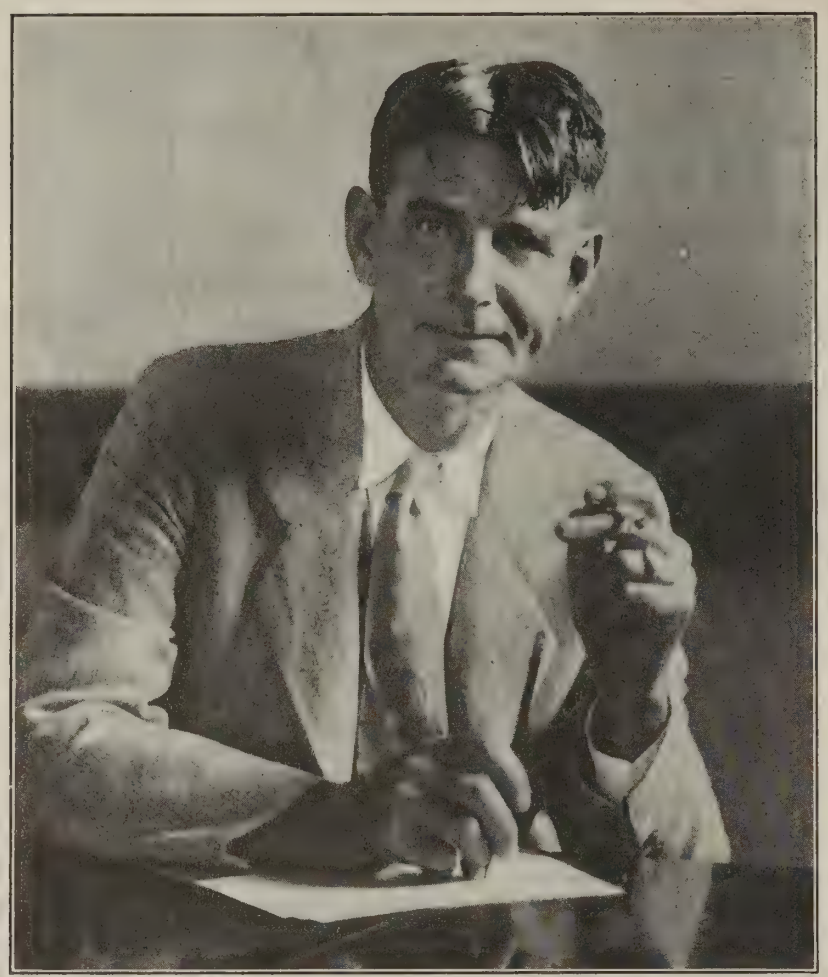
If you have anything to sell—Tell Richmond about it in

The Richmond NEWS LEADER

"ON NEWS LEADER SQUARE"

Covers Richmond Like a Roof

NEWSPAPER MAKERS AT WORK



Still strong for Florida.—D. H. Conkling.

KNOCKERS notwithstanding, there are those who still believe firmly in the present and future of Florida.

One of these optimists is D. H. Conkling, owner and publisher of the *Palm Beach Post*. Mr. Conkling has lived 38 years in Florida, almost long enough to be known as a "native son." And he says the old residents of the state are sticking by it, confident current deflation conditions will be successfully weathered.

"Most knockers can be placed in a class with one I know. He is a man with a family of three. He bundled them into a Ford and trundled off to the Sunshine State. In his pocket he had $300. After spending three months he left the state with $50, knocking it for a fare-thee-well. He had expected to make $50,000.

"I'd like to see anyone live in New York for three months on $250!

"The fundamentals that should call people to Florida are still there, the climate, the agricultural and the mineral resources. Florida has the greatest phosphate beds in the world. Palm Beach, however, is mostly an agricultural and a winter resort center."

Mr. Conkling declared his city was looking forward to a very prosperous winter. Facilities have been greatly increased since last year, he said. A number of new hotels have been built, and there are also more apartment houses.

"One trouble with Palm Beach in the past has been that we have been forced to turn away tens of thousands each year on account of lack of accommodations," Mr. Conkling said.

Mr. Conkling was asked about the Florida bank failures, given considerable publicity outside the state.

"The bank failures were brought about by the chain system of banking, which has now been abandoned," he said. "The Bankers Trust Company in Atlanta was the parent bank, operating a chain of about 140 banks in other cities. There was a tremendous increase in deposits during the boom period, and banks deposited their surplus funds with the Bankers Trust Company subject to call. Seasonal withdrawals induced many of the little banks to call on the parent bank for money and the money was not there.

"Now the chain system has been wiped out. In a number of communities the local people are reorganizing their banks. In other places consolidations have been engineered. Local control is satisfactorily straightening out the trouble caused by the chain bank arrangement."

Mr. Conkling was born in Texas. In 1889 his father flipped a silver dollar to find out whether he would take his family to Florida or California. Florida won.

As a boy Mr. Conkling began work as a printer's devil in a job plant in Melbourne, Fla. He worked at job printing and weekly newspaper work for several years and then tried farming. He tired of the farm after a short while and returned to printing.

In 1910 he opened a job plant at Palm Beach. Local business men urged him to start a newspaper, and he founded the Palm Beach Post, first as a weekly known as the County.

Largest morning and Sunday circulation in the Greatest Market west of Chicago

170,000 Daily

390,000 Sunday

LOS ANGELES Examiner

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TRADE LINOTYPE MARK

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The British delegation of trade-union representatives, who came here on Tuesday at the invitation of "The London Daily Mail" to study reasons for the disparity between the high wages and prosperous living conditions of the American worker and their own lower wage standards, gained considerable light in a tour of several industrial establishments in Brooklyn yesterday.

They had been curious to know how it was that the average wage of the American toiler virtually doubled that of his British brother, and how it was possible for industries here to offer such fat envelopes to their employees and at the same time compete successfully in world markets.

American More Productive

After a study of the Brooklyn Edison plant and the factory methods of the Mergenthaler Linotype Company in Brooklyn, the delegates remarked that one of the vital reasons for the disparity was that the American worker was capable of producing and actually did produce more than the British toiler in a given time.

This he was enabled to do, they learned, because of the high standards of efficiency obtaining here, mass-production methods, the utter perfection of organization for which the American industrialist seems always to be striving, and labor-saving devices evident on every hand.

The comments of the delegates were voiced by Sir Percival Phillips, special correspondent of "The Daily Mail"; Fenton MacPherson, of the same newspaper, and William Mosses, J. P., who had a prominent part in the British Labor Ministry during the war.

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A Page from The Christian Science Monitor

THE CHRISTIAN SCIENCE MONITOR, BOSTON, THURSDAY, JULY 15, 1926

RADIO

CALIBRATION OF RADIO SETS IS DIFFICULT

Many Varying Elements May Throw Off Settings of Tuning Dials

By DON C. WALLACE

People ask just why a receiver is not calibrated in wavelengths. It is true that a receiver can be calibrated in wavelengths, but because of various reasons it has been deemed poor practice by many manufacturers.

The wavelength situation has been in a constant state of flux during the last few years, and even now it is impossible, so it seems to get even the larger broadcasting stations on a certain definite wavelength and to keep them there when once they are adjusted. The radio supervisors have quite good wavemeters, but they are not nearly good enough. The appropriation given to the inspection service is pitifully small for this purpose, consequently their meters may easily be off, and in some instances the overlapping wavelengths of the different rolls in the same wavemeter do not agree with each other.

The Bureau of Standards, the Naval Research Bureau and others have been doing [illegible] work in this regard and [illegible] ginning to [illegible] status. It [illegible] years ago th[illegible] actually diffe[illegible] day by as [illegible] meters withi[illegible] wavemeters [illegible] struments as [illegible] doit is very [illegible] destroying [illegible] strument. U[illegible] thoroughly s[illegible] may change.

If the radio[illegible] the same diff[illegible] as were des[illegible] the wavemeters [illegible] calibrated re[illegible] the receiving [illegible] near steel [illegible] furniture or [illegible] door walls [illegible] base for the [illegible] the outside [illegible] things have [illegible] cause slight [illegible] tings. Wher[illegible] pickup devic[illegible] and where th[illegible] connected to [illegible] near these [illegible] tuning effect[illegible]

Those wh[illegible] lengths of a[illegible] preciate the [illegible] antenna tun[illegible] with each c[illegible] This is true[illegible] set now on [illegible] is that the [illegible] especially vali[illegible] of antenna[illegible] period of th[illegible] slight readju[illegible] tuning device[illegible] connected di[illegible] stants of th[illegible] changed by t[illegible] pressure, pr[illegible] rain or snow[illegible] or snow-cov[illegible] trees or the [illegible] fall, and ma[illegible] finely-drawn [illegible] together thes[illegible] ference to t[illegible] The writer [illegible] antennas whi[illegible] cent higher [illegible] hours after n[illegible] the same af[illegible] when the sur[illegible]

So far we [illegible] driving set. [illegible] many more a[illegible] the transmitti[illegible] distance fros[illegible] ded to the r[illegible] that entirely [illegible] vail at each location, the combined errors from each place may add to each other, thereby doubling the error, whereas not fading of signals due to the different positions of either the transmitting or receiving antenna, changes the wavelength of the station and likewise the position on the dial of the receiving set receiving that particular broadcasting station.

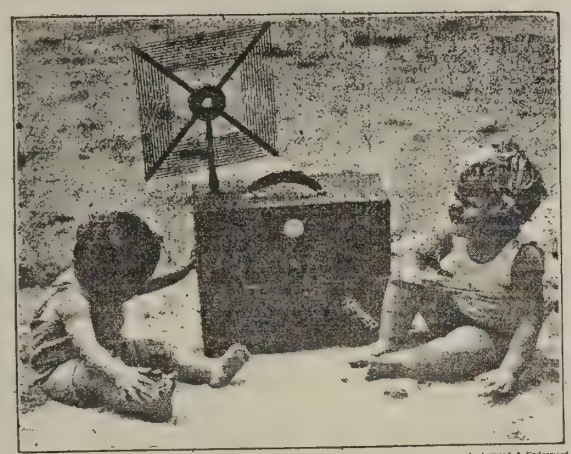
Those who have listened to the old type spark transmitter from a distance (fortunately there are almost no low wavelength spark stations left in the United States) will remember how the wavelength on certain nights would be in a continual state of change in the vicinity of 200 meters, or a particularly bad night, this change would be from 20 to 40 meters up and down the scale. Sometimes the change would be gradual, and sometimes the jump would be instantaneous. The trained operator could nearly always follow this swing, although he had to be an adept at tuning quickly and surely and had to practically feel the changes as they occurred.

In all of the above we have practically left out of consideration the fact that almost all sets will change calibration slightly with different relationship between the various dial settings, with the gradual run-down of the B batteries, with the slight changes in filament voltages due to different battery settings at different times; and in some cases, where the design of the set is such as to make logging practically impossible, unless a whole series of dial readings are taken. Present practice with regards to wavelength marking on the dials is limited to a few manufacturers, and even then there are no hair line markings, or close checking. A good deal of leeway for the user of the set is always indicated, for otherwise he might believe the set inaccurate, when in reality the reasons as outlined above cause the apparent discrepancies.

CHRISTIAN SCIENCE LECTURE

William D. Kilpatrick, C. S. B., will lecture at Eighth Church of Christ, Scientist, New York, July 15, 7 p. m., eastern standard time, under the auspices of eight Churches of Christ, Scientist, in Greater New York. WMCA, New York City, will rebroadcast this lecture on 341 meters wavelength.

When Radio Becomes the "Nursie"



Underwood & Underwood

A daily Radio Department is one of the features of The Christian Science Monitor most appreciated by its readers.

"The Diary of Snubs, Our Dog" is enjoyed by thousands of children. Because certain kinds of "news" are excluded from its columns, the Monitor is unhesitatingly passed along to the younger members of the family.

Advertising, too, is carefully selected. Your advertisement is in good company when it appears in the Monitor.

Japanese Official Studies Rail-Radio

Special Correspondence

Toronto, Ont.

WITH the object of investigating radio in Canada, Kikujiro Suzuki of Tokyo, Japan, is now traveling through Canada. He is traveling on radio-equipped trains of the Canadian National System.

According to Mr. Suzuki, the Japanese Government railways are experimenting in the establishment of radio on their trains. The success achieved along this line by the Canadian National Railways caused him to be sent to Canada to study the conditions under which radio-equipped trains are operated.

WGR, Buffalo, N. Y. (319 Meters)

8 p. m.—With Station WEAF, New York City, special orchestra. 9:30—Recital presented by Mrs. Dorcurry Rose and friends. 9—"Anglo-Persians." 10—Weather forecast; supper music, Vincent Lopez' Statler Orchestra, John P. Guilderman at the organ.

WTAM, Cleveland, O. (390 Meters)

6:30 p. m.—Jack Horwits Collegian Serenaders. 7:30—Talk by Arthur Haas. 8—Frank R. Wilson's Euclid Orchestra. 9—"Anglo-Persians" from WEAF. 9:30—Studio program. 11—Emerson Gill and his orchestra.

WWJ, Detroit, Mich (353 Meters)

4 p. m.—Baseball game. 6—Dinner concert. 8—Detroit Orchestra and soloist. 9—From WEAF.

WCX, Detroit, Mich. (517 Meters)

6 p. m.—Dinner concert by Goldkette Ensemble. 8—Detroit Symphony Orchestra from Belle Isle. 10—Dance music.

WJR, Pontiac, Mich. (517 Meters)

7 p. m.—Jean Goldkette's Penobscot Orchestra, soloists. 7:30—Ackerman "Projectors." 8—Detroit Symphony Orchestra.

CENTRAL STANDARD TIME

WCCO, St. Paul-Minneapolis, Minn.

6:15 p. m.—Dinner concert—Organ recital by Hugo Philler Goodwin. 8—New York program—"Anglo-Persians." 9:30—Musical program: Sampmann Trio, Mabel Pelletier, contralto; Wagner Hugghoorn, piano; Paul Oberg, accompanist. 10—Weather report, closing grain markets and baseball scores. 10:05—Dance program.

WMBH, Chicago, Ill. (360 Meters)

6 p. m.—Tylanon Duo. WMBB Male Trio. 8 to 10—Tylanon Orchestra; Woodlawn Orchestra; WMBB Male Trio; Cecil and Esther Ward, Hawaiian guitar duo; Bob Bennett, piano and celeste novelties, in popular program.

WON, Chicago, Ill. (217 Meters)

5 p. m.—String ensemble concert. 9 to 12:30—Dance, theater, and studio programs.

KYW, Chicago, Ill. (536 Meters)

7 p. m.—Program given by master artists. 9:30—Congress Carnival. 11—Time signals and weather reports.

WLS, Chicago, Ill. (345 Meters)

5:30 p. m.—Organ concert, Elsie Mae Lock. 8:15—Maude Sherman's Orchestra. 8—Pixie and Ralph in Lullaby Time. 8:15—Rose Sherman, violinist and Maria Ludwig, harpist. 8:30—Organ concert Al Bleigard. 8:50—Voice of the Listener. News summary and Surprise Time. 7:30—Grace Wilson, contralto. 8—Popular music program. 10—Organ concert, Ralph Emerson.

WJJD, Mooseheart, Ill. (306 Meters)

6:45 p. m.—Dinner concert, Howard L. Peterson, playing organ; Palmer Symphony Players; Compton's 7 See by the Newspaper" Man, Palmer Victorians. 7—Music by children. 9—Senator Harold C. Kessinger. Palmer Victorians. Jean St. Anne. 11:30—Settin' Up Hour.

WHAS, Louisville, Ky. (400 Meters)

7:30 p. m.—Concert, Civil Service talk 11:00 A. Beckman.

WSM, Nashville, Tenn. (282 Meters)

7 p. m.—Dinner concert by Andrew Jackson Trio. 7:45—282 bedtime story. 8—Peabody Ensemble Singers. 10—Mrs. Caldwell Bennett, soprano, and Miss Virginia Martin, accompanist. 10:30—Pipe organ concert by F. Arthur Henkel.

KNOX, St. Louis, Mo. (256 Meters)

6:30 p. m.—Dinner music. 9—Popular music. 7:30—Accordion soloist. 8—Light opera selections. 9—Orchestra. 9:30—Special program.

WDAF, Kansas City, Mo. (366 Meters)

6 p. m.—Markets, grain and weather forecast, the Tell-Me-a-Story Lady; music, Harry Pratt organist. 8—Program by "Anglo-Persians." 8:30—Varied musical program. 11:45 — Charlie Straight's orchestra; Billy Adair's orchestra; organ numbers by Ted Meyn. Earl Coleman's orchestra, Johnnie Campbell's orchestra.

WOS, Jefferson City, Mo. (441 Meters)

7 p. m.—Evening market hour. 8—"Condition of Missouri Roads" by O. I. Steele. 8:05—Address by Samuel M. Jordan, Farmers' Institute lecturer of the Missouri State Board of Agriculture, on "Alfalfa." 8:20—Musical program by the Calloway Spring Band, Jack Selby, Hill Brothers and Roy Willis.

WHO, Des Moines, Ia. (526 Meters)

7:30 p. m.—Philbrick and his orchestra. 8—Band, under direction Wilbur Hiatt. 11—Philbrick and orchestra.

WOAW, Omaha, Neb. (526 Meters)

6:40 p. m.—Baseball scores. 6:45—Market resume. 8:50—Orchestra. 9—The Puritan hour.

WFAA, Dallas, Tex. (476 Meters)

6:30 p. m.—"Artie" Collins and his Orchestra. 8:30—Henri LaBonte's Artist Musicians.

KFDM, Beaumont, Tex. (316 Meters)

7 p. m.—Children's program. 8 to 10—Band concert.

MOUNTAIN STANDARD TIME

CNRE, Edmonton, Alta. (517 Meters)

7:30 p. m.—Children's Half-Hour with the Farmer. 8:30—Studio concert from the Edmonton Exhibition Grounds.

PACIFIC STANDARD TIME

CNRV, Vancouver, B. C. (291 Meters)

7:30 p. m.—Bedtime Story, Aunt Ruby. 8—Talk arranged by the Canadian Manufacturers' Association. 8—Studio program presented by the McIntyre String Quartet. 10:30—Belmont Orchestra.

KJR, Seattle, Wash. (384 Meters)

8:30 p. m.—Puget Sound Orchestra directed by Henri Damski. 10—Pacific standard time signals. 10—Studio program.

KGW, Portland, Ore. (492 Meters)

6 p. m.—Dinner concert, baseball scores. 7:30—Weather and market reports. 8—Concert of vocal and instrumental music. 10:30—Weekly frolic of the Keep Growing Wiser Order of Hoot Owls. Pantages stars and other features.

KPO, San Francisco, Calif. (429 Meters)

6:30 p. m.—Slaters orchestra, under the direction of Waldemar Lind. 7—"Sports on the Air" by Harry B. Smith. 7:15—Business and investment talk. 7:20—Chamber of Commerce talk on "Industrial San Francisco." 8—Studio program. 9—Palace Dance Orchestra, Gene James director. 9:10—Book reviews by Harry A. Small. 10—States Orchestra.

KFI, Berkeley, Calif. (256 Meters)

9 to 12 p. m.—Dance program by Bob Beal and his Claremont Orchestra. 10—Studio program—Intermission solos will be rendered by various members of the orchestra continuously during the evening.

KNX, Hollywood, Calif. (337 Meters)

7 p. m.—Feature program. 8 to 12—Courtesy programs.

KHTR, Hollywood, Calif. (368 Meters)

6 p. m.—"Radio Press Agent" Hour with the Hawaiian Silver Strings Quintet and business announcements. 7—Gaylord Wilshire Lectures. 7:30—Prof. Alfred Cookman, president of the Los Angeles Nature Club. 8—Concert period, presenting the KMTR Concert Orchestra under the directorship of Loren Powell; vocal soloist.

KHJ, Los Angeles, Calif. (405 Meters)

8:30 p. m.—Children's hour. 7:30—Scripture reading. 8—Program presenting Grace Carney, harpist, William MacDougall, "Scotch Comedian," and others

The Diary of Snubs, Our Dog



What They are Saying.



© Edmonston

REPRESENTATIVE UPSHAW: "If the Democratic donkey ever expects to graze again on the White House lawn he must not stop too long in the big wet pastures."

J. L. GARVIN: "America spends as much on education as all the rest of the world put together."

PRESIDENT COOLIDGE: "Of all forms of government, those administered by bureaus are about the least satisfactory to an enlightened and progressive people."

WILLIAM L. NELSON: "The suggestion has been made that there is needed in national legislative halls great sending stations so that speeches might be radiocast. My belief is that there is greater need for receiving stations so that those who have failed to keep faith with the public might hear from home."

DR. CHARLES H. FLINT: "Leaders have, unconsciously perhaps, become more interested in holding office than in administering it."

KENT COOPER: "Accurate journalism will never be vicious journalism."

PAUL WHITEMAN: "It is estimated that there are at the present time more than 1,000,000 saxophone players in the world."

JOHN GRIER HIBBEN: "Beware of the scholar who becomes an oracle. He is an uncertain guide and an impossible companion."

ROSCOE POUND: "Government of laws and not of men means that no man shall bend and warp or twist the law for private purpose."

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in association with the Lake Shore Limited

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Condensed Schedule Westbound (Standard Time)

Lv. North Station	3:00 P.M.
Ar. Fitchburg	4:15 P.M.
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Ar. North Adams	6:40 P.M.
Ar. Troy	8:00 P.M.
Ar. Albany	8:35 P.M.
Ar. Cleveland	8:26 A.M.
Ar. Chicago (La Salle St.)	4:00 P.M.
Lv. Chicago (La Salle St.)	4:30 P.M.
Ar. North Station	7:15 P.M.

For further information apply to local ticket office TRAVEL BUREAU, North Station, Boston. Tickets at North Station and Consolidated Ticket Office.

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See 22 ports during the ship's stay at each. Or stopover where you choose for two weeks or longer, continuing on another ship exactly like the one on which you started.

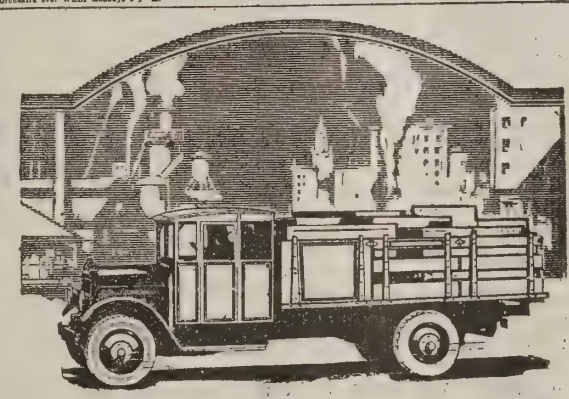
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HEAVY DUTY SPEED WAGON

The Heavy Duty Speed Wagon is equipped with a spiral bevel gear drive —the most efficient type for transmitting the greatest volume of engine power to the driving wheels *smoothly* and *quietly*.

More than 125,000 Reo-manufactured commercial cars have been similarly equipped.

Capacity 2-TONS — SIX cylinders — $1985 CHASSIS At Lansing

REO MOTOR CAR COMPANY, Lansing, Michigan

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THAT'S what you'll say when you look back on your first "Elto summer"—when you daydream of the hundreds of hours on the sunny, sparkling waters—the powerful motor purring contentedly behind you—hours of lazy trolling, of thrilling racing, of moonlight cruising. Days bountifully a-brim with joy and outdoor happiness. Ole Evinrude brought such water pleasure when he designed the



Super Elto

"Starts with a quarter turn"

Send for catalog—beautifully illustrated—intensely interesting. Tells how to compare rowboat motor values.

ELTO OUTBOARD MOTOR CO.
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Built of strong, selected, young hickory saplings, the distinction of Old Hickory is part of Nature itself. Craftsmen fashion it into comfortable designs, ready for added years of service. No other outdoor furniture can surpass its combination of wear, comfort and value. Ask for our new folder "C" and the name of a dealer who can show you a design to meet your most exacting requirements.

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MARTINSVILLE, INDIANA

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FOWLE RESIGNS AS MANAGING EDITOR OF BOSTON GLOBE AFTER 42 YEARS

Began Writing for That Paper in 1874, When It Was Two Years Old—Not a Martinet—He Built Large and Loyal Army of Correspondents

ARTHUR A. FOWLE, for 52 years identified with the *Boston Globe*, and for 42 years its managing editor—believed to be a record for such a position on a metropolitan paper—announced his retirement from active newspaper work this week. It was done in the same simple way that characterized his daily life, just a card of thanks to all his co-workers for their loyalty, and a request that they give to William D. Sullivan, promoted from city editor to managing editor, the same loyal support and kindly help that they had given him.

Mr. Fowle will be 79 years old Dec. 3 next. But no one would imagine it to look at him. He has the clear eyes, the firm step, erect posture that he has had through many years.

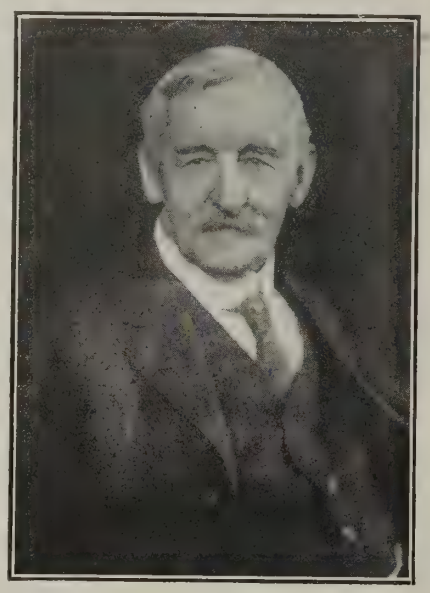
Back in the days when the *Boston Globe* was a mere strip of a sheet not more than two years old, it began to get items from Woburn, Mass., on bits of paper bearing the name A. A. Fowle. And not long after this same youngster became the duly accredited correspondent for the paper. He had been writing locals for the weekly *Woburn Journal*, and the advent of the *Globe* seemed to open the door of opportunity to the newspaper field.

His work attracted enough attention to have him brought into Boston and be given a rating as reporter. Then he started climbing. The late Gen. Charles H. Taylor was directing the paper. It was being published in a small building, and there were times when making up the payroll was an easy matter because the force was so small it did not call for much anyway, but to get the real cash to give the men was a problem.

Through those early years Mr. Fowle got his valuable training. There was no Associated Press report. There was a bit of opposition to *Globe* men on the part of other news gatherers—not all of them—but this only seemed to make the few *Globe* men fight harder to get news.

From reporter to desk editor, day editor, night editor, telegraph editor, sporting editor, city editor were successive steps as the next few years went by. It was a time when there were real scoops being put over by different papers and the *Globe* had its share of them. The tide was beginning to turn and the circulation was gaining gradually. Advertising began to come in. And Gen. Taylor met his problems with less worry.

On Sept. 1, 1884, Mr. Fowle became managing editor, just 10 years after he had joined the paper. The force was larger, the paper was over its early growing pains, and its expansion made it evident that its old building could not much longer be adequate for its job. Those were the days when there was no elevators. The composing room was up next to the roof after a climb of four flights. When the paper went to press and the editorial and composing room forces quit, the city hoboes and bums



Arthur A. Fowle

would climb up the front and back stairs and snuggle down peacefully into slumber until the office boy put in an appearance about 7 with his broom to sweep out the building, janitors being unknown.

Mr. Fowle in those days occupied a little room about 8 x 8 in the center of a tier along the editorial corridor. On one side was the news desk with a small dumb-waiter slide to the composing room. On the other side was the financial editor and then the sporting editor—a room that generally had a crowd because John L. Sullivan, Ike Wier, Johnny Havlin, Pete McCoy, George La Blanche, Paddy Duffy and other celebrities of those days in the prize ring were in and out for a chat. Out front was the city editor, reporters, exchange editor and editorial writers. The whole editorial floor could be crowded into what is today an ordinary six or seven room flat.

There were some real hustlers on the Globe, and they had a faculty in making friends where they would do the most good. There were policemen and officials, who seemed to like to slip a tip to Globe men. There were others in public life that did not hesitate to telephone in word about something worth while. Down in the mail room was another prototype—grown up—of Richard Harding Davis' "Gallagher," except that he was not a star for one story alone. George Kelly, long since dead, had more friends than one could imagine, and he had a way of digging news out of them for Mr. Fowle. Also as a mailer he was able to get hold of first editions of other papers before they were on the street. Murders, robberies, train wrecks, etc., were big news, but they did not get the play given them today. But the job was to get the stories. No taxicabs, of course. "Sea-going" hacks filled the bill.

Mr. Fowle guided the men like a father. No one ever heard him "bawling out" anyone. This spirit was engendered in the whole force because it began with Gen Taylor, who was able to spread it around, and it became contagious with W. D. Sullivan, city editor; James Morgan, Sunday editor; George Dimond, assistant city editor; Harry Poor, night editor; W. A. Alcott, librarian; W. H. Hills, editorial writer, etc.

Regularity was the keynote of Mr. Fowle's life. He was at his desk day and night for certain hours year in and year out. He could see news a long way off. He built up an army of correspondents in New England so that no matter what happened in any little out-of-the-way place some Globe man would get the story.

One might go on explaining the ideals which blended in to make the Globe a success, but it is not necessary. It is the story of building up from the ranks and allowing the men who came through after the struggles and proved themselves to get their reward in positions when they were vacant. At the head of a number of the responsible departments are men who have been with the Globe 30 or 40 years and longer. Mr. Fowle was the dean in the editorial department, and the dean of managing editors in Boston, if not elsewhere.

Two years ago he was the guest of honor at a dinner given by his associates when he celebrated his 50th anniversary with the Globe. He did not want any celebration, but his "boys" insisted that one be held. Then he heard some pleasant things said about himself. Among them were words by Channing Cox, the Governor of Massachusetts, who insisted on being present in his old capacity as Globe reporter among Globe men.

NEW TEXAS DAILY

Launching of the *Harlingen* (Tex.) *Valley Daily Globe*, by James Mario Bird, publisher of the *McAllen* (Tex.) *Valley Morning Telegram*, has been announced. Bird said he would have Associated Press service.

DENISON HERALD BURNS

The plant of the *Denison* (Tex.) *Daily Herald* was heavily damaged Aug. 2 by fire and an explosion, supposedly of accumulated gas. Origin of the fire is reported undetermined.

Florida's
FASTEST GROWING NEWSPAPER
The Miami Tribune
FRANK R. FILDES
PUBLISHER

DAILY PAPERS FROM OTHER CITIES
HOTALING'S NEWS STAND
BROADWAY AND 43RD ST.
NORTH END THE TIMES BUILDING

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway . . . Here is a mammoth news stand which sells newspapers from every city in the world. . . Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."
—*Boston Transcript, Oct. 29, 1921*
HOTALING'S NEWS AGENCY, 308 WEST 40th STREET, NEW YORK

Keep These Facts in Mind When Considering Buffalo

There is now in Buffalo one big, strong morning newspaper—alone in its field—giving a complete coverage.

This newspaper is The Buffalo Courier-Express, formed by the merger of two papers backed by nearly a century of honorable achievement.

The Buffalo Courier-Express is the only daily newspaper which can offer you a circulation free from duplication in the Buffalo territory. No advertiser now needs to use two papers to tell his story to the same people.

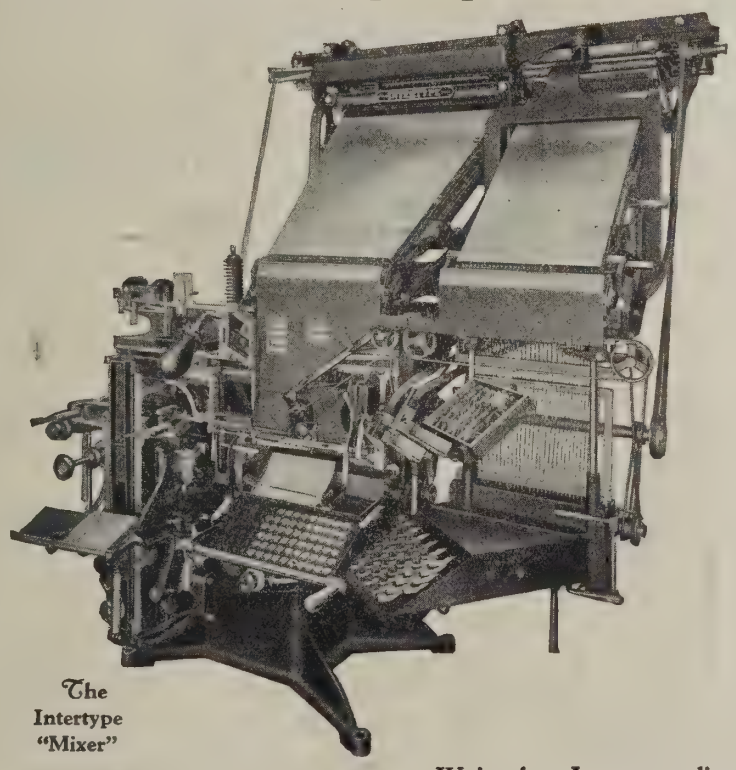
Also there is a metropolitan Sunday paper, The Buffalo Sunday Courier-Express, which will carry your message to the largest audience reached by any newspaper in New York State outside of New York City.

Courier BUFFALO Express
Buffalo's Best Newspaper
Lorenzen & Thompson, Incorporated
Publishers' Direct Representatives
CHICAGO NEW YORK SAN FRANCISCO SEATTLE

NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE

These EXCLUSIVE Intertype Features Are Real MONEY SAVERS

Standardization. All Intertypes are built up from the same standardized Basic Unit, with interchangeable equipment units (cradles for 1, 2, or 3 main magazines, side magazine units, etc.), interchangeable magazines, mold caps, etc., and interchangeable repair parts.



The Intertype "Mixer"

Protection against Obsolescence. No Standardized Intertype has ever become obsolete. Even detail improvements have always been made applicable to machines already in use.

Minimum Initial Investment. Buy only what you need right now. Add more equipment units later.

"Profit-making Intertype Features" (*booklet on request*). Exclusive improvements and simplifications which speed up production, save time, and prevent delays. There are 910 fewer moving parts in the escapement mechanism alone, on a three-magazine Intertype. As one Intertype user puts it, "Parts which do not exist cannot make trouble and cannot wear out."

Write for Intertype literature. If you wish to see our local representative, please so state.

Standardized
INTERTYPE
TRADE MARK

INTERTYPE CORPORATION, 1440-A BROADWAY, at 40th Street, NEW YORK

CHICAGO MEMPHIS SAN FRANCISCO BOSTON LOS ANGELES TORONTO LONDON

MEXICO BARS DAILIES OPPOSING CHURCH BAN

Spanish Papers Published in Texas Cities Forbidden to Circulate After Criticism of Calles' Religious Reforms

SAN ANTONIO, Aug. 4.—Ignacio E. Lozano, publisher of *La Prensa,* Spanish-language daily here, said last night that his paper is still being barred from Mexico under orders issued some time ago by the Mexican government.

Other Mexican papers printed in this country similarly have been barred from Mexico because of their alleged opposition to policies of the Calles government. Mr. Lozano said he understood two papers at El Paso and two in Los Angeles, in addition to his own, were affected.

The San Antonio publisher has protested in vain to President Calles, he said.

Action of the Mexican government in barring the newspapers is said to have followed their outspoken criticism of the Calles administration for its enforcement of laws on religion, which has resulted in the exodus of Catholic nuns and priests from the republic, with charges of persecutions. Mr. Lozano said his paper was not exactly hostile to Calles, but favored religious freedom as well as freedom of the press, and opposed the Mexican government in what he considered denial of the former.

POE GRAVE A SHRINE

Baltimore Press Club, in Charge, Reports Thousands of Visitors

Since the grave of Edgar Allan Poe in Westminster Churchyard, Baltimore, has been under the care of the Baltimore Press Club, it is rapidly becoming an international shrine. During the past three months visitors came from Germany, Egypt, Holland, South Africa, Asiatic Turkey, Russia, England, China, France, Ireland, Porto Rico, Philippine Islands, British Columbia, South America, Alaska, Canada, and the Hawaiian Islands. According to the monthly report of Edward H. Pfund, executive secretary of the club, 3294 persons visited the grave during July. Since June, 1925, records of the club show that 16,683 persons visited the grave, against 500 during 1924.

BLOCK ASSOCIATES SHARE

Officers and Directors of Consolidated Publishers, Inc., Elected

Organization of Consolidated Publishers, Inc., has been effected with Paul Block as president. M. F. Hansen is vice-president and the directors include Herman G. Halsted, Charles J. Boyle, Arthur Thurnau, Florence Cottrell, John Hertel, Stillman H. Bingham, William F. Henry, Harry Auth, Daniel Nicoll, Oliver J. Keller, Nigel Cholmeley-Jones, C. A. Regan, Gilbert Falk, and Max Block. All are associated with Mr. Block in one or more of his enterprises.

All stock in the corporation is held by Mr. Block and his associates. The newspapers owned by the company are the *Toledo Blade, Newark Star-Eagle, Duluth Herald* and *Lancaster* (Pa.) *New Era,* besides the special representative business of Paul Block, Inc.

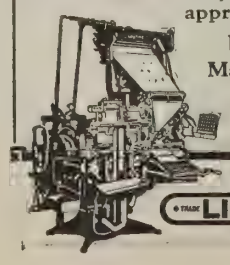
No change in the latter organization nor in the management of any of the newspapers is contemplated, Mr. Block stated, except in the case of the Toledo Blade, with which he has been associated for 19 years and which he has now acquired. On this newspaper a few changes will be made.

From the Linotype Mailbag

Found out for himself

"I want to thank you for the splendid service you rendered in getting the two liners to me on April 1. I had heard of your service in this regard, but had never had the opportunity until this time to find out for myself. I certainly appreciate it."

Wm. H. Schuldt
Mankato, Minn.



LINOTYPE

Daily Aids Channel Swimmer

The *New Rochelle Standard-Star* this week started a fund to aid Clarabelle Barrett, woman swimmer of its city who this week made an unsuccessful attempt to swim the English Channel. A considerable fund it is expected will be raised to help defray expenses of a second try.

William Wrigley says the sun never sets on Chicago chewing gum, but most everybody else does.—*Kansas City Star.*

SMALL STORES ADVERTISE

Texas Merchants Will Use $75,000 Campaign, Mostly in Newspapers

Plans for a proposed $75,000 advertising campaign for the purpose of popularizing small town merchants in their communities were detailed by President J. L. Whitmire and Secretary C. C. Wolfe of the United Merchants of Texas at that organization's recent annual convention in San Antonio. Costs of the campaign will be borne by merchants in the towns in which the advertising is to be placed.

H. O. Loken of Chicago, advertising expert, was among the trade authorities who addressed the convention. Urging the merchants to "advertise their advertising," he suggested direct-by-mail advertising to supplement and call attention to their newspaper ads.

PROSPERITY COPY IN DENVER

The "Create Your Own Prosperity" series of advertisements being published in the *Denver Rocky Mountain News,* to stimulate Colorado home trade, is described by A. H. Dougall, of the Denver Chamber of Commerce, as one of the finest business stimulating campaigns of its kind in the West. The advertisements in the series which appear regularly every week, call the attention of merchants and consumers to the manufacturers of Colorado-made goods. They are educational to the extent that many details of methods of manufacture are described.

HONOR AMERICAN'S BRIDES

About 100 women employees of the *Chicago American* attended a luncheon last week in honor of the announcement of the engagements and approaching marriages of two members of the group Miss Edna Murphy, secretary to L. T Kohler, who has charge of the national advertising department, and J. T. Cahill will be married soon. The second betrothal was that of Miss Sarah Brown a reporter, and G. T. Blake. Miss Mary Dougherty, "Chaperon" of the American presided as toast mistress.

AUSTIN JOINS HERALD-EXAMINER

C. E. Austin is the newly appointed promotion manager of the *Chicago Herald & Examiner.* He has had a wide experience in advertising and merchandising, having been associated with Dunlap Ward, H. Walton Heegstra, Inc., Hoop Advertising Company, and Lord & Thomas Advertising Agency. Mr Austin's handling of Studebaker advertising was part of his training.

Advertising

Carried by Des Moines Newspapers

First Six Months 1926

Figures in Lines

DES MOINES REGISTER AND TRIBUNE

(Evening and Sunday editions)

Local Display	3,620,464	*Gain over 1925 813,570 lines*
National Display	1,872,120	
Classified	1,078,128	
Total	6,570,712	

DES MOINES EVENING TRIBUNE

(Six issues a week)

Local Display	2,867,854	*Gain over 1925 673,345 lines*
National Display	1,264,396	
Classified	717,838	
Total	4,850,088	

DES MOINES DAILY CAPITAL

(Six issues a week)

Local Display	1,964,117	*Loss from 1925 448,994 lines*
National Display	666,565	
Classified	266,063	
*Total	2,896,745	

*The above figures do not include 58,232 lines of advertising carried by The Sunday Capital which ceased publication early in 1926.

DES MOINES SUNDAY REGISTER

Local Display	752,610	*Gain over 1925 140,225 lines*
National Display	607,724	
Classified	360,290	
Total	1,720,624	

DES MOINES MORNING REGISTER

Local Display	533,301	*Gain over 1925 375,332 lines*
National Display	1,119,364	
Classified	708,763	
Total	2,361,428	

HERE IS LEADERSHIP

Net Paid Circulation, Week July 24th, Exceeded

80,041 DAILY — 85,000 SUNDAY

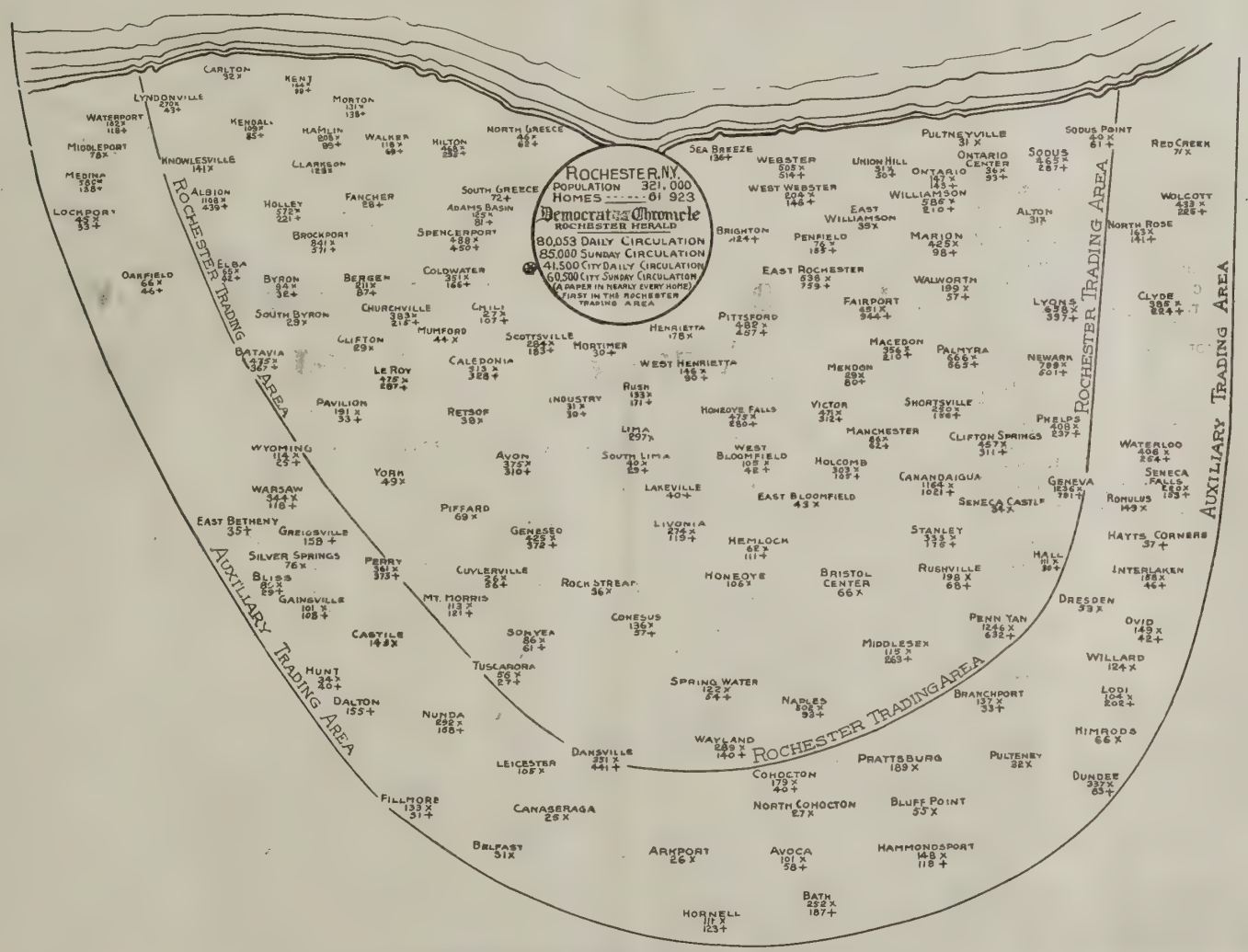
LEADING THE NEXT DAILY PAPER BY OVER - 10,000
LEADING THE NEXT SUNDAY PAPER BY OVER - 22,000

*41,500 CITY DAILY CIRCULATION
60,500 CITY SUNDAY CIRCULATION

(A PAPER IN NEARLY EVERY HOME)

913,040 Advertising Lines Gained First Six Months 1926

The map below shows the circulation in towns and villages in the Rochester market which receive 25 or more copies of this newspaper



FIGURES REVISED TO MARCH 31ST 1926
X = DAILY CIRCULATION — + = SUNDAY CIRCULATION

*Our special rural delivery service places this newspaper into the homes of our suburban subscribers before breakfast, enabling them to read our advertisers' sales messages and to do their day's shopping in Rochester.

Democrat and Chronicle
ROCHESTER HERALD

PAUL BLOCK, INC. - National Representative - New York, N. Y.
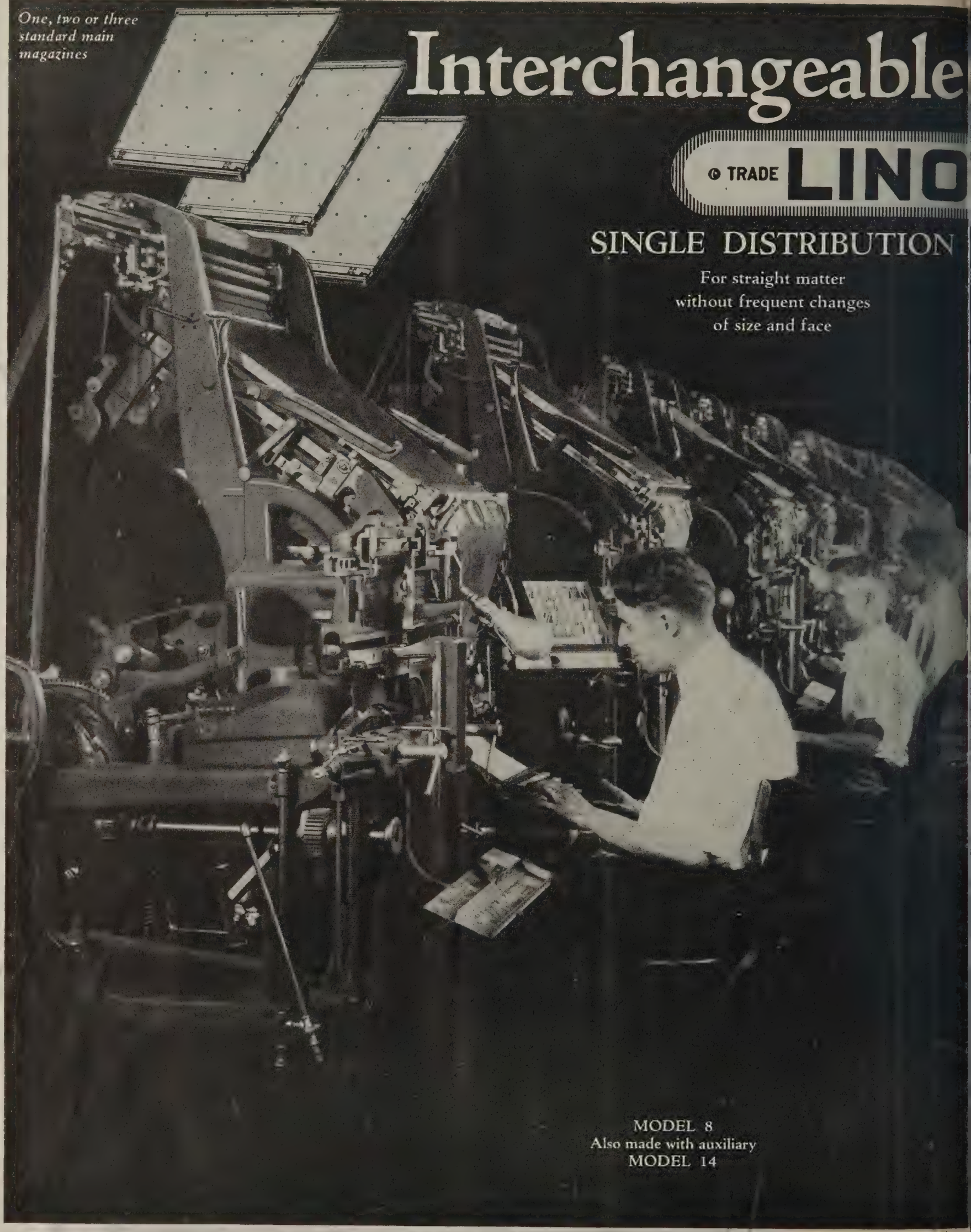
One, two or three standard main magazines

Interchangeable

© TRADE **LINO**

SINGLE DISTRIBUTION

For straight matter
without frequent changes
of size and face



MODEL 8
Also made with auxiliary
MODEL 14

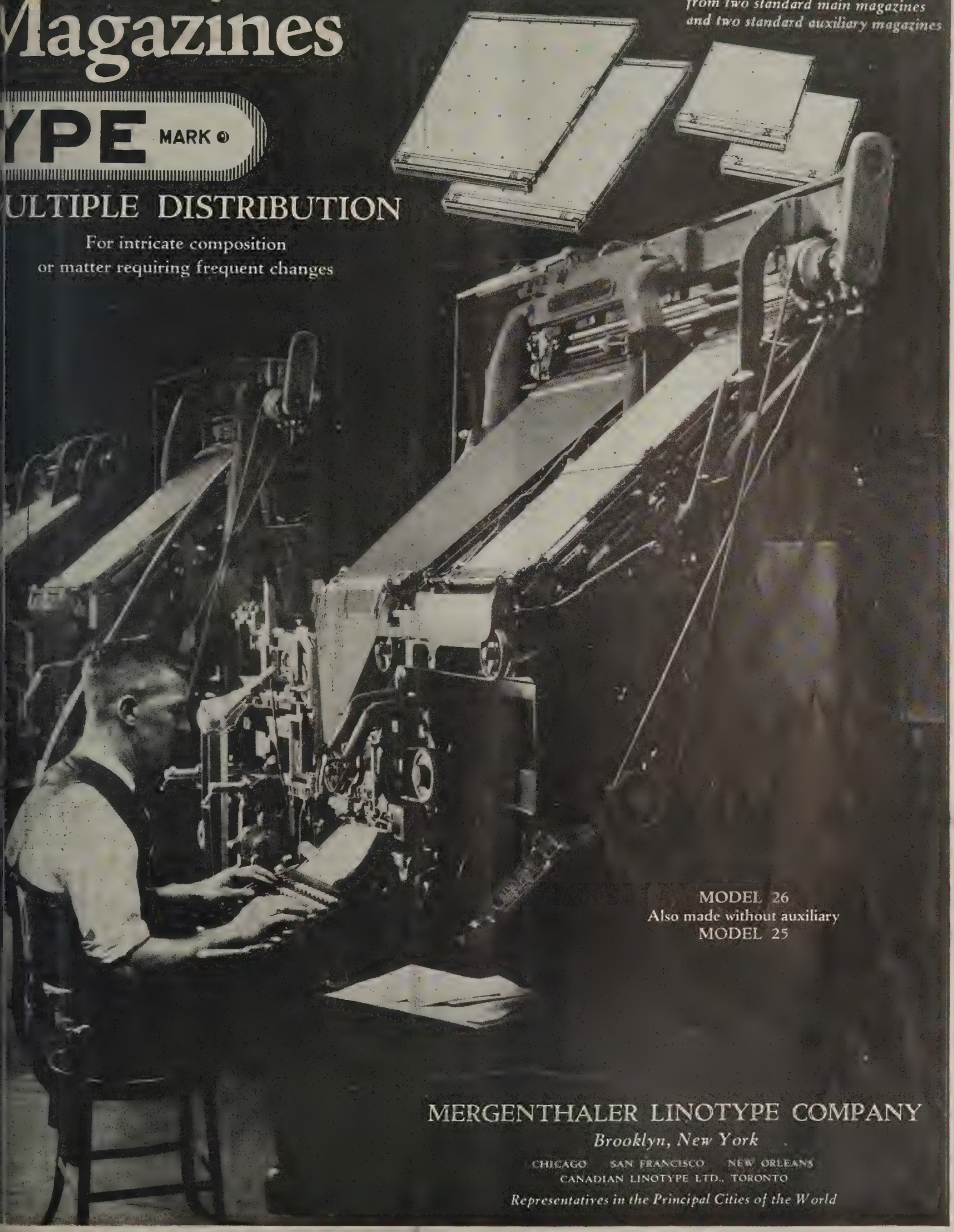
Magazines

YPE MARK ⓪

ULTIPLE DISTRIBUTION

For intricate composition
or matter requiring frequent changes

Continuous composition
from two standard main magazines
and two standard auxiliary magazines



MODEL 26
Also made without auxiliary
MODEL 25

MERGENTHALER LINOTYPE COMPANY
Brooklyn, New York
CHICAGO SAN FRANCISCO NEW ORLEANS
CANADIAN LINOTYPE LTD., TORONTO
Representatives in the Principal Cities of the World

EDITORIAL

CONTEMPT OF COURT

FROM opinions expressed in these columns we believe it is the sentiment of the newspaper men of the country that the following conditions should govern judicial procedure in contempt cases:

(1) That the power of any judge to punish for contempt on his own accusation is despotic in principle, undignified and mistaken and should be curbed by legislative action.

(2) That contempt of court cases should be (a) transferred to another distant court of parallel jurisdiction (b) should be tried before a jury (c) should be decided by a commission of lawyers in a jurisdiction other than that occupied by the offended judge or by a lay referee. (Several editors believe that exception should be made in cases where contempt was actually committed in the presence of the court and was of a nature indicating definite disrespect or malicious intention to disturb the orderly process of justice.)

(3) That the Indiana Supreme Court contention that truth is no justification should be fought to a finish in the United States Supreme Court.

(4) That "constructive" and "indirect" contempt, meaning acts removed from the court, such as heretofore supposedly legitimate newspaper criticism of judicial conduct, gives to the bench powers unnatural under our form of government and that there should at least be clear definition of what might be termed contempt boundaries.

(5) That recent events have indicated that the newspaper press can do no greater public service than to use its influence to secure the election and appointment of men of high character and tested efficiency for judicial positions.

By and large, with various qualifications, EDITOR & PUBLISHER'S suggestion that contempt powers be transferred to judges of parallel rank in other jurisdictions, on the principle of change of venue, seems to be endorsed by leaders of the profession, with but few exceptions.

Unquestionably the issue will be thoroughly threshed out at the next meeting of the American Society of Newspaper Editors. At this point EDITOR & PUBLISHER desires to offer a suggestion: Test your local sentiment now! What does the most respected judge of your community say? What is the sentiment of the leaders in your legislature? If you favor this idea and can get backing for it, waste no time in pressing for legislative action.

Send a couple of dollars or more to the "New York World" or to EDITOR & PUBLISHER *to help pay the expense of appealing to the U. S. Supreme Court the case of Editor Dale, to whom the Supreme Court of Indiana has denied the right to plead truth as justification in a contempt case! Whatever you may think of Dale, his paper or his fight, you certainly do not want this court precedent to stand.*

VISITING A SUMMER SCHOOL

WHAT are the young folks in journalism thinking of?

Some day accept an invitation to visit a school of journalism and give ear to their eager questions.

You will find them discussing the most vital problems of the newspaper business, its technique, public service, sacrifices and rewards, both spiritual and material. You will find an astonishing predominance of girls in the Summer classes. Bright, pretty girls and serious women, note books in hand, seeking mastery of the art and science of the craft.

"Do you believe," they will ask you, "that women have their place in journalism—that the future prospect really warrants the effort?"

You recall all of the good women you have known during a quarter of a century of newspaper service. You vividly remember stories they have written that touched the heart, even your own calloused conscience. You estimate the light the now abominated "Sob Sister" has shed in dark places—tenements, desolate farms, hot kitchens, steamy laundries and drab factories where the blood and tissue of women and children are woven into fabrics by a thousand clattering looms. Does journalism offer a place for the writings of women? A thousand times yes. The



It is he that sitteth upon the circle of the earth, and the inhabitants there are as grasshoppers; that stretcheth out the heavens as a curtain, and spreadeth them out as a tent to dwell in:

He giveth power to the faint; and to them that have no might he increaseth strength.—Isaiah; XL, 22, 29.

right kind of women—women of sympathy, understanding and talent to inspire the millions whose lives are dull with drudgery and whose principal contact with the glowing outside world is through the medium of print on paper.

Is there any place for women in advertising? Inasmuch as the bulk of commercial writing is addressed to women the answer again is a thousand times yes.

"What constitutes genius in a writer?" the Summer School pupils will ask you and you do not tell them, with Edison, that the answer is "sweat." It is hard work, of course, but it is a very special and natural talent—power to express thoughts that penetrate the mind of the reading public, encouraging thinking, provoking discussion, precipitating action.

What are the rewards? This is an insistent question. You glibly reply that the rewards are in proportion to the effort, but you wonder if this is true. It is at least broadly true in journalism as in other professions, arts and sciences. At any rate, the balance of material rewards has greatly improved during the past ten years in this country and the spiritual rewards are high above those of the past.

Step out into the world, boys and girls, and try your fortune at the old wheel! If you have something to say there is an eager world of listeners awaiting. If you have talent you may write your way out of obscurity in about a tenth of the time that a very talented young physician can gain even a neighborhood reputation, or an exceptional young lawyer can gain recognition in the lower courts. Penetrate all of the passageways of modern civilization; study people, things, ideas and ideals; minister to those who read; possess courage to tell the truth as you find it, and take the consequences whatever they may be; don't play fool martyr for any cause, but don't hesitate to give your blood for causes that are more valuable than life; declare yourself "in" on the big game of human progress and accept your just deserts.

These lofty ambitions pour forth from the old editor as he visits the Summer Journalism School and the boys and girls busily take notes. But he knows, and they will learn, that each will go his separate way, profiting little from the experiences of others and much from his own.

"What we are not up in, we are usually down on," says Outlook.

INSURANCE ADVERTISING

"IF it pays me to advertise independently, how much more it would pay the parent companies with large resources at their command to spread the doctrine of insurance throughout the universe?"

That statement was made recently by H. R. Schaffer, a New York insurance agent who launched an advertising campaign five years ago, finding the investment highly profitable. He has reaped a harvest of commissions on standard insurance policies.

Insurance is the great, aching void in the newspaper advertising field. Some day some bright young insurance executive will prevail at his green table and then the insurance interests of this country will learn that the rim of sales possibilities has never been touched by the present hit and miss plan of finding insurance prospects.

DRIFTING TOWARD CENSORSHIP

THAT the federal government will establish censorship of the press within ten years, i modern trends away from free expression ar not curbed, was the prediction recently made b Thomas Dixon, author and playright, to the member of the North Carolina Press Association, and we be lieve with him.

Here is what he said: "There is a growing deman for censorship of the press, and unless the forces no in motion toward the accomplishment of this pur pose are met and destroyed they will win.

"Newspapers are the supreme expression of th orderly process of law against the voice of riot an personal violence and a censored press is the firs step in the establishment of tyranny.

"A free press is the supreme expression of a sel governing community. We are attempting today t substitute for intelligent self-government a labyrint of legal restrictions. Every legislature which meet enacts one of these legal dictums and calls them law They can never become laws until there is back o them an informed public opinion. A free press, no the legislature, is the real law making body of ou democracy."

If Mr. Dixon's statements are considered extrem we ask in all candor: Would anyone have believe six months ago that the right to plead truth as just fication would have become, in the year 1926, a que tion for the United States Supreme Court?

From a very different premise the editor of th *Pittsburgh* (Pa.) *Legal Journal* also foresees cer sorship of the press in America. In a ringing d nunciation of lewd, vulgar comics and exploitatio mainly in Sunday newspaper features, of crime an sensuality, in alluring terms, this critic says: "Cer sorship of the press certainly is on its way and no s or class of people are doing more to speed it than th publishers. A few individuals here and there ar only lacking a Wheeler to put it over. Most big pub lishers will ridicule the thought that such is possibl So did slave owners and booze dealers laugh off th suggestion that their rights would be outlawed."

The point of this argument is that censorship w ride into power because the public will follow a lead who can convincingly show that the newspaper pa ders to vice and crime.

You would not think much of a surgeon that operates before he diagnoses, but you know dozens of newspaper editors who work without definite objective, often with no thought as to what their circulation represents.

SESQUI-CENTENNIAL PROBLEM

IT is probably not too late, even at this late da to start a real advertising campaign to save th Sesqui-Centennial at Philadelphia. This interes ing enterprise has been badly mismanaged and, at th present time, if our information is correct, is runnin at a loss of $50,000 per day.

It is a pity—a shame that the success of this gre event should have been predicated on free publici and hand-out advertising to such a large degree. Th press agent conception of it has been a blight. As w see the situation, newspaper advertising alone can no save it. It has months in which to redeem its oppo tunity. What is needed is an advertising appropri tion, fixed by sensible advertising men, contributed b the people of Philadelphia and placed in the newspap press of the country.

If a newspaper has a concealed bias headlines are more apt to betray it than stories or editorials.

"NOT VERY SERIOUS"

CORRESPONDENT for *New York Sun* sa starvation stories from the Wales mines a exaggerated; he saw with his own eyes hundre of gay, rosy-cheeked children at play; there we ample soup-kitchens and the average miner's stri pay of $1 per week was supplemented by $2 per we local relief for each miner's wife and 80 cents f each child. "What the miners' wives are complainin most about is lack of clothing," the corresponde reports, adding: "But during this season of the ye the complaint is not very serious."

PERSONALS

ARTHUR BRISBANE, editor of the *New York Evening Journal,* was a speaker at a dinner given to Sen. James W. Wadsworth, Jr., by the Republican Business Men, Inc., in New York, Aug. 4.

Kent Cooper, general manager of the Associated Press, and his daughter, Miss Jane Cooper, were luncheon guests of President Coolidge at White Pine Camp in the Adirondacks, Tuesday, Aug. 3.

Bernarr Macfadden, publisher of the *New York Graphic,* motored to Buffalo to meet a party of tourists which had journeyed to the Pacific coast under the newspaper's auspices and attended a farewell dinner held in the Hotel Statler there.

J. David Stern, editor and publisher of the *Camden* (N. J.) *Courier and Post,* Mrs. Stern and David Stern 3rd, sailed for a six-weeks' trip to Europe, July 31.

Frank G. Huntress, publisher, and Mrs. Huntress recently were host and hostess to more than 200 employes of the *San Antonio Express* and *Evening News* and their families at the 8th annual picnic of the Express Publishing Company.

Clifford K. Berryman, president of the Gridiron Club and cartoonist for the *Washington Star* is joining John C. Walker, president of the Columbia Country Club at Chevy Chase, Md., for a golfing vacation. They are bound for the Bald Pate Country Club near Melvin Village, N. H., on Lake Winnepesaukee.

Col. W. H. Huntley, former editor of the *Sheridan* (Wyo.) *Post,* and until last spring editorial writer for the *Casper* (Wyo.) *Tribune,* was stricken with paralysis last week and lies at the point of death in a Casper hospital.

Samuel G. McClure, publisher of the *Glendale* (Cal.) *News,* has returned from a business trip throughout the middle west.

Frank B. Appleby, publisher of the *LaGrande* (Ore.) *Observer,* has returned from a business trip east.

George H. Boynton, long located at Hamilton, Tex., has purchased and taken charge of the *Sherman* (Tex.) *Weekly Chronicle* from F. W. Peveto.

James H. Moore, editor of the *Knoxville Sentinel,* who for several weeks was seriously ill, is able to be back at his desk.

Edward A. Schwab, former Post Office Inspector and fraud investigator, in charge of the Fraud Department of the National Better Business Bureau, has resigned. He is preparing a book based on his experience with gypsters and swindlers.

M. C. Maloney, publisher of the *Marshfield* (Ore.) *Coos Bay Times,* is in New York on a tour of the United States, Canada and Cuba.

John E. Hipple, editor of the *Pierre* (S. D.) *Capital-Journal* and mayor of the city, has announced his candidacy as an independent for governor.

John Alden, of the *Brooklyn Daily Eagle* editorial staff, and president of the New York Society of Alden Kindred, addressed the Alden Kindred of America, descendants of John and Priscilla Alden, at its 26th annual reunion held at Duxbury, Mass., July 28.

R. H. Laschinger of the *Gilmer* (Tex.) *Mirror,* and Mrs. Laschinger are spending several weeks in Detroit and at New Hamburg, Ont., Mr. Laschinger's old home.

Lieut. Col. Ames of the 33rd Division, National Guard, is spending these two weeks in Camp Grant, Rockford, Ill. In private life Lieut. Col. Ames, is K. L. Ames Jr. publisher of the *Chicago Journal of Commerce.*

Cecil P. Rich, publisher of the *Pratt* (Kan.) *Daily Tribune,* with Mrs. Rich and their two sons, drove to San Francisco to attend the national convention of Lions Clubs.

Hal M. Wise, editor of the *Webb City* (Mo.) *Sentinel,* with Mrs. Wise and family, have returned from a tour of the world.

Glenn Griswold, editor of the *Chicago Journal of Commerce,* has gone for a month's motor trip through Michigan and Canada, accompanied by his family.

THE BUSINESS OFFICE

O. E. KNISELY, for the past eight months business manager of the *St. Louis Times,* has resigned effective Aug. 6th, Mr. Knisely, previously to going to the Times, was advertising director of the *Omaha World Herald.*

J. Paul Moore, advertising manager of the *Palo Alto* (Calif.) *Times,* has just left New York after an Eastern business trip.

William B. MacPherson, assistant advertising manager of the *Niagara Falls* (N. Y.) *Gazette,* sailed Aug. 6 for an extended visit to his former home in Scotland. He was given a farewell dinner by employees of the Gazette.

G. W. Preston, for the past three months engaged in special work for the *St. Louis Times,* has resigned. Mr. Preston, at this time cannot announce his plans for the future.

Floyd E. Tilley and R. W. Stamper were recently added to the advertising staff of the *Chattanooga* (Tenn.) *News.*

P. E. Ritcha has resigned as business manager of the *Visalia* (Cal.) *Daily Times* and has joined the force of the San Diego branch of the Auto Club of Southern California.

E. W. Parsons, advertising manager of the *Chicago Tribune,* has returned from from an extended visit at his summer home in Eagle River, Wis.

Frank F. Loomis has joined the staff of the *Chicago Journal of Commerce,* where he will have charge of the insurance section. He was formerly in charge of the insurance department of Albert Frank & Co.

R. A. Moorefield, formerly assistant business manager of the *Danville* (Va.) *News,* has become advertising manager of the *Washington* (N. C.) *Daily News.*

Harry N. Hollenbeak, for the past three years and a half a member of the *Wichita Beacon* advertising staff, has been made advertising manager of the Vail-Shipley Studios and the Vail Jewelry Company, of Wichita.

IN THE EDITORIAL ROOMS

STANLEY W. BOGERT, in charge of the business and financial news section of the *Philadelphia Public Ledger,* has returned to duty after a serious illness and an operation for appendicitis three months ago.

Eugene G. Denham last week became managing editor of the *Hendersonville* (N. C.) *Times,* succeeding William C. Lake, who recently resigned. Mr. Denham has recently been with the *Philadelphia Public Ledger* and has been connected with newspapers in other large cities.

B. H. Brown recently resigned as assistant city editor of the *San Antonio Express.* C. J. Wesch succeeded him.

Gustave Favreau, for 33 years a reporter for the *Montreal Star,* has been visiting his son Lucian Favreau in Columbus, O.

A. Thomas Pollock, for seventeen years a member of the *Rocky Mountain News* and *Denver Times* sports department, has announced his candidacy for the Republican nomination for the state senate of Colorado.

O. P. Wilson, formerly with the *Fairmont* (W. Va.) *West Virginian* as telegraph editor, recently took the same position with the *Chattanooga* (Tenn.) *News.*

M. E. Wyche, of the University of Georgia, is now state news editor of the *Chattanooga News.*

(*Continued on page* 28)

FOLKS WORTH KNOWING

EUGENE ZIMMERMAN (ZIM), first president of the new American Association of Cartoonists and Caricaturists, was born at Basel, Switzerland, May 25, 1862. He was on the staff of *Puck* from 1882 to 1885, doing colored front covers, center double-spreads in color and cartoons and comic drawings.

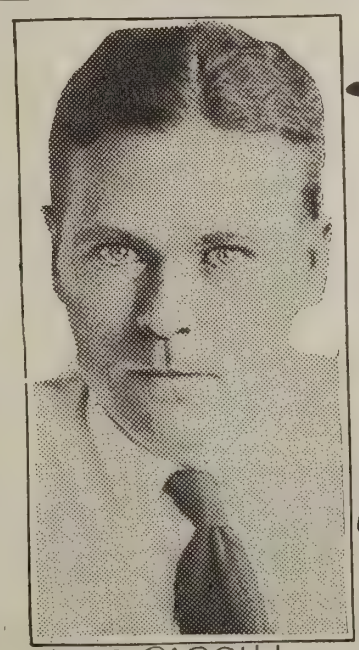


EUGENE ZIMMERMAN

In 1885 he went over to *Judge,* then a struggling four-year-old weekly of 14,000 circulation, in the same capacity, and did much to build up Judge. He left the then prosperous Puck on the advice of an old friend, a lithographer named Shaw, who made a remark which "Zim" never forgot:

"I missed my big opportunity, don't miss yours."

Some years ago "Zim" left the staff of Judge and opened a correspondence school of cartooning, caricature and comic art at his home in Horseheads, N. Y., to which he devotes most of his attention. He is on the staff of *Cartoons Magazine,* for which he draws caricatures and writes on humorous subjects and serious advice to amateurs. He also contributes to a number of other art magazines.



JESS CARGILL

CARGILL

624

More Big Cartoons For CENTRAL PRESS Clients

2 YEAR CONTRACT EFFECTIVE AUGUST-15-1926



THE ELLA CINDERS COLORED COMIC PAGE

(Furnished in from 1 to 4 Colors)

Which Starts SEPT. 19

The nation-wide demand for this Page is illustrated by orders from such papers as:

AURORA BEACON-NEWS
BUFFALO NEWS
CLEVELAND PRESS
DETROIT NEWS
FT. WAYNE JOURNAL-GAZETTE
HOUSTON POST-DISPATCH
LOUISVILLE HERALD-POST
MILWAUKEE JOURNAL
OMAHA NEWS
SAN DIEGO INDEPENDENT
ST. PAUL NEWS
PHILADELPHIA BULLETIN
WASHINGTON POST

Metropolitan Newspaper Service

Maximilian Elser, Jr. General Manager — *Earl J. Hadley* Associate

150 Nassau St. New York City



Samuel S. Schwab, city editor of the *Philadelphia Public Ledger,* has left for a trip through the New England and Middle Atlantic States. Bernard Haggarty is substituting.

Emil Hupka, who for the past eighteen years has been city editor of the City News Bureau of Chicago, has resigned to become day city editor of the *Chicago Herald and Examiner.*

C. J. Wesch, Jr., Federal building reporter and night rewrite man on the *San Antonio* (Tex.) *Express,* has been named night city editor of the Express to succeed Ben H. Brown, resigned.

Paul E. Flagg, of the *Kansas City Journal-Post* staff, has been named secretary and publicity director of the Kansas City Planning Commission.

Frank White has left the city staff of the *Indianapolis Star* to take a position on the publicity staff at the Indianapolis headquarters of the American Legion.

Roland Kilbon, American representative of the *Paris Herald,* returned on the "Carmania" last week from a six week's visit to the Paris office.

A. R. Holcombe, managing editor of the *New York Herald Tribune,* is spending his vacation at Siasconset, near Nantucket, Mass. George Goldsmith, of the Herald Tribune staff is also at Siasconset for several weeks.

Charles Roland, assistant to the city editor of the *New York Herald Tribune,* has returned from a visit to Wisconsin.

Mrs. George M. Grier, a member of the local staff of the *Wilmington* (Del.) *Every Evening,* sailed Thursday on the steamship "Majestic" for England, to visit her parents, Mr. and Mrs. Samuel Paul, who live in London. She will also visit the continent, returning in about two months.

A. O. H. Grier, city editor of the *Wilmington* (Del.) *Every Evening,* has succeeded Merris Taylor, editor emeritus of Every Evening, as day correspondent of the Associated Press at Wilmington. Mr. Taylor retires after a service of many years.

D. L. Reynolds, a graduate of Washington Collegiate Institute, has joined the reportorial staff of the *Washington* (N. C.) *Daily News.*

Edward G. Pendray, of the *New York Herald Tribune* staff, who left early in June for a vacation in Europe, returned last week on the George Washington.

Hartwell Hatton has been transferred from the staff of the New York Herald Tribune to the copy desk. Other additions to the desk are R. E. Baltzell and W. I. Mechlovics.

Erwin F. McEwan, a member of the staff of the *Japan Advertiser,* Tokyo, is sailing for his home in Missouri. He plans to return through Siberia and Russia to New York. Mr. McEwan has permission from the Soviet government to visit in Moscow for a week.

T. A. Langan, Jr., newspaper man and free lance writer, recently returned from a sea voyage to Spain and France. He has renewed his free lance work, and is now sending out his material under the name of Thomas Langan.

Jack Chores, of the *Toledo Blade* copy desk, resigned to spend six months in Europe.

Arthur M. Brunskill of the *Toledo Times* staff has been admitted to the Ohio bar.

Mrs. Norine Wintrowe Freeman, *Toledo Blade* feature writer, has resigned. She will make her home in Cleveland.

MARRIED

FREDERICK J. BALDWIN, owner of the *Loraine* (Ill.) *Times,* to Miss Verna Huber of Camp Point, Ill., July 25, in Macomb, Ill.

W. R. Carnal, floor man in the *San Antonio Evening News* composing room, recently married Miss Mildred Charpentier.

G. A. Tipton, Quincy, Ill., advertising manager of the Electric Wheel Company, will be married early in the fall to Miss Alma V. Howlett of Louisiana, Mo.

ASSOCIATIONS

THE VIRGINIA PRESS ASSOCIATION will hold its annual convention at Pulaski, Aug. 12-14. Gov. Harry Byrd, owner of the *Harrisonburg News-Record* and the *Winchester Star,* will lay aside cares of state for three days among the newspaper men, whose guests will also include Folger McKinsey, the "Benztown Bard" of the *Baltimore Sun,* President Harahan of the Cheaspeake & Ohio Railway, and others.

The MT. VERNON (O.) ADVERTISING CLUB recently put on a contest for a slogan. The $10 prize was won by James Blubaugh aged 13, of Mt. Vernon, who proposed "Mt. Vernon, the Kernel of the Buckeye."

A journal of advertising is planned by the PHILADELPHIA CLUB OF ADVERTISING WOMEN. According to tentative plans the new publication will be initiated in the fall and will contain "news and gossip" of interest to women in advertising.

In addition, plans also were discussed for the beginning of a contest for the award of two scholarships to two girls or women employed in concerns represented in the Poor Richard Club. Two scholarships for two years each will be given by the women's club covering in the Charles Morris Price School of Advertising and Journalism.

Two thousand five hundred delegates are expected to attend the ninth annual meeting of the DIRECT MAIL ADVERTISING ASSOCIATION in Detroit, Oct. 20, 21 and 22.

Committees of the newly organized TENNESSEE PRESS ASSOCIATION are: constitution and by-laws: Laps D. McCord, Pulaski; C. T. Crawford, Sr., Lawrenceburg; Allison Simonton, Covington; and S. M. Frame, Jefferson City. Membership: Hugh Doak, Manchester; Mrs. E. O. Susong, Greeneville; John Rison, Paris, Tenn. The two committees will meet at Nashville during the first week in September. C. W. Rooks, of Humboldt, is president of the new organization.

EAST TENNESSEE PRESS ASSOCIATION will meet at Elizabethton, August 12-14.

DUBUQUE (Ia.) AD CLUB programs for August are unusually interesting and diversified. This week J. W. Cross, western manager for the Woman's Home Companion, was speaker on "What National Advertising Means to Retailers;" Aug. 11, Wells Barnett, secretary of the Waterloo Advertising Corp. speaks on "Fitting Direct Mail Advertising to Your Business," Aug. 25, Jud Clark of the Kraft Clothing store will speak on "How Kuppenheimer Advertises, 'Good Appearance' to Sell Clothing" and Sept. 8, Mac Harlan, advertising manager of the Rollins Hosiery Mills, Des Moines, will discuss "Follow Through."

The MISSOURI PRESS ASSOCIATION will hold its annual meeting in Cape Girardeau, the members assembling at St. Louis on the morning of Thursday, Sept. 23, and leaving on the Steamer Cape Girardeau for a daylight trip down the Mississippi river, arriving at Cape Girardeau at 5 o'clock P. M.

The opening session will be held that night at 7:30. The following day will be devoted to regular meetings, ending with a banquet at night.

The final meeting will be held Saturday morning and at 2 o'clock a special train, the finest on the Frisco system, in charge of President J. M. Kurn, will carry the delegation back to St. Louis.

E. H. Winter, *Warrenton Banner,* is president; J. S. Hubbard, Columbia, secretary. The annual attendance averages 250 to 300 and an exceptionally large number is expected this year owing to the river outing.

W. P. Merry has been installed as the new president of the PORTLAND (Ore.) ADVERTISING CLUB. Other new officers are: vice-presidents, George Grayson and G. A. Rebentisch; secretary-treasurer, Harry Fischer; directors, Stanley Banbury, J. T. Crossley, E. W. Fenton, E. R. Hamm, Roy Heath, V. C. Hibbard, W. C. Kaley, H. P. Nunn, Guy Rogers, Charles Sanders and H. P. Robinson.

First to announce engagement of a special train to travel to Denver next June for the International Advertising Association convention, is the PEORIA ADVERTISING CLUB.

NEW PLANTS AND EQUIPMENT

W. C. JARNAGIN, editor and publisher of the *Storm Lake* (Iowa) *Pilot-Tribune,* weekly, has purchased a new Duplex press, Model A.

Recent installations by the Duplex Printing Press Company, Battle Creek, Mich., include: Paris (Tex.) Morning News, new tubular; Waterloo (Ia.) Courier, new sextuple; Frankford (Pa.) News-Gleaner, Model E; Hazard (Ky.) Herald, Model A; Flat River (Mo.) Lead Belt News, Model A, Los Angeles Staats-Zeitung, Model A; Tonkawa (Okla.) News, Model A.

The *Des Moines Capital* has installed six Goss high speed low construction press units and two pairs of folders.

The *St. Paul Daily News* has installed a Goss high-speed straight line sextuple press.

B. B. Ross, composing room foreman of the *Washington* (N. C.) *Daily News* is visiting in Washington, D. C., and Atlantic City.

H. H. Muir, special representative of the Ludlow Typograph Company, Chicago, has recently returned to Chicago from Cleveland, Ohio, where he was called on account of the illness and death of his mother.

SCHOOLS

BEN HIBBS, head of the department of journalism and director of publicity for the past two years at Kansas State Teachers College, Hays, has resigned and will go back into practical newspaper work on Sept. 1.

Hibbs has accepted a position as managing editor of the *Goodland* (Kans.) *News-Republic.* The *Western Kansas News* and the *Goodland Republic* were merged on April 1, by John Bird and Frank Motz, Hays publishers, and Roy Bailey and R. J. Laubengayer, of Salina.

The degree of Master of Science in business was awarded to Prof. John O. Simmons, acting head of the Department of Journalism at Syracuse University, at the recent commencement exercises at Syracuse. In his thesis in connection with the degree Prof. Simmons wrote on the subject: "Local Newspaper Features that Perform Public Service." Prof. Simmons received his bachelor's degree in journalism in 1914 at New York University. He was in newspaper work until 1920, when he joined the journalism faculty at Syracuse. At that time he was on the editorial staff of the *Providence Journal* and previously was with the *New York Globe, Utica Observer, Standard News Association* and the *Springfield Republican.*

The school of journalism of the University of Oklahoma, will have enlarged quarters the coming school year to take care of additional students.

Eugene Charles, who recently sold the *Belleville Democrat* to A. Q. Miller, owner of the *Belleville Gazette,* has been made assistant professor of journalism at the Kansas State Agricultural College, Manhattan. He will succeed Morse Salisbury, on a year's leave of absence to study for his master's degree at the University of Wisconsin.

THE MECHANICAL SIDE

FREDERICK HILLIER, a member of the *Melbourne* (Australia) *Herald* and *Times* business staff was a recent visitor to the plant of the *Philadelhpia Public Ledger.*

Preston L. Anderson, *San Antonio Evening News* linotype operator, led his two opponents in their race for member of the Legislature in the recent Bexar County Democratic primary, and will be in a run-off with the next high man.

WITH THE SPECIALS

THE Peru (Ill.) *News-Herald* has appointed Scheerer, Inc., to represent it in Chicago and New York.

Richard B. G. Gardner has been appointed New York manager of Scheerer, Inc., publishers' representatives.

Austin B. Fenger, general manager of the M. C. Mogensen Co., Inc., newspaper representatives, has just concluded a trip over the Pacific Northwest visiting the newspapers represented nationally by his company and attending the Oregon press convention at Pineville.

FLASHES

PRINCESS ILEANA of Rumania, mentioned as a prospective bride for the Prince of Wales, had a fall from a hammock. By all means get these young people together. Put him on a horse and her in a hammock and they'll surely fall for each other.—*Florence* (Ala.) *Herald.*

When the mechanical engineers produce a perfect automobile perhaps somebody will turn his attention to the problem of making pedestrians faster and more durable.—*Seattle Times.*

"Italy's King Dedicates Shaft," says a headline, indicating that Premier Mussolini is making a regular Prince of Wales out of him.—*Chicago Evening Post.*

Possibly that row over Sunday closing at the Sesqui-Centennial was staged by the publicity department. — *Florence* (Ala.) *Herald.*

In Europe they're putting peace on a war basis.—*Toledo Blade.*

It's too much to expect, perhaps, but has Mr. Dawes ever considered the possibility of curbing Senatorial speeches during recess?—*Buffalo Evening News.*

Mr. Kipling reviews the literary pageant of 2,500 years and can find only a dozen immortals in the procession. Evidently Rudyard has not looked over the 1926 Summer fiction announcements. —*New York Times.*

France keeps looking for recipes when what she needs is a receipt.—*American Lumberman.*

It took a Constitutional Amendment to put the jack in applejack—*New Haven Register.*

The Government of Bermuda is offering a prize for the best poem descriptive of the advantages of that island. The great difficulty seems to be in finding a rhyme to "bootlegger."—*Punch.*

Public officials are sworn first in and then cussed out.—*Wall Street Journal.*

Chicago plans the highest twin towers in the world. As isles of safety?—*New York Evening Post.*

Too many solid, conservative citizens are solid from the ears up.—*Rutland Herald.*

Yes, oaks grow from acorns, but you may not be that kind of a nut.—*Binghamton Press.*

Never be too hasty about saying an executive has disappeared. He may be still out at lunch.—*Duluth Herald.*

People who do not amount to much themselves brag most about their bright children and prominent ancestors.—*Florence* (Ala.) *Herald.*

You may deal with these leading Iowa daily newspapers as with one publication. Thorough coverage of the state. Uniform marketing co-operation through the "Iowa plan."



No other market offers *these four advantages*

Where, besides in Iowa, can you find simultaneously: such *high average wealth*, such *high standard of living*, such facilities for *easy distribution* and such effective *marketing co-operation?*

Iowa's taxable wealth for every man, woman and child is $4,146, as compared with $2,731—the Nation's average. (Latest financial report of U. S. Bureau of Census).

Iowa has lowest percentage of illiteracy of any state. Has the most telephones in proportion to population.

The percentage of Iowans 18 years old who have finished a four year high school course is *twice* that of the Nation at large. (Latest Government survey of Education).

Referring again to distribution facilities, no point in Iowa is more than 12 miles from a railroad.

59% of Iowa's people live in towns and cities. The 41% on farms are to be considered as suburban buyers, for they have quick, easy access to their shopping centers.

Iowa has more automobiles on farms than any other state.

The effective way to reach Iowa people—on the farms, in the towns and cities—is through their own daily newspapers.

There is scarcely a family in the state that does not read one of the papers on this list *every day*. Combined circulation—571,151. Families in Iowa—550,000.

Write for full particulars regarding rates and our help in gaining proper distribution for you.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Keokuk Gate-City
Iowa City Press-Citizen
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

WOMEN IN ADVERTISING AND JOURNALISM

"Let George Do It" Is More Than a By-Word on Cincinnati Times-Star —Mrs. Dan Moody, Former Newspaper Woman, Helped Husband in His Political Campaign—A. P. Reporter Gets Exclusive Sports Interview

"LET George do it" is more than a mere by-word on the *Cincinnati Times-Star*.



GEORGE ALLISTON

When Moses Strauss, managing editor, uses that expression, he is referring to Miss George Alliston, society editor, and also a good all-round reporter who has never failed on an assignment. George, and that is a baptismal and not a pen-name, is still called upon to dig up those stories that others fail to find.

And in addition to being star reporter and society editor rolled into one, Miss Alliston is also a poet. She writes "Every Day Poems," a daily verse feature issued by Associated Newspapers, New York.

"Miss Alliston would even rob a grave yard, if she were asked to do it," is what Herbert Corey, author of "Manhattan Days and Nights," a New York letter, and formerly city editor of the Times-Star once said of Miss Alliston.

That gets a laugh out of George. She hopes she won't be asked, though, because she has other interests. Writing the daily poem, for one thing, and editing the *Gypsy*, a quarterly magazine of poetry, which she owns, and which, she is glad to say, is self-supporting.

When Miss Alliston was 16 years old she won a gold medal for a poem published by *St. Nicholas Magazine*. That fired her ambitions. She started out from the Kentucky mountains and came to Cincinnati, where she picked out the Times-Star as her favorite paper.

"The way to get a newspaper job," Miss Alliston advised this week, "is to annoy the managing editor until in desparation he puts you to work."

Miss Alliston did that very thing, and she got the job. For a while they mopped up the editorial floor with her. Then she began to get good assignments.

Six years ago she began turning in verses to be used on the editorial page. They made a hit. The editor wanted more of them. Soon George Alliston's "Everyday Poems," became a regular Times-Star feature. Since then the poems have been collected into three volumes, published by Stewart & Kidd, of Cincinnati. They are "Everyday Poems," 1921; "Changing Moods," 1922 and "Through Many Windows," 1923. Nearly 100 of her poems have been set to music.

Mrs. Dan Moody, formerly Miss Mildred Paxton, society editor of the *Abilene* (Tex.) *Reporter*, helped her husband in his recent political campaign in Texas. On July 24, Mr. Moody was given virtually a complete nomination over five opponents for governor of the state, leading Mrs. Miriam A. Ferguson, the first woman governor, by more than 100,000 votes. Mrs. Ferguson withdrew from the second primary and conceded the nomination to Moody. She also promised to resign in October or November. Moody will be inaugurated next January. Mrs. Moody is a real newspaper woman who loves the work. Her judgment and experience on newspaper matters and publicity were often final criterion on statements and publicity in her husband's campaign. Mr. and Mrs. Moody were married last May 20.

Miss Ethel M. Halsey, the only newspaper woman ever attached to the headquarters staff of the Associated Press, this week obtained an exclusive interview with Glenna Collett, golf champion, which the A. P. copyrighted, and sent out with an editorial note giving Miss Halsey credit for the enterprise.

Etta M. and Annie L. Prescott, president and treasurer respectively of the George W. Prescott Publishing Company, publishers of the *Quincy* (Mass.) *Patriot Ledger*, left this week on a tour of the Canadian Rockies.

The first meeting of the fall of the Womens' Advertising Club, Chicago, will be held Tuesday, Sept. 7, at the Congress Hotel.

Jessie Ozias Donohue, society editor of the *Chicago Daily News*, has resumed work on the paper following an extended trip to Paris where she wrote some special stories for the paper.

Miss Muriel Keiser, daughter of A. A. Keiser, editor of the *Quinter* (Kan.) *Advocate*, and associated with her father in the newspaper business, has been made secretary of the Oakley Chamber of Commerce.

"NEWSPAPERS ARE FAIR"

Labor Editor Speaks on Press Ethics in Wilmington, Del.

"The press of our generation always endeavors to be eminently fair, considerate, just and fair-dealing," John C. Saylor, editor of the *Wilmington* (Del.) *Labor Herald*, said in an address in newspaper ethics made before the Wilmington Press Club at its bi-monthly meeting, July 22.

Mr. Saylor is a vice-president of the club. Other officers are Norman M. MacLeod, *Evening Journal*, president; A. N. Andrews, *Morning News* and William H. Connor, *Sunday Star*, vice-presidents and Harris Samonisky, *Every Evening*, secretary-treasurer. The club has 38 members.

The speaker stressed that in the observation of a code of ethics "we must be respectful of the viewpoint of others."

"Our Constitutional rights of free speech are yours and mine to use," he added. "You have the right to your opinion; I have the right to mine. Discussion in the public press about any public question is helpful in clarifying it in the eyes of the public.

"If we are ethical in following our profession we will be fair, we will be generous, we will be forgiving. We will not hound any individual because of a temporary misstep. We will be charitable in our treatment of the unfortunate. But we will do our duty, and doing our duty as we see it is our job."

At the meeting Morris Taylor, editor emeritus of the *Every Evening* was elected honorary president.

CIRCULATION BUILDING SUPREMACY

We opened 1926 with the greatest newspaper campaign ever conducted, and secured over $300,000 in prepaid subscriptions for The Cleveland Plain Dealer. We can attain similar success for you!

THOUSANDS OF NEW, PREPAID, BONA-FIDE HOME-DELIVERED SUBSCRIBERS SECURED IN TEN WEEKS' TIME

HOLLISTER'S
Circulation Organization

Wire or Write us at 717-718 Commercial Exchange Bldg. LOS ANGELES

CHANGES IN FALL RIVER

New Business and Editorial Executives on the Globe

General reorganization of the business and editorial staffs of the *Fall River Globe* (Mass.) has been effected. Those now in charge of the paper are:

William J. Sullivan, formerly of the *Boston American*, is business manager; Calvin S. Chalmers, formerly managing editor of the *Concord*, (N. H.) *Telegram*, *Manchester Mirror*, and *Holyoke Telegram*, succeeds Thomas A. McDonald as managing editor, and Owen Flanders, recently of the *Springfield Republican*, succeeds William D. Dwyer as editorial writer. Frank W. Healey becomes city editor. He previously covered city hall where he is succeeded by Joseph Marcotte. Patrick Hurley has assumed the sporting desk succeeding Carl Reynolds, resigned.

RAISE FOR SAN ANTONIO COMPS

Floor men in the unionized composing rooms of the San Antonio papers recently received 12 cents per hour increase in pay. Day floor men were raised from $1 to $1.12 per hour and night floor men, $1.06 to $1.18.

ASKS AID FOR FATHER

Mexican Girl Says Editor's Life Threatened in Military Prison

Silvestre Terrazas, editor of *El Correo de Chihuahua*, Mexico, was this week reported to be a military prisoner, his life being in danger.

The editor's daughter, Irene Terrazas, appealed to the Press Congress of the World to intercede in behalf of her imperilled father. An investigation was begun, facts in the case being requested of Romeo Ortega, General Procurator of Justice, at Chihuahua, Mexico.

PLAYOGRAPH

Patented June 21, 1910; Oct. 29, 1912; Nov. 5, 1912; July 22, 1913; Sept. 23, 1913; Sept. 1, 1914; Feb. 15, 1916; Aug. 8, 1916; other patents pending. Letters of Patents also issued in the Dominion of Canada. The name PLAYOGRAPH Reg. U. S. Pat. Off.

To all PLAYOGRAPH users.

Gentlemen:

This is to advise you that in the recent suit for infringement brought against The Playograph Co. by the Star Ball Player Co., charging that The Playograph Co. infringed their Letters Patent No. 1,071,080 and No. 1,127,498, Judge Bodine has handed down an Opinion in the United States District Court for the District of New Jersey IN OUR FAVOR, and dismissing their Bill on the ground that WE ARE NOT INFRINGING said patents. Copy of Judge Bodine's Opinion is annexed hereto.

Very truly yours,
The Playograph Co.,
Orange, New Jersey.

Filed July 27, 1926.

UNITED STATES DISTRICT COURT
DISTRICT OF NEW JERSEY

STAR BALL PLAYER COMPANY, Plaintiff,
vs.
THE PLAYOGRAPH COMPANY, Defendant.
In Equity
MEMORANDUM.

Messrs. Granville Meyers and Thomas J. Johnston, for plaintiff.
Messrs. Heine, Bradner & Laird and Milans & Milans for defendant.

BODINE, District Judge:

This is a suit for infringement of Letters Patent No. 1,071,080 and No. 1,127,498 issued to Paul C. Oscanyan. The patents relate to certain improvements in game boards. The claims in suit in the first patent are the second and fourth, as follows:

"2. The combination of a representation of a baseball field, and movable elements representing the runners which relay from base to base.

"4. The combination of a representation of a baseball field and movable elements representing the runners which relay from base to base, and a means for starting and stopping said movable elements."

And the claims in suit in the second patent are the thirty-second and thirty-third as follows:

"32. The combination of a reproduction of a baseball field, runner members adapted to move between each two bases, and a bodily relayed member adapted to be picked up by the succeeding runner member.

"33. The combination of a reproduction of a baseball field, mechanically controlled movable runner elements which relay from base to base and a bodily relayed member adapted to be picked up and carried by the next succeeding runner member."

Broadly, the patents relate to improvements in methods of reproducing baseball games and are used by newspapers as part of the means of attracting crowds to watch the progress of baseball games.

The information is telegraphed or telephoned to operators, who manipulate the device as the game progresses. The principal defense is non-infringement, and it seems obvious that this has been well established. The patents are in a very crowded art.

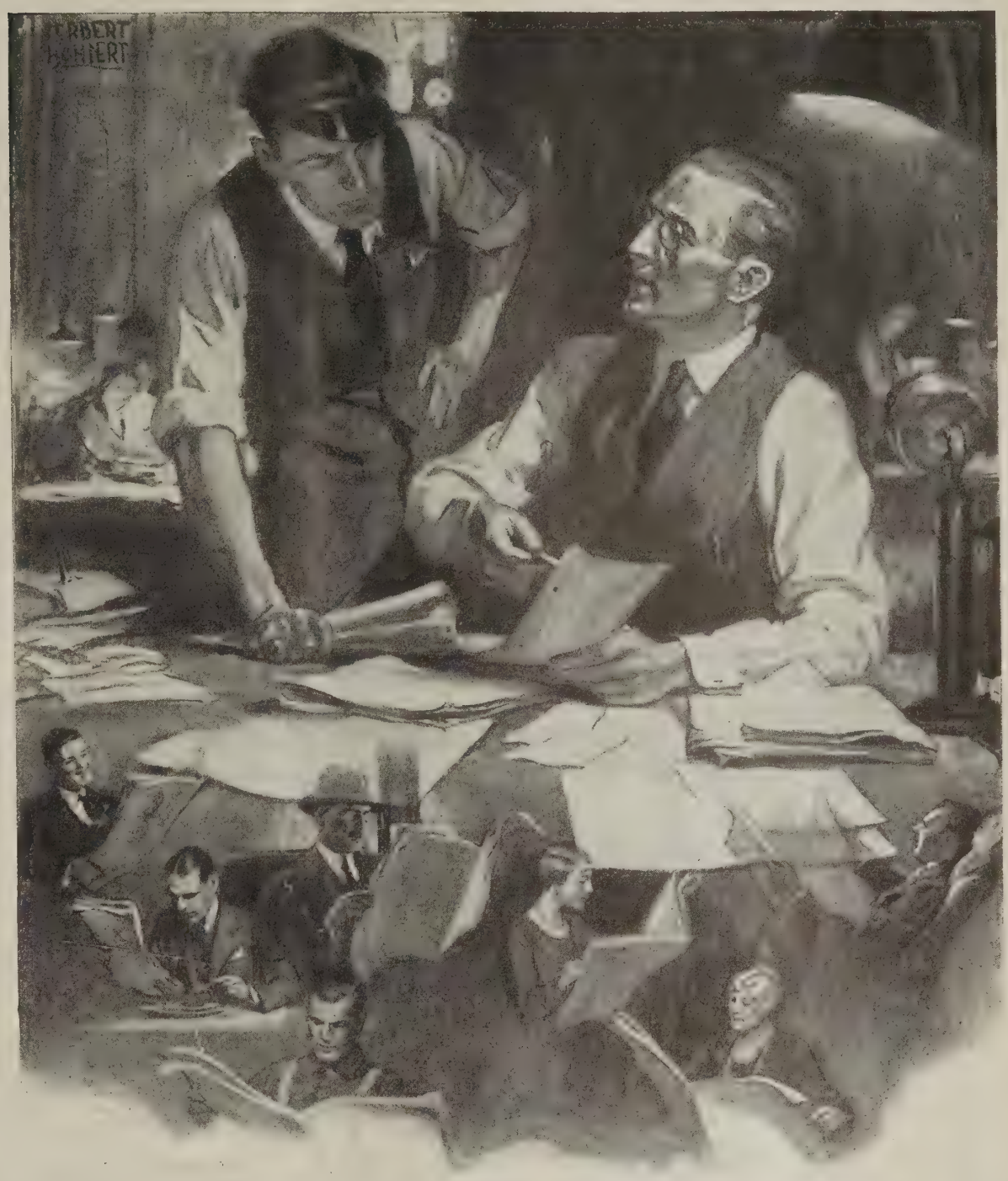
The first patent mentioned has thirty-four claims and the second forty. Of this number but four are chosen as infringed. The gist of the invention in the first patent sued upon is that the movable elements representing the runner are relayed from base to base. In the second patent, the runner members are adapted to relay from base to base while the bodily relayed member is adapted to be picked up and carried by the next succeeding runner member. The defendant does not use this relay method, of the runner members which move between any two bases, but ingeniously and cleverly has simplified its mechanism so that the runner is carried through the circuit of the bases. Discs representative of the player are clipped on the moving device and a sufficient number are used to show the play.

If a runner is struck out the disc is merely unclipped from the moving device.

In the plaintiff's board, there are four separate moving devices, each between two bases and the indicator is relayed from base to base; while in the defendant's board there is only one carrier which continues in its movement around the circuit of the bases and the player indicators are manually applied.

The bill will be dismissed.

What *are* the SCRIPPS-HOWARD newspapers?



I SEE by the newspapers." . . . The authority for nine-tenths of ıe popular opinion on all current ›pics of interest!

But *what* newspapers? Are you ›ncerned with the character and the :anding of *your* newspaper—of that ıedium which furnishes the back-round for those personal opinions by hich you are judged?

Scripps-Howard is the hall-mark of IEWS ACCURACY, *sane and con-tructive* LIBERALISM, *editorial* 'OLERANCE *and political* INDE-'ENDENCE.

* * *

EDITORS of Scripps-Howard news-papers think straight and write traight. Their news columns are *full f facts,* but free from opinion; their ditorial columns are *full of logic,* but ree from demagoguery and vituper-a-ion.

* * *

NEITHER Pollyannas nor journal-istic grouches, these newspapers re the focal point of every movement ending to make life more livable for he people of their communities.

These newspapers are *good citi-ens* of their com-unities. They re always too busy o quarrel with in-ividuals, but never oo busy to engage n a good fight for good cause.



SCRIPPS-HOWARD

This is truly American journalism . . . Scripps-Howard journalism . . . a journal-ism which is well rewarded because its editors make their newspapers not only popular, but—*respected!*

AND confidence—the greatest reward which readers can bestow—is given in overflowing measure to the twenty-four Scripps-Howard newspapers by more than a million and a half families.

SCRIPPS-HOWARD NEWSPAPERS

MEMBERS AUDIT BUREAU OF CIRCULATIONS

MEMBERS OF THE UNITED PRESS

leveland (Ohio) - - - PRESS	Denver (Colo.) - - - - EXPRESS	Youngstown (Ohio) - - TELEGRAM	Covington (Ky.) - - KENTUCKY POST*
altimore (Md.) - - - - POST	Toledo (Ohio) - - - - NEWS-BEE	Ft. Worth (Texas) - - - PRESS	Albuquerque (N. Mex.) STATE-TRIBUNE
ittsburgh (Pa.) - - - - PRESS	Columbus (Ohio) - - - CITIZEN	Oklahoma City (Okla.) - - NEWS	** Kentucky edition of the Cincinnati Post.*
an Francisco (Calif.) - - NEWS	Akron (Ohio) - - - TIMES-PRESS	Evansville (Ind.) - - - PRESS	ALLIED NEWSPAPERS, INC.
Vashington (D. C.) - - - NEWS	Birmingham (Ala.) - - - POST	Knoxville (Tenn.) - - - NEWS	*National Representatives*
incinnati (Ohio) - - - - POST	Memphis (Tenn.) - - - - PRESS	El Paso (Texas) - - - - POST	250 Park Avenue, New York, N. Y.
ndianapolis (Ind.) - - - TIMES	Houston (Texas) - - - - PRESS	San Diego (Calif.) - - - SUN	Chicago Seattle Cleveland
		Terre Haute (Ind.) - - - POST	San Francisco Detroit Los Angeles

WITH THE GENERAL ADVERTISERS

David R. Erwin Named Assistant Advertising Director of Cadillac Motor Car Company—Sales Promotion Department of Pacific Mills to Move to New York—A. N. A. Picks Convention City

ANNOUNCEMENT has been made by William W. Lewis of the appointment of David R. Erwin as assistant director of advertising of Cadillac Motor Car Company. Mr. Lewis has recently been advanced from advertising manager to assistant general sales manager and director of advertising.



D. R. Erwin

Mr. Erwin joined the Cadillac advertising department in November of last year. For the past fourteen years, with the exception of a period in the United States Army, he has held various editorial and sales positions in newspaper, magazine and advertising work, including advertising manager of the *Everett* (Wash.) *Tribune*. For four years before coming to Detroit he was automobile editor of the *Seattle Times* and for the first two years in Detroit was in charge of the extension division of the Burroughs Adding Machine Company's advertising department.

Sales promotion and advertising departments of the Pacific Mills will be removed from Boston to New York, where they will be located at 24 Thomas street. Cowan, Dempsey & Dengler, Inc., advertising and merchandising counsel, have been retained in an advisory capacity and will handle the account after January 1, 1927. The Franklin P. Shumway Company will remain in charge until then. The latter agency will continue to handle the account of Lawrence & Co., selling agents for Pacific Mills and members of the Shumway organization who have been engaged exclusively in Pacific Mills sales promotion work in the field will be added to the company's sales promotion department January 1.

Robert K. Leavitt, secretary of the Association of National Advertisers, this week announced that Atlantic City had been picked as the city where its next annual convention will be held, Nov. 8-10. Delegates will make the Ambassador Hotel their headquarters.

Clarence E. Anderson, for several years promotion sales manager for the New England department of the Sherwin Williams Paint Company, Boston, has just been made director of advertising and sales for *Hunting & Fishing* and *National Sportsmen*, affiliated magazines published in Boston.

The Purecold Products of America, Inc., has been organized to manufacture iceless refrigeration devices, which it is expected will be built and marketed on a mass production basis under the name "Purecold." Thomas A. Scott, formerly president of the Merritt, Chapman & Scott Corporation, is president of the company; G. T. Rogers, vice-president; Matthews Brown, treasurer and secretary. Among the directors are A. W. Bowie and Charles B. Reed.

The corporation has a total authorized issue of 250,000 shares, out of which it expects to offer in the near future 75,000 shares. Of the total authorized issue 33,615 shares are to be held in reserve.

The net income for the first half of the year of the General Cigar Company, Inc., showed a slight falling off from the figures of the first half of 1925. Net income for the first six months was $912,034 after charges and Federal taxes, equivalent after preferred and debenture dividends to $1.81 a share earned on 362,556 shares of no par common. In the first half of last year it was $1,007,565, or $2.07 a share on the same basis. Total assets were $28,908,333, of which cash is $1,869,980. This shows a reaction from the $42,557,094 total assets a year ago, when balance was $2,704,440.

ICE MEN FIGHT BACK

Philadelphians Use Newspapers to Combat Machine Refrigeration

Ice manufacturers and dealers of Philadelphia and vicinity have organized the Ice Publicity Association of Philadelphia & Vic., Inc., to wage a campaign against electric and mechanical refrigeration. The campaign is carried on through the newspaper advertising columns, in a series of articles entitled, "Cold Facts."

The continued use of ice and the various advantages to be derived from the usage over the installation of mechanical refrigerators are stressed.

"A block of ice cannot get out of order" concludes every one of the series of advertisements.

ADVERTISING AGENCY AFFAIRS

P. S. Tyler Now with Street & Finney as Vice-President—Creditors of Redfield, Fisher & Wallace to Meet in New York, Aug. 13—Doughton Founds New Agency in Chattanooga

P. S. TYLER is now associated with Street & Finney as vice-president and account executive. Mr. Tyler was for ten years president of the Botsford, Constantine & Tyler Company, advertising agents in Portland, Ore. Later he was territorial sales manager for the Borden Milk Company in the middle west.

Meeting of creditors of the bankrupt advertising agency of Redfield, Fisher & Wallace, Inc., New York, will be held Aug. 13 in the office of Harold P. Coffin, 217 Broadway, referee in bankruptcy.

Stephen Doughton, formerly with the George L. Dyer Company, New York, has established a new advertising agency in Chattanooga.

A Massachusetts charter was granted the Telegram Advertising Bureau of Boston, Inc., last week, to conduct an advertising business, with a capital of $75,000. The incorporators are Eleanor M. Enwright, of Lynn, daughter of Frederick W. Enwright, publisher of the *Boston Telegram* and *Lynn Telegram-News;* Helen C. Greene, of Lynn, and Effie A. Evans, of Boston.

The advertising agency of Logan & Stebbins, Los Angeles, Cal., has removed to suite 909 Western Pacific Building, that city.

Frederick Schafer, operating the Schafer Advertising Agency, Rockford, Ill., has filed petition in bankruptcy, with liabilities reported to exceed $40,000. Action of the Commercial Engraving Company, Sheboygan, Wis., to recover on a $6,000 account is said to have forced the crisis.

Herbert F. Price, head of the Price Advertising Agency of Quincy, Mass., and Mrs. Price, are on a 1,500-mile automobile trip to Richmond, Va., where they formerly resided.

Hugh M. Smith, formerly of Hewitt, Gannon & Co., and J. W. Gannon & Co., and more recently general manager of the Atia Corporation, New York City, has become associated with Frank Kiernan & Co., advertising agency, New York.

The Condon Company, Inc., an advertising agency, has been formed in Tacoma, Wash., by John Condon, who has withdrawn from the Condon-Milne-Gibson, Inc., organization. Howard Ryan has joined the latter firm which has been renamed Milne-Ryan-Gibson, Inc.

Buffalo, The Wonder City of America

Buffalo—a Profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y. — Tribune Tower Chicago, Ill.
Atlantic Bldg. Philadelphia — Waterman Bldg. Boston

FLORIDA

continues to be the fastest growing state in the Union.

TAMPA

is the recognized industrial center and the most substantial city in Florida.

THE TAMPA MORNING TRIBUNE

is the only morning and the only Sunday newspaper in Tampa, covering the entire rich, productive and populous territory of Southwest Florida, reaching a population of 713,943.

200,000 Daily Readers.
300,000 Sunday Readers.

Represented nationally by
The S. C. Beckwith Special Agency.

MICHIGAN

is growing faster than any State in the Union.

Its increase in manufacturing products surpasses anything in the world.

BOOTH NEWSPAPERS

cover Michigan outside of Detroit—Eight principal cities with the only or leading Newspaper in its respective community.

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN, 50 East 42nd St., New York City
J. E. LUTZ, Tower Building, Chicago, Ill.



DR. S. PARKES CADMAN'S

Every Day Questions

appear daily in these newspapers

Akron, Ohio, Beacon Journal
Allentown, Pa., Chronicle News
Atlantic City, N. J., Times
Birmingham, Ala., Age Herald
Boston, Mass., Herald
Bridgeport, Conn., Post Telegram
Buenos Aires, S. A., La Nacion
Buffalo, N. Y., News
Burlington, Ia., Hawk-Eye
Canton, Ohio, News
Charleston, S. C., News & Courier
Chicago, Ill., Journal
Cincinnati, Ohio, Post
Dallas, Tex., News
Dayton, Ohio, Journal
Detroit, Mich., News
Duluth, Minn., News Tribune
Easton, Pa., Express
Elmira, N. Y., Star Gazette
Erie, Pa., Times
Evansville, Ind., Courier
Fort Wayne, Ind., News Sentinel
Geneva, N. Y., Daily Times
Halifax, N. S., Herald
Harrisburg, Pa., Telegraph
Hartford, Conn., Courant
Hopkinsville, Ky., New Era
Houston, Tex., Post Dispatch
Indianapolis, Ind., News
Jamestown, N. Y., Journal
Knoxville, Tenn., Journal
Lexington, Ky., Leader
Little Rock, Ark., Gazette
Louisville, Ky., Courier Journal
Middletown, N. Y., Times Press
Minneapolis, Minn., Star
Nashville, Tenn., Banner
New York Herald Tribune
Ogdensburg, N. Y., Republican Journal
Oklahoma City, Okla., Oklahoman
Olean, N. Y., Times
Omaha, Nebr., News
Paris, France, Herald
Pawtucket, R. I., Times
Pittsburgh, Pa., Press
Pittston, Pa., Daily Gazette
Pottsville, Pa., Journal
Raleigh, N. C., News & Observer
Reading, Pa., Times
Richmond, Va., Times Dispatch
Roanoke, Va., Times
Rochester, N. Y., Times Union
Rome, N. Y., Sentinel
South Bend, Ind., Tribune
Springfield, Ohio, News
Trenton, N. J., State Gazette
Utica, N. Y., Observer Dispatch
Washington, D. C., Star
Waterbury, Conn., Republican
Watertown, N. Y., Standard
Westerly, R. I., Sun
Williamsport, Pa., Sun
Winnipeg, Manitoba, Free Press
Winston Salem, N. C., Journal
York, Pa., Dispatch
Youngstown, Ohio, Vindicator

Without solicitation several editors have pronounced Dr. Cadman's daily column the strongest feature ever printed in their newspapers. Others have attested its powerful subscription-finding qualities.

NEW YORK
Herald Tribune Syndicate

A·B·C·Week
Chicago
Oct. 18 to 23

The 13th Convention
of the

A·B·C·

(AUDIT BUREAU OF CIRCULATIONS)

will be held at the

Hotel La Salle
Chicago

October 21st & 22nd

NINETEEN · TWENTY · SIX

Divisional Meetings – Oct. 21st
Annual Meeting – Oct. 22nd

The Annual Dinner

will be held on the night of
October 22nd
at the

Hotel La Salle

Make Reservations Early

WHAT'S WHAT IN THE FEATURE FIELD

Edith O'Dell Returns to Syndicate Field at Head of Own Service—
Mrs. Herbert Hoover to Write for Herald Tribune Syndicate—
D. P. to Offer Joseph Conrad Letters

EDITH O'DELL, formerly editor-in-chief and vice-president of the McClure Newspaper Syndicate, New York, has returned to the syndicate field, at the head of her own company, the O'Dell Newspaper Service, after a vacation of six months following her resignation from McClure the first of this year.



EDITH O'DELL

Her offices are at 55 Fifth avenue, New York, headquarters of the *Review of Reviews*. Miss O'Dell will have use of the magazine's mechanical facilities for preparing copy and putting features into the mail, but she is under no obligation to the concern, she informed EDITOR & PUBLISHER.

Miss O'Dell is now making a careful study of the type of service newspapers desire and will not announce her first features until next month. Later in the fall she plans to organize a sales staff to handle her offerings on the road. She intends to deal in daily and Sunday text features and comic strips.

The daughter of an English novelist, Stackpool E. O'Dell, Miss O'Dell came to this country about 20 years ago. Her first job in New York was typing manuscripts for Poultney Biglow. Later she became editor of *Literary Life*, a magazine issued by the now defunct Abbey Press of New York. Leaving this work, she entered the book business, remaining in it for two or three years. Then she joined the staff of *Current Opinion*, with which she was associated for about three years, before joining the staff of the McClure Newspaper Syndicate. She was connected with McClure for 12 years before her resignation.

Associated with Miss O'Dell in her new enterprise is Mary T. Bristor, formerly of the Conde Nast Newspaper Service, and before that for five years with McClure. Miss Bristor resigned from Conde Nast to join Miss O'Dell in her new enterprise.

Mrs. Herbert Hoover has agreed to write features for the New York Herald Tribune Syndicate, under the heading of "Letters of a Cabinet Minister's Wife." The new feature is scheduled to begin the last of this month or the first of September. Mrs. Hoover was induced to write for syndication by Mrs. William Brown Meloney, recently placed in charge of the *Herald Tribune's* Sunday magazine section. Mrs. Meloney has advanced many syndicate ideas since her appointment and every feature inspired by her will be sent out for editorial consideration slugged "A Mrs. William Brown Meloney Idea."

The D. P. Syndicate has just received from London the text of Joseph Conrad's letters, which will be syndicated in September and October, prior to their publication in book form on Nov. 1.

C. H. Wellington, creator of "Pa's Son-in-Law," is in New York on his yearly visit from his home in Los Angeles, Cal.

Jesse S. Butcher of the D. P. Syndicate returned from a trip to London and Paris on the Steamship Olympic last week. John Van Bibber of the D. P. organization is on his way home aboard the Roosevelt, after visits to France and Holland.

Jack Dempsey and Gene Tunney have been cornered by King Features Syndicate, New York, to write their own signed stories on training and the final big heavyweight championship bout. Stories will be issued from both camps twice-a-week under the fighters names until Aug. 30, after which daily wire dispatches will be sent to newspapers taking the service. The feature will end the day after the battle when winner and loser will issue signed statements through King Features.

A. A. Preciado, of the Thompson Feature Service, New York, has returned from a six weeks' trip to the Coast. He spent several days in Hollywood arranging for a number of movie features that will be released through the Thompson people. While in the Northwest he visited the plants of the Scripps papers in Portland, Tacoma, Seattle and Spokane in which cities he spent most of his active newspaper career.

John H. Millar, president of the Associated Editors Syndicate, Chicago, accompanied by his wife and two children, is spending two months at Gloucester, Massachusetts.

WANTS HIGH SCHOOL PUPILS

They Make Best Copy Writers, Mail Order House Finds

High school pupils make excellent advertising copy writers, it has been found by officials of the Chicago office of Montgomery Ward & Co.

Principals of the Chicago schools have been requested by the mail order house officers to select their ambitious and most promising boys and girls and, upon their graduation, send them to the big mail order house for practical training in the many branches of that concern's advertising department.

Newspaper, catalog and pamphlet copy is easy for the students to learn to write, it is said. An experiment has shown rare talent among high school pupils.

"We start the boys and girls at the bottom," explained E. L. McCarthy of Montgomery Ward & Co., "because their minds are unspoiled by preconceived opinions about advertising. Today we are developing some of the ablest members of our advertising department through this system.

"The daily newspapers doubtless have played a part in helping to interest high school students in advertising. By using space themselves to tell the story of what advertising can do to build a business and make it a success, they have impressed on the Chicago high school graduate the dignity of advertising as a profession and its value and profit as a career."

LORD BEAVERBROOK HERE

British Publisher Says Tabloids Fail to Cut Standard-Size Circulation

Standard-size newspapers are holding their own against tabloid picture paper competition in England, Lord Beaverbrook, proprietor of the *London Daily Express*, told interviewers on his arrival in New York from England this week.

Lord Beaverbrook has chartered the yacht *Miramichi*, formerly the Ohio, the property of the late Edward W. Scripps, newspaper publisher, and has started a cruise in Canadian waters with his two sons, Max and Arthur Aitken.

There is no anti-American sentiment in England over the debt settlement, he said, although many opinions blame politicians for making a precipitate settlement without taking other countries into consideration.

REXDALE NAMED EDITOR

Robert Rexdale, former telegraph editor of the *Davenport* (Ia.) *Times* and for several years associated with tri-city newspapers, has been named editor of the *Geneseo* (Ill.) *Republic*. He succeeds the late J. Frank Lieberknecht.

BUSINESS EDITORS ELECT

Robert J. Patterson, of the *American Hatter*, has been elected chairman of the New York Conference of Business Paper Editors. Sidney Kirkpatrick, of *Chemical and Metallurgical Engineering*, was named secretary-treasurer.

OHIO DAILY JOINS A. B. C.

The *Mansfield* (O.) *Journal* has been accepted for membership in the Audit Bureau of Circulations.

WE'RE ALWAYS BUSY—WHY?

AUTOMOBILE PRIZE CAMPAIGNS

Get the Circulation
Get the Money For It
Get It Quickly
Get It Right



Conducted on THE KENDALL PLAN

We would like to know more of your circulation building methods and charges Without obligation to us, you may submit details terms etc

Our last Campaign was run_____

Name of paper_____ City_____

By_____ Title_____ State_____

Should we use a Campaign we would want it to start about_____

Eighteen consecutive successful years of "Knowing How." Wire or write for details, references, etc.,

W. S. Kendall Company
104 NORTH BAILEY AVE.
LOUISVILLE, KENTUCKY

The difference between good roast beef medium and a good classified medium is that one of them is rare.

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

Distinguishing Designs

Sun Tattoos Back



SOUVENIR of her week-end a the seashore. This fancy tattoo like design on the dainty shoulder and back of Miss Eleanor Cody Philadelphia, is the result of su bath with lace scarf thrown ove her.

Courtesy of N. Y. Graphic Syndicate

This tattoo may be the result of accident or design—our friends of the Graphic do not disclose which.

Rather an unusual design, in either event, and an appropriate news picture.

Appropriateness, however, is not the only reason for the popularity of the New York Graphic syndicate service. They know that their service must include the best reproduction medium as well as the best features at their command.

No wonder, then, that they are using Certified Dry Mats—they have found that that is the only way they can assure their clientele of certified reproductions.

And apropos of distinguishing designs, each Certified Dry Mat bears this mark:

TRADE MADE IN CERTIFIED DRY MATS THE U.S.A. MARK

It is put there for your protection as well as ours—look for it; insist upon it, and you'll know what certified stereotyping results really mean.

Won't you let us tell you how Certifieds can serve you, too? There's no obligation for asking for the facts.

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue, New York

For wet mat printing with DRY MAT facility — use Certifieds

Made in the U. S. A.

Markets Are People

To know markets you must visualize the men and women who comprise them

—how many people in the city where you are planning to merchandise your product?
—what is their extraction?
—how many banks, schools, theatres and churches do they support? and how liberally?
—how strong are their banks? deposits? resources? clearings? number of accounts?
—how many automobiles do they own?
—what kind of homes do they live in?
—where do they shop? what kind of stores do they patronize? how many of each? how much business do they all do in a year?
—any jobbers? how many? what do they job?
—how big is the trading area? from what nearby towns do they come to do their shopping?
—how many homes are wired? what kind of current do they use?
—is the water hard or soft? trolley cars? gas? how many meters?
—on what railroads are they located? how long does it take them to get to the nearest large city?
—from what industries do they earn their living? How many manufacturing establishments, and what do they make?
—how many doctors? what kind? dentists?
—what is the average temperature? the pleasantest months?
—how many of them read English? number of families? number of school children? what percentage are industrial workers?

WHEN YOU KNOW THESE FACTS AND FIGURES YOU CAN MAKE A PRETTY GOOD GUESS AS TO THE BUYING HABITS OF THESE PEOPLE AND ARE READY TO DETERMINE WHERE AND WHEN YOU CAN ADVERTISE TO THE BEST ADVANTAGE.

These are just the facts and figures—

and many more, besides—

concerning the trading conditions in the 1300 American Cities where daily newspapers are published which you find in

Editor & Publisher's

MARKET GUIDE

It is the steady standby of the great majority of the leading Agencies and National Advertisers in investigating their markets, planning their publicity and buying their space. "Worth its weight in gold," says one advertising manager. "A bible to the advertising fraternity," exclaims an Agency executive. "Absolutely priceless," voices another. "As complete as it can be made." "You can't improve it—let it alone."

EQUALLY VALUABLE is the Market Guide to the foresighted daily newspaper publisher who uses space in it to increase his advertising linage. For is it not the most logical thing in the world for an advertiser to want to know about *media*, at the same time and from the same book in which he is learning about the *people* who make up the readers of daily newspapers? Let us tell you about it—no obligations.

EDITOR & PUBLISHER, 1700 Times Building, New York

BUILDING NEWSPAPER CIRCULATION

Wedding Bells and Stork Visits Call Forth Form Letters from Vancouver Sun—Toledo Blade Conducting Observation Contest—Carrier Contests Under Way by Brooklyn Times

WEDDING bells and visits of the stork call forth form letters signed by the "service clerk" of the *Vancouver Evening Sun.*

To the Bride the daily writes:

"Dear Friend:

"We take pleasure in sending you a copy of the *Evening Sun,* which contains the announcement of your wedding.

"At the same time we wish to congratulate you and wish you happiness, health and prosperity in the years to come.

"The editor also wishes me to extend to you and your life partner a cordial invitation to make use of the various community services conducted by the *Evening Sun,* such as Dr. McCoy's questions and answers; Edith Adams' cookery page and the various other departments so well known to this community which we are serving, as the only evening newspaper owned, operated and controlled by Vancouver men.

"Yours very truly,
"*The Evening Sun,*
"SERVICE CLERK."

"P. S.—If our carrier boy has neglected to call upon you, or for any other reason you have not had an opportunity to become a subscriber to the *Evening Sun,* if you will call Seymour 40, the paper will start tomorrow. The budget will suffer but 50c. a month and Edith Adams' cookery page, on Friday, alone you will find well worth many times the cost of the whole subscription. Phone me personally and I will see that you are given the very best of service."

And this letter goes out to the mother: "Dear Madam:

"A new inspiration and a bundle of joy has come into your household to add countless hours of happiness and pleasure.

"Of course, as with everything worth while, there will be times when the baby will require constant and careful attention. Sometimes the problems may be even more than you can solve yourself, then you will appreciate the advice of a competent person.

"As another service to this community, the *Evening Sun* has arranged for the service of Myrtle Meyer Eldrid, a famous baby specialist, who conducts, daily, a column known as 'Your Baby and Mine,' which will take up questions and general care of babies. In addition to that, she will answer your personal questions and problems for you through the columns of the *Sun* and by personal letter.

"This service is for you, and we take this opportunity, while your baby is young, to offer you this free reader service that thousands of other *Sun* readers are enjoying.

"If there is any question you would like answered, do not hesitate to send it along. Myrtle Eldrid will be very glad to answer it for you.

"Again wishing you and yours many years of happiness, we are,

"Yours truly,
"*The Evening Sun,*
"SERVICE CLERK."

"P. S.—If you are not already a subscriber to the *Sun,* you may become one by simply having someone phone Seymour 40, when a bright boy will begin delivery. The cost is trifling, but 50c. a month—less than 2c. a day. This 'Baby' service is well worth many times the subscription price."

"Let Your Eyes Bring Dollars to You Soon," is the way the *Toledo Blade* heads promotion copy for an "Observation Contest" now being conducted and scheduled to close Aug. 18.

"How observant do you really think you are?" the daily asked its readers introducing the stunt. "Do you know the familiar sites around town? Or do you in your hurry from one place to another, transacting business, fail to note those charactertistics which distinguish one thing from another?"

The contest, designed to test the "keenness of eye" and the "alertness of mind" of *Blade* readers, offers prizes of $15, $10, $5, and five of $1. Buildings are described in a few words for readers to guess the names.

Rules require that answers be sent in when the contest is ended. A 50-word footnote, telling the importance of the building, must accompany every answer.

The newspaper described the first building of 12 in the contest as follows:

"It has 11 large white lions' heads on one side of it; five on another side; and one on the third side; totalling seventeen. The building is located in the downtown section."

What is claimed to be the largest outdoor sign in Chicago will advertise the new "Kno-Who" contest of the *Chicago Evening American* to 100,000 daily passers-by. Fifty thousand dollars in prizes will be awarded in the contest.

The letters on the sign are seven, ten and twelve feet high and the bottom of the sign is twenty feet from the ground. The sign is painted on the south wall of a five-story building at Washington and Canal streets, and is seen by those entering or leaving the Chicago and Northwestern railroad station.

The sign extends nearly the entire length of the building.

The *Brooklyn Times,* of which E. S. Dobson is circulation manager, is now running a carrier's contest through which 36 carriers and three branch managers will be taken on a three-day trip to the Susquicentennial Exposition during the first week of September. Other prizes, such as bicycles, tool chests, wrist watches, coaster wagons and cameras as well as cash commissions to the total of $5,000 or more will be distributed among boys who are unsuccessful in winning the trips.

"We recently ran a similar contest through which 60 boys and six branch managers were taken on a three-day trip to Washington," Mr. Dobson said. "At that time, other prizes and commissions to the value of $7,500 were paid directly to the boys.

"Each of these contests were run for a five weeks' period. The Washington Tours Contest was very successful, and from the way the orders are coming in, we expect the Sesquicentennial Contest will give as good results."

The *Chicago Herald and Examiner* is offering an album of pictures of the recent International Eucharistic Congress held in Chicago as a subscription inducement. The album contains photographs of the Congress made by staff photographers and already reproduced in the paper. One is given free with a three months' subscription to the paper.

All Dallas circulation records were smashed by the *Dallas News* on July 25, Sunday, following the Texas primary election on Saturday, the *News* claiming that 120,108 copies, upon bona fide orders, left the presses—an increase of nearly 20 per cent over the paper's average Sunday circulation.

W. S. Moffett recently resigned as city circulator of the *San Antonio Light,* returning to a farm which he owns near Fort Worth.

L. H. Rose, circulation manager of the *Chicago Tribune,* will return home in about a week from a trip abroad.

The *Provo* (Utah) *Herald* recently celebrated a record circulation gain at a chicken dinner given members of the staff by the management. The *Herald* reached a paid circulation of 4,000 on July 7, a gain of nearly 100 per cent in less than two years. New carrier routes have been established in three nearby communities. The paper telegraphed news of its circulation gain to the leading advertising agencies.

The *Cincinnati* (O.) *Times-Star's* handicap-run will be held at a local race track on Aug. 7.

Final games in an open "jack tournament" for girls for medals offered by the *New York World* will begin Aug. 9.

L. T. Ward, for the past year with The Butterick Publishing Company in charge of the Columbus (Ohio) group of offices in the reading club divis is now in charge of the circulation partment of the *Lima* (Ohio) *Mor Star* and *Republican Gazette.* Prev to this he had been with the *Des Mo Capital* and *Canton* (Ohio) *News.*

The *Indianapolis Star* is runnin daily series of articles by Lionel D. E director of the bureau of business search of the Indiana university sc of commerce and finance, dealing the financial and business resources Indiana cities. One city is made subject of each day's article.

The *Raleigh* (N. C.) *News and servor* has begun the dispatch of pa for Williamston, Windsor, Pantego, haven and Roper via special truck s ice direct to Washington, N. C., w connection is made with private bus li enabling rural subscribers to receive t papers on the day of publication.

EDITOR & PUBLISHER covers the

Our Customers Write Our Ads

The New York City, N. Y., New World Says—

"We get *six times as much printing* done on our Duplex Flat Bed for *only 20% increase in cost* of press work. The Duplex will pay for itself in less than a year out of savings."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

THE TELEGRAM

now has the largest paid circulation in

CLARKSBURG, W. VA.

13,000 daily
14,000 Sunday

guaranteed.

Member Audit Bureau of Circulations

Represented Nationally by
The Devine-MacQuoid Co., Inc.
New York Philadelphia Pittsburg Chicago

1st For Over 73 Years in ALBANY. N.Y.

IN ADVERTISING
(Local and National)
AND CIRCULATION

CIRCULATION WELL OVER **40,000**

The Times-Union

ALBANY'S LEADING NEWSPAPER
By Every Possible Logical Comparison
VERREE & CONKLIN
Representatives
New York Chicago Detroit San Francisco

FIRST IN PRESTIGE
SINCE 1869

LA PRENSA
OF
BUENOS AIRES

has enjoyed the confidence of the people of Argentina, because of its absolute independence, freedom from partisanship and unquestioned integrity.

For Information and rates apply to

JOSHUA B. POWERS
Exclusive Advertising Representative,
250 Park Avenue New Yor
"South America's Greatest Newspaper"

creating
Impression

nearly half the 2013 national advertisers using the Cleveland Plain Dealer in 1925 used it *exclusively.*

The Plain Deale
ONE *Medium*—ONE *Cost* (ALONE) *Will s*

J. B. Woodward
110 E. 42d St.
New York

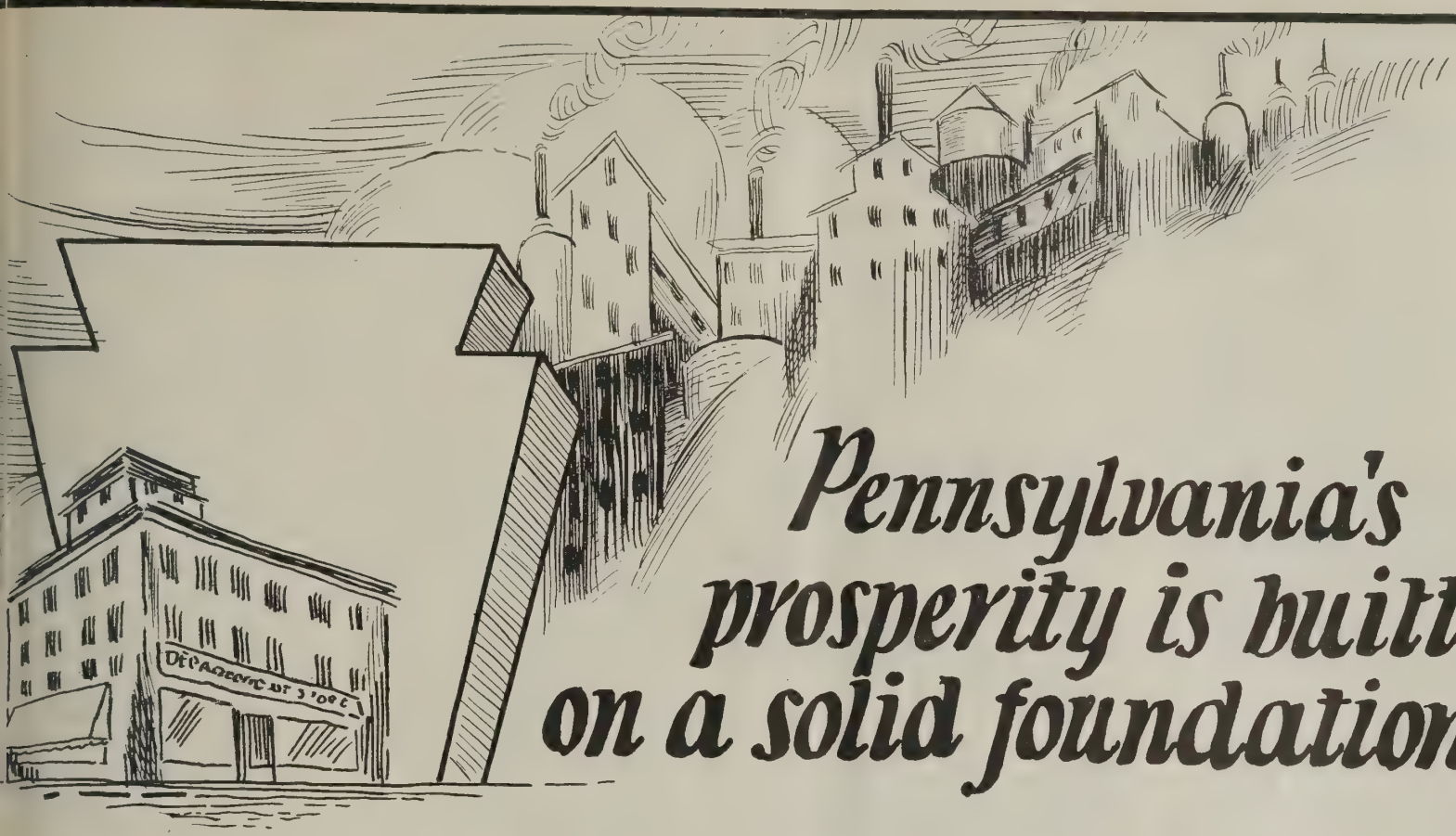
Woodward & K
360 N. Mich. A
Chicago

DO YOU NEED A TRAINED MAN

The Personnel Bureau Sigma Delta Chi, an organiz tion of college trained newspape magazine and advertising me wants to help you find hi The Bureau puts you in touc with experienced, energetic me —it saves you time by recon mending only those who me your requirements.

If you expect a vacancy, plea write Robert B. Tarr, Directo Personnel Bureau of Sigma Del Chi, P. O. Box 115, Pontia Michigan.

NO CHARGE TO EMPLOYERS



Pennsylvania's prosperity is buitt on a solid foundation

As solid as the rock of Gibraltar is the prosperity of the great commonwealth of Pennsylvania.

Business, stable and sound, resulting from diversified industry, which gives thousands of workers all year employment should be attractive to every national advertiser.

The wage earners of Pennsylvania live in pretty villages and towns, in modern up-to-date homes. Automobile registration is exceptionally large. And above all they have the money to spend.

You can reach them through the papers below, who are ready to give you assistance in distribution and merchandising.

	Circulation	2,500 lines	10,000 lines
**Allentown Call .....(M)	31,400	.10	.10
**Allentown Call .....(S)	22,349	.10	.10
††Beaver Falls Tribune.....(E)	6,553	.03	.03
††Bethlehem Globe Times.....(E)	13,272	.06	.06
††Bloomsburg Press .....(M)	7,673	.04	.04
**Chester Times .....(E)	18,295	.06	.06
††Coatesville Record .....(E)	6,783	.035	.03
**Connellsville Courier .....(E)	5,928	.02	.02
**Easton Express .....(E)	25,473	.08	.08
**Erie Times .....(E)	28,596	.08	.08
††Greensburg Tribune Review...(EM)	14,883	.05	.05
††Hazleton Plain Speaker.....(E) ††Hazleton Standard-Sentinel..(M)	19,852	.07	.06
**Mount Carmel Item .....(E)	4,307	.0285	.0285
**Oil City Derrick .....(M)	8,588	.04	.04
**Pottsville Republican and Morning Paper .....(EM)	15,346	.08	.07
**Scranton Times .....(E)	43,230	.13	.12
**Sharon Herald .....(E)	7,236	.0357	.0357
**Sunbury Daily Item .....(E)	5,224	.03	.03
**Washington Observer and Reporter .....(M&E)	17,589	.06	.06
††West Chester Local News .....(E)	11,860	.04	.04
**Wilkes-Barre Times-Leader ....(E)	26,204	.06	.06
††Williamsport Sun and Gazette & Bulletin.....(ME)	28,000	.09	.09
††York Dispatch .....(E)	19,632	.05	.05

**A. B. C. Publishers' Statement, March 31, 1926.
††Government Statement, March 31, 1926.

FOUR YEARS' NEWSPAPER ADVERTISING MADE L. I. DUCKLING MARKET

Annual Sales, Negligible in 1921, Now Top $5,200,000, with Advertising Investment of Less Than 2 Percent —How Advertising Stabilized Industry

By HAMMOND EDWARD FRANKLIN

A BUSINESS man dining in a fashionable New York hotel ordered roast duck. When it was brought to him, he demanded to see the round tag which would prove it was Long Island duckling as advertised in the New York newspapers. When the waiter brought in the tag, he ate his meal with gusto.

Insistence on the part of the public for a definite brand of duck in hotels and at dealers has been developed within five years through a remarkably successful campaign of non-stop newspaper advertising which has lessons for any co-operative group or, in fact, anybody with a product to market.

On Dec. 8, 1921, 27 Long Island duck growers at a meeting passed resolutions, to the effect that a campaign of joint advertising might do much to increase the metropolitan home market for their product. B. A. Ahrens, then a professor in the Farmingdale (L. I.) State Institute of Applied Agriculture and now an officer of the Peck Advertising Agency, New York, helped organize this group of producers of which he has been secretary and director of advertising from the start. Under his direction, the advertising expenditure has grown from $15,000 to $90,000 a year and the consumption of the branded ducks is now 3,500,000 a year.

These ducks by breed are "Pekin" or "White Pekin," the first pair of which was brought to America by a Boston skipper in 1872. In 1880, a Long Island farmer bought a number, bred them and lay the foundation for the present large industry there.

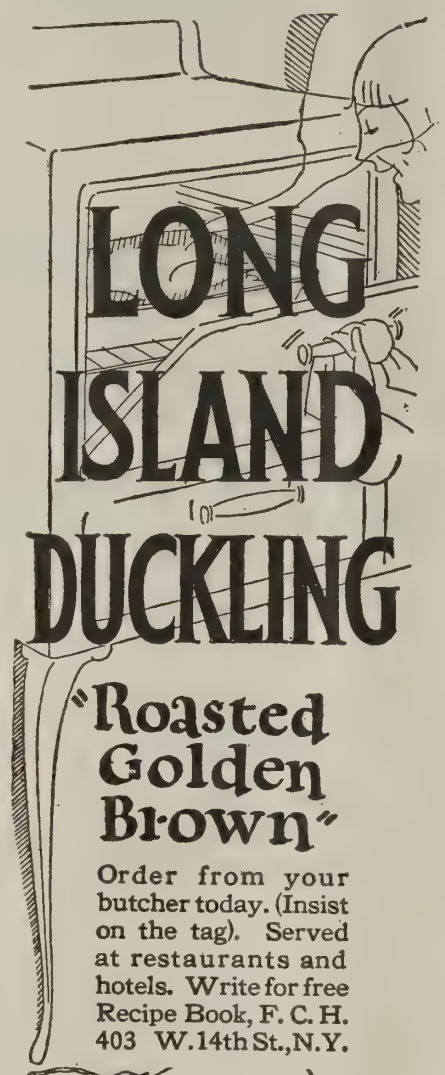
The south and north shores of Long Island, with many inlets and sandy shores (which provide natural drainage), have furnished an excellent location for duck raising. The adjacence to New York City as a market has been a factor also.

From 500 to 3,000 laying or breeding ducks are kept by each grower. Hatching during spring and summer is done in huge, coal-burning hot water incubators, many of which incubate 15,000 to 60,000 eggs at one time. At the end of 28 days the ducks break their shells.

The ration given the duckling destined to go to market is changed from time to time until it weighs five to 6½ pounds, when it is shipped to the Farmers' Commission House, packed in barrels, or sent to the Live Duck Bureau at West Washington Market, New York (for the Kosher trade which demands live ducks). Both the House and the Bureau are owned by the growers.

The Farmers' Commission House was organized in 1915. It functions much as any commission house. It studies market conditions, supply and demand, prices of other poultry, time of year, etc., with the result it usually establishes a fair wholesale price. If there is a glut, the Commission House has facilities to hold ducks in the "freezer." The letters, "F. C. H.," appearing in the advertising, mean Farmers' Commission House. Each week the management deducts an inconsequential amount per duckling from the check to the farmer and the pennies added to many others week by week are turned into the advertising fund which depends entirely on actual sales for its continuance and growth.

All the members, comprising about 90 per cent of the Long Island duck raisers, sign legal contracts, under which they are to ship all ducklings to their own house and permit the advertising assessment. One or two who thought contracts mere scraps of paper learned differently when they faced court action for violation of their agreements. The association co-



Every day some newspaper carries this or a similar piece of copy.

operates in buying as well as selling and in interchange of methods and experiences.

The advertising was begun in a modest way in 1922 in the New York newspapers, featuring the name, the tag which each duckling has, how to prepare, etc. It was felt that the newspapers reach everybody economically and directly. The policy was adopted of using small, steady copy which would keep everlastingly at telling the story. Gradually, thousands of families have been induced to want and ask for a brand of duckling instead of "just duck." They also have been taught to eat duck oftener, preferably at least once a week.

This year the campaign in New York appears in the *Journal, Evening World, Telegram, Brooklyn Daily Eagle, Brooklyn Standard-Union, Jewish Daily News, Daily Mirror, Brooklyn Sunday Star, New York Daily News, Herald-Tribune, Times, Sun, American, New Yorker Staats-Zeitung, Jewish Morning Journal, Forward* and the *Day,* which have a combined circulation of 4,000,000 a day. Advertising appears in some one paper every other day, or oftener.

Painted boards dominate all motor roads leading out of the city. Many stores have signs. A publicity man spends his days among dealers and hotel chefs, promoting interest.

Just now most of the copy is 100 lines single column with clean-printing thin-line drawings of an intriguing nature, the name prominent, tag featured, copy to the point. An incidental invitation, not by any means featured, is an offer to send a recipe book on request. These requests are turned over to the Peck Agency, which prepares the account's copy and handles all details. About 25,000 consumer requests have been received.

How advertising to a special market can influence demand is shown by the fact the sale of live Long Island ducklings in 1922 amounted to only 2,000 in January and February, whereas in the same months this year some 75,000 live ducks were disposed of to Jews who take them to the rabbi to kill.

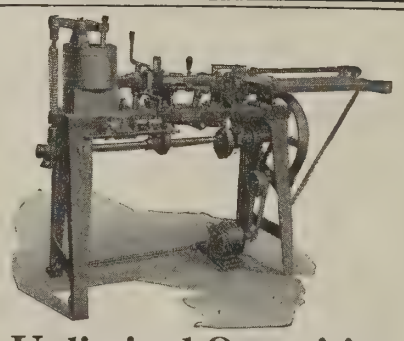
This year the association is extending its activities beyond Gotham. The *Philadelphia Bulletin, Inquirer* and *Public Ledger* are telling the duckling story to their readers.

In Chicago, the *Tribune, Daily News* and *American* are telling the world at large all about this delicacy from the East, while I. H. Marks, the representative of the Farmers' Commission House, is selling the trade. "The Duck's Quack," a paper which is sent to the trade by mail, helps.

Newspaper advertising has helped develop and stabilize an industry. It has made possible benefits to the grower, the dealer and the public without unduly inflating prices. The members of the association enjoy annual sales of $5,200,000 at an advertising cost of only 1.6 per cent.

STAFF ATTENDS PICNIC

The annual family picnic of the *Bloomington Pantagraph* forces was held July 31, at Mackinaw Dells. Outdoor sports, fishing, swimming and dancing were features of the entertainment.



Unlimited Quantities of Leads - Slugs - Plain Rules

STACKS and stacks of leads, slugs and plain rules, in various sizes and lengths, pile up after a day's run with the Elrod.

Firm, strong material, with smooth surfaces and clean edges, comes out without let-up. Any man in your plant can easily learn to produce this work with an Elrod as this machine operates automatically and requires only occasional attention.

You know what this abundant supply of quality material means in results and time saved. All yours, with an Elrod.

Ludlow Typograph Co.
2032 Clybourn Ave., Chicago
San Francisco—Atlanta—Boston—New York

LUDLOW QUALITY COMPOSITION

ADS FILLED HIS PE RAIN OR SHINE

Remarkable Story of Successful N paper Campaign Told by Episco Rector of Kansas Town

ARKANSAS CITY, Kans., August 1. definite story of success in church ac tising is told by the Rev. Frederi Busch, rector of Trinity Episc Church, who last fall began a camp of publicity for a series of special dresses at Sunday evening serv When evening services were dropped the coming of warm weather, the ad tisements were continued, their phasis being shifted to the Sunday m ing services and to the general ide church-going. Copy for all adver ments was written by Mr. Busch.

"There is no question as to the v of church advertising," Mr. Busch "that is, regular and persistent adve ing. Last winter, as a result of the day advertisements in the *Traveler,* Sunday evening congregations uniformly good—not a really poorly tended evening service throughout winter, in spite of some very bad wea When the emphasis was shifted to morning service and the idea of ch going in general, the results were no apparent, though still noticeable. I t that was because the advertisement the evening services were more defi they called attention to addresses t given on subjects that a great n people wanted to know about.

"In deciding on the form and posi of these ads, I consulted with ex enced newspaper men on the Trav Without their friendly co-operation advice, the plan would not have bee successful. The advertisements have been hard to write, and the expense been well within the means of any ch organization. I think it has aver somewhere around $9 or $10 a mor

NEW PALESTINE A. M. PAPE

Further announcement of plans of C. Woodson, who moved the for *Quanah* (Tex.) *Times* plant to Pales to launch a new daily, indicated tha would be a morning publication and called the *Palestine Press.*

New!

—the way Ludlow Fac Make Your Pages Lo

HOW fresh and new yo pages look! How clean a sharp your ads and he stand out! How well the fa harmonize or contrast with c another—and how much more uable your newspaper is to yo advertisers, *if you use the Ludl*

In their clean-cut, distincti dress, your Ludlow-set ads a heads bring increased returns your advertisers. And what he them must, in the long run, h you.

Brighter, cleaner ads and hea spell success for both you a your advertisers. Then, does r the system that makes this gre er success possible, the Ludlo deserve careful study?

Ludlow Typograph C
2032 Clybourn Ave., Chicago
San Francisco—Atlanta—Boston—New Y

LUDLOW QUALITY COMPOSITION

PEARSON IS CHAIRMAN OF U. P. C.

Chiefs of Four Publishing Companies Become Executives of Holding Corporation Following Phillips' Resignation

The United Publishers Corporation, olding company which controls the *Economist Group,* the *Iron Age,* the Chilton Class Journal Company and ther business publishing enterprises, whose president, Charles G. Phillips, re-ently announced his retirement from ctive business, has effected a reorganiza-ion by which the presidents of the four principal subsidiary companies of the J. P. C. became the chief executive fficers of the corporation.

Andrew C. Pearson, president of the Economist Group, was elected chairman f the board of directors; F. J. Frank, resident of the Iron Age Publishing ompany, was elected president of the J. P. C.; C. A. Musselman, president of ne Chilton Class Journal Company, was lected vice-president; F. C. Stevens, resident of the Federal Printing Com-any, was elected treasurer, H. J. Red-eld was re-elected secretary.

Mr. Pearson, the son of a Kansas dry oods merchant, was graduated from Northwestern University with the degree f LL.D., and since 1901 has been con-ected with the textile branch of the Jnited Publishers Corporation. For even years he was general manager of ne *Dry Goods Economist* and later suc-essively secretary, treasurer and vice-resident of the U. P. C. He was the rst publisher to be elected a director of ne Chamber of Commerce of the United tates and he is now a director of the Merchants' Association of New York ity and of the Better Business Bureau f New York. He was also one of the rganizers and first national chairman of ne American Publishers Conference.

Mr. Frank has been connected with the J. P. C. for 16 years and has been resident of the Iron Age Publishing ompany for the past six years. He is resident of the Machinery Club of New ork, a director of the First National ank of Pleasantville and a former presi-ent of the Associated Business Papers.

Mr. Musselman has been connected ith the publishing of automobile papers r 25 years and was one of the execu-ves of the Chilton Publishing Company hen that organization was merged with ne U. P. C. three years ago. At that me he became President of the Chilton lass Journal Company.

Mr. Stevens is a former president of ne New York Employing Printers Asso-ation. He is also president of the Up-nd Citrus Fruit Company which is in-rested in the Isle of Pines and is presi-ent of the Swetland Realty Company.

Mr. Redfield has been secretary of the nited Publishers Corporation for some ars and is also secretary-treasurer of ne Bingham Engraving Company and cretary and director of *Distribution and Warehousing.*

GRISCOM BUYS FREEPORT PAPER

The *Freeport* (N. Y.) *Recorder,* a eekly newspaper, has been purchased r Col. Lloyd C. Griscom, publisher of e *Lynbrook* (N. Y.) *New Era* and her Nassau County newspapers. Charles . Burleigh, who has been editing the ecorder, will be associated with the new wner and will continue as editor. George oung and Karl V. Anton, former wners of the paper, will continue their b printing business as Young & Anton.

HELP COLORADO CELEBRATE

The *Denver Rocky Mountain News* nd *Denver Post* both issued special edi-ons, Aug. 1, in observance of Colorado's micentennial anniversary. The News ition was called the "Golden Jubilee umber," and the Post, "the de luxe olorado Semicentennial and Outdoor uto Show edition."

NEW Fiction for Newspapers

A newspaper no more can afford to run old novels, whose "run" in book form is done, than it can afford to run old news.

Eugene MacLean

OFFERS

THE NEW AND POWERFUL SERIAL STORIES



LAILA

LAILA

BY JOHN NEWPORT

(A Stirring Tale of the Days of Christ)

and

'Second Love'

BY MALCOLM DUART

A Modern Novel of Intense Heart Interest



MARCIE

Both written for the peculiar needs of newspaper circulation, with vivid characterizations, swift motion in their plots, superb photographic illustrations.

Every step in their preparation has been taken under Mr. MacLean's direct personal supervision—and he has edited and produced more countrywide sensations in the newspaper serial field than any other editor in America.

"Laila" is the story of a beautiful Arabian woman, outcast and desolate in Palestine. in the days when Jesus walked the earth.

"Second Love" is the story of a rich young woman of today, married to a poor young man—and the flapper who came between them.

"Second Love" is at the height of its sensational run.

"Laila" has just been released for publication, and advance orders indicate that it will head the list of American newspaper fiction.

PRICES, INCLUDING FULL ILLUSTRATIONS IN MAT FORM, AND A COMPLETE PROMOTION PROGRAM, WILL BE FORWARDED UPON REQUEST.

Eugene MacLean

OFFICE AND PRODUCTION PLANT

827 FOLSOM ST. SAN FRANCISCO

FRANK ANDERSON DEAD

Toledo Knew Him as "America's Best Police Reporter"

Frank H. Anderson, 61, known as "the most thoroughly trained police reporter in America," died July 29, in Toledo. Illness forced Mr. Anderson to retire two years ago. From 1905 until 1924 he was police reporter for the *Toledo Blade.*

Funeral services were held in the Elks club, Toledo. An escort of 16 patrolmen, a captain, two sergeants and a color bearer accompanied the body to the grave.

He got his newspaper training on the *New York Sun* when Charles Dana was in charge and later worked for Charles Chapin on the *New York Evening World.*

Among the papers on which he had worked are the *Chicago Record, St. Louis Post-Dispatch, St. Louis Globe-Democrat, Cleveland Plain-Dealer,* and papers in San Francisco, Columbus and Cincinnati.

Mr. Anderson was a graduate of Sheffield Scientific school, Yale, and had studied medicine two years in Columbia. Inheriting a fortune, he used it in travel, living in Vienna, Budapest, and other Old World cities.

R. A. BAKER DEAD

Toronto Advertising Agent, Formerly a Newspaper Man

Robert Alexander Baker, president of the Baker Advertising Agency, Toronto, died July 27, from pneumonia.

The late Mr. Baker was widely known from coast to coast and his advertising operations were so extended that in the United States he was looked upon as one of the foremost of Canadian representatives.

Born in Ireland on July 27, 1878, he went to Toronto and received his education there. His first position being with the *Toronto Daily Star,* as advertising solicitor.

His interest and ability in this work brought promotion, and for several years he was advertising manager.

In 1911, he left the Star and started the Baker Advertising Agency, Ltd., as a newspaper and magazine advertising agency.

The late Mr. Baker is survived by his wife, two daughters and three sons, W. R., H. F. and Robert. The sons are all actively engaged in the conduct of the agency.

HALF-TONE PIONEER DIES

Max Levy Also Distinguished for Medical Instrument Invention

Max Levy, former Philadelphian, developer of the half-tone process in photo-engraving, died July 31, at his summer home at Allenhurst, N. J.

Mr. Levy was former head of a Philadelphia photo-engraving concern, received the Longstreth medal of merit by the Franklin Institute, for his invention of the haemocytometer, or blood counting chamber, adopted in the army and leading medical institutions.

He achieved world-wide prominence through his inventions in the process of photo-engraving. Mr. Levy was head of Max Levy & Company, until two years ago when he retired. He is survived by his widow, a son, and two daughters.

WIRES PLAY GRIM JOKE

A. P. Operator Takes Story of Sister's Death—Finds Queer Coincidence

Telegraph wires brought tears, and then wiped them from the eyes of C. T. Wright, an operator on one of the Associated Press cross-country lines this week. The succession of date-lines and routine news clicking on his sounder was broken last Sunday night by a bulletin from Gastonia, N. C.

"Five girls were killed". . . the new story began, continuing with details of a week-end collision of an express train with a light motor truck. Then, "The dead are: Bertha Wright, 16, her sister, Laura, 20 . . ."

Wright copied the item and took it to the chief operator. "I'm afraid I'll have to ask relief," he said. "They are my sisters and I'll have to go down there."

Wright has no sister Laura. He has one named Lucy, but he was almost certain that the "Laura" of the dispatch was an error. Before leaving, however, he telegraphed his sisters' home. The answer revealed a coincidence of names and ages of the girls. Neither of his sisters were involved in the accident.

CHAPIN ILL IN SING SING

Charles E. Chapin, former city editor of the *New York Evening World,* is ill in the hospital of Sing Sing prison. Dr. C. C. Sweet, acting head prison physician, reported he was suffering from gastro-enteritis and internal auto-intoxication. Chapin is serving 20 years to life for wife murder.

TRIBUTE TO RANDALL'S MEMORY

Resolutions in memory of the late Charles C. Randall, of the Franklin P. Shumway Company, Boston, were adopted Aug. 2, by the New England Council of the American Association of Advertising Agencies.

JOINS MISSOURI SCHOOL

Thomas L. Yates, advertising manager of the *Fulton* (Mo.) *Evening Gazette* has resigned and will become an instructor in advertising in the University of Missouri School of Journalism Sept. 1. Mr. Yates is a graduate of Missouri and will do graduate work for his Master's Degree while teaching. He will be succeeded in Fulton by Donald Jones, who was graduated from Missouri in June.

Obituary

MYRON W. TARBOX, 76, a pioneer of Michigan newspaper publishing, died last week in Jackson following a stroke of apoplexy. He had been identified with various newspapers of the state since 1874.

AARON B. RICHMOND, 88, father of Henry J. Richmond, of the *Detroit News* staff, died suddenly near Pontiac, Mich., last week.

FRANK H. ANDERSON, who had been a police reporter on the *Toledo Blade* for nearly 20 years, died a few days ago, after a long illness. He previously had worked in Columbus, New York, Cleveland and St. Louis.

WILLARD EVERETT, 75, associated with the Julius Matthews Advertising Agency of Boston, died in Walpole, Mass, recently. Mr. Everett was formerly an employee of the *Boston* (Mass.) *Herald.*

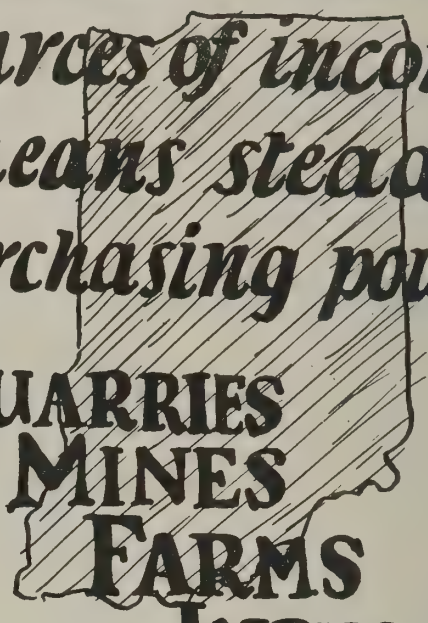
THOMAS TONGE, well known newspaper corespondent, mining engineer and author of Denver, died last week following an infection. For more than thirty years, he was correspondent for the *Mining Journal* of London.

MRS. ANNIE M. KELLY, mother of John L. Kelly, formerly of the *Buffalo Times* editorial staff and of William Kelly, sports editor of the *Buffalo Courier-Express,* died in Buffalo last week.

WILLARD EVERETT, aged 74, Boston advertising man associated with the Julius Mathews Agency, died July 30. at his home in Walpole, Mass. He formerly was connected with the advertising department of the *Boston Herald,* and afterward conducted an agency in partnership with the late Carl G. Zerrahn. Later he became an individual director of national advertising campaigns.

GEORGE H. JEWELL, contributor of numerous pen and ink sketches to Boston newspapers, died at his home in Cambridge, Mass, July 30.

Indiana's varied sources of income means steady purchasing power



The national advertiser is in a fortunate position when advertising to the people of Indiana.

There are no fluctuating markets in Indiana. Its sources of wealth and income are derived from its mines, its quarries, its diversified and stable industry and from its rich productive farms.

Indiana is a typical substantial American State where inhabitants are of good stock, thrifty and well worth cultivating.

Once you obtain the good will of these Hoosiers you can expect real business.

You can reach them through the daily press. The papers listed on this page can show you how to cover the State of Indiana.

	Circulation	Rate for 5,000 lines
**Columbus Republican .....(E)	4,912	.03
††Connersville News-Examiner .....(E)	4,681	.025
††Decatur Democrat .....(E)	3,215	.025
**Fort Wayne Journal-Gazette .....(M)	35,247	.08
**Fort Wayne Journal-Gazette .....(S)	28,468	.08
**Fort Wayne News-Sentinel .....(E)	43,365	.10
**Gary Evening Post-Tribune .....(E)	15,514	.06
**Huntington Press .....(M&S)	4,079	.025
††Indianapolis News .....(E)	128,341	.25
**Lafayette Journal & Courier (M) 7,878 (E) 13,583	21,461	.06
††La Porte Herald-Argus .....(E)	6,726	.04
**Marion Chronicle .....(E)	9,364	.04
†Shelbyville Democrat .....(E)	4,012	.025
**South Bend News-Times.. (M) 9,751 (E) 16,603	26,354	.07
**South Bend News-Times.....(S)	24,500	.07
**South Bend Tribune..(S) 21,431....(E)	22,254	.06
††Terre Haute Tribune.....(E&S)	23,442	.06

**A. B. C. Publishers' Statement, March 31, 1926.
†Government Statement, October 1, 1925.
††Government Statement, March 31, 1926.

AD TIPS

Aitkin-Kynett Company, 1516 Chestnut street, hiladelphia. Placing orders for the University f Pennsylvania, Philadelphia.

Auspitz, Lee and Harvey, 360 North Michiin avenue, Chicago. Will use about a dozen ietropolitan cities on Sampson Electric Cominy, Chicago, copy to start early in September.

George Batten Company, Inc., 383 Madison :enue, New York. Handling advertising of ohnson & Johnson Company, Nupak, New runswick, N. J.

Buck-Glen Company, 39 South LaSalle street, hicago. Sending out new schedule for Shaef-r Pen Company, Fort Madison, Iowa.

Calkins & Holden, Inc., 247 Park avenue, ew York. Placing advertising of H. J. Heinz ompany, "Rice Flake," Pittsburgh, Pa.

Campbell-Ewald Company, General Motors uilding, Detroit. Will issue schedules on uick Motor Car Company, Flint, Mich., for ugust insertion.

Central Advertising Company, 30 North La alle street, Chicago. Will use twenty metroolitan papers for E. T. Konsberg and Cominy, Chicago, advertising stock of Celotex ompany.

Chappelow Advertising Company, 1701 Washgton avenue, St. Louis. Placing advertising the McLain Orthopedic Sanitarium, 915 ubert street, St. Louis.

Collins-Kirk, Inc., 752 North Michigan ave-e, Chicago. Has prepared a list of newsapers on O'Cedar Corporation, Chicago.

Collins-Kirk, Inc., 752 North Michigan ave-e, Chicago. Will continue to handle the en-e account of James S. Kirk Company, Chigo.

S. A. Conover Company, 99 Chauncey street, oston. Handling the account of Dr. J. F. ue & Co., Inc., Auburn, Maine, manufacrers of "Dr. True's Elixir."

Crowell, Williams & Co., 612 North Michigan enue, Chicago. Has prepared a list on Park-Pen Company, Janesville, Wis.

Dorrance, Sullivan & Co., 130 W. 42d street, ew York. Launching a trial campaign in iladelphia newspapers and later in newspapers New England for Bi-So-Dol Company, Bir Gum. Placing about $50,000 in advertisg in New England States and will gradually d new territory for Church & Dwight, 27 dar street, New York. Sending orders to ge newspapers having gravure sections for T. Piver, Inc., perfume, 116 E. 16th street, w York.

John Dunham Company, 431 North Michigan nue, Chicago. Will handle only the Delicia t Butter (margarine) advertising of the John Jelke Company, Chicago.

Ferry-Hanly Advertising Company, 6 North Michigan nue, Chicago. May handle some advertisg in the southwest for the Ward's Products mpany, Chicago, manufacturers of salad ssing.

Ferry-Hanly Advertising Company, 6 No. chigan avenue, Chicago. Reported having ured account of Ward's Products Company, ., Chicago, salad dressing.

Foote & Morgan, Inc., 247 Park avenue, New rk. Has secured account of the Amplion poration of America, loud speaker.

Allen Buck Company, 431 North Michigan nue, Chicago. Has issued schedules to wspapers, two pieces of copy for August and pieces for September, on Shaeffer Pen mpany, Fort Madison, Ia.

Charles C. Green Advertising Agency, Wal- & 17th streets, Philadelphia. Placing adtising in Pennsylvania, Maryland, Dela-re and District of Columbia for the Chrisa Ferry Company, Wilmington, Del.

Stanley E. Gunnison, Inc., 73 West 44th et, New York. Placing account of Life ers, Inc., Port Chester, N. Y.

Joseph E. Hanson Company, 85 Lincoln k, Newark, N. J. Using New Jersey newsers for W. & W. Soap Manufacturing Comy, "Ly-Loss" soap, Newark, N. J.

Hanser-Churchill Agency, 12 E. 44th street, w York. Placing orders generally for Dr. oll Company, Chicago.

Hazard Advertising Corporation, 7 East ty-second street, New York. Has the adtising account of Kuttroff, Pickhardt & mpany, Inc., New York City, solvents and ilizing materials, also placing account of Fritz & La Rue Company, New York, imers of oriental rugs.

J. T. Howard Company, 33 West 42d street, w York. Will use, in the late Fall, newsers in selected sections for the Standard Company, "White House Rice," New York.

John S. King Company, Carnegie Hall, veland, Ohio. Handling account of P. A. r Company, Cleveland, Ohio, "Super Royal" uum cleaner.

King-Gibson Company, 310 So. Michigan ue, Chicago. Placing some advertising in newspapers for the Reisch Food Products pany.

Lambert & Feasley, 17 E. 49th street, New c. Sending out orders to an additional list ities for the Lambert Pharmacal Company, terine," St. Louis.

Lomis-Potts Company, 1012 Baltimore ave-Kansas City, Mo. Has secured account e Lucky Tiger Remedy Company, Kansas .

Morse International Agency, 449 4th avenue, York City. Placing advertising of Enoch gan's Sons, 439 West street, New York, olio."

M. F. O'Keefe Advertising Agency, Inc., 45 Bromfield street, Boston. Placing advertising for Heywood-Wakefield Company, 209 Washington street, Boston, baby carriages, reed and fibre furniture.

Irvin F. Paschall, Inc., McCormick building, Chicago. Has the account of the Gascline Register Company, Chicago, manufacturers of the "Meas-ur-check" gasoline recorder.

Frank Presbrey Company, 247 Park avenue, New York. Will place advertising of the Florida East Coast Railway & Hotels, St. Augustine, Fla.

Reincke-Ellis Company, 215 No. Michigan avenue, Chicago. Placing account of the Reading Steel Casting Company, 929 Connecticut avenue, Bridgeport, Conn., valves and fittings.

E. P. Remington Advertising Agency, 1280 Main street, Buffalo. Handling account of Wehle Baking Company, Rochester, N. Y.

R. H. Sayre, Inc., 237 5th avenue, Pittsburgh, Pa. Has secured transferred account of Saegertown Mineral Water Co., ginger ale.

Russel M. Seeds Company, Inc., Consolidated Building, Indianapolis. Handling advertising of the Milks Emulsion Company, Terre Haute, Ind.

John Watson Wilder Company, 435 North Michigan avenue, Chicago. Will handle the advertising of Greenbaum Sons Company, Chicago.

H. C. Winchell Company, 230 East Ohio street, Chicago. Will place the account of Thordardson Electric Company, Chicago.

LEWIS DENIES FRAUD IN REVIEW PROMOTION

Californian Says Shares in Almond Groves and Oil Wells Were Premiums, Whose Fulfillment Cost More Than Receipts

LOS ANGELES, CAL., Aug 4.—Edward G. Lewis, promoter of the *California Illustrated Review,* and half a dozen other papers, has denied charges that resulted in his indictment recently by the Federal Government for alleged use of the mails to defraud. Bond of $5,000 each have been posted by Lewis. Harry L. Kramer, Louis Cohen and Williams Ahrens.

In the indictments returned again the four men, it is asserted that subscriptions were obtained for the California Illustrated Review that were not fulfilled.

Lewis' statement says:

"The California Illustrated Review had no stockholders other than myself, sold no subscriptions and there were no outside investors in it. Life subscriptions were accepted for $10 from a limited number. With such subscriptions an interest in Almond Grove or in the Review Wells were given. As a premium. Ten wells were drilled, at a cost several times greater than the total of these life subscriptions.

"To fulfill this subscription premium, various of the wells are still producing handsome incomes. The publication was suspended just prior to the involuntary bankruptcy proceedings while a reorganization was taking place and would have been continued but for the bankruptcy proceedings.

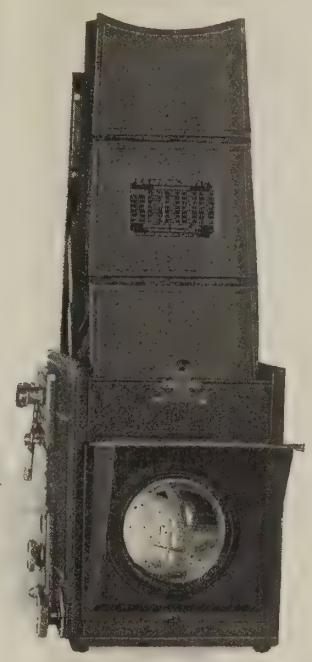
"The subscription price of any newspaper or magazine does not cover its bare cost of publication, in fact rarely covering the cost of the paper on which it is printed. Any newspaper or magazine publisher in America could be indicted by the same methods and for the same reasons by which the indictments were obtained against myself and associates on the board of directors of the Review.

"We were refused permission to appear before the Grand Jury and an agreement that 'before any action was taken by the inspectors we would be given an opportunity to know what their charges might be and give an answer to them' was not kept although we had voluntarily given the inspectors every possible aid in the investigation."

ANN ARBOR WEEKLY SOLD

The *Washtenaw Post* at Ann Arbor, Mich., was sold July 30, by James E. Helber to Charles H. Hemingway of Chicago, who is now associated with the Babyhood Publishing Company of Chicago, but will assume personal charge of the Post. Mr. Helber, the retiring owner, may re-engage in the newspaper business after a rest of several months. The sale was made through the H. F. Henrichs Agency, Litchfield, Ill.

BRIGHTEN THE PAGE WITH GRAFLEX PICTURES



A new Graflex—

3¼ x 4¼ Revolving Back
Graflex, Series C
with Cooke Anastigmat
*f.*2.5

Three times as fast!

Press photography demands speed and *speed* has long meant *Graflex.* Yet the Cooke Anastigmat *f.*2.5 on the new Graflex admits over three times as much light as the fastest lens previously offered.

A Graflex exposure of 1/5 or 1/10 at *f.*2.5 can succeed where ordinary cameras require *time.* And 1/1000 at *f.*2.5 yields detailed action negatives without demanding bright sun.

Ask the Staff

Such superior equipment will permit a press photographer to get good views after rain or approaching darkness has sent his competitors home. Your camera staff will tell you that adoption of the *f.*2.5 Graflex will mean more productive assignments and a greater variety of appealing pictures.

3¼ x 4¼ Revolving Back Graflex, Series C, complete with Cooke Anastigmat *f.*2.5 is $260.

Consult a dealer or write to Rochester.

Graflex cameras are now made by
THE FOLMER GRAFLEX CORPORATION
ROCHESTER, N. Y.

For sale by
EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

WHAT OUR READERS SAY

EDITOR WRITES FROM CELL

County Jail.
EUREKA, CAL., July 16, 1926

TO EDITOR & PUBLISHER: Thanks for your splendid editorial of June 26, "A Queer Case." The editorial from the *San Francisco Chronicle,* to which you refer, as the writer very fairly stated, was written on the supposed facts taken wholly from the statement of Gov. Friend W. Richardson, in denying my application for a pardon. Richardson disregarded the statements by myself and my attorney, and deduced his facts wholly from the statements made to him by Judge Denver Sevier, who imposed this sentence, and from those of District Attorney A. W. Hill, two of my best known and bitterest enemies. Could you see certain testimony in the hands of the United States Immigration bureau, in the deportation hearings against a Greek and an Italian, taken here by a commission, you would know that there is a conspiracy ring here that no local investigation can, or will, ever bring to light, and that I am the goat.

To the best of my knowledge and belief I never wrote or published anything which was not true, about any of the officials involved in this matter, and never with any motive other than the highest public welfare at heart. Never for personal reasons.

The San Francisco Chronicle creates the impression that I was, and am an unpopular person in Eureka. Sure, among the followers of the ring. Why not! I made them fight for their lives, and they are still doing it with every indication that they will pass to the great political heaven of has beens, at the primary election, Aug. 31 next.

Does it seem that I should have been very unpopular, if I held the managing editorship of the *Humboldt Times,* the oldest and largest daily paper in the county for ten years, and drew the highest salary ever paid a newspaper man here, and still count the owners among my best friends, if I were so unpopular?

What I will tell you now, will account for that note in the Chronicle editorial, show you why I have been stripped of the earnings of ten years, my home, my business, and about everything in life, excepting the belief in myself and the certainty that public reform does not pay—the reformer.

For political and commercial reasons the Times could not take the attitude I felt it should against certain abuses, and I withdrew from the editorial management there to take that of the Humboldt News in order to get the facts of political abuses and corruption before the voters.

I was soon arrested on a charge of criminal libel ostensibly by Fred Wiley, a dry squad stool pigeon under Hill. I knew I could not get a square deal in the county court and the district attorney, and took my case to the people. For this I was cited for contempt of court, of which you have the important facts, and sentenced. The appellate court freed me under bond pending appeal, and decided against me.

Now then, two or three days before the time when I should have to return to jail, my attorney advised me to keep out of sight for a day or two, as he was in hopes that within that time the necessary money to pay the fine would be raised.

In compliance with his instructions I went to the home of a young married couple with whom lived a young woman in my employ, and whom I could trust. The second night I was there the young couple went out for the evening, leaving my employee and myself alone in the house. The lady retired about ten o'clock and an hour later I was just in the act of getting into bed at the other end of the hall, when she screamed for help.

I did what any other man would have done—ran to her room.

It was in darkness, but there seemed to be something going on at the window, the noise made by a heavy window shade, when pushed aside, and as I hesitated for an instant to get my bearings and some idea of what it was all about, I was collided with in the dark by a heavy body and knocked upon the bed. I yelled to know who was there and struggled to get up. A flash light was turned in my face and I was thrust down by half a dozen hands and heard: "County Officers."

Then I was told to stay where I was, and the covers dragged over me. Then the lights were turned on and we saw we were in the hands of the Dry Squad.

Under pretext of searching the house, we were placed under guard. A man named J. H. McGrath, U. S. Deputy Collector of the port, who, contrary to law draws pay from this county also as a dry squad man, armed with a big six shooter, hung over the foot of the bed and leered at that girl and myself for an hour. In the meantime McKay, chief of the squad, sent two men to my wife to tell her that they had found her husband in bed with another woman, and asked her to come and see. She declined, and we were allowed to get up and dress.

I entered a plea of not guilty to the charge they placed against me of illegal possession of liquor, they claiming to have found a pint flask of moonshine whiskey in my car in the garage. I openly accused them of "planting" it there, as I do not drink and never had a drop of liquor in my car or elsewhere.

The charge is now outlawed, although I did my best to force them to trial before a jury. They did not dare bring that bunch before a jury, and there was really no need to from their standpoint, because McKay, that night, had called up the night desk of the Times, and told him their story, which was printed and broadeast over the county, without verification, and far more than the Hill forces had anticipated had been accomplished. I was ruined. Redress? How?

If you knew conditions in the county of Humboldt you would know that it is hopeless to undertake to bring the whole truth to light in any such case here. The machinery is too well organized. Aside from this I have no money to do such things with, and have concluded that I have done something more than my duty to the public. I have sacrificed everything I had to try to uncover corruption in office, and have, at least put the officials on trial by the people. Now, if the people do not throw them out of office, it strikes me that it will be because they like that kind of officials, and want to keep them. As I have no interests here, and have lost all interest in public affairs, it will make no difference to me what they do. I may have to serve the whole two years and nine months in this jail. If I do I cannot help it, and when I am out of it I shall leave the country forever. Not because I feel any shame or disgrace, because I am as innocent as you are of the things I have been accused of, and therefore can hold my head as high as anyone, and there is no man living whom I cannot look in the eye with a clear con science, but I am disgusted and tired c the whole affair.

I have written you at length because saw the note of fair play demanded i your editorial and wanted you to knov my side of the story, or at least th salient part of it, that is all.

Thanking you for your fairness, an for your patience in having read this, remain,

ALFRED LINDSLEY.

MR. BARRON'S VIEWS

TO EDITOR & PUBLISHER: Thank yo for publishing my full letter. I coul ask no more.

Your point is that news space shoul not be bought with advertising. You ar correct.

My point is that advertising should no arrest news development.

You know perfectly well that the mo ment advertising appears in the fiel

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

GROWING IN IMPORTANCE

The Inter-Mountain territory of Utah, Idaho, Western Wyoming and Eastern Nevada is rapidly developing and becoming more important to the advertiser whose merchandise has national distribution.

Don't overlook this rich section of the West.

The Salt Lake Tribune

THE S. C. BECKWITH SPECIAL AGENCY
—Sole Eastern Agents—
New York—Chicago—Detroit
St. Louis—Kansas City
Atlanta
M. C. MOGENSEN & CO., INC.
Pacific Coast Representatives
San Francisco—Los Angeles—Seattle

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.

Member A. B. C.

URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representatives:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

Still Gaining!

The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.

The net paid average for the American was 57,503.

You need these papers to cover Baltimore, they reach more than half the City.

Sold separately or in combination.

THE BALTIMORE NEWS
and
Baltimore American

ANNOUNCEMENT

To National Advertisers and Advertising Agencies

The National Advertising Departments of
New York Evening Journal
Baltimore Evening News
Baltimore American
Washington Evening Times
Washington Herald
Atlanta Evening Georgian
Atlanta Sunday American
are combined with offices in New York—Chicago—Detroit

New York Office:
W. G. HOBSON, *Eastern Manager*
2 Columbus Circle
Telephone: Circle 5400

Chicago Office:
F. E. CRAWFORD
Western Manager
913 Hearst Bldg.

Detroit Office:
FRANKLIN PAYNE
Representative
1351 Book Bldg.

All under direction of:
JAMES C. DAYTON, Publisher
NEW YORK EVENING JOURNAL

MERCHANT & EVANS CO.
PHILADELPHIA

Producers of

SPARTAN TYPE METAL

Since 1866

LINO • MONO • STERO
INTERTYPE
COMBINATION

Stocks in Principal Cities

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

any publishers have a tendency to im-
ediately suppress the editor and de-
and that advertising shall precede pub-
cation of news interest. Their slogan
ten is "No advertising, no notice."
Therefore many clever people seeking
iblicity are wise enough to keep away
om the publisher and his advertising
lumn, knowing full well that the mo-
ent advertising appears the editor and
iting, and news notices will be sup-
essed, and both departments of the pa-
r thus put on a commercial basis.

I have been more than 50 years
the reporting, news gathering, editing and
blishing business, and I think I know as
ll as anybody the demarcation between news
d advertising.

I know better than anybody else the progress
human thought and woman's mental develop-
nt denoted by the astounding fact that
lli-Curci could read and master 32 volumes
the Writings of Emanuel Swedenborg in a
mmer season—something nobody else ever did
the history of the world.

I wrote it and sold the article to the *Dear-
rn Independent*—devoted to the neglected
th—for $250 and put the money into a
nd to advertise that same Rotch Edition of
edenborg's Works which Galli-Curci had so
ickly mastered. The problem was how to
nd that fund. Had I been as wise as the
tics you represent, I would have spent the
ney in postage and stationery to invite the
tors of the country to a republication of
article without a thought of using the adver-
ing column.

But having, perhaps, made the mistake of
vertising at the same time, my critics of a
nior generation proceed to instruct me in the
ics of news and advertising, and you ask if
body could put over such a matter on me.

I will promptly respond that I publish every
ir thousands of columns of matter that has
vertising value to billions of capital and I
ther ask advertising nor suppress news on
basis of advertising in connection there-
h.

And this is a statement that nobody else
the world can duplicate.

Therefore, I think I may be permitted from
experience not only to answer you but
lay down the law for both editors and pub-
hers, as well as news gatherers.

It is the simple rule of the late Charles A.
na, of the late *New York Sun*, that only
reader is to be considered in the news
umns, and no suppression of what is of
ue or interest to the reader should take
ce because of value to commercial interests
such presentation.

If new thought, new invention, or a new
lity came into being Dana sent a reporter
give a paragraph or a column, or more
umns according to public interest, although
h presentation might be worth many thou-
ds of dollars to some commercial interest.

Today thousands of publishers would hold up
ir hands in horror at the idea of presenting
ething of interest to their readers that at
same time gave value to a commercial
erprise and the publisher receive no com-
sation therefor.

For 25 years after I started the Boston
ws Bureau there was never an advertisement
a paid line of any kind in the paper,
ough every column teemed with news of
ue not only to financial readers, but to
orations and people well able to advertise.
later when the circulation warranted, we
rdedly opened the columns to selected ad-
cising; but we have always held to the
nciple that any advertisement that was not
the interest of the reader should be barred.

may surprise you to know that I am
advertising the Rotch Edition translation
he Theological Works of Emanuel Sweden-
g with any idea that I shall get a gross
rn in book sales of as much as ten cents
the dollar of the cost of the advertising.

have also said things in that advertisement
I want people to read, and I am willing
ay for the advertising, pro bono publico,
ough I see the danger of having some pub-
rs thereafter class all Swedenborg matter
dvertising. But in advertising these books
n no more in a commercial business than
were offering Bibles to the heathen at
cost of postage.

Yet, by some criticisms, I am warranted in asserting that if the American Bible Society, or one of the Bible publishers who last year produced 30,000,000 Bibles or Books of the Bible, should start to offer some Bibles by advertising, some publishers would announce to their editors that anything with reference to the Bible should thereafter be referred to the Advertising Department, that news or editorial presentation or comment upon the Bible might be measured by the number of inches of advertising offered.

Let me recommend to you and other editors and publishers the reading of Swedenborg who is able to assist any man of true heart to a higher knowledge of his use or service, be he news gatherer, editor, or publisher, or critic; for he was the reporter, and in this world the publisher of the true laws of use in human service as revealed from Heaven.

CLARENCE W. BARRON.

Editor's note: Mr. Barron attributes to journalism commercial degradation that is not justified by the facts. It is not true that newspaper editors are suppressing real news in order to force advertising into their columns; the average publisher is not half so foxy as Mr. Barron thinks him to be; every day in nearly every newspaper advertised objects and services are discussed in news and editorial columns and it is positively not true that advertising embarrasses news.

Anyway, no one but Mr. Barron has raised the question of "news suppression" in this silly season controversy. Our sole objection was to an advertising contract contingent upon the publication of material supplied by Mr. Barron for news columns, the devil take the editor's opinion of its news value. If there is a slogan in the newspaper offices of this country, "No advertising, no notice," if the latter means "news," we have never heard of it and we have been at the work in daily newspaper offices for 31 years.

Mr. Barron is mistaken, badly advised concerning modern newspaper methods. His zeal for his cause is interesting and we are glad to give his views concerning it to our readers.

MEDICAL AD CENSORSHIP

To EDITOR & PUBLISHER: I have been greatly interested in your editorial, entitled, "Fraudulent Advertising," in the current issue of EDITOR & PUBLISHER.

I quite agree with you that it would be the height of folly to expect the publisher to be absolutely responsible with the advertiser for the statements made in all announcements. The *Journal of the American Medical Association* exercises as stringent a censorship as is possible, and has for its advisors several committees of authorities in various fields to pass on certain types of advertising for acceptance. Even under these circumstances, occasional errors creep in, due to the fact that one must trust the advertiser to some extent.

On the other hand, I am amused at the following sentence: "If Edison, Ford, Marconi or Dr. Banting had, in the early stages of their great contributions to society, been prevented from making advertising claims which taxed ordinary credence, an injustice would have been done to them." To include Dr. Banting in this category is an error, since he was in no sense of the word interested in the advertising of insulin. Indeed, this product was never placed on the market or advertised until its value had been established beyond a shadow of a doubt. Moreover, such advertising claims as have been made for the product since it was first made generally available have been censored by a committee of Canadian scientists and by the Council on Pharmacy and Chemistry of the American Medical Association, the latter consisting of seventeen American authorities in the fields of chemistry, pharmacology and general medicine.

In other words, the issue involved in the advertising of drug remedies is so intimately concerned with the health and life of the community, that in such instances, at least, the publisher should assume equal responsibility with the advertiser. In order to enable the publisher to assume such responsibility, the American Medical Association established the Council named, to act as an advisory body and to certify claims before they are issued in advertising.

MORRIS FISHBEIN.
Editor, Journal of the American Medical Association.

INTERESTING ADVERTISEMENTS

To EDITOR & PUBLISHER: In looking through your issue of June 19 I was specially interested in the advertisement of the *Philadelphia Evening Bulletin* which appears on page 66 and is headed "Five Times the Capacity of the World's Greatest Stadium." It is a curious coincidence that in connection with the convention which was held at the Wembley Exhibition, *London Daily News* drew a comparison between the size of Wembley and the acreage of a whole page advertisement in the "Daily News" multiplied by our net sales.

I should like to congratulate you upon the very interesting and effective issue which you have produced.

H. SIMONIS, *London Daily News*.

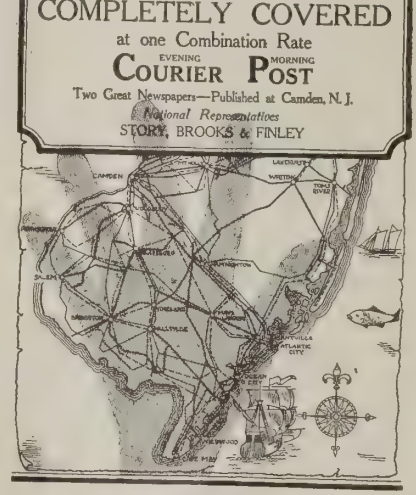
HAMILTON FYFFE RESIGNS

Sees Promising Future for London Herald After 4 Years in Charge

Hamilton Fyffe, editor of the *Daily Herald*, the only Labor daily in London resigned, July 31. He said: "Four years ago I was asked to take charge of the Daily Herald upon its becoming the property of the Labor movement. I agreed to do this for three or four years and put the paper on its feet. That task has been accomplished. The circulation has been raised from 130,000 to 450,000. The future of the Herald is assured. Now I want a good holiday. I haven't had one for four years."

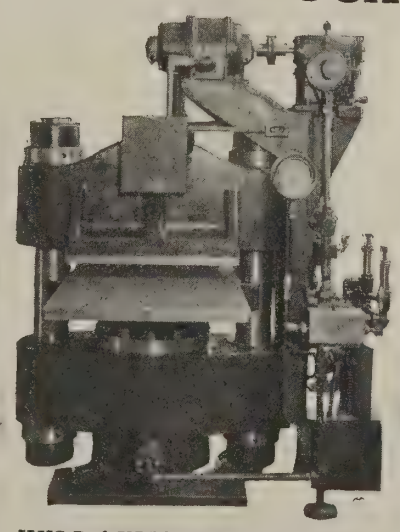
Mr. Fyffe's resignation will take effect in one month. He was attached to the British War Mission which visited the United States in 1917, and he presented the labor viewpoint during the recent general strike in daily articles in the *New York Herald Tribune*.

HALF A STATE COMPLETELY COVERED
at one Combination Rate
EVENING COURIER MORNING POST
Two Great Newspapers—Published at Camden, N. J.
National Representatives
STORY, BROOKS & FINLEY



NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

BIROTADRUCK



HYDRAULIC MATRICE PRESS
Direct Pressure Under Complete Control. Fast, Positive, Non-Vibrating Hydraulic Operation. The first successful hydraulic matrice moulding press to be introduced into this country.
Birotadruck Presses are now in operation on the plants of The New York Times (3 presses), New York Herald-Tribune (2 presses), Boston Globe, Cleveland Press and Dallas News.
AMERICAN BIROTADRUCK CO., Inc.
120 West 42d St., New York City

first! in OHIO
11,492,383 Lines
Dispatch advertising record for the first six months of 1926, exceeding other Columbus newspapers combined by 1,665,911 lines. In 1925 the Dispatch published 21,544,376 lines, exceeding second largest Ohio newspaper by 2,648,383 lines.
NET PAID CIRCULATION
CITY 55,812
SUBURBAN 26,973
COUNTRY 23,666
Total Daily Circulation.....106,451
Columbus Dispatch
OHIO'S GREATEST HOME DAILY

FIRST!
The New York Times in seven months this year published 17,091,382 agate lines of advertising, 6,306,982 lines more than the second newspaper and a gain of 1,747,154 lines over the corresponding period of last year.
Advertisements submitted for publication in The New York Times are subject to censorship to exclude misleading or otherwise objectionable statements.

Do you know what percentage of errors are made in your Composing Room?
We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.
It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.
Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.
When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.
Matrix Contrast Corp.
33 W. 42d St., New York City

The DES MOINES CAPITAL
Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.
It is the best Advertising buy in the midwest
O'Mara & Ormsbee
Special Representatives
The DES MOINES CAPITAL
Lafayette Young
Publisher



Our Own World of Letters

By JAMES MELVIN LEE

A WRITER, name not given by the editor, in the *Outlook* for August 4 asks the rhetorical question, "Do You Believe in Ads?" An editorial note, however, gives the author an O.K.

The article, dealing for the most part with advertising inserted in the newspapers, explains some of the so-called bargains featured in copy. For a "stock reducing" sale even new goods are purchased—provided bargains can be picked up.

The author thus lists what was picked up in one instance:

> Ten thousand house dresses to sell at 49 cents. They did not tell me, and so I did not advertise the fact, that they were made in a neighboring State prison.
>
> Five thousand tubes of a nationally known tooth paste, to sell at half marked price. We failed to mention in our advertisement that they had gone through fire and were gritty as sand.
>
> A thousand hats with ostrich plumes. Was it the buyer's fault that plumes were not being worn?
>
> And so on, through phonographs and shoes that squeaked, semi-soft collars that were mostly soft, and nine-by-twelve grass rugs that curled. Nothing was up to standard, but everything contributed to a low-priced, spectacular sale.

* * *

The ad man who writes the articles then goes on to say that the copy-writer insists on samples of all goods "if he is sure enough of his job" or "if he doesn't care if he loses it"—yet with all this inspection the buyers sometimes fool the copy-writer who in turn intentionally fools the public. The illustration given is that of a shipment of Swiss cheese. The sample tasted all right, but the price appeared too low to the copy-writer who made an inspection all his own. The result was that the advertising in the Sunday papers announced, "Swiss cheese imperfect, slightly soft." But the ad sold the cheese—such as it was.

The writer gives two or three suggestions to ultimate consumers. One of them is "pick the store whose advertising is not deceiving and do all your shopping there." Another suggestion offered is to "buy nationally advertised articles of proved merit at the price marked on the box." Still another is to "read the daily advertisements and compare them store against store" where simple common sense should tell the reader that he can "believe the simple word of an honest merchant before the boast in large print of a tricky firm."

* * *

THE rhetorical question seems to be popular as a magazine title. Bruce Barton asks one in the *American Magazine* for August, "How Did *That* Get in the Paper?" The answer is really an interview with Kent Cooper, general manager of the Associated Press.

The article opens with an interesting newspaper incident. In 1900 William S. Taylor had shot William Gobel, Governor of Kentucky. Taylor had fled to Indiana where possibly because of the pressure of public opinion he finally consented to make a statement in Indianapolis. He closeted himself with an official court stenographer, dictated his statement, saw the stenographer destroy her notes, and then wrapped and mailed the document himself. Within an hour the newspapers of Indianapolis were on the streets with extras telling the story and printing the deposition in full.

How the trick was turned long remained a mystery. Taylor always insisted that his letter had been taken from the mail and at one time threatened legal proceedings for the letter did not reach Frankfort until the morning after the Kentucky newpapers had printed it in the afternoon. Barton thus lets the facts out:

> Two young reporters on the two afternoon papers, having made a final fruitless effort to make Taylor talk, drifted into the stenographer's office to commiserate with each other on their ill luck and to wait for her return, on the chance that something might come to light.
>
> As they sat there smoking, one of them dropped his hand on the desk and, lifting it again, noticed that his fingers were smudged from contact with a piece of fresh carbon paper. Casually he picked up the carbon paper, and noticed that it had apparently been used once then turned upside down and used again. Being new, it bore a clear record of what had been written.
>
> The reporter read the opening words: "I, William S. Taylor," and with a grin of triumph tucked it inside his pocket. Five minutes later he and his companion were transcribing the deposition for which the whole country had been waiting. An hour later the newspapers had it on the streets.

This incident has additional interest when the names of the two reporters are made public. One of them was Ray Long, now editor of *Cosmopolitan Magazine;* the other was Kent Cooper.

A rather detailed description of the headquarters of the Associated Press of New York is given by Mr. Barton. Possibly this information about its obit. files may interest members of the working press:

> "When a prominent man gets to be fifty," said Cooper, "we prepare his obituary and send it out to all of our papers. At sixty, if he is still in the public eye, we rewrite it in greater detail. And as for old men like the Pope, or John D. Rockefeller, or Chauncey Depew, their life stories are brought to date yearly. Within a few seconds after such a man closes his eyes for the last time every important newspaper in America can begin to issue his story.

In the paragraph immediately following Mr. Barton does give, with the help of Mr. Cooper, detailed answers as to how certain stories broke into print. These incidents ought to interest lay readers, but they tell little that is new to practical newspaper men. The latter, however, will find much of interest in the answer to the question, "In what sort of news are people most interested?" Here is the answer:

> "So the first big fact that the editor keeps in mind is that you are most interested in yourself. The second fact is a corollary of the first. You are interested in the people whom you know and the things which you have seen. In telling how you read your own paper this morning, you did not mention the sporting pages, which thousands of readers turn to first of all, as you can see for yourself by watching readers on the trains or street cars. But if you had been to a baseball game or a football game yesterday you would have read the account of it, every word. You would have wanted to check the reporter's version against your own, to see whether he saw the plays as you saw them, and how his distribution of praise and blame agreed with your own. Similarly, if a friend of yours had been hit by a taxicab yesterday, you would search the whole paper for mention of it, simply because it touched your own private circle."

By way of postscript the following is added:

> "Finally, in enumerating the things in which people are interested, I should say that the last and, in many ways, the greatest of all interests is death. The younger readers of your article will not agree with that; to them, death is something so remote as to be of small concern. But newspaper men know that when a man reaches the age of forty-five he begins to read the obituary columns. When he gets to sixty that part of the paper claims his attention almost first of all."

The article, in closing with an obit. of a reporter who once worked for the *New York World,* reprints the wording on the bronze tablet in the editorial office of that newspaper:

> In memory of
> GREGORY T. HUMES
> Reporter on *The World*
> Mortally wounded in the Stamford
> Railroad Wreck.
> He thought first of his paper, and with
> indomitable courage sent the news of
> the disaster.
> Born April 22, 1878
> Died June 13, 1913

* * *

FRANK PRESBREY, the well-known advertising agent, discusses "The Phenomena of Modern Advertising" in *World's Work* for August. His general theme is that advertisements promote growth and prosperity and that they have played a leading part in simplifying the problems of production, distribution and financing.

Mr. Presbrey is very positive in his assertion that the old indictment that advertising adds to the cost of goods has been quashed by experience. He gives two instances to prove his point, the e perience of a fountain pen company a that of the makers of lighting fixtur These two incidents related somewh in detail show how advertising has duced rather than increased the cost manufactured articles to the consum In other words, advertising is a machi to aid in distribution. "The public ne questions the cost of a machine in manufacturer's plant which adds to v ume production. If the public did pay for the new machine it would p for the more costly hand labor."

On the following topic Mr. Presbr has rather pronounced views:

> Advertising campaigns have done more change the habits of the nation in the ma of sanitation and cleanliness than the speec of all the uplifters who have uplifted th voices in the past fifty years.

In enlarging on the point made in t quotation just given, Mr. Presbrey ad that "competition in advertising has r only increased the public taste but h

have you been following the remarkable growth of the Detroit Times

If Quality
of circulation is your first consideration

The Evening Star
With Sunday Morning Editions
Washington, D. C.
will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

N. Y. Office—110 E. 42nd St.
Dan A. Carroll
Chicago Office—Tower Building
J. E. Lutz

A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.

With a constantly increasing circulation, plus a constant growth in advertising lineage, the New York Evening Graphic offers the advertiser an extremely profitable opportunity.

Published by BERNARR MACFADDEN
NEW YORK
EVENING GRAPHIC

H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

in Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"
"Starts the day in Detroit"

With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

The Normal Season in Miami

23%
MORE CIRCULATION

Herald July circulation figures this year as compared with the same period for 1925 show a net increase of 23%—substantiating the continued phenomenal growth of Miami and its market under normal conditions—at a time when nearly every reader is a bona fide resident.

No other market in America is in as healthy a state as the Miami market. No other market offers greater possibilities to the national advertiser.

The Miami Herald
"Florida's Most Important Newspaper"
Frank B. Shutts, Publisher.

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation
LOUISVILLE KY

dinitely raised the standards of art as applied to merchandise." In addition, advertising has maintained "the high standard and purity of goods, particularly edibles."

Another item to be listed on the asset side of the ledger is mentioned:

t is conceded that advertising, by giving manufacturer more control over his product, distribution and its buying seasons, has done h to stabilize employment and national purchasing powers. As more manufacturers realize great and beneficial effects which advertising can have upon their production problems the purchasing power of their employees, present national prosperity can be made take on more and more of a permanent acter.

Mr. Presbrey concludes his discussion with the summary:

aving helped to create the will to produce, earn to have and to be prosperous in the ple of this nation, advertising has also, as ave pointed out, helped to stabilize that perity by stabilizing the employment and before the purchasing power of hundreds of sands of wage earners, and has helped also crease the income of thousands of farmers ugh the co-operative advertising they have ied on through their associations.

* * *

HE new edition, "Forty Years An Advertising Agent," by George Presbrey Rowell has just been issued by the Franklin Publishing Company at 357 Fourth avenue, New York City. This new edition will be mentioned at greater length in a later comment.

* * *

MAGAZINE editors, to use their own language, will read with interest the editorial which opens in the *Bookman* for August—"Absolute Truth." This editorial discusses pro and con the existence politeness of the modern rejection slip. To tell the absolute truth in a letter declining a manuscript would be not the same thing as telling the absolute truth in the newspaper.

* * *

THE Haldeman-Julius Company of Girard, Kan., announces for early publication "Dying Like a Gentleman, and Other Stories" by E. W. Howe who put the *Atchison* (Kan.) *Globe*, on the newspaper map. The remarkable thing about this "little book" is that it will cost only twenty cents.

* * *

THE latest book on advertising to come to this department is "Theory and Practice of Advertising" by S. Roland Hall (McGraw-Hill Book Co.). A more extended notice may be expected in a later issue of EDITOR & PUBLISHER.

* * *

THE history of printing has a shelf of books all its own. But the history of printing-ink has long lacked a competent historian. That mantle has fallen on the shoulders of Frank B. Wiborg, author of "Printing Ink" (Harper & Bros.)—a volume of 300 pages.

Mr. Wiborg, after admitting that rag paper is a Chinese invention the manufacturing methods of which were transmitted to Europe by the Arabs, remarks that a similar assertion cannot be made regarding ink, although the Chinese product is so superior to that produced in other countries that it was for centuries used by European artists under the misnomer "India Ink." Attention is called to the fact that while Chinese records record the name of the inventor of rag paper the name of the inventor of ink will never be given for the reason that ink was the invention of an individual. The Chinese tested and tried preparations for centuries before they uncovered acceptable formula for good ink. Mr. Wiborg remarks in passing that ink "is one of the outstanding examples of progress in Chinese technology and an eloquent refutation of the dogma of the stationary character of Chinese culture." Two chapters are devoted to the history of ink in China.

The story of printing-ink is then continued from its earliest use in Japan, Central Asia, India, Egypt, Palestine, Greece, Italy to the use of ink in the modern era. Chemical ingredients of ink, as used in these various countries, are stressed but the terminology used is that of a printer and not that of a chemist. One chapter is devoted to the history of plate and intaglio inks and another to the ink used in the modern offset process.

The concluding chapter (XX) is a sort of hellbox into which the author has thrown not waste material but good stuff about present day methods of ink making, the etymology of the term "ink," a bibliography which reviews books on printing-ink subjects, etc.

The volume is obviously a work of love on the part of Mr. Wiborg and represents a tremendous amount of research. So long as he keeps to ink he is doubtless an authority, but when he strays from his field and attempts to tell about the origin of newspapers he shows his unfamiliarity with the literature of the subject. The white surface on which was printed the news of the Roman Senate by the order of Julius Caesar consisted of a whitened board smeared with gypsum. This "news album" set up in the Roman Forum was more like a modern bulletin board than a newspaper. It was the origin of something like a newspaper for it was the source of news for professional news writers who copied its items to incorporate into news letters sent to patrons sojourning outside of Rome. But such minor slips in a field outside that of ink do not deserve detailed criticism.

Mr. Wiborg very frankly admits that the dispute as to whether Lourens Janszoon Coster of Haarlem, Holland, invented the art of printing with movable types, or whether the honor goes to Johnannes Gutenberg of Mainz, Germany, is a subject for the typographer rather than for the student of printing ink. Mention is made, however, that there are no authentic examples of printing by Coster and therefore no opportunity to study what he may have contributed to the science of ink-making. Examples of printing from the press of Gutenberg, however, are so numerous that the ink he used can be discussed with some fullness. Attention is called to the fact that irregularity in the color of ink on his pages was due to press work and not to a variation in ink. It certainly is remarkable that "pages which were printed between 1450-1456 are as bright as if they had just come from the press."

One of the many interesting sections of the books is where Mr. Wiborg records the history of the manufacturer of printing ink in America. Here, as elsewhere, he makes a very considerable contribution to the history of ink. During the Revolutionary War, for example, newspaper publishers had to use ink where fish oil had been substituted for imported linseed oil as a vehicle for the pigment. Credit is given to Charles Johnson of Philadelphia for establishing in America the first reglar printing-ink manufacturing plant (1804), although individual printers had for years been manufacturing their own inks and in some instances retailing it to others.

Interesting information is given about the amount of ink daily consumed by a metropolitan newspaper, the kind of ink best suited for newspaper work, etc. The old prints used to illustrate the volume add a peculiar charm. These show Chinese ink makers straining oil and compounding their inks, the early ink balls used on the hand press, etc. A valuable graph is given to represent the family tree of printing inks.

The publishers of the volume have done a fine piece of work for Mr. Wiborg. The cover is unusually attractive and is especially appropriate. It would be interesting to know whether the ink used in printing the book came from the plant of Ault and Wiborg. At any rate, a very fine grade of ink was used in printing this volume.

* * *

A GOOD book for the reference shelf is "Forestry Almanac," compiled and edited by the American Tree Association at Washington, D. C. Briefly, it tells about the work of the United States Forest Service, forestry in varied fields, and the activity of forestry associations. Especially valuable is the section outlining what is being done in forestry at the various educational institutions offering technical instruction in that subject.

Because newspapers are such heavy users of the raw material mention of this book is not out of place in "Our Own World of Letters." Various newspapers have paid editorial tributes to Charles Lathrop Pack, the president of the American Tree Association, who has done so much for American forestry.

PUBLISHER GIVES STAFF PICNIC

The *Washington* (N. C.) *Daily News* staff attended a banquet at Bayview, a resort near Washington, as the guests of the publisher, D. W. Bishop, on Saturday, July 31.

LONDON POST TO EXPAND

The *London Morning Post* has outgrown its present building on the famous site near the Strand and will soon move to a new home. Reduction of the subscription price from four to two cents a copy is said to have been successful.

Better Cross-Word Puzzles

Let us prove it by sending a week's service gratis.

Type and answers are matted

International Syndicate
Baltimore, Md.

Wheeler-Nicholson, Inc.
Complete Feature Service
Wire us for samples and prices of the
Largest, Most Original Most Artistic and Finest
blanket feature service on the market, which includes IVANHOE, VIVIAN VANITY, and the FAMOUS SHORT STORY SERIES, in addition to SPORTS, WOMAN'S PAGE FEATURES, COMICS, FICTION, VERSE, CARTOONS and everything for the newspaper.
Wheeler-Nicholson, Inc.
Malcolm Wheeler-Nicholson, President
373 4th Ave., New York City

DOMINANT!
in
Pinellas County, Florida
Daily News
ST. PETERSBURG'S PICTURE PAPER
Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall
America's Biggest Tabloid
Florida's Fastest Growing Newspaper
To be assured of Complete Coverage—
USE THE NEWS
Represented by
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building



RADIO
PROGRAMS
NEWS NOTES
FEATURES
Used and Praised by More than 200 Newspapers
Send for samples and prices
AUDIO SERVICE
326 West Madison St.
Chicago

SOME FIGHTER—
SOME WRITER!
Capt. John W. Thomason, Jr.
AUTHOR OF
Fix Bayonets
Ten magnificent chapters with 31 of the author's famous illustrations . . . absolutely the finest story of the war!!!
The Bell Syndicate, Inc.
JOHN N. WHEELER, Pres.
154 Nassau St. New York City

E. F. S.
Editors' Feature Service
Over 70 independent newspapers throughout the country subscribe to this fine daily service as a protection against rising feature costs.
Six Pages Daily Illustrations in Mat Form
Write or wire for samples, price and territory.
Editors' Feature Service, Inc.
1819 Broadway, New York
Allied with Johnson Features, Inc.

CLASSIFIED ADVERTISING

Give the Comic Folk a Job Promoting Want Ads—Allentown Call Puts Ad Tip to Readers in Horoscope Feature—Motor Bus Routes New Classification in New York

VIRTUALLY all classified managers are now brightening up their classified pages with comic strips. The *New York Herald Tribune* recently broke tradition of many years for this very purpose.

Circulators, however, have the jump on most want-ad men. They have given the comic folk a job selling subscriptions. Andy Gump, for instance, now frequently appears in one-column promotion advertisements urging readers to invite him to come along on their vacation trips.

This week the question is asked: Why not let the funny people act as heralds for the classified page?

Several syndicates question by EDITOR & PUBLISHER this week are agreeable to the suggestion.

"If the characters are used to exploit a project of the newspaper itself it would be all right," Henry M. Snevily, general manager of the Bell Syndicate, Inc., declared. "We do not allow our characters to be used in copy put out by local or national advertisers, however.

"Naturally, because of contract arrangements, each character would have to be considered separately, before we could grant publishers permission to use them in their classified promotion copy."

"It's a corking idea," said Frank McCabe, classified advertising manager of the *New York World*. "Pictures add to the value of any kind of publicity.

Chester Nolan, classified advertising manager of the *Brooklyn Eagle*, frequently uses illustrations in his promotion copy, but he has never made use of the comic characters.

"Given a really popular comic figure, and the stunt would be most effective," he said.

"We have no objection to publishers using our comic characters to promote their classified pages in advertising copy," Harry Staton of the New York Herald Tribune Syndicate said, "although we are very strict in withholding our consent to outside advertisers."

Here would be an example:

The figures of the well-known Mutt and Jeff shown in a one column ad. The balloons would tell how much fun they'd had from a used car purchased after reading the (name of paper's) classified page. Then text of the advertisement could call attention to the day's page in the usual manner.

New York classified advertising managers are capitalizing on the present public interest in automobile bus tours and have started new classifications, which are meeting with good advertiser and reader-interest response.

Both Louis Heaton, classified manager of the *Herald Tribune*, and Frank McCabe, of the *World*, have added this new classification to their lists. In the *Herald Tribune* it is being promoted as "Motor Bus Routes" and in the *World* the classification is called "Motor Tours."

The latter paper, for the benefit of readers and to interest prospective advertisers in buying space has issued a complete schedule of motor tours. Mr. Heaton has organized an automobile bus tour information department for the *Herald Tribune*.

This box heads the *Herald Tribune's* new classification:

"For further information concerning motor bus tours write or phone Motor Bus Information Bureau."

The telephone extension given is Mr. Heaton's own desk.

"We receive many requests for information daily from readers," he said. 'One wanted to know how he could get to Florida by motor bus, another wanted to know how to get to Cleveland using the new method of transportation. We are gradually gathering together information covering the entire country."

Cancellations are not always easily checked. To protect readers and themselves the *Columbus* (O.) *Citizen* has a system whereby want ad clerks give out a kill number when a cancellation or stop order is received. Advertisers are urged to keep a memorandum of this number, because it indicates the time and the date of cancellation.

"For your own protection do not give cancellation orders to any employe who cannot give you a kill number," is the warning published by the *Citizen*.

John H. Finneran, classified advertising manager of the *New York Times*, is spending his vacation at Lake George. During his absence Carroll Schoenijahn is in charge.

The present season is said to be "house-cleaning-time" in the classified advertising departments of Chicago newspapers. In the summer months business in the classified advertising sections usually is dull. During this season the real selling ability of the solicitors may be noted. Many of the classified advertising managers of the newspapers take this time to observe the individual work accomplished, and the better solicitors are kept while the less competent ones are given opportunity to secure positions in other departments of the papers or to enter some other kind of work.

Early in September, however, the department chiefs strive to have the working force all organized and ready to meet the increasing fall business.

The *Allentown* (Pa.) *Morning Call* is using its daily horoscope feature to promote its want-ad section.

Slugged "Classified Ad Horoscope," the first paragraphs are concerned with the usual readings of the stars. In the last paragraph, however, the advice given is in regard to the agate pages.

For Aug. 4, for example, after telling readers the customary horoscope dope, the stars felt called upon to say:

"Read the Want Ads under the sign of Leo for special bargains in real estate."

Roy Johnson, who for the past three years has been a member of the classified advertising department of the *Chicago Evening American*, has resigned to take charge of the Classified Advertising Department of the Bellamy-Neff Company, 127 North Dearborn Street.

HONOR F. B. SMITH

LONDON, July 24.—Thomas McDougall, prominent advertising agent, this week enteretined at luncheon, on the occasion of the departure for the United States of Fred B. Smith, Chairman of the World Alliance of International Friendship, the following distinguished company: M. J. Clifford, Stephen Milliken, Percy Watson, Col. E. F. Lawson, E. J. Robertson, George Kingsley, T. B. Lawrence, Norman Bower, Wareham Smith, W. S. Crawford, Sir Charles Higham, F. H. Goodenough, Horace Imber, Sidney Walton and Jack Akeman. International good-will, war debts and popular understanding of world problems were discussed by the speakers.

LEGAL

INTERNATIONAL PAPER COMPANY
New York, June 30th, 1926.

The Board of Directors have declared a quarterly dividend of Fifty Cents (50c) a share on the Common Stock of this Company, payable August 16th, 1926, to Common stockholders of record at the close of business August 4th, 1926.

Checks will be mailed. Transfer books will not close.

OWEN SHEPHERD, Treasurer.

DROPS SATURDAY ISSUE

The *Mansfield* (O.) *News* has discontinued its Saturday evening edition, but will continue its Sunday morning paper. The price of the paper has been advanced from 12 to 15 cents.

Case Buys Papers in New York State

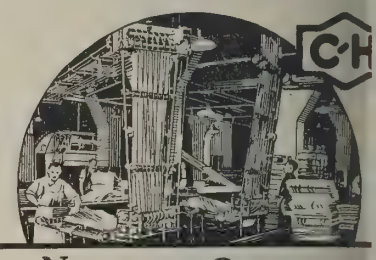
Levi Case has purchased the entire stock of the Wyoming County Times Corporation of Warsaw, N. Y. With the purchase, he becomes owner of five of the 11 newspapers published in Wyoming County.

MIAMI TAB PRESS RETURNED

JACKSONVILLE, FLA., Aug. 4.—A pre valued at about $50,000, a part of t equipment of the defunct *Miami Te* operated by Vanderbilt newspapers, In was ordered returned to the Duple Printing Press Company, Battle Cree Mich., in an order issued here today Judge Lake Jones of the United Stat District Court. John W. Brodix, Mian receiver, was instructed to turn the pre over to the Michigan concern followin a petition made to the court by attorne for the firm, stating that only a small pa ment had been made on the press.

Supplies—Equipment





Newspaper Conveyors

take the papers in a steady stream, as fast as the presses can deliver them, up, overhead, around corners, through a ceiling or a wall to wherever they're wanted for mailing or delivery. Eliminating waste and delay by their speedy, dependable operation they are profitable equipment for papers large or small. Newspaper plants from London to Tokio have been using them for years.

Let us tell you how you can speed deliveries from your presses.

The CUTLER-HAMMER Mfg. Co.
Pioneer Mfrs. of Electric Control Apparatus
1203 St. Paul Avenue
MILWAUKEE, WISCONSIN
CUTLER-HAMMER



Carried in Stock

Some outstanding and exclusive features of The Goss *Combination Wet and Dry* Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

Don't "Pig" Metal
It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT
SLUG FEEDER
Eliminates the Metal Furnace
The Monomelt Co.
4509-19 Ravenswood Ave.
Chicago Illinois
World Bldg., New York City

Equipment, new or used, can be bought or sold through
EDITOR & PUBLISHER

Employment—Equipment—Services

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS (Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

Quite space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 11 Broadway, New York City.

Newspaper Builder, responsibly connected in city of 350,000, offers a few publishers expert analysis and counsel by mail. This is a real proposition. A-704, Editor & Publisher.

BUSINESS OPPORTUNITIES

Brokers

$ 000 Cash will secure ownership of desirable daily newspaper in Illinois city of 13,000. Balance easy terms. Good property and fine future. The H. F. Henrichs Agency, Litchfield, Ill.

Two Weeklies and Job Plant, New York State; exclusive field; good circulation; liberal advertising patronage; earning handsome dividends on price asked; initial payment only $5,000; this is a real opportunity for quick buyer. J.B. Shale, Times Bldg., New York.

Interest for Sale

Half Interest for sale in money making evening daily in southwest. Fast growing city. Exclusive field. Buyer should have at least ten thousand. Property worth at least $75,000. Position of manager and good salary goes with sale. Owner interested in several other dailies. Address Von Goshorn, Tulsa Hotel, Tulsa, Oklahoma.

Printing

Newspapers and Publications printed—Finest workmanship—Lowest prices. Uptown News, 5 West 74th St., New York.

CIRCULATION

Promotion

Circulation—When quick, additional circulation storage becomes necessary, remember that our sixty years in this one line of endeavor is proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Paid Circulation—Try our "Opportunity Club" plan. Sherman & Eckert, 353 Northampton Street, Easton, Penna.

Newspapers Interested in securing quick results through an economical circulation promotion campaign in the early fall, may secure details from our Promotion Manager, care of Journal, New Haven, Conn., Union. The Albright Press Co., Palmyra, N. J.

Equipment

Newspaper Display Racks—The Steel Co., Box 10, Palmyra. N. J.

EDITORIAL

Syndicate Features

Lansfield, Ohio, News and Martinsburg, W. Va. Journal are the new customers this week. For samples of a live, alert, up-to-date service write the Graphic Syndicate, 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

Advertising Solicitor wanted by leading Middle newspaper in city of 40,000. Must be capable copy writer. State experience and salary expected. Address Telegraph-Herald, Dubuque, Ia.

EMPLOYMENT

Help Wanted

Advertising Manager and Executive Wanted—Excellent opening for advertising manager of strong weekly and commercial printing plant. Converting weekly into a daily within a year. Prefer a man about 30 years of age who is aggressive and ambitious and when ability is demonstrated I am willing to sell part interest in plant and paper. Full particulars in first letter and conference necessary before final arrangements are made. Clayton Rand, Gulfport, Miss.

Business Manager wanted for weekly; Northern Ohio. State experience and salary wanted. Save stamps if your record as a producer is not A No. 1. Excellent prospects. Address Publisher, 5700 Train Ave., Cleveland, O.

Experienced Magazine Man Wanted to take complete charge poultry publication, 40,000 circulation, and invest $5,000, for substantial interest. Position will pay good salary. A man of editorial experience preferred. Give full particulars in first letter. G. M. DeMent, Montgomery, Alabama.

If Capable of Making Survey of newspaper mechanical departments you may acquire interest. A-687, Editor & Publisher.

Reporter—Vermont Daily seeks reporter with Vermont background, 22 to 32 years old, Should be capable of early growth to desk responsibilities, but genuinely devoted to reporting. Address A-705, Editor & Publisher.

Skilled Writer—A business service of high standing has an opening for a man of proved ability as a clear-headed thinker and writer. Business experience is desirable; trained brains essential. This job offers a good salary and a splendid opportunity to the right man. State your age, education, experience, and recent income. Your reply will be held in strict confidence. Address Box A-706, Editor & Publisher.

Situations Wanted

Advertising Manager and Solicitor, employed, wishes a more satisfactory connection. Last year organized 4 community sales days, securing over 2,500 extra inches for each sale; sold 3 special editions 10, 14, 28 pages; sold 6 special pages, 26 weeks each; increased classified net revenue over 100%. This was in addition to developing new accounts and the regular routine and without assistance. A-699, Editor & Publisher.

Advertising Solicitor—Young man with 6 years' record on metropolitan dailies and also advertising agency experience, looks for real opportunity. Now employed. A-1 references. Available at once. A-698, Editor & Publisher.

Advertising Manager—Over 20 years' experience, wants responsible, permanent position in growing city. Hustler and profit producer, fully experienced in copy writing, lay-out and selling of advertising, local, national and classified. Married, Mason, Presbyterian. Will go anywhere. Available Sept. 1. Best of references. Address Lewis A. Jones, P. O. Box 93, North Tonawanda, N. Y.

Advertising Manager—Classified Manager—Solicitor, now employed. Handles all local and national accounts, in or out of town. Travel representative. Over 12 years experience metropolitan newspapers. Experienced on magazine accounts. Promotion, publicity, merchandising. One whom a busy executive may rely upon. Excellent credentials. A-707, Editor & Publisher.

Advertising or Business Manager, with unquestionable record for maximum production, even under the most adverse conditions, contemplates making a change in the near future for purely personal reasons. Now employed in Southern city of 250,000. A thorough executive and big personal producer. No objection to second or third paper if real opportunity is offered. Age 33, married, excellent reputation. A-715, care Editor & Publisher.

Advertising Executive with fifteen years successful experience wants immediate change. Past record in building local, national and classified linage in both small and metropolitan cities is proof of my ability to organize and produce. Young, married. Write or wire for details and interview. A-712, Editor & Publisher.

Advertising Manager—12 years' experience, now employed, wants to connect with wide-awake newspaper where there is an opportunity for real development work. Capable executive, forceful copy writer and layout expert. Am a real business getter. Have always been able to show a satisfactory increase in linage. Age 33, married. Prefer a town of 50,000 to 200,000. Could be available September 1st. Reason for seeking change is that I want to locate in smaller city. Address "Advertising Manager," 1339 N. 15th Street. Philadelphia, Penna.

Business Manager, capable, knows newspaper accounting, 5 years present employment; 30 years of age, married. Prefer paper 20,000-50,000 circulation. Available Oct. 1. Address Box A-708, care Editor & Publisher.

Business Manager or Assistant to Publisher, now employed, seeks change. Experienced in accounting, classified and display advertising, circulation and all branches of newspaper work. Familiar with large and small cities. A-680, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Business-Advertising Manager—Capable, hard hitting, straight thinking young advertising man, 15 years experience as copywriter, salesman, executive; now business manager in charge of advertising small city newspaper, will soon be available for similar position. Been through the mill from devil up. Fine record. Initial salary $85 or better. Address A-701, Editor & Publisher.

Boxing Writer—Have you an "Honest" boxing writer, not on any "list," who writes truthfully what he sees, learns, and believes, on your staff? One such awaits your call. Confidentially. A-697, Editor & Publisher.

Circulation Manager, 33 years of age with ten years experience in circulation field. Wishes to connect with daily in Central States. Can furnish best of references and will be able to start to work at once. A-710, Editor & Publisher.

Circulation Manager wants change. Practical experience in all branches of the work. Served in every position from carrier boy to circulation manager. City circulation manager of Northwest's greatest paper for four years. Circulation manager of large Central States Evening paper for four years. Best of references. Now employed. Address A-685, Editor & Publisher.

Circulation Man who can fill any position under manager in circulation department, desires opportunity on daily in New York or Pennsylvania. A-702, Editor & Publisher.

Classified Manager, twenty-eight, married, 7 years of successful experience with 3 newspapers and one advertising agency. Thoroughly experienced in increasing volume of classified advertising, and organizing and training salesforce to produce best results. At present employed on large West Coast daily. Prefer connection in city from 100,000 to 300,000. Salary secondary if results will determine future. A-716, Editor & Publisher.

Desk and Makeup Editor who can write good human interest features and report, wants change of position before September. Three years' experience, good references, college graduate. A-711, Editor & Publisher.

Editor or Managing Editor who knows newspaper making, including advertising and mechanical departments, is open for desirable connection where ability, experience, sound judgment and loyalty are appreciated. Splendid record as editorial writer. A-709, Editor & Publisher.

Editor or Managing Editor for a country weekly. Young, married, wide awake, has new ideas, knows what the people want. Will locate anywhere; can build up paper. Hard worker and has had experience. Excellent references. Albert R. Beatty, P. O. Box 72, Washington, New Jersey.

Editor or Managing Editor—Want permanent connection with daily afternoon paper in South. Now employed in responsible position with morning paper in Northern city of 70,000. Recently given promotion by present employer, and only reason for change is desire to return to native section. If you contemplate change this year, communicate with me. Best of references. Am willing to sign contract. A-682, Editor & Publisher.

Editor, City Desk and Feature Experience; capable in make-up, magazine direction; age thirty-four, married; on this job six years; trained in business management; credentials of the best; write A-695, Editor & Publisher.

Experienced Newspaper Man wants to join aggressive daily newspaper organization with opportunities for growth. Can invest $10,000. A-703, Editor & Publisher.

Managing Editor—Eight years' experience, 15 in game in metropolitan and smaller fields, voluntarily seeks desirable connection in city of 20,000 to 60,000. Strong editorial writer, knows men and news and how to handle both. College man, 39, no bad habits. Judgment safe, and no failures in record. Minimum salary $65. References and record gladly submitted. A-714, Editor & Publisher.

Mr. Circulation Manager. are you in need of an assistant—one that will carry through your ideas, plans and orders to the last letter. I am an expert on Home Delivery; familiar with all circulation promotion. Six years experience, metropolitan, provincial. Evening paper with over 75,000 preferred. At liberty with due notice. Good reference. A-700, Editor & Publisher.

News Editor—28, employed for last five years Sunday, telegraph and makeup editor on metropolitan dailies, desires similar position with wider scope of responsibility and opportunity. Would consider executive place on smaller daily. Salary must be adequate, but is secondary consideration. Am prepared to remain in present position until suitable opportunity is offered. B-666, Editor & Publisher.

Pressroom Superintendent with several years experience in charge of metropolitan papers with large circulation, would like to make permanent connection with publisher who desires a well printed newspaper. Will furnish good references as to character and ability. A-676, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Reporter—Young woman, university graduate with 3 years' newspaper experience desires reporting position in city of 500,000 or over, Excellent references. A-650, Editor & Publisher.

MECHANICAL

Equipment for Sale

Complete Newspaper Plant for sale. Two duplex tubular presses, complete stereotype equipment, seven Intertype machines, Ludlow machine, photographic and photo engraving departments, located San Francisco, installed ready to operate; also Wesel saw and planer and photo engraving plant at Miami, Florida. Address John W. Brodix, receiver, Vanderbilt Newspapers Inc., 56 Twelfth street, San Francisco, California.

Goss Straightline Press, 24-page, with complete stereotype equipment, all in fine condition. Current issues sent. Cheap for immediate sale. The Lima Morning Star, Lima, Ohio.

In addition to a complete line of newspaper presses, ranging from octuple to eight-page flat beds, we offer a Hoe Dry Mat Roller, Wood Dry Mat Roller, Hoe Mono-rail, Saw and Trimmer, Hoe Matrix Shears and a general line of equipment. Tell us what you need. Griffiths Publishers Exchange, 154 Nassau St., New York.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Engraving Co., 114 E. 13th St., N. Y. City.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner Fendler Branch, A. T. F. Co., New York City.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Equipment Wanted

Press Wanted—Weekly wants twelve or sixteen page press, flat bed or rotary, with full equipment, stereotype, second hand, in first class condition. Give full details. News Letter, Orillia, Canada.

Newspaper Properties

Bought, Sold and Appraised.
All negotiations confidential.

PALMER, DEWITT & PALMER
350 Madison Ave., New York
Business Established in 1899.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

WE WANT
Reporters
Copy readers
Advertising salesmen

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BEGIN planning for a Labor Day spread of advertisements. One newspaper starting early in August last year, obtained three solid pages of advertisements, all of which had connection with Labor Day. Some were of the congratulatory type, while others recited briefly the history of labor in the city or its connection with the general progress of the community.—B. A. T., Springfield, Ohio.

Filene's in Boston devoted 1,500 line space recently to "current fashions"—sketches of clothes worn at country club races, a mighty timely feature, and salable to any goodly sized department store interested in style trends.—R. M. Campbell, Lowell, Mass.

Heat waves are occurring all over the country. People are looking everywhere for means of keeping cool. Why not start a section or space in your paper under the heading of "How to Keep Cool," and get the local electrical houses to advertise their fans, etc.; the ice cream houses to tell the virtues of their ice creams; the tonic dealers to tell of their product, and so on. There are many dealers who do no advertising that you could get with the logic and timeliness of this appeal.—C. E. Pellissier, Boston, Mass.

During the next few weeks every paper in an agricultural community will "pass up" increased linage if a special "Harvest Sales" edition is not offered to its advertisers. The fall is the season when the farmer gets the greater part of his money for his year's labor.—Davis O. Vandivier.

A newspaper in Indiana just recently woke up to the fact that it should advertise its job department—blotters, hand bills, cards, signs, etc.—and as a result has increased its business. Or, if you do not have a job department, go after the small printing shops in your town. Get three or four of these to co-operate in one ad.—Ralph Gibler, Huntington, Ind.

A log of auto trips which can be made in a half day, or not more than a day, has proved to be a big feature for the *Marion* (Illinois) *Daily Republican* for the past two summers. A map which is drawn on a chalk plate is used to illustrate each of the tours. Not only has it been a feature which has been followed up by auto owners in arranging their Sunday outings, but it has been the means of securing ads from filling stations, oil companies, auto accessory dealers, kodak finishing and barbecue stands. —W. O. Paisley, *Marion* (Ill.) *Republican-Leader.*

A "Who's Who and Where" contest in the *Sioux Falls,* (S. D.) *Argus Ledger* featured advertisements from 15 leading Sioux Falls business houses. In each of the advertisements the firm name was left blank, leaving the reader the problem of identifying the advertiser. Before submitting answers, readers were required to go to each of the 15 business houses to register. Prizes totaling $80 were offered for originality, correctness and neatness in submitting answers to the Argus Leader. contest editor.—L. E. Childers, South Dakota State College.

A book page recently developed by a Northwest paper showed how much interesting material can be worked up about books and authors of most any local section of the country. The Northwest book page was supported also by ads of the book stores and book departments which advertised the various books written by the men and women of that section.—C. M. L., Seattle, Wash.

Where are the "Fix-It Shops" located in your city. Get up a half-page or page devoted to the ads of such shops, put an appropriate heading over it and get all such shops in your city to advertise on the page.—Frank H. Williams, 815 South Van Ness avenue, Santa Ana, California.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

CONGESTED main roads are driving more and more motorists to seek out the lesser used thoroughfares for pleasure riders, especially on Sundays and holidays. Most towns, particularly in the older sections of the country—as in New England, for example—are surrounded by veritable networks of back roads that are usually in fair condition in the late summer and early fall and that are far more interesting and much pleasanter than the through routes. Look up trips over these secondary roads and run a series of Saturday stories. Pictures will help. If none of the regular staff can handle the assignment, it should be easy to secure the co-operation of some local automobilist—perhaps an official of an automobile club in the vicinity.—T. A. Hulbert, *Winsted* (Conn.) *Evening Citizen.*

Tobacco dealers in some localities declare that dark, gloomy days cause their sales to fall far below the average, while bright, sunny days cause them to rise far above the average. Why? Interview your dealers, and also talk with smokers and obtain their reasons for smoking more on pleasant days.—Cyril E. Lamb, Ypsilanti, Mich.

When police of Salt Lake City recently began holding pedestrians as well as motorists to traffic regulations in congested districts, the *Deseret News* assigned a staff man to assist the officers in a campaign of education. The *News* observer wrote a daily article on flagrant violations of traffic rules which was preceded by a list of cars he noted ignoring regulations, giving the place where the breach of the law was observed, the time, and the section of the ordinances violated. Numbers of cars which were first offenders were not published, but a second violation of the same section of the traffic rules called for publication of the license number. The series was featured under a two column heading on page one with a two-column boxed slogan intended to impress upon careless drivers and "jay-walkers" the dangers of ignoring the law.—N. C. Christensen, Salt Lake City, Utah.

Farmers' wives come in contact with the newspaper editorial departments but infrequently. Consequently their names appear little in print. With this thought in mind, one newspaper assigned a photographer and reporter to get some pictures and brief interviews with various housewives in its community.—B. A. Springfield, Ohio.

For many months the *Rocky Mountain News,* Denver, has been working weekly stunt in its Sunday paper, whi is building strong interest in the autom bile section. The scheme is this: Si pictures of automobile licenses are pu lished every week in the different aut mobile pages. After furnishing t proper identification credentials, t owners, whose licenses are pictured each week's pick, are given suital awards made by a Denver automobile accessory dealer. Fuel, tools and extr are the most frequent prizes. The p tures are snapped at various times a places by a staff photographer. Deale have been glad to participate in the pri awards for the publicity mentions. MSM, Denver.

EDITOR & PUBLISHER covers the fie

"Soch a Life"
By J. L. LEIBSON
A new comic dialect dialogue without a sting to any race. Weekly doses of laughter in
One Thousand Word Stories
Illustrated by the well known artist
ALBERT LEVERING
The McClure Newspaper Syndicate
373 Fourth Avenue, New York

COMPLETE WIRE REPORTS FOR EVENING AND SUNDAY PAPERS
International News Service
"Get It FIRST but First Get It RIGHT"
63 Park Row
NEW YORK CITY

BY UNITED PRESS
AROUND THE WORLD AROUND THE CLOCK
UNITED PRESS ASSOCIATIONS
World Building New York

How To Play
GOLF
By JOHNNY FARRELL
Famous Teacher of That Game
24 LESSONS
Illustrated
For release daily
KING FEATURES SYNDICATE, Inc.
New York City

The World's Greatest Newspaper Feature Service
Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.
4 page ready-print color comics.
Write for samples and rates
NEA SERVICE INC. 1200 W. 3RD. STREET, CLEVELAND, OHIO

Let Us Tell You
—about our plan of securing advertising from manufacturers, industrial plants, jobbers, wholesalers and other concerns in your city who are now spending their appropriations for other forms of advertising.
Let us explain how we can place this business in your paper regularly without selling expense to you. WRITE—
THOS. W. BRIGGS CO.
COLUMBIAN MUTUAL TOWER
MEMPHIS • • TENN.

Among The Newspapers Publishing
Constance Talmadge's Flapper Series
Chicago Journal · Detroit News · Toledo Blade · Omaha Bee · Peoria Star Journal · Philadelphia Sun · Buffalo Times · Louisville Courier J'l · Oakland Post Enquirer · Memphis News Scimitar · Newark Jersey Transcript
Why Not Join This List of Papers
Wire for Terms and Territory
COSMOS NEWSPAPER SYNDICATE INC
Covering the World
NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY
Herbert S. Houston, President and Editor-in-Chief
Myles F. Lasker, Vice-President and General Manager



NEW ENGLAND—*Where City follows City in an endless procession*

A concentrated area is this great territory of New England, where city follows city and town follows town in an endless procession.

And every town is well kept, the pride of its citizens. There is something homelike about these progressive New England towns, cities and villages. In every municipality are substantial mills and factories, manufacturing every known type of product, and wages are higher than in many other sections of the United States.

Reach the buyers of this concentrated area through the daily papers listed below, which reach the home-loving families of New England.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun .....(E)	5,845	.03	.03
**Boston Globe .....(M&E)	287,590	.50	.50
**Boston Globe .....(S)	332,282	.55	.55
*Boston Transcript ....(E)	38,807	.20	.20
**Boston Post .....(M)	377,443	.60	.60
**Boston Post .....(S)	349,596	.55	.55
Fall River Herald-News (E)	22,000	.06	.06
**Fitchburg Sentinel ...(E)	11,828	.06	.045
*Haverhill Gazette ....(E)	15,729	.065	.05
††Lynn Item .....(E)	16,699	.065	.05
††Lowell Courier-Citizen and Evening Leader ..(M&E)	21,918	.07	.07
**New Bedford Standard Mercury (M&E)	33,321	.10	.10
**New Bedford Sunday Standard (S)	28,806	.10	.10
**North Adams Transcript (E)	9,918	.0425	.035
††Pittsfield Eagle .....(E)	17,011	.05	.05
**Salem News .....(E)	21,398	.09	.07
††Taunton Gazette ....(E)	9,279	.05	.04
**Worcester Telegram-Gazette (M&E)	92,314	.28	.25
**Worcester Sunday Telegram (S)	51,096	.21	.18

NEW HAMPSHIRE—Population, 443,683

	Circulation	2,500 lines	10,000 lines
**Concord Monitor-Patroit (E)	5,215	.0375	.025
††Keene Sentinel .....(E)	3,887	.036	.023
**Manchester Union Leader (M&E)	29,368	.13	.10

RHODE ISLAND—Population, 604,397

††Newport Daily News..(E)	6,271	.0336	.0293
**Pawtucket Times .....(E)	27,849	.07	.07
**Providence Bulletin ..(E)	68,815	.18	(B).25
**Providence Journal ..(M)	36,416	.11	(B).25
**Providence Journal ..(S)	70,518	.18	.18
**Providence News ....(E)	29,123	.08	.08
**Providence Tribune....(E)	21,961	.10	.09
**Westerly Sun .....(E&S)	4,950	.025	.025
**Woonsocket Call ....(E)	14,508	.05	.05

VERMONT—Population, 352,428

**Barre Times .....(E)	7,112	.03	.025
††Bennington Banner ....(E)	3,144	.0125	.0125
Brattleboro Reformer ..(E)	3,370	.03	.0175
**Burlington Free Press (M)	13,071	.05	.05
**Rutland Herald .....(M)	11,038	.04	.04
††St. Johnsbury Caledonian-Record (E)	4,055	.03	.0175

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
**Bridgeport Post-Telegram (E&M)	42,743	.15	.15
**Bridgeport Post .....(S)	21,162	.10	.10
**Hartford Courant ....(M)	33,003	.08	.08
**Hartford Courant .....(S)	56,274	.11	.11
**Hartford Times .....(E)	53,121	.13	.13
**Middletown Press ....(E)	8,359	.0325	.03
††New Haven Register (E&S)	46,218	.14	.13
**New London Day.....(E)	12,054	.07	.045
††Norwich Bulletin ....(M)	12,724	.07	.05
**Norwalk Hour .....(E)	6,107	.04	.04
††South Norwalk Sentinel (E)	5,043	.04	.025
**Stamford Advocate ..(E)	10,329	.05	.04

**A. B. C. Publisher's Statement, March 31, 1926.

††Government Statement, March 31, 1926.

(B) Combination rate Daily Journal and Eve. Bulletin.

87 per cent

of *New York Telegram*
circulation today
is either in those
districts of Manhattan
where the greatest
purchasing ability
is found, or in the
business and financial
districts where the
Telegram is bought by
busy business people
bound home each evening
to these home districts
of upper Manhattan
or to the similar
close-in localities
of the other boroughs
or the suburbs

Average net paid *super*-circulation for the months of May and June, 1926, was 216,147

THIS ISSUE: PRESS CENSORSHIP IN WARTIME.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1926

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 12 | NEW YORK, AUGUST 14, 1926 | By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign | 10c Per Copy

Now ROTOGRAVURE!



Experienced editorship
The News was the first and is the most successful of all current pictorial tabloid newspapers.

The world's finest pictures
From the crack staff of The News, and from the fourteen branch offices and fifteen hundred resident correspondent cameramen of Pacific & Atlantic Photos, The News-Chicago Tribune international picture syndicate—affording exclusive selection of the best news and feature pictures available.

Exclusive features
To add new interest to an already unusually interesting and attractive metropolitan Sunday newspaper.

Highest visibility
Rotogravure presentation on the thousand agate line tabloid page.

Strongest reader interest
This new Rotogravure section will be the most attractive all-picture part of the tabloid size, pictorial Sunday News.

Printed by Art Gravure
One of the largest independent producers of fine gravure printing in the United States. The Sunday News Rotogravure will be their largest run.

Special stock
Standard forty-five pound rotogravure paper, the best rotogravure stock available.

Late closing
Advertising deadline is only fifteen days before date of issue—third preceding Saturday.

Lowest cost
Rotogravure advertising at the lowest milline rate in the country—only one-third more than regular black and white Sunday News rates.

CIRCULATION
in excess of 1,200,000
Approximately 75% city and suburbs

LOWEST ROTO MILLINE
Rate in America

Per line, one time . . .	$2.00 *milline*	$1.66
5,000 lines or 13 insertions	1.90 *milline*	1.58
10,000 lines or 26 insertions	1.80 *milline*	1.50

in the Sunday News—
A 16-page section every Sunday starting October 10, 1926

175 pages sold in the first ten days!

—because News rotogravure represents a superlative new selling force of wide and concentrated coverage, of unique effectiveness, of unparalleled economy. Equivalent magazine presentation in rotogravure, the finest pictorial presentation possible; in a section of the highest visibility and greatest interest, first to be seen and read in a picture paper; in the tabloid size, making all space do more work; before the largest newspaper circulation in America; at the lowest roto milline rate in America! So the space buyer who knows his stuff has grabbed it! And every advertiser in the New York Market will profit by considering it. ❦ ❦ One thing more—The Sunday News has grown at a rate of approximately 200,000 copies a year. Rotogravure will push this circulation up farther. Buy News rotogravure as current advertisers have always bought the News—on a bull market steadily rising. ❦ ❦ Get the facts, and get the orders in now to earn the introductory rates for a year!

THE NEWS
New York's Picture Newspaper

Tribune Tower, Chicago — 25 PARK PLACE, NEW YORK



You may deal with these 28 leading Iowa daily newspapers as with one publication. Uniform marketing help is provided by the "Iowa plan."

Your whole sales problem is simplified—*in Iowa*

Here you have an unusually responsive market, best of distribution facilities and —in addition—the actual *marketing help* of our "Iowa plan."

When we say "unusually responsive market," we refer to such facts as these:

The average taxable wealth for every man, woman and child in Iowa is $4,146. (That of the entire U. S. A. is $2,731.)

Iowa has more telephones, proportionately, than any other state—67% above the nation's average.

Has the smallest percentage of illiteracy (less than 1%).

In Iowa, the percentage of people 18 years old who have finished high school is *twice* as great as in the Nation at large.

Iowa now has an automobile for every 3.7 persons. The average Iowa farmer has only a few minutes drive to his shopping center.

You can best reach these preferred prospects through their favorite reading material—their own daily newspapers.

One or more of these 28 leading Iowa daily newspapers goes into practically every home in the state. Total circulation — 571,151. Families in Iowa—550,000.

For any sales effort in this territory, you will find our merchandising help very valuable.

Rates of these publications will be sent upon request—also full details of what our uniform co-operation means to you.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

— and in July second

in National Advertising in the morning field on week-days

After leading for March, April, May and June, 1926, in volume of national advertising published in the morning field on week days in New York—the world's greatest market—the Herald Tribune dropped back to second place in July.

One more advertisement the size of the panel on the left—107 lines single column—would have maintained the Herald Tribune's dominance in week day national advertising in the morning field, a classification of advertising considered by experts as a barometer of the purchasing power of a newspaper's readers.

106 lines of national advertising separated the first two morning newspapers. The actual totals as supplied by the Statistical Department of the New York Evening Post are:

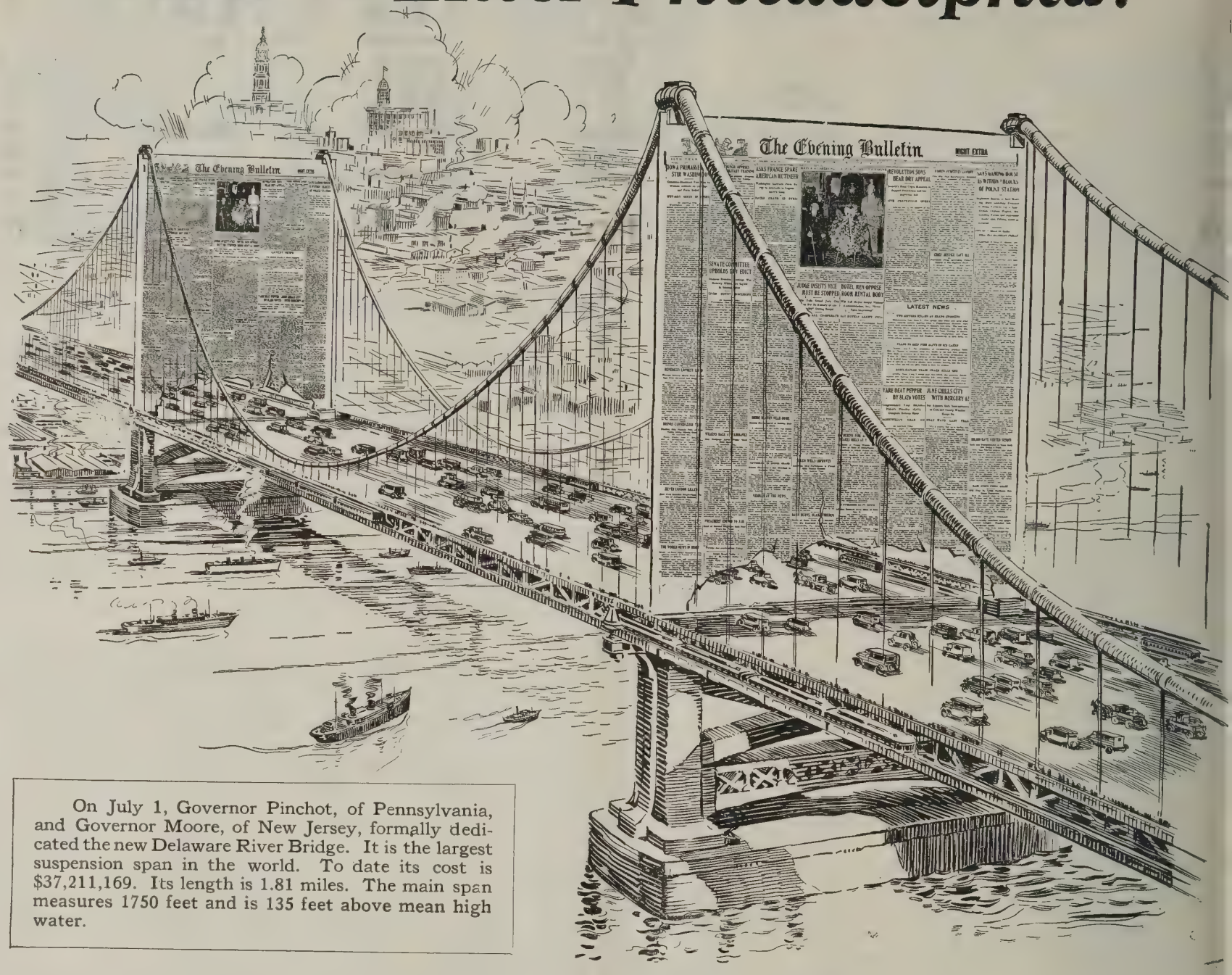
Times - -	256,108 lines
Herald Tribune	256,002 lines
Difference	106 lines

LEADING

Among all morning or evening newspapers published in the United States, the Herald Tribune made the greatest gain in total advertising lineage during the first six months of 1926. The actual gain of the Herald Tribune was 1,847,996 lines, which is a further indication of the rapidly increasing dominance of the Herald Tribune in New York, the world's greatest market.

NEW YORK Herald Tribune

How to Enter Philadelphia!



On July 1, Governor Pinchot, of Pennsylvania, and Governor Moore, of New Jersey, formally dedicated the new Delaware River Bridge. It is the largest suspension span in the world. To date its cost is $37,211,169. Its length is 1.81 miles. The main span measures 1750 feet and is 135 feet above mean high water.

The Evening Bulletin is the Main Support of the "Bridge" between the Advertiser and the Philadelphia Consumer

The population of the Philadelphia retail area is about 3,300,000. U. S. Census figures give 4.5 persons to a family in this—America's third largest market.

Divide the population by 4.5 and the result will show you how completely this one newspaper covers this field.

"In Philadelphia nearly everybody reads The Bulletin"

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

533,169 copies a day

Average daily net paid circulation for the six months ending March 31, 1926. The circulation of The Bulletin is larger than that of any other Philadelphia newspaper and is the third largest in the United States.

(Copyright 1926—Bulletin Company)

New York—247 Park Avenue (Park-Lexington Bldg.)
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit—C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market St.

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 59 | NEW YORK, AUGUST 14, 1926 | No. 12

A. B. C. Proposal to Add Rate Service Discussed By Many Publishers

Some Newspaper Men Argue That Dues Should Be Reduced Before Bureau Attempts to Enter Field Foreign to That for Which It Was Organized—Fear Effort to Standardize Rate Changes

NEWSPAPER publisher members of the Audit Bureau of Circulations will go to the annual meeting of that body in Chicago during October prepared for a rigorous discussion of the Bureau's proposal that advertising rate cards be printed on the fourth page of semi-annual publishers' statements of circulation. This is indicated by a telegraphic poll made this week by EDITOR & PUBLISHER of prominent publisher members of the A. B. C. in all parts of the country. Opinion appears to be about evenly divided between those favoring the proposal and its opponents, the latter group including the New York City members.

Opposition is apparently based on three grounds:

1. That the function of the bureau is to audit circulation and to render audited reports to advertiser members and that the proposal to include rate cards with this service is a step beyond the proper bounds of service.

2. That the surplus funds which the Bureau will employ to perform this service should be used rather to reduce the fees paid by publisher members, especially the newspaper members, whose dues total more than 80 per cent of the A. B. C. income.

3. That the Bureau's expressed hope that rate changes be made by publishers to coincide with the issuance of semi-annual publishers' statements of circulation is contrary to good management policies and might become a severe handicap to newspapers whose increasing circulation might require more than two new rate cards a year. The rate card printed on a semi-annual circulation statement might be obsolete some months before a new circulation statement could be issued, with consequent disputes between publishers and advertisers.

The Bureau specifically disclaims any effort to force publishers into line. It is not intended, according to Stanley Clague, managing director, to compel publishers to furnish rate cards to the Bureau. The stated purpose is to centralize circulation and advertising rate information for the space-buyer, thereby saving the time needed to use several reference works and the money invested in additional services and filing space for their use and storage.

Behind this, some newspaper men see an effort by national advertisers to counteract the frequent rate increases by newspapers during the past few years by getting a more or less "official" time for rate card changes.

In New York, where all newspaper members last week voted not to supply rate cards to the Bureau, the "feeling being that A. B. C. statements should be confined to circulation only," it is understood that the chief objection lies in the use of the Bureau's $170,000 surplus for this new scheme rather than for the reduction of dues, long advocated by publishers and opposed by the Bureau's directors.

The replies received by EDITOR & PUBLISHER to a telegraphic inquiry this week divide roughly into two groups, one opposing the plan and the other wholeheartedly supporting it. There is apparently no "middle of the road" school of thought. Opposition is based upon one or all of the three points cited above, while advocacy in general follows the Bureau's arguments for the economy of centralized media information.

New York City members were reluctant to discuss their viewpoint beyond this expression of the four-line summary which was sent to members and to EDITOR & PUBLISHER from the office of the local publishers' association:

"The New York City publisher members of the A. B. C. at a recent meeting voted not to incorporate advertising rate cards in the A. B. C. circulation statements, the feeling being that A. B. C. statements should be confined to circulation only."

Individual members of the New York City group protested that it was unfair to publishers for the Bureau to institute a new and extraneous service with funds that might be used to reduce the fees now paid by newspaper members.

Mr. Clague informs EDITOR & PUBLISHER that the general tenor of communications from newspaper members since the announcement has been favorable. He furnished copies of extracts from letters written by upward of 50 newspaper executives all complimenting the Bureau on the new step and calling it "a splendid move," "excellent," "a forward step," "great advantage," etc. No criticism or suggestion or criticism appeared in any of the comments issued by Mr. Clague.

A. B. C. RATE CARD PLAN—PRO AND CON

INCLUSION of rate cards as part of the information on semi-annual publishers' statements was recently proposed by the Audit Bureau of Circulations.

The directors' belief was stated that consolidation of circulation and advertising rate data would save the space-buyer's time and therefor be of advantage to publishers.

It was also hoped, the board stated, that eventually it would be possible to make rate changes conform to the semi-annual publication of circulation statements.

Many publisher members agree with these views, but others regard the Bureau's proposal as a step outside of its proper functions. The opponents also declare that the Bureau should reduce dues if its surplus permits such a new enterprise. Most publishers oppose the principle of an actual or implied limit on rate card adjustments.

Beyond the Bureau's Function

E. H. Butler, publisher of the *Buffalo News*, said:

"I feel that the Audit Bureau of Circulations should confine its efforts entirely to the field of circulation investigation, authenication and audits. It was for this purpose and no other that it was formed. If the Bureau goes beyond the bounds of its intended function, duplication and unnecessary expense will result. I am therefore opposed to the inclusion of advertising rate information, etc., in the semi-annual reports."

Can't Limit Rate Changes

George B. Dealey, publisher of the *Dallas News and Journal*, said:

"I would oppose any plan of the A. B. C. which seeks to regulate the time of changing our advertising rate card to conform to its publication of semi-annual publishers' statements. The time of changing our rate card will be governed solely by the condition of this firm's business.

"Aside from this, I have no objection to the A. B. C. reproducing our advertising rate card as of the date that the card bears, provided the plan is to publish rate cards of all or practically all member newspapers. We consider that this has some value to newspapers."

Ample Chance for Protest

T. R. Williams, vice-president of the *Pittsburgh Gazette Times* and *Chronicle Telegraph*, said:

"If newspaper members are dissatisfied with the proposal of the A. B. C. to print newspaper rate cards on the fourth page of the A. B. C. reports, the machinery is well provided in the A. B. C. organization for taking care of matters of this kind.

"The A. B. C. newspaper advisory committee came into existence several years ago for the purpose of taking care of matters of this kind and if members will send their reasons for objecting to the newspaper advisory committee, I, as a member, shall be glad to use my influence with other members to have these complaints taken up with the bureau's board of directors in the regular routine manner.

"It seems to me it would be better in a case of this kind to use the A. B. C. machinery already provided for adjusting such matters rather than starting a campaign of some other kind among the membership that may be misunderstood and misinterpreted."

Stick to the Old Job!

F. G. Bonfils, publisher of the *Denever Post*, said:

"We are of the opinion that the Audit Bureau of Circulations has a tremendous duty to perform in its recognized field.

"To correctly and honestly investigate and report on the actual paid circulation of the publications of its membership is certainly a big job, and we feel that all of its efforts should be devoted exclusively to this very necessary undertaking.

"Publishers, we feel sure, will resent any interference directly or indirectly with their rate cards, or when or how often they shall be published, changed or altered.

"In our estimation such interference is clearly outside the purpose for which the Audit Bureau of Circulations was created.

"We believe most emphatically that the A. B. C. should continue, as in the past, to devote all of its energies to reliable and authentic circulation reports."

No Advantage

A. F. Seested, General Manager of the *Kansas City Star*, said:

"Inasmuch as the Audit Bureau of Circulations was founded solely for the purpose of verifying and certifying circulations, the proposal to reproduce rate card with publishers' semi-annual statement and suggestion of semi-annual rate changes, it seems to me, is outside of the Bureau's sphere and meddling with matters which do not concern it. Besides I am unable to see the advantage of the proposition to either advertisers or publishers. I am opposed to the proposal."

Favors Centralization, But—

Curtis B. Johnson, president of the *Charlotte* (N. C.) *Observer*, said:

"It has been my thought that the incorporation of the rate card in publishers semi-annual A. B. C. statements would probably be a good thing, in asmuch as having the rates before the space buyers at the time the circulation of the publication is being considered, would to an extent at least facilitate the agency or advertiser reaching a decision on the particular publication then up for consideration.

"However, in my opinion any effort on the part of the A. B. C. to say to their members when they shall issue new rate cards or make changes, should, and I believe, will be, very strenuously opposed.

"In the case of the Charlotte Observer, we have found it necessary to send out two new rate cards within the past twelve months on account of the rapidly increasing circulation of this newspaper. Had we been restricted by the A. B. C. in sending out these new cards, it would have resulted in an expensive handicap and such a restriction on the part of the A. B. C. should not, and I am certain will not be permitted by the newspapers of the country."

EDITOR & PUBLISHER CALENDAR

Aug. 20-21—Washington Press Assn., annual meeting, Hotel Davenport, Spokane, Wash.

September 14-18—Press Congress of the World, Geneva.

Sept. 20-23—Financial Advertisers Assn., annual convention, Detroit, Mich.

Sept. 20-23—Advertising Specialty Assn., Hotel Sherman, Chicago.

Sept. 20-22—Georgia Press Assn., annual meeting, Louisville, Ga.

Sept. 21-22—National Publishers Assn., annual convention, Shawnee-on-the-Delaware.

Sept. 23-25—Missouri Press Assn., annual convention, Cape Girardeau, Mo.

Sept. 27—Directory and Media Department, I. A. A. meeting, Hotel Commodore, New York.

Sept. 30-Oct. 1—Illinois Press Assn., annual convention, Campaign-Urbana, Ill.

No Need for Service

F. J. Oexman, manager of national advertising *Cincinnati Times-Star,* said:

"While we see no real objection to adding the rate card information to the circulation figures in the A.B.C. statements, this change would seem uncalled for as the Standard Rate & Data Service already functions very effectively in furnishing this information to advertisers. We do not approve of the suggestion that rate changes be made semi-annually."

Time Limit Intolerable

E. J. Lynett, publisher of the *Scranton* (Pa.) *Times,* said:

"I have not seen the text of the proposed change of Audit Bureau rules, but if it proposes to force members to change rate cards for advertising every six months according to the variations of circulation, it is an invasion of the rights of publishers to conduct their own business in their own way, which seems to me to be beyond the jurisdiction of the Audit Bureau of Circulations or any other outside organization.

"I have regarded some of the rules of the Audit Bureau of Circulations as rather drastic, but have heretofore gone along with them because their application was uniform throughout the country and other publishers have submitted to them. I will be pleased to go along with publishers who will oppose the proposed new provisions. I am of opinion that they are intolerable."

Can't Understand Opposition

John B. Perkins, advertising manager of the *Sioux City* (Iowa) *Journal*:

"I was greatly pleased to learn that the Audit Bureau of Circulations would on Sept. 30 and following publishers statements, print on the back page the newspaper's rate card. I am at a loss to comprehend how any publisher should object to this feature or why they should consider the publication of same as 'Intimate Details.' Surely we are not ashamed of our rate cards nor averse to all the publicity we can get."

No Outrage on Newspapers

H. S. Scott, general manager *Detroit News,* said:

"We fully realize the difficulty on the part of the Audit Bureau of Circulations to please everybody where the interests of publishers, agencies and advertisers are all so intimately concerned.

"On the face of the proposal to include production rate card in publishers semi-annual statements, and that rate changes shall not be more frequent than semi-annually, we do not see where publishers' rights or dignity are being outraged especially when you consider the achievements of the Audit Bureau of

(*Continued on page* 18)

ONE-CENT P. M. PAPER FOR WINSTON-SALEM

Journal, Morning and Sunday, Announces It Will Add Afternoon Edition When Its New Plant Is Complete

The *Winston-Salem* (N. C.) *Journal,* a morning and Sunday newspaper, announces that it will soon establish a one-cent afternoon paper, to be known as the afternoon Journal. The paper has already contracted for both day and night services of the International News Service and the Consolidated Press. The Journal is now building a new home which will be one of the finest newspaper plants in the south.



Owen Moon, Jr.

It is presumed that the afternoon paper will be started when the paper moves into its new plant. A Scott octuple press will be installed.

The Journal was purchased about a year ago by Owen Moon, former publisher of the *Trenton* (N. J.) *Times.* It is represented in the national advertising field by the Kelly-Smith Company, New York and Chicago.

A. P. STARTS SPEEDIER FINANCIAL SERVICE

Use of Printers Under New System Enables Press Association to Clear Wires of Stock Tables One Hour After Exchange and Curb Closing

San Francisco newspapers are now printing closing prices of the New York stock exchange in their noon editions, where formerly such service was not possible until between 2 or 2:30 p. m. Pacific time.

This increase in speed is a reflection of a change throughout the entire double trunk circuit of the Associated Press, which went into effect Aug. 1.

"Under the new financial system we are able to clear all New York stock and curb lists by four o'clock daylight saving time," Milton Garges, traffic superintendent, said this week, announcing the new service. "This increased speed is made possible by the use of printer machines, instead of Morse operators.

"By making adjustments and by using some code, we are now able to handle the entire stock table in 40 minutes and other lists in proportion. It formerly required more than an hour using Morse wires."

Mr. Garges said that speeding up the A. P. financial service has made it possible for the press association to clear its wires of all markets and routine by 5 o'clock every afternoon. At that time early leads for morning papers are started.

STORES DONATE SPACE TO CITY

Nine New York stores, members of the Retail Dry Goods Association, have promised Health Commissioner Harris space in their daily advertisements to facilitate an early closing of his stagger census. They are: Oppenheim, Collins & Co., Bloomingdale Brothers, McCreery & Co., Lord & Taylor, Gimbel Brothers, B. Altman & Co., Franklin Simon & Co., and R. H. Macy & Co.

EDITOR DALE'S FUND

EDITOR & PUBLISHER hereby acknowledges, in fraternal appreciation, the following contributions to the fund being collected to defray the cost of appealing to the United States Supreme Court the case of George R. Dale, Muncie (Ind.) editor, denied the right to a "truth as justification" defense in a contempt of court case.

It is estimated that the appeal will cost $5,000. Editor Dale has been financially broken. Newspaper men have raised about $2,000 to date. Following are contributions sent through EDITOR & PUBLISHER:

J. C. Brimblecom, *Newton* (Mass.) *Graphic*	$ 10
Allen W. Clark, American Paint Journal Co., Inc., St. Louis	5
Samuel J. Barber, *Havana* (Ark.) *Rural Record*	10
C. C. Hamlin, *Colorado Springs* (Colo.) *Gazette*	100

LIBEL CHARGE FILED BY CANCER INSTITUTE

Organization in Taylorville, Ill., Demands $250,000 in Charging Conspiracy Against Fishbein, Medical Journal Editor

A $250,000 libel suit was filed in circuit court, Taylorville, Ill., on Aug. 9, by the Hoxide Cancer Institute, naming Dr. Morris Fishbein, of Chicago, editor of the *Journal of the American Medical Association,* the Breeze Printing Company of Taylorville, and Frank Reed, its editor, as defendants.

The suit, the second filed by the Institute, charges a conspiracy to ruin the Hoxide Institute by a campaign of libel and misrepresentation. It alleges that the American Medical Association has condemned the Hoxide method of treating cancer as a "fake," without an investigation.

The first damage action was against the American Medical Association and was for $500,000. It has not come to trial.

ROTO SECTION PLANNED FOR N. Y. DAILY NEWS

J. W. Barnhart Announces Details of New Enterprise to Be Started Sunday, Oct. 10—Overholt Named Picture Editor

Details of the new Sunday rotogravure section of the *New York Daily News* to be published beginning Oct. 10 were announced this week by J. W. Barnhart, buriness manager.

The contract to print the section was signed with the Art Gravure Company of New York. New machinery is being ordered to take care of the News' roto, which, according to Mr. Barnhart, will be the largest issue of rotogravure in point of circulation ever printed. An initial print order for 1,350,000 copies has been made.

The roto section will be the same size as the regular tabloid daily—200 lines on five columns.

E. L. Overholt has been named rotogravure editor. A new department has been created to supervise advertising. J. H. Reilly, formerly of the national advertising department of the Daily News, has been appointed to take charge of national advertising; J. W. Bleakney will direct local advertising; and J. F. Russell, formerly of the promotion department, will be in charge of rotogravure advertising service.

Mr. Barnhart said advertisers have responded in surprising fashion to preliminary announcements of the new section. More than 175 pages of space have already been sold.

S. F. BULLETIN APPOINTS HAL H. KING

Former President of City's Ad Club Is Now Advertising Director of Newspaper — Eastern Campaign Planned

Charles S. Stanton, publisher, has announced the appointment of Hal H. King as advertising director of the *San Francisco Bulletin,* effective Aug. 16. M. King, past president of the San Francisc



Hal H. King

Advertising Club and Better Busines Bureau, is a familiar figure in Pacifi Coast advertising circles.

He brings to the Bulletin a well rounded experience in advertising an selling, including agency work, retail ad vertising, industrial advertising manage ment, sales management, publishers repre sentation and organization practice, an is well known for his work in selling th newspaper as the basis advertising med ium. He has recently been Pacific Coas manager of the E. Katz Special Agency

He is a fluent platform speaker and i frequently called upon to address adver tising clubs and other bodies on advertis ing practice.

It is understood that he plans an adver tising campaign in Easteren publication to acquaint advertisers with facts abou the Bulletin.

JUDGE ORDERS BRIEFS IN KANSAS CITY SUIT

Three Days Given to Argument on Motion to W. S. Dickey's Action to Set Aside Sale of Star

(*By Telegraph to* EDITOR & PUBLISHER)

KANSAS CITY, Mo., Aug. 11.—Following three days of argument on demurrers and motions to throw out of court the suit of Walter S. Dickey, owner and editor of the *Kansas City Journal-Post* to set aside the sale of the *Kansas City Star* to Irwin R. Kirkwood and his associates Judge O. A. Lucas of the circuit court today gave opposing counsel ten days in which to file briefs. Judge Lucas expects to give a decision after that period.

HOST TO OLD READERS

Strassburger Gathers 50-Year Residents of Montgomery County at Picnic

The *Norristown* (Pa.) *Times-Herald* last week held its second annual meeting of the 50-Year Club, composed of people who have been residents of Montgomery County for more than 50 years. The attendance was more than 2,500. R. B. Strassburger, publisher of the Times-Herald, was host to the party at Normandy Farm, where a picnic lunch with trimmings was served to the music of a 40-piece band and amusement provided by professionals.

LIBEL SUITS TO MOLD PUBLIC OPINION

New Orleans So Aroused in Favor of Hugh A. O'Donnell That Judge, Placed on Bench by Prosecutors, Wisely Permitted Successful Appeal in Famous Action of 10 Years Ago

By PHILIP SCHUYLER

Libel laws in many states were consulted by defense attorneys to free Hugh A. O'Donnell, former editor of the old New Orleans American, of charges of malicious slander brought against him by politicians in power in an effort to silence the American's crusade against graft and vice. And the law was on O'Donnell's side.

But it was public opinion, crystallized by the editor's trial, that won the case and made the newspaper's exposes worthwhile, as it is shown in this, the 22d article obtained by EDITOR & PUBLISHER, *stripping the libel law of legal verbiage.*

IF anyone doubts the power of a newspaper to mold public opinion and the power of public opinion once aroused, let him consider the famous libel suit of the State of Louisiana against Hugh A. O'Donnell, former editor and publisher of the old *New Orleans American*, now assistant business manager of the *New York Times*.

O'Donnell was a fighting northern editor who went south and found the people of New Orleans asleep civicly, submitting to the will of politicians who had been in power for 16 years.

A moral code of long standing was reversed, the city was made clean, and those who had been playing upon the lethargy of a dulled metropolis were swept out of office in an amazing political upset, all because of a crusade for law enforcement started in the American.

O'Donnell fought with a pen dipped in truth. Slowly he won other papers, then the women of the city, then the voters to his side. He boldly and rightly risked a libel suit; and it was during his trial that public opinion was eventually crystallized in his favor and the editorial battle was won.

Libel cases are more difficult to defend in Louisiana, inasmuch as the procedure warranted by the Napoleonic code prevails, and the alleged criminal is tried without a jury.

The sentence was $501 and four months in jail. Public opinion had been so aroused in O'Donnell's favor that the judge wisely added the $1, permitting the case to go immediately to the supreme court where it was unanimously decided in the editor's favor.

It was an editorial written by O'Donnell entitled "Frenzied Financing; An Odd Racing Deal" that was used as the basis of one libel suit brought against him.

The news had been printed that the Business Men's Racing Association were about to buy the Fair Grounds, another race track, for $400,000 in order to keep out rivals in racing. The Mayor of New Orleans and the Commission Council were known to be working with the racing association.

"The City Administration has made no secret that it fathered for the Business Men's Racing Association the purchase of the City Park track from H. D. Brown, and in view of the fact that this story (referring to the news mentioned above) is published in the 'only Democratic' political organ of the 'machine,' possibly the City Administration is also fathering the later deal as to the Fair Grounds," O'Donnell wrote in his alleged libellous editorial.

"But if so, who is furnishing the money, the political crowd or the city treasury?

"Has the City Hall gone out and out into the racing business or is it trying to get a corner on that sport from which profits can only come from the gambling connected with it? . . .

"Has the Business Men's Racing Association lost its head? 'Upon what meat does this our Caesar feed?' Surely the city administration made a serious mistake in quitting its task of running the city to foster and father in risky ways the sport of racing and its dubious future. The financial condition of the city itself is next to bankruptcy. There can be little hope for the community if those who have been placed in office to manage the municipality are reckless enough to concoct or condone deals such as the one just proposed. It does not augur well for the immediate moral or financial future of New Orleans.

"And when the political crowd and the racing sports combine for such an illegitimate business scheme as the one suggested, they challenge the patience of decent members of the community. . . .

"It is a mistake to have the city authorities mixing up in any business but the city's and it is just as much a rueful error to let them own any business except what they should. . . ."

The libel, the prosecution alleged, was that the Mayor and the Commission Council were charged with dishonesty in "being about to use the sacred funds of the city for the purpose of purchasing a tract of ground to be used for racing."

Defense attorneys argued that the fundamental questions to be decided in the case were:

"Does the article published by the defendant maliciously defame any person? Or does the editorial complained of constitute an abuse of the liberty of the press?"

"Let us remember that the editor of a newspaper is charged with the discharge of a quasi-public duty," the defense argued.

"It is not only his right, but his duty to state, criticize and condemn the acts of public officials connected with any matter of general public interest, when such acts are in his honest judgment against the best interest of the public."

It was an easy libel case to defend, but O'Donnell had difficulty in engaging counsel. The majority of New Orleans attorneys were interested in politics as well as law practice. While admitting the law was on the editor's side they dared not come to his defense. The late S. A. Montgomery was eventually retained. He was assisted by Thomas V. O'Donnell, of Chicago, brother of the defendant.

When O'Donnell's libel suit came to trial, the whole city was keyed up and watching the drama. They expected the young northerner would be convicted and sent to jail, but O'Donnell was never forced to serve jail time.

Trial in the criminal district court was a regular third act scene of a melodrama. The judge on the bench, Frank D. Chretien, had been placed there by the political crowd who were prosecuting the editor.

The Mayor and members of the Commission Council, instead of running the city business, were spending their days in the courtroom. Representative of the public opinion aroused by O'Donnell were some 200 prominent society women who made it a business to go to court each day to see that justice was done to this man striving so powerfully to clean up their city.

Then Judge Chretien wavered.

Rising from the bench to pronounce sentence, he said, in effect:

"I doubt your guilt; therefore I grant you this opportunity to appeal your case."

Here was one great dramatic pause in O'Donnell's melodrama. Immediately afterwards came a burst of laughter. There had been those expecting to laugh at the editor. Instead, the guffaws were for the judge and for the men who had appointed him to office.

One other dramatic incident occurred when the libel case was carried to the supreme court of the state—one little sentence given voice that carried the public in still larger numbers to O'Donnell's side.

The attorney general of the state was pleading the prosecution's cause.

"We men in office," he said, "must stand together."

The judge couldn't stomach that. The citizens of a town could not agree.

O'Donnell's case was won.

Two main points were argued by the defense before the supreme court. If racing was legal, there was nothing wrong in saying that the Mayor and Commission Council were mixed up in the sport. If it was illegal, it was only right that a newspaper should call the attention of the public to it.

O'Donnell in his editorial had not named names. He had not even said anything so definite as the "Commission Council." For authority Newell on Defamation, Libel and Slander, c. XIII, p. 248, section 1, was quoted as follows in a defense brief:

"In every action for defamation two things are necessary:

"(1) A defamation apparent from the words themselves, for no innuendo can alter the sense.

"(2) Certainty as to the person who is defamed, for no innuendo can render certain that which is uncertain."

And on page 258 of the same authority:

"It is undoubtedly a correct principle of law, that, where defamatory matter is published against a class or aggregate body of persons, an individual member not specially included or designated among other reasons, the body may act very corruptly or disgracefully, and yet the individual may have been in the minority and may have opposed the measures alluded to; but where many individuals are severally included in the same attack, the plaintiff is none the less entitled to redress because others are injured by the same act."

Odgers on Libel and Slander, pp. 98 and 99 was quoted thus:

"The defamatory words must refer to some ascertained or ascertainable person, and that person must be the plaintiff.

"If the words used really contain no reflection on any particlar individual, no averment or innuendo can make them defamatory. An innuendo cannot make the person certain which was uncertain before."

Regarding the question of the privilege of a newspaper to criticize men in public office the findings of a court in a Massachusetts case was cited as:

"The editor of a newspaper has the right, if not the duty, of publishing, for the information of the public, fair and reasonable comments upon anything which is made by its owner a subject of public exhibition, as upon any other matter of public interest; and such a publication falls within the class of privileged communications, for which no action will lie without proof of actual malice."

Another case quoted was that of Eagan vs. the Signal Publishing Company, decided March 12, 1917. The Mayor of Crowley had vetoed an ordinance to abolish the redlight district, and the *Crowley Signal*, in denouncing the Mayor's action, stated:

"There is but one of two reasons why men want to keep it going. One is to make money. The other is that vile men may gratify their hellish lusts."

In discussing that editorial Chief Justice Monroe said:

"There are many matters in which sharp differences of opinion arise between a public officer and his constituents, and, as he is charged with the responsibility of acting for them his acts are open to their criticism, and such criticism should not be construed as a libel of the individual, when conscientiously directed, nor against him or his motives, but against his acts and their effects.

"In our opinion, the criticism of which the plaintiff complains is of the character thus indicated and furnishes no basis for this action."

A. P. AWARDS COME TO BROPHY FOR HEROISM ON "SHENANDOAH" STORY

COLUMBUS, O., Aug. 5.—A precedent in the form of recognition of meritorious services of an Associated Press reporter was established here today when



L. A. Brophy

L. A. Brophy, Ohio state editor, who was first to flash bulletins of the Shenandoah disaster, received a cane which bears this inscription:

"L. A. Brophy, from the Associated Press in recognition of service Sept. 3, 1925, reporting wreck of U. S. N. airship, 'Shenandoah' of which this metal was part."

While covering the catastrophe, Brophy had greater need of a cane than he does today, for he suffered a broken leg when his automobile overturned while rushing to Ava.

Despite his injury, Brophy proceeded to the scene of the wreck and gathered several eye-witness stories before he was compelled to return to Columbus for treatment, where he was in the hospital six weeks.

A. E. McKee, chief editorial writer of the *Ohio State Journal*, made the presentation.

Acting upon the suggestion of Mr. McKee, Kent Cooper, general manager of the A. P., asked L. C. Probert, manager D. C., to ascertain if the Navy Department of the Associated Press at Washington, ment could furnish wood from the Shenandoah wreckage sufficient to make a cane.

It was found that there was no wood available, but duraluminum salvaged from the frame of the wreckage was donated by the Navy Department and out of this was fashioned the band upon which the inscription was engraved.

CRUSOE FATE ON GALE-SWEPT ISLAND AVOIDED BY LUCKY MIAMI NEWS MEN

Lack of Gas Forced Their Plane Down in Desolate Bahamas While Covering Aftermath of Hurricane and Chance Passer-By of the Air Saved Them

By CECIL R. WARREN

AS every newspaperman knows, behind the printed story is another oftentimes as "good" and infinitely more thrilling—the story of the getting of the story.

It is debatable whether the average reader would find more "story interest" in a yarn about the fortunes of three or four men stranded on a tropical isle in a worse fix than Robinson Crusoe—no wrecked ship to rifle, with a useless seaplane for company, very little food and a dwindling water supply, or in the moving finger of a hurricane, reaping a wide swath of ruin and death. To him who hasn't witnessed the stupendous playfulness of a hurricane, the best description of one must leave him with a vague impression. But most men have had, at some time or another, a definite feeling of hunger or thirst, or have felt loneliness.

Newspapers have been full of the story of the recent Florida hurricane. It is the same that lashed the Bahamas the other day, taking a toll of nearly 150 lives thus far counted, that caused damage at Nassau, the capital, of nearly $8,000,000, destroyed the famous Gun Cay rum fleet that lay off the Florida coast, scattered the picturesque sponging fleet of the islands, then reached over to Florida and nibbled off a big slice of the ocean boulevard near Palm Beach.

And the other instance is the story behind the story—that of the newspaper men who brought back the first reports of what the hurricane had done to the Bahamas.

The breeding and the progress of the storm were closely followed by all Miami newspapers. Then came news of the break in communication with Nassau and the *Miami Daily News* undertook the task of finding out how the islands had fared. A seaplane was dispatched to Nassau.

Hal I. Leyshon, the news editor, who, by the way, got mention in Associated Press dispatches about three years ago when in covering the Ben Burchfield murder case for the *Knoxville Journal,* his plane fell and injured both himself and pilot, led the party. With him were R. P. Mitchell of the Associated Press, George Dix, Daily News staff photographer, and Eddie Niermier, pilot.

About noon Wednesday of the week of the storm, the plane headed for Nassau. No chart was carried and strong winds carried them off their course. They were 100 miles south of their destination when lack of gas forced them down on a desolate part of Andros island, largest of the Bahamas group. No ships were in sight from whom they might refuel and they were then too far from land to return.

A reconnaissance failed to discover other signs of life than a few sea gulls and two deserted fishermen's huts. Scrub palmettos were the only vegetation the island afforded and, as it was then about 2:30 o'clock in the afternoon, the sun had all the fierceness for which it is famous in these latitudes. Only ten minutes of gas had been left in the plane, as it had been agreed that this much would be needed to take them out to the ship lanes should a craft chance by.

Examination of their stores was not encouraging. They had six sandwiches, two cans of tomatoes, one can of pork and beans and a half gallon of water. In the radiator of the plane were seven more gallons of water but they knew it would not do to dip in on this. The plane might be their only hope of salvation.

During their slow survey of the island they frequently rested as they knew they must keep from thirst. All the water they found was salt or brackish. It was agreed that rain might come in a day or two, and, if it did, they planned to stretch the tarpaulin over the plane, use the waterproof tail of the plane as a receptacle and hang out their clothes to c moisture.

After a further discussion of pl brush was piled for signal flares. It not known where the ship lanes lay, it was decided to fly the ten-minute suf of gas, carrying in the plane enough metto branches to thatch the wings the plane. They hoped this contriva would gather enough wind to act as s and drive them on further into the quented roads of the Atlantic.

Had the party sat down and passiv waited for a steamer to pick them up, the natural course of things, they mi have been still trying to keep up inter in their "watchful waiting" policy ab the year 1928.

A systematic search for water started. None they found was fit drinking and they had nothing in wh to boil it. They were planning to s a hole for some when they heard a sh from Mitchell, the one of the party was left to guard the plane. They ra for him and soon heard the roar of airplane above them. They saw Mitch frantically waving his shirt. Their res was a chance in a million, but it is luck of the newspaper man to usually out of scrapes.

The plane was that of Charles Kreu of Miami, who was trying to locate houseboat lost in the storm. If he h not been lost himself, he would ne have passed that way. Besides the he had in the tank, Kreuger had be forethoughted enough to bring 40 ex gallons with him for emergency. This

(*Continued on page* 37)

FLORIDA HURRICANE WRECKED POWER LINES, BUT NOT NEWSPAPERS

WEST PALM BEACH TIMES, WEST PALM BEACH, FLORIDA, WEDNESDAY, JULY 28, 1926

The Palm Beach Times

DEVOTED TO THE BEST INTERESTS OF SOUTH FLORIDA

VOL. V, No. 298 WEST PALM BEACH, FLORIDA, TUESDAY, JULY 27, 1926

STORM BULLETIN

Palm Beach residents wove their way through hurricane wreckage and debris while the infuriated elements continued to write defiance to man made necessities.

Lashed by a gale driven sea the water front of Palm Beach represented a mass of blown trees, unroofed houses, crumbling sea walls and broken plate glass.

The exact estimate of the damage done could not be determined because of inability fo parties to successfully get information from various parts of the city.

Rainbo Pier was closed to the public last night. The radio station was out of commission long before the barometer reached its low point of lese than 28.

House boats on various parts of the water front went down before the frenzied water.

Wreckage, evidently from a freighter was sighted near the inlet about one o'clock. It could not be established from where it came but it has been unofficially reported that the pieces of timber might have been parts of any one of several freighters signalling for aid during the night. Watch parties will be established tonight to watch for possibilities of bodies or members o. crews clinging to floating pieces.

Damage by the hurricane to the Palm Beach Yacht Club and to boats owned by club members was reported to be around $600,000 at noon today.

This issue was made possible by courtesy of The Palm Beach Press.

Henry T. Reed, Florida field agent of the American Red Cross arrived in West Palm Beach Monday night and began organization work among the local unit to render and aid where it may be needed.

Almost frozen after a night on the lake drifting in a half submerged open boat, M. R. Singleton, captain of the now sunken dredge boat "Reliable," drifted ashore near the Lake Worth casino about dawn and was revived by persons at the casino.

Singleton was the only man aboard the "Reliable" about 9 o'clock last night. The dredge was anchored in West Palm Beach canal and when the heaviest of the storm struck, she began to sink. Singleton stuck by the boat as long as practical and then leaped overboard, clad only in a pair of trousers.

Unable to swim to shore, the dredge captain seized an open row-boat and climbed into it. The boat broke from its moorings and drifted into the lake, shipping more water all the time.

Singleton drifted all night, half frozen by chill, wind, water and lack of clothes. About dawn the half sunken boat drifted ashore in a swamp north of the Lake Worth casino. He was found and revived shortly afterward.

The dredge "Reliable" is owned by H. Loennereke.

A most daring display of bravery was shown about 10 o'clock this morning when Gus Jordahn and Hugo Dealey, upheld the reputation of the "Cowboys of the Sea," and successfully saved the lives of Mrs. Arthur Meade and Captain L. B. Clark who had been stranded on the dock house at the Yacht Club pier.

Mrs. Meade and Captain Clark had been there for hours, after failing to save the Meade cruiser. No one else able to effect a rescue, Jordahn and Dealey plunged into the raging, wind whipped lake, two hundred yards above, swam to the dock house, loaded their human cargo on "Sug-ooters" and battled their way to the F. E. C. bridge a quarter of a mile away.

More than a dozen houseboats and small power cruisers anchored at Kennedy's pier went down under the lashing waves of Lake Worth and the pier threatened to break in two momentarily.

The houseboats which were lost were: "Arno," "Dodge Inn," "Julia," "Tiny," Welcome, Delsea, Helna, D. C. The city dockmaster's office at the pier was in danger of being swept away.

Battered by loose barges and strained by the violent winds that swept across it, nearly half Lake Worth bridge broke loose and partially detached itself from the sunken remainder, shortly after 10 o'clock Tuesday morning.

The bridge had been impassable since early morning, automobile drivers were warned not to make any attempt to cross it.

The supports of the span were knock loose late last night when a number of wild barges in the lake were tossed against it. It slowly settled and parts of it sank, finally breaking away.

Several estates in Palm Beach in the south residential section are completely inundated. Water in some places is two feet above the porches.

Parts of the Ocean boulevard near the Rainbo pier are already impassable. Rocks as large as a man's head, cocoanuts, debris and rubbish have been thrown on the road by the force of the waves.

Palm Beach is a veritable Venice. Automobiles throw a spray higher than the machine passing over most of the streets.

No word had been heard Tuesday afternoon from the Betty Weems, Baltimore and Carolina freighter anchored several miles off of the Palm Beach coast Monday afternoon and disappeared during the night.

WEATHER

Hurricane warnings continued to be flown along the east coast of Florida from Miami to Titusville and storm warnings were displayed at government stations from Jacksonville as far north as Charleston.

At 9:05 today the barometer hit 29.03, the lowest point ever hit here. According to Gus Jordahn, the worst of the hurricane will probably hit the beach this afternoon.

Member of the Associated Press. Inland Florida's Greatest Newspaper

ORLANDO MORNING SENTINEL

Orlando, Florida, July 28, 1926.

HURRICANE PARALYZES ENTIRE STATE

In the event that power is restored, the regular edition of the Orlando Morning Sentinel will be issued at the earliest possible time this morning.

POLICE CAPTURE SEA GULLS.

Two sea gulls, believed to have been blown inland by the gale, were captured early today by members of the police department.

Telephone Service Crippled.

After telephone service in Orlando had been thrown out by thestorm, emergency service was inaugurated by the telephone company with a gasoline generator which will provide temporarily with sufficient power to supply the majority of local telephones.

Weather -- Orlando.

Minimum temperature 71
Maximum temperature 78
Precipitation 2.59

OFFERS AID TO SENTINEL.

Josiah Fariss, veteran publisher of Orlando, came to the aid of the Sentinel late last night, when attempts were made to publish the paper on the presses of his printing shop. Although he had retired when he was called on the telephone, Mr. Fariss came to his shop in the downpour and afforded every assistance available.

Gale Sweeps Throught Length of Peninsula at 135 Mile an Hour Rate; Light and Power Lines Off.

Hurricane gales, originating in the Caribbean Sea Saturday, swept over Orlando and Florida for an eighteen hour period, with resultant damage that will reach into millions of dollars.

The city of Orlando, although damage is comparatively slight, has been without light or power since 6 o'clock last night. While some of the white way lights were on all night, all other electric lights were out from 6 o'clock.

Telephone and telegraph communications throughout the central part of the state were continued to some extent until midnight, but were crippled by the high wind and falling branches at that time until outside connections were impossible.

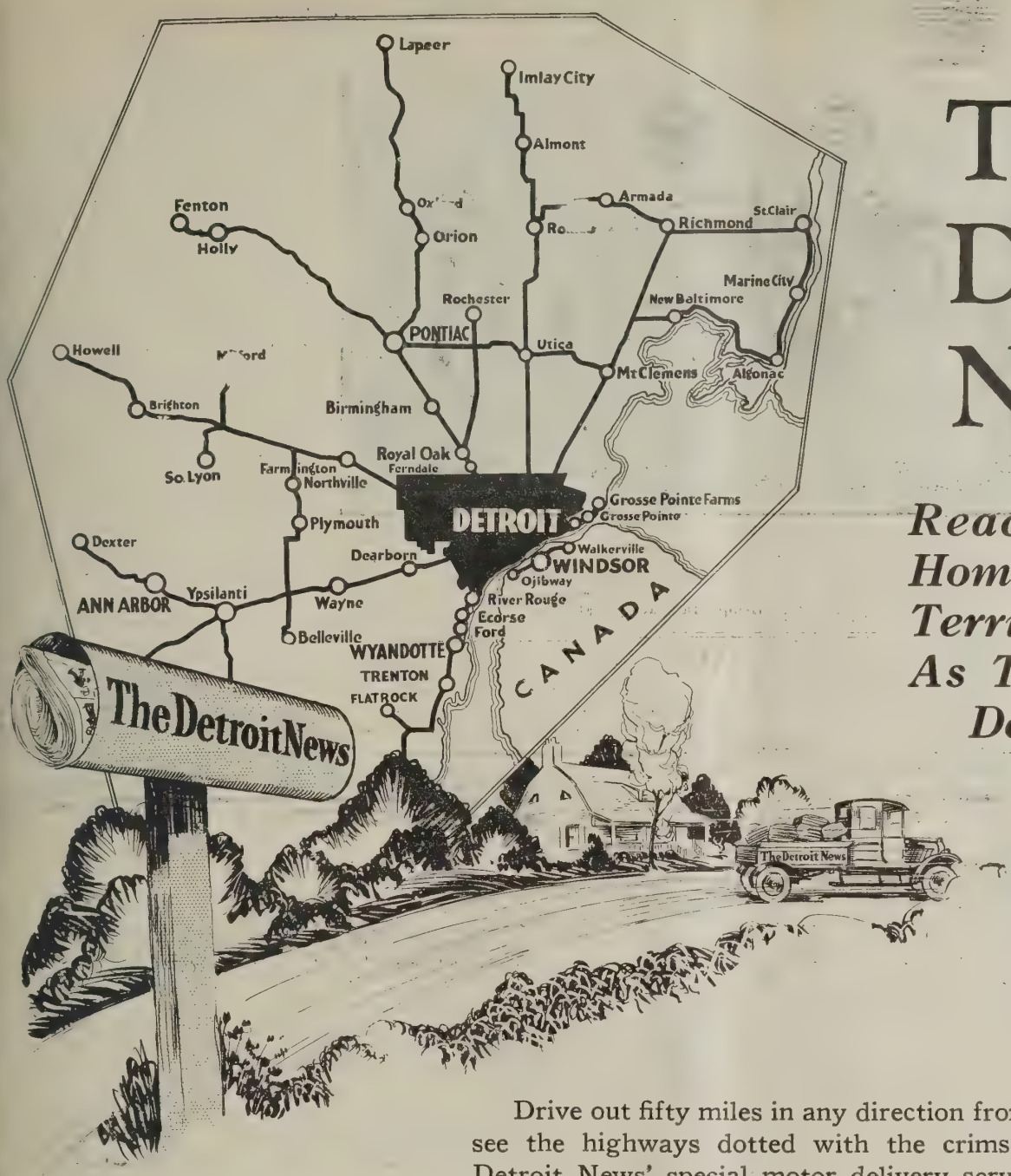
The casualty list in Orlando was confined to one man who is reported to be seriously injured. Hubert Murrah, 1263 Lakeview avenue, driver of a utilities trick, was injured when his truck crashed into the traffic tower at Orange and Central avenues after he had been blinded by the rain.

Traffic was blocked on many of the streets of the city, although city clean-up gangs were on the streets early this morning to clear away the debris.

Train service, which was crippled to some extent, is expected to be operating on regular schedule early today.

HURRICANES which swept Florida last week tore bridges loose from their piers, piled ships and barges on the beach, flooded homes and made canals of streets, but their force did not stop the newspapers of the harried area from telling the news. With all power shut off because of danger of fire and loss of life through the dangling wires, the *Palm Beach Times* went back to hand-set type and hand-power presses to issue its "Storm Bulletin," reproduced above. A. P. and I. N. S. wires were closed from Tuesday morning until Wednesday afternoon and on Wednesday a 12-page paper was issued without the press service reports.

Although 20,000 of the storm bulletins were printed, so many requests were received for copies that it was included in the Wednesday number. Another courageous Floridian was the editor of the *Orlando Sentinel,* who turned out his edition on a multigraph machine.



Today's Detroit News

Reaches The Rural Homes Of Its Trading Territory As Quickly As The Homes In Detroit Proper

Advertisers using The Detroit News have the opportunity of tapping the wealth of the country's most prosperous market at an economical rate unrivalled in proportion to circulation coverage and the market's size.

Drive out fifty miles in any direction from Detroit and you will see the highways dotted with the crimson containers of The Detroit News' special motor delivery service. Every farmer or suburbanite, no matter how far he may live away from town or village, can have his copy of The Detroit News delivered on the day of publication, often as quickly as it is delivered in Detroit proper. Thus The Detroit News covers its local trading territory assuring its advertisers adequate circulation in the territory adjacent to the manufacturers' points of distribution—stores and shops easily reached by street car, bus, telephone or rail.

The Detroit News' circulation of 335,000 Sundays and 320,000 Weekdays, is thoroughly concentrated so that 94% of its weekday and 80% of its Sunday circulation covers the local trading territory —the most profitable section in Michigan from the viewpoint of the advertiser. Here is located one-third of the total population of the state and one-third of the taxable wealth.

The Detroit News

Detroit's HOME Newspaper

335,000 Sunday Circulation ***320,000 Weekday Circulation***

NEW NEWS EDITOR ON N. Y. HERALD TRIBUNE

Joseph B. Crandall Fills Vacancy Caused by Clarke Promotion—Fred Lassen Appointed Night Superintendent by Davis

Two staff appointments were announced this week by the *New York Herald Tribune*. Joseph B. Crandall, formerly of the *New York Times*, was named day news editor, succeeding Arthur C. Clarke, recently made Sunday news editor; and Howard Davis, business manager, promoted Fred Lassen to the position of night superintendent.



JOHN B. CRANDALL

Mr. Crandall's early newspaper days were spent on the *New York Sun*. In 1911 he went to the New York Times and soon became night city editor. In 1913 he was made assistant managing editor of the Evening Sun and served in that capacity until 1918 when he joined the Hearst forces as night editor of the *New York American*. Later he was Sunday editor of the American and night editor of the *Evening Journal*. A year ago last June his health broke down and he spent a year recuperating. In June this year he rejoined the staff of the Times and went to the Herald Tribune on August 9.

Mr. Clarke came to the Herald Tribune in March, 1924, at the time of the amalgamation of the Herald and Tribune. He had been news editor, night city editor and acting managing editor successively, on the Herald for two years, prior to which he had been on the morning World for many years.



FRED LASSEN

Mr. Clarke will be assisted by Edward A. McSweeney, who has been in charge of the department for the past few weeks.

Mr. Lassen will be the direct representative of the business management during the night hours. His appointment was announced Aug. 10.

In his announcement, Mr. Davis said: "Mr. Lassen's general knowledge of the many details necessary to proper coordination of the various departments, gained by years of faithful and intelligent service, has equipped him for this position."

Mr. Lassen joined the Herald Tribune in January, 1916, taking advertisements over the counter and marking the paper for advertisements. Later he took over the copy control desk of the advertising department, and was in charge of that department until his appointment as night superintendent.

Charles H. Sandkam, for many years circulation manager of the *Herald Tribune*, has resigned. Porter Carruthers, promotion manager, is temporarily in charge. Mr. Sandkam's future plans have not been announced. A report that he was to join the circulation staff of the *New York Evening Post* was denied.

DODGE SETS SALES RECORD

Dodge Brothers report that July retail sales will approach 40,000 vehicles making that month the record July in the company's history. At the same time it is learned that stocks of cars in dealers' hands or in transit are approximately 21,000, considered a subnormal figure.

EDITORS INSPECT ILLINOIS GUARDSMEN



Charles H. Dennis (left), editor of the *Chicago Daily News*; Major Gen. Milton J. Foreman, commanding the Illinois National Guard (33d Division) and Lieut. Gov. Fred E. Sterling (right)), editor of the *Rockford Register-Gazette*, inspecting the state troops in training at Camp Grant, Ill.

EXECUTIVE ON TRIP SEES PROSPERITY

Allen H. Seed, Jr., Vice-President of William J. Morton Company, Investigates Economic Conditions in U. S. and Canada

Conditions throughout the United States and Canada are most favorable in the opinion of Allen H. Seed, Jr., vice-president and general manager of the William J. Morton Company, who returned this week from a two months' trip to the Pacific Coast.

"This prosperity will doubtless be reflected in increased national advertising," he said.

Mr. Seed had an opportunity to investigate local economic conditions throughout the west and talked to publishers and advertising men in about forty cities, and in all covering 12,000 miles of territory, which took in the Pacific Coast from Vancouver to the Mexican border. He reports extremely favorable business conditions.

Almost everywhere advertising linage, which is generally conceded to be a good index of market conditions, is at a higher peak than in 1925. Gains in linage from 10 per cent to 40 per cent were noted in nearly every Pacific Coast paper. Crops are good and a general atmosphere of prosperity prevails, particularly in the fruit and wheat countries. The Pacific Northwest seems particularly prosperous, according to indications in the larger cities. Retail business is recovering rapidly and a good turn over is expected this fall.

The various fruit growing co-operative exchanges are in very favorable condition, having solved their marketing problems to the satisfaction of their members. This is particularly true of the raisin growing industry in California, which is at last out of the rough going. With land values back to normal and surplus stock disposed of, the industry faces a better fall than any year since the war.

Mr. Seed also visited a number of Canadian cities in British Columbia, Ontario, and Quebec, where he found conditions most favorable. The Pacific provinces are expanding rapidly both in population and exploitation of natural resources.

The Maritime provinces are engaged in building up and developing the industry on a larger scale than ever. Industrial Ontario is enjoying prosperity, and due to the revenue derived from liquor and expansion of industry in the larger cities the wealth of the Province of Quebec has been greatly augmented.

McKEE'S HOME ROBBED

The residence of A. E. McKee, associate editor, *Columbus Ohio State Journal*, was entered a few days ago by thieves, who stole $260.

EDITORS AT CAMP GRANT

Some as Officers, Some Visitors 33d Division Drills

Prominent Illinois newspapern played a conspicuous part in the "V itors' Day" ceremonies staged at Ca Grant, August 8, when troops of the Division were hosts to 30,000 visitors

Charles H. Dennis, editor of the C *cago Daily News*, inspected the ca as the guest of Maj. Gen. Milton J. Fo man, divisional commander. Mr. Den spent the day in the field with the troc

Lieut. Gov. Fred E. Sterling, editor the *Rockford Register-Gazette*, was hand to represent Gov. Len Small, as ficial host for the state.

Lieut. Col. Roy D. Keehn, of the C *cago Herald & Examiner*, who has j returned from Europe, arrived in ca Monday. He is in charge of intellige work on the division staff.

Lieut. Col. Knowlton S. Ames, p lisher of the *Chicago Journal of Co merce*, is also on General Foreman's st

Gov. Small, publisher of the *Kanka Republican*, arrived at Camp Gra Wednesday to inspect the state troo His son-in-law, Col. Arthur E. Ingle editor of the Republican, is on duty camp with the adjutant general's partment.

HARTMAN CHANGES

E. C. Hartmann, formerly of Thomas E. Basham Company, Louisvi has gone to Chattanooga as natio field representative of Nelson Chesn & Co.

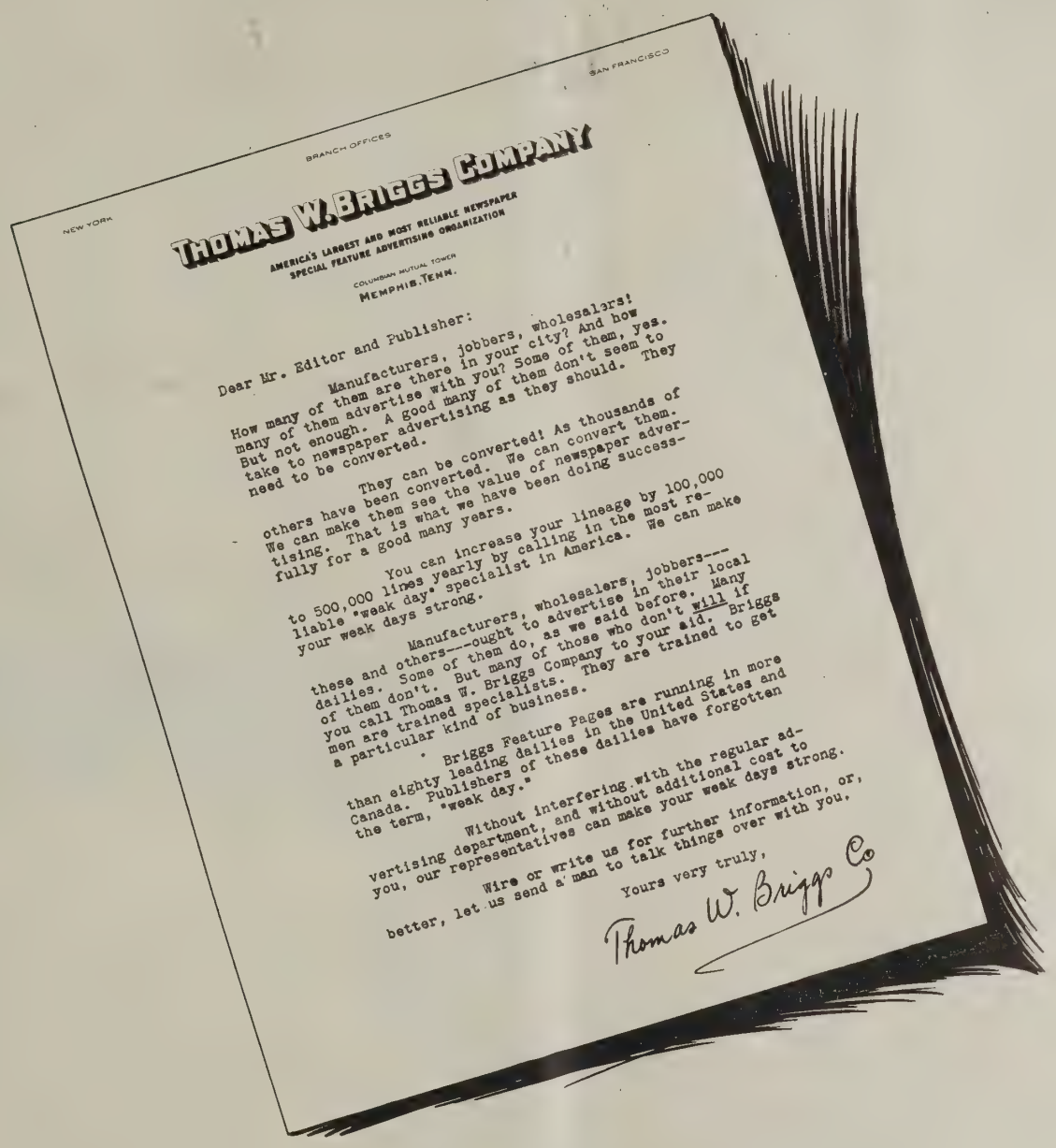
Tourist Traffic for June Shows a Gain

Forty-seven states sent visitors to Jacksonville and Florida during the month of June. Each month's figures prove the fact that tourist traffic to Florida continues without abeyance.

And the state's leading newspaper forges ahead with gains in agate lines of paid advertising and circulation. The columns of the Florida Times-Union offer the advertiser or agency maximum circulation at minimum cost.

The Florida Times-Union

JACKSONVILLE



BRANCH OFFICES

NEW YORK SAN FRANCISCO

THOMAS W. BRIGGS COMPANY

AMERICA'S LARGEST AND MOST RELIABLE NEWSPAPER SPECIAL FEATURE ADVERTISING ORGANIZATION

COLUMBIAN MUTUAL TOWER
MEMPHIS, TENN.

Dear Mr. Editor and Publisher:

How many of them are there in your city? And how many of them advertise with you? Some of them, yes. But not enough. A good many of them don't seem to take to newspaper advertising as they should. They need to be converted.

They can be converted! As thousands of others have been converted. We can convert them. We can make them see the value of newspaper advertising. That is what we have been doing successfully for a good many years.

You can increase your lineage by 100,000 to 500,000 lines yearly by calling in the most reliable "weak day" specialist in America. We can make your weak days strong.

Manufacturers, wholesalers, jobbers---these and others---ought to advertise in their local dailies. Some of them do, as we said before. Many of them don't. But many of those who don't will if you call Thomas W. Briggs Company to your aid. Briggs men are trained specialists. They are trained to get a particular kind of business.

Briggs Feature Pages are running in more than eighty leading dailies in the United States and Canada. Publishers of these dailies have forgotten the term, "weak day."

Without interfering with the regular advertising department, and without additional cost to you, our representatives can make your weak days strong.

Wire or write us for further information, or, better, let us send a man to talk things over with you.

Yours very truly,

Thomas W. Briggs Co

Thomas W. Briggs Co.

HOME OFFICE - COLUMBIAN MUTUAL TOWER
MEMPHIS, TENN.

THREE DAYS OF NEW YORK'S BEST FUN PLANNED FOR PRESS CONGRESS

Committee of Publishers and Allied Interests, Headed by Dr. Finley, Prepares Entertainment While Awaiting Departure

THREE full days of sightseeing and entertainment are scheduled for the delegates to the Press Congress of the World while in New York City en route to Geneva-Lausanne, Switzerland, where the third sessions will be held September 14-18. The majority of the North American delegation will arrive Aug. 31, and the entire day will be given over to official registration at Hotel Roosevelt, Madison avenue and 45th street, the headquarters hotel.

Beginning Wednesday morning, Sept. 1, there will be a round of sightseeing, luncheons, dinners, theatre parties and after-theatre suppers continuing through Thursday, and on Friday, Sept. 3, the final day, a luncheon given by M. Koenigsberg, president of the International News Service and the King Features Service, will be the only scheduled event, as the day is set apart as one for shopping and private bon-voyage parties. The delegates will board the Carmania before 9 o'clock Friday night, as the scheduled sailing is at midnight.

Dr. John H. Finley, associate editor of the *New York Times,* will be chairman of the New York City Reception and Entertainment Committees, assisted by the following publishers and heads of allied interests:

Dr. John H. Finley, New York Times, Chairman.
Ogden M. Reid, New York Herald Tribune.
Howard Davis, New York Herald Tribune.
Adolph S. Ochs, New York Times.
Louis Wiley, New York Times.
Arthur Brisbane, New York Evening Journal.
James C. Dayton, New York Evening Journal.
Bradford Merrill, The Hearst Newspapers.
E. M. Alexander, New York American.
P. A. Payne, New York Mirror.
J. Mora Boyle, New York Mirror.
W. T. Dewart, The Munsey Publications.
E. S. Friendly, New York Sun.
Fred A. Walker, New York Evening Telegram.
Gilbert T. Hodges, The Munsey Publications.
Robert H. Davis, The Munsey Company.
Ralph Pulitzer, New York World.
Herbert Bayard Swope, New York World.
J. F. Bresnahan, New York World.
Roy W. Howard, The Scripps-Howard Newspapers.
W. W. Hawkins, The Scripps-Howard Newspapers.
Ray Long, Hearst's International Cosmopolitan.
A. J. Kobler, American Weekly.
Lincoln B. Palmer, American Newspaper Publishers' Association.
W. A. Thomson, American Newspaper Publishers' Association.
Lester L. Jones, New York City Publishers' Association.
Bernarr MacFadden, New York Graphic.
Herbert F. Gunnison, Brooklyn Eagle.
H. W. Crist, Brooklyn Eagle.
R. F. R. Huntsman, Brooklyn Standard Union.
F. C. Peck, Brooklyn Times.
James O'Shaughnessy, Executive Secretary A. A. A. A.
W. H. Field, New York Daily News.
Capt. J. M. Patterson, New York Daily News.
William Preston Beazell, New York World.
C. C. Green, Advertising Club of New York City.
C. D. Jackson, Advertising Club of New York City.
John H. Perry, American Press Association.
Norman Dodge, Mergenthaler Linotype Company.
J. T. Mackay, Mergenthaler Linotype Company.
H. R. Swartz, President, R. Hoe & Co.
John C. Martin, New York Evening Post.
Julian S. Mason, New York Evening Post.
Melville E. Stone, The Lotos Club.
Kent Cooper, The Associated Press.
M. Koenigsberg, President, International News Service.
Karl A. Bickel, President, The United Press Associations.
J. H. Furay, The United Press.
Major Loring Pickering, North American Newspaper Alliance.
W. E. Douglas, North American Newspaper Alliance.
George G. Shor, Manager, International News Service.
J. J. Early, Brooklyn Standard Union.
S. S. Carvalho, Hearst Newspapers.
D. E. Town, Hearst Newspapers.
Hon. Grover A. Whalen, General Manager, John Wanamaker Store.
Robert K. Leavitt, Association National Advertisers.
Philip T. Dodge, President, Mergenthaler Linotype Company.
Roy Durstine, Barton Durstine Corporation.
R. S. Kellogg, News Print Service Bureau.
J. L. Fearing, Vice-President, International Paper Company.
Neal Dow Becker, Intertype Corporation.
Emmet Finley, The American Press Association.
A. R. Graustein, President, International Paper Company.
C. King Woodbridge, President, International Advertising Association.
Earle Pearson, General Manager, International Advertising Association.
Ernest F. Eilert, President, United Typothetæ of America.
Isaac Van Dillen, President, New York Employing Printers' Association.
John Clyde Oswald, Executive Secretary, New York Employing Printers' Association.

The day-by-day program, so far complete, with the exception of theatrical attractions, follows:

Tuesday—Aug. 31. Entire day given over to registration.

Wednesday—Sept. 1. (Cars will call at Hotel Roosevelt.)

10 a. m.—Downtown motor trip to points of interest, including the New York Stock Exchange, and laying of wreaths on graves of William Bradford and John Holt.

1 p. m.—Greeting and official welcome by Mayor James J. Walker at the City Hall.

1:45 p. m.—Luncheon at Wanamaker's Store, guests of Rodman Wanamaker, proprietor of John Wanamaker, New York and Philadelphia.

6:30 p. m.—Guests of Karl A. Bickel, president of the United Press Associations, at a dinner to be given at the Waldorf-Astoria.

8:15 p. m.—Theatre party, courtesy of Charles C. Capehart, president of Capehart & Cary, advertising agents specializing in theatrical advertising, in connection with Messrs. Lee and S. Shubert.

11:15 p. m.—After-theatre supper at the offices of the New York Herald Tribune, guests of Mr. and Mrs. Ogden M. Reid. Inspection of the plant.

Thursday, Sept. 2:

12:30 p. m.—Guests of H. R. Swartz, president of R. Hoe & Co., at a luncheon at the Advertising Club of New York.

2:15 p. m.—Sightseeing tour of Upper Manhattan.

4:30 p. m.—Return to hotel.

6:30 p. m.—Dinner. Guests of A. Graustein, president, and J. L. Fearin vice-president, International Paper Co pany, Ritz Carlton.

8:15 p. m.—Theatre party, guests Ralph Pulitzer, an general manageme New York World.

11:15 p. m.—After-theatre supp guests of Adolph S. Ochs and the gener management of New York Times, Tim Annex, West 43rd street, just off Broa way. Inspection of plant.

Friday, Sept. 3:

1 p. m.—Luncheon. M. Koenigsber president International News Servic King Features Service and other alli Hearst interests, balance of day.

Free for individual shopping and pr vate bon-voyage parties.

FARM EDITORS ELECT

Rogers, Journalism Head, Named Pres dent of Collegiate Group

Prof. C. E. Rogers, head of the depar ment of industrial journalism at th Kansas State Agricultural college, w elected president of the American Asso ciation of Agricultural College Editor at the recent meeting of that organiz tion at East Lansing, Mich. At th meeting an exhibit of newspaper an magazine articles and various othe forms of news from the Kansas colleg received third place rating in a conte sponsored by the association.

Maynard W. Brown, associate professo of industrial journalism at the Kansa college, was chosen secretary of th American Association of College New Bureaus at the regular meeting of th association at Purdue University, Lafay ette, Ind.

DIRECTORS MEET POSTPONED

Directors meeting of the America Newspaper Publishers Association, to b held this month, has been postponed unti early in September. President Joh Stewart Bryan, *Richmond News-Leade* will have then returned from abroad.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, RICHMOND, ATLANTA, BUFFALO, PITTSBURGH, CLEVELAND, DETROIT, CHICAGO, CINCINNATI, ST. LOUIS, MILWAUKEE, MINNEAPOLIS, KANSAS CITY, DES MOINES, DENVER, LOS ANGELES, SAN FRANCISCO, PORTLAND, SPOKANE, WINNIPEG

The INDIANAPOLIS NEWS

In the first six months of 1926, The Indianapolis News published more than 600,000 lines *more* national advertising than for the same period of 1925—a gain of 40.4%. More proof of the desirability of the Indianapolis Radius market, and of the towering dominance of its greatest advertising medium.

Dan A. Carroll, 110 E. 42nd, NEW YORK
J. E. Lutz, Tower Bldg., CHICAGO

Frank T. Carroll, *Advertising Director*

—and now comes THE FINISHING TOUCH!

A ROTOGRAVURE section will be published each Sunday, by The Houston Post-Dispatch, beginning Sunday, September 19.

This section will be a powerful media in which to address a definite market, rich in profit possibilities.

Every page will carry impelling and attractive pictures depicting subjects which will hold the attention of the reader—representing the artistic finishing touch to a newspaper which has already broken all past records in the annals of Southern Journalism for progress and growth.

Mechanical Requirements and Rates

Pages are 7 columns wide by 280 lines deep—1960 lines to the page. A page is 15 inches wide by 20 inches deep. 1 column space is 2 1/12 inches wide; each additional column 2⅛ inches.
Position not sold. All copy must be illustrated.

Advertising Rates

TRANSIENT .....30c Per Line
1000 Line Contract.....28c Per Line
2000 Line Contract.....25c Per Line
Forms close 3 weeks preceding date of issue.

The Houston Post-Dispatch now offers advertisers a rare opportunity in thus providing a rotogravure section second to none. You can now secure a fixed rate for contract space with the assurance of ever increasing value.

THE FASTEST GROWING PAPER IN THE FASTEST GROWING CITY IN TEXAS!

Houston Post-Dispatch

Owners and operators of Radio Broadcast Station KPRC.

R. S. STERLING, Chairman of Board W. P. HOBBY, President C. C. MAES, General Manager R. J. MEEKER, National Adv'ng Mgr.

THE S. C. BECKWITH SPECIAL AGENCY

National Representatives

New York	Kansas City	Detroit	San Francisco
Chicago	St. Louis	Atlanta	Los Angeles

UNITED PRESS EDITOR PRAISES REPORTERS

Singles Out Four Staff Men and Heralds Recent Work as Symptomatic of Return to Real Old-Time Reporting

Four staff correspondents of the United Press were this week given niches in the U. P. hall of reportorial fame. They were A. E. Bradford, of the Paris bureau; A. W. Folger, Mexico City, and Sidney Williams and Minott Saunders of the London office. Bradford cabled an exclusive follow-up on why Clemenceau had written his letter to President Coolidge; Folger furnished first-hand information on Mexico's religious controversy, and Williams and Saunders covered Gertrude Ederle's triumphant channel swim.

Tribute to their work was paid by Robert J. Bender, general news manager, at New York headquarters.

"The enterprise these men showed," Mr. Bender said, making a sort of general citation, "is a wholesome sign. I believe it is symptomatic of a return of real old-time reporting. And it is the young men in the business who are bringing back the right spirit to newspaper work. What appeals to editors in this country today is enterprise, energy, enthusiasm and youth.

"During the war and since the war a widespread habit among reporters has been to sit around and get the news on a silver platter. This habit is gradually being shaken off."

"When Ederle neared the shore," Williams cabled the United Press, "I jumped from the motor boat, waded chest deep to the shore, and arrived at Kingsdown dripping wet. I went to a telephone in a hurry, once I had made sure that Ederle had won her race."

Not content with mere hand-out statements, Folger, in Mexico City, sent an investigator out to make a swing around to principal cities of the republic to learn about the situation first hand.



Minnott Saunders, United Press London man, interviews Gertrude Ederle at Cape Gris-Nez.

MISS EDERLE WON $7,500 OF NEWSPAPER MONEY

Chicago Tribune and New York Daily News Financed Channel Swimmer in Return for Exclusive Story

Both the *Chicago Tribune* and the *Chicago Herald & Examiner* carried "impression" stories dictated by Miss Gertrude Ederle, after her successful attempt to swim the English channel. The Tribune's story was copyrighted by the Tribune News Service and the Universal Service furnished the Herald and Examiner and other clients with its story.

The Tribune and the *New York Daily News* lay claim to a share in the personal jubilation over Miss Ederle's feat. Through confidence in the ability of the American girl, those two papers, and their joint press service, made possible her attempt to swim the channel by financial and personal support, it is said.

The "inside" account is as follows:

It was on May 29 that Miss Ederle found her newspaper support in a contract which was witnessed by Arthur W. Crawford, of the Chicago Tribune News service, Dudley Field Malone and Miss Ederle's father.

Under this contract the New York Daily News and its associates agreed to pay Miss Ederle $5,000 for her own exclusive story of her trip, training and swim in the event that she did not succeed, and $7,500 if she won the great fight against the treacherous waters of the channel.

By winning she added $2,500 to the sum that she would have received for merely trying to win.

Miss Ederle sailed from New York on June 2. With her went Arthur Sorenson, of New York, representing the News and Pacific & Atlantic photos and Julia Harpman, a special writer from The News.

FINANCIAL ADVERTISERS

Plans are complete for the annual meeting of the Financial Advertisers' Association, at Detroit, starting Sept. 20.

PUBLISHERS DISCUSS A. B. C. RATE CARD SERVICE

(Continued from page 4.)

Circulations during the few years of its operation."

No Objection

J. M. Stephenson, publisher of the *South Bend* (Ind.) *News-Times*, said:

"We cannot find any serious objections to the new rules of the Audit Bureau of Circulations, for it seems that these rules are based on a desire to better serve the advertiser. It seems to me that it will help to keep all information necessary to selecting media in one place, which is desirable. Semi-annual rate changes are surely frequent enough, even for a very rapid growing newspaper and it strikes me that both changes are in the interest of the advertiser, which all newspapers are striving to serve more efficiently. We certainly have no objection to the new rules."

Dangerous Duplication

Victor H. Hanson, publisher of the *Birmingham News*, said:

"I see no objection whatever to giving the Audit Bureau of Circulations the national advertising rate card of the Birmingham News, with all of the data printed thereon. As a matter of fact, all of this appears regularly in Standard Rate and Data, and no phase of it is in any sense secret. However, I very seriously doubt the wisdom of the Audit Bureau of Circulations entering the field of advertising service. I see nothing to be gained by it for either newspapers, or advertisers. All information that would be furnished by the A. B. C. is already available to any person interested from many different sources. On the other hand, it is highly dangerous in tendency. Every newspaper, it seems to me, would resent any effort by the A. B. C. whatever to go further with the idea, and unless there is some tendency to go further with it, I see no point in starting it."

Would Assist Space-Buyers

A. L. Shuman, vice-president and advertising Director of the *Fort Worth Star-Telegram* and *Record-Telegram* said:

"Personally, I can see no objection to the reproduction of publishers' rate cards, in connection with the semi-annual statements to the A. B. C. As a matter of fact, we have already sent them our rate cards, and while we did not, and could not agree to make our rate changes, if any, coincident with the dates of the semi-annual statement, we are not averse to having our rates incorporated with this statement for the information of advertisers and space buyers. As a matter of fact, I think it will greatly assist space buyers in having both rate and circulation data included with the semi-annual statement."

Only one publisher referred favorably to the suggestion as to a uniform semi-annual period for changing advertising rates. He was E. B. Jeffress, manager of the *Greensboro* (N. C.) *News*, whose comment follows:

"I see no objection to the Audit Bureau of Circulations reproducing rate card data on publishers' semi-annual statements. When a man looks at the rate card, he also wants to know about circulation, and if the two are together, it makes for a more efficient newspaper service. I see no objection to a uniform time for making changes in newspaper rates, since this would probably simplify matters, instead of causing confusion by having rate changes come all through the year."

CIRCULATION BUILDING SUPREMACY

We opened 1926 with the greatest newspaper campaign ever conducted, and secured over $300,000 in prepaid subscriptions for The Cleveland Plain Dealer. We can attain similar success for you!

THOUSANDS OF NEW, PREPAID, BONA-FIDE HOME-DELIVERED SUBSCRIBERS SECURED IN TEN WEEKS' TIME

HOLLISTER'S
Circulation Organization

Wire or Write us at 717-718 Commercial Exchange Bldg. LOS ANGELES

The DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
thoroughly and alone — COVER — *the Oklahoma City Market*

A gain of more than three-quarter million lines of advertising during the first six months of 1926 evidences first

—the growing influence of the Oklahoman and Times.
—the increasing importance of the Oklahoma City market.
—the never-before-attained heights to which the Oklahoma business level has ascended due to three successive banner crop years.

Through the Oklahoman and Times thorough coverage in the Oklahoma City trade territory is obtained—without these newspapers thorough coverage is impossible.

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Detroit Atlanta San Francisco

The Knoxville News, a Scripps-Howard newspaper, leads all other newspapers, daily or Sunday, in Knoxville circulation and is the best advertising contact with worth-while Knoxville families.

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York

I. T. U. REPORTS HIGHER WAGES FOR PRINTERS

Several Scales Run for More Than Year, With Progressive Annual Increases for Newspaper Composing Rooms

New wage scales concluded between local typographical unions and newspaper publishers in a number of cities are reported in the August issue of the *Typographical Journal*. The increases noted apply to the basic rates of the previous contract and do not take into account bonuses. The summarized scale provisions follow:

Columbus, Ohio.—Newspaper—Journeymen, day $52, night $56, to May 7, 1927; then day $53, night $57; forty-eight hours. The contract covers a period of three years, from May 8, 1926, to May 7, 1929. Increase—$2; May 7, 1927, $1 additional.

Roanoke, Va.—Newspaper—Day $44, night $48; overtime price and one-half over eight hours. The scale is effective from May 1, 1926.

Springfield, Mo.—Newspaper—Journeymen, day $40, night $43; forty-eight hours. Award of International Board of Arbitration, effective from November 15, 1925, to May 19, 1927. Increase—Day $2, night $3.

St. Petersburg, Fla.—Newspaper and Job—Journeymen, day $53, night $56; newspaper forty-eight hours, job forty-four hours. The contract covers a period of one year, from May 1, 1926, to May 1, 1927. Increase—$5.

Easton, Pa.—Newspaper—Journeymen, day $41, night $44, to April 3, 1927; then day $44, night $46; forty-eight hours. The contract covers a period from July 12, 1926, to October 1, 1928. Increase—$4; May 1, 1927, $3 additional.

Kingston, Ont.—Newspaper—Journeymen, day $34, night $36; forty-seven hours. Job—Day $32, night $34; forty-four hours. The contract covers a period of three years, from May 1, 1926, to May 1, 1929, and may be opened for adjustment of wages May 1, 1928. Increase—$1.

Cohoes, N. Y.—Newspaper—Journeymen, day $42, night $47; forty-eight hours. Job—Handmen, day $36.75, night $42; operators, day $36.75, night $47; forty-four hours. The contracts cover a period of one year, from May 1, 1926, to May 1, 1927. Increase—Newspaper, day, $2, night $4; job $2.

Cleveland, Ohio (Typographia No. 6).—Newspaper—Journeymen, $49 to October 16, 1926, then $51.50 to October 16, 1927, then $52.50; forty-five hours. The agreement covers a period of three years, from October 16, 1925, to October 16, 1928. Increase—$1; October 16, 1926, $1.50 additional; October 16, 1927, $1 additional.

Edmonton, Alberta.—Newspaper—Journeymen, day $43.20, night $46.20, to May 15, 1927; then day $44.10, night $47.10, to May 15, 1928; then day $45, night $48; forty-five hours. Memorandum agreement is effective for three years, from May 16, 1926, to May 15, 1929. Increase—90 cents; May 15, 1927, May 15, 1928, 90 cents additional.

Ottawa, Ill.—Newspaper—Journeymen, day $39.40, night $42.40, to May 1, 1927; then day $40.40, night $43.40, to May 1, 1928; then day $41.40, night $44.40; forty-eight hours. Job—Day $36, night $39, to May 1, 1927; then day $37, night $40, to May 1, 1928; then day $38, night $41; forty-four hours. The contracts cover a period of three years, from May 1, 1926, to May 1, 1929. Increase—$1; May 1, 1927, May 1, 1928, $1 additional.

HOLIDAY IN VERMONT FOR N. E. CIRCULATORS

Association Delegates Exchange Greetings with President Coolidge—Hear Plans for Promotion of Region's Welfare

About 20 members of the New England Association of Circulation Managers gathered in Burlington, Vt., August 4 and 5, for the mid-summer conference of the association.

Headed by President Thomas F. Farrelly, *Providence Journal*, several of the members met the special train carrying President and Mrs. Coolidge from White Pine Camp to Plymouth, when it arrived in Burlington, and extended to the President and the First Lady the greetings of the newspaper men, receiving in return the best wishes of the President for a successful meeting.

The newspaper men and their ladies also enjoyed a steamer trip on Lake Champlain, and in the evening banqueted in the roof garden of the Hotel Vermont.

During the dinner, President Farrelly presided and called upon many of the members to speak briefly. These talks were mostly of a humorous vein. Following the dinner, Daniel A. Loomis, general manager of the Champlain Transportation Company, gave the visitors a talk on the history of Lake Champlain and the part which his company had played in that history.

Mr. Loomis told the circulation men that his company was the oldest steamboat company in the world, and that among its achievements was the bringing into Burlington of the first Sunday newspapers to be delivered in the city on Sunday. The circulation manager of the *New York Tribune* conceived the idea of having a boat meet the Delaware & Hudson train on the New York side of the lake and bring the papers across to Burlington, so that they arrived in the city early Sunday afternoon. That was before the days of Sunday trains on the Rutland Railroad, so that no Sunday papers had previously reached Burlington before Monday morning.

At the session on the morning of Aug. 5, Hobart Pillsbury, Secretary of State of New Hampshire and a former newspaper man, talked to the circulation men about their privileges and responsibilities in connection with the development of New England. He told them that the greatest development of the last year in New England had been the formation of the New England Conference.

Joining business and professional interests, this movement aims to give New England renewed confidence in itself, to make the people of these six States realize their essential unity, to set at rest the impression that New England is slipping, and to work out an intelligent development of the entire region.

Mr. Pillsbury said that the newspapers of New England can aid materially in spreading this idea. "The New England papers measure up in character with papers of recent founding in the West and South,'" Mr. Pillsbury declared. "The New England newspapers have as a second mission to keep the sons of New England who have gone elsewhere interested in their old home section by cultivating them as subscribers and caring for their interests."

Among those present at the meeting were: D. E. Byron, *Pawtucket Times;* Edward Byron, *Augusta Kennebec Journal;* A. B. Croshere, *New Bedford Standard Mercury;* E. D. Dolhenty, *Worcester Telegram-Gazette;* T. F. Farrelly, *Providence Journal & Bulletin;* L. D. Flynt, Augusta Kennebec Journal; L. M. Hammond, Jr., *Boston Transcript;* J. E. Hennessy, *Fall River Herald-News;* D. W. Howe, *Burlington Free Press;* W. E. Potter, *Manchester Union-Leader;* Ge H. Reynolds, New Bedford, Mass.; C Schofield, *Waterbury Republican American;* H. H. Sloan, *Worcester P* W. C. Smith, *Meriden Record;* Ge Fisher, *Pittsfield Berkshire Eagle,* L. V. Chew, *Rutland Herald.*

PAPER COMPANY REPORTS

A net profit of $1,460,146 after inte depreciation, depletion and federal t was shown in the six-months' repor the Crown Willamette Paper Comp made public this week. Pacific M Ltd., controlled by the same concern, ported a net profit of $395,528 for the months.

PAPER COMPANY IS HOST

West Virginia Pulp & Paper C pany this week entertained a numbe friends in the printing and publis trades by conducting an excursion f New York to the Mechanicville Mill the company, traveling by Hudson R boat from New York to Albany. Albany automobiles took the party to mills for an inspection of the paper ma facturing process from pulp to the ished product. Later the party was en tained at Saratoga Springs, races golf course, with a side trip to L George. The party returned to N York Wednesday night.

Says Dr. Salov, addressing the editor of the Newark Evening News: "It would be u... It is easier to read than seven poi... ing. A happy medium has been effecte...

TRADE LINOTYPE MARK

...every one interested in the conservation of vision; for it is the accumulated unnecessary strain on the eyes, due to the extremely small and poor type used in many newspapers, that ha... the day when artificial ... though not ... of the typ... last few... ter t... and ... ab... t...

...ders gives good legibility even wh... solid. Cast on seven point bod... Point Ionic gives the effect ... leaded—and with a de... word-count over the ... The first paper ... was the Evening ... a trial of s... ...nt of th... ...n ... ...ne mar... ...re enthus... ..., and reade... ...ds of commer... ...e of the most appre... ...oseph H. Salov, a leac... ...st, and past president ... ...Optometric Associatio... addressing the editor ... ...ning News: "It would b... ...or any one else wh... ...unt of good that wi... ...recent change in th... ...use in the makeup ... ...s was not recognize... ...so acknowledged b... ...ted in the conservatio... ...is the accumulated un... ...on the eyes, due to th... ...l and poor type used i... ...bers, that hastens the da... ...al aid must be sought. Al... ...versed in the nomenclatur... ...e you have been using for th... ...days, it is of a style and charac... ...t immediately makes itself felt ...is far more readable and comfort...ble than the former style. I am sur... that there are many thousands o... readers who, possibly unknowingly, fee... the added comfort." After several year... of investigation and experimentation

...ne line... ...ig. The eve... ...particularly ac... ...of newspaper s... ...advantage of t... ...ation of visio... ...out is restf... ...onotor...

Study the design of this NEW face

Linotype 6½ Point Ionic No. 5

See how perfectly it meets the difficult requirements of modern newspaper printing conditions. Notice the full, round contours of the letters, no "pin holes" or sharp corners to fill up with ink; no fine lines to break down in stereotyping.

Ask the nearest Linotype Agency for copies of newspaper set in this face and compare it with the body type you are now using both for legibility and word count. You will find it easier to read than 7 point faces and that it gives the same word count as a 6 point.

The 6½ Point Ionic is made with italic and small caps and also in combination with Bold Face No. 2.

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

We still continue our upward climb by adding two more fine newspapers of the South to our Complete Checking Proof Service . .

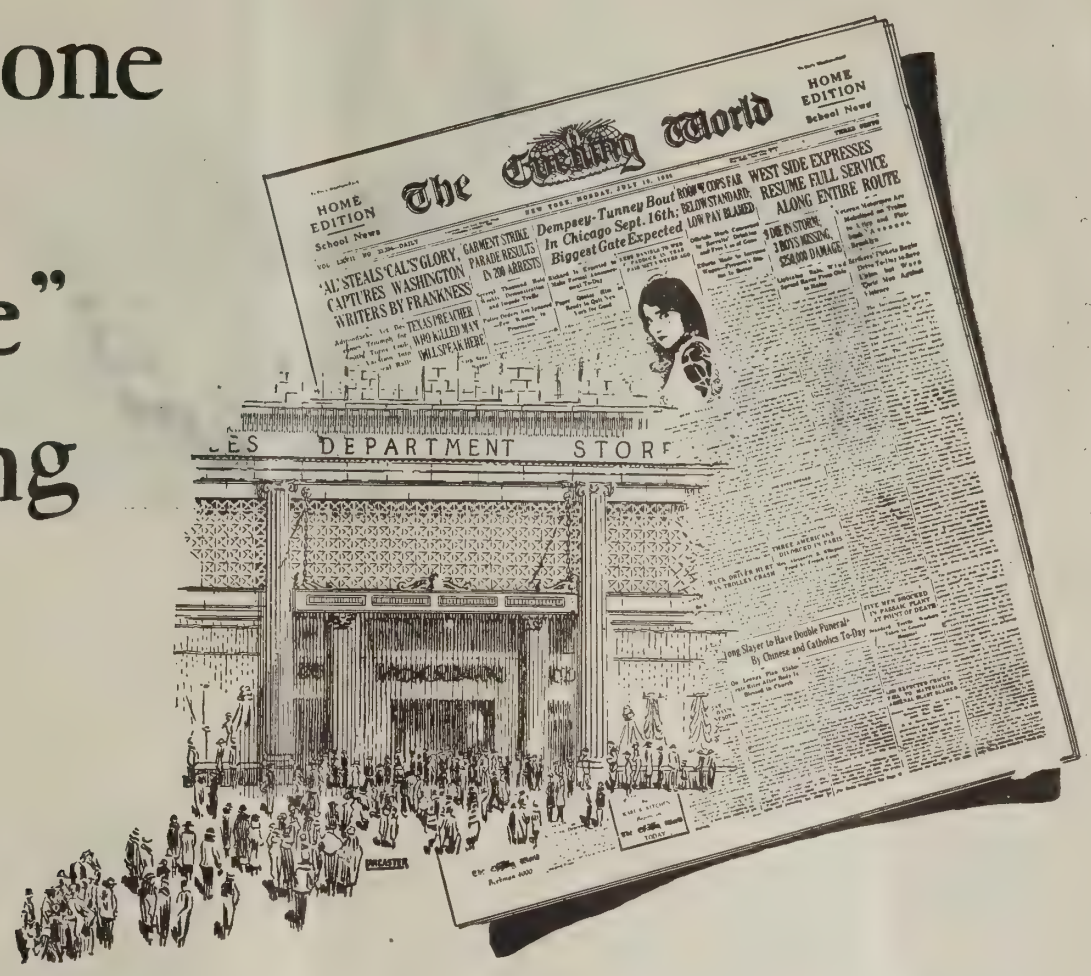
BIRMINGHAM, ALA.—POST

CHARLESTON, S. C.—POST

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St. CHICAGO — 79 Madison Ave. NEW YORK

The Backbone of "Big Store" Advertising



TWENTY-EIGHT per cent of all Dry Goods Advertising printed in the five standard sized evening newspapers of New York during the first six months of this year appeared in THE EVENING WORLD.

THE EVENING WORLD'S gain of 584,072 lines in this classification was more than the *combined* Dry Goods increase of *The Sun, The Times* (daily and Sunday) and *The Herald Tribune* (daily and Sunday). Thus, THE EVENING WORLD, issuing six papers a week, piled up greater gains than the combined *twenty* papers per week issued by its three most active competitors for the business of New York's big stores.

The figures for the month of June are equally impressive. In the evening field the leading papers ranked as follows, according to their gains:

Dry Goods Advertising in June

	Gain	Loss
EVENING WORLD - -	91,672	———
The Sun - - - - - -	37,308	———
The Post - - - - -	———	25,538
The Journal - - - -	———	47,568
The Telegram - - -	———	82,420

The Evening World

PULITZER BUILDING—NEW YORK
TRIBUNE TOWER—CHICAGO

The Matured Judgment of the Most Important Group of Merchants in the Country

NEW YORK MERCHANTS, as a body, constitute the most important group of retailers in the country, because their establishments dominate America's greatest market.

It is interesting to note, therefore, that the following big stores, in the first six months of this year, increased their space in THE EVENING WORLD 593,048 lines, a *gain* of 39.4%:

Arnold, Constable & Co. — *Bonwit, Teller & Co.*
Gimbel Brothers — *Jas. A. Hearn & Son*
R. H. Macy & Co. — *James McCreery & Co.*
Oppenheim, Collins & Co. — *Saks Fifth Avenue*
Franklin Simon & Co. — *Stern Brothers*
John Wanamaker

The combined lineage of the above stores in THE EVENING WORLD was 2,098,235. Only one other evening paper approached THE EVENING WORLD'S gain, with an increase of 331,375 lines, or 17.5%. THE EVENING WORLD'S lead in *gains* was 261,673 lines over its only serious competitor.

RETURNS RADIOED BY CHATTANOOGA NEWS

Phone Calls on Election Night Reduced by Broadcasting — Next Day's Sales Increased

Believing that the radio is a valuable medium that can be used to assist newspapers in broadcasting to their subscribers extraordinary news, the management of the *Chattanooga* (Tenn.) *News* recently leased station WDOD and broadcast election returns during the state Democratic primary, and the county general election.



WALTER C. JOHNSON

Walter C. Johnson, chairman of the board of directors of the Southern Newspaper Publishers' association, who is general manager of this publication, declares that he enlisted the services of the local radio station because he felt it would be an asset to the paper.

In addition to broadcasting the returns over the radio and flashing them on the screen a battery of telephones was kept busy at the News office answering inquiries. Nevertheless, Mr. Johnson is of the opinion that the number of telephone calls was materially reduced by the adoption of the radio broadcasting program. This made it possible for the office force to devote more time to tabulating returns.

Another unusual experience tried out by the News in its broadcasting program wts that of furnishing the entire evening's program from its own organization. Musical numbers were used to fill in when the announcer was waiting for additional election information.

"The radio should be looked upon as an auxiliary to the newspaper business, rather than as a competitor," said Mr. Johnson. He expressed the further opinion that the broadcasting of election returns created additional interest in the newspaper accounts the following day

STOP CRYING FOR CRIME!

Call Off Sob Sisters and Blubbering Brothers Is Editor's Plea

Police killings in New York this week, the Hall-Mills murder revival, and more than the usual amount of crime stirred Frederick Boyd Stevenson, columnist of the *Brooklyn Eagle* to a fresh outburst against what he termed the sympathetic attitude of the press toward criminals.

"Call off your sob sisters and blubbering brothers," he urged. "Be hard-hearted against crime."

He said he intended to suggest to the American Society of Newspaper Editors that they sponsor a nation-wide campaign for a universal anti-pardoning law.

"Abolition of the pardoning power of parole boards, commissions, governors or even the President would be the best remedy to cure crime waves," he said.

"A slogan for a national newspaper campaign against abuse of pardoning power might be 'It takes 12 men to put a man in jail; it should take 12 men to get them out.'"

RESEARCH IN CANADA

Pulp and Paper Association Has Fund of $350,000, 70% Subscribed

Seventy per cent of the total amount has been subscribed for the new Canadian Pulp and Paper Association building to be erected on McGill University grounds. In view of the fact that this is the vacation season and that already $270,000 of the $350,000 needed by October has been received, the outlook is regarded as favorable.

NOTTINGHAM RETURNS FROM SHANGHAI



Edwin A. Nottingham, who has been publishing the *Shanghai Times*, for the last sixteen years, is in America touring the states and resting. He is accompanied by his wife.

R. E. Thorne and Carl Riordon of the Riordon Pulp Corporation have returned from England, having engaged the services of prominent chemists for their new research laboratories at Hawkesbury, Que. Among them is the leading authority on pulp and paper chemistry, Prof. Emil Heuser of Berlin, editor of the official organ of the German Pulp and Paper Association, and Dr. Lorenz, an authority on colloid chemistry.

With these and other additions it is the intention of the International Paper Company to proceed with an extensive program of research work in its newly equipped laboratories.

To the EDITOR of any *Newspaper, Magazine, Feature Syndicate, or Press Association:*

Better Sports

If you are interested in that subject and willing to pay

good money

for the man who can give you BETTER SPORTS write me.

I will consider nothing but a high class proposition. If money is there along with pleasant associations and a full opportunity for me to give you the best I have then I will be agreeable to accepting a long time appointment.

Not too young nor too old; fully experienced; possess creative ability and promotional enterprise; optimistic and enthusiastic; personality to make friends and keep them; healthy and clean in habits.

Ready September 30, or possibly before. Address Box A-728, EDITOR & PUBLISHER.

"COAL CLUB" FORMI TO BOOST SALES

Hot Month Advertising for Cold Sea Product Takes Unique Turn in Clev land, with Coupon Copy of City Ice and Fuel Company

Hot month advertising for a cold s son product has taken a unique turn Cleveland.

The City Ice & Fuel Company of t city is now placing copy in local ne papers promoting what it calls its "C Club." By joining the club now, hou holders gain the advantage of the pres low prices and are allowed to pay their coal on the budget plan after it delivered, the company advertises.

A coupon carried in the company's vertisement in the Cleveland News rea "Without obligating myself in a way, please send me details of how I n join your coal club."

The company is thus furnished with valuable list of prospective coal custo ers. Those returning the coupons told of the advantages of buying coal winter during the summer, and at th request are formally enrolled in "coal club," a procedure which perm them a special rate and time payment.



The Telephone and the Farm

THERE was not a farmer in the world fifty years ago who could talk even to his nearest neighbor by telephone. Not one who could telephone to the doctor in case of sickness or accident. Not one who could telephone for the weather report or call the city for the latest quotations on his crops. Not one who could sell what he raised or buy what he needed by telephone. A neighborly chat over the wire was an impossibility for the farmer's wife or children.

In this country the telephone has transformed the life of the farm.

It has banished the loneliness which in the past so discouraged the rural population and drove many from the large and solitary areas of farms and ranches.

It is a farm hand who stays on the job and is ready to work twenty-four hours every day.

The telephone has become the farmer's watchman in times of emergency.

It outruns the fastest forest or prairie fires and warns of their approach. It has saved rural communities from untold loss of lives and property by giving ample notice of devastating floods. Three million telephones are now in service on the farms, ranches and plantations of the United States.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY AND ASSOCIATED COMPANIES

BELL SYSTEM

IN ITS SEMI-CENTENNIAL YEAR THE BELL SYSTEM LOOKS FORWARD TO CONTINUED PROGRESS IN TELEPHONE COMMUNICATION

EUROPEAN CRISIS

CALLS FRANK H. SIMONDS ABROAD AGAIN, IMMEDIATELY

Widely Spreading Anti-American Sentiment Throughout Europe Necessitates Speedy Trip of Noted Interpreter of International Affairs to Study Effect on American Business Outlook

The situation in Europe has not been more acute since the outbreak of the World War in 1914.

The anti-American demonstrations in Paris, former Premier Clemenceau's open letter to President Coolidge, the harsh criticism of the United States in the press of the leading foreign capitals, Lord Rothermere's explanation of the London Daily Mail's editorial, have given grave concern to many serious-thinking people.

Just what is all this leading to? Another war? A general European boycott of American-made goods? Just what will be its effect on the business outlook of the United States during the coming year? Prudent business men in every community want to know.

Realizing this, many editors have urged FRANK H. SIMONDS—the one generally acknowledged authority on European affairs—to make a flying trip to Europe IMMEDIATELY.

MR. SIMONDS SAILS AT ONCE. He will be GONE EIGHT WEEKS. He will visit London, Paris, Berlin, Brussels, Amsterdam and will cover the session of the League of Nations at Geneva and will write a weekly cable article for American newspapers.

SIMONDS is NOT a reporter. He is NOT A FOREIGN CORRESPONDENT. He is an INTERPRETER OF INTERNATIONAL AFFAIRS. He knows Europe as does no other American. He knows Europe probably as does no European. In Paris he generally is invited to address the Paris Chamber of Commerce on European Affairs. He has access to the real sources of information as has probably no other living writer. He is the confidant of Rulers, Premiers, Ambassadors, Statesmen, Party Leaders of every faction in every European country.

SIMONDS does NOT MERELY REPORT things as they are happening. He gets information far in advance, interprets what is happening and predicts what is going to happen. He predicted the Spanish-American War, the World War long before either happened. He predicted Locarno, the present European crisis and foretold their economic effect on the United States.

While in Europe on his regular trip last spring, SIMONDS' articles were printed by more than SIXTY NEWSPAPERS in the United States and by a large number of foreign papers. Many editors, realizing the necessity of providing the business interests of their respective communities with as much exact information of the present situation as possible, with an accurate interpretation of what is happening, and with as much advance information as is possible only for FRANK H. SIMONDS TO GET, have urged him to make THIS SPECIAL TRIP at this time to INTERPRET THE PRESENT CRISIS.

Among those Papers taking the SIMONDS SERVICE REGULARLY are:

Philadelphia Inquirer	**St. Paul Dispatch**	**Canton Repository**	**Hartford Courant**
Boston Herald	**Atlanta Journal**	**Denver News**	**Salt Lake City Telegram**
Kansas City Star	**Seattle Times**	**Buffalo News**	**Newark News**
Washington Star	**Birmingham News**	**Cincinnati Enquirer**	**Dayton Journal**
New Orleans States	**Syracuse Herald**	**San Francisco Chronicle**	**Portland Oregonian**
Brooklyn Eagle	**Charleston, S. C., Post**	**Oklahoma City Oklahoman**	**Miami Herald**

Among the Foreign Papers are:

London Times	**Mexico City Excelsior**
Leeds Yorkshire Post	**Brantford, Can., Expositor**
Cardiff Western Mail	**Havana El Mundo**

If your territory is still open this is YOUR OPPORTUNITY to PROVIDE YOUR READERS with FRANK H. SIMONDS' ADVANCE INTERPRETATIVE INFORMATION on CONDITIONS ABROAD that will affect every country and every community of the United States during the coming business year.

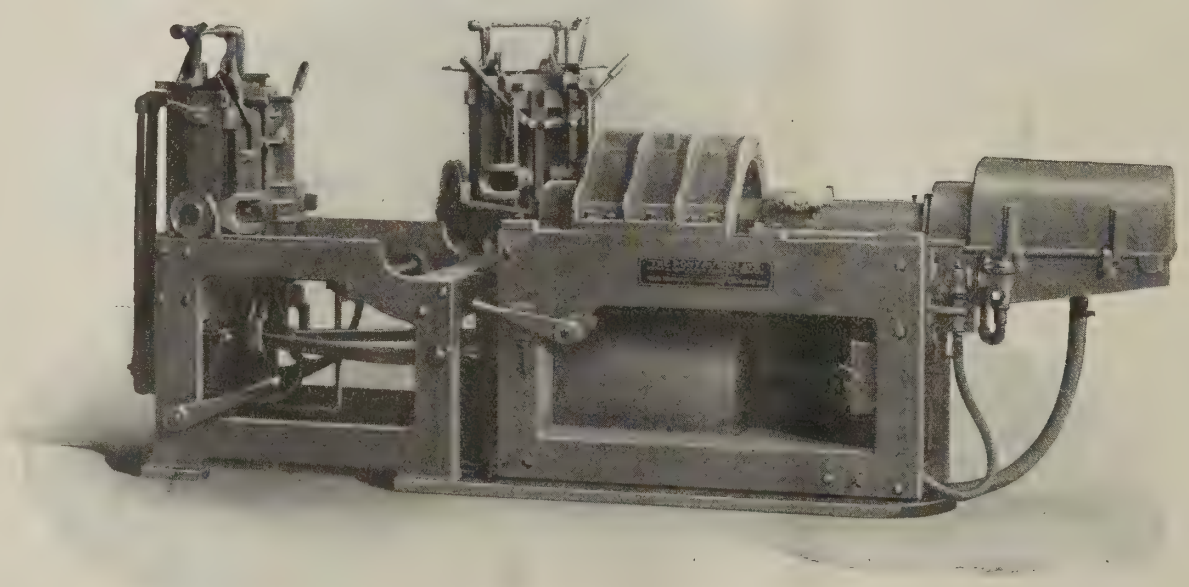
The McClure Newspaper Syndicate, 373 Fourth Avenue, New York City

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the Pony Autoplate Machine, used by the s
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To satisfy this demand we have designed the T
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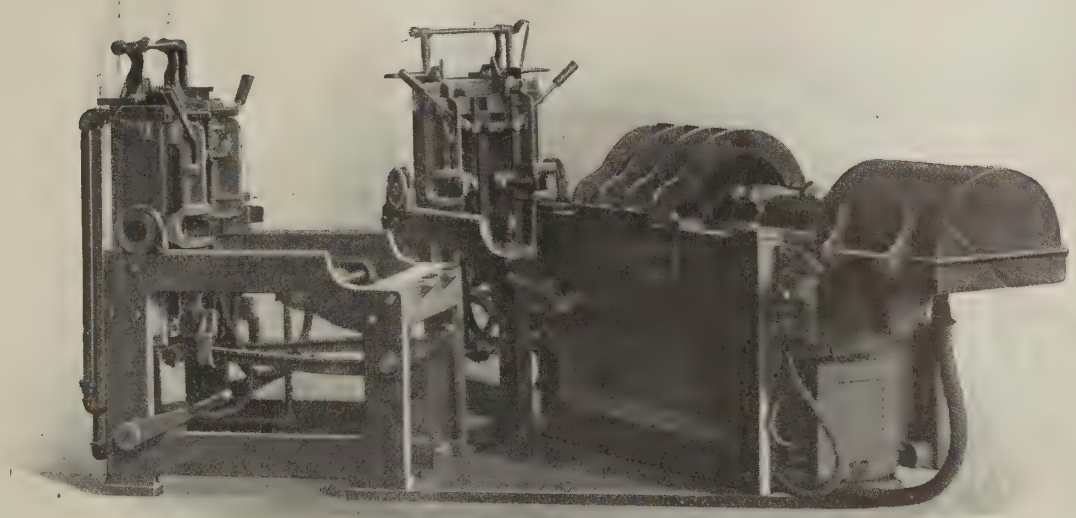
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DUPLEX PRINTING PRESS COMPANY

TION, 501 Fifth Avenue, New York City

EDITORIAL



MUSSOLINI'S POWER

THE official organ of Fascismo in Italy is Il *Popolo D'Italia* (The People of Italy), founded eleven years ago by Mussolini, then a fire-eating Socialist fighting his way to power. It is today edited by the dictator's brother. It reeks with the details of the present political regime and everything in life is colored to harmonize with the Fascist theories of government.

Although the Dictator has iron-heeled and terrorized the press of the nation the interesting and important fact remains that Mussolini cannot make the people buy and read his paper, his circulation being only 80,000 compared with 600,000 of his evening competitor *Il Corriere Della Sera.*

Neville Smith, Australian newspaper man who recently investigated the press of Italy under the dictatorship, significantly remarks: "Even Italians get tired of paying their 25 centissimi to read page after page of fulsome laudation of Fascismo."

Mr. Smith tells us that the least dereliction from Fascist wishes brings speedy and condign punishment to editors. Sequestration is the least of the ills, murders and thrashing to death of recalcitrant editors the worst. But the papers continue to appear, the inextinguishable spark of independence flickering up here and there even though the sword hangs low. It is a penal offense to print anything but laudation of *Il Duce.*

How anyone who has read history or understands even the rudiments of nationalistic psychology can believe that such impudent repression and brutal tyranny can long endure on the face of the civilized earth, or that this so-called "evil expedient" is not breeding a holocaust, is beyond our poor minds to comprehend.

No one here objects to a news coverage of the forthcoming heavyweight championship contest, but just watch sports writers dig in and promote it as if their newspapers were actually interested in the gate receipts.

WHAT DOES IT MEAN?

WHAT are these poisonous elements that are squirming in the bottom of the wonderful, overflowing cup of American life? Most of us are drinking the bounties of freedom and prosperity from the frothing rim without investigation of the venomous dregs.

The martyrdom of Don Mellett opened the eyes of an untold number of good citizens a month ago, but the story is off the front page now and in our customary American fashion we are hastening to forget. How deep, we ask those who should know since they live in the world of news, has the cancer of bootleg graft eaten into the heart of the institution of local government? Is it true that bat-eared, slit-eyed, cutthroats of the metropolitan underworld, who for a few dollars buy an enemy's death at the hand of some drug-crazed thrall, are actually able to reach with bribes public officials of the smaller cities as a means of protecting their traffic in booze and dope? There are proven instances of such vile corruption, but how general has it become and is the press, for local reasons, silently sitting on the lid of a dynamite can?

Don Mellett died that the truth might be known. The arrest and conviction of some underworld half-bake would poorly avenge his sacrifice if official corruption, in league with criminal enemies of the social order, are to go undisturbed, whether they be in Canton or in any other city where similar evil conditions stew beneath the surface.

Seven policemen have been murdered in cold blood in New York city in five months—by whom? The identical type of modern bandit that Don Mellett said was bargaining with officialdom in his Ohio city.

Dig in, reporters—tell us what it all means!

To appreciate the benefits the Audit Bureau of Circulations has showered upon our press and its advertisers one has but to consider the existing chaos in publishing and advertising affairs in foreign countries where no system of auditing obtains and where a lively false claim beats modest honesty.

All things are full of labour; man cannot utter it: the eye is not satisfied with seeing, nor the ear filled with hearing.—Ecclesiastes; I, 8.

BURNHAM ON PUBLICITY

CONTRIBUTING to a recent exceptionally interesting number of the *Advertising World* of London, an issue edited by Mrs. Ethel M. Wood, the intelligent and beautiful President of the Women's Advertising Club, Viscount Burnham made two cogent observations concerning publicity which deserve frames:

"The greater interests of life require as much light and leading as the smaller, and if publicity is essential to understanding, then it touches life as a whole and in every part. The right use of publicity, like the other arts of life, depends upon selection, and that is where knowledge is not sufficient if it be not clarified and concentrated in an attractive light. Merely to scatter it broadcast, like refuse from a dust-cart, may do more harm than good, and it is not all knowledge that fertilizes and illumines the ways of the world. Everything depends upon proportion and perspective."

"In these latter days the secret methods of the past have become an anachronism. To-day it is almost true to say that there are no State secrets. Everything is under the violet rays of public curiosity, and it is undoubtedly best to recognize the necessity of conforming to the present ordering of things. Call it by whatever name you will, all the boons and blessings of the new age have to be made known *urbi et orbi* if they are to serve the increasing wants of men, and, even more, of women."

"Why don't you call the press agents pub-jackers, to fit in with the age?" asks H. H. P.

A CURIOUS QUESTION

AT the Institute of Politics at Williamstown Arthur K. Kune, President of the American Branch of the International Law Association, asked this question:

"We have strong laws against bribery at the polls, and if a man can be put in prison for accepting $2 to cast a vote at election which may not have any influence upon the course of public events, why should the press that claims freedom of expression and of truth and of opinion be allowed to be paid for the expression of any opinion which is really not its own but that of the person or the interest from which the payment comes?"

We take it that the gentleman wants to know whether political advertising is not tantamount to bribery at the polls. We assume that he does not charge that American newspapers are accepting secret bribes from political candidates or parties for their public influence.

Political advertising is as legitimate as the business of the printer who runs off a hand bill for general distribution, or the owner of a hall that is rented for political meetings, and by no stretch of imagination can properly labelled display advertising purchased by candidates or parties be classed as bribery. It is not considered the most desirable form of advertising, and when the copy is unfair to the public is often refused. The people of this country understand what advertising it, and this includes political notices in newspapers.

If this speaker means that he believes that editors and publishers accept secret bribes for their political influence he was never more mistaken on any subject. Whatever else may be said of the American press, it is politically free and is more independent than any press of any nation.

CALL TO PUBLIC DUTY

THERE is one public institution to which an newspaper may tie itself without qualificatio We refer to the public school. Intensive cultiva tion of this interest is desirable in every way. Indee to neglect it is a journalistic crime.

How goes public education in your community?

Can you answer that question in concrete terms If not, an obvious duty is being neglected. We wi not bore our readers by saying anything about th "citizen of tomorrow," but if we should remark tha boys and girls of today are getting a rough educationa deal in hundreds of communities it might do som good. Take New York state, for instance: The rura districts are fairly plastered with antiquated one-roo district school houses, where big boys and girls ar annoyed and held back by the prattle of six-year-ol youngsters and where discouraged, often distracte women teachers struggle to make bricks without straw The average New Yorker, of course, highhats Nort Carolina as deep in the back woods, but North Caro lina is a half century ahead of New York in th practical matter of free union schools and bus servic giving even the negro population advantages tha excel those provided for white children in New Yor rural sections known to this writer. In the metropoli schools are chronically over-crowded and there ar problems in politics, city finance and administratio that challenge the best talent of New York's news papers.

Why is the school assignment one of the last t be made by the average city editor? It is all righ to cover fires, prize fights, ball-games, divorce courts gambling house raids, chamber of commerce meeting and all other trifling and routine matters of every da in every town, but why subordinate school news Why play down information which, at least in theory is of superlative importance to more than 50 per cen of any newspaper's reading public?

The answer is plainly this: The public school i the one institution that the average American seem willing to take for granted. Millions of children wil return to class rooms within a couple of weeks, gree new teachers and pass through the winter's stud without their parents taking even enough interest t visit the school or make the acquaintance of the teache Hundreds of thousands of mere babies will be led t school for the first time next month by other children their fathers and mothers casting them into the worl with a seeming total lack of personal concern. Thi seems incredible, but every newspaper man knows i is true.

One big thing that newspapers may do is to en courage parental co-operation by visiting schools an assisting teachers. Another responsibility is to keep th hands of ignorant, exploiting politicians off the schoo system. Another is to test the competency of th school faculty. Another is to expose lack of prope school facilities and make the laggard taxpayer d his duty and like it. Still another is to show childre how to concentrate and build mental strength ami the destructive distractions of a jazz age.

There is plenty to do in the cause of public educa tion, the rewards are rich and the time to start is a hand! It is a job for good newspapers.

Florida woman asked Tampa Tribune editor for the name and address of the White House spokesman, and the editor replied by publishing the anonymous biography of a man who has lived the life of Calvin Coolidge.

HISTORIC CIRCUMROTATION

WHEN Sir William Berkeley was royal Gov ernor of Virginia, *Richmond Times-Dispatc* points out, he thanked God that Virginia ha no free schools or printing presses and fervently hope that the people would be denied these privileges fo a hundred years. In the following century Virgini had a governor in the person of Thomas Jefferso who said that if he had to choose between a govern ment without newspapers and newspapers withou government, he would prefer the latter. Today Vir ginia has still another Governor who is a newspape publisher and editor and in the state 32 dailies, 14 weeklies, 1 tri-weekly and 9 semi-weekly newspaper are published.

PERSONAL

ELMER E. CLARKE, publisher of the *Little Rock* (Ark.) *Democrat,* with Mrs. Clarke and their daughter, will spend several weeks in Europe.

C. I. Putnam, publisher of the *Washington* (D. C.) *Times,* recently called on old newspaper friends in San Francisco, where he started as a reporter on the *Call* before the Spanish-American War.

John Lederer, Chicago advertising representative of the *San Antonio Light, Los Angeles Herald* and *San Francisco Call,* during several days spent in San Antonio last week was guest at a banquet tendered by Publisher W. M. McIntosh to the Light advertising staff This week Mr. McIntosh entertained Herbert Maloney, New York representative of the same papers.

Dr. Frank F. Barham, publisher of the *Los Angeles Herald;* E. O. Menz and Arthur Holliday, advertising managers of the Herald, have been visiting the *Light,* San Antonio paper of the Hearst chain, on their way east this week.

Joel H. Bixby, publisher of the *Muskogee* (Okla.) *Times-Democrat* and the *Muskogee Phoenix,* has been nominated for justice of the peace of Muskogee county by the Republicans.

Hugh Bancroft, editor of the *Boston* (Mass.) *News Bureau,* has deeded to the Federation of Bird Clubs of New England twelve acres of land at Cohasset, Mass., to be used as a bird sanctuary and to be known as the Bancroft Wild Life Reservation.

M. D. Witter, publisher of the *Brawley* (Cal.) *News,* is a candidate for member of assembly.

Paul Poynter, owner and publisher of the *St. Petersburg* (Fla.) *Times,* has left for the summer and is spending a vacation in Sullivan, Ind.

L. C. Brown, business manager of the *St. Petersburg Independent,* accompanied by Mrs. Brown, has left St. Petersburg for West Outlet, Me., where he will join Major Lew B. Brown, his father, owner and publisher of the Independent, who is spending the summer there with Mrs. Brown.

John T. Mack, editor of the *Newton* (Kan.) *Kansas-Republican,* was nominated for state representative from his district in the Republican primary.

Arthur Murlin, owner and editor of the *Parsons* (Kan.) *Daily Republican,* was nominated for state representative from the 24th Kansas district.

Homer W. Hoch, U. S. Congressman from the Fourth Kansas district and a member of the Hoch family, which owns the *Marion* (Kan.) *Record,* has been nominated.

Dan R. Anthony, Jr., owner of the *Leavenworth* (Kan.) *Times* was renominated by the First Kansas district for Congressman. He is serving his tenth term in Congress.

Guy U. Hardy, publisher of the *Canon City* (Colo.) *Record,* was unanimously nominated for re-election to Congress. He is completing his third term.

THE BUSINESS OFFICE

JAMES J. BURNETT, for the past four years classified advertising manager of the *Binghamton Press,* is now advertising manager of that newspaper. Leo S. Mulford has been named classified manager.

William A. Maillet has joined the advertising department of the *Lockport* (N. Y.) *Union-Sun and Journal.* He has had considerable experience on New England dailies.

John W. Jones has resigned as foreign advertising manager on the *Charlotte* (N. C.) *Observer.*

Miss Henrietta De Walt has gone from advertising manager of Schwabacher-Frey Company of San Francisco to the *Kansas City* (Mo.) *Independent.*

Franklin O. Schroeder has resigned from the *San Diego* (Cal.) *Independent,* and has been temporarily succeeded as general manager by Charles J. Plambeck, advertising manager for the past year.

IN THE EDITORIAL ROOMS

MILES D. STETTENBENZ is acting managing editor of the *New York Evening World,* in the absence of John H. Tennant, who is spending his vacation at Paul Smiths in the Adirondacks.

E. Perrin Schwartz, assistant Sunday editor of the *Milwaukee Journal,* has been promoted to makeup editor. Walter Weyrick, formerly makeup editor, has succeeded Phil Stitt in charge of the New York bureau with headquarters in the World building. Clifford F. Butcher, formerly head of the copy desk of the exchange department of the *Kansas City Star,* has become assistant Sunday editor of the Journal.

Joseph F. Reilly has returned to the *Newark* (N. J.) *Star-Eagle,* as assistant city editor, succeeding Nugent Freeman, now suburban editor.

Frank D. Hicks, who has been night telegraph editor of the *Omaha Bee,* has been appointed sports editor of the *Rockford* (Ill.) *Star.*

Arthur J. Busch, formerly dramatic editor and critic of the *Brooklyn Daily Times,* has been made city editor of the *Brooklyn Citizen,* succeeding James J. Dempsey, who is now managing editor.

William Hacker, for six years a member of the *Fort Wayne* (Ind.) *News-Sentinel* editorial staff, has purchased the *Flemingsburg* (Ky.) *Fleming Gazette.*

Roy W. Howard, chairman of the board of the Scripps-Howard Newspapers sailed for abroad last week. He will join Mrs. Howard in Paris and return with her in about six weeks.

J. M. Roberts, Jr., of the *Asheville* (N. C.) *Tab,* has joined the staff of the *Charlotte* (N. C.) *Observer.*

John E. McKirdy, a well known Pittsburgh newspaper man and a former president of the Pittsburgh Press Club, was appointed publicity director of the Republican State Committee of Pennsylvania.

Donald McIvor, oil editor of the *Wichita* (Kan.) *Beacon* and Mrs. McIvor are the parents of a son, Roderick Kenn.

Joe Sims, former editor of the *Medicine Lodge* (Kan.) *Index* is now associated with the *Wichita* (Kan.) *Eagle* editorial staff.

Leo H. Wise has resigned from the staff of the *St. Petersburg* (Fla.) *Independent,* and gone to White Plains, N. Y.

Floyd Logan, former Lima, Ohio, news reporter has joined the *Fort Wayne* (Ind.) *News-Sentinel* editorial staff.

FOLKS WORTH KNOWING

LEO A. BORAH, appointed acting director of the School of Journalism at the University of Washington, July 16, 1926, to succeed Dean M. Lyle Spencer, recently resigned, is doubtless one of the youngest men ever heading a department at a state university. Mr. Borah was born in Iowa Nov. 24, 1889, taking his A. B. degree at Huron College in South Dakota in 1913 in a classical course. Before entering journalism Mr. Borah traveled as a concert tenor for two years.



LEO A. BORAH

However he gave up his aspirations to become an operatic star and took up newspaper work in the middle west, working on papers in Iowa, South Dakota and Illinois. He left Illinois at the close of the war to come to Spokane, as teacher of news writing in the North Central High school. At the same time he worked on the *Spokane Chronicle* and later on the *Spokesman-Review.*

In 1921 he went to Minneapolis where he did graduate work in journalism at the University of Minnesota.

In 1922 he came to the Washington School of Journalism as instructor. In 1924 he took his M. A. degree from that university and in 1925 was advanced to assistant professor.

Tom Killian, a *Chicago Herald & Examiner* staff reporter and a former flier, is accompanying the Ford reliability fleet on its thirteen day air derby and commercial plane survey of the Upper Mississippi valley.

S. J. Newell is the new editor of the *Jackson* (O.) *Herald,* succeeding the late Volney H. Benton.

E. E. Cook, editor of the *Columbus* (O.) *Citizen,* has been appointed a member of the board of directors of the Columbus Community Fund. He succeeds the late Howard P. Woodbury of the Citizen.

Wayne G. Lee, former newspaper man, has been chosen managing director of the Dayton (O.) Chamber of Commerce. Lee operated a newspaper at Defiance, O., for six years and had worked on papers in Columbus and Springfield.

J. C. Atchinson, for eight years head of the Washington (D. C.) office of the

(*Continued on page 28*)

The Scranton Times

and

The Charleston, West Va., Gazette

the dominant newspapers in their respective fields, have just subscribed for the World's Best Picture Page. The list of users now includes 100 live newspapers. Do you have it? If not, write or wire today for samples and prices.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Editor and Manager



So unmistakable has been the popularity of the ELLA CINDERS Strip, that the Sunday Comic is going on the front page of comic section after comic section.

THE ELLA CINDERS SUNDAY PAGE

Starting September 19

Metropolitan Newspaper Service

Maximilian Elser, Jr. General Manager — *Earl J. Hadley* Associate

150 Nassau St. New York City



Fairchild Publications, New York, has been transferred to the Berlin bureau of that organization. He has been succeeded in Washington by Russell Kent.

Florence Buchanan, millinery editor of *Women's Wear,* has returned from Paris.

S. Morgan-Powell, dramatic critic of the *Montreal Star,* is spending several weeks in New York City looking over the new plays.

Miss Carolyn D. Larkins, formerly on the *Philadelphia North American, New York Sun* and *Worcester* (Mass.) *Telegram,* has become publicity executive for the Fiscal Service Corporation of Boston.

Henry S. Wrenn, traveling correspondent for the *Greenville* (S. C.) *News,* has resigned to become city editor of the *Durham* (N. C.) *Sun.*

Henry Belk, director of the Wake Forest College news bureau, has been made managing editor of the *Goldsboro* (N. C.) *News.*

C. R. Sumner, who has been doing publicity work for a development proposition in western North Carolina for several months, has returned to the city desk of the *Asheville* (N. C.) *Citizen.*

H. F. Bacon managing editor of the *Bristol* (Pa.) *Independent,* has resigned to join the *Philadelphia Sun,* Curtis-Martin tabloid. He has been succeeded by Henry Snyder, city editor of the *McKeesport* (Pa.) *Times.*

C. J. Parker, publicity director of the Morehead City Chamber of Commerce for the summer months, has joined the staff of the *Greensboro* (N. C.) *Daily Record.*

IN THE MECHANICAL ROOMS

L. E. OWENS, production manager of the *New York World,* has purchased a home in White Plains, N. Y. and will move in either next month or the first of October.

Miss Lorena Carney this month observed the twenty-fifth anniversary of her connection with the *Shelbyville* (Mo.) *Shelby County Herald.* She started to work in this office August 1, 1901 at first setting type by hand and later as linotype operator and has been there ever since. Nine different owners have been in charge of the Herald, but Miss Carney has retained her chair at the type-setting machine during the entire period.

ASSOCIATIONS AND CLUBS

THE name of the MONTREAL PUBLICITY ASSOCIATION has been changed to ADVERTISING CLUB OF MONTREAL. Henry Viau is secretary-treasurer.

The mid-summer meeting of the OZARK PRESS ASSOCIATION at Forsythe, Aug. 20-21, will be a joint affair with the members of the CENTRAL PRESS ASSOCIATION as guests. W. E. Freelan, editor of the *Forsythe Republican,* will be host to the editors. The program includes discussions of newspaper problems and a series of trips over the Shepherd of the Hills country, the Powersite dam, Lake Taneyvomo and recreation camps. Both Republican and Democratic groups will have meetings to discuss political activities for the coming campaign. C. H. McNay, editor of the *Butler Republican-Press* is president of the CENTRAL PRESS ASSOCIATION and F. L. Stufflebaum, editor of the *Bolivar Herald,* is president of the OZARK ASSOCIATION.

The annual meeting of the GEORGIA PRESS ASSOCIATION scheduled for Aug. 11-12 at Louisville, Ga., was postponed by the executive committee until Sept. 23 at the same place. The postponement was caused by the fact that a side trip to North Carolina was desired by the editors and they could not be accomodated there until the latter part of September. Ernest Camp, editor of the *Walton Tribune,* is president.

Representatives of newspapers and periodicals published in the United States by Negroes gathered in Philadelphia recently at the 25th annual convention of the NATIONAL NEGRO PRESS ASSOCIATION. E. Washington Rhodes, editor of the *Philadelphia Tribune* and treasurer of the association, was the host to the visiting delegates. Among those at the convention were William Walker, managing editor of the *Washington Tribune;* J. Finley Wilson, of the *Washington Eagle;* the Rev. J. E. East, of the *Mission Herald;* J. A. G. LuValle, of the *St. Louis Standard News;* W. A. Hamilton, managing editor of the *Washington Sentinel,* and R. S. Abbot, of the *Chicago Defender.*

JOINS PAUL BLOCK STAFF



Harry Gould, who for many years was associated with the publications represented by Julius Mathews, both in Boston, and as Chicago manager, has joined the organization of Paul Block, Inc., with headquarters in Boston.

MARRIED

HAROLD F. JOHNSON, managing editor, the *Wichita Falls* (Tex.) *Record-News,* to Miss Edith Lansford of San Antonio.

Allen A. Oxford, classified advertising manager of the *Wichita Falls* (Tex.) *Record-News,* to Miss May Dee Smith of Beaumont.

Miss Winnie D. Jackson, *Wichita Falls* (Tex.) *Record-News* staff, to John A. West of Wichita Falls.

John W. Livingood, of the *Philadelphia Evening Public Ledger* copy desk, to Miss Dorothy Kelchner Wenrich, of Lebanon, Pa.

Eileen Lois Dwyer, formerly on the society desk of the *San Diego* (Cal.) *Sun,* and Everett G. Jackson of Mexia, Tex., in El Paso recently.

Clark Queer, editor and publisher of the *Mt. Pleasant* (Pa.) *Journal,* to Miss Bessie V. Swartz of Pittsburgh, Aug. 4.

Henry Love, member of the *San Diego* (Cal.) *Union* editorial staff, to Miss Agnes B. Jones.

James F. Tweedy, automobile editor *San Antonio Light,* to Miss Lilla Leone Burritt of San Antonio.

Worden Pope Wren, Jr., of Great Falls, Mont., now advertising manager of the *Alaskan Weekly,* to Miss Donna Mary Ford of Seattle.

SPECIAL EDITIONS

TEXARKANA GAZETTE issued "Selling Texarkana Edition," 7 sections, 112 pages, July 15.

Pottsville (Pa.) *Republican* and *Pottsville Morning Paper* issued "Prosperity and Anniversary Number," 116 pages, including 3 tabloid sections, 2 news sections and 2 art gravure sections.

Halifax (N. S.) *Evening Mail,* 8 page Dartmouth Natal Day Section, Aug. 3, in honor of the 176th anniversary of Dartmouth, celebrated Aug. 5.

Danville (Ill.) *Commercial News,* Aug. 2, 10-page special section dedicated to the I & I Fair.

The *Tulare* (Cal.) *Advance-Register,* Prosperity Edition featuring Tulare Lake country.

The *Chattanooga* (Tenn.) *News* recently celebrated its 38th birthday anniversary by getting out a 60-page special edition. Advertising was handled by Cuthbert Scott, and feature articles by Ernest Taylor.

SCHOOLS

JOHN V. LUND, a 1925 graduate from the School of Journalism, University of Washington, left July 17 for a year's study at the University of Oslo in Norway.

Newspapers and magazines on which former journalism students of Indiana University are now employed will be displayed as part of the University exhibition of the Indiana State Fair, to be held at the Fair Grounds in Indianapolis Sept. 4 to 11. Advertisements and special articles which have been written by former students will also be shown. The *Indiana Daily Student,* official daily of the University, will be published six days of the eight of the fair. It will have a leased wire of the Associated Press. This has been a feature of the fair for several years. Victor Green, of Mt. Vernon, Ind., a senior, will edit the *State Fair Student* this fall.

PRESS ASSOCIATION NOTES

C. RUSSELL ZEININGER, one of the principal owners of the *Manila Bulletin,* has entered press association work as assistant to G. M. Clayton, assistant business manager of the United Press in charge of the central division. Mr. Zeininger went to the Philippines from the United States in 1910, joining the staff of the Bulletin in 1913. He became associate editor in 1915 and managing editor in 1918. During these later years he was gradually accumulating stock in the paper. He still retains his interest in the Manila property.

Henry Lasesne has been appointed manager of the Raleigh (N. C.) bureau of the International News Service, succeeding J. F. Arina, resigned.

Willard Smith, formerly of the Des Moines bureau of the United Press, has been made manager of the U. P. bureau at Madison, Wis., succeeding Charles Engelberth.

Make Your Title A Mark of Pride with

Hardened Steel Newspaper Heads

— they last forever

::

A. J. SOSSNER
361 West Broadway
New York

FACTS NOT FICTION

The Portsmouth [Ohio] Morning Sun

acknowledges with grateful appreciation

4,687 NEW, paid-in-advance Subscribers

(An increase of 86% new business)

Thanks to the efficient and high class subscription campaign conducted for us by

THE PACIFIC COAST CIRCULATION SERVICE
511 BELL BLOCK, CINCINNATI, OHIO

::

WHAT WE DID FOR THE SUN — WE CAN DO FOR YOU

CONTINUOUS COMPOSITION

ON THE TRADE LINOTYPE MARK *MODEL 26*

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LARGE RECEIPTS FOR NEW LOAN

Mellon Announces Refunding of Securities is Unnecessary for First Time Since the War.

DEBT CUT OF $85,000,000

Income and Other Tax Payments Will Run Beyond the Earlier Estimates of Treasury.

WASHINGTON—Government receipts from income taxes and other sources are exceeding estimates by so wide a margin that it will be possible to meet all current expenditures for the rest of the fiscal year and retire approximately $333,700,000 of the short term debt which matures on June 15 without resort to further borrowing this month, according to an announcement made today by Secretary Mellon.

This means that, for the first time since the Government started its program for handling the public debt following the end of the World War in 1919, there will be no quarterly offering of short term securities for refunding purposes. It also indicates that the surplus of ordinary expenditures over ordinary receipts at the close of the fiscal year on June 30 may be $400,000,000 or more, and that public debt retirement

Body Type: 6½ Point Ionic No. 5

STENOGRAPHER, one familiar with calculations. Address F 29, P. O. Box 3443.

TELEPHONE OPERATOR, for night work, on private branch; good pay; steady work; state age and experience. P 518, Ledger Office.

YOUNG LADY for clerical work; good writer; state age, experience and salary expected. Address "E-55," P. O. Box 3500.

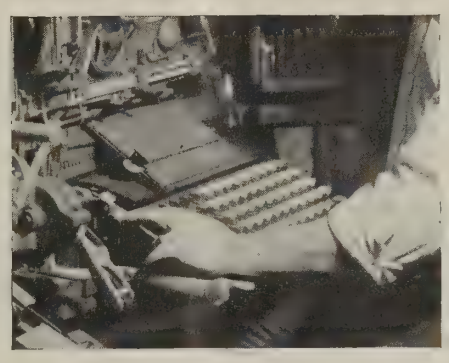
YOUNG LADY for general office work; state experience and salary. P 419, Ledger Office.

DESIRABLE TRAVELING POSITION will be vacant Dec. 1; acceptable applicant must be 28 to 45 years old, with high-school or college education; an unmarried woman or widow without incumbrance preferred; pleasing personality and adaptability essential; no investment necessary; no experience required; position permanent, with advancement; will pay right party excellent salary.

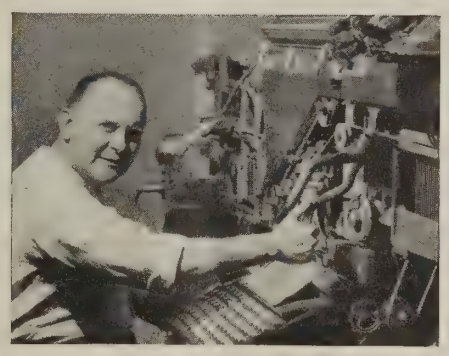
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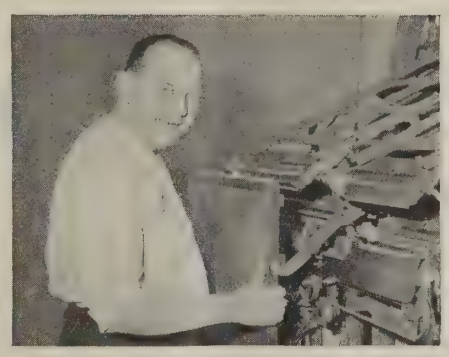
You can carry your display heads in the two auxiliary magazines (two fonts of caps and figures)



A touch on the shift-key changes the keyboard action to one of the main magazines and you can set the sub-head



Lift a lever and the other main magazine is instantly brought into operative position ready to set the body matter



If you want other faces for classified or display ads, the magazines can be quickly changed and are all interchangeable with other Linotypes

MERGENTHALER LINOTYPE COMPANY

SAN FRANCISCO CHICAGO NEW ORLEANS

BROOKLYN, NEW YORK

Representatives in the Principal Cities of the World

CANADIAN LINOTYPE LIMITED, TORONTO

B30.26.7-F

COMPOSED ON THE LINOTYPE IN CLOISTER AND CLOISTER BOLD, DISPLAY IN NARCISS

CLASSIFIED ADVERTISING

Aiding Advertisers to Obtain Satisfactory Answers to Their Want-Ads —Daily Issues Bulletin on Employment Problems—A Message from President Nax

LACK of information has caused many applicants to fail to obtain satisfactory answers to their ads and this reason prompted the *San Francisco Examiner's* Want Ad Department to put out two forms called "Want Answers." One is for answers to "Help Wanted Ads" and the other is applicable for general classifications.

The employment form is printed on letter head size and contains the following questionnaire:

Name, Address, Telephone, Age, Nationality, Schooling, Married, Single, Dependents, References—Last 3 Employers, Experience, Remarks. On the reverse side is an excerpt from their booklet, "Writing a Wand Ad that Gets Results," and selected to secure better copy from the advertiser.

The general form is shorter and merely contains the following: Name, Address, Phone, Remarks, with the reverse side covered with a promotion ad on the same lines as the Employment form. A distinctive envelope is also used with the line "This is an answer to an Examiner Want Ad" printed across the bottom.

Constructive advice to classified advertisers is contained in the Examiner's booklet.

"Remember when you are writing an advertisement that you are simply seeking for that single buyer who is waiting to purchase just the thing you have to offer. You have to tell him exactly what the article is and you must describe it in your ad just the way that you would describe it in a personal letter or by word of mouth. Your advertisement should be distinctive; it should stand out so that the lost buyer will be found at once as soon as he scans the want-ad columns.

"Treat your advertisement in a familiar manner. It isn't a telegram, it is a friendly communication with a definite object to perform. Better that you spend a few cents more to describe the article you have for sale in an intelligent manner than that you should be so brief that the reader fails to understand the message you wish to convey.

"Don't forget that the sale is made before the want ad is even read and act accordingly."

The classified department of the New York Herald Tribune, L. L. Heaton, manager, is publishing "Help," a bulletin on employment problems, mailed free to a selected list of prospective advertisers.

Copies are being mailed out with an enclosed post card reading:

"Since there is no charge for 'Help' and its cost of production is high, we are anxious to confine its mailing list to those who find it of real interest. We are therefore revising the list of those to whom the publication is sent and would appreciate your indicating below whether or not you wish to continue to receive it."

A recent number contains articles of interest to employers under the titles, "The Continuation School Problem," "Hints to Advertisers," "Substitutes' Supply," "Vacation Policies," "Current Wage Scales," and "The Personnel Equation."

Under "Hints to Advertisers," Mr. Heaton wrote:

"Advertisers frequently ask us our opinion as to the relative value of 'Box Number' or 'Blind' ads, as compared to those incorporating the name of the firm advertising. We feel that there is much to be said on both sides of the question, and one point of view seems to us to be well illustrated by the following example:

"Recently four advertisements were inserted in the New York Herald Tribune by two well-known companies. In each case the first insertions carried only addresses, one of which was very far east in a mid-town street and the other in Greenpoint. Apparently prospective applicants were deterred by the inaccessibility of the locations, for few answers were received.

"Several days later the same ads were republished, this time carrying the names of the companies, one of which is a well-known oil organization and the other a prominent electrical house. The same addresses were used, of course, but the fact that the locations were inconvenient was this time over-balanced by the pulling power of the firm names. More than four times the number of applicants answered the second advertisements as did the first."

A message from Charles W. Nax, *St. Louis Globe-Democrat,* and president of the Association of Newspaper Classified Advertising Managers, printed in the current number of the *Classified Journal,* lists association projects to be undertaken this year as follows:

1—Possible enlargement of the Classified Journal, edited by C. C. Armstrong, *Cleveland Press.*

2—Preparation of a campaign of classified publicity that will be adaptable for newspapers of all sizes to be published simultaneously if possible by all association members.

3—Compilation of a text book on classified advertising to be used in schools of journalism.

4—Continuation of effort to gain new members, with a goal of not less than 350 before the Denver convention next year.

5—Further co-operation with the National Better Business Bureau in development of the bulletin service to war against fake advertisers.

John L. Irvin, *New Orleans Item-Tribune,* recently worked an effective promotion stunt for his classified section in the form of a "Treasure Hunt."

Clues were published in the classified and in the promotion matter on other pages, including, each day, a front page box. Two clues were used in each treasure hunt. The first directed readers to some specific classification in the Tribune on the following morning and the Tribune clue, properly solved, directed them to where the treasure could be found and when. Each clue was deliberately made easy to solve. A daily story announcing winners was run.

Plans for revising the present method of count measurements in classified advertising linage were discussed last week at a meeting of the New York City Classified Managers Association, of which L. L. Heaton, *New York Herald Tribune,* is president.

Sidney H. Wolf has become classified advertising manager of the *Toledo Blade,* following several years as a classified solicitor on the *Detroit Free Press.*

W. E. Douglas has been appointed classified manager of the *Long Beach* (Cal.) *Press-Telegram.* Until recently he was with the *Washington* (D. C.) *Post.*

NEW PLANTS AND EQUIPMENT

The *Easton* (Pa.) *Free Press* has installed two new Linotypes.

W. R. Flad, publisher of the *Freeland* Pa.) *Press,* has installed a Miehle vertical press.

The *Edinburg* (Tex.) *Review* has plans for a new reinforced concrete and brick building to house the publication's plant.

The *Welch* (W. Va.) *Daily News* will shortly start construction on a two-story building devoted entirely to its own uses.

The *DeLand* (Fla.) *Daily News* is now operating in its completely remodeled plant. Steel beams have been substituted for wood throughout the two-story building and decorations, interior and exterior, have been renovated.

The *Martinez* (Cal.) *Standard* has moved into its new two-story building in the heart of the city's newest business district, opposite the court house.

Salamanca (N. Y.) *Republican-Press* has moved into its new plant.

Elrod casters were recently installed by the *Birmingham* (Ala.) *News, Frederick* (Md.) *News-Post, Pocatello* (Idaho) *Tribune, Burlington* (Vt.) *Free Press,* and the *Iola* (Kan.) *Register.*

ENVELOPE FIGHT WEAPON

Colorado Press Cites Rule Barring Postmasters from Soliciting Business

In its campaign against government competition in printed envelopes, the Colorado Editorial Association draws attention to one postal regulation not commonly known to exist.

This regulation, it is pointed out, expressly forbids postmasters to solicit envelope orders from business houses.

Commenting on the subject, Arthur L. Craig, president of the Colorado association, said:

"I have known as least one case in which the postmaster (not now in office) systematically canvassed the business houses of his city for their envelope orders in an effort to increase his postal receipts.

"The leading job printers there suffered a noticeable decrease in business as a result.

"If any Colorado postmaster is known to be disregarding the official order mentioned and fails to desist after this regulation is called to his attention, a complaint, directed to the department in Washington, will not be out of order."

In the old days a doctor couldn't get rid of a troublesome patient by sending him to a specialist.—*Waterbury American.*

Your Name on a Postcard

with your address, business connection and title is all that is necessary to start EDITOR & PUBLISHER coming to you at once—or to RENEW your present subscription for another year.

Why not send it today?

It surely will be worth your while. EDITOR & PUBLISHER is the oldest, the strongest, the best liked, the most consistently USED publication serving newspaper men, advertisers and advertising agencies. With the promptness and aggressiveness of the daily paper it gives the news and views of the master craftsmen in its field, affording an insight into current conditions, movements and trends SUCH AS CAN BE HAD FROM NO OTHER SOURCE.

EDITOR & PUBLISHER

Suite 1700, Times Building • • • New York

Cline-Westinghouse Motor Equipment

Insures the most economical power and control of printing machinery

CLINE SYSTEM — CLINE ELECTRIC MFG. CO. CHICAGO — QUALITY NAME SERVICE FAME — CLINE WESTINGHOUSE

Alternating and Direct Current

Used by the best known newspapers

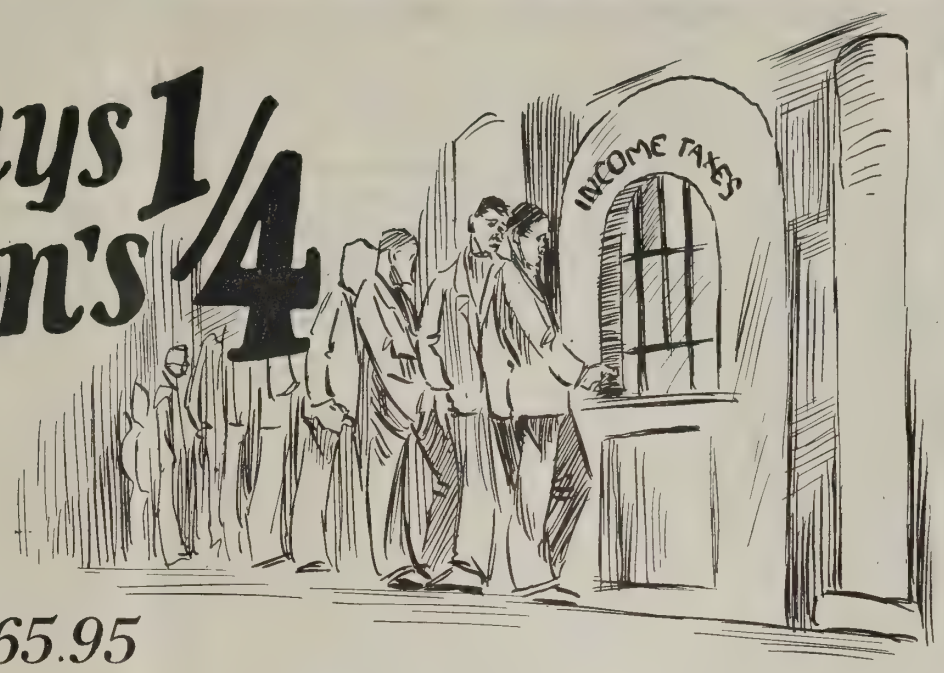
CLINE ELECTRIC MFG. CO.

Western Office First Nat'l Bank Bldg. San Francisco, Calif.

Conway Bldg. 111 W. Washington St. CHICAGO

Eastern Office Marbridge Bldg. 47 W. 34th St. New York

New York pays 1/4 of the Nation's Taxes



Income Tax Total Amounted to $733,072,365.95

ONE quarter of all income tax, $733,072,365.95 was paid into the United States Treasury by the citizens of the Empire State.

New York has the farms, the factories, the commercial enterprises, that assures a steady and increasing revenue to its salaried employees and wage earners. That is the main consideration why most of the national advertisers look upon New York State as their principal market.

The population, the prosperous cities and the hundreds and hundreds of well-paying farms are the deciding influence.

You can best cover this great market by using the papers listed below.

Write them for full information.

	Circulation	2,500 Lines	10,000 Lines
**Albany Evening News (E)	34,444	.10	.10
**Albany Knickerbocker Press (M)	34,018	.11	.11
**Albany Knickerbocker Press (S)	56,924	.16	.16
**Amsterdam Recorder-Democrat (E)	7,810	.04	.04
††Auburn Citizen (E)	6,389	.065	.055
**Brooklyn Daily Eagle (E)	73,764	.22	.22
**Brooklyn Daily Eagle (S)	84,997	.22	.22
***Buffalo Courier-Express (M)	116,000	.22	.22
***Buffalo Courier-Express (S)	155,000	.30	.30
**Buffalo Evening News (E)	138,294	.25	.25
**Buffalo Evening Times (E)	100,393	.21	.21
**Buffalo Sunday Times (S)	104,076	.21	.21
††Corning Evening Leader (E)	9,339	.05	.05
**Elmira Star-Gazette Advertiser (E&M)	33,487	.11	.11
**Freeport Daily Review (E)	7,991	.05	.05
††Geneva Daily Times (E)	5,040	.04	.04
**Gloversville Leader Republican (E)	7,238	.035	.035
††Ithaca Journal-News (E)	7,751	.05	.05
**Jamestown Morning Post (M)	11,722	.04	.035
**Middletown Times-Press (E)	7,127	.04	.04
**Mount Vernon Daily Argus (E)	10,437	.05	.05
**Newburgh Daily News (E)	12,132	.06	.06
††New Rochelle Standard-Star (E)	3,598	.04	.04
**The Sun, New York (E)	257,067	.60	.56
**New York Times (M)	356,471	.80	.784
**New York Times (S)	610,041	.95	.931
††New York Herald-Tribune (S)	345,484	.693	.672
††New York World (M)	287,632	.595	.58
††New York World (S)	582,929	.595	.58
††New York Evening World (E)	294,442	.595	.58
**Niagara Falls Gazette (E)	20,629	.07	.07
**Port Chester Item (E)	4,732	.03	.03
**Poughkeepsie Star and Enterprise (E)	12,824	.06	.06
††Rochester Times-Union (E)	70,406	.21	.20
††Syracuse Journal (E)	65,326	.16	.16
**Troy Record (M&E)	22,679	.06	.06
**Watertown Standard (E)	17,617	.07	.07
**Watertown Times (E)	17,334	.08	.08

** A. B. C. Statement, March 31, 1926.
†† Government Statement, March 31, 1926.
*** Merged as Buffalo Courier-Express, June 14, 1926.

BUILDING NEWSPAPER CIRCULATION

Marks of Asheville Citizen Claims "Peppiest" Newsboys—Milwaukee Sentinel Fostering "See America First" Contest—Getting Business in Suburban and Country Towns

WHAT newspaper has the peppiest carrier boys?

J. R. Marks, circulation manager of the *Asheville* (N. C.) *Citizen,* last week claimed the superlative for his organization of 45 newsboys.

"The boy route carriers of the Citizen are the best organized and peppiest bunch of youngsters I have ever seen during a long experience in the circulation field of daily newspapers," he declared, addressing the last monthly meeting of Citizen carriers.

In addition to the 45 boy carriers there are several men carriers two of whom have an average of 400 papers each to deliver. It has been explained that these men are enabled to deliver this great number of papers in a comparatively short time since so many of the subscribers compose entire communities, thereby eliminating waste of time in travel from place to place. Several of the boy carriers also deliver more than one route.

Sammy Knight, 12, was crowned "King of the Citizen Carriers" at the monthly meeting and was presented a $2.50 gold piece by Mr. Marks. Sammy delivers 10 more papers than there are houses on his route, delivering 259 papers in all. His extra papers go into apartment houses.

When Sammy started carrying his route there were 150 papers being delivered. This was last December. Four weeks ago he had raised this number to 190 daily, and now has reached the peak of 259, a gain of 109 starts in about seven months.

A contest among Citizen carriers closed Aug. 9. Each carrier was paid a fee for each new subscriber and cash prizes were awarded to the five highest boys.

Promotion work for building newspaper circulation in country and suburban towns must be centered chiefly among the boys supplied by sub-dealers, in the opinion of George Erb, Jr., of the *Buffalo Evening News.*

"We keep a card record of every agency boy together with a record of the boys with whom we deal direct," Mr. Erb said. "These records are kept up to date and checked over carefully each month. The office sends out a letter to those who have shown an increase commending their efforts, while another letter goes out to those showing a decrease.

"We also have a card record of every town in which the News is sold. The card gives complete information with reference to the dealer or carriers' average draw, together with data regarding the sale of the competing papers. It also gives valuable information concerning the size, location, etc., of the towns.

"Contests among the boys at the agencies usually result in getting new business, provided they are worked properly and are followed up judiciously by the road man and office. A bonus to dealers for increased sales will also bring in new business.

"A special edition for one particular town run for about a week will make it possible for your solicitor to place your publication in a great many more new homes than it would be possible to do in any other way."

The *Pittsburgh Sun,* through its "Sun-Ray Club," children's organization, is offering a box of candy daily to club members who predict the weather correctly. Contestants fill out a coupon as follows: "I predict that the weather at 8 o'clock on (date)..... will be..... (clear, cloudy, rain). The temperature will be..... (degrees).

The *Milwaukee Sentinel* is publishing preliminary promotion on a "See America First" contest to open Aug. 21. On that date, it is advertised, readers will be given an opportunity to see all the "wonder sights in America in pictures" and a chance to win part of $100 in gold by correctly naming the interesting places.

"Let the boys have most of the fun themselves" is the rule followed by Galt Burns, circulation manager of the *Washington Star,* when he supervises a carrier outing. The Star "newsies," 500 in number, with more than 300 guests, were treated to a boat ride on the Potomac River, Aug. 6. Mr. Burns then saw to it his rule was obeyed.

"I always reckon mainly on the recognized ability of youngsters to create their own amusements when out with the crowd," Mr. Burns said. "They accomplish it in much better style than when the recreation is planned for them by some grown-up.

"So only a limited number of program features were scheduled and the boys settled down and proceeded to extract the happiness out of the evening that only boys can."

Twenty-six Chicago mermaids took to the waters of Lake Michigan, Aug. 7, to swim two miles up the Chicago river in the *Chicago Daily Journal's* sixth annual Chicago river marathon for girls. The title at stake was the long-distance swimming championship of the middle west.

"Red" Grange, Dick Howell, Chicago swimmer, Helen Wills, Jack Dempsey, "Babe" Ruth, "Hack" Wilson, Bobby Jones, Gertrude Ederle, Walter Johnson and Gene Tunney are the leaders in the *Chicago Evening American's* sport popularity contest. Votes are printed in every issue of the American whereby fans may vote for their favorite athlete, who must be a resident of the United States.

Chicago's most perfect baby is to be chosen by the *Chicago Daily News* in conjunction with the Uptown theatre in Chicago. Dr. Herman N. Bundesen, health commissioner of Chicago, will head a body of judges who will select the winning babies from photographs and the infants themselves. Two hundred dollars in cash, given by the Daily News, will be the first prize. Other prizes will be an oil painting, a savings account and photographs.

The *Philadelphia Inquirer's* annual "Famous Fifty" circulation campaign is again in full swing this year. Fifty persons who obtain the greatest numbers of subscriptions to the Inquirer are the guests of the newspaper at the World's Series baseball games, with all expenses paid, including amusements and side trips.

The annual amateur baseball classic of the Rocky Mountain states—the *Denver News* and *Times* championship tournament, was launched last week. Awaiting the winning teams are a number of cash prizes and sports trophies.

To encourage wholesome recreation and sport among Seattle children the *Post Intelligencer* is sponsoring a program of athletic meets, tournaments and outings, open to boys and girls of the city. The first event was a swimming carnival August 7. The girls' playground efficiency test ends August 14, when prizes will be awarded. For the boys, the Post Intelligencer has arranged an overnight encampment at Fort Lawton, to be held the last week in August.

The *Philadelphia Evening Public Ledger* is offering a $7,500 travel and pedestrian accident insurance policy to any subscriber for $1 a year during which the publication will be delivered daily.

The "Sesqui Kids" of Reading, Pa., 3,500 strong, visited the Sesqui-Centennial Exposition this week, as the guests of the *Reading Times.* Gathered from homes in the poorer sections of Reading, the children made a tour of the Exposition under the direction of Joseph Hornstein, of the Times, and Mrs. J. Milton Miller, the chief hostess.

Walter R. Schaefer, for a number of years on the circulation staff of the *Milwaukee Journal,* is now circulation manager of the *Marinette* (Wis.) *Eagle-Star,* succeeding Stephen P. Jones. Mr. Jones remains with the Eagle-Star in another capacity.

C. R. Goodrich, circulation manager of the *Charlotte* (N. C.) *Observer,* has resigned to accept a similar position with the *Charlotte* (N. C.) *News.*

Robert Foster, connected with the circulation department of the *Pittsburgh Gazette Times,* was seriously hurt when an automobile in which he was riding was struck by a train at a grade crossing near Burgettstown, Pa. on August 7. T man with whom he was riding was i stantly killed. Foster is expected to r cover.

A close tie-up with radio fans is beir offered by the *St. Louis Globe-Democr* in the form of radio logs and distan maps, given free to those who write call. The paper describes the log as "t neatest, most compact, and most practic that we have ever seen." It works c the same principle as the dials of a r ceiving set. Of course it contains th Globe-Democrat's own advertising pr motion copy. This St. Louis daily c operates in the conduct of Static KMOX..

The *Fort Worth Record-Telegran* Harold Hough, circulation manager, among papers interesting young reade through organization of a local birthda club. Membership is limited to childre between the ages of 1 to 12. They fi out coupons giving their name, addres and date of birth and are given publicit when their birthdays roll around.

The same paper effectively circuse "The Misty Pathway," a serial novel th started running Aug. 4, by picking ou the most exciting illustrations and prin ing them with teaser captions sever days before the opening chapter appeare

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The Cleveland News is working a clu bing offer with a group of magazines i an effort to increase its list of paid sul scribers.

Among papers offering accident insu ance policies to readers agreeing to sul scribe for the summer months are th *Louisville Courier-Journal, Louisvil Times, Atlanta Journal,* and *Detroit Fre Press.* Promotion copy for the insuran plays up the slogan: "Vacation Time Accident Time." Insurance companie offering the circulation tie-up to new papers include the Continental Life Insu ance Company and the Federalized Reac ers Service Accident Insurance Compan

243,311

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

July, 1926

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of July, 1926, was 187,733.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

We offer for Sale

COMPLETE NEWSPAPER PLANT

of the

TAMPA MORNING TELEGRAPH

This plant had been operated only a few months when it was purchased by the Tampa Tribune. The equipment was installed less than a year ago and most of it was new. Will be sold complete or in separate lots.

Hoe Sextuple Press with complete Stereotype equipment for dry mats and electrical equipment for alternating current.
30 Hoe Steel Stereotype Chases.
30 Goss Steel Form Tables.
1 Goss Curved Routing Machine.
1 Hoe Saw Table.
1 Hoe Flat Casting Box.
1 Metal Melting Furnace.
1 Curtis Air Compressor.
1 Monotype Type and Rule Caster with 5 molds and 20 fonts display mats. 10 Type Storage Cabinets with boxes.
1 Monotype Material Making Machine, 3 molds units and 15 material mats.
9 Model 8 Linotype Machines.
3 Model 14 Linotype Machines.
1 Model 22 Linotype Machine.
1 Model 26 Linotype Machine.
3 Stevenson Furniture Molds.
Linotype Matrices for 5½ and 6-point body, and 10 to 36-point Head line and Display in Cheltenham, Century, etc.
2 Miller Universal Saw Trimmers.
1 Wesel Electric Proof Press, bed 10 x 29.
1 Wesel Self-Inking Proof Press, 18½ x 30.
4 No. 12030 Hamilton Steel Newspaper Type Cabinets.
2 Hamilton 12-ft. Steel Make-up Tables.
1 Hamilton 6-ft. Dump Table.
1 Hamilton Steel 6-ft. Correcting Table.
3 Hamilton Square Leg Imposing Tables with marble tops.
1 Hamilton Steel Sort Cabinet No. 13440 with sort boxes.
4 Type Case Racks with California cases.
1 Hamilton Steel 6-ft. Correcting Table.
291 Pressed Steel Galleys, one column.
24 Pressed Steel Galleys, 6¼ x 23½.
12 Steel Mailing Galleys, 8½ x 23½.
50 Steel Galleys, 3½ x 23½.
6 Brass Job Galleys, 12 x 18.
7 Brass Job Galleys, 18 x 25.
16 Paragon Brass Galleys.
5 Six-col. Brass Galleys, 15 x 23½.
1 Font Single-col. Cast Iron Newsp. Base.
1 Font Double-col. Cast Iron Newsp. Base.
8 Rouse Job Sticks, 10 x 2¼.
4 Rouse Job Sticks, 20 x 2¼.
Display Type in weight fonts; 48-60-72-96 and 120-point. Cooper Bold, Cheltenham Bold, Cheltenham Bold Italics.
Century Old Style, Century Old Style Bold, Railroad Gothic, Pabst Old Style, Goudy Hand-Tooled Italic, Spaces, Quads, Per Cent Marks, Fractions, etc.

For prices and full details write or wire

BAKER SALES COMPANY, 200 Fifth Avenue, New York City

A Pig in a Poke

is nothing in comparison with the futility of a national newspaper advertiser launching a campaign without first investigating the buying habits of the people who compose his prospective market.

SUCH AN INVESTIGATION

covering any considerable number of trading areas would cost a fortune and take months and months to complete.

EDITOR & PUBLISHER'S MARKET GUIDE

does away with all necessity of extended research work on the part of either advertiser or agency.

ITS THOUSANDS OF FACTS AND FIGURES

tell all that need to be known about the 1300 cities where American and Canadian daily newspapers are published before deciding how much money can be spent profitably and what kind of advertising can be placed to advantage in reaching out after new markets for a product—from their physical characteristics to their industrial, financial, social, educational and retail-store resources.

THAT IS WHY

you'll find a copy of the Market Guide on the desks of practically all the advertising managers, sales managers, agency account executives, space buyers and research men who have the final say in the placing of 95% of the national newspaper advertising of today.

A WONDERFULLY GOOD REASON, TOO, IS THIS

for the publishers of daily newspapers to use the columns of the Market Guide to sell their space to these prospective buyers of space. There are a lot of other good reasons—want to know them? No obligations.

EDITOR & PUBLISHER [Suite 1700] **Times Building, New York**

WOMEN IN ADVERTISING AND JOURNALISM

Prejudice Against Newspaper Women Has Vanished, Louella O. Parsons Finds—Advertising Scholarships Commended—Florence McIntyre Fiction Editor for King

PREJUDICE against newspaper women has entirely vanished, in the opinion of Louella O. Parsons, motion picture editor of Universal Service.



Louella Parsons

"The percentage of successful women in the field of journalism today has increased 75 per cent since I began my career," she declared. "The idea, too, of the dowdy-looking female with bedraggled hair and ill-fitting clothes as typifying every woman reporter went out with the bicycle. The modern newspaper woman is not only mentally alert, but is smartly dressed."

Mrs. Parsons' particular work for the past 12 years has been along specialized lines, first as moving picture editor of the *Chicago Herald,* then as editor on the *New York Morning Telegraph,* later with the *New York American,* and now with Universal Service.

"There is no craft in the world as exciting as the newspaper profession and no part of the work as interesting as reporting because it offers a variety of subjects and a world of experiences," she said. "Even now I forget the movies every so often to report a special story for the city editor.

"Only a few weeks ago I met the train bringing Aimee Semple McPherson to Los Angeles to write a feature article on mob psychology as represented by the crowd at the station.

"My first newspaper job dates back so many years that I refuse to give actual figures. I was home from school on a summer vacation with no thought but having a good time when I was offered the position of society editor on the *Dixon* (Ill.) *Star.* One of my best friends was married to the publisher of the paper in Dixon, a town of twelve thousand. I was paid the large sum of $5 a week. As the first woman reporter in Dixon I felt my responsibilities. I bought a huge notebook which accompanied me wherever I went. I was so delighted with the distinction that I gradually accepted the added responsibilities of dramatic editor, musical critic and assistant city editor, all for the same salary.

"Just when I was getting $6 a week I left it all to get married. For the next four years I was busy in my home and with my small daughter. Then when I found myself alone with a three-year-old baby I naturally turned to the one thing I knew, newspaper work.

"I wrote feature stories for the *Chicago Tribune* which were sometimes accepted and sometimes put into the waste basket. The uncertainty of definite remuneration made me accept with alacrity, an offer to join the Essanay Film Company as scenario writer at $20 a week.

"For the next five years I turned out on an average of two scenarios a week, I wrote a textbook on "How to Write for the Movies," and I contributed a Sunday feature to the Chicago Herald.

"My heart, however, was always more in newspaper work than in writing the "thrillers" demanded and so when James Keeley, publisher of the Herald, asked me to inaugurate a daily column and write reviews in addition to doing the Sunday page, I resigned from Essanay to affiliate myself with the Herald.

"My most interesting assignment happened when I was on the Chicago Herald. I was told to cover the Eastland disaster where more than two thousand people were drowned on an excursion boat. I was instructed to visit the homes of the afflicted and get their personal stories.

"In the beginning I approached these small houses with reticence. But the eagerness of the people who were of the poorer class to tell their stories made me forget myself. There is a curious, morbid desire to talk among people who have had trouble and their willingness to tell me little intimate stories of their loved ones was one of the most touching things I have ever encountered. In some homes three and four children were drowned and it seemed to give the parents relief from their grief to talk to someone who understood. Any stranger, I suppose would have sufficed, but a newspaper reporter stood for a certain amount of dignity and they felt honored that the paper had sent someone to visit them. I worked unceasingly with about two hours' sleep a night, learning more about human nature than I have learned before or since.

"My most exciting assignment was a murder case that happened many years ago. The young man, son of a wealthy family, while intoxicated, shot and killed a barkeeper. He was sentenced to twenty-one years in the penitentiary and my job was to shadow the girl who came from Chicago to see him and who was determined to marry him in spite of all opposition. I followed the girl, won her confidence and went with her while she married the boy. I have often wondered what happened to her and to him, if he were ever pardoned and if they lived together after he was released from jail.

"I entered newspaper work because I think it is the most fascinating and the most interesting although in many ways the most difficult and heart-breaking work in the world. I never intended to specialize, I wanted to be a reporter and if I do say it myself, I think now that I am a far better reporter than editor.

"I have always wanted to write something other than newspaper articles but I have been too busy supplying a story a day and a feature on Sunday to give much thought to anything beyond the exacting demands of a daily column. I feel that I owe a great deal to my newspaper work since I have been able to send my daughter to the best schools in the country. She is now in Wellesley College and she too, wants to write. I hope she will accomplish many of the things I have never had time to do."

Arthur Williams, vice-president of the New York Edison Company, this week commended the memorial advertising scholarship at New York University for young business women recently announced by the League of Advertising Women, New York.

"The league is not only giving a valuable stimulus to its own profession, but is also making a fine contribution to American business in general," he said.

Mr. Williams pointed out that Miss Helen M. Rockey, president of the League, has for many years been "the right hand man to the manager of our advertising department."

The scholarships offered by the League of Advertising Women were recently established in memory of two prominent members of the League—Helen Louise Johnson and May S. Thayer. They are open to any young women employed in the advertising profession, including advertising agencies, publishers, newspapers and magazines, printers, engravers, department stores, specialty shops, national advertisers and local advertisers. The closing date for letters of application which should be addressed to the League's office at 25 Park avenue, New York, has been set for August 20.

Florence E. McIntyre has been appointed fiction editor of King Features Syndicate, New York. She will be in charge of a staff that writes and edits newspaper serials.

Ishbel Ross of the staff of the *New York Herald Tribune* spent several days at Red Bank, N. J. last week covering the search for the leopard which escaped and was thought to be in the Harry Payne Whitney horse farm near Red Bank.

AD TIPS

William Henry Baker, Guardian Building Cleveland. Placing orders for 28 lines durin August and September, for Rahnous Prescrip tion, a hay fever remedy.

Campbell-Ewald Company, General Motor Building, Detroit. Has secured contract t advertise new car of Buick Motor Car Com pany, Flint, Mich.

Caples Company, 225 East Erie street, Chi cago. Has secured account of the Cuba National Tourist commission to advertise Cub as a playground for Americans. Magazine and metropolitan papers to be used.

Dorland Agency, Inc., 244 Madison avenue New York City. Will place account for A. I Babcock Company, New York, manufacturer "Babex" a deodorant and toilet preparations.

Henri, Hurst & McDonald, 58 East Washing ton street, Chicago. Placing account of th Beaver Products Company, Buffalo, manufa turers building materials.

Homer McKee Company, Kahn Building Indianapolis. Placing hay-fever remedy accou of Fugate Remedy company, Indianapolis, i middle western papers.

Lamport-McDonald Company, J. M. S. Build ing, South Bend. Handling account of th Chicago Paper Company, Chicago, manufa turers "Foldwell" line of coated paper.

Lord & Thomas and Logan, 247 Park avenu New York City. Now placing account of th Electric Vacuum Cleaner Company, Clevelan manufacturers "Premier Duplex," "Premie Handy" and "Premier" vacuum cleaners.

C. F. W. Nichols Company, 14 East Jackso boulevard, Chicago. Has secured account o the Canadian Pacific railway in wheat growin states.

Phelps and Pietsch, 14 East Jackson boule vard, Chicago. To run tryout campaign o Milani Salad Dressing company in four cities.

Reardon Advertising Company, Inc., Quinc Building, Denver, Colo. Now placing accou of the Biel Manufacturing Company, Denve manufacturers of artificial eyes.

Rickard & Co., Inc., 25 Spruce street, Ne York City. Handling account of Jenkins Bro New York, manufacturers valves and mechanic rubber goods.

Williams and Cunnyngham, 6 North Mich gan boulevard, Chicago. Has secured accou of Mason Fibre Company, Chicago.

BEGINS SERIES ON RUSSIA

The *New York Herald Tribune* o Aug. 10 began publication of a serie of articles on the latest developments i Russia, written by Elias Tobeken.

EDITOR & PUBLISHER $4 a year.

Our Customers Write Our Ads

JOHN D. McADAMS, of the ALTON, ILL., TELEGRAPH

Says—

"I personally think the DUPLEX TUBULAR press a great institution for a paper with from 10,000 to 15,000 daily circulation."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

EDITORIAL CONTROL WANTED

The publishers of a daily newspaper, operating on a limited capital, have built up a very valuable newspaper property, but in so doing were forced to borrow $40,000 from a group of local business men. The total business of the firm last year was over $160,000, a net profit of 12.5 percent being realized on this amount.

The $40,000 loan pays eight percent interest and is well secured, the owners having pledged their entire interest in the newspaper as security. The loan is due June 10, 1929, having practically three years to run, but may be paid in full at any time.

One of the conditions of the loan gives editorial control of the newspaper to this group of citizens until such time as the loan is repaid.

In order to free themselves from this condition, the publishers are willing to pay as high as ten percent interest on a loan of similar size ($40,000), giving the same security, making the loan payable in full at some definite time or in yearly $10,000 installments. Interest could be made payable either annually or semi-annually.

A thoro investigation of the books of the firm by responsible parties is invited.

Write Box A-718, care of EDITOR & PUBLISHER

WHAT'S WHAT IN THE FEATURE FIELD

Yale Enters Syndicate Field — Norman Hapgood with United Features—Dr. Morris Fishbein Writing for NEA Service, Inc.

YALE UNIVERSITY has entered the syndicate field. A. Rowden King, of the New York office of the Yale University Press, 522 Fifth avenue, this week announced the offering to newspapers of a special once-a-month Sunday feature page of "a commemoroative-historical nature." The first page is scheduled for publication Sunday, Oct. 10, the Sunday before Columbus Day, and will be an article on Christopher Columbus written by Irving Berdine Richman, Litt. D.

Among 37 authors who will contribute articles on succeeding months are: Mary Johnston, Emerson Hough, Ralph D. Paine, Max Farrand, John Moody, Nathaniel W. Stephenson, Herbert E. Bolton, and Charles Seymour. They were among the authors of the 50-volume history of America known as "The Chronicles of America," published by the Yale University Press.

The feature will be available in typewritten form, glossy photo-prints, or as full page mats.

The Yale University Press is also syndicating a daily feature called "Our Nation in the Making," through the New York Herald Tribune Syndicate, New York.

Among new newspaper serial offerings announced this week are: "The Double House," mystery novel, by Elizabeth Dejeans and "Eyes of Fire," a romance by Roger Daniels, being distributed by King Features Syndicate, New York; "Myra," by Mabel Greene; and "Spoilt Music," by Ruby Ayres, handled by the McClure Newspaper Syndicate, New York.

Mabel Greene is the psuedonym of Miss Mabel Denison, fiction editor for McClure. Her story will be offered in 1,000-word installments with half-tone illustrations to begin Oct. 4. Miss Denison was for seven years a member of the editorial staff of the *St. Louis Post-Dispatch* and prior to that time was connected with the *Omaha World-Herald*. Florence E. McInyre is the new fiction editor for King.

Norman Hapgood has joined the United Features Syndicate and is to cover spot news, political and otherwise, the matter to be distributed by wire. His contract begins Sept. 15. At present Mr. Hapgood is special writer for the Hearst newspapers and services, being mainly assigned to Washington. United Features Syndicate announced this week that among the papers that had contracted for Hapgood's articles were the Hearst newspapers.

Dr. Morris Fishbein, editor of the *Journal of the American Medical Association*, has been signed by NEA Service, Inc., New York and Cleveland, to write a daily series of articles on health. The new series will replace the health talks distributed by NEA during the past year written by Dr. Hugh S. Cummings, surgeon general of the United States Public Health Service. The press of official duties prevented Dr. Cummings from continuing his writing, according to the syndicate.

Serial publication of "Fix Bayonets," by Capt. John W. Thomason, Jr., U. S. M. C., a Bell Syndicate offering will begin Sept. 12, the eighth anniversary of the battle of St. Mihiel.

O'Dell Newspaper Syndicate, New York, announced its first feature this week as a series of 10 weekly articles on criminal psychology written by David Seabury, author of "Unmasking Our Minds." Publication date has been set for Sept. 19.

Merton E. Burke, one-time managing editor of the *New York Daily News*, later managing editor of the *Washington Daily News*, has joined the editorial staff of the McClure Newspaper Syndicate, New York.

Premier Syndicate, New York, will start syndicating "House Plans for Home Builders," a weekly illustrated article by Cora W. Wilson, beginning Aug. 29.

"Laughs From Life" and Robert Sherwood's "Motion Picture Album," formerly handled by the Life Syndicate, New York, have been taken over by Bell Syndicate, Inc., New York.

A new daily picture strip on the "Outline of Science" has been prepared for newspapers by the McClure Newspaper Syndicate, New York, for fall syndication.

North American Newspaper Alliance has signed a contract with Suzanne Lenglen, through C. C. Pyle her manager, for a series of 18 articles covering her American tour as a professional tennis player.

Famous Features Syndicate, New York, is handling "My Honeymoon Diary," by "Peaches" Browning.

Montague Glass will write the balloons for "Potash and Perlmutter" who will make their bows as comic strip characters shortly through the Bell Syndicate, Inc., New York.

Frank M. Simonds will start late this month on a special European trip for the McClure Newspaper Syndicate, Inc., New York, to cover the approaching Geneva conference by cable. He will also visit Paris, London, Berlin and Brussels.

The annual "Babe" Ruth all-American baseball team picking contest, sponsored by the Christy Walsh Syndicate, New York, is underway.

The *Chicago Tribune's* cartoon character, Little Orphan Annie, and her creator, Harold Gray, will meet and entertain 4,200 other small orphans on Aug. 18 when Chicago's annual picnic for orphans and aged is held in Lincoln park.

V. V. McNitt, president of the McNaught Syndicate, Inc., New York, will return to this country from a European trip soon after Labor Day.

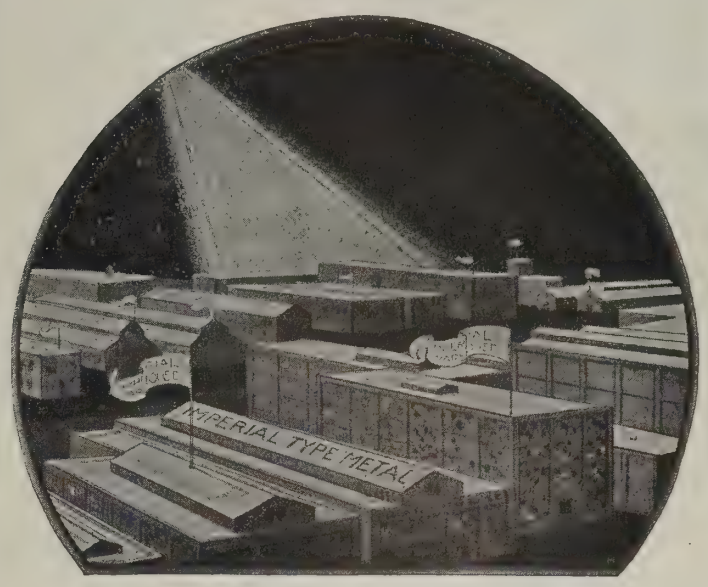
ROGERS—MOUNTAIN CLIMBER

William F. Rogers, advertising manager of the *Boston Transcript*, and chairman of the committee in charge of the Bureau of Advertising, has returned home after a month's mountain climbing trip in the Rockies. Mr. Rogers is a former president of the Appalachian Club and is a well-known outdoor man. With Mrs. Rogers he spent his vacation in the Rocky Mountain National Park, climbing over all the bases and mountain peaks. He also scaled Long's Peak, which is 14,255 ft. high and is regarded one of Colorado's sporty climbs.

SWAPS PEN FOR SWORD

Major C. E. Lovejoy, publisher of the *Bronxville* (N. Y.) *Press* and the *Eastchester Citizen Bulletin*, Tuckahoe, N. Y., is serving on 15 days of active Army duty at Madison Barracks, N. Y., as director of publicity. He holds a commission as major in the Military Intelligence, Reserve, and was a captain of infantry in the Regular Army until resigning his commission a year ago to re-enter newspaper work.

Imperial METAL



They Make a City of Warehouses

IF ALL the warehouses for distributing Imperial Type Metal were gathered together, they would form a city in themselves.

A complete system of warehouses located at convenient points assures publishers that they can secure Imperial Type Metal at any time.

These warehouses have been made necessary by the popular demand for Imperial Metal by thousands of publishers, who know that Imperial Type Metal and the Imperial Plus Metal Plan are two most important factors in securing good results and eliminating trouble. They know that the Plus Plan will add years of working life to their metal at a big saving.

If you are in doubt about the advantages of the Plus Plan, write and we will send you a list of prominent publishers in your vicinity who will be glad to give you their experiences.

IMPERIAL TYPE METAL CO.

Manufacturing the following metals:

LINOTYPE MONOTYPE INTERTYPE STEREOTYPE
ELROD LUDLOW LINOGRAPH THOMPSON

Philadelphia Cleveland New York Chicago



BEST BY ACID TEST
TRADE MARK REG

WITH THE GENERAL ADVERTISERS

Newspaper Campaign Launched by Baltimore & Ohio Railroad—National Carbon Company Names Schott Sales Manager—Federal Radio Plans Fall Drive

A NEWSPAPER advertising campaign, with copy placed in virtually all cities and towns along the 5,000 miles of Baltimore & Ohio tracks was launched this week by that railroad to tell prospective passengers about its new terminal facilities in New York. In addition space will be used in other large cities throughout the country. The newspaper drive will be supplemented by direct mail and in some sections by outdoor advertising. The account is being placed by the Richard A. Foley Advertising Agency, Inc., New York and Philadelphia. The B. & O. will move from the Pennsylvania station to its own depot in Jersey City, Aug. 29.

Harry S. Schott has been appointed general sales manager of the National Carbon Company, Inc., New York. He was formerly with the American Eveready Works, and when that concern was absorbed by the National Carbon Company in 1921, he became eastern district manager.

Plans for the fall and winter advertising campaign of the Federal Manufacturing Company, Buffalo, call for the use of space in 55 newspapers, according to A. C. Stearns, advertising manager. Special attention is to be given this year to dealer tie-up and follow-up copy. Mr. Stearns reports the advertising appropriation has been considerably increased over last year. The period of the drive will be from Sept. 12,-Dec. 19.

Paul Stearns Ellison has been appointed advertising manager of the Brunswick-Balke-Collender Company, Chicago, succeeding S. D. Leopold, resigned. For the last three years Mr. Ellison has been with the advertising department of the Vacuum Oil Company, New York.

The National Jewelers' Publicity Association will start an advertising campaign in September. Copy is being prepared by the Mills Advertising Company, Indianapolis.

Advertising will start soon to promote Sun-Maid Nectars, new product of the Sunland Sales Cooperative Association.

Newspapers are on the promotion program for Bradley Knit Underwear, manufactured by the Bradley Knitting Company, Delavan, Wis. The account is now being handled by the Federal Advertising Agency, Inc., New York.

Meetings were held on the Pacific Coast this week by the National Lumber Trade Extension Committee to discuss preliminary plans for a five-year general advertising campaign. Efforts are being made to raise a fund expected to amount to more than $1,000,000 a year. H. B. Hewes, vice-president of the National Lumber Manufacturers' Association, is head of the trade extension activities.

The American Solvents & Chemical Corporation, New York, has been formed to take over the business and good will of five old-established companies manufacturing industrial alcohol and other solvents. An advertising campaign to acquaint the trade with the advantages of the amalgamation and the wide scope of the products to be manufactured by the new corporation has been placed in charge of the Hazard Advertising Corporation of New York.

Fred A. Von Ritter, formerly with the national advertising department of the *Chicago Herald & Examiner*, has been appointed sales manager of the Chicago factory branch of the Kleen-Heet Company.

ADVERTISING AGENCY AFFAIRS

Two Suits Filed Against Defunct Kansas City Agency—Newspaper Men Join Staff of Coast Firm—Appointments by Young & Rubican Hall Starts Own Agency in Detroit

TWO suits charging that officials of the defunct Gray Advertising company of Kansas City, Mo., manipulated the company's records to show falsely that $70,000 in stock was paid up, and that they overdrew their accounts to the extent of $130,000, were filed in Kansas City Aug. 7 by A. E. Adams, trustee in bankruptcy for the company. F. A. Gray, Ward H. Webb, Warren W. Burgess and L. D. Johnson were the officials named. The last named three, as officials of the Burgess-Johnson-Webb Medical company, are under federal indictment on charges of using the mails to defraud in the sale of alleged fake patent medicines.

George Thompson, who was the first automobile editor of the *Los Angeles Herald*, and later occupied a similar position on the *Los Angeles Examiner*, has been appointed Los Angeles manager of James Houlihan, Inc., Advertising Agency. R. A. McMillan, formerly city editor of the *Tacoma* (Wash.) *News-Tribune*, also has been added to the Los Angeles personnel.

H. S. Ward, formerly with N. W. Ayer & Son, Philadelphia, and Herbert R. Burgess, Jr., have joined the advertising agency of Young & Rubican, New York and Philadelphia, the former in the copy department, the latter on the merchandising staff.

Miss May Spear has been added to the staff of Street & Finney, New York. She will specialize on accounts pertaining to fashion and women's wear. Formerly Miss Spear was with J. Walter Thompson and later with B. Altman.

John L. Thatcher, Jr., has been appointed space buyer of Bauerlein, Inc., New Orleans advertising agency.

Martin-Gessner Advertising, Inc., was recently formed to conduct a general agency business in New Orleans. Alan R. Martin is president and Leonard E. Gessner, vice-president and treasurer.

E. B. Jeffress, business manager of the *Greensboro* (N. C.) *News*, and recently appointed receiver for the Carl J. Balliett, Inc., advertising agency, states that he hopes within a year's time to be able to pay 50 cents on the dollar.

Shepherd Advertising, an Asheville firm, has opened offices in Greensboro, N. C., according to G. O. Shepherd, head of the firm. George B. Dermody, account executive has been placed in charge of the Greensboro office, which is located in the Jefferson Standard building.

Phelps & Pietsch, Inc., Chicago advertising agency, has been disbanded. The Williamson Candy and Kraft Cheese accounts are now being handled by the Chicago office of H. W. Kastor & Sons Company.

J. W. Sanger, director of foreign service of Frank Seaman, Inc., New York advertising agency, will leave for Europe, Aug. 21, to spend the next three months on the Continent, making an advertising and marketing survey for agency clients.

Edward T. Clark, formerly advertising manager of the Greenlease Motor Car Company, Kansas City, Mo., has joined the staff of the Roche Advertising Company, Chicago.

William B. Hall has started an advertising agency under his own name in Detroit. He was formerly vice-president of the Grenell Advertising Agency, Detroit.

E. Milton Clases has resigned as manager of the Los Angeles office of Lord & Thomas and Logan to becone general manager of Motorgrams, Inc., Los Angeles.

Marvin F. Casmir has joined the copy department of W. I. Tracy, Inc., New York advertising agency. He was formerly connected with the Dorland Agency, Inc., of the same city.

Arthur A. Dole is now New England sales manager for the Wendell P. Colton Advertising agency, New York and Boston. Mr. Dole will be located at the Boston office at 80 Federal street. P. J. McAward has been made resident manager of the Boston office.

PAPER PIONEER DEAD

Albrecht Pagenstecher Credited with Having Introduced Wood Pulp Making

Albrecht Pagenstecher, 87, who organized several of the largest pulp and paper companies of this country, died Aug. 6 at his residence in Cornwall, N. Y.

Mr. Pagenstecher is credited with having introduced into the United States the making of wood pulp, which is the basis of the present-day newsprint paper. The ground wood took the place of rags, making it possible to use presses of increased speed, as the ink dried much more quickly on wood paper.

The first pulp mill began operations in Curtisville, now Interlaken, Mass. Mr. Pagenstecher was also a pioneer in the Canadian field, organizing the Laurentide Pulp Company at Grand Mère, Quebec, of which he was the first President.

Other concerns that he organized were the Hudson River Pulp and Paper Company, the Montague Paper Company, the Turner's Falls Pulp Company, the Keith Paper Company, the Central Paper Company of Muskegon, Mich.; and the Manufacturers' Paper Company.

For many years he was a director of the International Paper Company, which had absorbed several of the plants in which he held large interests.

He was born in Osnabrück, Prussia, in 1839. He leaves a widow, the former Helene Westermann, seven children and seventeen grandchildren.

FLASHES

Report says the illegal hooch industry gives employment to one million persons—not including, of course, the undertakers.—*New York American.*

"I am no Bolshevist," declares Mussolini. Or, as the stenographers would put it, "Dictator, but not Red."—*Windsor* (Ont.) *Border Cities Star.*

If there isn't a "mystery witness" connected with it, it's not a real front-page crime.—*Florence* (Ala.) *Herald.*

Alas! rich relatives are usually distant relatives or close relatives.—*Birmingham News.*

Our local "modernists" have some reason to doubt the story of Noah taking every kind of animal into the ark. Nobody with good sense would have saved the mosquito.—*Honolulu* (H. I.) *Star-Bulletin.*

Whatever else may be ailing Illinois, it isn't cheap politics.—*Little Rock Arkansas Gazette.*

Sad things: A wilted flower; a cold fried egg; a silk stocking that's empty.—*Vancouver* (B. C.) *Sun.*

Hens lay best when their houses are lighted by electricity; cows give more milk when listening to jazz. The thing the farm needs is more night clubs. Then the hired men might stay.—*Columbia* (S. C.) *State.*

A study of all the evidence shows that we drove a hard bargain with France in the settlement of her war debt, at the same time giving her most generous terms.—*New York Evening Post.*

Those turning furrows in Florida are still turning profits.—*New Haven Register.*

Many a suit guaranteed to wear like iron does so by eventually becoming rusty.—*Christian Science Monitor.*

You can't tell. Maybe a fish goes home and lies about the size of the bait he stole.—*Syracuse Post-Standard.*

Anyway, there's a lot of darned good company at the bottom of the ladder.—*New Haven Register.*

The farmers feed the nation—even to giving our politicians most of their food for thought.—*Norfolk Virginian Pilot.*

The first essential in writing memoirs is to outlive those you wish to knock.—*New York Telegram.*

America now produces nearly all the necessities of life, including its own naughty literature. — *Florence* (Ala.) *Herald.*

20 INTERTYPES

are being used by


Houston Post-Dispatch

Houston

Labor Men To Draw Up Platform

SENATE HEARS REVELATIONS OF DRY AGENTS

Two Killed, Eight Hurt In Explosion On Submarine S-49

No Standardized Intertype has ever become obsolete

CRUSOE FATE ON GALE-SWEPT ISLAND

(*Continued from page* 12)

ıared equally with the Daily News lane, while the members of the party did dance of thanksgiving that would put ıe "green corn" dance of the Florida eminoles to shame. Again they set off ɔr Nassau, heading straight across the ·ide part of Andros Island.

Again the gas was falling low when ıey reached Red Bay off the northwest-ɔn portion of Andros island. Here they ɔied two small sponging boats and ropped down to get their bearings. They ·ere directed to New Providence island. Dusk came upon them and, when they ·eached the tip of New Providence island, ıe gas gage showed they did not have nough gasoline for the ten-minute flight cross to Nassau. They landed, begged ve gallons of fuel from a Negro fisher-ıan, and made Nassau before it was ntirely dark.

It was no tame reception of the Jassauvians gave the voyagers. They ·ere taken to the finest hotel in the city nd the best in the wine-cellar was set efore them and this, so they claim, is ot figuratively speaking. There were hampagne and other things that Volstead oes not permit us to know about. There ·as only one "fly in the ointment"—the on-appearance of the Kreuger plane.

Next morning the stern sense of duty hat drives newspapermen through all azards naturally called them to the story hat lay in shattered Nassau. But human ife must ever take precedent over a ews beat. Kreuger must be found. But ust as the party were refueling to go in earch of him, he appeared.

So the story claimed their interest for he morning.

At 1 p. m., the planes hopped off from Jassau for Miami. Until Bimini was icked up, this territory was unfamiliar o Niermier, so it was necessary for him o pay full attention to the chart and ompass. The guidance of the plane was eft to Mr. Leyshon who, although he had een up in planes many times, had never efore attempted to direct one. On the eturn trip, Mitchell traveled with Kreuger.

After Bimini had dropped behind them n their right, Gun Cay was sighted. But strange scene was presented to Mr. eyshon and Mr. Dix who had seen the amous rum running ships in all the glory f a thriving trade but a few days before ·hen they had dropped in on them for a tory.

Some of the boats were lying on the ottom with their masts jutting out.)thers had been relentlessly twisted in wo by the fury of the sea as a man might wist a match. The rest lay high, dry nd broken on the beaches. Some small oats would be seen about the wrecks shing and parties of West Indians were usy attempting to raise some of the rum essels.

A landing was made, but Dix had shot his last plate. It was a wonderful opportunity for "art." It was too much for the news men to bear, so a rum runner was accosted in the hopes of solving the situation. He had a small camera and loaned it.

In the meantime, there came a report that Great Isaac's light, 22 miles northwest of Bimini, was in distress. Kreuger's plane, carrying Mitchell, was dispatched there, to find out the true circumstances. It was found the keeper's houses had been flattened by the storm, the light was tottering and his water supply depleted. He was left with the promise that the British lighthouse service would be radioed.

While the Kreuger plane was gone to Great Isaac's, the Daily News plane hopped back to Bimini to refuel. It was again out of gas and five gallons had to be borrowed from the Kreuger plane before its departure.

When Kreuger settled at Bimini after his return from Great Isaac's, he failed to make the channel and stuck on a mud flat. This was his first and last mishap and was not serious. It merely necessitated Leyshon and Dix stripping and swimming and wading out to the plane.

The 48-mile hop to Miami from Bimini was without moment. Miami was reached at dusk Thursday. It was necessary to wait in the harbor for customs clearance, of course, but Leyshon had typewriters sent down from the Daily News tower, which is on the bay front. By the light of a flickering lantern, he and Mitchell then divided time between thumping out their stories of the wrecked Bahamas and fighting off the mosquitoes. The takes were carried from the plane to the Daily News office by an office boy, Mitchell's to be placed on the wire and Leyshon's to go into an extra,

Much might be said of the enterprise of the Miami Daily News in "handling" the story. But not now.

This has to do with two newspaper writers and a photographer who brought word from Nassau after the hurricane.



Mitchell of the A. P., Wiermier, pilot of the plane, and Leyshon, news editor of the *Miami News*, came back smiling from a desert isle.



"LAILA"

A Tale of the Days of Christ

EUGENE MacLEAN

827 Folsom St. San Francisco, Cal.

The Great Empire of The Southwest

is literally spending millions of dollars.
The thoughts, actions and habits of Southwesterners are influenced by their

Weekly Newspapers

Our organization represents 325 weekly newspapers in Texas, Oklahoma and New Mexico, and we can furnish complete market information on this territory.
A letter to our Dallas office will bring you some very interesting figures.

The H. L. Grable Co.

"National Advertising Representatives of Weekly Newspapers"
TEXAS—OKLAHOMA—NEW MEXICO

NEW YORK
25 East 26th St.
Phone Ashland 9127

PHILADELPHIA
Widener Bldg.
Phone Rittenhouse 9698

CHICAGO
123 West Madison
Phone Central 3021

DALLAS, TEXAS
606 Mercantile Bank Building

From the Linotype Mailbag

"Speed with a Cap 'S'"

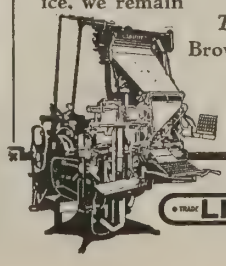
"Duplex rail I ordered by wire arrived last evening, which is what can be termed genuine speed, with a cap 'S.'

"You state that the telegram was received at 4:14 P. M. and the part dispatched at 4:30 on Monday. It arrived in Browns Valley and was in my hands at 6:30 the next evening. When you consider that it traveled a distance of about 600 miles in that time, it shows that Linotype Service is pretty well planned.

"It is the type of replacement service that makes one appreciate a large company. For had we not received this part promptly, we would have experienced a very serious delay, because the part snapped at a very critical moment."

Again thanking you for the service, we remain

The Valley News
Browns Valley, Minn.



LINOTYPE



Intriguing? yes!

Fascinatingly true to life, too, for Eugene MacLean makes them so.

And coupled with writing ability Mr. MacLean has sound business sense. He knows that the illustrations for his stories must be the "finest photographic pictures." He also knows that the medium used for distributing these illustrations to his clientele must be such as to insure perfect reproductions.

No wonder, then, that Mr. MacLean has adopted Certified Dry Mats and uses them exclusively; he finds, and his clients do, too, that the "mats are as good as cuts."

You, too, can use Certifieds with just as much profit and satisfaction.

Why not let us tell you how Certifieds can serve you. There's no obligation for asking for the facts or trying some samples.

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue
New York, N.Y.

For wet mat printing with DRY MAT facility — use Certifieds

Made in the U. S. A.

MINUTES PER COLUMN A COST YARDSTICK

Divide Number of Standard Columns Printed by Number of Minutes Worked—No Money Variations Apply

A method of computing composing room costs, without bringing into the equation the varying and confusing dollars and cents element, has been devised by a Canadian newspaper publisher. It is called the "minutes per column" system and according to its founder and the comparatively few American newspaper publishers who have put it into effect, it provides an unfailing measure for comparing the work of the composing rooms of two different newspapers or of one newspaper at widely separated periods. The variables caused by changes in wages or working hours are eliminated.

The pioneer of the plan recently outlined its history, as follows:

"In 1914, when the newspaper business was so flat and help was so difficult to obtain, the writer spent all the time necessary for a period of six months in the composing room, reorganizing production until many of the old ruts were entirely smoothed out and reasonable efficiency installed. Then we put it up to the foreman to maintain this standard on figures compiled by a new system. We found that due to changes in scale, bonus, hours of work, etc., a cost comparison, based on dollars and cents compared with the last period of reorganization, was valueless from an efficiency standpoint.

"To record this information on a basis that would be good for all time we reduced our April, 1915, figures to a basis of 'minutes per column' and found this to be 110 minutes for each column. The method of computation was as follows:

"The number of minutes per column (300 agate lines is taken as standard) is arrived at by dividing total minutes worked by total columns printed.

"Weekly compilation: To arrive at total minutes worked, multiply the total number of employes on composing room staff, including machinists, apprentices, janitor, proofreaders, etc.) by the regular hours per week worked. Add overtime hours and subtract lost-time hours. Reduce hours to minutes. A week is from Thursday to Wednesday, or whatever the newspaper's salary week is.

"To arrive at total columns published —from the total number of pages published subtract those not set in the composing room. Reduce pages to columns. Multiply by the number of lines actually in the column and divide by 300 to make the columns standard.

"Monthly computation: The same method as for weekly is followed, the total pages and hours worked for the month being taken as the basis. If the beginning or end of the month comes in the middle of the salary week, pages published and hours worked that week will be allocated to their respective months.

"The above eliminates all objections to a comparison on a basis of dollars and cents and we find it a very valuable yardstick, enabling us to judge the efficiency of our production each week, month, and quarter. We carry this out each week to show the superintendent the degree of efficiency in his department."

DENVER "FIXIN' " FOR I. A. A.

Mountain City Expects 7,000 to Attend Convention Next June

Denver is already formulating plans for the June, 1927, convention of the International Advertising association. Reginald Colley, special field representative of the association, was in Denver last week to confer with President R. H. Faxon and the board of directors of the Denver Advertising club.

Prediction has been made, that approximately 7,000 persons will attend the gathering.

"Two or three special trains probably will be run to Denver from the Pacific coast alone," said Mr. Colley. "The Pacific coast has a strong district association, older even than the international, and the date of the district convention at Portland, Ore., will be arranged so as not to conflict with the Denver gathering."

President Faxon has just received the Palin trophy which, following the usual custom, will be in the custody of the convention city during the year prior to the annual meeting.

WINNIPEG FREE PRESS ADDING TO HOME

Giant Flagstaff Surmounts New Addition, to Fly Paper's House Flag —A Novel Newspaper Custom Described

An all-steel flag pole towering 100 feet above the top of the addition to the *Winnipeg Free Press* building was placed in position last week. It is one of a series of three placed respectively at the north, centre and southern sides of the front of the building, all of which are of equal size and height.

The new pole at the base is 9½ inches in diameter, tapering off till at the top to 2½ inches.

When the new addition is completed, and forms part of the parent building, all three poles will be used. The center staff will carry the Free Press house flag, now being designed, while that on the north will fly the Canadian ensign, and on appropriate occasions used to display flags of sister nations. The south pole will spread to the breeze the Union Jack.

Distinguished visitors from foreign countries in more than one instance have expressed their pleasure on seeing their country honored, when on an anniversary or national holiday the flag of their country had flown from the Free Press building.

MICHIGAN DAILIES EXPAND

Expansion of two Michigan dailies is indicated this week in the change of the *Petoskey News* and the *South Haven Tribune* from pony clients to leased wire clients of the United Press.

AD BUREAU BOARD TO MEET

The committee in charge of the Bureau of Advertising of the American Newspaper Publishers' Association will meet in Chicago during the annual convention of the Audit Bureau of Circulations, Oct. 21-22.

VAN NUYS LEADER STARTS

Publication of the *Van Nuys* (Cal.) *Leader*, a new daily newspaper, began Aug. 9. United Press news is being used.

NEW PRESS IN ZANESVILLE

The *Zanesville* (Ohio) *Times-Recorder* is installing a new 24-page Duplex tubular press in its new plant, increasing its page capacity by 4 pages.

Largest morning and Sunday circulation in the Greatest Market west of Chicago
170,000 Daily
390,000 Sunday
LOS ANGELES Examiner

THEY KNOW IT PAYS!

GETTING advertising for the *Stuart* (Neb.) *Advocate* isn't really a hard job for A. N. Coats and his son, Norris, publishers of the paper. Besides their interests in the newspaper plant, they own the implement, furniture, undertaking and radio businesses in the town and are extensive landowners as well. "Yes, all our businesses advertise," admitted the younger Mr. Coats, "because it pays. Naturally other business men feel safe in advertising when they see that we have confidence enough to advertise in our own paper."

UNIFORM COST SYSTEM IN CALIFORNIA

Southern Publishers Compare Operating Expenses on Form Prepared by San Bernardino Auditor

After studying newspaper plants in all parts of the country, Ralph E. Parr, auditor and business counsellor for the *San Bernardino* (Cal.) *Sun and Telegram*, believes that the greatest field for progress in modern newspaper methods lies in cost accounting.

"Too few newspapers have any definite idea of what it costs to produce an inch of advertising," he told EDITOR & PUBLISHER this week. "Newspapers which keep strict cost figures in every department with monthly balances are basically sound and are ready to meet any changing condition."

Mr. Parr arrived in New York this week with his wife and three children after a motor trip from the Pacific coast. En route he has visited many large and small newspaper plants to study their methods. He is making the trip largely on behalf of the Southern California Editorial Association and his report, submitted on his return, will be sent to each member paper for study. Southern California newspapers are highly progressive, he stated, and are constantly seeking better operating methods.

Mr. Parr, who was a public accountant before he joined the San Bernardino papers eight years ago, and who still conducts a private accounting business, has installed a strict cost system on the Sun and Telegram.

It was Mr. Parr who prepared the cost accounting form adopted by the Southern California Editorial Association at its meeting last May, here reproduced.

"On my trip I discovered that practically every newspaper which keeps cost figures uses a different system. Classifications differ widely, and there is no standard. The form adopted by the Southern California Editorial Association is an attempt at a standard form practical for both large and small papers.

"Eventually all newspapers will have to keep accurate cost data. Conditions are changing rapidly. Such records are vital in modern competition."

"We know absolutely what our costs are on the Sun and Telegram. At the beginning of 1925 by reference to previous records we made an estimate of the amount of gross business and the amount of net profit for that year. When the year was up we found that net profits were $2,500 beyond the figure we had anticipated. Keeping costs enables a publisher to forecast his progress."

Mr. Parr was asked how his papers are combating the free publicity evil.

"Into the wastebasket is our attitude," he replied. "We firmly believe that printing free publicity not only causes readers to lose confidence in the news columns but that it depreciates the value of the advertising columns as well.

"All press agent matter and all requests for publicity go to the managing editor, who turns thumbs down. No free publicity goes through the business office. Only recently one of our largest adver-

What If You Are First In Linage?

How much information about your market, does this fact give the advertiser of canned goods—hardware—automobiles—or any other commodity seeking the proper fields to cultivate the distribution of his product.

Not only do we know the publisher's message to the advertiser, but we know how to put it across with a SMASH.

We are the service department for the publisher who is looking for new ideas that will sell his newspaper space to the national advertiser.

We create copy and layout campaigns for the publisher pictorially illustrated that visualize the publishers field, and tie up its value with the newspaper.

If you are interested in a real selling campaign get in touch with us at once.

Publishers Space Selling Service
49 WEST 45th STREET
New York City

iers wanted free space in connection wh an anniversary event, but it was ·used. We agree heartily with EDITOR & PUBLISHER'S stand in the matter of p:ss agentry."

Circulation is best promoted by a sound ·itorial policy coupled with solicitation) carriers, Mr. Parr said.

'Although we recently ran a success- f contest I do not favor this method) increasing circulation. I believe a ntinuous effort through the carrier rs to obtain three and six months' sub- iptions is far better in the long run."

The outstanding impression gained by r. Parr from visiting many newspaper ces is crowded quarters and need for ansion.

"Newspapers are growing so fast they are continually crowded and seeking more room," he said. "It was the same story in almost every office. Papers which built plants five years ago which they thought would be adequate for 20 years or more are talking about new buildings and additions. On the Sun and Telegram it is the same. A year ago we added another story to our plant. Right now we are so crowded it will be necessary for us to erect a six-story office building in the next two years, at the very latest."

Mr. Parr will drive back to the coast visiting plants in Cleveland, Detroit, Chicago, Des Moines, and Salt Lake City and other cities.

Morning [ ] Evening [ ] PUBLICATION NAME CITY
No. Pages Avg.....
Competition No. ..... Read Instructions on Reverse Side Before Filling This Out Circulation .....
Morning [ ] Evening [ ] Daily Average .....

PERCENTAGE STATEMENT OF REVENUE AND EXPENSE

SOUTHERN CALIFORNIA EDITORIAL ASSOCIATION

REVENUE

Advertising.....% Circulation.....% Miscellaneous.....% Total.....%

1. Editorial and News Department
   Pay Roll .....%
   Expense .....% .....%
2. Display Advertising Department
   Pay Roll .....%
   Expense .....% .....%
3. Classified Advertising Department
   Pay Roll .....%
   Expense .....% .....%
4. Circulation Department
   Pay Roll .....%
   Expense .....% .....%
5. Mechanical Department
   Pay Roll .....%
   Expense .....% .....%
6. Paper and Ink .....%
7. Fixed Charges .....%
8. Administration and Miscellaneous
   Pay Roll .....%
   Expense .....% .....%
9. Executive Salary .....%
10. Depreciation.....
    Rate Used—Machinery.....% Type.....%
    Furniture and Fixtures.....% Building.....%
11. Bad Debts (Actual Loss or Reserve?).....%
12. .....% .....%
13. Net Profit .....%
14. Total Expense and Profit or Loss..... 100%
15. Net Cost per Inch of Advertising (Total Expense Less Circulation and Miscellaneous Revenue Divided by Inches of Advertising).....%
16. Composition Cost per Page: { Composing Wages..... / Composing Expense.....
17. Total Mechanical Cost per Page (Comp.-Press-Stereo.).....%
18. Total Cost per Page (Total Expense Divided by Total Number of Pages).....%

Omit Job Department Revenue and Expense.

INSTRUCTIONS

This report should be a statement of percentages only—No money values are asked for—By closely following instructions you will produce results of great value to yourself and fellow members.

First: Ascertain the amount of your revenue from all sources. Then divide the amount of Advertising, Circulation and Miscellaneous Revenue by this figure, the resulting percentages for each segregation should total 100%. Enter these percentages in the space provided under the heading of REVENUE.

Second: Take the total amount of revenue, as first determined and divide it into the amounts of department and other expense shown under Items 1 to 13. Item 13 will thus show the per cent of profit made on revenue, but if a loss was sustained, the percentage under Item 14 will be more than 100%.

The following analysis shows some of the different classes of expenditures that are to be included in the classifications required by Items 1 to 13. Any extraordinary expense, such as Special Edition, Advertising or Circulation Campaigns, etc., should be stated under Item 12.

1. Editorial	2. Display Ad.	3. Class. Ad.	4. Circulation	5. Mechanical Dept. (Comp., Press., Ster.)
Press Assns.	Promotion	Promotion	Promotion	Metal
Telegraph	Cuts and Mats	Tel. and Tel.	Solicitors Ex.	Power and Fuel
Features	Tel. and Tel.	Supplies	Agencies	Blankets and Mats
Travel	Travel	Commission	Comics	Rollers
Supplies	Supplies	Collection	Tel. and Tel.	Repairs to Equip.
Miscellaneous	Miscellaneous	Miscellaneous	Supplies	Supplies
	Agency Com.	Discounts	Delivery Ex.	Miscellaneous
	Discounts		Premiums	

6. Paper and Ink. Include freight, hauling and storage with the invoice cost of newsprint.
7. Fixed Charges. Includes Rent, Interest, Insurance and Taxes. If you own the building and have charged off taxes, interest and depreciation in connection therewith, add the amount of difference between the total of these items and the amount you would pay as rent if less than rental cost.
8. Administration and Miscellaneous. General Promotion, Legal Expense, Dues, Telephone and Telegraph, Travel, Postage, Supplies, Miscellaneous, Donations.
9. Executive Salary. Enter here the percentage paid as salaries to the owner, publisher, business manager. If working part of time in other departments, state where and what per cent.
10. Depreciation. Enter here the percentage and show in space provided, the rates used in determining such percentage.
11. Bad Debts. Enter here the percentage of loss due to bad accounts and state whether this is an actual loss for the period or an amount set aside as reserve for future losses.
12. All Other Expense. Such as Special or Anniversary Editions, Special Circulation or Advertising Campaigns.

Front and reverse side of blank devised by Mr. Parr for comparison of Southern California newspapers' operating expenses. Explanatory notes which appear below rule are printed on back of 8½ x 11 blank.

Illinois—



Over 1600 petroleum wells in the State——

Illinois is known as a great commercial state—among the leaders in industry, ahead of many states as a railroad and shipping center. But how many realize that over 1,600 wells spout out wealth to their owners, and high wages to thousands of employees.

More than 22,000 barrels of crude oil is refined daily in Illinois, and the average daily production per barrel is greater than in Pennsylvania, West Virginia, and Indiana.

These are facts that have influenced many advertisers to select Illinois as a major market—and they have chosen wisely.

The papers listed below cover the majority of the homes in Illinois. They also furnish a good merchandising and distribution service. Write to them for the facts.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Aurora Beacon-News .....(E)	18,694	.06	.06
†Chicago Herald & Examiner.....(M)	385,276	.55	.55
†Chicago Herald & Examiner.....(S)	1,153,360	1.10	1.10
†Chicago Daily Journal.....(E)	123,771	.26	.24
**Evanston News Index.....(E)	6,729	.04	.04
**Freeport Journal-Standard .....(E)	9,613	.045	.045
**Joliet Herald News.....(E)	19,591	.06	.06
††Mattoon Journal Gazette.....(E)	5,712	.03	.03
**Moline Dispatch .....(E)	11,680	.045	.045
**Monmouth Daily Review Atlas...(E)	5,416	.035	.035
**Peoria Star.....(S) 22,497..(E)	29,874	.085	.07
Rock Island Argus.....(E)	11,248	.045	.045
**Waukegan Daily Sun.....(E)	5,213	.03	.03

**A. B. C. Statement, March 31, 1926
†Government Statement, March 31, 1926
††Government Statement, September 30, 1925

THEODORA BEAN DIES; NOTED NEWS WOMAN

Head of T-Bean Syndicate, and Former Editor of N. Y. Morning Telegraph, Passes Away—Tribute from Newspaper Club

Theodora Bean, editor and owner of the T-Bean Syndicate, New York, is dead. Complications following an operation caused her death in a New York hospital late Thursday evening, Aug. 5.

Funeral services held Aug. 9 were attended by members of the New York Newspaper Club of which she was president. Tribute to her memory was paid by fellow journalists of the Newspaper Club of New York, in the form of a letter from William Preston Beazell, assistant managing editor of the *New York World,* and club president. He wrote:

"On behalf of the Newspaper Club of New York I extend to the New York Newspaper Women's Club our sincerest sympathy in the loss of your president. Miss Bean was a truly distinguished figure—distinguished in ability, integrity and personality. Her passing will mean much to you, but it will also mean much to the profession to which she devoted her life."

Miss Bean was born in Anoka, Minn. At 19 she left Carleton College, Northfield, Minn., to seek a newspaper job in Chicago. Charles H. Davis, who was managing editor of the *Chicago Daily News,* gave her her first assignment, which was to write an advance story of a society bicycle race. Her resourcefulness so compensated for inexperience that her story was printed on the front page, with illustrations by John T. McCutcheon. The freshness of the style caused the managing editor to engage her as a regular member of the staff.

The young reporter covered club news, worked in the sports department, took general news assignments, and learned from George Ade, a fellow member of the staff, how to rewrite. When Carrie Nation arrived in Chicago to clean up the saloons, Miss Bean was assigned to interview her. She induced Mrs. Nation to spend the night at a Turkish bath, thus eluding other newspaper reporters. Miss Bean's interview was thus the only one to appear next day.

Miss Bean later went to Europe. Interviews she obtained there were so readily accepted by American newspapers that she made a second trip.

Shortly afterward she joined the staff of the *Morning Telegraph* as a feature writer. The news stories she wrote of the gathering of suffragists at the Newport home of Mrs. O. H. P. Belmont attracted the attention of the late James Gordon Bennett, who asked her to do feature work for the *New York Evening Telegram.* After another trip to Europe, she rejoined the Morning Telegraph as Sunday editor. In 1924 she resigned, and a year ago founded the T-Bean Syndicate.

The syndicate has been discontinued.

Largest Weekday Circulation in THE CITY
The Item Tribune
NEW ORLEANS

GEORGE C. BRIGGS

New York Correspondent of Chicago News 30 Years with That Paper

George C. Briggs, 48, a newspaper reporter for the past thirty years, most of which was spent in service of the *Chicago Daily News,* died Aug. 9, in New York, after an illness of three days. Pneumonia was the cause of death.

Mr. Briggs was known to hundreds of soldiers for his "greetings from Chicago" as the New York representative of the Daily News at the close of the war. He established the Daily News' New York bureau in 1919.

Mr. Briggs began his career as a reporter on the Daily News in August, 1899. Except for an absence of about two years, from 1906 to 1908, his connection with the paper was virtually continuous. Early in his career he covered the many labor troubles in Chicago. Later he was appointed picture editor.

In the fall of 1918 Mr. Briggs was given the assignment of meeting transports in New York harbor, meeting the Chicagoans aboard, extending to them greetings from their home city and wiring the glad tidings to be published for their relatives and friends to read.

REPORTER'S BODY FOUND

Daniel Madden, New York American, May Have Been Murdered

The body of Daniel Madden, a young reporter for the *New York American,* was found Wednesday evening, Aug. 11, near Peekskill. Because of the battered condition it was impossible to tell whether he was murdered or had been accidentally killed.

Madden, who had been dead about fifteen minutes, according to a surgeon who examined him, was lying on the edge of Wallace's Pond, his head a few feet from the water. He was badly cut and bruised.

Madden, who was 19, was in training at Camp Smith, about two miles from the pond, as a private in Co. H, 71st Infantry, New York National Guard. He had been missing from camp all day, and the body was discovered accidentally by a civilian who was walking along the shores of the pond.

Obituary

Alton Harmon, 50, publisher of the *Erie* (Pa.) *Herald,* died in that city.

Harry L. Andrews, publisher of the *Woburn* (Mass.) *News,* died in Woburn recently. Mr. Andrews began his newspaper career as a printer on the *Middlesex Journal.* He founded the Woburn News 15 years ago.

Thomas A. Dunn, 35, formerly advertising manager of the *Douglas* (Ariz.) *Dispatch* and more recently connected with the *Tucson* (Ariz.) *Citizen,* died recently.

L. P. Mitchell, 62, editor and proprietor of the *Corcoran* (Cal.) *Journal,* died July 24.

Mrs. Julia Frances Spear, 57, wife of J. W. Spear, editor of the *Phoenix* (Ariz.) *Republican,* died July 29.

Charles Stevens, 95, first financial editor of the *Cincinnati Enquirer* and a man who was noted as never having had a vacation or a day or night off from his desk since 1893, up to his retirement at the age of 90, died Aug. 5 in this city. The late John R. McLean lured him from the staff of the old *Cincinnati Commercial Gazette* by offering a bonus for him to start a "Finance and Traffic" column in the Enquirer.

Aaron William Hardman, 71, editor and publisher of the *North Adams* (Mass.) *Transcript* since 1883, died at North Adams, Aug. 6, after a brief illness. He entered the newspaper field many years ago when he purchased the old *Hoosac Valley News,* a weekly publication. A widow and two children survive.

Harold Miller, 22, staff artist of the *Sioux City* (Ia.) *Journal,* died suddenly Aug. 2. He had been on the Journal staff for the last two years.

Fordyce Benjamin Johnson, 65, former reporter on the *Omaha World-Herald* in the early '80's and later on newspaper staffs in Kansas City, St. Paul, Chicago and New York, died Aug. 1 after a brief illness in Pontiac, Ill.

per publisher at Chillicothe, O.

Gilbert B. Daniels, 70, died after 12 hours' illness in a San Francisco hospital Aug. 3. He had been publisher of the old *Oakland Enquirer* for 20 years, after which he entered politics.

James N. Purdum, president of the Copper Belt Printing & Publishing Co., publishers of the *Globe* (Ariz.) *Record,* died Aug. 6, following an extended illness. Burial was at Hollywood, Cal.

F. R. MacKenzie, for 20 years a member of the *Vancouver* (B. C.) *Province* composing room staff, died recently at the Printers' Home, Colorado Springs.

Ernest W. Raper, 55, formerly of Columbus, O., died at the Soldiers' Home in Dayton a few days ago. He was a brother of the late Frank (Tod) Raper of the *Columbus Dispatch,* and of John Raper, of the *Cleveland Press.* His father was John Raper, former newspaper publisher at Chillicothe, O.

F. E. Johnson, 51, editor of the *Rossville* (O.) *Leader,* died in that city a few days ago.

Mrs. Chase S. Osborne, Jr., 36, wife of the publisher of the *Fresno* (Cal.) *Morning Republican,* died Aug. 4.

Cleaner, Brighter Pages *Spell Success*

JUST as surely as night follows day, cleaner, brighter pages spell bigger success for the newspaper. And the surest, fastest, most economical way to brighten your pages is to set them with sparkling new type in Ludlow sluglines.

The Ludlow user has at his instant command all the distinctive, new typefaces he can use—in six to sixty-point, condensed, medium-width and extended faces. Sorts shortage is impossible, as he sets matrices—not type.

Advertisers are quick to recognize the increased value of Ludlow-set ads and heads—a value that will be apparent when all the facts are known. *And the facts are yours for the asking.*

Ludlow Typograph Co.
2032 Clybourn Ave., Chicago
San Francisco—Atlanta—Boston—New York

LUDLOW QUALITY COMPOSITION

AUTOMOBILE PRIZE CAMPAIGNS
Get the Circulation
Get the Money For It
Get It Quickly
Get It Right
Conducted on THE KENDALL PLAN

Contracts for
FALL and WINTER
CIRCULATION DRIVES
are being made
—NOW—
WIRE OR WRITE FOR DETAILS, REFERENCES OR SPECIMEN CONTRACT.
W. S. Kendall Company
104 NORTH BAILEY AVE.
LOUISVILLE, KENTUCKY

GROWING IN IMPORTANCE
The Inter-Mountain territory of Utah, Idaho, Western Wyoming and Eastern Nevada is rapidly developing and becoming more important to the advertiser whose merchandise has national distribution.
Don't overlook this rich section of the West.
The Salt Lake Tribune
THE S. C. BECKWITH SPECIAL AGENCY
—Sole Eastern Agents—
New York—Chicago—Detroit
St. Louis—Kansas City
Atlanta
M. C. MOGENSEN & CO., INC.
Pacific Coast Representatives
San Francisco—Los Angeles—Seattle

Greater Merchandising Service offered, than any other Milwaukee paper.
THE MILWAUKEE LEADER
"Unawed by influence and Unbribed by Gain"
Advertising Representatives
FRALICK & BATES
Chicago, New York, Atlanta, Los Angeles

Continued Leadership

For the month of July, 1926, The Sun published over 100,000 lines of advertising more than the second New York evening newspaper.

For the first seven months of 1926 The Sun led the second New York evening newspaper by over 800,000 lines of advertising.

The Sun
280 Broadway New York

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION
Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.
Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.



Our Own World of Letters

By JAMES MELVIN LEE

the *Little Times* for August—the house organ of the *New York Times*—be found several items of more than al interest. Possibly the most impor- of that group is the one on the edi- al page headed "Sent the Times ws by Sahara Camels." It tells of experiences of Harold Norman ny, a member of the news staff who ently returned from Africa.

eporters who want to become foreign respondents may not be quite so ious after they have read this com- nt:

f any newspaper correspondent could cover nts in North Africa as capably as the fleas er a newspaper correspondent there he ld establish an enviable record in journal-

enny's description of the Sahara is a ghtful piece of reporting. In describ- how events were covered in Morocco asserts that the two biggest problems reporting such stories were those of nsportation and telegraphic transmis- n. Of these difficulties he speaks as ows:

he French censorship at Fez for a time was pling, but the American correspondents pro- ed so strongly against it that eventually the fers in charge were transferred and the work administered personally by General Mougin, was the soul of courtesy and efficiency. censors seldom altered dispatches seriously, they delayed them frequently.

his issue of the Little Times outlines plan for handling visitors anxious to a newspaper in the making, lists the mber of employees on the Times in a le covering the years 1906-1926, an- nces the awards of twenty-eight prizes welve members of the staff who found tectionable features in announcements, prints an advance notice of the typo- phical rules book of the Times—now course of preparation. Mention is also de of the third edition of the "New k Times Type Book" which has just ne from the press.

* * *

A PAMPHLET, "Robert E. Lee and Journalism," by Roscoe Ellard has reached my desk. It opens with an count of the effort of Gen. Lee to es- ish technical instruction in journalism Washington College—now Washington Lee University—in 1869. Mention is le of the fact that the only leading or of the time who favored special ruction was Whitelaw Reid of the *w York Tribune.*

Considerable space is given to an in- iew with Prof. Preston Johnson of history department of Washington lege as reported in the columns of the *w York Sun.* Gen. Lee in his plan posed the establishment of press olarships. When asked about these f. Johnson replied:

The reason we propose giving these press scholarships is this: that printing is one of the arts which diffuse education and we should therefore seek to qualify printers for the task of educating as far as possible. We do not hope to make men fit for the editorial chair *at once,* but we do hope to give them as thorough a training as possible in the ways of their profession and to give them as good an education as possible that they may make better and more cultivated *editors.*"

Section two of the pamphlet deals with modern training for journalism, describes the courses offered in that subject at Washington & Lee University, and concludes with a list of newspapers contributing to the Lee Memorial School of Journalism—supplemented by an additional list of the various chapters of the Daughters of the Confederacy that have subscribed to its support.

Prof. Ellard who heads the technical instruction in journalism at Washington & Lee University has presented a side of Gen. Lee's character too often overlooked by historians. Lee was a warrior, but he was also an educator. It may be news to some to learn that at one time he was the officer in charge of the United States Military Academy at West Point. While Commandant of that institution he made many important revisions in its curriculum.

* * *

THE current issue of the *Washingtonian* of Washington University of St. Louis contains on its cover a picture of Walter Williams, dean of the School of Journalism of the University of Missouri. He was the recipient at the last commencement of Washington University of the honorary degree of L.L.D.

In conferring this degree upon Dean Williams, Chancellor Hadley paid a fitting tribute to the services of Dean Williams to journalism. But the part under which I put ditto marks is, "But your friends will probably find their greatest satisfaction in the fact that through your ability, your courtesy and your kindliness you have won for yourself an enduring place in the minds and hearts of all who know you."

* * *

READERS of this department are doubtless familiar with that series of advertising pamphlets entitled "Tell It To Sweeney" published by the *Daily News,* the New York tabloid. Consequently this item is a memo not to overlook "Good News and Bad" by Agnes Repplier in the July number.

This article by Miss Repplier, originally published in the *Commonweal,* is an answer to "Headlining Happiness" by Willis J. Abbot, editor of the *Christian Science Monitor.* In replying to Mr. Abbot's statement setting forth the policy of the Monitor Miss Repplier prints the following:

There is a great deal to be said in favor of expurgated news, and only one objection to be urged against it—the life so indicated is not the life about us, the world so described is not the world we live in. It is pleasant to dwell with the Monitor upon "every event, material, intellectual and spiritual, which has its bearing upon the ascent of man;" but man is not ascending in a straight line, beautiful and exhilarating to behold. His progress is so impeded that it is a trifle hard at times to know if he is going up or down. He was stumbling along in this fashion when Plutarch unkindly remarked that his falls were more interesting than his climbs. He was making the same irregular advance when Montaigne, observing him, and knowing the weakness of his own heart, saw the candles lighted before St. Michael and the dragon. Today the ascent is as difficult, the downfall as easy as ever, which is why an unblinking Church preaches penance and atonement for sin.

After admitting that much has been said about the atrocious "crime news" published in American newspapers, Miss Repplier reminds her reader that the atrocity lies in the crime rather than in the news. She calls attention to the fact that there are nine ways of being an accessory to sin and that one of these is silence. In mentioning the fact that any assertion that crime news stimulates youth to crime is at least a disputable point she is careful to point out that men "are always searching for incidental rather than for fundamental causes."

The paragraph, however, that deserves to be marked in red is the one that begins:

The American, it has been said, bears lightly the burden of human knowledge and of human pain. He is not looking for trouble at home, and he is not lying awake at night because of trouble elsewhere. He needs coddling less than any man on earth, and he can bear plain speaking better.

The trend of the entire article is given in the original cartoon which illustrates the article. It has for its caption "The Press, contemplating sweetness and light." This cartoon shows the press dramatized as an individual smelling a sweet flower while blinders beside the eyes blot out crimes being committed on either side and in the rear.

* * *

W. ORTON TEWSON shakes the following from his "Attic Salt Shaker" on the literary page of the *Philadelphia Public Ledger*:

According to James A. Campbell, one of the best known old-time newspaper men in the country—every one calls him "Uncle Jim"—it wasn't Hubbard who administered the gentle rebuke to Dick Davis for his snobbishness in signing the hotel register "Richard Harding Davies and Valet."

"Here is the true story," writes Uncle Jim: "The place was Devon Inn, just outside of Philadelphia, Davis registered:

Richard Harding Davis and Valet.

Barclay H. Warburton, then publisher of the *Philadelphia Evening Telegraph,* came in. He was a cousin of Davis. He wrote:

Barclay Harding Warburton and Valise."

If Quality
of circulation is your first consideration

The Evening Star
With Sunday Morning Editions
Washington, D. C.
will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

N. Y. Office—110 E. 42nd St.
Dan A. Carroll
Chicago Office—Tower Building
J. E. Lutz

A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.

With a constantly increasing circulation, plus a constant growth in advertising lineage, the New York Evening Graphic offers the advertiser an extremely profitable opportunity.

Published by BERNARR MACFADDEN
NEW YORK
EVENING GRAPHIC
H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

MICHIGAN
is growing faster than any State in the Union.

Its increase in manufacturing products surpasses anything in the world.

BOOTH NEWSPAPERS
cover Michigan outside of Detroit—Eight principal cities with the only or leading Newspaper in its respective community.

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

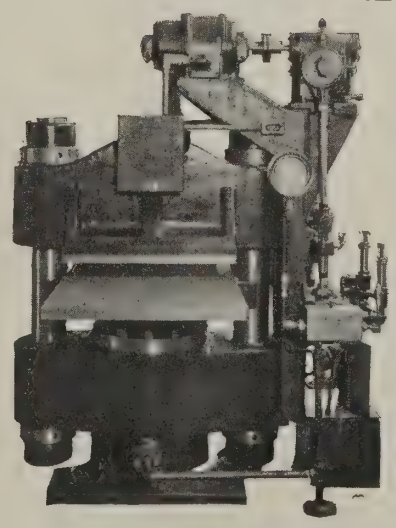
National Advertising Representatives
I. A. KLEIN, 50 East 42nd St., New York City
J. E. LUTZ, Tower Building, Chicago, Ill.

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.

Member A. B. C.

URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representatives:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
J. J. BIDWELL CO.
82 Market St., San Francisco, Cal.
mes Bldg., Los Angeles, Cal.

BIROTADRUCK



HYDRAULIC MATRICE PRESS
Direct Pressure Under Complete Control. Fast, Positive, Non-Vibrating Hydraulic Operation. The first successful hydraulic matrice moulding press to be introduced into this country.
Birotadruck Presses are now in operation on the plants of The New York Times (3 presses), New York Herald-Tribune (2 presses), Boston Globe, Cleveland Press and Dallas News.
AMERICAN BIROTADRUCK CO., Inc.
120 West 42d St., New York City

DO YOU NEED A TRAINED MAN?
The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.
If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.
NO CHARGE TO EMPLOYERS

The **DES MOINES CAPITAL**
Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.
It is the best Advertising buy in the midwest
O'Mara & Ormsbee
Special Representatives
The DES MOINES CAPITAL
Lafayette Young
Publisher

GERALD W. JOHNSON will print an interesting article about journalism in the *American Mercury* for September. He thus describes journalism below the Potomac:

At present Southern journalism is in the main controlled by the sublime slogan of business: "Give the public what it wants." The Southern public, as a whole, has not in this generation tasted leadership by the press, and so it does not want it—as yet. It is content with the gist of the Associated Press dispatches in the news columns. It is content with an editorial page made up of thundering denunciations of the Republican party and of Antichrist, variously personified in Clarence Darrow, the Pope, Harry Emerson Fosdick and the Elders of Zion, balanced by maudlin eulogies of the Southern climate, the Confederacy, cotton manufacturers, and successful realtors. It is content with features including book reviews by estimable maiden ladies who accept Miss Rutherford as a historian inspired of God and infallible and who think Dreiser uncalled-for, music criticism by the most oppressed of the cubs, dramatic criticism by the third assistant advertising manager (he who handles the theater accounts), and, for the rest, canned stuff from the syndicates and the comic strips.

* * *

THE house organ of the L. C. Smith Typewriter Company is called *Typebar Bulletin.* In the current issue there is an article telling how one of its dealers turned printer during the general strike in England. It thus quotes from the *Northampton Mercury* a description of how the *Northampton Daily Echo* maintained regularity of publication through typewritten newspapers:

Two days before the strike was declared, a Northampton daily paper approached V. P. Chisholm and Company, the well known typewriter and duplicator experts, of the Arcade, with a view to ascertaining the possibilities of their services. Such a contingency had never before arisen in the history of journalism. However, arrangements were speedily got in hand, and all other work stopped. Here the L. C. Smith typewriter, for which Messrs Chisholm are sole local concessionaires, proved its sterling worth. Three machines were pressed into service and a very interesting experiment was tried with a view to speeding-up production on the duplicators. It was found possible to cut two and even three stencils simultaneously upon the L. C. Smith; thus, the moment a stencil was finished, several rotary duplicators could be brought into operation at once.

IN the *Iowa Journalist* for August is an editorial, "The Eternal Fight Against Injustice," that reviews some of the attempts in America to curb the freedom of the press. It concludes with a quotation from EDITOR & PUBLISHER about the Dale case.

* * *

TWO articles in *Oregon Exchanges* should be marked. The first is "How Banker and Editor Can Work Together for Public Benefit," by E. O. Blanchar, president of the First National Bank at Hood River, Ore. The other is "China Rich Field for Journalist," by Erma Zimmerman Smythe whose husband was at one time a professor in the Peiyang National University, a Chinese government engineering school, at Tientsin.

* * *

GENE FOWLER, formerly managing editor of the *New York American,* and now promotion manager of the King Features Syndicate, contributes to *Circulation* for July an article on Dean Williams of Missouri. Briefly, the article is a personal impression of Journalism Week at the University of Missouri in general, and a personality sketch of its "Trail-Blazing Dean" in particular.

IN preparing "Theory and Practice of Advertising" (McGraw-Hill Book Company) S. Roland Hall went about the preparation of his manuscript in the right way. He wrote to teachers of advertising to find out what kind of a text they wanted. Knowing the demand, he then sought to produce the product to meet it. He has done a good piece of work.

One of the best selling points of the book is that it treats advertising as a business force which interlocks with other business forces, such as personal salesmanship, and is interwoven with other elements such as the design of the container. Mr. Hall frankly admits that "the popular conception of advertising has been unfortunate in more than one way."

He also openly confesses that advertising in some of its forms is open to criticism, as this quotation from the book will show:

Advertising employed with only the most commercial and selfish motives has created fortunes, large or small, for patent medicines and oil stocks of uncertain or no value.

Advertising in the hands of unscrupulous politicians and publishers has spread abroad biased views of city, state or national affairs.

Advertising, used timidly and to too small an extent, to influence opinion or desire to any noticeable extent, has fallen short of success and wasted the advertiser's expenditure.

Advertising, placed in poorly selected media, in immoderate space, with weak appeals or with unwisely timed schedules has squandered great sums of advertiser's capital which in many instances was never recovered.

Attention is thus called to the fact that not all advertising aims to educate the people to buy more goods:

Mankind is being urged, through the printed word, to save, to use the banks, to invest in a home, to beware of unwise speculations with money. "Safety First" methods, though exploited by lecture, demonstration, and personal caution, are disseminated even more broadly through the medium of advertising.

* * *

CONSIDERABLE space is devoted to the distribution of the product. In this part of the book Mr. Hall might well have listed those newspapers which will not accept advertising unless the product advertised has distribution within the newspaper trading radius. But in spite of this omission one of the best sections of the book is that dealing with the need of data on specific markets. The graphs shown in this section are especially illuminating.

The section headed "Psychology of Advertising" deserves more than passing mention. In it Mr. Hall makes a distinct contribution to the literature on the subject. The trend of this part of the book may be summed up in the assertion that "the *scientific* deductions of one generation become the *common-sense knowledge* of the next." In this section Mr. Hall reprints the following results of some newspaper tests on the attention value of advertisements:

That one 2-inch advertisement received as much attention, apparently, as another advertisement measuring 9 inches. This shows what good copy, good illustration, good display or good position may do.

That single-column advertisements under 6 inches are not likely to be seen by more than 5½ per cent of the circulation of the paper—which seems to sustain the belief of many advertisers that good copy can be safely repeated a number of times, though probably it is not best, because of the 5½ per cent who see it the first insertion, to repeat immediately.

That advertisements running from 15 to 30 inches apparently receive an average of 8.89 per cent of attention as compared with attention-value of 6.72 per cent for advertisements running from 1 to 15 inches. Such findings can hardly be taken as being extremely accurate, but they seem to indicate that increasing the size of space does not necessarily increase the attention-value proportionately, or else it follows that small advertisements are generally better written or displayed more effectively.

That the second and third pages of a paper, when these are devoted to live news, receive from 15 to 20 per cent more attention than pages generally, and an attention superior to that given the sporting page or the last page.

That illustrated copy has a higher attention-value than unillustrated copy—a principle long ago recognized—but that statements in copy are remembered better than illustrated values or features.

That right-hand newspaper pages are slightly superior to left-hand pages.

That the upper half of the newspaper page has an attention-value approximately 25 per cent greater than the lower half. This, however, might not be true if the page contained only one half-page advertisement, placed either at the top or the bottom; the principle applies to pages containing more than two or three advertisements.

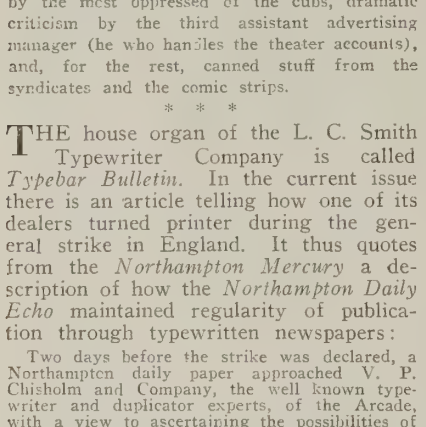
What is said about pruning, transposition and substitution in order to make advertising copy more effective may be read to advantage by reporters. The text columns of our newspapers would unquestionably be improved if reporters, instead of being on space rates, had to pay so much per line for what was inserted. The long string is often good for the reporter but bad for the reader. The reporter, therefore, should begin his perusal of this volume on page 187. He should not overlook what is said about human-interest copy on page 212. The copy desk may well peruse what is said about clarity and pertinency of headlines. Here advertising takes some lessons from daily journalism.

On the subject of newspaper practice the situation is thus summed up:

On account of the short time allowable for changes, newspapers object to giving revised proofs as a general practice. Some newspaper offices ask that they be allowed to print advertising without submitting proofs at all, but this is hardly desirable unless the composition is of a simple nature. Where the copy abounds in detail, description, prices and the like, embarassing errors are likely to be made in the advertiser's announcement unless he calls for at least one proof. But unless the proof is very erroneous, a newspaper office should be allowed to make corrections and to proceed with the insertion of the advertisement. An exception to this rule is found in the case of large stores that supply their copy several days ahead of publication and where there may, possibly, be ample time to submit a proof showing the corrections made.

Members of the circulation staff ought to find the letter of the *Baltimore News* full of suggestions on how to make circulation letters original and interesting. This letter of the Baltimore News may be found on page 458.

"Theory and Practice of Advertising" is a sound exposition of advertising in its various aspects. The text is developed logically and clearly; the points are well made and very aptly illustrated. Sectional headings aid in promoting reference value. Students of the business of advertising will find in the chapters on marketing campaigns, problems of retail and sectional advertising, mail-order and direct advertising, detailed and complete resumés of the current situation.



The Normal Season in Miami

23%
MORE CIRCULATION

Herald July circulation figures this year as compared with the same period for 1925 show a net increase of 23%—substantiating the continued phenomenal growth of Miami and its market under normal conditions—at a time when nearly every reader is a bona fide resident.

No other market in America is in as healthy a state as the Miami market. No other market offers greater possibilities to the national advertiser.

The Miami Herald
"Florida's Most Important Newspaper"
Frank B. Shutts, Publisher.

MERCHANT & EVANS CO.
PHILADELPHIA

Producers of

SPARTAN TYPE METAL

Since 1866

LINO • MONO • STERO
INTERTYPE COMBINATION

Stocks in Principal Cities

Buffalo, The Wonder City of America

Buffalo—a Profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo Homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y. — Tribune Tower Chicago, Ill.
Atlantic Bldg. Philadelphia — Waterman Bldg. Boston

HALF A STATE COMPLETELY COVERED
at one Combination Rate
EVENING COURIER MORNING POST
Two Great Newspapers—Published at Camden, N. J.
National Representatives
STORY, BROOKS & FINLEY



Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

Peoria
The Try-Out City
THE PEORIA
JOURNAL
Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

WHAT OUR READERS SAY

HERE'S A HUNCH

To Editor & Publisher: In view of the recurrent excitement over swimming the English Channel why should it not be possible for some newspapers to stir interest in swimming Long Island Sound, Chesapeake Bay, or other well known bodies of water in this country?

Evart G. Routzahn.

BEATING DISCOUNT DATE

To Editor & Publisher: We have a letter from one of the largest advertising agencies in the country. It reads:

"The attached bill is returned for the reason that you have incorrectly written our firm name.

"You will note from insertion orders submitted to you that our correct corporate title is

"Blank, Blank & Company, Inc.

"Please make the necessary corrections and return to us when we will avail ourselves of the usual cash discount period of 10 days from receipt of invoice.

"Please observe this ruling when rendering future invoices in order to prevent unnecessary delays in payment of bills."

The amount of the bill for advertising was less than $50. The name as written on it by our clerk was Blank and Blank. Of course we shall use the letter to impress upon our bookkeeping staff the importance of accuracy in even the smallest details. Nevertheless we consider this letter the most novel of any we have received from a big concern. Our "corrected" bill will not reach the company until the fifth, so that the discount period will have been extended five days, according to their way of reckoning. We could refuse the discount if we didn't have things of far greater importance to worry about. But what's the use? The bookkeeper who returned our bill won't be looking for Blank, Blank & Company, for very long. Someone will find him out.

James M. Langley,
Concord (N. H.) *Daily Monitor.*

PERENNIAL WEEDS

To Editor & Publisher:

May we commend your editorial, "A Criminal Business," in issue of July 31st. The pseudo news agency seems to be the vilest of perennial weeds and is one which should not be allowed to encroach upon the ground of the legitimate publishing business. The more publicity which is given to such tawdry business, the better.

R. K. Leavitt.
Secretary-Treasurer.
Association of National Advertisers, Inc.

IMPORTANT IF TRUE

To Editor & Publisher:—If your space is good these warm days, put this question before your readers:

Why are so many publishers, supposedly interested in the increase of population in their own fields and in the increase of their circulations, allowing the insertion of innocently (?) worded abortion pills.

Please observe, dear editor, that I have not named the group or groups of publishers that are taking their dividend dollars from this abominable business. I am leaving this to the imagination. But if office boys are responsible for letting this sort of advertising get by, it is evident that a good number of office boys are in managers chairs in the year 1926.

S. Roland Hall.

NEWSPAPER IS AIDING MEN'S WEAR STORES

Detroit Free Press Starts Publication of Series of Advertisements in Interests of Those Who Sell Clothes to Men and Boys

The *Detroit Free Press* last week started publication of a series of advertisements "in the interests of those who make and sell apparel of every sort for the men and boys of Detroit."

Copy of the series is designed to instill "clothes consciousness" in the minds of masculine readers of the Free Press.

Text of the initial advertisement read in part:

"One cannot be well-dressed from happy-chance, but from plan, and while man is not called upon to study the amazing vagaries of the mode as is the fairer sex, yet clothes correctness does call for some usage of the 'noodle.'

"Those who make good clothing, and those who sell good clothing in Detroit present to you each morning through the pages of the Free Press the mode-message for men, and their advertisements you can study with pleasure and respond to with profit."

The "eye-catcher" of the first advertisement was the slug "If Lincoln Had Been Well Dressed." The copywriter then goes on to say that whether or not Lincoln would have had more influence had he been a so-called "Beau Brummel" is debatable, but that, after all, not every man "has or can acquire the immense personality of the 'Great Emancipator.'"

Text is illustrated with a line cut of an old "Uncle Tom" valet holding what might have been Lincoln's great-coat.

WILLIAM CANTNER CHAPIN

Former Publisher of Sacramento (Cal.) Union Dies in 93rd Year

William Cantner Chapin, 92, former publisher of the *Sacramento* (Cal.) *Union*, died Aug. 10 in San Francisco, Cal.

Mr. Chapin was born in Penn Yan, N. Y., Nov. 13, 1833. He went to California in 1858 and engaged extensively in mining there and in Nevada. In 1860 he won distinction fighting the Sioux Indians.

For some time, Mr. Chapin was associated with William Rockefeller and S. H. Rogers in the oil business. Later he became publisher of the Union, of which his son, W. W. Chapin, is now publisher.

REPORTER A POLICE JUDGE

Also Acting Prosecutor of Covington and on Times-Star Staff

"Guilty, yer honor!"

"Not guilty, yer honor!"

"May it please yer honor, I should like to submit that . . ."

These were salutations that trickled into



His Honor, H. R. McMillan

the ears of Hervey R. McMillan, 26, Latonia, Ky., a member of the *Cincinnati Times-Star* staff.

Sitting on the bench of the Covington police courtroom, armed with the dignity of the law, "Mac" proceeded to deal out justice to the motley crew of minor offenders whom the Covington police had arrested over the week-end.

Ears that had been accustomed to hectic recitals of crime and wild adventure, which ultimately dribbled through typewriters and copyreaders' pencils into print, now began to hear another side of crime.

This was the sordid side, stripped of the romance and glamor which attaches to written accounts of ventures on forbidden ground.

For a week "Mac" was a judge, taking the place of Judge George E. Philipps, on vacation. "Mac" is a full-fledged lawyer, having been admitted to the Kentucky bar in April, 1924.

Just now he is holding down three jobs. He is acting police court judge; he is acting county attorney, in the absence of County Attorney Rodney Bryson; he is staff man on the Kentucky Times-Star, which is by no means a "snap."

NEW LOUISIANA GROUP

The meeting in Minden for permanent organization of a North Louisiana Press Association has been set for Aug. 15. John W. Conniff, president of Louisiana Polytechnic Institute, Ruston, will speak.

FLORIDA
continues to be the fastest growing state in the Union.

TAMPA
is the recognized industrial center and the most substantial city in Florida.

THE TAMPA MORNING TRIBUNE
is the only morning and the only Sunday newspaper in Tampa, covering the entire rich, productive and populous territory of Southwest Florida, reaching a population of 713,943.

200,000 Daily Readers.
300,000 Sunday Readers.

Represented nationally by
The S. C. Beckwith Special Agency.

E. F. S.
Editors' Feature Service
Over 70 independent newspapers throughout the country subscribe to this fine daily service as a protection against rising feature costs.
Six Pages Daily
Illustrations in Mat Form
Write or wire for samples, price and territory.
Editors' Feature Service, Inc.
1819 Broadway, New York
Allied with Johnson Features, Inc.

The right thing can't be done the wrong way. Records say we know the right way to build classified volume.
THE BASIL L. SMITH SYSTEM, Inc
International Classified Advertising Counsellors
Packard Building, Philadelphia

COMPLETE WIRE REPORTS FOR EVENING AND SUNDAY PAPERS
International News Service
Get It FIRST but First Get It RIGHT"
63 Park Row
NEW YORK CITY

Among The Newspapers Publishing
Constance Talmadge's Flapper Series
Chicago Journal — Philadelphia Sun
Detroit News — Buffalo Times
Toledo Blade — Louisville Courier J'l
Omaha Bee — Oakland Post Enquirer
Peoria Star Journal — Memphis News Scimitar
Newark Jersey Transcript
Why Not Join This List of Papers
Wire for Terms and Territory
COSMOS NEWSPAPER SYNDICATE INC
Covering the World
NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY
Herbert S. Houston, President and Editor-in-Chief
Myles F. Lasker, Vice-President and General Manager

Wheeler-Nicholson, Inc.
Complete Feature Service
Wire us for samples and prices of the
Largest, Most Original
Most Artistic and Finest
blanket feature service on the market, which includes IVANHOE, VIVIAN VANITY, and the FAMOUS SHORT STORY SERIES, in addition to SPORTS, WOMAN'S PAGE FEATURES, COMICS, FICTION, VERSE, CARTOONS and everything for the newspaper.
Wheeler-Nicholson, Inc.
Malcolm Wheeler-Nicholson, President
373 4th Ave., New York City

GRAVURE SECTIONS PRINTED
SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK
Standard Gravure Corporation
LOUISVILLE KY

N. Y. WORLD STARTS TEST OF DRY MATS

Now Using Them Exclusively—Experimenting Also with Hoe Hydraulic Sterotype Machine—New Presses Being Installed

The *New York World* on Aug. 4 started a test of dry mats, using them exclusively in publication of the daily and Sunday editions. For the past year and a half, according to L. E. Owens, production manager, dry mats have been used on the picture page, but this is the first time they have been given a test on the whole paper.

At the same time, Mr. Owens said, the World is experimenting with one of the new Hoe hydraulic stereotype molding machines.

The World is now installing the last two units of a 10-unit Duplex press and is also adding an additional unit to two octuple presses, making them dectuples. All together so far 28 new Duplex units have been added to the World's press room. Other press equipment includes two double sextuple Hoe's; two sextuple Hoe's; one octuple Hoe; and two octuple Scott's.

Mr. Owens reported he was getting increasing satisfaction out of the color press, imported some time ago from Germany.

LINOTYPE SHORT COURSE

Operators Go to School at Iowa State College

Twenty-five Iowa county newspaper linotype operators attended a new kind of "school" from July 14 to 17. It is believed to have been the first short course for linotype operators ever held by a college or university.

The idea originated with F. W. Beckman, head of the Technical Journalism Department of Iowa State College, Ames. The Mergenthaler Linotype Company cooperated with the department.

The instruction was given by Thomas Knapp, of the education division of the Mergenthaler Company, B. S. Stafford and Barney Chittick of the same organization, and Mr. Beckman.

Every phase of machine operation and mechanism was discussed and demonstrated. Hundreds of questions, which the "students" had been asked to bring with them, were answered. The demonstrations were held in the composing room of the Collegiate Press incorporated, a printing shop owned by the student publications of the college.

KNIGHT AT TAMPA

M. S. Knight, formerly with Street & Finney, Inc., New York, has been appointed manager of the Tampa office of the Caples Advertising Agency of Chicago.

NEW MICHIGAN DAILY PROMISED

New presses are being installed in the plant of the *Mount Pleasant* (Mich.) *Times,* and it is expected this weekly will enter the daily field some time in September. The Times was purchased last April by F. H. Goodrich, publisher of the *Greenville* (Mich.) *Independent Daily News,* and T. O. Huckle, formerly business manager of the *Ypsilanti* (Mich.) *Press.* A contract has been signed with the United Press.

CLEBURNE (TEX.) TIMES LEASED

R. W. Thompson and S. L. Perry have leased the *Cleburne* (Tex.) *Times* from James N. Vickers, owner. They took possession Aug. 2. The paper had been under lease to Roy Dennis.

ENTERTAIN BEAVERBROOK

Lord Beaverbrook, publisher of the *London Daily Express,* was honored at a luncheon given at Newport, R. I., Aug. 9, by Mr. and Mrs. James W. Gerard. From Newport, the British publisher sailed on his yacht Miramichi for Chatham, Mass., where he will remain a short time before proceeding up the New England coast on a cruise in Canadian waters.

OROVILLE PAPER INCORPORATES

The Oroville (Cal.) Mercury Company has filed articles of incorporation, and will take over the ownership and publication of the *Mercury.* The capital is $50,000, and the incorporators are Farwell Brown, F. W. McKechnie, Jr., Helen G. McKechnie, Clarence A. Davy and Sidney M. Van Wyck, Jr.

ISSUE DAILY DURING HARVEST

Blackshear and Metter, two small towns in Southeast Georgia, have entered the daily newspaper field for a short period. The *Blackshear Times* and the *Metter Enterprise* are printing daily during the tobacco harvesting season. This is the first time this has been attempted.

CORRECTION

In a recent advertisement in this publication the *Detroit News* listed the leaders of the evening newspaper field in linage for the first six months of 1926 as follows: Detroit News, 12,628,168 lines; *Chicago News,* 11,274,018 lines; *Philadelphia Bulletin,* 10,972,200; *Indianapo News,* 9,131,913, omitting the *Washingt Star,* which should have been given four place with 10,640,590 lines.

FINNISH PAPER CHARTERED

The Eastern Publishing Company Fitchburg, Mass., was granted a Mass chusetts charter last week to conduct publishing business. Capital is listed $100,000. Incorporators are Oscar Pu akka, Yrjo W. Siipola and Simon V Nelson, all of Fitchburg. The compa intends to publish a Finnish conservati weekly, having recently purchased t press of the defunct *Quincy* (Mass *Times.*

Supplies and Equipment

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON

GOSS
STEREOTYPING MACHINERY
Carried in Stock



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Buyer and Seller secures desired results through
Editor & Publisher

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

GOSS 24 and 28-page presses good for black or color work, also Goss Sextuple.

HOE Pony Quadruple, Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.

DUPLEX Metropolitan Quadruple stereotype presses—print up to 32 pages.

Available For Early Delivery

WALTER SCOTT & COMPANY
Main Office & Factory.....Plainfield, N. J.
New York Office..Brokaw Bldg., 1457 Broadway
Chicago Office.....Monadnock Block

PRESS CONTROL
C-H
"Safest System in the World"

For large and small plants

Cutler-Hammer Controllers for presses of every size and for every type of motor-driven machine.

Address all communications:
The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1203 St. Paul Avenue, Milwaukee, Wis.

CUTLER-HAMMER

Don't "Pig" Metal
It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT
SLUG FEEDER
Eliminates the Metal Furnace
The Monomelt Co.
4509-19 Ravenswood Ave.
Chicago Illinois
World Bldg., New York City

Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

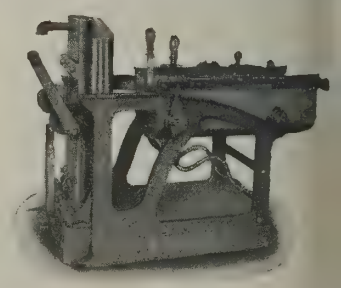
HAMILTON MFG. CO.
TWO RIVERS, WIS.

Hoe Patented Duo-Cooled Equipoise Curved Casting Mould

"It is essential to Success to be the first out with the news—and Minutes count."

This Hoe Curved Casting Mould is a time-saver, designed especially for Speed and Efficiency. Cold Water circulating through the stationary Lid and the concave Side, gives quick cooling for rapid Casting.

IF IT'S A HOE, IT'S THE BEST



R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street CHICAGO, ILL. also at DUNELLEN, N. J. 7 Water Street BOSTON, MASS.

Employment—Equipment—Services

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS (Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

Vte space charge at same rate per line per rtion as earned by frequency of insertion. rial rates quoted for 13, 26 and 52 insertions. Editor & Publisher reserves the right to lify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE

ADVERTISING

General Promotion

ertising Promotion—If you want more ness, communicate with the International ications Service, Incorporated, Suite 1004, Broadway, New York City.

SINESS OPPORTUNITIES

Brokers

H. F. Henrichs Agency, Litchfield, Ill.; Times Building, New York; 1216 Holworth Building, Los Angeles. Your desire quire a newspaper, or any dissatisfaction he newspaper situation in your community, ld be reported to this Agency for satisory solution.

ndid Middle West Opportunity—Evening r; exclusive field; modern plant; good ulation; net profit for past five years 15%; al payment $75,000; banks will loan $25,000. . Shale, 1012 Times Bldg., New York.

Interest for Sale

Interest for sale in money making evening r in southwest. Fast growing city. Exve field. Buyer should have at least ten sand. Property worth at least $75,000. ction of manager and good salary goes with Owner interested in several other dailies. dress Von Goshorn, Tulsa Hotel, Tulsa, homa.

Interest Wanted

rest in Daily Newspaper wanted by exnced editor and publisher who has achieved rkable success on two dailies, this in the of stiffest kind of competition. Publisher desires to lesson his responsibilities or trid of them entirely, may find the opporty, if he will communicate with this adser, who understands every phase of newsmaking; is a tried and proved executive, whose personal integrity will stand the acid Address A-727, Editor & Publisher.

Newspapers for Sale

kly in Unequalled Field—Big little paper far-flung repute for editorial excellence progressiveness, in big center of northern sconsin's pre-eminent resort region. Prosperg rapidly expanding town of 1,600; county Specializes in high-class resort literature ur direction of typographical expert who ains. Unlimited field; minimum competition. kly average July: Advertising, $110.65; criptions, $35; job work, $371.44. Annual ess, $20,000. This can be vastly increased. stigate. Price $9,000, plus value paper . $4,500 cash. A-730, Editor & Publisher.

u are looking for a safe, profitable investe, read the quarter page ad on Page 34.

CIRCULATION

Promotion

rculation—When quick, additional circulation wage becomes necessary, remember that our ty years in this one line of endeavor is u proof against experimenting. Write or Pacific Coast Circulation Service, Bell , Cincinnati, Ohio.

rculation Builders—Blair & Austin, 1504 Cenve., Reading, Penn. Originators of Salesship Club Campaigns.

Circulation—Try our "Opportunity Club" Sherman & Eckert, 353 Northampton , Easton, Penna.

wspapers Interested in securing quick reit through an economical circulation proon campaign in the early fall, may secure is from our Promotion Manager, care of New Haven, Conn., Union. The Albright Co., Palmyra, N. J.

CIRCULATION

Equipment

Newspaper Display Racks—The Steel Co., Box 203, Palmyra, N. J.

EDITORIAL

Syndicate Features

Montreal (Can.) World and Omaha Daily News are the new customers this week. For sample of a live, alert, up-to-date service, write The Graphic Syndicate, 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

Advertising Salesman Wanted, capable of maintaining high-class policy and developing new business on well-established trade publication. Right man can grow into executive position at excellent salary by proper production. Forty dollars a week to start with, fifty upon assurance of ability. We are developing new territory and need also three real salesmen. Florida Financial Journal, Inc., Box 270, St. Petersburg.

Circulation Manager wanted. Must be experienced and efficient; one familiar with A. B. C. records to take charge of morning newspaper in Middle West. Very large field. Must have best of references. Address A-731, Editor & Publisher.

Reporter—Vermont Daily seeks reporter with Vermont background, 25 to 35 years old. Should be capable of early growth to desk responsibilities, but genuinely devoted to reporting. Address A-705, Editor & Publisher.

Situations Wanted

Advertising Manager—12 years' experience, now employed, wants to connect with wide-awake newspaper where there is an opportunity for real development work. Capable executive, forceful copy writer and layout expert. Am a real business getter. Have always been able to show a satisfactory increase in linage. Age 33, married. Prefer a town of 50,000 to 200,000. Could be available September 1st. Reason for seeking change is that I want to locate in smaller city. Address "Advertising Manager," 1339 N. 15th Street, Philadelphia, Penna.

Advertising Salesman—Thirty-three years old. American. Good health. Fifteen years newspaper experience both on Hearst and Scripps papers, morning and evening. I know how to write and sell copy and am familiar with general merchandising problems. In position to help him. Now employed. Good reasons for wanting to change. Address E. W. Foster, care The Herald, El Paso, Texas.

Advertising Solicitor—Young man with 6 years' record on metropolitan dailies and also advertising agency experience, looks for real opportunity. Now employed. A-1 references. Available at once. A-698, Editor & Publisher.

Advertising Manager—Over 20 years' experience, wants responsible, permanent position in growing city. Hustler and profit producer, fully experienced in copy writing, lay-out and selling of advertising, local, national and classified. Married, Mason, Presbyterian. Will go anywhere. Available Sept. 1. Best of references. Address Lewis A. Jones, P. O. Box 93, North Tonawanda, N. Y.

Advertising Manager—Classified Manager—Solicitor, now employed. Handles all local and national accounts, in or out of town. Travel representative. Over 12 years experience metropolitan newspapers. Experienced on magazine accounts. Promotion, publicity, merchandising. One whom a busy executive may rely upon. Excellent credentials. A-707, Editor & Publisher.

Advertising or Business Manager, with unquestionable record for maximum production, even under the most adverse conditions, contemplates making a change in the near future for purely personal reasons. Now employed in Southern city of 250,000. A thorough executive and big personal producer. No objection to second or third paper if real opportunity is offered. Age 33, married, excellent reputation. A-715, care Editor & Publisher.

Business Manager or Assistant, now employed. University trained. Worked my way up from desk through circulation and advertising departments to present position as business manager. Familiar with all branches of newspaper work. A-720, Editor & Publisher.

Business or Advertising Manager, engaged in South, desires to return North. Prefer Middle West. 32 years of age. Christian, excellent character. Unusual training and experience. Good organizer and producer. Understand all branches of the business. Successful record. A-721, Editor & Publisher.

Business-Advertising Manager—Capable, hard hitting, straight thinking young advertising man, 15 years experience as copywriter, salesman, executive; now business manager in charge of advertising small city newspaper, will soon be available for similar position. Been through the mill from devil up. Fine record. Initial salary $85 or better. Address A-701, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Boxing Writer—Have you an "Honest" boxing writer, not on any "list," who writes truthfully what he sees, learns, and believes, on your staff? One such awaits your call. Confidentially. A-697, Editor & Publisher.

Cartoonist—Copy Writer—Newspaper and advertising experience—now with leading Philadelphia daily, desires position in Southern state. Also does lettering-retouching. A-717, Editor & Publisher.

Circulation—South's most brilliant circulation manager is probably satisfied with his present connection, but the next best isn't. Age 35. Salary $6,500. Go anywhere. Confidential correspondence solicited. A-726, Editor & Publisher.

Desk and Makeup Editor who can write good human interest features and report, wants change of position before September. Three years' experience, good references, college graduate. A-711, Editor & Publisher.

Editor or Managing Editor—Want permanent connection with daily afternoon paper in South. Now employed in responsible position with morning paper in Northern city of 70,000. Recently given promotion by present employer, and only reason for change is desire to return to native section. If you contemplate change this year, communicate with me. Best of references. Am willing to sign contract. A-682, Editor & Publisher.

Editor, City Desk and Feature Experience; capable in make-up, magazine direction; age thirty-four, married; on this job six years; trained in business management; credentials of the best; write A-695, Editor & Publisher.

Editor or Manager—College graduate with ten years active experience on biggest metropolitan dailies; two years as manager of semi-weekly; now holds responsible editorial position on Southern daily; skilled writer and business creator; with knowledge of all branches of newspaper or magazine publication; seeks position of permanence with opportunity to acquire part interest dependent on growth and expansion. Age 31; salary expected, $200 month. A-729, Editor & Publisher.

Editorial Writer, capable and experienced, now managing editor of paper in city of 15,000, seeks connection with reputable editorial organization. A-732, Editor & Publisher.

Energetic Newspaper Man whose experience covers every branch of newspaper making wants connection with aggressive daily newspaper organization. Will invest $10,000 or more. What have you to offer? Prop 1732a. The H. F. Henrichs Agency, Litchfield, Ill.

Expert Rotary or Flat-Bed Pressman desires permanent position with well established newspaper near New York. Open shop. Best wages expected. Can supervise stereotyping department. Long experience and thoroughly reliable. Address A-724, Editor & Publisher.

Managing Editor—Holding important post on great city daily, wants position on paper in small city. Have built two. Prepare for the Fall battle by writing or wiring. A-725, Editor & Publisher.

Mr. Circulation Manager, are you in need of an assistant—one that will carry through your ideas, plans and orders to the last letter. I am an expert on Home Delivery; familiar with all circulation promotion. Six years experience, metropolitan, provincial. Evening paper with over 75,000 preferred. At liberty with due notice. Good reference. A-700, Editor & Publisher.

Private Secretary—Male. Capable stenographer. Splendid commercial and literary background, with practical experience of accounting, journalism and copywriting. Matriculated in London University. Will consider very moderate salary for good connection. A-719, Editor & Publisher.

Press Erector wants to get off road. Will consider permanent position as Pressroom Superintendent-Maintenance man. Available Sept. first. References. A-723, Editor & Publisher.

To a Publishers' Representative—Am 32 years of age, Christian, excellent character, 15 years experience in newspaper work. Business manager, National Advertising Manager and other capacities, with one newspaper. Wide acquaintance among publishers. Desire to locate in Middle West and affiliate with young, aggressive group of representatives. A-722, Editor & Publisher.

MECHANICAL

Equipment for Sale

Complete Newspaper Plant for sale. Two tubular duplex presses with stereotype equipment; seven intertype machines; photographic and photo engraving departments located San Francisco; Wesel saw and planer and photo engraving plant, Miami, Florida. Whole or in part as is, where is. Address John W. Brodix, receiver. Vanderbilt Newspapers, Inc., 56 Twelfth street, San Francisco, Calif.

Goss Straightline Press, 24-page, with complete stereotype equipment, all in fine condition. Current issues sent. Cheap for immediate sale. The Lima Morning Star, Lima, Ohio.

MECHANICAL

Equipment for Sale

Hoe Mat Roller, 500 H. P. D. C. Motor, $100.00. Daily News, Washington, D. C.

In addition to a complete line of newspaper presses, ranging from octuple to eight-page flat beds, we offer a Hoe Dry Mat Roller, Wood Dry Mat Roller, Hoe Mono-rail, Saw and Trimmer, Hoe Matrix Shears and a general line of equipment. Tell us what you need. Griffiths Publishers Exchange, 154 Nassau St., New York.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Engraving Co., 114 E. 13th St., N. Y. City.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner Fendler Branch, A. T. F. Co., New York City.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Equipment Wanted

Press Wanted—Weekly wants twelve or sixteen page press, flat bed or rotary, with full equipment, stereotype, second hand, in first class condition. Give full details. News Letter, Orillia, Canada.

Newspaper Properties

Bought, Sold and Appraised.
All negotiations confidential.

PALMER, DEWITT & PALMER
350 Madison Ave., New York
Business Established in 1899.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

WE WANT
Reporters
Copy readers
Advertising salesmen

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Many Publishers

delay staff changes until after September first. That date will soon be here and we have a number of Executives listed who are awaiting opportunities.

Classified Department
Editor & Publisher

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

THE *Rockford* (Ill.) *Star* this week worked out a seven-page advertising feature in a "Who's Who" contest. The pages were blocked off in 20 sections each, and merchants, stores and businesses were solicited with 140 responses. A huge black "Who" dominated each section and below was a statement of the business but with the firm in jumbled letters. The paper offered $75 cash prizes to the readers who brought in the greatest number of corrected firm names. The contest closed three days later and the next day the whole section was run again, with the names correctly printed.—S. L. J., Rock Island, Ill.

This fall, when interest in radio is reviving, put on a "radio week" during which all dealers in radio would push their goods by means of advertising in your paper. If possible, help to make the week a big success by getting the dealers to put on a radio show.—Frank H. Williams, Santa Ana, Cal.

An Ohio paper, feeling that the clothing stores, shoe stores and the like would advertise without a special page incentive did not go after them in getting out its "Get Ready for School" page, but sought another class. It got the dry cleaners, the shoe repair men, the stores that handled second-hand books, the store that sells rebuilt bikes, and lunch baskets. All children cannot have new outfits to start the school year, but all must have a certain number of things.—Yandell C. Cline, *Columbus* (Ind.) *Republican.*

The *Santa Cruz* (Cal.) *Morning Sentinel* is running two co-operative advertisements for (1) beauty parlors and barber shops; (2) restaurants, tea rooms, lunches, etc. The first a 3x9, with ten advertisers, one-third of the space used for heading. The "Restaurant Directory" has fifteen advertisements in it, and one-fourth of the space is devoted to illustrated heading.—Fremont Kutnewsky, San Luis Obispo, Cal.

Classified advertising accounts from the residential districts are collected by carrier boys on a small percentage basis on one newspaper, saving the time of the regular collectors and obtaining more efficient collections. The collections are made on forms given to the carrier boys each week.—B. A. T., Springfield, Ohio.

Closing exercises and exhibitions of playground work usually call for sneakers, sandals or tennis shoes for the youngsters, and perhaps materials for dresses. Department stores and shoe stores can well go after this trade.—R. M. Campbell, 26 Florence avenue, Lowell, Mass.

The *Dallas Dispatch* ran a striking advertisement for its classified department on July 21. The message was addressed to "Mrs. Housewife" and offered to run a three line ad four days for one dollar. It is a fact that people commonly overestimate the probable cost of a classified ad. Four times for one dollar sounds like a real bargain, and is a definite proposition, easy to accept.—Fremont Kutnewsky, San Luis Obispo, Cal.

September 1, which, in America, also means "moving day," opens a host of advertising opportunities to newspapers. Besides the customary use of the classified columns by renters in their search for suitable homes and by home owners in their search for suitable renters there is then an opportunity to educate movers in the use of classified ads in disposing of excess furniture. Furniture dealers should also make an extra appeal at this time to supply the needs of the home seekers.—F. D. H.

Many garages and outdoor parking places make a specialty of parking cars during the day or evening at reasonable rates. Stricter parking regulations and the danger of parking at the curb in congested streets are leading many motorists to seek a convenient private parking place while they are in town for the day. Solicit advertisements from such garages and private parking places and group same under the heading "Where to Park in Town."—D. F., 171 Jerome street, Brooklyn, N. Y.

The *Rockford Register Gazette* intersperses its "10 Years Ago Today" news with brief advertisements. Many of the older firms use this space to emphasize the number of years they may have been in business. This unique use of the old newspaper files also affords a new means of approach to the freak advertiser.—F. D. H.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

THE *Sioux City* (Ia.) *Tribune* is seeking the best proposal of marriage, announcing that its "contest editor, eager to help timid swains, offers prizes for guaranteed non-failing 1926 pleas for hand of lady fair. Maidens, too, were urged to assist in submitting proposals they would like to receive." The Tribune announced that inasmuch as the June honeymoons were over "now it can be told" and offered suitable awards for stories of the pleas that won the current crop of June brides. The contest editor, quoted from the old fashioned books on proposals, pointing out they were archaic. The possibilities of a news feature are unlimited and the contest is an interest winner.—S. L. J., Rock Island, Ill.

Any newspaper that wants to establish a column that will interest its women readers will find a series of articles written under the caption, "Doeville Women's Hobbies," to be of interest. Mrs. Jones will display an interesting collection of antique books; Mrs. Brown will have a flower garden, etc. They say people do well what they like to do. It is equally true that they talk well about what they like, their hobbies.—C. Joyce, 612 Topeka avenue, Topeka, Kansas.

Veteran motorists, demonstrators, repairmen, taxi men and others usually have a fund of odd and humorous experiences in which the automobile figures. To stimulate contributions to such a column, offer small prizes for the best stories offered each week. Such a feature will prove of widespread interest to local readers.—D. F., 171 Jerome street, Brooklyn, N. Y.

From ten to twenty little funny happenings in which local persons are involved are carried daily by the *Wabash* (Ind.) *Plain Dealer* under a heading "Town Talk." They make the first column of the front page and cause more comment than any other department of the paper. They are all stories which ordinarily could not make the news page but as little comic features they have proved wonderful smile makers and friend gatherers.—E. W. H., Wabash (Ind.) Plain Dealer.

A woman reporter of one newspaper took dinner with a group of telephone operators in the cafeteria provided by the company for its operators, and during the half hour, picked up more than a score of interesting bits of gossip as well as some good tips on stories.—B. A. T.

"My Code of Living," is the subject of a series of short newspaper articles signed by prominent citizens and published recently by a Colorado paper. The stories appeared daily and enabled the publisher to score a direct hit.—M. M., Denver.

"Soch a Life"

By J. L. LEIBSON

A new comic dialect dialogue without a sting to any race. Weekly doses of laughter in

One Thousand Word Stories

Illustrated by the well known artist

ALBERT LEVERINO

The McClure Newspaper Syndicate
373 Fourth Avenue, New York

The World's Greatest Newspaper Feature Service

Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

4 page ready-print color comics.
Write for samples and rates

NEA SERVICE INC.
1200 W. 3RD STREET,
CLEVELAND, OHIO

A DAILY LAUGH IN THE DAILY LIFE OF—

POTASH and PERLMUTTER

MONTAGUE GLASS' famous partners are now in comic strip form—every comic move guided by the author

The Bell Syndicate, Inc.
JOHN N. WHEELER, Pres.
154 Nassau St. New York City

Better Cross-Word Puzzles

Let us prove it by sending a week's service gratis.

Type and answers are matted

The International Syndicate
Baltimore, Md.

How To Play
GOLF
By JOHNNY FARRELL
Famous Teacher of That Game

24 LESSONS
Illustrated

For release daily

KING FEATURES SYNDICATE, Inc.
New York City

BY UNITED PRESS

AROUND THE WORLD AROUND THE CLOCK

UNITED PRESS ASSOCIATIONS
World Building New York

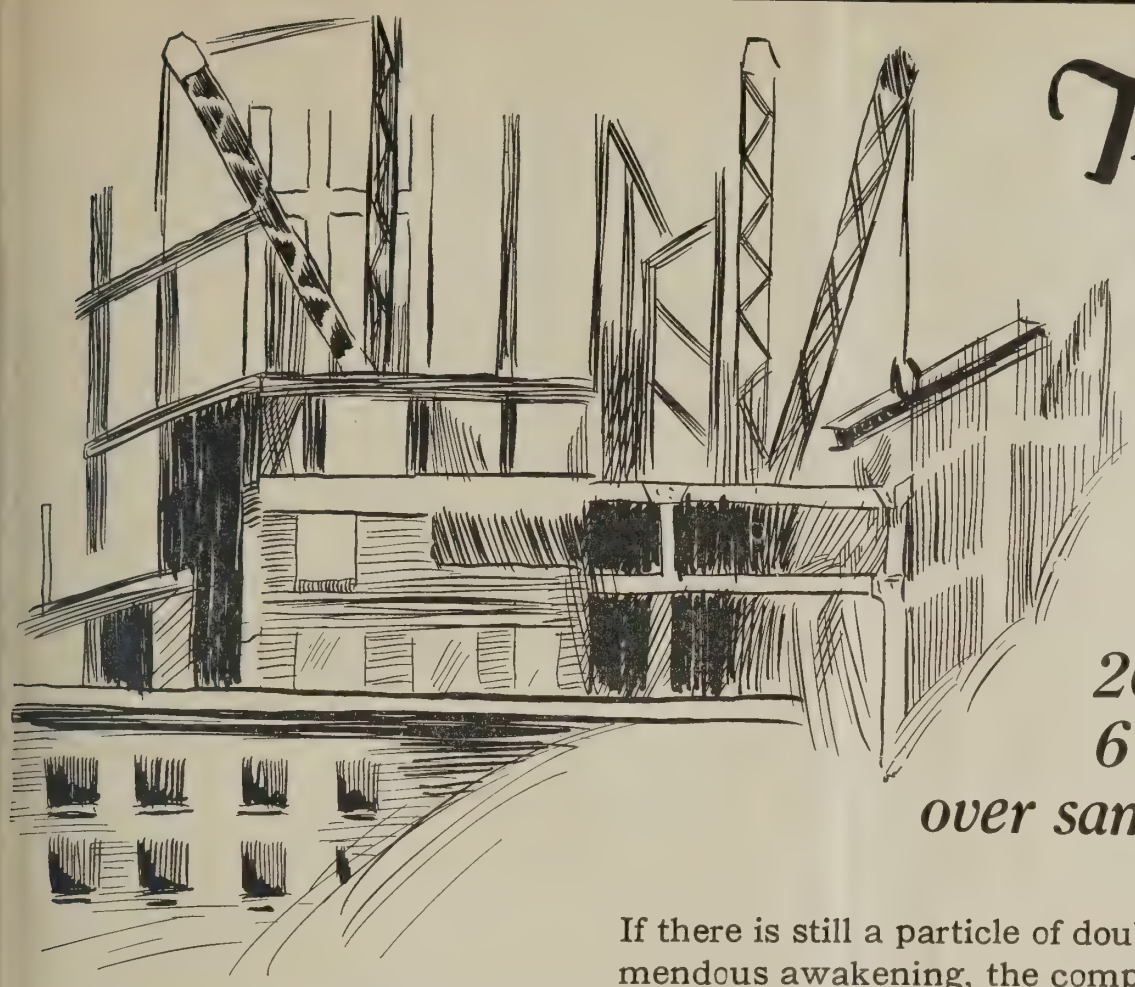
RADIO

PROGRAMS
NEWS NOTES
FEATURES

Used and Praised by More than 200 Newspapers

Send for samples and prices

AUDIO SERVICE
326 West Madison St.
Chicago



They're building in the South!

26% Gain in first 6 Months of 1926 over same period of 1925

If there is still a particle of doubt as to the South's tremendous awakening, the comparative figures showing the gain in building during 1926, over that of last year, should be the most conclusive evidence.

A gain of 26% during the first six months of 1926. Can any other section show such a fine record of activity? Reports from ninety-six cities in the South show that during the first 6 months of this year $288,252,991 in building permits were issued.

Since building construction usually acts as an indicator, these figures prove that for the National Advertiser the South presents the greatest opportunity.

The daily papers listed below will reach the buyers of the Southern Consumer Market. We will gladly send you the details explaining how you can break into this fertile field.

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
*Birmingham Age-Herald .....(M)	34,994	.09	.09
*Birmingham Age-Herald .....(S)	50,699	.11	.11
*Mobile News-Item .....(E)	11,993	.05	.05
*Mobile Register .....(M)	20,427	.08	.08
*Mobile Register .....(S)	32,096	.10	.10
FLORIDA			
†Daytona Beach News..... (ES)	5,731	.04	.04
*Florida Times-Union (M) 49,903.....(S)	59,239	.12(S.15)	.12(S.15)
*Lakeland Ledger .....(E)	5,173	.03	.03
*Miami Herald .....(M)	48,108	.11	.11
*Miami Herald .....(S)	60,006	.12	.12
*Orlando Reporter-Star .....(E)	8,502	.06	.06
*Orlando Sentinel .....(M&S)	10,655	.06	.06
*Pensacola News and Journal .....(E&M)	9,805	.06	.06
†St. Augustine Record .....(E&S)	3,382	.04	.04
†St. Petersburg Independent.....(E)	11,917	.055	.055
*Tampa Times .....(E)	23,325	.08	.08
†Tampa Tribune (M) 34,841.....(S)	53,762	.09(.11S)	.09(.11S)
*West Palm Beach Post.....(M)	12,243	.06	.06
GEORGIA			
*Augusta Herald .....(E)	14,246	.05	.05
*Augusta Herald .....(S)	14,547	.05	.05
*Macon Telegraph .....(M)	24,035	.08	.08
*Macon Telegraph .....(S)	24,439	.08	.08
**Savannah Morning News (M), 21,015.(S)	22,204	.06(.07S)	.06(.07S)
KENTUCKY			
*The Lexington Leader.....(E)	19,640	.06	.06
*The Lexington Leader.....(S)	19,531	.06	.06
**Paducah Sun .....(E)	9,255	.04	.04

	Circulation	2,500 Lines	10,000 Lines
NORTH CAROLINA			
†Greensboro Daily News.....(M)	27,485	.08	.07
†Greensboro Daily News.....(S)	31,505	.09	.08
*Salisbury Post .....(E)	7,188	.04	.04
†Winston-Salem Journal .....(M)	13,702	.05	.05
†Winston-Salem Journal .....(S)	13,720	.05	.05
*Winston-Salem Sentinel .....(E)	18,259	.07	.07
SOUTH CAROLINA			
**Columbia State .....(M)	23,663	.07	.07
**Columbia State .....(S)	24,838	.07	.07
**Greenville News .....(M)	21,704	.075	.07
*Spartanburg Journal .....(E)	4,613	.05	.05
*Spartanburg Herald (M) 6,860.....(S)	9,856		
TENNESSEE			
**Chattanooga Times .....(M)	30,203	.10	.10
**Chattanooga Times .....(S)	30,230	.10	.10
*Memphis Commercial Appeal.....(M)	100,934	.18	.18
*Memphis Commercial Appeal.....(S)	129,219	.21	.21
*Nashville Banner .....(E)	54,519	.11	.11
*Nashville Banner .....(S)	56,007	.12	.12
VIRGINIA			
*Danville Register and Bee.....(M&E)	14,313	.06	.06
*Danville Bee and Register.....(E&S)	9,065	.09	.07
*Newport News Times-Herald.....(E)	7,968	.05	.05
*Newport News Daily Press.....(S&M)	5,413		
*Roanoke Times & World News...(M&E)	25,772	.08	.08
*Roanoke Times .....(S)	16,076	.07	.07
*Staunton News-Leader (M), Leader..(E)	6,855	.035	.035

* A. B. C. Statement, March 31, 1926.
** A. B. C. Statement, September 30, 1925.
† Government Statement, March 31, 1926.

RUKEYSER — and *Success*



M. S. Rukeyser has blazed a new trail in journalism.

He has discovered and uncovered the *human side* of the news of commercial enterprise and linked it up with personal, "pocket-book finance."

The proof of his popularity is a response from readers evidenced in 35,000 letters.

M. S. Rukeyser has hammered home a universal message with the brass tacks of practical application.

He discusses getting money and spending money in terms of the actual experience of people of all classes, those who are building successful careers and those who have already achieved success.

He writes of business and domestic budget problems as intimate and personal as the questions answered in the lovelorn column and as important as those passed upon by the banker and the lawyer.

[These are the RUKEYSER features]

Men and Money

There is a wealth of color in the personalities and the institutions that figure in the day's financial news. This "human side" of finance is covered in a half-column daily feature the stories of the "big deals," the life and atmosphere of the financial district. It helps the "new investor" understand the current financial news of the day.

The Business of Getting Ahead

Here is a field wherein Rukeyser is a past master. His successful book "Common Sense of Money and Investments" is evidence. In a half-column he discusses the domestic and business problems revealed in his thousands of letters, touching the worker, housewife, the professional man and the business man, the obstacles and the opportunities in their respective fields.

Makers of America

So interlocked have the interests of this country become that the business leaders of the nation form the most interesting subjects in the current literature of the day. Henry Ford, E. H. Gary, Bernard Baruch, Van Sweringen and a host of others have already spoken to the nation through M. S. Rukeyser. His reputation as an economist assures him a welcome from these men who are guiding American enterprise and industry. A one-column interview with some national figure in the business world will be offered once a week.

Service starts Sept. 15. Wire Reservations for Remaining Territory.

Current News Features
INCORPORATED

520 Star Bldg., Washington, D. C.

THIS ISSUE: ADVERTISERS MARVEL AT IMPROVED NEWSPAPER PRINTING

EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1926

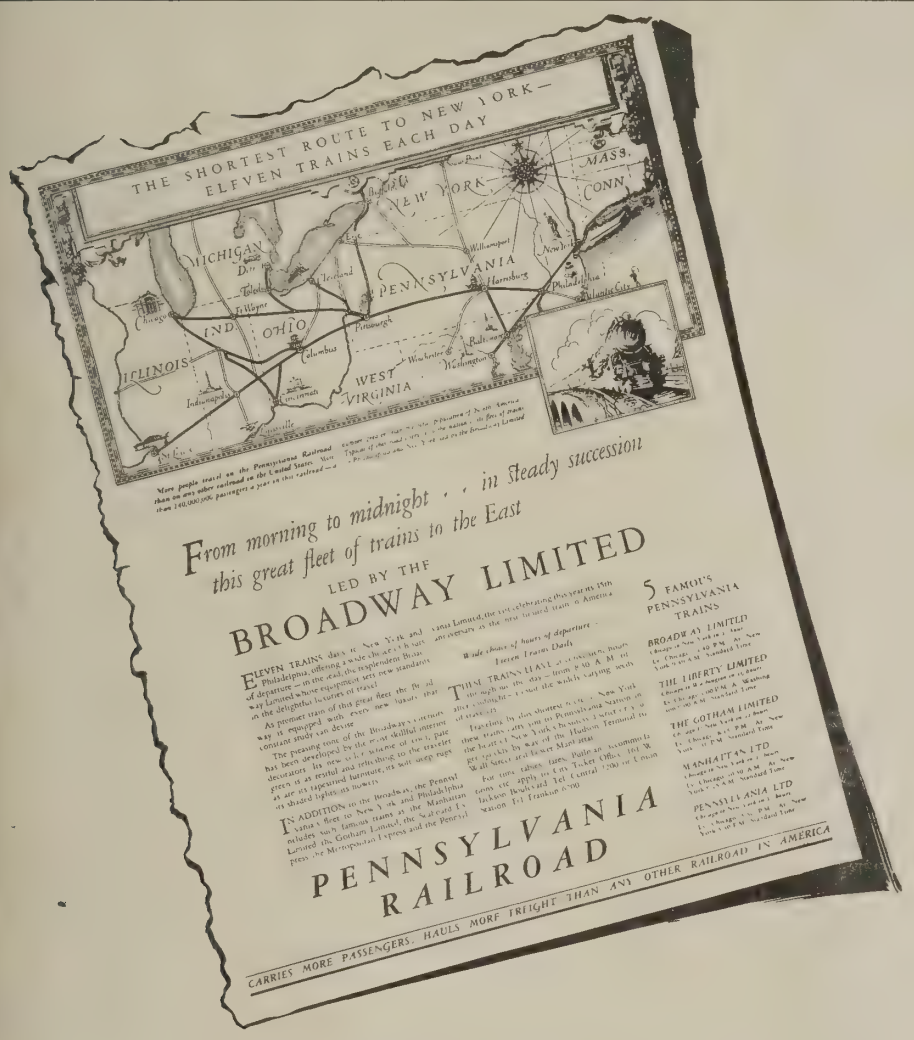
MEMBER A.B.C.

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

MEMBER A.B.P.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 13 | NEW YORK, AUGUST 21, 1926 | By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign | 10c Per Copy



A Great Campaign

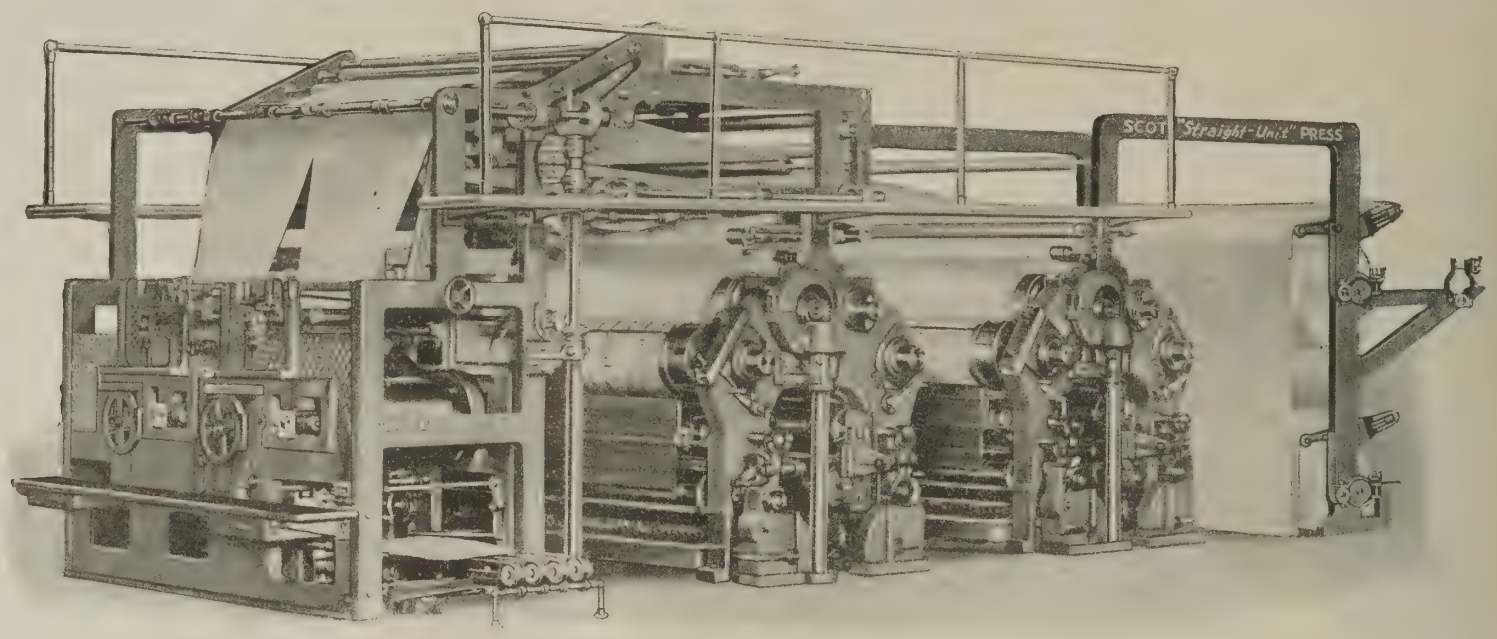
THE Chicago Daily News has been chosen to carry the full schedule of the Pennsylvania Railroad advertising now appearing in a selected list of American newspapers. The advertising is placed by the J. Walter Thompson Company.

THE CHICAGO DAILY NEWS

First in Chicago

Advertising Representatives:

NEW YORK	DETROIT	CHICAGO	SAN FRANCISCO
J. B. Woodward	Woodward & Kelly	Woodward & Kelly	C. Geo. Krogness
110 E. 42d St.	Fine Arts Building	360 N. Michigan Ave.	353 First National Bank Bldg.



SCOTT *"STRAIGHT-UNIT"* QUADRUPLE FLOOR-FED PRESS CONSISTING OF
2 UNITS AND 2 HEAVY DUTY 64-PAGE FOLDERS

"High Speed Collect Runs"

Scott High-Speed Heavy-Duty Folders are built with double size knife cylinders and one and one-half size steel folding cylinders.

These folding cylinders are exceptionally rigid and are carried in large diameter bearings. Their size permits collecting *without transfer from one set of pins to another.*

It is therefore possible to make collect runs at high speed—and at the same time eliminate the cutting of ribbons.

Folders with smaller knives and having to transfer sheets cannot be run collect at high speeds, particularly on heavy products while Scott Folders run *as well collect as straight.*

To Speed up Production install Scott High-Speed Heavy Duty Folders with—

Scott

"Multi-Unit" or "Straight-Unit" Presses

Cylinder Speed—400 r. p. m.

WALTER SCOTT & COMPANY

Main Office and Factory - - - Plainfield, New Jersey, U. S. A.
New York Office - - - - 1457 Broadway
Chicago Office - - - 1330 Monadnock Block

Cable Address: WALTSCOTT NEW YORK

"Talking in Millions" . . . . .

¶ There are some men in the world who can "talk in millions" without dealing in flights of fancy.

¶ A few newspapers can talk in terms of millions of lines as easily as in millines. And yet there will always be a certain glamour associated with the word "million."

¶ So you'll pardon us for repeating—

The Baltimore Sun (Morning, Evening and Sunday) gained 1,168,030 agate lines during the first six months of 1926 as compared with the corresponding period of 1925.

¶ You see we feel that no one will take offense at our talking in millions—when we have the actual lineage to back up the "talk." The total Paid Advertising Lineage in the Sun papers for the first six months of 1926 was 18,222,407 lines.

¶ Advertisers like Sunpapers' home carrier delivered circulation. The better they like it the higher the advertising totals mount.

Average Net Paid Circulation for Month of July, 1926

Daily (M. & E.). . . 243,311
Sunday. 187,733

A Gain of 7,665 Daily and 4,279 Sunday Over July, 1925

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

C. GEORGE KROGNESS
First National Bank Bldg.
San Francisco

Everything in Baltimore Revolves Around

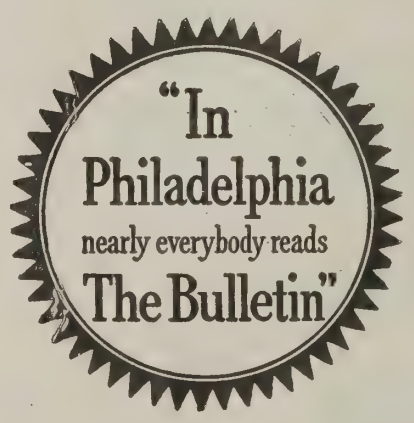
THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"

533,169 copies—
*550,000 homes—
Isn't it perfectly
plain that

*"In Philadelphia
nearly everybody
reads
The Bulletin"*



Net paid daily average for six months ending March 31, 1926:

533,169 copies a day

The circulation of The Bulletin is larger than that of any other Philadelphia newspaper, and the third largest in the United States.

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

New York . . . . . 247 Park Avenue (Park-Lexington Building)
Chicago . . . . . Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit . . . A. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco . . Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

*There are 550,000 homes in the Philadelphia-Camden retail trading area—third largest market in the United States.

(Copyright 1926, Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 59 | NEW YORK, AUGUST 21, 1926 | No. 13

Vast Improvement In Newspaper Printing Aids Soaring Linage Figures

Advertisers Getting Better Effect with Copy in Daily Media as New Treatments and Facilities Are Devised—Space-Buyers Comment on Cleaner Typography

By PHILIP SCHUYLER

NEWSPAPER advertising linage is climbing to new heights. Furnishing important rungs for the ladder are the improved printing facilities being offered advertisers by newspapers of the land and their auxiliaries.

Intelligent engravers have made great strides in perfecting what they call "indirect cross-grained half-tones," most adaptable to newspaper conditions; many new treatments, mechanically suited to newsprint, have been devised by agencies; Ben Day is being used with effect and mats are being manufactured in a way to produce better results.

Half-tone illustrations that not long ago were mere smudges are, in consequence, now being printed in clear clean fashion, line drawings are being made to "talk" in commanding manner, greater care is being taken in press rooms, and, in general, while there is, of course, still room for improvement, better typography and make-up is everywhere catching the eye of the consuming public and pleasing the present and prospective purchaser of newspaper space.

The case of the Lambert Pharmacal Company of New York and St. Louis, makers of Listerine, is typical and in itself supports the foregoing contention. While Lambert & Feasley, Inc., the New York advertising agency directing the account, declines to discuss detailed figures, it is generally known that expenditures in newspaper space have followed a decided upcurve in the last few years. Gerard B. Lambert, president of the Lambert Pharmacal Company, has told the story in financial advertisements that have appeared in the daily press.

Newspaper copy is being placed in about 150 cities, and Lambert & Feasley, Inc., reported to EDITOR & PUBLISHER this week that the printing work has been "excellent, on the whole." Indeed, a great improvement in newspaper printing has been noted by officials of this agency in the last three years.

As all advertisement readers know, the Lambert concern makes frequent use of the half tone in illustrating and in imparting attention to its copy in both newspapers and magazines. Splendid results are now obtainable on newsprint by using "indirect half-tones."

Indirect half-tones have been available to advertisers for the last several years, but their full possibilities were not realized until about two years ago. They are said to be "fool-proof" and particularly adaptable to newspaper printing.

From the original picture, a small copy half-tone is first made with its surface half the size it is eventually going to appear. After this has been completed, a line negative is made from it, and this is marked up to the publication size. The screen is dependent entirely upon publication requirements. For a 55 or 60 screen, the first half-tone would be made with 130 screen.

Many engravers are now furnishing this service to advertisers and the results obtained are said to be most gratifying.

An interesting sidelight on the Listerine experience is the assertion made by agency executives that the best printing results are given by newspapers in cities of about 150,000 population. Heavy circulations often bring messy results, they say.

The Listerine comment on better newspaper printing finds its echo throughout the advertising world.

"American newspapers are showing improvement in their make-up and printing," Edward T. Hall, vice-president of the Ralston Purina Company, St. Louis, Mo., and and president of the Association of National Advertisers, said to EDITOR & PUBLISHER this week. "Some newspapers are outstanding."

Mr. Hall, however, had some constructive criticism to offer together with his comment on improvement.

"The resolution passed by the Association of National Advertisers at their Chicago convention shows that the large national advertisers strongly object to the style of copy and layouts still accepted by most newspapers, printing heavy line borders and heavy block type presenting a cheap appearance," he declared. "They believe that high class advertisers suffer thereby.

"I personally believe newspapers would profit materially by raising their advertising standards. Supervision of the Ralston newspaper campaign shows a large increase over last year, but I hate to see our copy run on some pages."

A possible reason for Mr. Hall's complaint was suggested by Sturges Dorrance, president of Dorrance, Sullivan & Co., New York advertising agency. Mr. Dorrance came to the agency field after a thorough experience as a practical printer. At one time he was superintendent of the J. Horace McFarland Company of Harrisburg, Pa., then printers of *Country Life*.

"My chief criticism of newspaper reproduction is the lack of care apparently taken in handling make-up," he said. "A little more judgment and discretion is needed in newspaper press rooms. Frequently an advertisement requiring a great deal of ink is placed next to one needing only a small amount. The ink fountains are adjusted for the heavy advertisement. In consequence the dainty advertisement is over-inked and the plate is filled and blurred so that it looks as though it were printed with apple butter. All this could be obviated by a careful make-up man.

"But there is no doubt there has been considerable improvement in newspaper printing. A campaign we conducted recently for the Royal Typewriter Company is illustrative. It was based on a series of photographs and was hard to print. Not long ago we would not have attempted to place such copy in the newspapers, but it came out in beautiful shape. Of the copy placed in between 80 and 90 cities only one-half of one per cent were not well printed.

"Good press work is not now confined to the larger papers. Small towns are now giving much better service than they did a few years ago.

"Dainty lacy copy, once hard to reproduce, is now being printed very effectively by the newspapers."

The Royal copy referred to by Mr. Dorrance featured a series of photographs of girl heads with the caption "Your Stenographer." To get good results from the half-tones, what the agency terms the "blow-up and highlight" system was used. That is, the original picture was enlarged and retouched to give it contrasting highlights and then reduced when engraved.

Another advertisement treated in this manner is the current copy promoting *McClure's Magazine*. It pictures a beautiful girl gracefully poised in the lower leafy branches of a tree. The main headline, "Romance," is well illustrated by the half-tone. The poor printing of a few years ago would probably have botched the job.

Dorrance, Sullivan & Co., has also developed a new treatment for making cigar copy effective when it is printed by newspapers. It is appearing in the advertisements for "Kelly's Bouquet," a brand manufactured by the American Cigar Company.

Many other agencies are likewise de-



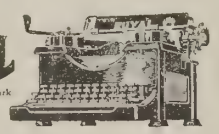
Appealing pictorial effects, such as shown in the Listerine copy above, are easily obtained in American newspapers today.

YOUR STENOGRAPHER



YOUR stenographer will find the Easy Writing Royal Typewriter so smooth in operation and light of touch that she can do her best work quickly and easily.

The Easy Writing ROYAL Trade Mark TYPEWRITER



"Compare the Work"

ROYAL TYPEWRITER COMPANY, Inc., 316 Broadway, New York
Branches and Agencies the World Over

Portraits Now Reproduce Clearly on Newsprint Stock—Pleasing Advertisers Wanting to "Own Their Page" —as "Your Stenographer" Will Tell You

vising treatments that lend themselves to the exigencies of newspaper printing. Heavy black displays and smudgy pages are rapidly fading out of the newspaper picture. The clean-up is coming from both the outside and the inside. Criticism is still necessary and is readily given.

Guy Gayler Clark, art director of Street & Finney, New York advertising agency, while declaring himself in hearty accord with the efforts being made by newspapers to get rid of the "boiler-plate type" of heavy display advertisements and the gradual abandonment of reverse-plate displays of white lettering against black, stands opposed to what he insists are "the arbitrary regulations of some newspapers." Mr. Clark is a keen student of typography. He watches the newspapers carefully and has noted a decided improvement in newspaper printing.

"The attempt on the part of newspapers to clean up their pages both by fiat and by improving their mechanical facilities is most gratifying," he said. "But some newspapers, I think, take too much liberty with the copy furnished them. They frequently stipple the blacks in a way that is very embarrassing to the advertiser and not always acceptable.

"Most advertisers believe that the most essential quality of an advertisement is that it should stick out from its surroundings. White space or black units are the only weapons at the disposal of an advertising agency as far as newspaper copy is concerned. And it seems more difficult to persuade a client to pay for white space than to keep him happy by giving him juicy blacks.

"Of the newspapers of the country, the finest example of good typography and press work is I believe furnished by the *Christian Science Monitor*. I chose this paper because of the quality of its half-tone reproductions on newsprint stock and because of the beautiful type dress created for it by Will Bradley.

"Greater co-operation in improving mechanical operations on the part of newspapers would give greater interest to the advertiser and inspiration to the artist to produce more beautiful drawings for newspaper reproduction. Complaints are still heard on every side by artists whose work has been butchered by sloppy reproduction.

"I think also there is opportunity for the development of a more catholic taste in popular standards of typography. There is an inordinate amount of reverence for the old masters of type, and the average typographic expert is inclined to be somewhat pedantic. A less bigoted and narrow point of view would make for greater originality in type designs and would afford opportunity for the development of a type style peculiarly appropriate for modern requirements—a style that need not necessarily be a slavish imitation of classic roman letters."

But Mr. Clark reiterated that regardless of his disappointment with general typography he had noted improvements in newspaper printing that could not be denied. There are others, many others, who agree. Statements made this week by a few of them follow:

Herbert Metz, advertising manager, Graybar Electric Company, placing copy in 66 newspapers in 58 cities: "In the larger cities there has been a decided improvement in newspaper printing. One thing I am still critical about is the make-up of many papers. It seems as though the majority of make-up men do not care how their pages are going to look. They simply slam in advertisements and text to fill up space."

C. C. Green, president of the C. C. Green Company, New York advertising agency, and also president of the Advertising Club of New York: "The improvement in newspaper printing is to be seen right under our noses in New York. The leaders in this city are being followed elsewhere."

C. W. Holland, production manager, Cecil Barreto & Cecil, New York advertising agency: "Most decidedly there has been an improvement in newspaper printing, which is proving most interesting and profitable to the newspaper advertiser."

J. M. Cleary, sales manager, Studebaker Corporation of America:—"My impression is that during recent years newspaper headlines have become more sensational, news makeup has been made more attractive by the increasing use of pictures, maps, cartoons, etc. Advertising typography is cleaner and advertising makeup has been improved by the growing use of the pyramid style. Some cities seem exempt from the general upward trend."

"U. S. PAPERS BEST IN THE WORLD"

By W. H. STANLEY

(Advertising Director, Wm. Wrigley, Jr., Company)

The writer believes that there are no newspapers in the world that compare with make-up, typography or paper used by newspaper publishers in this country.

Aggressive nations are copying America and aggressive merchants the world over are imitating the American style of advertising.

The old-fashioned newspaper that will not put in illustrations and insists on using old-fashioned type in the whole make-up of his newspaper is very rare nowadays.

We have nothing but words of commendation for the great improvement that has taken place in American newspaperdom within the last few years.



Using the "Blow-Up and Highlight System" of Treating Portraits, Agencies Now Are Able to Illustrate Newspaper Copy with Dainty Pictures Like the Romantic Scene Above

NEWS AGENCIES ASKI TO KEEP OFF THE AIR

New York Publishers Appeal to P Associations to Refrain fron Broadcasting News from Local Radio Stations

News gathering agencies have b asked to refrain from broadcasting a thing but news of transcendent imp tance by a committee of the Publish Association of New York City, hea by Fred A. Walker, managing di tor of the *New York Telegram*.

Kent Cooper, general manager of Associated Press, acquiesced in the quest to the extent of instructing s members to furnish broadcasting stati in New York only with news of "trani national and international importan such as "the lilness of the Preside or "an election".

The United Press will likewise "g erally conform" to the publishers' p according to Karl A. Bickel, president

"The United Press was first to co-op ate with newspapers in the radio pr lem," Mr. Bickel said, "permitting th to broadcast news considered advanta ous by the newspaper. This co-operat will be continued.

"We have informed clients that if t desire to broadcast the coming Wo Series games they may do so upon m ing proper applications."

Both the Associated Press and United Press broadcast Gertrude Eder successful swim, considering the event international importance. William Fagan, radio editor of the United Pr is continuing to broadcast baseball sco nightly from WEAF. The A. P. giving its scores to WJZ.

Most of the New York dailies using the radio. Bill Waters of Telegram staff talks sports over W every evening; the *New York Su* "Sun's Rays" and "Commercial Dige are broadcast by WRNY; the *New Y American* provides WJZ with news iter the *New York Mirror* makes use WHN.

International News Service does broadcast according to George C. Sh editor and manager.

BERKOWITZ TO NEW YORK

Mortimer Berkowitz, who for the p three years has been an executive of Hearst newspapers in Boston, is to associated with the *American Wee* the color magazine section of all Hearst newspapers, at headquarters New York, beginning early in Septemb according to an announcement made Boston this week.

SHERMAN LEAVES SPRINGFIEL

M. S. Sherman for many years edi of the *Springfield* (Mass.) *Union*, t week announced his resignation to beco effective September 25. Mr. Shern would neither affirm nor deny report t he planned to become associated in executive capacity with another import New England newspaper. He has c tinued as editor of the *Union* since purchase by the *Republican* owners 1 December.

SAJOUS IN NEW YORK

Edward T. Sajous, formerly of staffs of the *Santa Barbara* (Cal.) *Da News* and the *Santa Barbara Morn Press* and staff correspondent for International News Service and *Angeles Times*, has joined the Avond Press, Inc., New York, as editor. Sajous has also been elected vice-pr ident of the Universal Utilities Compa of which the Avondale Press is a su sidiary unit.

NEW FINNISH DAILY

Amerikan Suomalianen or the *Finn American*, a new daily newspaper in Finnish language, appeared in Fitchbu Mass., Monday, Aug. 16, with Geo Sjoblom of Brooklyn, N. Y., as edi and Simon W. Nelson of Fitchburg bu ness manager.

CASES WHERE PAPERS HAVE PAID LIBEL BILLS

ınd Some Other Actions That Never Came to Trial—Carefulness Alone Will Keep Damage Collectors from Publishers' Doorsteps—Reporter's Fake Cost Daily $4,000

By PHILIP SCHUYLER

Newspaper carelessness and speed have cost publishers dearly on more than one occasion. A few big libel bills paid in full are listed in this the 23rd article obtained by EDITOR & PUBLISHER, *stripping the libel law of legal verbiage.*

N expense impossible to budget is a newspaper's libel bill. The surest ay to keep the clamoring damage col-ctor off the publisher's doorstep is to ake sure of a careful, painstaking, and ntlemanly editorial and news staff. nd, of course, malice must be kept out print.

Not all libel bills paid by newspapers e treasured and talked about even in ofessional circles. But the examina-on of legal records will show long lists payments ranging from $25 to $125,-00. Then, besides court verdicts, there e innumerable cases of settlements out court to be added to counsel fees, orth paying, but none the less costly.

A New York court has returned a erdict of $125,000 against a newspaper. he plaintiff was a state senator. The ewspaper charged he had stayed away om an important meeting in Albany, nplying that he had been paid to do so.

Every cent of $50,000 was once paid ut by a St. Louis paper for libel. Add that amount the expenses of dragging defense through court and a pretty bill drawn up, long enough to put a rinkle into almost any publisher's orehead.

A writer for the St. Louis paper mpooned in slang dialect the libel laintiff, who at one time had been a rominent public officer and at the time f publication was the president of a rge financial institution. The plaintiff as charged with making affidavit that e contributed a sum to a campaign und, which sum had in fact been given y another whose name was sought to e concealed, that he sold legislation for ampaign contributions.

Previously the newspaper had charged ie plaintiff with the embezzlement of he sum, and the latter with two friends ad called on the editor stating that the harge was false and the editor had re-racted. An apology was printed, which, owever, was merely a repetition of the harge.

No attempt was made by the news-aper defendant to prove the truth of he charge when the action came to trial. The first verdict rendered was for 75,000 exemplary and $75,000 actual damages. Judgment was later affirmed n condition of a remittitur of $50,000 exemplary and $50,000 actual damages, eaving the total of $50,000 to be paid.

Out-and-out reportorial faking recently cost a New York newspaper $4,000 in a case that went to the highest state court. The reporter was assigned to get a photograph of a girl who was figuring in the news. For some reason known only to himself he simply went to the office of a photographer friend and went through the files, picking at random the picture of a woman. Evidently he didn't wish to fall down on his assignment and thought no one would be the wiser. They were old pictures from which he made his choice, and he may have thought the person it represented would never see the paper in which it was reproduced.

He was fooled and so was his paper. The libel suit was speedily filed and a long war waged through the courts.

The newspaper had this faking reporter arrested on a charge of furnishing false information for publication, a crime in New York state. Bail was set at $1,000. By appealing to the fraternal instinct of a number of reporter friends this sum was raised. Soon after the reporter jumped his bail, and disappeared.

In another case a professor whose name wasn't even mentioned in the alleged libellous publication recovered a verdict of $20,000 from a Detroit paper. An appeal was taken, but judgment was affirmed without costs. The question of excessive damages, for some reason, was not raised in the supreme court.

The article in question was headed "Debauchery and Ruin—The Sad Story of a Crazed Husband and Broken Family—the Wreck of a Canadian Home Charged to a Michigan Professor."

The news broke when a Canadian suddenly went insane and hurled himself in front of a moving train near Buffalo, N. Y. Tracing the reason for his act, a newspaper reporter pieced together a domestic triangle story from letters found in the man's possession. The resulting story implied that the man's wife had been ensnared by a rascally physician's affection and could not resist the temptation of making him annual visits. The physician, who was also a professor at the University of Michigan at Ann Arbor, it was said, had cured the woman of cancer.

The libellous editorial comment concluded as follows:

"If professors of this description are to be kept at the head of important institutions the usefulness of hospitals, etc., will soon be gone. And what certainty and security will there be for any man's wife or daughter's character being left untarnished after once visiting them for treatment of any disease whatever? It is to be hoped that the matter will be looked into and if the professor is guilty, we will have great pleasure in making his name public."

Many other payments could be cited. The majority of them are unnecessary payments that served no really useful purpose, and were caused by avoidable carelessness.

On the other hand extreme fear of libel should never clog the keys of any American newspaper writer. Rather a respect for law and truth should keep his writing machine running steadily and smoothly and safely in the cause of public information and enlightenment.

Harold L. Cross, attorney for and secretary of the *New York Herald Tribune* is authority for the assertion that any number of libel suits are brought in this country that are never finished. The experience of many a publisher bears this out and justifies the remark frequently made by newspaper men that the law of libel is often perverted to serve as a gag, usually unsuccessful, to stop journalistic efforts at performing service for the public at large to the detriment of a minority. Sometimes pleadings are filed by men and women simply for the purpose of pilfering the treasuries of prosperous papers.

It is a cheap business to file a libel suit. It is quite another matter to see it through the courts.

Politicians running for office and criticized by a daily have on a great many occasions filed suits against a newspaper simply as a threat or as a means of branding published truths as lies to retain the confidence of the voters.

Suits are filed and never pressed. An outstanding case of this sort is the action brought by former mayor John Hylan of New York against the *New York World*, reviewed previousliy in this series. They are common throughout the country.

Out in Arkansas the newspaper men call them "political libel," because the suit or threatened suit is usually brought with no intention of prosecution.

Allen Tilden, political writer of the *Little Rock* (Ark.) *Democrat*, a short time ago described two cases of this order that had occurred recently in his city. A local newspaper printed a story to the effect that witnesses before a legislative investigating committee had told of seeing liquor in the office of a certain state official. The story was printed during the height of a campaign and the official brought suit for $50,000, alleging that the statement was untrue and that it had injured his chances for re-election. He was re-elected and the suit was never prosecuted.

In the other case two local papers carried stories to the effect that the attorney general had ruled that a deputy sheriff could not also accept fees as a deputy constable, and that the opinion had been asked by the state comptroller and the request of officials.

No names were mentioned in the story, but the sheriff of the county came to the capital the next day and threatened suit on the ground that the stories had been published with the malicious intention of defeating him for re-election. He won also in the election and the suit was never brought.

Mr. Cross listed four distinct classes of libel suits of the sort that never come to trial and cost a newspaper worry rather than money. They are:

1—The "gag" suit, brought in an effort to silence a newspaper without any intention of bringing it to trial.

2—The suit brought in a moment of wrath that later cools down.

3—The suit that frightens the plaintiff by the thought of the cost of trial, likely to prove more than the verdict obtainable.

4—The "true suit," in which the plaintiff fears the newspaper will prove the libel.

SAME IDEA METEOR STRIKES TWO SAN FRANCISCO CARTOONISTS


THURSDAY—San Francisco Examiner Editorial Page—AUGUST 12, 1926

For everyone that doeth evil hateth the light, neither cometh to the light, lest his deeds should be reproved.—JOHN 3:20

To Keep the San Francisco Bay District The Commercial Center of the West. The Examiner Advocates

Harbor improvements and tideland reclamation

A 48-hour train schedule between San Francisco and Chicago

Immediate completion of the Feather River project

Every San Franciscan Is Now His Own Appraiser

LOOK OUT BELOW!

THE EARTH

NORMAN HAPGOOD
Echoes of the Institute

MORE TRUTH THAN POETRY By S. E. Kiser


Editorial Page San Francisco Chronicle August 12, 1926

Why Do You Suppose Ohio's Voters Renominated Willis?

NEVER TOUCHED US!

Zangwill's Posthumous Article on Immortality

Air Commerce Will Go Where Ports Are

We Have Met Enemy And They Are Ours

The People's Safety Valve

Shortridge Acts Promptly

MORE TRUTH THAN POETRY

Astronomers said the world entered a shooting star belt last week, and this news set similar thought stars to twinkling in the minds of Jack Lustig, *San Francisco Examiner* cartoonist and Bronskup cartoonist for the *San Francisco Chronicle*. On Aug. 12, the above cartoons appeared in the Examiner and Chronicle respectively, differing slightly in title and treatment but bearing a marked general resemblance to each other.

JULY LINAGE IN BIG CITIES KEEPS UPWARD COURSE

NEWSPAPER linage for 131 newspapers in 30 large cities listed by the *New York Evening Post* Statistical Department for July totalled 104,613,704 lines, a gain of 6,355,614 lines over last July, or about 7 percent. The comparative totals follow:

SUMMARY OF ADVERTISING BY CITIES

30 cities listed	27 show gain	3 show loss
131 papers listed	103 show gain	23 show loss
	5 no comparison	

	1926	1925	
†New York	10,908,848	10,466,714	442,134 Gain
Chicago	6,128,904	5,725,524	403,380 Gain
Philadelphia	5,526,833	5,316,323	210,510 Gain
Detroit	4,611,572	4,393,970	217,602 Gain
Cleveland	3,260,250	3,308,925	48,675 Loss
St. Louis	3,388,120	3,133,660	254,460 Gain
Boston	5,188,306	4,910,796	277,510 Gain
Baltimore	3,981,258	3,593,853	387,405 Gain
Los Angeles	6,265,147	5,978,784	286,363 Gain
†Buffalo	2,726,149	2,925,057	198,908 Loss
‡San Francisco	4,350,132	4,023,612	326,520 Gain
Milwaukee	2,499,950	2,302,895	197,055 Gain
Washington	4,113,736	3,565,690	548,046 Gain
Cincinnati	2,988,900	2,649,000	339,900 Gain
New Orleans	3,561,339	3,133,904	427,435 Gain
Minneapolis	2,539,001	2,351,611	187,390 Gain
Seattle	2,657,536	2,502,206	155,330 Gain
Indianapolis	2,746,095	2,675,445	70,650 Gain
Denver	1,872,976	2,006,816	133,840 Loss
Providence	2,408,366	2,344,979	63,387 Gain
Columbus	3,196,423	2,833,597	362,826 Gain
Louisville	3,011,252	2,582,481	428,771 Gain
St. Paul	2,130,898	1,917,412	213,486 Gain
†Oakland	2,145,906	2,116,632	29,274 Gain
Omaha	1,544,809	1,507,884	36,925 Gain
Birmingham	2,445,282	2,168,796	276,486 Gain
Richmond	1,775,788	1,730,904	44,884 Gain
Dayton	2,480,898	2,406,642	74,256 Gain
Houston	2,483,348	2,103,892	379,456 Gain
†Des Moines	1,675,682	1,580,086	95,596 Gain
Totals	104,613,704	98,258,090	6,355,614 Gain

†Note reference under individual newspaper linage of these cities.

NEW YORK

	1926	1925	
American	853,246	887,186	33,940 Loss
Herald Tribune	1,141,582	1,002,686	138,896 Gain
Times	1,839,506	1,756,832	82,674 Gain
World	1,200,534	1,170,454	30,080 Gain
*Mirror (Tab.)	228,500	262,148	33,648 Loss
News (Tab.)	469,534	406,110	63,424 Gain
*Evening Graphic	239,066	†148,668	90,398 Gain
*Evening Journal	801,094	837,390	36,296 Loss
*Evening Post	307,850	281,358	26,492 Gain
*Evening World	527,260	537,752	10,492 Loss
*Sun	925,662	858,650	67,012 Gain
*Telegram	401,336	440,736	39,400 Loss
Brooklyn Eagle	1,157,092	1,120,024	37,068 Gain
Brooklyn Times	450,456	348,890	101,566 Gain
Standard Union	366,130	407,830	41,700 Loss
Totals	10,908,848	10,466,714	442,134 Gain

†Sunday Graphic discontinued Sept. 1, 1925; 51,794 lines for four Sundays included.

CHICAGO

	1926	1925	
Herald-Examiner	848,985	799,413	49,572 Gain
Tribune	2,135,685	2,045,943	89,742 Gain
*American	921,381	812,403	108,978 Gain
*Daily News	1,482,414	1,390,791	91,623 Gain
*Journal	340,677	299,355	41,322 Gain
*Post	399,762	377,619	22,143 Gain
Totals	6,128,904	5,725,524	403,380 Gain

PHILADELPHIA

	1926	1925	
Inquirer	1,437,900	1,419,900	18,000 Gain
Ledger	1,025,123	970,942	54,181 Gain
Record	677,700	620,400	57,300 Gain
*Bulletin	1,415,100	1,341,900	73,200 Gain
*Evening Ledger	971,010	963,181	7,829 Gain
Totals	5,526,833	5,316,323	210,510 Gain

DETROIT

	1926	1925	
Free Press	1,219,680	1,177,302	42,378 Gain
News	2,410,366	2,331,588	78,778 Gain
Times	981,526	885,080	96,446 Gain
Totals	4,611,572	4,393,970	217,602 Gain

CLEVELAND

	1926	1925	
News Leader	883,575	926,325	42,750 Loss
Plain Dealer	1,284,900	1,343,175	58,275 Loss
*Press	1,091,775	1,039,425	52,350 Gain
Totals	3,260,250	3,308,925	48,675 Loss

ST. LOUIS

	1926	1925	
Globe-Democrat	1,002,000	920,100	81,900 Gain
Post-Dispatch	1,605,520	1,471,960	133,560 Gain
Times	301,200	257,700	43,500 Gain
*Star	479,400	483,900	4,500 Loss
Totals	3,388,120	3,133,660	254,460 Gain

BOSTON

	1926	1925	
Advertiser	355,277	304,302	50,975 Gain
Globe	1,090,222	1,028,264	61,958 Gain
Herald	1,040,894	957,547	83,347 Gain
Post	794,824	779,870	14,954 Gain
*American	347,251	307,926	39,325 Gain
*Telegram	211,361	247,222	35,861 Loss
*Transcript	511,540	464,949	46,591 Gain
*Traveler	836,937	820,716	16,221 Gain
Totals	5,188,306	4,910,796	277,510 Gain

*No Sunday edition.

BALTIMORE

	1926	1925	
American	484,241	377,046	107,195 Gain
Sun	1,220,984	1,243,037	22,053 Loss
*Evening Sun	1,298,938	1,205,169	93,769 Gain
*News	635,045	547,569	87,476 Gain
*Post	342,050	221,032	121,018 Gain
Totals	3,981,258	3,593,853	387,405 Gain

LOS ANGELES

	1926	1925	
Examiner	1,695,239	1,644,342	50,897 Gain
News	180,082	205,324	25,242 Loss
Times	1,940,316	1,860,460	79,856 Gain
*Express	717,724	673,232	44,492 Gain
*Herald	1,340,122	1,214,038	126,084 Gain
*Record	391,664	381,388	10,276 Gain
Totals	6,265,147	5,978,784	286,363 Gain

WASHINGTON

	1926	1925	
Herald	524,422	365,160	159,262 Gain
Post	794,161	707,696	86,465 Gain
Star	1,979,373	1,767,751	211,622 Gain
*Evening News	203,595	138,438	65,157 Gain
*Evening Times	612,185	586,645	25,540 Gain
Totals	4,113,736	3,565,690	548,046 Gain

CINCINNATI

	1926	1925	
Enquirer	987,000	870,600	116,400 Gain
Tribune	262,800	242,100	20,700 Gain
*Post	728,400	615,900	112,500 Gain
*Times-Star	1,010,700	920,400	90,300 Gain
Totals	2,988,900	2,649,000	339,900 Gain

NEW ORLEANS

	1926	1925	
Item	807,020	727,484	79,536 Gain
States	707,065	603,177	103,888 Gain
Times-Picayune	1,542,076	1,343,933	198,143 Gain
*Tribune	505,178	459,310	45,868 Gain
Totals	3,561,339	3,133,904	427,435 Gain

MINNEAPOLIS

	1926	1925	
Journal	1,079,021	960,299	118,722 Gain
Tribune	1,063,575	1,015,386	48,189 Gain
*Star	396,405	375,926	20,479 Gain
Totals	2,539,001	2,351,611	187,390 Gain

BUFFALO

	1926	1925	
Courier	706,921	490,849	216,072 Gain
Express	.....	410,429	.....
Post	.....	102,043	.....
Times	906,476	865,194	41,282 Gain
*News	1,112,752	949,995	162,757 Gain
*Star	.....	106,547	.....
Totals	2,726,149	2,925,057	198,908 Loss

Post discontinued February, 1926.
Express combined with Courier June 14, 1926.
Star combined with Courier June 14, 1926.

MILWAUKEE

	1926	1925	
Journal	1,305,139	1,161,581	143,558 Gain
S. T. & A. M. Sentinel	486,140	494,103	7,963 Loss
*Leader	197,386	188,554	8,832 Gain
*Wis. News	511,285	458,657	52,628 Gain
Totals	2,499,950	2,302,895	197,055 Gain

SEATTLE

	1926	1925	
Post-Intelligencer	802,270	660,296	141,974 Gain
Times	1,176,588	1,164,478	12,110 Gain
*Star	547,918	553,644	5,726 Loss
*Union-Record	130,760	123,788	6,972 Gain
Totals	2,657,536	2,502,206	155,330 Gain

INDIANAPOLIS

	1926	1925	
Star	922,893	943,170	20,277 Loss
*News	1,398,414	1,282,767	115,647 Gain
*Times	424,788	449,508	24,720 Loss
Totals	2,746,095	2,675,445	70,650 Gain

DENVER

	1926	1925	
News	458,528	548,016	89,488 Loss
Post	1,047,368	1,032,136	15,232 Gain
*Times	367,080	426,664	59,584 Loss
Totals	1,872,976	2,006,816	133,840 Loss

PROVIDENCE

	1926	1925	
Journal	747,066	708,080	38,986 Gain
Tribune	345,596	332,754	12,842 Gain
*Bulletin	982,621	955,565	27,056 Gain
*News	333,083	348,580	15,497 Loss
Totals	2,408,366	2,344,979	63,387 Gain

COLUMBUS, OHIO

	1926	1925	
Dispatch	1,633,707	1,537,357	96,350 Gain
Journal	629,133	541,737	87,396 Gain
*Citizen	933,583	754,503	179,080 Gain
Totals	3,196,423	2,833,597	362,826 Gain

ST. PAUL

	1926	1925	
News	654,038	574,140	79,898 Gain
Pioneer Press	737,688	652,344	85,344 Gain
*Dispatch	739,172	690,928	48,244 Gain
Totals	2,130,898	1,917,412	213,486 Gain

SAN FRANCISCO

	1926	1925	
Bulletin	539,462	528,528	10,934 G
Chronicle	875,196	836,598	38,598 G
Examiner	1,395,096	1,335,290	59,806 G
*Call	869,106	656,488	212,618 G
*Herald	.....	123,186	.....
*News	671,272	543,522	127,750 G
Totals	4,350,132	4,023,612	326,520 G

Herald discontinued May 5, 1926.

LOUISVILLE

	1926	1925	
Courier-Journal	1,022,123	930,846	91,277 G
Herald-Post	561,299	492,923	68,376 G
*Post	494,119	346,926	147,193 G
*Times	933,711	811,786	121,925 G
Totals	3,011,252	2,582,481	428,771 G

OAKLAND

	1926	1925	
Tribune	1,402,184	1,358,952	43,232 G
*Post-Inquirer	743,722	673,932	69,790 G
*Record	.....	83,748	.....
Totals	2,145,906	2,116,632	29,274 G

Record discontinued October 24, 1925.

OMAHA

	1926	1925	
Bee	368,578	368,207	371 G
News	316,260	340,165	23,905 L
World-Herald	859,971	799,512	60,459 G
Totals	1,544,809	1,507,884	36,925 G

BIRMINGHAM

	1926	1925	
Age-Herald	620,830	579,936	40,894 Ga
News	1,325,394	1,194,368	131,026 Ga
*Post	499,058	394,492	104,566 Ga
Totals	2,445,282	2,168,796	276,486 Ga

RICHMOND

	1926	1925	
Times-Dispatch	778,470	826,294	47,824 Lo
*News-Leader	997,318	904,610	92,708 Ga
Totals	1,775,788	1,730,904	44,884 Ga

DAYTON

	1926	1925	
Journal	520,548	563,850	43,302 Lo
News	1,185,254	1,124,116	61,138 Ga
*Herald	775,096	718,676	56,420 Ga
Totals	2,480,898	2,406,642	74,256 Ga

HOUSTON

	1926	1925	
Chronicle	1,115,100	979,188	135,912 Ga
Post-Dispatch	852,432	677,544	174,888 Ga
*Press	515,816	447,160	68,656 Ga
Totals	2,483,348	2,103,892	379,456 Ga

DES MOINES

	1926	1925	
Capital	420,863	‡493,629	72,766 Los
Register	547,973	478,146	69,827 Ga
*Tribune	706,846	608,311	98,535 Ga
Totals	1,675,682	1,580,086	95,596 Ga

‡Sunday Capital discontinued Feb. 21, 1926.

SUPPLEMENTARY JULY LINAGE FIGURES

Note—These figures were obtained by EDITOR & PUBLISHER from the newspapers listed.

ATLANTA

	1926	1925	
Constitution	804,860	672,854	132,006 Gain
Journal	1,063,048	922,922	140,126 Gain
Totals	1,867,908	1,595,776	272,132 Gain

KANSAS CITY

	1926	1925	
Journal	744,292	686,752	57,540 Gain
*Post	295,350	311,648	15,298 Loss
Star	1,282,618	1,192,232	90,386 Gain
*Times	787,809	714,668	73,141 Gain
Totals	3,110,079	2,905,300	204,779 Gain

MEMPHIS

	1926	1925	
Commercial Appeal	1,206,324	1,009,778	196,546 Gain
News-Scimitar	580,090	492,478	87,612 Gain
*Press	576,261	440,790	135,471 Gain
Totals	2,362,675	1,943,046	419,629 Gain

PITTSBURGH

	1926	1925	
*Chronicle-Telegraph	815,836	793,380	17,456 Gain
Gazette Times	741,720	609,612	132,108 Gain
Press	1,692,306	1,613,038	79,268 Gain
Post	749,896	667,492	82,404 Gain
*Sun	612,080	656,040	43,960 Loss
Totals	4,611,838	4,339,562	272,276 Gain

PORTLAND

	1926	1925	
*News	440,216	439,572	644 Gain
Oregonian	1,059,016	1,047,886	11,130 Gain
Oregon Journal	917,098	883,582	23,516 Gain
Totals	2,416,330	2,371,040	45,290 Gain

*No Sunday edition.

"50-WORD TECHNIQUE" MAKES SMALL ADS SELL

Rothschild's Terse, Forceful Copy Praised by Agents and Newspaper Men—Aims to Condense a Paragraph Into Two or Three Words—Writes Suggestions Rather Than Sentences

By HAMMOND EDWARD FRANKLIN

THE Fifty-Word Technique
is the
shortest distance
etween tell and sell.
t reduces
ongwindedness
o pith—
ccelerates action—
roadens the budget
nd drives your point
ome
nd not over!
People *see* many
dvertisements
ut they
ead
his kind!

The newest in copy is "the fifty-word echnique." It has leaped into wide rogue in recent months especially for



J. H. Rothschild

small-space newspaper advertising. Newspapers themselves have adopted it for their own promotion advertising.

"It isn't how much we say, that sells goods through advertising or over the counter but how forceful we can make a few words," George E. Harris, president of the Dauchy Company advertising agency commented. "I believe that in striking the chord of brevity and uniformity in the amount of copy, the Fifty-word Technique comes very near to the correct idea in the making of advertisements."

The newspaper view of the fifty-word technique" was sounded by Harvey R. Young, advertising director of the *Columbus* (O.) *Dispatch,* as follows:

"We have too many small advertisers who use space haphazardly. Their only excuse for doing it at all is their competitive advertisers. If they would take the same pains in planning, preparing and displaying their copy as they do in buying their merchandise, there would be more small advertisers and more who could report profitable results. The fifty-word technique is a demonstration of what can be accomplished in the preparation and displaying of smaller-sized spaces."

The value of striking small copy in a large national advertising campaign was emphasized by William H. Rankin, president, William H. Rankin Company advertising agency. He put it this way:

"Apart from the advantage of short advertisements to merchandisers with a small advertising appropriation, the style can be adapted also to the use of larger advertisers. More and more such firms are coming to realize the necessity of constantly keeping their names before the public by means of small space frequently used, in addition to their large-space campaigns.

"The condensation necessary in these small advertisements is the supreme test of a copywriter's skill. A tersely worded piece of copy—even though the space is small—will have the most telling effect.

The agency that can get the maximum of sales from a 56-line advertisement proves its ability to handle with the utmost success the most difficult campaign.

Among others who recently have gone on record as approving this "multum in parvo" technique are Edwin S. Friendly, business manager of the *New York Sun;* J. G. Tritsch of the *Toledo* (O.) *News-Bee;* A. H. Mason of the *New York News;* C. M. Marvin, advertising manager, *Cleveland News;* F. G. Caskey, *Washington* (D. C.) *Herald and Times,* and Lee D. Hanson of the Cramer-Krasselt Company, Milwaukee.

Morning newspapers have increased 26 per cent in six years, evening papers 23 per cent, and Sunday papers 53 per cent, in number of copies issued. Further, bulk has increased. Hence, the advertiser has the problem of getting attention and then getting his copy read and remembered.

The "fountain head" of the new "fifty-word technique" is a New York copy writer, James H. Rothschild of 33 Fifth avenue, New York City, with whom is associated Nat C. Wildman. For a period of 12 years Mr. Rothschild wrote the longer type of advertisements almost exclusively. During the last several years, after introducing the technique, he has devoted 75 per cent of his time to copy written in 50 words or less in a definite plan. With one exception, Mr. Rothschild is reputed to do the largest free lance copy business in the U. S.

It was while cogitating upon some new approach to present the *American Weekly* of the Hearst publications that this member of the younger generation of New York copy creators hit upon the "fifty-word technique." This form enabled the Weekly to make a single striking point in each advertisement with the result that inquiries began to come in right away.

What is this "technique"? How may it be used?

Page Mr. Rothschild and let him do the talking, but please don't limit him to fifty words this time:

"The fifty-word technique is the process of putting a paragraph of pith into two or three words.

"The first impression many advertising men get is that the fifty-word technique is a system of breaking an otherwise usual sentence into short lines for easier consumption. Reading an advertisement in the technique will convince you that this isn't so. Rather, it is a process of writing in *suggestions* rather than sentences.

"Instead of having to limit your advertisements to what you want your readers to know, it permits you to start him on the path of *what you want him to think.* Fontaine Fox laid the success of his cartoons to the fact that the little figures looking at the reader brought the reader into the picture. The fifty-word technique does the same thing. Instead of talking *at* the reader, it talks *with* him.

"An advertiser was in the throes of marketing a product that was destined to revolutionize manufacturing in his particular industry. The first three paragraphs, devoted to telling of the astonishing simplicity of his discovery, contained 310 words! The fifty-word technique told the same story—as follows—in 15.

Great comfort!
Great convenience
Great idea
Great heavens—
Why didn't someone
think of it before!

"This probably explains better than anything else what I mean by calling the technique a system for writing in suggestions—and for letting the reader complete the picture!

"Today, a matter of three and a half years actually since the first use of the fifty-word technique, I have written in the technique for 107 advertisers on three continents, in four countries and in 22 cities of the United States. In the last six months, I have collected advertisements simulating the technique, written by others, for 66 different products run in newspapers in Canada, England and the United States."

Yes, this form has its limitations. In the case of retail women's wear, it has fallen down, perhaps because women missed the gushy descriptions and fancy art work, and it did not work out in the proprietary medicine field. Nor has it pulled when used alone through the mails. But for any and all service businesses, for all low-cost-per-unit items, and for institutions and businesses to whom keeping before the public and building good will are important, this has possibilities. This kind of advertising can be used in as little as 50 lines.

It has opened the way to institutions which had never advertised before.

"It is my belief," Mr. Rothschild stated the other day, "that the tremendous and costly advertiser turnover is due to the fact that many advertisers—even large concerns—can't afford to spend sufficient money to run large advertisements daily, and large advertisements run at intervals of a week or even two or three weeks are unable to deliver, sometimes, at least against the advertising of those concerns that do use large space daily or several times a week. This makes for skepticism about advertising and dissatisfaction with advertising affiliations. Result—continual change of agency relations with slight benefit or betterment.

"The fifty-word technique enables an advertiser to use smaller space, to tell the same story in a style that is even easier to read and to keep his story in the papers daily and continually. As a leading agency says, so aptly: 'Keeping everlastingly at it brings success.' This technique, therefore, is responsible for smaller advertising units (which doesn't sit so well with some publishers) but for *more* of them, which suits most publishers a lot better. And when linage pulls, regardless of size, it means continued sale of space for the newspapers."

Now for an instance or two of experiences with this form of advertising:

A business that had advertised two years ago had spent $46,000 and hadn't cashed in on its appropriation to any extent. A year and a half ago it started all over again with copy in the fifty-word technique. At the end of five weeks of running on an every other day schedule in three New York newspapers, the business, according to its owners, showed an 11 per cent increase.

Within eight months, the advertiser had invested $51,000 in advertising. In ten months last year, he spent $89,000.

A Gotham night club, has by reason of these small advertisements of fifty words or less, been able to sell "parking space on the steps leading to the dance floor of his restaurant" as late as four A. M. in midsummer.

That's the Club Alabam. This club has received comments on its advertising from as far away as China.

A clothier with a chain of 22 stores, spending an average of $595,000 a year in newspapers exclusively, invariably discontinued advertising in June and didn't resume until the middle of September. He decided to try out fifty-word technique advertisements because, at most, they wouldn't cost him much.

They not only kept his store in the public eye but, as a result of the advertisement first published, 100 lines double column, run in 22 cities, 18 stores reported 216 sales on the garment advertised, traceable to the advertisement. Four stores reported no results whatsoever. Eighteen store managers requested the copy be kept up because of the comment created.

If there is any problem, above all others, which every newspaper advertising executive grapples with daily, it is how to help advertisers get more out of small space. The fifty-word technique, although not a panacea for all advertising ills, has possibilities.



Three examples of the "Fifty Word Technique" in newspaper copy, showing various effects obtainable. The ads are terse, personal and typographically attractive.

MR. BARRON FINDS PUBLISHERS RESISTANT TO HIS ADVERTISING METHODS

"WHAT," asks a daily newspaper editor, "is the opinion of EDITOR & PUBLISHER of the 2,700 newspapers in the United States which, according to the enclosed letter from C. W. Barron of New York, accepted his proposition to run a paid advertisement of 23 inches provided a free advertisement of 37 inches was also run?"

The question has been thoroughly answered in similar instances by EDITOR & PUBLISHER in the past. The 2,700 publishers alleged by Mr. Barron to have printed the "reader" have a wholly mistaken sense of newspaper values—and they are a small minority of the nation's press. Apparently Mr. Barron ascribes the non-acceptance of his proposal by more than 80 per cent of the daily and weekly newspapers of the country to the fear of publishers that they would have to set in their own shops the type for the 37-inch digest of his magazine article. The lure which he adroitly holds out to the recalcitrant 80 per cent is a matrix of the article, to be run at the publisher's convenience, to be followed in a subsequent issue by reproduction of the 23-inch advertisement, for which Mr. Barron proposes to pay card rates, less the agency commission to be paid to Doremus & Co., of which he is president.

Mr. Barron in his recent voluminous correspondence with EDITOR & PUBLISHER has stressed the news interest he personally found in the achievement of Galli-Curci in mastering the writings of Swedenborg, and a reprint of part of that correspondence, stressing the news thought, is one of the enclosures of his "follow-up" letter. Otherwise, no direct appeal to the news sense of the publisher or editor of a newspaper is made.

The proposal is that publishers who print the reader can print the advertising and pay Mr. Barron commission on the latter. The fourth and fifth paragraphs of the letter reproduced on this page tell in a few words Mr. Barron's estimate of the current newspaper practices.

One newspaper, which did not accept either of Mr. Barron's bids, comments that its rate for an advertisement of this kind would be 70 cents per inch, which on a 23-inch advertisement would have amounted to $16.10. Instead of 23 inches this publisher notes, he would have been compelled to run 60 inches, which would have been charged against the office on the publisher's books. Thus the revenue from the advertising would have been at the rate of 26.8 cents per inch, or 15.2 cents less than the scheduled rate for advertisers using 5,000 lines or more a year.

Other advertisers request newspapers to publish free favorable "readers" concerning their product or service. Mr. Barron, apparently, does not stress the "favorable" element—any mention of Mr. Barron and his article on Mme. Galli-Curci's marvelous mind seems to entitle the publisher to the advertising. A San Pedro publisher whose letter appears on another page saw no reason to give columns of his space to Mr. Barron's article or a digest of it, but he did find a hint for a hot-weather editorial. He got the ad as soon as Mr. Barron's attention fell on the mention.

EDITOR & PUBLISHER has stated its position with regard to Mr. Barron at length in these columns, besides reproducing Mr. Barron's lengthy disquisitions on editorial ethics in general and his ideas on Swedenborg in particular. Possibly Mr. Barron feels gratified at this generous treatment. Possibly he considers any mention critical or not of his literary achievement in the *Dearborn Independent* creates the atmosphere needed for proper reception of his advertising message.

At any rate, the editor in charge of this issue discovered on make-up day that Mr. Barron had decided that EDITOR PUBLISHER is a worthy medium for paid announcement of Swedenbor works. It appears on page 34.

Other elements in Mr. Barron's rec follow-up campaign to bring into the reluctant 80 per cent are reproduc below.

Whatever Mr. Barron may think of idea that news interest must be arous (at the publisher's expense and withc consulting the editor) before advertisi can be sensibly used, he finds acquiescen among only a small minority of prese day newspaper men.

"KITCHENER BETRAYED"

Press agentry's close alliance with faking was demonstrated again in news from England Aug. 19 that Frank Power's "Kitchener's Coffin" hoax was a stunt designed to furnish publicity for a moving picture called "How Kitchener Was Betrayed."

The disclosure was made by Singleton Gates, a British newspaper man, who in a signed story in the *London Daily Sketch* bluntly asserted it was he who invented the whole story of finding Lord Kitchener's body in Norway for the sake of free publicity.

DOW, JONES & CO.
PUBLISHERS
THE WALL STREET JOURNAL
FINANCIAL NEWS BULLETINS
ELECTRIC PAGE NEWS TICKER

44 BROAD ST., NEW YORK, N. Y.

July 30, 1926

TO THE PUBLISHER:

Under date of June 19th I offered you a 23 inch advertisement entitled "The Most Wonderful Book in the World" to be run in your paper at regular rate less agency discount, also a reprint of an article entitled "Galli-Curci Swayed by Seer of Sweden".

More than 2700 publishers accepted this offer, but I can find no record of an acceptance from you. With the original offering was a reprint of the Galli-Curci article as it appeared in the Dearborn Independent, also a proof of a two-column condensation of the same story.

Some publishers were under the impression that they were asked to set and print the complete article. Possibly this is why you did not accept the offer.

My offer is - I will furnish you a mat or plate (check preference on card) of the 23 inch ad "The Most Wonderful Book in the World", also, of the two-column story entitled "Galli-Curci Swayed by Seer of Sweden".

The reader to be run in your columns at your convenience and in a subsequent issue you may publish the advertisement for which you will be paid at your regular rate less agency discount.

The attached postcard properly filled in and returned will cover the ad insertion, plate or mat of which, together with the news story will be sent to you.

This and any further advertising should be billed to Doremus & Company, 44 Broad Street, New York, of which agency I am president. Information as to the responsibility of Doremus & Company can be obtained from the Western Newspaper Union, to whom I refer with their permission.

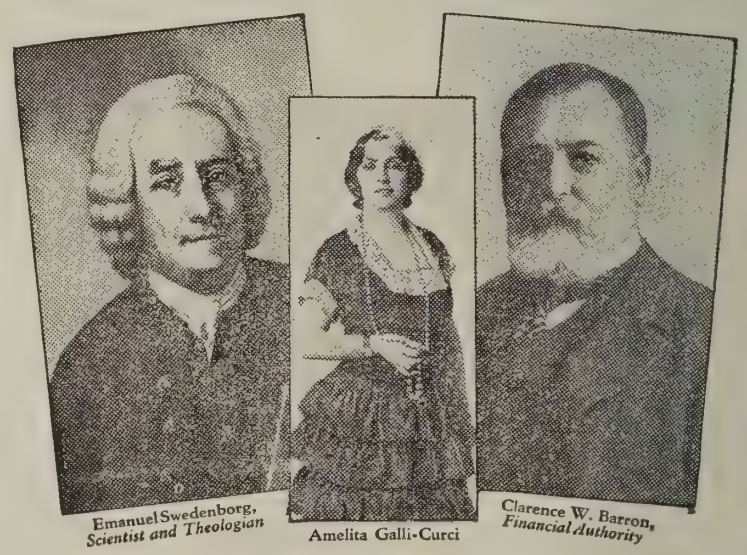
Please return the card promptly as the schedule for insertion of this advertisement will be closed on August tenth.

Yours very truly,

C. W. Barron

PLEASE READ THE ATTACHED FOLDER "NEWS VS. ADVERTISING".

Galli-Curci Swayed by the Seer of Sweden



Emanuel Swedenborg, *Scientist and Theologian* — Amelita Galli-Curci — Clarence W. Barron, *Financial Authority*

Prima Donna Gives Wonderful Interpretation of the Writings of Emanuel Swedenborg—

HENRY FORD'S Dearborn Independent publishes a remarkable article on Galli Curci and Emanuel Swedenborg, by Clarence W. Barron of the Wall Street Journal, the world famous financial authority.

Mr. Barron declares that Galli-Curci has the most wonderful brain he has ever met or heard of in a woman, although she is much more "a true woman with a life and soul of affection for all that is ennobling and uplifting in the family, and in color, form, and music."

Mr. Barron is chairman of the Rotch Trustees, who acting under the will of Lydia S. Rotch of New Bedford, Mass., began in 1872 a modern of the Theological Works Swedenborg wrote

Then answer to yourself the number of years that ought to be required to master these thirty-two volumes."

Mean More Than Any Other Books

Mr. Barron, still credulous, continued his correspondence with Madame Galli-Curci for some months. He learned that soon after she lost her dear mother she had sought the Writings of Swedenborg in a desire to know more about the other world whence her mother had gone. She spent the entire summer vacation studying Swedenborg's Works, and declared: "They have meant, and mean more to me than anything else I have ever read."

When Galli-Curci returned from California Mr. Barron motored up into the Catskills to her beautiful Italian palace and in an

With the letter reproduced at the left, Mr. Barron seeks to induce 80 per cent of the nation's publishers to print the "reader" shown in part at the right in order to create a "properly receptive atmosphere" for his advertising, which appears in paid space on page 34 of this issue, Mr. Barron apparently feeling that the "requisite atmosphere" had been created by recent criticism of his methods in these columns.

WALL NAMED PRESIDENT OF VIRGINIA PRESS

Farmville Herald Publisher Succeeds W. S. Copeland—Group Plans to Employ Full-Time Secretary —Gov. Byrd Speaks

J. Barrye Wall, of the *Farmville Herald,* was elected president of the Virginia Press Association at the thirty-eighth annual convention at Pulaski, Friday and Saturday of last week. W. S. Copeland, *Newport News Daily Press,* was renominated, but declined to serve a second term as head of the organization.



J. Barrye Wall

C. L. Weymouth, *Ashland Herald - Progress,* was re-elected secretary, and George O. Greene, *Clifton Forge Review.* was re-elected treasurer.

Under a change in the by-laws adopted by the convention, officers were renominated on the floor of the meeting instead of in committee.

A committee headed by Mr. Wall, the new president, submitted a plan whereby it is hoped to raise sufficient funds for the employment of a full-time secretary of the association. The place for the 1927 meeting was left to the executive committee, but the convention recommended that the invitation of Dr. J. A. C. Chandler, president of the College of William and Mary, at Williamsburg, be accepted and a winter session be held at the institution as suggested in Dr. Chandler's invitation.

At a meeting of Virginia members of the Associated Press, plans for improving the news service to daily papers in the state were discussed, along the lines of expansion of service to all papers.

Major Powell Glass, of the *Lynchburg News,* was re-elected state chairman of the Virginia Associated Press Association, and F. J. McDermott, Richmond correspondent, secretary. This association will meet again with the Virginia Press Association at its coming winter conclave.

One of Virginia's most valuable assets in the state's new era of progress is its newspapers, Governor Harry Flood Byrd, publisher of the *Winchester Star* told the Virginia Press Association at the first session of the two-day meeting. The Governor praised the work of Virginia newspapers and the high standard they have reached.

Picturing a new era for the state through its ambitious plans for industrial development, the chief executive declared that much of the credit for Virginia's new position was due to its newspapers. The progressive policy, high standard of journalism and co-operation of the Virginia press had, he said, brought before the public the needs of the state and co-operated to bring about advancement.

Newspaper men from all sections of Virginia attended the two-day session.

The report of the association's legislative committee, which showed that not one of four bills advocated by the association before the General Assembly ever reached the floor of that body, was submitted. All were tabled in committee, it was declared. The convention went on record to press these matters at the next meeting of the legislature.

The Governor was followed by Norman Call, vice-president of the Richmond, Fredericksburg and Potomac Railroad, who spoke on the "Relationship Between the Railroad and the Press."

"The day has long since passed," Mr. Call said, "when newspaper reporters, seeking legitimate railroad news, ofttimes were treated with discourtesy, occasionally as an interloper and at times actually threatened with bodily harm. My own experience with reporters and editors alike is that they are remarkably accurate even in their handling of technical subjects and they invariably 'tote fair.' I have never known a newspaper man to violate a confidence. But it devolves also upon the railroad official to deal with them in a spirit of complete frankness and understanding."

The newspaper men were guests of Dr. John Preston McConnell at an entertainment at the Radford State Teachers' College.

HENRI JOINS S. F. BULLETIN

Former Classified Manager of Chronicle Takes Similar Position

Robert Henri, formerly classified advertising manager of the *San Francisco Chronicle,* has been appointed manager of the classified advertising department of the *San Francisco Bulletin.*

For a number of years Mr. Henri has been classified advertising counselor for various Pacific Coast newspapers. Starting fourteen years ago as a reporter for the City Press Bureau of Chicago he later joined the staff of the Newspaper Enterprise Association and served in Chicago and Cleveland. During the war he was a government train tracer in the Service of Supplies Department.

Henri is a member of the Association of Classified Advertising Managers. He was formerly classified advertising manager of the *San Francisco Call* and the *Los Angeles Record,* and also organized and managed the classified department of the *Fresno Bee.*

INNOVATION ON K. C. POST

A new theatrical page, conducted by "Ace" has been inaugurated by the *Kansas City Post.* The page, an innovation in Kansas City, is entitled "Right Off the Reel and Across the Footlights."

SALT LAKE DESERET NEWS NOW PRINTING FROM NEW $250,000 PLANT



THE *Deseret News,* established June 15, 1850 at a time when Salt Lake City, pioneer settlement of the Rocky Mountain territory, was fourteen or fifteen hundred miles from the nearest Eastern civilization and upwards of a thousand miles from such civilization as the West Coast had to offer, has just erected a large new home facing on Richards street, near its old location, which will accommodate the entire plant.

The building is of concrete and steel and as fireproof as modern building science could make it. Assistant General Manager James M. Kirkham and the architect spent several weeks in the large cities of the East gathering ideas for the new structure. The inside woodwork is of gray black stained oak with furniture to match. The floors are all designed to carry 250 pounds per foot live load. The completed building has cost about $250,000.

There are four floors and a basement and the building is an "L" shaped structure with 98 feet on Richards street and 142 feet deep, at its greatest depth. The basement is devoted to job department stock, bindery supplies, book papers, in one section, and in the other to newsprint. The first floor contains the newspaper presses, mailing room, carriers' room, circulation room, shipping room and shipping dock, and the job department's business offices. The second floor contains the business offices, editorial and advertising departments, office of the *Utah Farmer,* news composition and stereotyping departments. The third is devoted to the big bindery and the fourth is occupied by the job department.

The name "Deseret News" has nothing to do with the fact that the paper was born in a desert, as is generally supposed. "Deseret" means "busy bee" and is from the book of Mormon, a book given to the world by Joseph Smith, founder of Mormonism and claiming to be a religious history of the American Continent, as the Bible is a religious history of the East. The News was founded under the auspices of Brigham Young, famous Mormon leader and first governor of Utah, and is still owned by the Church.

The publisher of the Deseret News has always been, though sometimes only nominally, the president of the Mormon Church. Today it is headed by Heber J. Grant, whose brother, B. F. Grant, a newspaper man by training, is the general manager. James M. Kirkham is assistant general manager. Harold Goff, a product of the News, is the editor. Amos Jenkins is advertising manager; Ralph Whitney, circulation manager; Dave Ockey auditor; and June Harrow is in charge of news composition and stereotyping departments.

21 GRADUATED FROM N. Y. PRINTING SCHOOL

Three Complete First Photo-engraving Course at Empire School Conducted by N. Y. State Publishers Association—Kellogg Presents Diplomas

With assurances of the worthiness of their trade and the promising future of their profession, 21 students were graduated Saturday, Aug. 14, from the Empire State School of Printing and the Empire State School of Engraving. While this was the eighth semi-annual commencement of the printing school, it signified the termination of only the first term for the engraving division.

Commencement speaking and awarding of diplomas followed a luncheon in the Bank Restaurant. In the absence of Frank E. Gannett of Rochester, president of the New York State Publishers Association, John W. Baker of Ithaca, chairman of the educational committee of that association, presided.

Because of the plan followed in permitting students to enter and to leave each month, not all of the graduates were present at commencement. Several were kept in other towns by their new positions. Those to whom diplomas were awarded were:

In course No. 2—Harvey A. Alexander, Warren C. Anderson, Charles E. Backus, Raymond R. Baker, Lewis J. Baum, John R. Bathrick, Charles Carter, W. Arthur Daniels, Philip Del Negro, Kenneth Hallam, Peter Murphy, Leland Northrop, Leroy L. Parshall, Frederic E. Simons, William Vasteno, Wallace A. Wood.

Special students in Linotype-Intertype operation and mechanism—Walter Grose and Thomas Hinchey.

In photo-engraving—George Kalamjian, Thomas E. Ryan, William Troy.

Mr. Baker, in introducing the first speaker, predicted greater changes in the printing industry during the next 10 years than have occurred in the past, and admonished the new recruits to take advantage of those changes.

John F. Rolfe, managing editor of the *Corning Evening Leader,* was heard on the subject of "The Employers' Points of View."

"The publisher is more interested in your thought life than in your material and practical ability," he told the graduate printers. "The pay-envelope means no more than that it takes 30 years to grow a useful man."

"The Printer's Equipment" was the topic of Edward Amherst Ott, dean of the School of Chautauqua and Lyceum Arts at the Ithaca Conservatory of Music. His first advice was "Keep in condition." Next: "You must have a talent of values, and that is a thing which you in the printing industry have had more opportunity to learn than most of us. Simply apply to life the things you have learned in type.

"Have respect for your calling. Everything that pertains to printing is a high, dignified activity. Publishing is the highest form of transportation the world knows. It means the transportation of ideas from brain to brain.

"Printers are dealers in words, the most subtle things in the world . . . The newspaper office in the smallest town should be the center from which idealism goes out to the whole community.

At the close of the program, the diplomas were presented by Ross W. Kellogg, director of the schools. He summed up briefly the progress which has been made in this unique enterprise since the last commencement, and also touched on the plans for the American Newspaper Institute to be located in Ithaca.

A. B. BEDELL TRANSFERRED

Alfred B. Bedell, for several years a representative with the New England office of the Mergenthaler Linotype Company, has been appointed representative for central and northern New Jersey.

A. B. C. RATE CARD SERVICE OPTIONAL, CLAGUE TELLS PUBLISHERS

Newspaper Men Commenting on Proposal, Approve Main Idea, But Oppose Any Attempt to Standardize Time of Rate Changes

COMMENTS upon the proposal by the Audit Bureau of Circulations that publishers' rate cards be printed on the back page of semi-annual statements of circulation by its members among newspapers, magazines, farm papers, and business papers continued to reach EDITOR & PUBLISHER this week.

Taken generally, these comments by publishers voice approval of the Bureau's publication of their rate cards, but the Bureau's suggestion in its original announcement of the plan that eventually rate changes might be synchronized with the semi-annual statements as a rule meets dissent.

Stanley Clague, managing director of the Bureau, reiterated to EDITOR & PUBLISHER that "it is entirely optional with the publisher as to whether he shall or shall not use the space allocated for this purpose."

"Although the closing date is not until Sept. 15," Mr. Clague contiued, "we have already received more than 400 responses and have had only six communications in opposition to the new plan. Publishers of smaller publications are particularly enthusiastic about this plan because it enables them to show in one document a complete story concerning circulations and rates. The matter was under consideration for several months by the board of directors and the final decision was unanimous."

Opinions expressed by publishers and other newspaper members of the Bureau during the past week follow:

Col. Robert Ewing, publisher *New Orleans Daily States,* said:

"The Audit Bureau of Circulations was organized in the interest of both advertisers and honest publishers with a view of creating a more accurate and dependable standard of circulation. The Audit Bureau has unquestionably improved former conditions, but even its strongest advocates know that much yet remains to be done to clean up circulation exaggeration, to put it mildly. Reproduction of rate cards with the publishers' statements and the suggestion that rate changes be made semi-annually was never contemplated by its founders and is entirely foreign to the purposes of the Audit Bureau. I hardly think publishers will ever submit to dictation in this branch of their business."

Edgar T. Bell, business manager of the *Oklahoma City Oklahoman* and *Times,* said:

"We can see no objection to the Audit Bureau of Circulations making a publisher's advertising rate card a part of the publisher's circulation report. It also seems to me that this would enable space-buyers to have more information on one sheet or one form than they now have.

"We would, however, oppose any efforts of the Audit Bureau of Circulations to name a time when rates should be changed, for that is the publisher's private business which I cannot see concerns the A. B. C. in the least. Conditions are liable to arise at any time which would make it necessary for a publisher to change his rates immediately. The Audit Bureau of Circulations should realize that it could not get publishers generally to agree to any such arrangement. We certainly would not agree to it. We would, however, have no objection to making our rate card a part of our circulation report."

J. S. Mims, general manager of the *Tampa* (Fla.) *Tribune,* said:

"The proposed plan of the Audit Bureau of Circulations to include complete advertising rate cards in all newspaper periodical statements is admirable so long as the Bureau does not attempt to dictate to the publisher or deprive him of his rights to make his rate card at such intervals as he may choose."

W. J. Hofmann, advertising director of the *Portland Oregonian,* said:

"We do not look upon the inclusion in the Audit Bureu's circulation reports of the rate cards as calling for objection. We rather look upon the idea as a good one because advertisers and agency men want the rate card information when they are interested in the subject of circulation."

Sidney D. Long, business manager of the *Wichita Eagle*:

"The proposal to include the reproduction of rate cards with semi-annual publishers' statements and the suggestion that rate changes be made semi-annually only is not in keeping with the true object of the Bureau.

"The purpose of the Audit Bureau of Circulations is auditing the circulation figures of its publisher members and distributing them to all of its members, to the end that honest and standardized circulation figures may be available.

"Its organization is constructed on this plan and with this object in view.

"Any dictatorial order as to when the publisher members should issue their rate cards or change their rates would definitely lead to the Bureau's stepping out of its correct jurisdiction as an Audit Bureau. The rates for which the publisher sells his space is an entirely different department of the newspaper business. It is not directly connected with the auditing of circulation figures.

"The ideals of the Bureau as an audit institution have been high and have been maintained. Now to assume prerogatives entirely outside of the duties of an audit association would detract from its real job and endanger the very existence of the Bureau."

John A. Park, publisher of the *Raleigh* (N. C.) *Times,* said:

"It is a pleasure to answer your wire requesting my opinion about the proposal of the Audit Bureau of Circulations to include advertising rates with their regular circulation reports. I am heartily in favor of the plan to include advertising rates along with circulation reports of A.B.C. members.

"Any newspaper with a suitable schedule of rates should have nothing to fear about the publication of its rates in comparison with other publications. Of course, if there is an 'inside rate' there would be objections on account of some publishers to having their regular rates broadcasted throughout the country.

"A.B.C. reports on circulation have become the standard authority. A.B.C. rates on advertising likewise could become standard and the great volumes of unnecessary rate books and frequent reports, which are sometimes sold at exorbitant prices, would be dispensed with."

DAILY LIMITS "QUOTES"

Patterson Wants Substance of Speeches for Toledo Blade

Toledo Blade reporters have been instructed to use direct quotation only in exceptional cases in speech-reporting. The instruction to the Blade city staff was issued by Grove Patterson, executive editor of the Blade, the day after Kent Cooper, general manager of the Associated Press called the attention of the Institute of Politics at Williamstown to the newspaper as power for international peace and for the spread of public welfare. Mr. Patterson attached a copy of the Associated Press report of Mr. Cooper's address as reporting of the correct kind.

Mr. Patterson instructed the reporters to give, in their own best style the substance of a man's speech, striving to set forth his idea as exactly as possible.

An occasional quoted sentence will be permitted when the reporter is absolutely sure that he is writing the speaker's exact words.

Mr. Patterson aims to eliminate the use of direct quotation from the Blade except in instances when the reporter has in hand the manuscript of the speech.

CRITICIZES CORRESPONDENTS

Chicago Ministers Says Mexican Religious Situation Mishandled

A severe attack on the work of correspondents in covering the Mexican religious situation was launched this week by Lacy Simms, pastor of the Spanish mission of the Presbyterian board of church extension of Chicago, in an interview with a Chicago correspondent, which was published in Chicago newspapers. Mr. Simms is in Mexico as a member of an interdenominational "goodwill commission" for educational and religious work.

He asserted that American correspondents there "gather grains of information and weave them into a tissue of exaggeration." Mr. Simms added that he and his companions after their return to the United States would engage in a campaign of truth telling about Mexico.

JOINS 100,000 GROUP

The *South Bend* (Ind.) *Tribune* has been made a member of the 100,000 Group of American Cities, Inc. Walter A. Strong, publisher of the *Chicago Daily News* is president of the group.

MEXICANS ARREST U. S NEWS PHOTOGRAPHER

Harry Steiger, Los Angeles Manager o P. & A. Photos, Inc., Was Jailed Three Days and His Camera and Plates Taken

Harry Steiger, manager in Los Angeles for Pacific and Atlantic Photos Inc., was jailed in Alaya, Mexico, for taking pictures of the religious strife in that country. His camera and many plates were confiscated.

The American photographer obtained his freedom Aug. 10, reaching the United States at Deming, N. M., two days later. He arrived back in Los Angeles Aug. 13.

An interpreter, retained by the American cameraman in Mexico City was also jailed, but Steiger gained his release and brought him across the border. Steiger reported to headquarters office he still had numerous pictures depicting strife.

DOUGLAS IN LONG BEACH

W. E. Douglas, who resigned as classified advertising manager of the *Long Beach* (Cal.) *Press* four years ago to manage the same department on the *Washington* (D. C.) *Post,* has returned to California, and is now managing the classified department of the *Long Beach* (Cal.) *Press-Telegram.* Previous to his connection with the Long Beach Press, Mr. Douglas was connected with the *Kansas City* (Mo.) *Star* and later with the *Dallas* (Tex.) *News,* and then with the *Portland* (Ore.) *Oregonian.*

Freight Trains Steam into Jacksonville

with loads greater than at any other time in the history of the state. . .

Building and road construction materials are daily arriving in solid trainloads. *Movement of these commodities at this time of the year have never been equalled. Sufficient evidence that development is going forward at a greater pace than ever before.

Tell your advertising story to this prosperous country through the columns of the state's leading newspaper. There is no substitute for circulation.

The Florida Times-Union

JACKSONVILLE

*Statement issued by the Jacksonville Traffic Bureau

THE PITTSBURGH PRESS, Daily, has 33,254 *more* net paid circulation in the city of Pittsburgh than *both* other evening newspapers *combined*, and the SUNDAY PRESS has 22,673 *more* net paid circulation in Pittsburgh than *both* other Sunday newspapers *combined!*

The Pittsburgh Press

A Scripps-Howard Newspaper

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York

MADISON CAPITAL TIMES LOSES FIGHT AGAINST COURT SECRECY

Judge Upholds Legality of Star Chamber Hearing—Dissolves Injunction Preventing Daily's Appeal to Supreme Court

THE *Madison* (Wis.) *Capital Times* has lost its fight against secrecy in court proceedings and against the right of a judge to prohibit a newspaper from printing court transactions.

Judge A. C. Hoppmann of the Dane county circuit court, against whom the Capital Times directed its legal battle, handed down a decision Friday, Aug. 13, that leaves this newspaper no opportunity to carry its fight to the supreme court of Wisconsin.

The secret proceedings in the court chamber of Judge A. C. Hoppmann held to investigate charges made by the Capital Times during the trial of the slayer of a local policeman, were held to be justified in the legal opinion of Judge Hoppmann and the demand of the Capital Times for a transcript of the testimony at this secret hearing was denied.

While the injunction against the Capital Times prohibiting it from publishing anything that took place at the secret (John Doe) hearing was dissolved by Judge Hoppmann on the ground that the exigencies that compelled the injunction at the time of the murder trial are over, yet the Capital Times by gaining the dissolution won but a technical victory.

If Judge Hoppmann had refused to vacate the injunction, the Capital Times, through its attorneys would have been able to appeal to the supreme court and obtain a decision on the extent to which courts can conduct proceedings in secret. The suit of the paper against Judge Hoppmann was begun several months ago.

Passages in the decision, of particular interest to newspaper men, are the following:

"It is the primary duty of every court to see to it that justice is duly administered in all matters coming before it. . . . It may of its own motion 'clean house' and defend its institution against any misconduct of others which interferes with the due performance of its duty. This power is necessary for its very preservation."

"The interest on the part of a newspaper to publish a certain news item and the desire of the public to read it must give way when it interferes with the due administration of justice."

"John Doe proceedings have always been, and now are conducted behind closed doors and no information regarding such testimony taken is given to the public in order that the character and reputation of innocent persons might not be subjected to public disgrace by mere vile rumors and that if it should be disclosed that a crime had been committed the guilty persons might be apprehended before they flee from justice."

The request of the Capital Times for a transcript of the testimony taken at the secret hearing was refused on the ground that the hearing was not an "action," under the provisions of the Wisconsin statutes which held that petitioners for evidence in "court actions" must be provided with transcripts by the court reporter.

However, William H. Spohn, attorney for the Capital Times, is studying the decision in an endeavor to find a method by which an appeal may still be carried to the Supreme Court.

The battle had its origin early this year, when Rudolph Jessner, a restaurant proprieter, shot and killed a police patrolman of his district. Jessner had long been a power in "The Bush" district of Madison, corresponding to the "Jungle" of Canton, O.

At the trial, a book said to contain the names of several thousand patrons of Jessner's liquor and compiled by Jessner during several years, was submitted to the court and sealed. The names, many reported to have been of prominent local people and university students, were never made public.

On Jan. 5, 1926, the day following the murder, the Capital Times, which had always been fighting conditions in the Bush, came out with an editorial demanding the law's most extreme penalty for Jessner. The following paragraphs were part of it:

"The citizens of Madison who will look over the background that has contributed to the wanton and callous murder of Patrolman Palmer Thompson will want to know why a man of Rudolph Jessner's type, who has lived outside the law for a number of years, should have been allowed the freedom which eventuated in last night's tragedy.

"Jessner has been a party of the commercial vice-ring in this city. He has successfully evaded the law and its penalties.

"Why do we permit men of the Jessner type to be roaming the streets of Madison—a menace to this community and the people of Madison?"

On Feb. 26, during the trial, the Capital Times made the following statements editorially:

"The Capital Times desires herewith to place before Judge A. C. Hoppmann some information which, in our opinion, warrants the institution of contempt of court proceedings. It is a situation which in the interests of orderly processes of justice, should be immediately scotched and smashed.

"For several weeks two Milwaukee detectives have been seeking to fan religious prejudices in Madison and Dane County in Jessner's behalf. They have busily and industriously been spreading the story that Jessner was the victim of a Ku Klux Klan conspiracy. With this story as a basis, effort has been made to arouse Catholics of Madison and Dane county for Jessner."

The following day, F. M. Wylie, one of the attorneys for Jessner, demanded of Judge Hoppmann that William T. Evjue, editor of the Capital Times, be cited for contempt of court on the ground that the two editorials were calculated to prevent a fair trial and intimidate the court.

Judge Hoppmann did not cite Evjue for contempt, but ordered a John Doe proceeding to determine the truth or falsity of Evjue's charges. Leading Catholics and Protestants were called at the secret hearing, as were Mr. Evjue and several reporters of both Madison dailies.

Mr. Evjue, and the Capital Times, were enjoined from repeating or publishing anything that took place at the hearing.

Immediately after the hearing Mr. Evjue filed a suit to dissolve the injunction on the ground that it was contrary to Wisconsin statutes making court proceedings public.

Judge Hoppmann did not render his decision in this suit until last week, several months after Jessner had been sentenced. The need for the injunction had passed. Therefore, he dissolved it. But though giving the Capital Times a technical victory, he prevented it from carrying an appeal to the Supreme Court.

NEW PRESS CLUB

Newspaper Men of Elizabeth, N. J., and Vicinity Organize

The Union County (N. J.) Press Club, with a membership of nearly 30 active and more than 100 honorary members, has been organized with these officers: president, J. Ellis Kirkham, *Elizabeth Evening Times;* vice-president, Harry R. Haas, *Elizabeth Daily Journal;* secretary-treasurer, Charles E. Crissey, Journal. Four directors include Vincent dePaul Slavin, *Newark Evening News;* William E. Poet, *Elizabeth Times;* Kenneth Q. Jennings, *Rahway Record,* and Julius E. Kramer, Newark News.

The stated object of the club, aside from ordinary social purposes, is the maintenance of high ethical standards in newspaper work. The club expects to enter a cast in the city drama tournament in October, and plans for a series of large functions through the winter months, which shall bring together both active and honorary members.

MONTREAL PUBLISHER IS MURDERED

Joseph A. Beaudry, Owner of Le Prix Courant, Commercial Weekly, Found Slain in Office—Police Have No Clues

(*By Telegraph to* Editor & Publisher)

MONTREAL, Aug. 17.—Seated in his chair in his private office with his pen in his hand the body of Joseph A. Beaudry, editor and proprietor of *Le Prix Courant,* leading French-Canadian commercial weekly, was discovered by Mrs. W. Hugenin, editor of *La Revue Moderne* and Miss J. Leblanc, the dead man's stenographer Monday afternoon. He had been murdered. At the inquest on Wednesday Dr. Derome, medico-legal expert, who performed an autopsy, announced that Beaudry had been shot twice from behind, the first shot in the back of the head being fatal, while the second in the middle of the back was apparently fired by the assassin to make sure.

Mr. Beaudry had informed an associate that he intended to remain in his office Saturday afternoon to receive a call from some person unknown, after which he would motor to Laval Sur Le Lac Golf Club. When he did not return home his wife telephoned the office repeatedly Monday but could get no information except that the door of his private office was locked. In the afternoon she urged Mrs. Hugenin, who had a key to open the door, and accompanied by Miss Leblanc she did so. Miss Leblanc was first to enter, she saw Mr. Beaudry sitting at his desk pen in hand.

"Mrs. Beaudry is on the telephone," she announced. Then she detected death in her employer's features, screamed and ran out.

At first it was thought that Mr. Beaudry had died of heart failure but when the Coroner's Expert Dr. Derome, was called he discovered two wounds, and announced at the inquest that he had no doubt Beaudry was murdered.

The victim was prominent in the publishing business and also in political and social life in Montreal. He was a past president of St. Denis Club, president of the Retail Merchants Publishing Company, publisher of Le Prix Courant, president of Merchants Printing Company and president of La Revue Moderne.

The police are completely mystified as to the motive for the crime as no valuables were touched.

MAYOR ASKS $50,000 LIBEL DAMAGES

O. A. Cargill Files Action Against Oklahoma City Oklahoman and Walter M. Harrison, M.E.—Outgrowth of Political Fight

Libel action for $50,000 against the Oklahoma Publishing Company, publishers of the *Oklahoma City Oklahoman and Times* and Walter M. Harrison managing editor, was filed Aug. 13, by O. A. Cargill, mayor of Oklahoma City following a story published in the *Daily Oklahoman* morning issue Aug. 12, in which Cargill was quoted as saying, "To hell with the law."

The story grew out of a minor campaign against the non-enforcement of a city ordinance prohibiting political campaign posters being tacked to telephone and electric poles. A resolution was presented to Cargill by a reporter, which provided that candidates be allowed ten days' time in which to remove their posters, and following their failure to do so provided for police court charges. Cargill was asked to present it for a vote of the City Commission, after all other Commissioners had agreed to support it if Cargill would represent it.

The story on which libel was charged quoted Cargill as saying, "I won't present it and I won't support it. If the other Commissioners want it let them attend to it. We have an ordinance against putting signs on poles now. The reason they're there is because the ordinance wasn't enforced."

The paragraphs to which Cargill took exception read as follows:

"Upon being reminded that the enforcement of the ordinance is a police department matter, coming under his jurisdiction," Cargill retorted, 'That's my business.'

"Then you won't take any steps to enforce the ordinance?" he was asked.

"'Oh, to hell with you, the ordinance, the law, and everything else,'" he responded heatedly.

Sam Reeves, a former policeman, who was sitting in an ante-room to see Cargill, said he heard the conversation through the open door. He was put back on the police force Aug. 16. Cargill alleged in his petition of libel, that the newspaper published his words falsely, knowing them to be false when published.

FIRST NEWSPAPER HALF-TONE

The first modern newspaper half-tone was exhibited at the recent Detroit convention of the American Photo-Engravers Association. It was a scene in Shantytown, N. Y., reproduced from nature.

BLOCK AIDS POLICE WIDOWS

Paul Block, president of Paul Block, Inc., and of Consolidated Publishers Inc., this week presented $250 to each of six widows of New York policemen slain by criminals this year.

The checking proof problem will continue to exist as long as newspaper publishers allow it to exist. Over three hundred prominent publishers solved their problems when they first decided to try out our Complete Checking Proof Service. A demonstration is always our best argument.

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Buffalo the Wonder City of America

The Year of Greatest Growth

The Buffalo Evening News—always outstanding among six-day papers

In Circulation and Advertising Volume

has attained its greatest growth in 1926.

Here is the record up to and including July—

	Advertising In Agate Lines	**Circulation** Net Paid Average Daily
January	1,080,192	138,295
February	1,055,853	141,017
March	1,456,101	143,052
April	1,565,215	143,965
May	1,461,484	142,966
June	1,393,846	145,735
July	1,148,319	147,636

In circulation the News is rapidly approaching the 150,000 mark. In advertising volume it appears that the News will carry about sixteen million lines in 1926. That nearly everybody in Western New York reads the News is no mere advertising phrase—it's a fact. And because of that fact advertisers find it profitable to use the NEWS.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

A. B. C. Mar. 31, 1926
134,469

EDWARD H. BUTLER, *Editor and Publisher*

Present Average Over
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National Representatives

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Tribune Tower
Chicago, Ill.

J. C. HARRIS, Jr., Atlanta

GENEVA COMPLETING WELCOME PLANS FOR WORLD PRESS CONGRESS

Reception at City Hall and Visit to League of Nations Assembly on Program—Theatre Parties, Luncheons, Scheduled in New York Before Sailing

CABLE advices from Special Commissioner G. Langelaan of the Press Congress of the World, who has been in Geneva and Lausanne, Switzerland, during the past week, are to the effect that the Geneva reception committee has completed details for a cordial reception to the Press Congress of the World delegates when they assemble in third session in that city on Sept. 14.

The Geneva committee, composed of representatives of the Association des Interets de Geneve, the Association de la Presse Genevoise and the Cercle de la Presse de Geneve, has arranged for a visit to the Assembly of the League of Nations; for a reception at the City Hall in Geneva; a visit to the famed Hall of the Reformation, for a reception at the University of Geneva, where the business sessions will be held; for one evening reception at which nobility will be in the receiving line, and for a visit to Byron's Villa.

At Lausanne, where business sessions will be held on Thursday, Friday and Saturday, Sept. 16, 17 and 18, citizens are also preparing to entertain the Press Congress delegates.

Details for the receptions in both Geneva and Lausanne are expected by mail during the coming week, and will be made public before the North American delegation sails from New York Sept. 4.

The Rumanian Press Association will be represented at Geneva and Lausanne by B. Branisteanu, vice-president, and editor of the *Adeverul* and of *Dimineatsa*. Madame Constance Budisteano, of Bucharest, will also attend the Third Congress. She is a prominent penwoman of Rumania.

The New York program for the entertainment of the delegates while in this city Aug. 31-Sept. 3, was completed this week, by the announcement by Charles C. Capehart, representing the Messrs. Shubert, that "The Great Temptations" now showing at the Winter Garden, will be the feature of the Wednesday night program.

The *New York World* management announced that the world's theatre party would be "George White's Scandals," one of the hits of the new season.

During Sept. 1, 2 and 3, there will be three luncheons, two dinners, two theatre parties, two after-theatre suppers and two extensive sight-seeing tours in honor of the Press Congress delegates who sail Friday midnight, September 3, on the Cunarder "Carmania" for Havre, and travel thence by special train to Geneva.

Reservations for steamer accommodations have been made rapidly this week, and the delegation going overseas will number upwards of 100.

Hotel Roosevelt, Madison avenue, 45-46th streets, will be the official hotel. The program in brief for the New York City entertainment follows:

August 31—Tuesday.
Registration.

September 1—Wednesday.
Downtown motor sight-seeing trip; welcome by Mayor James J. Walker.
Luncheon at Wanamaker's, Rodman Wanamaker, host.
Dinner. Karl A. Bickel, President United Press Associations, host.
Theatre party. Charles C. Capehart, of Capehart & Carey, host, in connection with Lee and S. Shubert.
After-theatre supper—*New York Herald Tribune*, Mr. and Mrs. Ogden M. Reid, hosts.

September 2—Thursday.
Luncheon. H. R. Swartz, president of R. Hoe & Co., Inc., host.
Upper Manhattan sight-seeing tour.
Dinner. A. R. Graustein, president, and J. L. Fearing, vice-president, International Paper Co., hosts.
Theatre Party. Ralph Pulitzer and general management of the *New York World*, host.
After-theatre supper, the *New York Times*, Adolph S. Ochs and the general management, hosts.

September 3—Friday.
Luncheon. M. Koenigsberg, President I. N. S., King Features Service, host.
Rest of the day free for shopping and private bon voyage parties.
The official steamer, Carmania of the Cunard Line, sails shortly after midnight.

TESTIMONIAL DINNER GIVEN P. A. BARRETT

Scranton, Pa., Editor Has Served Half Century in Journalism—Has Never Written Unkind Work of Any Man—Taught Many Cubs Business

Youngsters, now veterans themselves, whom he had started out in the newspaper business and many friends joined this week in giving a dinner to P. A. Barrett, editor of the *Catholic Light*, official organ of the Roman Catholic diocese of Scranton, Pa. The occasion was to celebrate Mr. Barrett's 50th anniversary as a newspaper man. He was for many years connected with the *Scranton Times* and later with the *Elmira* (N. Y.) *Telegram*.

E. J. Lynett, editor and publisher of the Scranton Times; presided at the dinner. Of Mr. Barrett dinner speakers said that during his 50 years of journalism he had never written an unkind word of any man. The speakers included Mr. Lynett, Hon. John F. Durkan, and Eugene McHugh, city editor of the *New York Daily News*.

Mr. Barrett started his newspaper career on the Scranton Times on Aug. 15, 1876, at the age of seventeen years. He rose rapidly in local journalism, and after filling various positions of responsibility on the Times he left that newspaper and for a time was associated with a Philadelphia newspaper. He returned to Scranton and then published the Times for three years, disposing of his interests to Dr. William Haggerty, P. H. Coyne, D. J. Campbell and others. Later he was made Scranton editor of the Elmira Telegram and remained in that capacity for thirty-one years.

With a change in ownership of the Telegram Mr. Barrett left that newspaper and soon after became editor of the Catholic Light, which position he now capably fills. The veteran editor was paid a high tribute by Mr. Lynett when he said that Mr. Barrett is the most versatile writer in Pennsylvania.

One of the features of the gathering was a reprint of the front page of the Times, issued Tuesday morning, Aug. 15, 1876, an interesting interview with the honor guest regarding his fifty years of journalism, the guest list, menu and various other features. The plate card was very unique and appropriate—a 24-point linotype slug with each guest's name indicating his place at the table.

CIRCULATION BUILDING SUPREMACY

We opened 1926 with the greatest newspaper campaign ever conducted, and secured over $300,000 in prepaid subscriptions for The Cleveland Plain Dealer. We can attain similar success for you!

THOUSANDS OF NEW, PREPAID, BONA-FIDE HOME-DELIVERED SUBSCRIBERS SECURED IN TEN WEEKS' TIME

HOLLISTER'S
Circulation Organization

Wire or Write us at 717-718 Commercial Exchange Bldg LOS ANGELES

STUDENTS DINE PROF. COOPER

Journalism Teacher's "Red Apple" Symbol of Honor at Session's End

Prof. Charles Phillips Cooper, teacher of journalism at Columbia University, and for many years night city editor of the *New York Times*, was the guest of honor at a luncheon given by the members of his summtr school class at the Algonquin Hotel, August 12.

The only guests were Mr. Cooper and his pupils, who have come not only from many states but from outside the United States to study at Columbia. They are Arline L. Bellows, Rockford, Mich.; Lorne Curtis, Jasper, Ala.; Marguerite M. Crawley, Cleveland; Alice M. Dietz, Cleveland; Helen M. Dudley, Cincinnati; Margaret K. Guth, Fremont, O.; Kathryn G. Harrison, Long Beach Cal.; Dorothea E. Herman, Lancaster, Pa.; Richard Hyman, Buenos Aires; Grace E. Mellor, Eldorado, Ark.; Helen A. Moran, Brooklyn; Mary C. Parler, Wedgefield, N. C.; Thorvaldur Peturson, Winnipeg, Man.; Camille Reynolds, Birmingham, Ala.; Helen M. Schetteg, Ebensburg, Pa.; Mary M. Stack, Brooklyn; Maude Stevens, Bartow, Fla.; Wendell A. Teague, Boston; William H. Turner, Atlanta; Edith G. Wadland, Honolulu, and William C. Bourne, Asheville, N. C.

Mr. Cooper, during his years on the faculty at Columbia has built up a tradition by awarding a mythical "red apple" to the best story of the day. His pupils have taken his honor symbol as their insignia, and at the luncheon a highly polished red apple marked each place.

ILLINOIS WEEKLIES MERGED

The *Oneida* (Ill.) *News* passed out of the newspaper field this week with the dismantling of the plant and sale of the property to Krans Brothers of Altona, who will merge it with their *Altona Record* and cover this field with the new paper, the *Record-News*. The Oneida News was founded 50 years ago by A. W. Ladd.

ROYAL DRAMA CRITI TO VISIT U. S.

Prince William of Sweden, Coming H in January—Writes Sunday Feature for His Home Newspapers—Is Also Poet and Playwright

America's story-book conception royalty is due for a jolt in January, wh Prince William of Sweden, brother of t Crown prince Gustavus Adolphus, mak a visit to the United States. Prince W liam, one is told, prefers the titles dramatic critic, newspaper writer, poet explorer rather than the supposed glam of royalty.

Dr. Borje H. Brilioth, for five yea head of the Swedish-American News E change, who sailed for Sweden, Aug. 1 told interviewers about the forthcomi visit.

"Prince William is coming in Januar not in the official manner of the Crow Prince, but in his capacity as a lecturer Dr. Brilioth said. "Prince Willia writes feature stories for the Sunda newspapers in Sweden, is the dramat critic for one of the leading newspaper is a poet and explorer, and has writte plays the subjects of his father applau or critize, just as they feel about them

Finger Tips Tell!



John A. Shaw, finger print expert, will teach your readers to read character from finger prints

"FINGER TIPS"
a three-stick feature, mat of print furnished

CURRENT NEWS FEATURES, INC.
EVENING STAR BUILDING
WASHINGTON, D. C.

A Special Wall Calendar
for
Composing Room Executives

HERE is something every composing room executive should have—a special two-color single-sheet calendar. Its large bold figures plainly show the dates of a whole year at once.

Besides being of practical value as a ready reference for present, past and future dates of an entire year—besides being unique in design—this calendar shows some facts about how it was produced that will prove both interesting and surprising—facts that will be helpful to executives who wish to keep properly informed on advanced methods of composing room practice.

Send for a copy!

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago, Illinois

San Francisco: Hearst Bldg., 5 Third St.
Atlanta: Palmer Bldg., 41 Marietta St.
Boston: Cummings Bldg., 261 Franklin St.
New York: World Bldg., 63 Park Row

LUDLOW QUALITY COMPOSITION

You can deal with these 28 leading Iowa dailies as with one publication. Uniform marketing cooperation. Write for our "Iowa plan."



Crop report indicates good business ahead *in Iowa*

Corn prospects are better in Iowa than in most of the other corn belt states, according to the July 1st crop report of the State Department of Agriculture.

"This," says the bulletin, "places the state in a better economic condition than a year ago."

For that matter, the average Iowa family does rather well *every* year. Iowa people are better prospects for your goods than the average of the nation—for several good reasons.

Iowa ranks 51% above the nation's average in taxable wealth per capita.

Iowa has the lowest percentage of illiteracy of all the states. The percentage of people 18 years old who have finished high school is twice as high in Iowa as in the nation at large.

Iowa has more telephones per capita than any other state. Over 91% of Iowa's people are native born white.

One more fact about Iowa people: They are *partial to their daily newspapers.*

Your advertising message in the 28 leading Iowa dailies of this association will go to practically every family in the state. (Circulation 571,151. Families in Iowa—550,000.)

Let us outline how our merchandising help can be made to fit *your* specific need. Your letter of tentative plans will be held confidential, of course. And you will be under no obligation whatever.

THE IOWA DAILY PRESS ASSOCIATION

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Burlington Gazette
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Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

NEWSPAPER MAKERS AT WORK

By FERMAN A. WILSON

WHEN Morton M. Milford tucked a Bachelor of Arts degree in the pocket of his black broadcloth graduation suit at Wabash college in 1904 he had a notion that he was to become a doctor. Instead, he took a job as reporter on Tom Taggart's *Indianapolis Sentinel*—and he has been doing newspaper work ever since.

For two and a half years Mr. Milford has been editor of the *Miami Daily News*, owned by James M. Cox, former governor of Ohio.

Miami is the farthest south mainland city in the United States. The Daily



Morton M. Milford

News occupies a tower home of rare beauty on the shore of famous Biscayne Bay. Tropic appeal and the building of a great city combine to lure newspaper men to Miami from many states. It is an interesting coincidence that Olin W. Kennedy, managing editor of the *Miami Herald* also comes from Indiana and like Mr. Milford began his career as a reporter in Indianapolis, on the Sentinel, a publication long since absorbed by other Indianapolis newspaper interests.

Mr. Milford came to Florida in 1919. He had purchased the *Fort Myers Daily Press*. He chose Florida as a place of residence and investment because it appealed to him as the pleasantest of all places and because he sensed the oncoming era of development which was to make Florida a national sensation. For 10 years Mr. Milford had been in Washington; first as assistant to the correspondent for the *Indianapolis News* and then as correspondent for the *Louisville Times and Courier-Journal*. In 1920 he was on duty at the national headquarters of the Democrat party in New York City and here he renewed his acquaintence with Gov. Cox whom he first had known in Washington as a congressman from Ohio. Before going to Washington Mr. Milford had served on the staffs of the *Memphis Commercial Appeal* and *Memphis News Scimitar*, and then back again to Indiana on the staff of the Indianapolis News.

While he recognizes some handicaps because of geographical location, Mr. Milford believes the advantages of Miami far outweigh possible impediments and he has the faith of a crusader in his belief that the Miami Daily News is destined to become nationally known as a distinctive publication.

"It is a privilege," this pleasant mannered executive tells his associates, "to work in this favored spot. Never anywhere at any time has there been such a setting and so much inspiration and such unending possibilites for the production of a modern newspaper. Our newspaper serves an ultra-progressive community; a community filled with the romance of virile business; a community which attracts notables from all over the world; a community teeming with big news events.

"Gov. Cox of course realized this when he invested here and demonstrated his steadfast faith by erecting a $1,000,000 home for the Daily News and providing modern equipment. When Gov. Cox bought the paper, then known as the *Metropolis*, a little more than three years ago, the circulation was 8,000; today it has more than quadrupled that mark and the growth continues.

"All this means that our staff must be keenly alert. We have all the problems of the average newspaper and then some. Thus, we suffer in common with other American newspapers by the lack of trained men. Sometimes I wonder what the answer will be. While there has been a movement amounting almost to a fad to train newspaper workers by textbook and rigid rule, the result is far from satisfactory and goes to emphasize the fact that the only place to learn how to make a newspaper is in a newspaper office.

"Lack of really competent copyreaders is an example. Almost every newspaper, large or small, will give any person a tryout who says he can edit copy and write headlines. Hope springs eternal. For some reason, they don't seem to be making copyreaders any more. This is hard on the newspapers for a clever desk means so much. In my opinion, the copy desk should be made the ambition of every reporter who excels. Not that every reporter will become a good copyreader for after all copyreaders are born, not made. But the reporter who has a natural adaptability for the work, who can edit copy free from error and libel and write a head that is a head, should be encouraged."

Mr. Milford believes in placing every member of the staff on his own responsibility and while generous in his expressed admiration for work well done, he will not tolerate haphazard, slothful work on the part of an editor, copyreader or reporter. He believes in making every department realize the importance of doing the best possible work. When the society editor sets a high mark with unusually attractive layouts and writeups, he cites the accomplishment as an incentive to the other workers. Excellence of the sports department means that everybody else must try to do as well.

"Keep the paper clean," is a thought Mr. Milford continually keeps before the staff and woe to the person guilty of an off-color picture or story. He does not favor the idea of suppressing crime news nor does he wish to over-play it; of two items, one on crime and the other not and both of approximate importance, he would favor a play on the non-crime item. He believes in a newspaper being fair, truthful and polite—the kind of a newspaper your mother would read.

The Miami Daily News, as a member of the Cox chain of newspapers, is actuated by the same general policy that Don Mellet, slain editor of the *Canton Daily News*, upheld; a policy involving the principle of clean government. Editor Milford exemplifies this principle by fearless use of the news columns and by frank editorials, editorials specific in their charges and strong in their demand to right a wrong, these editorials at times appearing in double column measure on the first page. Within the last few months the Daily News has attacked conditions and officials, a circuit court judge, sheriff and governor of the state being among those to feel the sting of the Daily News editorial lash.



CAL TALKS TO PAUL SMITH

Brussels Daily Reports His Statements in Interesting Conversation

Le Soir, of Brussels, perpetrated the following, which is an exact translation of a news item that appeared in that paper:

"Advice to American Tourists—Speaking today *to Mr. Paul Smith* (State of New York) President Coolidge expressed the hope that Americans going abroad will bear in mind the situation of the countries they visit, and will not allow themselves to pass any criticism or make unjustified recrimination."

CARTER FIELD RECOVERED

Carter Field, head of the *New York Herald Tribune* Washington bureau, has recovered from his recent operation sufficiently to enable him to join the President at the summer White House at Paul Smith's, N. Y. Mr. Field stopped at the New York office for a short visit.

A. P. ADDS HONORARY REPORTER TO STAFF

O. B. Keeler, Atlanta Journal, Honored for Obtaining Bobby Jones Interview —Presented Watch by Cooper at Dinner Aug. 18

O. B. Keeler, golf writer on the staff of the *Atlanta Journal*, was appointed an honorary member of the Associated Press reporting staff this week in appreciation of the service he performed in obtaining an exclusive interview with "Bobby" Jones, the golf champion.

The appointment was announced by Kent Cooper, A. P. general manager, at a dinner in Atlanta on Wednesday evening, Aug. 18. Mr. Cooper also presented Mr. Keeler with a watch on behalf of the A. P. membership.

On the day following the dinner Mr. Cooper, Keeler, and "Bobby" Jones played golf over a local course.

The Jones interview was part of a series of sports stories planned by Mr. Cooper. Other interviews in the series obtained by staff correspondents were with Helen Wills, William Tilden, Glenna Collett and Walter Hagen.

The series was well received by the membership.

J. BROOKS ATKINSON WEDS

J. Brooks Atkinson, dramatic critic of the *New York Times*, and Mrs. Orlana T. MacIlveen, daughter of Mr. and Mrs. Irving Perrey of New York, were married Wednesday at the Municipal Building, New York. Mr. Atkinson is the son of Mr. and Mrs. Jonathan H. Atkinson of Melrose, Mass. He was graduated from Harvard in 1917, after which he became a member of the staff of the *Boston Transcript*. He came to the Times in 1922 as editor of the Book Review and in August, 1925, he became dramatic critic.

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Your advertising in The Buffalo Courier-Express will reach practically all the buyers in Buffalo and adjacent territory. No advertiser need any longer use two newspapers to tell his story to the same people.

The problem was simplified for you by the merger of two great dailies. The Buffalo Courier-Express stands alone, all powerful in the morning field—giving you in a single effort a coverage that is definite and absolute.

Also there is a metropolitan Sunday newspaper, The Buffalo Sunday Courier-Express, which will carry your story to the largest audience reached by any paper in New York State outside of New York City.

Courier BUFFALO EXPRESS
Buffalo's Best Newspaper

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Chicago New York San Francisco Seattle

The El Paso Post, a Scripps-Howard newspaper, is first in El Paso, reaching more El Paso families than any other newspaper.

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York

NEW A. N. A. E. LEADERS NAMED BY CARROLL

President, Vice-President, Secretary-Treasurer and Directors Elected at Philadelphia—Other Appointments Now Made

The complete list of officers and directors of the Association of Newspaper Advertising Executives was announced this week by Frank T. Carroll, *Indianapolis News,* president.

The president, vice-president, secretary-treasurer and directors were elected at the Philadelphia convention. All other appointments are made public for the first time.

The list follows:

President, Frank T. Carroll, advertising director, Indianapolis News.

Vice-President, Wm. E. Donahue, manager, local display advertising, *Chicago Tribune.*

Secretary-treasurer, Don Bridge, manager, merchandising and national advertising, Indianapolis News.

DIRECTORS: A. L. Shuman, vice-president and advertising manager, *Ft. Worth Star-Telegram & Record-Telegram.*

H. S. Conlon, advertising manager, *Grand Rapids Press.*

W. S. Rogers, advertising manager, *Boston Transcript.*

Frank E. Tripp, general manager, Gannett Newspapers, Inc.

J. K. Groom, director national advertising, *Northern Illinois Group.*

Irving R. Smith, advertising manager, *Los Angeles Times.*

John F. Tims, Jr., business manager, *New Orleans Times-Picayune.*

Frank T. Carroll.

Wm. E. Donahue.

MEMBERS OF ADVERTISING COMMISSION, International Advertising Association: George M. Burbach, advertising manager, *St. Louis Post-Dispatch.*

A. L. Shuman, vice-president and advertising manager, Ft. Worth Star-Telegram & Record-Telegram.

Harvey R. Young, director of advertising, *Columbus Dispatch.*

ADVISORY COUNCIL: Carl P. Slane, publisher, *Peoria Journal-Transcript.*

Charles S. Bates, advertising manager, *Miami Herald.*

A. L. Poorman, advertising manager, *Providence Journal-Bulletin.*

H. E. Dreier, advertising manager, *Oklahoma City Oklahoman & Times.*

H. A. Sprague, business manager, *St. Joseph News-Press.*

M. S. Aronhime, advertising manager, *Louisville Courier-Journal & Times.*

Andrew J. Simpson, *Bay City Times-Tribune.*

A. G. Newmyer, associate publisher, *New Orleans Item & Tribune.*

Harry T. Watts, business manager, *Des Moines Register-Tribune.*

Henry C. Carpenter, advertising manager, *Lancaster Intelligencer & News-Journal.*

G. W. Roche, advertising manager, *Spokane Daily Chronicle.*

Harry D. Guy, advertising manager, *Dallas News.*

George M. Burbach, advertising manager, *St. Louis Post-Dispatch.*

Frank T. Carroll.

COMMITTEE ON AGENCY RELATIONS: Harvey R. Young, Columbus Dispatch.

F. J. Oexman, manager national advertising, *Cincinnati Times-Star.*

SPEAKERS BUREAU: Wm. E. Donahue, Chicago Tribune.

VICE-PRESIDENTS: England, Lt. Col. Edward F. Lawson, assisting managing proprietor, *London Daily Telegraph.*

France: Dr. Marcel Knecht, general secretary, *Le Matin,* Paris.

Hawaii: H. S. Hayward, general business manager, *Honolulu Star-Bulletin.*

Philippine Islands: Carson Taylor, publisher, *Manila Bulletin.*

Canada (Alberta): George B. Cooper, advertising manager, *Edmonton Journal.*

British Columbia: R. J. Cramie, publisher, *Vancouver Sun.*

Ontario: R. K. Stokes, advertising manager, *Toronto Globe.*

Nova Scotia: C. P. Greene, advertising manager, *Halifax Chronicle.*

Alabama: J. E. Chappell, business manager, *Birmingham News.*

Arizona: Wesley W. Knorpp, business manager, *Phoenix Republican.*

Arkansas: Sam E. Gearhart, manager, local advertising, *Fort Smith Times-Record.*

California: W. H. B. Fowler, general manager, *San Francisco Chronicle.*

Colorado: F. I. Carruthers, advertising manager, *Denver Post.*

Connecticut: Wm. H. Oat, general manager, *Norwich Bulletin.*

District of Columbia: Col. LeRoy W. Herron, advertising manager, *Washington Star.*

Delaware: Clarence P. Pyle, general manager, *Wilmington Journal & News.*

Florida: J. H. Hampton, advertising manager, *Tampa Tribune.*

Georgia: C. B. Wright, advertising manager, *Rome News-Tribune.*

Illinois: J. M. McMurry, advertising manager, *Bloomington Daily Pantagraph.*

Indiana: Jesse E. Foster, advertising manager, *Connersville News-Examiner.*

Iowa: F. Russell, business manager, *Davenport Times.*

Kansas: C. L. Nicholson, advertising manager, *Hutchinson Daily News.*

Kentucky: W. H. Marmon, advertising manager, *Paducah Evening Sun.*

Louisiana: Jas. W. Worthington, *Monroe News-Star.*

Maryland: W. F. Schmick, business manager, *Baltimore Sun.*

Massachusetts: N. S. Rose, *Christian Science Monitor,* Boston.

Michigan: Mavis C. Hinken, *Saginaw News Courier.*

Minnesota: Wm. F. Henry, business manager, *Duluth Herald.*

Mississippi: W. G. Johnson, general manager, *Jackson Daily News.*

Missouri: J. J. McClellan, advertising manager, *Joplin Globe-News-Herald.*

Nebraska: Fred Seacrest, business manager, *Nebraska State Journal.*

New Jersey: F. E. Wallace, advertising manager, *Elizabeth Daily Journal.*

New York: E. P. Cosling, advertising manager, *Rochester Times-Union.*

North Carolina: W. K. Hoyt, general manager, *Winston-Salem Journal.*

North Dakota: Norman B. Black, general manager, *Fargo Forum.*

Ohio: H. A. Brandt, advertising manager, *Dayton News.*

Oklahoma: Rex Justus, advertising manager, *Tulsa Daily World.*

Oregon: W. J. Hofman, advertising manager, *Portland Oregonian.*

Pennsylvania: Joe W. Simpson, national advertising department, *Philadelphia Bulletin.*

Rhode Island: T. F. Dwyer, advertising manager, *Providence Tribune.*

South Carolina: Wm. P. Etchison, advertising manager, *Columbia State.*

Tennessee: G. W. Ritchie, advertising manager, *Memphis Commercial-Appeal.*

Texas: F. G. Huntress, publisher, *San Antonio Express.*

Utah: H. F. Robinson, business manager, *Salt Lake Tribune.*

Washington: S. S. Anderson, advertising manager, *Tacoma News-Tribune.*

West Virginia: H. W. Manz, advertising manager, *Huntington Herald-Dispatch.*

Wisconsin: Irving C. Buntman, advertising manager, *Milwaukee Herald.*

Wyoming: W. S. Sopris, business manager, *Sheridan Post-Enterprise.*

Largest morning and Sunday circulation in the Greatest Market west of Chicago
170,000 Daily
390,000 Sunday
LOS ANGELES Examiner

FRESNO RETAIL STORE ADVERTISES ETHICS

Radin & Kamp Purchases Space in Morning Republican in Drive to Establish Reader Confidence—Tribute Paid by Tyler

Radin & Kemp, Fresno department store, has purchased space in the *Fresno* (Cal.) *Morning Republican* in a special drive to establish reader-confidence in the printed word. In his copy, S. H. Stone, the store's advertising manager, is preaching the gospel of truth in advertising.

Quotations from a recent advertisement are:

"Public confidence is the greatest asset any store can lay claim to."

"It is as futile as commanding the ocean to cease its restless rolling for a merchant to expect to grow and develop unless he, his policies and actions are believed in by the community in which his business is conducted.

"Honesty is not only the best policy—it is the ONLY policy. Telling the truth is a virtue, but telling the WHOLE truth is a greater virtue . . . One that is proportionally awarded by the removal of all questions from the minds of customers."

"Dishonesty generally has its roots in ignorance or stupidity. Leaving all questions of morals aside, the intelligent merchant will strive for absolute honesty because he knows it will pay dividends and in no direction will truth telling bring more certain rewards than in advertising."

"Truth in advertising has been glorified. It has been shouted from the housetops of business . . . declaimed from the temples that have been constructed to printed publicity. But let us not be satisfied with the truth, fair as her form may be, for the WHOLE truth is the greatest begetter of business known to the channels of advanced commerce. It not only inspires confidence—it perpetuates confidence, and confidence keeps the wheels of industry and progress well oiled."

Calling the attention of EDITOR & PUBLISHER to the enterprise of the Fresno store, W. E. Tyler, advertising manager of the Fresno Republican, commended Mr. Stone for his drive.

"We feel," he said, "that Mr. Stone has had the courage of his convictions to sustain the code of ethics which is a very favored step in the right direction."

NEW CALIFORNIA WEEKLY

Frank A. Harrison has established at Granada Park, Cal., a new weekly paper, the *Pioneer.*

America's Complete Newspaper
New York Herald Tribune

Do You Want Answers To These Questions?

How you can get more circulation?
Where you should go after it most?
What your promotion budget should be?
Whether your delivery service, street and stand coverage are efficient?
Whether your circulation department is operating economically?
Whether you are earning the maximum rate per thousand papers distributed?
What readers and non-readers think of your paper?
What might be done to make it stick better?

I can get you answers to these and other questions on circulation in a two or three week's survey. I'll gamble my time against your money. If you find my conclusions and recommendations worth my fee, pay it. If not, don't; you to be the sole judge of whether my work is worth the price. Fair enough?

Available September 6. Write or wire now.

J. OMANSKY
CIRCULATION COUNSELLOR
614 Park Bldg., Cleveland, O.

NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE

"superior in every particular"

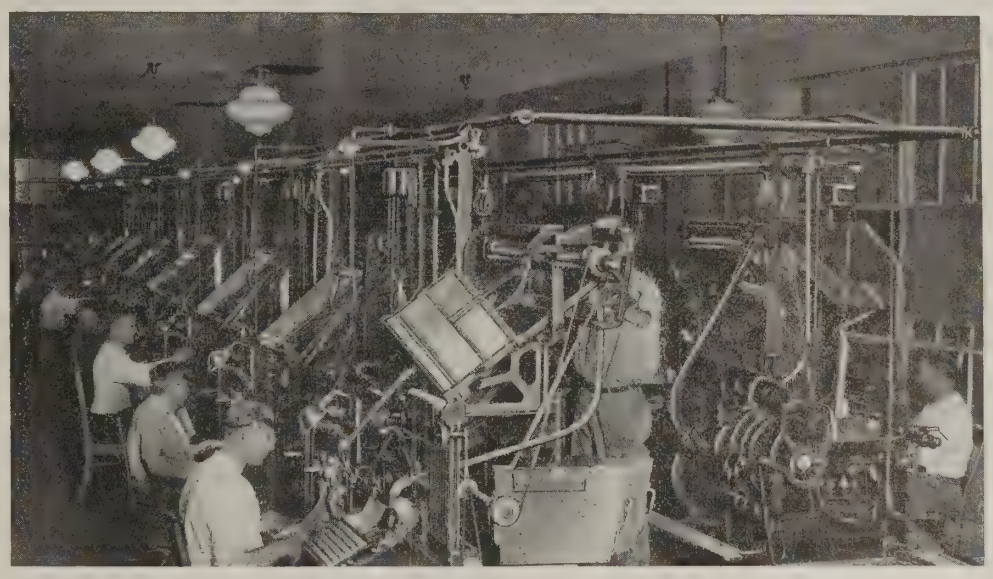
THE following letter was written after fourteen months' test of twenty Standardized Intertypes, by C. G. Manuel, Superintendent, Houston Post-Dispatch:

"It is now fourteen months since the Post-Dispatch moved into its new plant.

"I don't suppose there was ever an old-established newspaper moved into a modern plant and started off with as near 100 per cent new equipment, from the galleys in the composing room to the paper conveyors in the press room, as was the Post-Dispatch.

"It was a matter of absolute abandonment of old and quite out-of-date equipment and adoption of nearly everything new that the manufacturers had to offer.

"Among this modern equipment was a battery of twenty Standardized Intertypes: three C-s.m.'s, four C's, and thirteen B's.



Intertypes in the Composing Room of the Houston Post-Dispatch

"Not one of the regular operators had ever operated an Intertype. All had their own opinions, and perhaps some of the opinions were not favorable. However, fourteen months has demonstrated many things to the individual workmen, and also to the office, as to the very decided superiority of Intertypes over any other typesetting machines.

"Allow me to mention some of the results we are getting from this battery:

"They are operated at a speed of 8¼ lines per minute. The distribution is so nearly perfect that stops from that cause will not average one machine per night. One individual machine was checked for a period of thirty days without a distributor stop.

"Hot metal, one of the chief causes of lost time on typesetting machines, has not caused the loss of ten minutes on the entire battery over the period of their operation.

"About a month ago our fuel was changed from artificial to natural gas. We did not change the main line governor, neither did we make any adjustment on the individual machine governors. Production of perfect slugs continued as usual. Some other newspaper offices here in Houston were not so fortunate. It is my information that they are still having trouble with hot and cold slugs. Really, they sent messengers out to look us over and see how it was done.

"Our seven display and ad machines are equipped from 6-pt. to 36-pt. It is not unusual, when the run of news is heavy, to change any of those machines over to 12-ems 7-pt. and go right through without a stop. We cover this range continually.

"Another feature that we have demonstrated is to convert a 7-pt. and 5-pt. machine into a 14-pt., 34-pt. and 42-pt. headletter, in not over 5 minutes' time, without an adjustment. I cite that instance just to show that any machine we have can do anything any other machine in our plant is equipped to do. The most serious breakdown on any individual machine could delay us for only a few minutes."

Write for folder showing the layout of this modern newspaper plant, and other Intertype literature. If you wish to see our local representative, please so state.

Standardized
INTERTYPE
TRADE MARK

INTERTYPE CORPORATION, 1440-A BROADWAY, at 40th Street, NEW YORK

CHICAGO MEMPHIS SAN FRANCISCO BOSTON LOS ANGELES TORONTO LONDON

EDITORIAL

NEW CENSORSHIP TRICK

AGAIN the week's news brings a tale of a judge besting an editor at law.

This time it happened in Madison, Wis., which several months ago was waging war against the lawless element in its community. It started in the murder of a policeman, and developed complexities in the form of a bootlegger's list said to contain names of prominent and respectable citizens, plus the interjection of religious and Ku Klux Klan prejudices. The latter elements were challenged in a bare-fisted editorial by William T. Evjue, editor of the *Capital-Times,* who demanded contempt proceedings against those who had introduced the religious controversy. Attorneys for the bootlegger accused of murdering the policeman in turn demanded contempt charges against the editor, accusing him of prejudicing a fair trial and attempting to intimidate the court.

The judge, however, elected to apply another set of legal rules. He ordered John Doe proceedings to investigate the truth of Mr. Evjue's charges, and then enjoined the local newspapers from printing anything that occurred at the hearings.

Mr. Evjue immediately applied for dissolution of the injunction on the ground that it was contrary to Wisconsin statutes making court proceedings public. Public interest in the affair was at its height when Mr. Evjue's suit was filed, but months passed, the defendant in the murder trial had been convicted and sentenced, and Madison had thought of many other things before His Honor rendered a decision.

Need for the injunction had long since passed, so it was graciously dissolved by the judge, thereby automatically closing the case and preventing review by a higher court of his arbitrary and high-handed censorship.

Congress is expressly forbidden the right to enact laws abridging the freedom of the press, but Constitutional limitations and state statutes fade like steam before the majesty of a county judge. He can name his own set of rules and be his own umpire at every stage of the game.

Very naturally public interest in editorials wanes when editorial interest wanes in the vital, controversial questions of the people and the day.

BUYING POWER

WHAT was the buying power, say in the first six months of 1926, of the average citizen of your trading area? When you answer that question you describe the actual prosperity of your community. Buying power may be found, in approximate form, by investigating incomes, but nothing in the whole realm of information is more difficult to obtain. Bank statistics shed important light on the subject, but do not tell the whole story. Income tax returns are not revealing because minor incomes are not included and large incomes are often legally manipulated. Incomes from securities, real-estate and other investments are usually reflected in bank deposits, but these reports may be highly deceptive. Significant statistics are obtainable from local chamber of commerce reports on turn-overs of merchandise in wholesale and retail shops and manufacturing institutions and incomes from local services are usually available. Naturally, as the average American community is a mass of working people, payrolls furnish a dependable index to a very important section of the consuming public.

Many false statistics are afloat in regard to city and county buying power. They are dangerous and are to be avoided. Such statistics are sometimes stated in positive terms, but they are really only rough estimates of income, divided by population estimates. National advertisers are trading on these inaccurate figures.

Local statistics must be found locally and as there is sure to be a certain amount of guesswork in them, those best qualified by intimate knowledge of local affairs should do the guessing, not a clerk in a statistical publishing house in a distant city. Any newspaper business manager who works out an authoritative buying power figure for his county will serve the general advertising fraternity, his people and his paper.

Press censorship is a military horror and a civil abomination.



Think not that I am come to destroy the law, or the prophets: I am not come to destroy, but to fulfill.—St. Matthew; V, 17.

NEW A. B. C. SERVICE

GOOD service is being rendered the publishing industry by newspaper members of the Audit Bureau of Circulations who are protesting against the A.B.C. decision to permit publication of rate cards on the semi-annual statements of circulations. While no danger, immediate or remote, appears to threaten the existing newspaper advertising structure as a result of this step by the A.B.C. directors, but it is by the open and thorough discussion of such matters that undue regulation of publishers' affairs by the buyers of their space can be prevented.

In the present case, no publisher is to be compelled to furnish his rate card for publication. The expression in the Bureau's announcement of the plan that eventually it might lead to standardization of the time of rate changes on a semi-annual basis was no more than the hope of some members and did not commit the Bureau to any such program.

The newspaper business, as at present constituted, cannot be conducted with any statutory date for the adjustment of advertising rates and it is easy to picture a number of conditions that a rule of that kind might arouse to plague publishers and advertisers.

Publishers who object to the plan on the ground that it is a departure from the Bureau's original program will have difficulty in defending their academic point against those who will argue the obvious benefits of the plan to both buyers and sellers of space. A good case can be made out for the need of progress, and EDITOR & PUBLISHER sees here no valid objection to the Bureau's proposed service, as now delineated.

Argument that the expenditures for the new service might better have been used for reduction of dues paid by newspaper publishers will find many receptive hearers, even though the few thousand dollars necessary to institute the service and the far smaller amounts needed for its annual maintenance would permit little relief in the desired direction.

The Bureau has steadfastly and rightly maintained that it should be governed by the advertising interests, in the face of the fact that its greatest source of income is the daily newspaper. It will find the latter group generally favorable to any intensification of its efforts to clean up remaining circulation abuses, but until some part of its increasing surplus is used for the reduction of newspaper dues, it will find stiff opposition among newspaper members to extension of its labors into fields outside of circulation. That question cannot be solved forever by ignoring it.

Commendation of newspapers by advertisers for better printing recalls the fellow who, when he couldn't improve his product, improved the box.

WATCHING NEWSPRINT

NEWSPRINT stocks in publishers' hands are slowly on the increase, indicating that heed has been given to early summer advice to guard against shortage during the expected heavy fall demand. North American mills are breaking all tonnage records and their percentage of increased output during the first seven months of this year is almost double that in recorded newspaper advertising growth. Consumption records are certain to touch new heights if fall and early winter advertising reaches newspapers in the predicted volume, but there is no reason to apprehend a shortage. Existing machines and those to go into operation before the end of the year can supply all demands.

MR. OCHS' ANNIVERSARY

NEWSPAPER men of all ranks and beliefs will echo the congratulations received by Adolph S. Ochs this week on the completion of 30 years as proprietor and publisher of the *New York Times.* The story of the Times is an epic of American journalism and its history during the 75 years since Henry J. Raymond will be recited fully next month.

Today's attention is concentrated upon the achievement of Mr. Ochs, who took the wreck of what remained of Raymond's great daily and in miraculously few years restored all of its old prestige and a far greater measure of prosperity than it had ever enjoyed. Mr. Ochs may well point with pride to the material evidences of what he has done—a newspaper held in respect throughout the world, earning an annual income now in excess of $25,000,000, owing not a penny beyond the obligations of day-to-day business, having its ownership concentrated in the main among its active conductors, and owning, many will agree with Mr. Ochs, the finest production plant in America. Mr. Ochs and his colleagues have kept always before them their axiom that news is the newspaper's body, heart and soul, and they have developed it with a zeal and integrity that merits fully the reward that is theirs.

The critic who cried "what price newspaper ethics" hadn't heard of the Wall Street reporter who didn't try to turn his General Motors tip into cash before turning it into news.

BUCKING THE TIDE

THE subject of these remarks is a German-born manufacturer of chocolate products, scion of a family famous in the art for three generations and he has been bucking the modern tide in America with his old-fashioned notions for 25 years. He told us the story and when it was time for us to weep we shocked him with laughter.

He knows how to make chocolate; indeed, he has few equals. He knows how to buy the best beans most efficiently bring it to a tempting morsel, pack it in a first-class container and ship it to meet the customer's demand. He knows everything, except—

(1) That it is not enough to make a good chocolate—even the very best chocolate. (2) That it is no longer possible in this country to sell branded quality to local jobbers and dealers, unless their customers are demanding it; (3) That the burden of creating customer demand falls on manufacturers.

Would you believe that there is in the United States an important manufacturer in whom the notion persists that this settled commercial order can be successfully resisted? Our friend is that gentleman, and he is in deep business trouble, his stubborn, unyielding opinion that "it's all wrong" being the most serious complication. His business today is chiefly confined to making goods for others to sell under their own brands. They make the profit. He has established no leading brand of his own.

We told him that he would come to advertising, or to closed doors. It was sincere advice, but his reaction was anger. Presently we began to feel that he considered us deep in the devilish plot. We sought to satisfy him by appealing to reason—exhibiting well-established proofs that, rather than being an "economic waste" advertising may increase production and thereby lower cost and retail price. It might be true, he said, in the case of evaporated milk, or electric washers, or this or that, but his chocolate business was "something different." If he were to lower the price, quality would suffer. "I'll not start now to put on the market these vile, shoddy, even unhealthful substitutes for the real thing."

Our friend would not concede that any advertised product in his line compared in quality with his product, although he admitted that one was "pretty good." Was that one produced profitably? Oh, yes, the business was a "gold mine." Well, would he not take his own product and figure his business on the basis of national distribution, at a competitive price, with national advertising and decide from these figures whether the problem was unsolvable?

His dismal reply was, "It's all wrong, and out of reason," but we expect some day to hear that he has placed an advertising account with one of the agencies. Some men are like that.

PERSONAL

OGDEN M. REID, editor and publisher of the *New York Herald Tribune,* Mrs. Reid and their son Whitelaw, sailed from New York this week on their yacht "Lena" to take part in the annual cruise and races of the New York Yacht Club.

Cyrus H. K. Curtis, publisher of the *Philadelphia Public Ledger* and the *New York Evening Post,* gave an informal talk before the Belfast (Me.) Rotary Club Aug. 9. on the history of his ownership of the *Saturday Evening Post.*

James M. Cox, president of the News League of Ohio, and also publisher of the *Miami* (Fla.) *News,* arrived in England last week on the Aquitania.

Frank D. Throop, publisher of the *Davenport* (Ia.) *Democrat,* has just returned from a two weeks' automobile trip in Michigan.

Frank O. Edgecombe, publisher of the *Geneva* (Neb.) *Weekly Signal* and past president of the National Editorial Association, is recovering from an operation in Chicago.

George A. Mayfield, editor of the *Arvesia* (Cal.) *News,* is visiting in Louisville, Neb. His son, John Mayfield, also a newspaper man, will have charge of the News during his absence.

Edwin S. Underhill, publisher of the *Corning* (N. Y.) *Leader,* has been nominated by the Democratic party for Congress in his district, which he represented in the lower house for two terms and declining a third nomination. Warren S. Morey, editor of the *Dansville* (N. Y.) *Advertiser,* likewise has been nominated by the Democrats for the Congressional seat from his district.

A. M. Snook, general manager of the *Aurora* (Ill.) *Beacon-News,* together with his family is spending a month in the Canadian Rockies.

Andrew J. McWain, editor of the *Batavia* (N. Y.) *Daily News,* has been elected president of the board of education at that city.

IN THE BUSINESS OFFICE

THOMAS J. GILMORE for several years connected with the advertising department of the *Memphis Commercial Appeal,* has resigned to become the head of a local advertising firm.

Harold L. Goldman, classified advertising manager of the *New York Sun* is spending his vacation in New Rochelle. During his absence Frank J. Schwarz will be in charge.

Lyman E. Comey, for five years connected with the advertising staff of the *Springfield* (Mass.) *Union Republican* and *Daily News* has resigned to become advertising manager of the *Rutland* (Vt.) *Herald.*

Robert R. O'Brien, business manager of the *Council Bluffs* (Ia.) *Nonpareil,* is on a hunting and fishing trip in northern Minnesota.

Lou Hoffman, of the classified staff, *Chicago Herald and Examiner,* and Miss Minerva E. Price, daughter of Mr. and Mrs. M. D. Price, of Benton Harbor, Mich., are engaged.

J. F. Coss, former managing editor of the *Walsenburg* (Col.) *Independent,* has become editor and business manager of the *Needles* (Cal.) *Nugget.*

Miss H. Christian, national advertising manager, *Omaha* (Neb.) *World-Herald,* is in Colorado on a two weeks vacation trip.

C. E. McGillis, manager of street circulation, *Salt Lake City Tribune,* and Mrs. McGillis are parents of a son.

Eugene Kelly, general manager of *Sioux City* (Ia.) *Tribune* together with his family is spending a two weeks' vacation in the lake region of Minnesota.

IN THE EDITORIAL ROOMS

CARTER FIELD, head of the *New York Herald Tribune's* Washington bureau, joined the presidential party at Paul Smith's, N. Y. on Aug. 16, and will cover the summer white house for the Herald Tribune for the rest of the summer. Mr. Field has just recovered from a severe illness following an operation.

Arthur Wilhelm, head of the *St. Paul Dispatch and Pioneer Press* art department, has obtained a year's leave of absence while he fills a contract to paint several pictures for the new Lowry Hotel in St. Paul.

F. A. Friedrich, managing editor of the *Paterson* (N. J.) *Morning Call,* is touring Vermont, New Hampshire and Maine with his wife and two sons.

James D. Fearin of the reportorial staff, *Worcester* (Mass.) *Telegram,* has resigned as chairman of the Veterans Council of the combined patriotic organizations of Webster, Mass.

Edward Price Bell of the *Chicago Daily News* staff of foreign correspondents is writing a series of articles on Europe's economic and financial crisis.

Norman MacDonald, former night city editor, *Springfield* (Mass.) *Union,* has joined the copy desk of the *Evening Union.*

Hugh Durigan, editor of the daily picture page of the *New York Herald Tribune,* has returned from a two weeks' vacation.

Ralph Millet, for many years news editor of the *Memphis News-Scimitar,* is now engaged in special advertising work for the *Commercial Appeal.*

Bert Klopfer, Dayton, O., newspaper man, has returned to Dayton after several months publicity work in Miami, Fla.

Leland H. Reese of the Chicago staff of the *Chicago Daily News* has been assigned to cover the Mexican religious crisis and is sending daily stories from Mexico City.

John Clayton, staff correspondent of the *Chicago Tribune,* has completed a month's investigation of conditions in Mexico and is writing a series of articles for the Tribune.

Warren James Mulroy, reporter on the *Chicago Daily News,* winner of the 1924 Pulitzer award for reportorial work because of his handling of the Leopold and Loeb murder case and Mrs. Mulroy are parents of a daughter. Mrs. Mulroy was formerly Miss Fayette Krum of the sport staff of the News.

Virgil A. Wyatt, former owner of the *Oxnard* (Cal.) *Tribune,* recently purchased by Norman H. Park, is back with the *San Diego* (Cal.) *Sun,* with which he was connected before going to Oxnard. Mr. Park was formerly editor of the *Holtville* (Cal.) *Tribune.*

Mr. and Mrs. Frank Smothers announce the birth of a son. Mr. Smothers is a staff reporter on the *Chicago Daily News.*

Chanler Chapman, son of John Jay Chapman of New York, and a reporter and copyreader on the staff of the *Springfield* (Mass.) *Union* for the last two years, has resigned to go to Barrytown, N. Y.

Clarence L. Moody, city editor, *Quincy* (Mass.) *Patriot Ledger,* and Mrs. Moody and little daughter Barbara, are spending a vacation at Rangeley Lakes, Me.

Miss Emma Bugbee of the staff of the *New York Herald Tribune* is spending her vacation at Center Lovell, Me., with Miss K. Phelps, secretary to the managing editor, and Miss E. I. Toms, secretary to Ogden Reid, editor of the Herald Tribune.

Wm. Clift has been named sports editor of the *Knoxville Journal.*

Robert W. Read, formerly sports editor, *Daytona Beach* (Fla.) *Journal,* has returned to his home at Columbus, O., to do publicity work.

J. R. Kennard, feature editor, *Salt Lake City Deseret News,* is on a motor trip to Yellowstone National Park.

Albert S. Piers, dean of Kentucky newspaper photographers, has resigned after a decade with the *Louisville* (Ky.)

(*Continued on page 28*)

FOLKS WORTH KNOWING

M. F. HANSON, lately elected vice-president of Consolidated Publishers, Inc., the holding company of the Paul Block newspaper and special representative enterprises, and vice-chairman of the executive board which directs the policies of that business, has had almost four decades of newspaper experience. For 30 years Mr. Hanson was associated with the late John Wanamaker, first as advertising manager and later as business manager and publisher of the *Philadelphia Record.*



M. F. Hanson

Six years ago he became associated with Mr. Block in his purchase of the *Duluth* (Minn.) *Herald,* and has since been the active resident head of that daily. He was interested in several of the other newspaper properties controlled by Mr. Block prior to the organization of Consolidated Publishers, Inc., several weeks ago, to acquire the stock of the Duluth Herald, Toledo Blade, Newark Star-Eagle and Lancaster New Era, and Mr. Block's newspaper representative business.

The Toledo Blade

the leading newspaper of Northwestern Ohio and one of the best edited newspapers in the Middle West, has just subscribed for the Central Press Association's Daily Picture Page.

The News and Courier

of Charleston, S. C., one of the South's oldest and best edited dailies, has just subscribed for the Central Press Association's daily News Mat and Feature Service.

Hundreds of good newspapers are depending upon the Central Press for their news illustrations, cartoons and features. If you are not, we suggest you get in touch with us.

The Central Press Association

V. V. McNitt, President — Central Press Bldg., Cleveland — H. A. McNitt, Editor and Manager

A Red Letter Day In The Comic Calendar—

SEPTEMBER 19

When

ELLA CINDERS who has been receiving a veritable avalanche of letters from readers of the daily strip, steps forth in

THE ELLA CINDERS COLORED PAGE

By Bill Conselman and Charlie Plumb

on

SEPTEMBER 19

Order the First Release Now!

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager — *Earl J. Hadley*, Associate

150 Nassau St. New York City

(*Continued from page 27*)

Herald to join the staff of the *Courier-Journal and Times.*

Cy Berning of the *Miami Daily News* staff is making an auto trip to Seattle, Wash., and back to Miami, via Yellowstone Park.

Paul Norwood is now doing "Over the Gangplank," the ship news column, for the *New York Morning Telegraph and Running Horse.*

Francis P. Daily, *Washington Herald;* T. J. Norton, *Daily News;* Henry Jones, *Post;* and L. R. Neely, *Star,* went by airplane to the Sesqui-Centennial Exposition last week.

Whitney Bolton of the night rewrite staff, *New York Herald Tribune* has just returned from his home in Spartanburg, S. C., where he went to attend the funeral of his mother.

George V. Blackburn, reporter on the city staff of the *Springfield* (Mass.) *Union* for the last seven years, has entered politics as a candidate for the State Legislature from the 2d Hampden District. He is a World War veteran and entered newspaper work after his discharge from the army.

Joseph Schreck, of the *Wall Street Journal,* has returned from a motor trip in the Catskills.

Ralph Hinkson, of the *Dayton* (O.) *Journal* staff, is now in publicity work.

John Gunther of the *Chicago Daily News* staff of foreign correspondents recently travelled through the Druse country in the hills of Syria first with the French army and later with a Druse guide. He is writing a series of articles for the News describing the life and manners of the Druses.

Storey Buck, northwest editor of the *Spokane Chronicle,* has filed for the primary election as representative in the legislature in the sixth district. He served one term previously, in the early 1900's. He has also covered the legislature for the Chronicle and at one time was private secretary to the speaker of the house. He has been connected with Spokane newspapers since 1890.

MARRIED

HOWARD L. BROWNLEE, assistant city editor of the *Spokane* (Wash.) *Spokesman-Review,* to Miss Sadie G. Johnstone of the advertising department of the *Seattle Post-Intelligencer,* Aug 2, in Portland.

Edward Wolff, editor of the *Platte* (S. D.) *Tribune,* to Miss Emiline Tanner of Lake Andes, S. D.

Bessie Beatty, former writer on the *San Francisco Bulletin,* to William Sauter, Shakespearean actor, Aug 14.

Jack Davis, an electric printing press operator for the *Chicago Herald and Examiner,* to Miss Sophie Orchel.

Miss Helen Wells, file clerk in the merchandising department of the *Chicago Herald and Examiner,* to Mr. George Mueller, contributor to the "Line of Type Or Two" column in the *Chicago Tribune,* Aug. 11.

Sam M. Ballard, former city editor, *Miami Daily News* and managing editor, *Daytona Beach Journal,* to Miss Lydia Foster, former staff member, Miami Daily News, at St. Paul's Episcopal church, Richmond, Va.

Ralph McKinley Weltmer, circulation manager of the *Pittsburgh Gazette-Times* to Miss R. Elizabeth Saylor in Trinity Reformed Church, Altoona, Pa., Aug. 14.

Al Mueller, statistician with the *Chicago Herald and Examiner,* to Miss Gerlinda Frederichs.

Frank Reighard, editor of the *Wauseon* (O.) *Republican,* to Miss Olga Stuemple of Wauseon, Aug. 10.

Roy O. Nevius of the mechanical force of the *Monmouth* (Ill.) *Review-Atlas,* to Miss Mary Alice Gawthrop, in Monmouth, Aug 7.

Miss Amy Maguffin, society editor, *St. Paul Dispatch and Pioneer Press,* to Dudley W. Birdsall, city clerk, Aug. 11. A reception was held at the bride's home, was attended by most of the editorial forces of both papers. Mr. Birdsall resigned from the Dispatch a short time ago when elected city clerk.

Martin Pokrass of the display advertising staff, *Chicago Herald and Examiner,* to Miss Lenable Freeman on July 21. They are spending their honeymoon in Colorado.

NEW PLANTS AND EQUIPMENT

DAVID R. CARLSON, publisher of the *Owensmouth* (Cal.) *Gazette,* is erecting a new office building for his plant and business.

Canon City (Col.) *Daily American* has just completed the erection of a Goss Comet Flat Bed press.

A new Hoe 12-cylinder multi-color press has been purchased by the *Cincinnati Enquirer* and will form part of the extensive press equipment which the Enquirer is to install in its new $3,000,000 home.

Flagstaff (Ariz.) *Sun* is erecting a new home. Col. Fred W. Breen is the owner.

A new building has been erected by the *Winslow* (Ariz.) *Mail,* and a web press is to be installed. The Mail is owned by Giragi Bros.

Pulaski (Va.) *Southwest Times,* has just installed a Goss Comet Flat Bed Press.

Hartford Times has placed with R. Hoe & Co., Inc., a press order for two more Heavy-Design Units.

Chicago Tribune has just added ten Goss High Speed low construction press units to their present battery, making a total of 60 Goss press units and 20 pairs of folders.

HOLDING NEW POSTS

T. S. MARTIN, from telegraph editor, *Greenwood* (S. C.) *Index Journal,* to state news editor, *Asheville* (N. C.) *Citizen.* He is succeeded in the Index Journal by C. B. Williams, a recent graduate of the school of journalism, University of South Carolina.

Ed Mayl, from *Daytona Beach Journal* editorial staff, to copy desk, *Philadelphia Evening Ledger.*

Arley Ballard, from *Miami Daily News,* to editorial department, *Kokomo* (Ind.) *Dispatch.*

Lester E. Richwagen from reporter, *Concord* (N. H.) *Monitor* to copy desk, *Portland* (Me.) *Express.*

Harry D. Jones from city desk, *San Pedro* (Cal.) *Daily Pilot* to staff, *Compton* (Cal.) *News-Tribune.*

NEW PUBLICATIONS

WITH Ralph Rollins and Robert W. Weekes as owners and editors, the *Arizona State Journal,* a weekly, is soon to make its appearance.

With Roy W. Coutant as editor, the *Independent,* twice-a-week, has made its appearance at Flagstaff, Ariz.

Frank M. Colville on Aug. 12, began the publication of the *Baldwin Park* (Cal.) *Progress,* a weekly. Mr. Colville was formerly the editor of the *Puente* (Cal.) *Journal.*

CHANGES OF OWNERSHIP

KARL BOLL, who has been publishing the *Red Oak* (Ia.) *Sun,* a weekly with his brother Frank, since the death of their father several years ago, has disposed of his interests to Frank Boll and Mrs. William Boll.

Will B. Kelly, owner of the *Safford Guardian, Clifton Copper Era, Duncan News* and *Tombstone Epitaph,* all Arizona papers, has purchased the *Benson* (Ariz.) *News.*

P. H. McCarty has acquired the *Hoven* (S. D.) *Review* and this week assumed management of the weekly.

J. C. Jacober has purchased the *Tolstoy* (S. D.) *Journal,* a weekly.

Charles Hillebrandt, formerly with the *Flagstaff* (Ariz.) *Sun,* has bought the *South Pasadena* (Cal.) *Federated News,* a weekly.

E. T. Kreftling of San Francisco has bought the *Healdsburg* (Cal.) *Sotoyome Scimitar,* a semi-weekly.

F. A. Wilson and Williams Evans have bought from Mrs. Anna Pier the *Almira* (Wash.) *Big Bend Outlook.*

C. F. Brown has bought from J. L. Asbury the *Stanwood* (Wash.) *News.*

ASSOCIATIONS

MEMBERS of the WASHINTON AND NORTHERN IDAHO ASSOCIATION of the Associated Press will meet in Spokane August 20 to consider A. P. policy and service.

Annual picnic of the BRITISH COLUMBIA INSTITUTE OF JOURNALISTS was held at Tunstall Bay, Howe Sound, July 25. About 75 members attended.

Annual midsummer outing of the DES MOINES, (IA.) AD CLUB was celebrated Aug. 10, at Waveland clubhouse with the presentation of golf trophies the feature of the evening's events. Roland Harrison, chairman of the golf committee, won the championship flight trophy with Guy Beckett, runnerup. Nearly a score of awards were made.

George M. McCormick, assistant managing editor of the *Memphis Commercial Appeal,* was recently elected president of the NEWSPAPER MEN'S CLUB OF MEMPHIS, succeeding H. F. Durward, of the Associated Press. Al Capley, city editor of the *News-Scimitar* was elected vice-president. James C. Caruthers, secretary, and George L. Fossick, treasurer, both of the *Commercial Appeal,* were reelected. The following were elected directors: William E. Clark and Harry Cherry, of the *Press;* Thomas Fauntleroy, W. H. Adler and Ralph Millett, of the Commercial Appeal. Mr. Durward, the retiring president, was elected editor of "The Gridiron," the annual publication of the club which is issued each year simultaneously with the annual gridiron banquet.

WITH THE SPECIALS

WILMOT M. ARMSTRONG of Everett, Wash., has joined Lindenstein-Kimball, Inc. newspaper representatives, as a salesman.

PRESS ASSOCIATION NOTES

TURNER JORDAN, formerly Alabama state mail editor for the Associated Press, stationed at Montgomery, has been transferred to the Memphis bureau of the A. P. He will go to the night desk.

SCHOOLS

M. E. SELECMAN, director of information, Northwest Missouri State Teachers College, has obtained a year's leave of absence to study at the Medill School of Journalism.

JOINT PRESS MEETING

The Central Missouri Press Association and the Ozarks Press Association are holding a joint convention at Forsyth, Mo., Friday and Saturday of this week.

FLASHES

That large magnanimous figure, in conversation with the little man in the photograph, is the Dictator telling the King that it will be all right and he can have Saturday off.—*Detroit News.*

The California reporters have a snap. They're never called upon for follow-up stories of an earthquake.—J. R. Wolf *in Milwaukee Journal.*

As editor of the prison newspaper at Atlanta, former Congressman Langley, is not worried over meeting the Saturday payroll.—*Florence* (Ala.) *Herald.*

They've found a wild wheat that can stand drouth, but wild oats seem to require as much moisture as ever.—*St. Joseph News-Press.*

Brookhart is back in the G. O. P. fold. The way it happened is they moved the fold.—*Dallas News.*

It now develops that we were paying an admission price to get into the war.—*Portland Oregonian.*

The old songs are best because nobody sings them any more.—*El Paso Times.*

No doubt Pennsylvania could simplify the matter greatly by merely providing that anyone who makes a million dollars is entitled to be called Senator.—*Detroit News.*

The California enforcement officer recently indicted for irregularities in the disposal of liquor said: "I am no lily." Well, at least he is not a water-lily.—*Seattle Times.*

It is a rare nomination nowadays that does not have a few purse strings on it.—*Norfolk Virginian-Pilot.*

Europeans are queer, and it may be that they call Santa Claus Shylock except at Christmas-time.—*Baltimore Sun.*

Uncle Sam is in an uncomfortable position. All he got out of the World War was near beer, and Europe now denounces him as a grasping Shylock.—*New York Sun.*

France has an abundance of statesmen. What she needs is a tax collector.—*Dallas News.*

LYNN VETERAN HONORED

George M. Clark, for 36 years with the *Lynn* (Mass.) *Item,* received congratulations from his many friends on the anniversary of his 74th birthday. Mr. Clark is head of the stereotyping department. He shares with two other men in New England the record for service in this line of work. He has been a stereotyper for 54 years.

FOR PROMPT SERVICE

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HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

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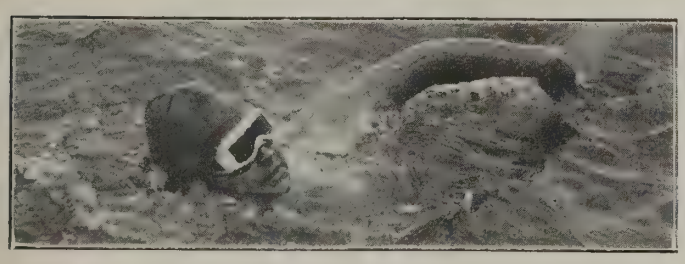
Excerpts from telegrams received

"The P & A machinery ticked like a clock on the whole Ederle job."—*Edward J. Dunn,* Boston Post.

"You gave us great service and showed that resourcefulness that makes us proud to be subscribers to P & A."
—*D. S. Freeman,* Richmond News Leader.

"Congratulations. Beat all opposition on Ederle."
—*Moses Strauss,* Cincinnati Times Star.

"Congratulations on splendid service with Ederle pictures, enabling us to secure a 24 hour beat."
—*Frank L. Nelson,* Philadelphia Public Ledger.



GOING STRONG after seven hours of Channel fighting

GERTRUDE EDERLE'S hour of triumph was zero hour for P&A! Not long after her amazing swim, P&A prints of the feat were on their way to America on the fastest available steamer. Last Friday morning the precious package of photos was dropped at the mouth of the St. Lawrence River, picked up by the waiting P&A seaplane, which flew the first leg of the record-breaking four-plane relay to New York City. After battling through one thousand miles of dense fogs and terrific electrical storms, the first plane succeeded in getting the prints to the P&A office at 3:00 o'clock Saturday afternoon. The alternate plane with duplicate prints of the swim landed four hours later. P&A had gone over the top with a 24-hour beat all over the country!

$8,000 in cables, boats, planes and man hire had been spent to produce the greatest *news*picture beat of the year for P&A, the picture syndicate maintained by the Chicago Tribune and the New York News. Every P&A subscriber received this epoch-making 24-hour scoop at no extra cost! This job illustrates forcibly the extra-exertion push that P&A generates to give its subscribers "*News*pictures for *News*papers"!—All included in the regular moderate rates!

MAT SERVICE P & A mat services make the output and resources of this organization available to even the smallest papers for a few dollars a week. Write or wire any P & A office for further details on the best value in the *news*picture field today.

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WOMEN IN ADVERTISING AND JOURNALISM

How Florence Brobeck Manages a Household Department for N. Y. Herald Tribune—Applications for League Advertising Scholarships Closed Aug. 20—Cupid Cuts Capers in Pittsburgh

A NEWSPAPER job well handled by women is the editorship of household pages, and many a good tip on this sort of work may be obtained from Florence Brobeck, editor of the *New York Herald Tribune's* Household Institute.



Miss Florence Brobeck

Of Miss Brobeck the *Literary Digest* has written: "If she can cook as engagingly as she can write on cooking, she must be something of a superwoman."

The fundamental purpose of the Institute, established ten years ago by the old Tribune, is to test housekeeping appliances and foods, and to report on such products in news style on two pages every Sunday. To accomplish this the paper maintains a staff of home economics experts, a graduate engineer, a chemist, and has equipped a kitchen, laundry, and engineering laboratory.

Besides the testing of foods and appliances, other housekeeping information is offered on Institute pages. The Institute staff under Miss Brobeck's direction writes articles on home decoration, child health, shopping and marketing, plans menus, offers a free dietary service prepared by a graduate dietician, a member of the Institute staff, and in general keeps the two pages full of live, homemaking news. No syndicate material appears on these pages. The stories are prepared in the Institute, based on kitchen and laboratory work, on the city markets, shops and restaurants and on interviews with housekeepers, restaurant owners, chefs, and anyone else who has something practicable as well as interesting to say.

Miss Brobeck was well prepared for the job of managing such a department and editing such pages. She was graduated after a four years' University course in Home Economics with a B. S. and M. S., was head of the home economics in a Middle Western college, then began writing for magazines and newspapers on housekeeping subjects.

Miss Brobeck has been associated with the Institute for a little more than five years. She was assistant editor for five years and was appointed editor two years ago.

Applications for the two advertising scholarships which the League of Advertising Women of New York is offering at New York University this fall closed on Aug. 20. Miss Helen Rockey, president of the League, reported this week that applicants had written in from all over the United States.

"We are gratified to see that they come from girls doing varied kinds of work," she said, "Newspapers, agencies, advertising departments and printing companies are all represented. It is an opportunity for two young women to get out of the rut they are now in."

Cupid is cutting funny capers in Pittsburgh. He is determined that there shall be no single society editors in the "Smoky City." There are five papers, two morning and three evening, and four of the society editors are married. While they have not yet joined the "Lucy Stone League," they manage to convey through their pen names that they still retain a little individuality. They all claim that it is possible to be successfully married and still have a "job." It is not work to attend a bridge party, a ball, a debutante party, a luncheon or dinner, according to some of the editors, nor is the work at night for the morning papers of any inconvenience, when friend husband does not "sit by the fireside waiting for the wife to come home." He is with the wife at a dance and they are having a gay time. There is plenty of time between working hours for necessary household duties and the married society editors find it easy to manage two jobs.

The married editors are: Mrs. Claude Burnell (Elizabeth Hobe Burnell), *Gazette Times;* Mrs. Joseph Lesh (Anne Ryan Lesh), *Pittsburgh Post;* Mrs. Kenneth A. Love (Madeline Young Love) *Chronicle Telegraph;* Mrs. Robert Wesley Spear (Mabel Steele Spear) also club and school editor, *Pittsburgh Sun.* Mrs. Burnell and Mrs. Spear have been married a little over a year, Mrs. Love was married on Saturday last, and Mrs. Lesh has been married about seven or eight years. Mrs. Spear was formerly with the *Pittsburg Dispatch,* serving at different times as society editor, and secretary to C. A. Rook, Sr., then president-editor. The others have been with the papers mentioned, Mrs. Burnell about three years, Mrs. Love about nine years, Mrs. Lesh about fifteen years and Mrs. Spear nine years on both papers.

Virginia Davis, formerly of New York City, is now on the society staff of the *Dayton* (O.) *Journal.*

Ruth Ohmer, former society editor, *Dayton* (O.) *Journal* has joined the editorial staff of the *Young Catholic Messenger,* published in Dayton by Marie Fischer.

Mrs. F. J. McCormick, a former Daytonian, is on a special assignment for the *New York Times* in Southern Europe.

LAWYER PRAISES STORY BY WOMAN REPORTER

N. Y. Herald Tribune's Libel Expert Commends Ishbel Ross' Handling of Hall-Mills Hearing — Calls It "Artistic Work"

Henry W. Sackett, senior member of the law firm of Sackett, Chapman, Brown and Cross, and an expert on libel law, sent the following letter last week to Endicott G. Rich, city editor of the *New York Herald Tribune*:

"My dear Mr. Rich: I can not forbear giving an enthusiastic expression of my admiration of the report of Miss Ishbel Ross of the proceedings before the Magistrate in the Hall-Mills Murder case as published in the Herald Tribune on Saturday, the 14th instant.

"It is one of the best of reports of such judicial procedings that I have seen in a long time. The legal rules governing such publications seem to be observed with accuracy, and without in the slightest degree interfering with the value of the report for newspaper purposes. There is no evidence of prejudice; there is no unfairness to any one. At the same time there is a vividness of presentation of the dramatic phases of the situation that makes the article most readable and interesting. It is a most artistic piece of work.

"If there was any departure, even the slightest, from the strict 'rules of the game,' it was where Miss Ross says that 'it is believed' that a pistol had been in the steel box of the former prosecutor; but it seems almost hypercritical to point out such a small flaw in such a remarkably fine piece of journalistic work.

Yours sincerely,
Henry W. Sackett."

The *Newark Star-Eagle* now has 100,000 net paid circulation per day

The recent progress of the NEWARK STAR-EAGLE is probably unprecedented among New Jersey newspapers.

Although during the hot weather our circulation figures are always at their lowest point, our present circulation is about 100,000 net paid copies per day. This is about 17,000 more than last summer.

Our advertising is keeping up with the progress of our circulation. So far, for the first two weeks of this month (August) we are 24 per cent ahead of last August.

I believe the STAR-EAGLE is today one of the best and most interesting evening newspapers of the East.

Paul Block

After several years of investigation and experimentation, the Mergenthaler Linotype Company announces the introduction of a new newspaper body face. This new Ionic is an exceptionally readable face. The openness of the rounded letters—the height and width of the lowercase—the clearcut capitals—the size and fullness of the figures—the absence of marked contrast between thick and thin strokes—the maximum of these things go to make a most desirable newspaper face. There are no "pin holes" or sharp corners to fill up with ink; no fine lines to break down in stereotyping. The even color of the characters is particularly adapted to the "roughness" of newspaper stock. The outstanding advantage of the new face is its conservation of vision. The even tone throughout is restful to the eyes without being monotonous. There is enough variation to avoid tiresomeness, yet not enough to be disconcerting. A happy medium has been effected. It is easier to read than seven point faces, yet gives the same word-count to the column as six point. Various degrees of leading can be used to advantage, or the lines may be cast on a solid six and a half point body. The comparative shortness of the ascenders and descenders gives good legibility even when set solid. Cast on seven point body, the 6½ Point Ionic gives the effect of being well leaded—and with a decided gain in word-count over the seven point faces. The first paper to adopt the new face was the Evening News, of Newark, N. J. After a trial of several weeks, the management of the paper is more enthusiastic than ever about it, and readers continue to send in words of commendation daily. One of the most appreciative is Dr. Joseph H. Salov, a leading optometrist, and past president of the New Jersey Optometric Association. Says Dr. Salov, addressing the editor of the Newark Evening News: "It would be unfair for me or any one else who realizes the amount of good that will result from your recent change in the style of type you use in the makeup of the News if this was not recognized, appreciated and so acknowledged by every one interested in the conservation of vision; for it is the accumulated unnecessary strain on the eyes, due to the extremely small and poor type used in many newspapers, that hastens the day when artificial aid must be sought. Although not versed in the nomenclature of the type you have been using for the last few days, it is of a style and character that immediately makes itself felt, and is far more readable and comfortable than the former style. I am sure that there are many thousands of readers who, possibly unknowingly, feel the added comfort." 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LINOTYPE MARK

maximum le… things go to mak… desirable newspaper … "pin holes" or sharp c… with ink; no fine lines … in stereotyping. The ev… aracters is particularly … oughness" of newspap… tstanding advantage … s conservation of … throughout is … being …

Study the design of this NEW face

Linotype 6½ Point Ionic No. 5

See how perfectly it meets the difficult requirements of modern newspaper printing conditions. Notice the full, round contours of the letters; no "pin holes" or sharp corners to fill up with ink; no fine lines to break down in stereotyping.

Ask the nearest Linotype Agency for copies of newspaper set in this face and compare it with the body type you are now using both for legibility and word count. You will find it easier to read than 7 point faces and that it gives the same word count as a 6 point.

The 6½ Point Ionic is made with italic and small caps and also in combination with Bold Face No. 2.

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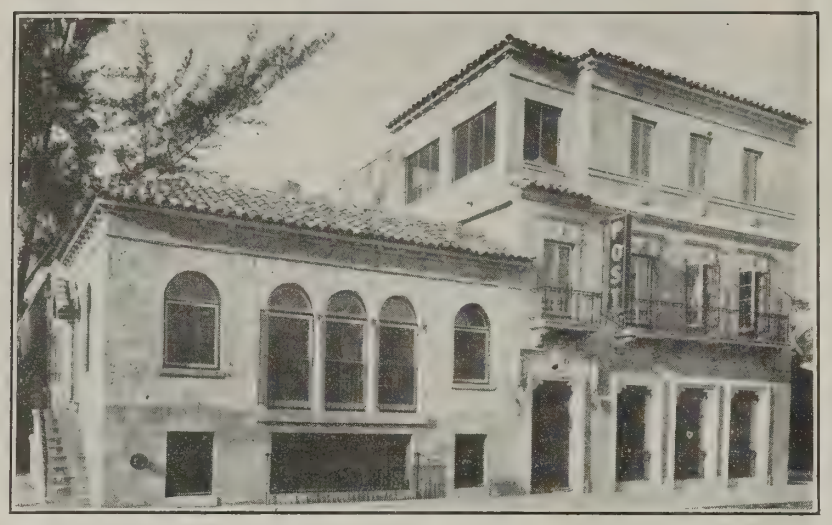
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SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

PALM BEACH POST COMPLETES NEW PLANT AND A WAREHOUSE BUILDING



THE *West Palm Beach* (Fla.) *Palm Beach Post* is now publishing from its new home.

The business office and advertising departments occupy the main floor in the East portion of the building, while the right side is given over to the news and editorial departments.

In the rear of these offices is the composing room, which is 75 by 80 feet. The third floor of the west side of the building is given over to a conference room, file room, telegraph rooms, and photo-engraving department.

The basement, 71 by 153 feet, is occupied by the press and stereotyping departments and leaves storage room for more than six carloads of news print paper.

The equipment includes 14 Intertype machines, two Monotypes and a Ludlow. The press room is equipped with a 64-Page Scott Multi-unit press, while the stereotyping department includes new, modern equipment.

In addition to the Post Building, which is occupied exclusively by the various departments, the company has just completed a warehouse in the Terminals which provides storage space for 16 car loads of paper.

D. H. Conkling is president and editor of the Post, and W. A. Payne is general manager.

WHAT'S WHAT IN THE FEATURE FIELD

Anne Austin Signs Fiction Contract With NEA Service, Inc.—New Daily Intelligence Questionnaire for Newspaper Readers—George Matthew Adams Returns From Coast Trip

ANNE AUSTIN has signed a contract with NEA Service, Inc., to furnish three fiction serials for newspaper publications, and an interesting true story lies behind the announcement.



ANNE AUSTIN

Mrs. Austin, who was born in Texas, is only 30 years old. When she was 17 she was married, and for the past 12 years has been forced to earn her own living. Her first fiction was a serial written for the *Kansas City Post*. Later she became the editor of *People's Popular Monthly*, Des Moines, an experience followed by a period of free lancing in New York.

Her daughter, Elizabeth, 12 years old, was not long ago judged a champion human being. She has an intelligence quotient of 214 per cent—a world's record. She will enter college this fall at the age of 12. Soon after this became known, NEA looked the Austins up for an interview, and Mrs. Austin wrote a series of articles for that service on child rearing. Next the fiction contract was discussed, and now has been agreed upon.

King Features Syndicate, Inc., New York, is offering a new daily intelligence questionnaire for newspaper readers under the title "The Knowledge Test."

Robert L. Ripley's "Believe it or Not" sports cartoons, handled by Associated Newspapers, began Aug. 16, appearing in the *New York Evening Post*.

Prosperous newspaper conditions were reported by George Matthew Adams, president of the syndicate bearing his name, on his return to New York this week from a two months' trip to the Pacific Coast. He visited more than 75 newspaper offices and said he heard "no whining."

Edwin Muller, treasurer, Cosmos Newspaper Syndicate, has returned from a trip to Europe.

"Prisoners of Destiny," by Leroy Durand, is King Features Syndicate's latest serial.

Ben Lucien Burman, one time member of the *New York World's* staff, is now writing a daily news ode for NEA Service, Inc.

Lee Pape of "Little Benny's Notebook" fame is back in New York from a Maine fishing trip.

"Telling Tommy," comic strip by Paul Pim has been taken over by King Features Syndicate, Inc.

Percy L. Crosby, "Skippy's" creator, is convalescing from an illness at the Central Park West Hospital, New York.

Dr. Lulu Hunt Peters, writer of "Diet and Health" for the George Matthew Adams Service, arrived in New York last week from a three month's visit to the continent.

North American Newspaper Alliance was handling Frank Powers' "Kitchener's Coffin" story in this country.

Jack Dempsey's and Gene Tunney's by-lines will appear in client newspapers of King Features Syndicate beginning Aug. 30.



America's Last Frontier
-for the Manufacturer

In most parts of the country, buying habits and selling organizations are more or less fixed, and competition is keen between manufacturers to see who can get the largest share of business.

But Florida is a comparatively new market. New population is swarming into the state by the thousands. New cities are being built. New sales agencies and distributors are being appointed. New buying habits are being formed.

Here is a unique opportunity for the manufacturer to intrench himself strongly in a great market that is steadily growing and that is destined to be one of the most important in the entire United States. This is a new frontier for the manufacturer. Here and now, by the use of judicious advertising and selling, he can place his product at the forefront of popular demand.

Come to Florida—with advertising. And remember: to cover Florida completely and economically, use the Associated Dailies.

ASSOCIATED DAILIES *of Florida*

510 Clark Building Jacksonville, Florida

Bradenton News
Clearwater Sun
Daytona Beach Journal
Daytona Beach News
Deland Daily News
Eustis Lake Region
Ft. Myers Press
Ft. Myers Tropical News
Ft. Pierce News-Tribune
Ft. Pierce Record
Gainesville News
Gainesville Sun
Jacksonville Florida Times-Union
Jacksonville Journal
Key West Citizen
Kissimmee Gazette
Lakeland Ledger
Lakeland Star-Telegram
Lake Worth Leader
Melbourne Journal
Miami Daily News
Miami Herald
Miami Tribune
New Smyrna News
Ocala Central Florida Times
Orlando Morning Sentinel
Orlando Reporter-Star
Palatka News
Palm Beach Daily News
Palm Beach Post
Palm Beach Times
Pensacola Journal
Pensacola News
Plant City Courier
St. Augustine Record
St. Petersburg Independent
St. Petersburg News
St. Petersburg Times
Sanford Herald
Sarasota Herald
Sarasota Times
Stuart Daily News
Tampa Times
Tampa Tribune
Winter Haven Chief

No National Advertiser or Agency of Today is guided, as Catherine the Great once said she was,

"By Circumstances, Conjectures and Conjunctions"

in the planning and placing of campaigns in the daily newspaper, the great primary medium of advertising—"every day, a daily paper in every home."

Especially if they use

EDITOR & PUBLISHER'S

MARKET GUIDE

For it takes all the conjecture out of advertising, with its vivid portrayal of actual trading conditions in each of the 1300 American and Canadian cities in which daily newspapers are published, markets in which billions are annually spent for nationally advertised products.

It answers all the questions which the modern merchandiser must ask before starting to capture coveted markets—with its from 150 to 500 facts and sets of figures intimately setting forth the buying habits of each city, and the conditions under which its people live.

The getting of this information, but for the Market Guide, would entail digging into a mass of undigested, unedited, unverified, irrelevant matter in a thousand and one cumbersome books, costing a mint of money and taking a terrific toll of time, to whip it into usable shape.

What is more logical—what more inevitable—than when a national advertiser has determined upon his market, from the data he gets in this book, while he still has that book in his hands, and before he passes to another state, he will begin thinking about the best medium to use in covering that market. THAT'S THE MOMENT for the daily newspaper publisher to get across to him the story of his newspaper. Isn't it? Let us tell you about it—no obligations.

A.B.C. EDITOR & PUBLISHER A.B.P.

Times Building [Suite 1700] New York

VIRGINIA A. P. MEMBERS MEET



Associated Press of Virginia met at Pulaski last week in connection with the annual meeting of the Virginia Press Association. In the group are L. E. Pugh, business manager of the *Newport News Daily Press* and *Times-Herald;* J. P. Rowe, Jr., business manager, *Fredericksburg Star* and *Free-Lance;* J. P. Fishburn, editor *Roanoke Times and World News;* B. E. Hood, *Roanoke Times and World News;* Colonel W. S. Copeland, president, Newport News Daily Press Corporation; U. L. McCall, of the Associated Press office, Atlanta; F. J. McDermott, Richmond A. P. Bureau; Robert Glass, editor, *Lynchburg News and Advance;* Earnest C. Pollard, managing editor, *Richmond Times-Dispatch;* William Atkinson, associated with the Roanoke papers; and Thomas H. Pratt, of the *Kingsport Press.*

WITH THE GENERAL ADVERTISERS

W. K. Kellogg, Entertaining Advertisers, Tells How Cereal Business Was Built—Advertising Brings Big Sales Increase to Canada Dry Ginger Ale—Hartmann Tie-Up Copy

A GROUP of 160 advertising men were entertained recently by W. K. Kellogg, president of the Kellogg Company, at the firm's plant in Battle Creek, Mich., and to them the story was told of how newspaper advertising had built up a vast cereal food business.

The story, as told by Mr. Kellogg, dates back to 1906 the year corn flakes were first made.

"We decided to try newspaper advertising to see what it would do for our sales," Mr. Kellogg said. "Our first appropriation was $150. It was spent in a newspaper schedule in Canton, O. Due to production difficulties, the test campaign was discontinued, but it is interesting to note that Canton, the first town opened by advertising is today one of the best towns in the country per capita sales of corn flakes."

From this insignificant appropriation 10 years ago, the Kellogg Company has steadily increased its newspaper advertising expenditures, until last year approximately $1,500,000 was spent in this one medium alone, according to the estimate made by the Bureau of Advertising of the American Newspaper Publishers Association. Last year's total appropriation was in the neighborhood of $2,000,000.

"This business was built by advertising, even from its earliest days," Mr. Kellogg said.

Net earnings for the first quarter of this year reported by Canada Dry Ginger Ale, Inc., were more than 43 times those of the corresponding quarter in 1923, the year the company first began to advertise.

In 1922, with no advertising, the sales amounted to 1,690,050 bottles. In 1923, with an advertising expenditure of $110,268, the sales were 6,230,100 bottles.

In 1924, when the appropriation was $361.988, the sales amounted to 23.480,250 bottles, and in 1925, with $838,571 invested in advertising, the sales reached 51,783,300.

The advertising investment in 1923 amounted to 1.7 cents a bottle. In 1925, although the company had increased its total advertising investment eight times, the cost per bottle was only 1.6 cents.

Local dealers are placing considerable tie-up copy in newspapers promoting the Hartmann wardrobe trunk, product of the Hartmann Trunk Company, Racine, Wis. The account is handled by H. W. Kastor & Sons Company, Chicago.

The Hicks Advertising Agency, New York, has been appointed to direct the advertising of Jules Schwab & Co., importers and wholesale jewelers, of the same city. An advertising campaign is being planned.

Newspapers are being used in an educational advertising campaign being conducted by the Association of Lighting Fixture Manufacturers, New York. The account is directed by J. X. Netter, Inc., New York advertising agency.

The Shotwell Manufacturing Company, Chicago, has sold its business to the Cracker Jack Company, Inc., makers of Cracker Jack and Angelus Marshmallows.

Newspapers, magazines and business papers will be used to promote Ted-Toys, product of the Ted Toy-lers, Inc., New Bedford, Mass.

L. C. Lincoln has been appointed advertising manager of F. A. D. Andrea, Inc., New York, manufacturers of Fada radio products.

SEMI-WEEKLY IMPROVES PLANT

The *Greenville* (Ill.) *Advocate,* semi-weekly, owned and edited by Will C. Carson, has just installed a web perfecting press and changed from a six-column to a seven-column paper. The basement of the Advocate building has been entirely remodeled into a press room which houses its new press, a Babcock drum cylinder and job press.

The Most Wonderful Book in the World

MORE than thirty million Bibles or Books of the Bible were sold or distributed in 1925.

Would you not love to have companion volumes to help you discover the treasures in that Wonderful Book?

SWEDENBORG

[1688-1772]

explained the Bible's practical application to daily life; how it describes the life hereafter; what the Bible parables mean when spiritually interpreted.

His theological works—as issued by himself—have been published by the Houghton Mifflin Co. in most modern translation from the original Latin, in the Rotch Edition of 32 volumes.

The first twenty give the spiritual sense of Genesis and Exodus as understood in Heaven; and volumes 26, 27, 28 give likewise the spiritual sense of the Book of Revelation.

Volume 29, Marriage Love, views from the union of the Divine Love and the Divine Wisdom the Law of Sex throughout all creation. It shows the crown and jewel of the Christian Religion, the union of one with one only. Price $2.00.

Volumes 30, 31, 32, contain a full statement of the True Christian Religion as revealed from Heaven. $3.00 the set.

The whole 32 volumes in half-morocco at $125; in buckram, $40.

The following are the best introductory books to the Revelations of SWEDENBORG. They are in large print, bound in buckram, and contain from 260 to 485 pages.

TITLES	PRICE
HEAVEN AND HELL from things *heard and seen*	**$1.25**
Angelic Wisdom Concerning—	
THE DIVINE PROVIDENCE, which governs the Universe and the Heavens and the Hells, and the least as well as the greatest of all things in creation; and in the everyday life of man.	**$1.25**
THE DIVINE LOVE AND WISDOM, the profoundest book and revelation concerning God and His Creation ever written, first published in Latin at Amsterdam 1763; along with this is the "Intercourse Between the Soul and the Body" first published in Latin at London 1769.	**$1.25**
Price of all three at one time, including postage	**$2.75**

Who Was Swedenborg?

Emanuel Swedenborg, the son of a bishop, was the great Swedish scientist, philosopher and theologian, whose vast range caused Emerson to term him the mastodon of scholars. Dr. Parkes Cadman recently named him the Universal Genius.

Officially connected, by appointment of the King, with the great mining industry of Sweden, he mastered all the sciences of his time, and wrote the most useful books on metallurgy, minerals, geology, astronomy, and the human brain.

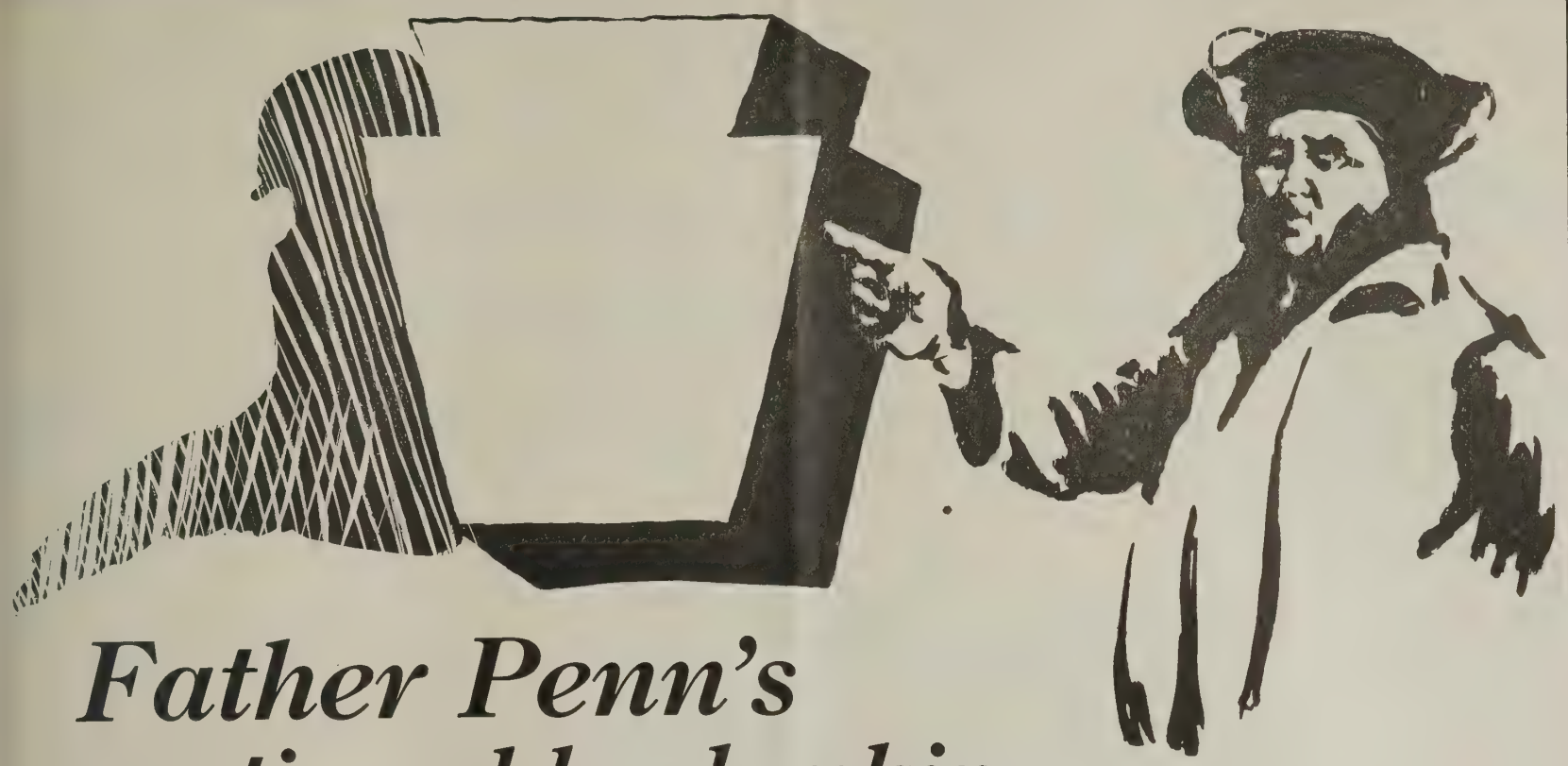
His life search was for the human soul. How his spiritual senses were opened, after he was 50 years of age, that he might reveal the human soul, the life after death, and the Bible itself, may be read in the above named, uplifting, useful books

Send orders or inquiries to

B. A. WHITTEMORE, *Agent*

137 BOWDOIN STREET, *Boston 9, Mass.*

Ager's Life of Swedenborg sent postpaid for 10 cents; Heaven and Hell in paper covers for 30 cents; Galli-Curci on Swedenborg for 10 cents; or all three for 40 cents.



Father Penn's continued leadership— as a buyer of nationally advertised goods . . .

Pennsylvania still continues in the premier position as a buyer of nationally advertised goods. A chain of circumstances has brought this about.

Its nearness to the Eastern Seaboard where shipments can be sent by water, its great railroads traversing the state in every direction, and its natural resources, in coal, oil and minerals, give Pennsylvania an assured income for its industrious citizens.

Pennsylvania has always been a great market and every indication points that this leadership will be maintained indefinitely.

Information is available to national advertisers which will aid them in merchandising and the distribution of their products thru the daily newspapers listed below.

	Circulation	2,500 lines	10,000 lines
**Allentown Call .....(M)	31,400	.10	.10
**Allentown Call .....(S)	22,349	.10	.10
††Beaver Falls Tribune.....(E)	6,553	.03	.03
††Bethlehem Globe Times.....(E)	13,272	.06	.06
††Bloomsburg Press .....(M)	7,673	.04	.04
**Chester Times .....(E)	18,295	.06	.06
††Coatesville Record .....(E)	6,783	.035	.03
**Connellsville Courier .....(E)	5,928	.02	.02
**Easton Express .....(E)	25,473	.08	.08
**Erie Times .....(E)	28,596	.08	.08
††Greensburg Tribune Review...(EM)	14,883	.05	.05
††Hazleton Plain Speaker.....(E) ††Hazleton Standard-Sentinel..(M)	19,852	.07	.06
**Mount Carmel Item .....(E)	4,307	.0285	.0285

	Circulation	2,500 lines	10,000 lines
**Oil City Derrick .....(M)	8,588	.04	.04
**Pottsville Republican and Morning Paper .....(EM)	15,346	.08	.07
**Scranton Times .....(E)	43,230	.13	.12
**Sharon Herald .....(E)	7,236	.0357	.0357
**Sunbury Daily Item .....(E)	5,224	.03	.03
**Washington Observer and Reporter .....(M&E)	17,589	.06	.06
††West Chester Local News .....(E)	11,860	.04	.04
**Wilkes-Barre Times-Leader ....(E)	26,204	.06	.06
††Williamsport Sun and Gazette & Bulletin.....(ME)	28,000	.09	.09
††York Dispatch .....(E)	19,632	.05	.05

**A. B. C. Publishers' Statement, March 31, 1926.
††Government Statement, March 31, 1926.

BUILDING NEWSPAPER CIRCULATION

Teaching Newsboys to Know the Paper They Are Selling—Backing Local Sports Events to Make Friends and Readers—Some English Circulation Stunts—"Reader Service"

TEACHING newsboys to know the product they are selling, and the placing of papers at every turn of the corner on the street, are two of the methods used by the *Chicago Evening American* to build up circulation in Chicago, according to W. J. Parker, director of circulation sales.

"It is my belief that a newsboy should have just as much knowledge of his product as any salesman," said Mr. Parker. "He should know the value of head lines, the value of local stories and the significance of features.

"The more places that papers are on sale the more papers will be sold, we think. We want the paper easy to buy —that's why the American has 1,600 newsboys in Chicago and has specialized on boy organization for increasing circulation in addition to boys at corner stands."

The American has a boy selling only the one paper in almost every available nook on the streets of Chicago's loop. The boys are young—between the ages of 9 to 12—as Mr. Parker believes they are the best for the work. After they are 16 they are not much interested.

"The boy circulation problem lies, of course, in getting boys and in teaching them the right principles of selling the paper," Mr. Parker went on. "In order to do this an assistant circulator rents halls and talks to the boys often. He tries to inculcate in the boys the feeling that they, too, are assistant circulators for the paper.

"With a circulator talking to them and discussing different circulation problems with them in this intimate way, they feel closer to the paper they are selling and are more enthusiastic. Then they are willing and able to talk for the paper.

"We encourage the boys to build up a regular clientele and thus sell more papers. This is steady work for the assistant circulators."

The American also owns an independent home delivery in Chicago, which was put in three years ago. There are 83 branches where the boys get their papers. In addition to money received these boy salesmen are given coupons which may be saved to obtain certain articles. Clothing predominates over playthings in these selections by the boys.

It's an old circulation stunt, and still a good one, for a newspaper to get behind local sporting contests, staging championship meets, and offering prizes and medals to winners. But, although ancient, there are many new ways of conducting such stunts and new contests to sponsor.

In New York, the *Evening Graphic*, Macfadden tabloid, with O. O. Scattergood circulation manager, has organized what it calls a "punchball league." Punchball, a modified game of baseball, played in the streets of New York and other cities, has spread with astonishing rapidity. Nine hundred teams entered the Greater New York championships, initiated by the Graphic. The field has been narrowed down to some 250 survivors.

Every day the Graphic carries the scores of teams playing in the punchball league, and rivalry for the championship of Manhattan is intense. Managers of the teams scheduled to play games after work each evening are instructed to telephone the Graphic after play is over to report these scores.

The *New York Evening World* is another paper that believes in sponsoring sporting matches for youngsters. Only recently this paper gave prizes to girls playing in a jackstone contest. The same paper every year gets the boys of the town to contend in a harmonica playing meet.

Last Sunday the *Milwaukee Journal* Athletic Association's first A. A. U. river swimming marathon was held, and considerable reader interest was developed by the event.

Not long ago the *Denver Post* held an amateur ad-writing contest in conjunction with 38 Denver business firms. Weekly prizes were offered for the best ad for any one of the products or concerns participating, with a grand prize of $500. This indoor sport becoming common in newspapers is pleasing to the business office as well as the circulators.

Everyone knows of the marble championships conducted each year by the Scripps-Howard newspapers.

And so it goes.

Tomorrow some enterprising circulator will think up some new sporting contest that will keep local boys and girls at happy play and sell papers in the bargain.

The *London News of the World* on Aug. 16, offered a prize of 1,000 pounds to any British subject who will beat Gertrude Ederle's time record in swimming the channel. The announcement focuses the attention of American circulators on other British methods of winning newspaper readers.

There was the combined cross-word and ode writing contest initiated by the *London Daily News*. Contestants were called upon to solve monthly cross-word puzzles, finding in them a Christian name. They then were instructed to write an ode to an imaginary person bearing this name. The writer of the best ode was given a cash prize.

The *London Daily Graphic* recently published a number of children's pictures asking the question "Which Child Do You Think Is the Best Looking?" Cash prizes were given readers making the best selection from the series run. The choice was determined by the average selection.

Weekly prizes were offered by the *London Daily Mirror* for the best one paragraph true story telling how the reader of the paper had benefited through a turn of chance.

Capitalizing on the international card playing habit, the London Daily News recently sponsored a bridge whist tournament. Clubs were organized throughout England to hold a series of whist parties. The man and woman making the top scores in these local tournaments received prizes. The prize was doubled if the winner had been a subscriber of the News over a given period. The pairs winning in their own localities were guests of the News in London at a final tournament to determine England's champion whist player.

Who is the champion bridge player, five hundred player, pinochle or mah jong (if it's still played) player in your town?

Have you ever tried to find out?

Maybe parties could be organized in suburban communities and nearby towns by your newspaper to discover the champion of the county.

Wouldn't it get your newspaper talked about along with other usual card table topics?

"Service"—that's what every newspaper promises its readers.

The *Wheeling* (W. Va.) *Intelligencer* prints its promise in the following two-column box:

"If for ANY REASON you do not receive your INTELLIGENCER promptly and properly delivered, call Wheeling 823 and your paper will be immediately dispatched to your door by special messenger. All complaints of missed papers received up until 10 o'clock in the morning will be given immediate attention and delivery."

A resolution protesting against Los Angeles newsboy cries of "Aimee" while selling papers near the Angelus temple was adopted Aug. 15 by followers of Aimee Semple McPherson at a mass meeting held at the evangelist's tabernacle.

Carrier boys of one Florida newspaper roll their papers and paste a full-sized wrapper around each in the mailing room before starting on their routes, according to Rober B. Miller, of West Palm Beach, Fla.

"This plan saves the carriers' time in delivery," Mr. Miller wrote EDITOR & PUBLISHER. "The papers can be tossed or thrown accurately from a bicycle or automobile. The paper will not curl up or fly away. A good aim is all that is necessary.

"A full-sized wrapper, length of a folded newspaper, serves another advantage. In rainy weather it prevents the newspaper from being soaked if not picked up by the subscriber immediately after delivery. Scrap newsprint or old newspapeers are cut for wrappers."

STARTS FLOWER SERVICE

The *Danville* (Ill.) *Commercial News* last week instituted its Flower Service to carry surplus garden flowers from its readers' gardens to the local hospitals, infirmaries and old peoples' homes. Special telephone accommodations were provided during the week, the newspaper inviting all donors to the flower service to report if they would contribute bouquets. Lists were made and the auto, appropriately decorated, toured the city collecting flowers. The Commercial News announced it would continue the service each Saturday forenoon during the summer season.

Largest Weekday Circulation in THE CITY

The Item Tribune

NEW ORLEANS

Special
RADIO
Section
The New York Times
SUNDAY, SEPT. 12, 1926

The New York Times will publish September 12, as a part of the Sunday edition, a Special Radio Section, full size, inaugurating Radio Week in New York, when there will be a radio exhibition at Madison Square Garden.
Radio news in The New York Times Sunday edition thoroughly covers information of radio progress and invention, legislative measures pending and proposed, tested suggestions for improvement of reception, programs of stations all over the country, with ten outstanding broadcasting events of the week, radio trade notes and comment.
A greater sum is spent in The New York Times for radio advertising than in any other New York morning newspaper.

Advertising forms close Wednesday, Sept. 8.
Rate 95 cents an agate line. Circulation in excess of 600,000 copies.

Not LINAGE–
Not VERBIAGE–
but
IDEAS–

THAT PORTRAY YOUR MARKET
WILL SELL YOUR SPACE

We act as the Service Department for the publisher who is looking for new ideas that will sell his newspaper space to the national advertiser.

We create copy and layout campaigns pictorially illustrated that visualize the publisher's field and tie up his market with the newspaper.

PUBLISHERS SPACE SELLING SERVICE
49 W. 45th St., New York City

COPY - LAYOUT - ART
- TYPOGRAPHY -

MISS CECIL I. DORRIAN, NEWS WRITER, DIES

Was First Accredited American Woman War Correspondent and Covered Europe for Newark News Since 1914

Miss Cecil I. Dorrian, since 1914 European correspondent of the *Newark Evening News,* and the first accredited American woman war correspondent to visit the battle front in France in 1918, died Wednesday night after a long illness, at a sanatorium in Towson, near Baltimore. Her body will be brought to Newark where the funeral will be held. Her only surviving close relative is her mother, Mrs. Marie C. Dorrian, who was with her when she died.

Miss Dorrian was born in Troy, N. Y., daughter of the late C. A. Dorrian, and was graduated from Barnard College in 1905.

Soon after leaving college Miss Dorrian began writing short dramatic sketches. Her first position was with the Century Company and later she became a member of the *New York Tribune* staff.

She was in London when the war broke out and wrote some articles for the Newark Evening News. Later she became the European correspondent for that newspaper. In 1916, her play, "The Age of Reason," was produced in the Band-Box Theater.

Constantly at the scenes of greatest action in the World War, she was several times under fire in her pursuit of news.

Miss Dorrian went to the front while the 78th Division, made up largely of New Jersey men, was in battle and sent her newspaper a first-hand story of the division's activities.

Miss Dorrian was given a war decoration by the French Government and was highly praised by Gabriele D'Annunzio as a commentator on public affairs.

She contracted pneumonia in Germany last February and returned to this country July 20. She went to Baltimore for treatment and subsequently entered the sanatorium at Towson.

NILES S. HYATT

Niles S. Hyatt, 48, well-known advertising man of San Francisco and former advertising manager of the *Oakland Inquirer,* and his five-year-old daughter were killed when their automobile went over an embankment and burst into flames. Hyatt was making a business trip to Burlingame, Cal.

MILTON FEASLEY DEAD

Writer of Famous Listerine Advertisements Dies Suddenly

Milton Feasley, of Lambert & Feasley, Inc., New York advertising agency, died suddenly in New York on Aug. 19, following a recent major operation. With Gerard Lambert, Mr. Feasley organized Lambert & Feasley, Inc., four years ago. One of the agency's chief accounts was the Lambert Pharmacal Company of St. Louis, Mo., makers of Listerine. Mr. Feasley wrote all the Listerine copy, which, featuring halitosis, attracted widespread public comment and was largely responsible for enormous increases in sales made by the Lambert concern. Appropriations for this account grew from nothing to $4,500,000.

Before organizing the New York agency, Mr. Feasley was for 11 years connected with Williams & Cunnyngham of Chicago.

PELHAM NEWS LAUNCHED

The first issue of *Pelham* (N. Y.) *News,* weekly, appeared Aug. 5. It is published by Garrison Publications, Inc. at 105 Wolfs Lane, Pelham. James Carr Garrison, president of the corporation, was for several years until lately the vice-president and one of the owners of the *Providence News.* Prior to that he was attached to the *Providence Journal* and his newspaper experience includes many years as associate editor of the *New York Press.* Also he served on the *New York World,* the *New York Mail* and the *Milwaukee Sentinel.*

NEW A. P. MEMBERS

Newspapers elected to membership in the Associated Press, according to an announcement made this week, include: *Shamokin* (Pa.) *Daily News; Lansford* (Pa.) *Evening Record; Clarkston* (Wash.) *Evening Herald;* and *Little Falls* (Minn.) *Transcript.*

ADDS AUTOMOBILE SECTION

The *Rutland* (Vt.) *Herald,* publishing six days a week, has established an automobile section to run on Wednesday of every week. Two pages of news and advertising is the present make-up.

Only One Paper Really Covers Akron District!

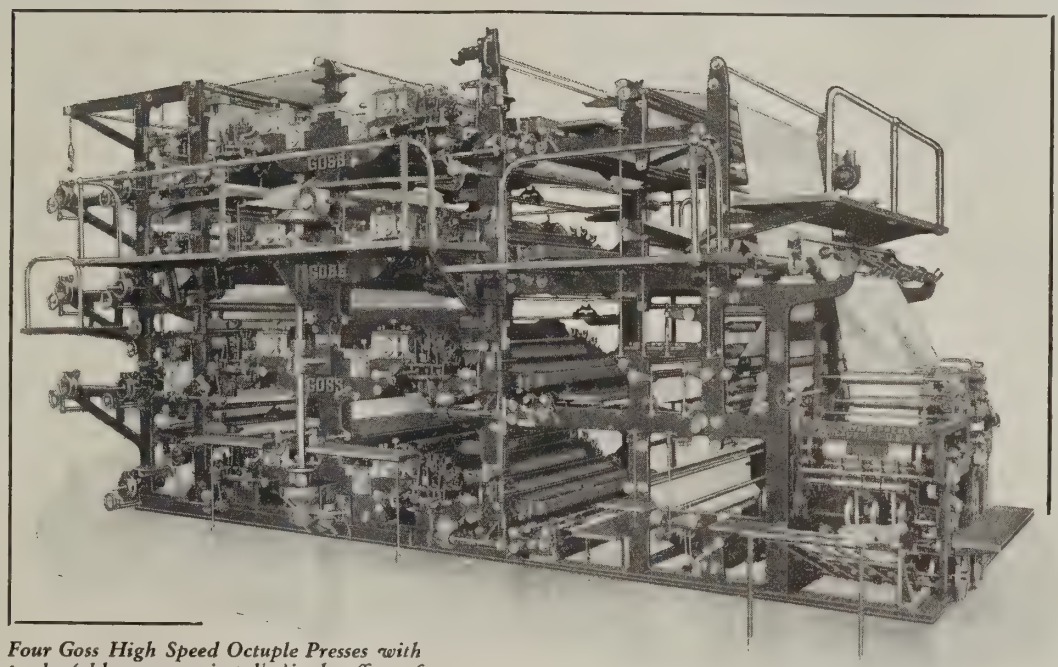
National advertisers should bear in mind that the economical way of reaching the great Akron district, rubber center of the world, is through the one DOMINANT newspaper in this district, the

Akron Beacon Journal

Leading Other Northern Ohio Newspapers by Many Thousands in Circulation in this District—Second in Ohio of Six Day Evening Newspapers in 1925 Linage.

DAILY AVERAGE CIRCULATION FOR SIX MONTHS 51,973—GAIN of 4,647 OVER PREVIOUS SIX MONTHS

The Argus Press of London, England Relies Day and Night on Goss Presses



Four Goss High Speed Octuple Presses with twelve folders are now installed in the offices of the Argus Press, London, England to meet to a large extent alone the multitudinous needs of this great establishment.

Why the Largest Firm of Contracting Newspaper Printers in Europe Favors Goss High Speed Presses

THE extensive and varied daily and weekly issues, over 20 in number, regularly printed at the Argus Works, severely test the reliability and versatility of high-speed printing machines. Long runs of various sizes ranging from 32 pages 19 x 24 to 8 pages 12 x 17 are the regular order of the day. ***Invariably good work turned out at high speed has given the Argus Press of London an international reputation.***

This company—probably the largest firm of contracting newspaper printers in Europe—does not own any of the 20 odd daily and weekly newspapers regularly printed at their works in Temple Avenue and Tudor Street. Although these fine premises, in the heart of newspaperland, have the appearance and contain the equipment of a large daily newspaper office, the whole of the business done is the printing of newspapers for publishers who either do not run a newspaper plant or whose resources are taxed beyond the capacity of their equipment.

Newspaper presses in an establishment of this kind must be capable of quick changing from the largest to the smallest size newspaper and of continuous high speed printing day and night. Goss Presses ably fill the bill, reports E. Foster, General Manager.

The world renowned Sunday newspaper "The Observer", The Financial News and many other British newspapers are regularly printed on Goss Presses.

THE GOSS PRINTING PRESS CO., CHICAGO

The Goss Printing Press Company of England, Ltd., London

Messers. Edwards Dunlop Company Ltd., Sydney, Sole Australian Agent

GOSS STRAIGHT LINE GOSS HIGH SPEED

F. G. BELL, SAVANNAH PUBLISHER, LEFT $500,000 ESTATE IN TRUST FOR FAMILY

Began on Business Side of News Under Col. Estill's Ownership and Assumed Complete Control After 42 Years of Service

AN estate valued at $500,000 was left by Frank G. Bell, proprietor and manager of the *Savannah* (Ga.) *Morning News,* whose sudden death on August 12, was reported by EDITOR & PUBLISHER last week. Mr. Bell's will was filed for probate Aug. 17. It leaves all his property of every character in trust with the Citizens' & Southern Bank of Savannah as trustee. Mrs. Bell is to receive an annuity and at her death the property is to be divided between the two sons, F. G. Bell, Jr., and Malcolm Bell. The trustee is relieved of making any returns or reports.



FRANK G. BELL

Frank G. Bell, born in Alexandria, Va., in 1858, joined the Savannah News circulation and business department in 1884, when the paper was owned by the late James H. Estill.

Col. Estill had the faculty of surrounding himself with capable men. He sought them from various sections of the United States and when they evidenced their worth he rapidly promoted them.

That is what happened to Frank Bell. He was engaged to travel South Georgia and Florida for the Morning News, and he did the job so well that promotions came rapidly. At the death of Col. Estill, 25 years ago, Mr. Bell, who had been gradually promoted was ready to take his place at the business helm of the newspaper. Col. Estill left him some of the stock of the publishing company and he acquired other shares by purchase. The end of a service of 42 years saw him the largest individual stockholder of the Morning News and in complete control of the paper's business and editorial policy.

He was a modest man, and except when required to do so by the federal laws he never permitted his name to appear to show his intimate connection and control of the News. His name appeared neither on masthead nor stationery. He shared with others the honors that came to the newspaper. He consulted with his editor as to editorial policy, directed his city editor as to the manner in which local news should be handled; weighed its importance with those in control of the local features and consulted with the state news and political editors as to the policy to be pursued in handling information that came from outside.

He found time, too, to confer with the business office as to business policies and advertising features of the paper. He had the faculty of guiding through suggestion and of bringing into his service capable men. He was the final arbiter as to the conduct of every department.

Before the death of Col. Estill, who was the founder of the News, Mr. Bell became "the man to see," on the paper. From traveling representative to advertising solicitor was a short step and later the post of personal representative of Col. Estill was filled with perfect success by the Virginian.

Under Mr. Bell's direction the News entered aggressively the field it had built up in Southeast Georgia and parts of South Carolina. Mr. Bell believed in spending money to further the interest of the Morning News. He had an ambition to see it among the best equipped newspapers in the state if not in the South, and before he died his ambition was gratified. Within the past year the Morning News has completed a well-equipped home. It has endeavored to make a community house of its editorial quarters. The building constructed under the personal direction of Mr. Bell and planned by him, has among other features a town hall open to organizations that wish a place to meet and a branch of the Savannah Public Library. These are but two evidences of the desire of Mr. Bell to make of the News a community agency in more than a mere news sense.

As a public servant Mr. Bell was indefatigable. He was an earnest advocate of the Savannah Board of Trade and at the time of his death was a director. Less than a year ago, he had been given a six year term as a member of the board of education of Chatham County and was vice-president of that board when he died. One of his last acts of public service was to sit as the presiding officer at the August meeting of the Board of Education.

His work for humanity and for the good of others was exemplified in many ways. He was president of the Georgia Infirmary Board for many years. The Georgia Infirmary is a colored hospital in Savannah. He was also vice-president of the Union Society, a body dating back to Charles Whitfield the co-worker of John Wesley in the days of Oglethorpe, conducting an orphans' home for boys.

In Savannah he was vice-president of the Chatham Savings & Loan Company—an individual name for what is really a building and loan association—and he was a director in the Citizens and Southern Bank, one of the Mills B. Lane chain of of banks in Georgia and South Carolina.

During the World War, he was too old for service in the field but he served in many capacities at home.

In the affairs of the Associated Press he was also active and was intensely interested in the work of the Southern Newspaper Publishers Association. For two years he served as president of that body.

Mr. Bell for years served as an officer in the St. Paul Episcopal church. He was repeatedly elected to responsible positions in this work, until realizing that his health was giving way he reluctantly declined to serve longer as an active layman.

He was buried from St. Paul's Episcopal church, which he helped to found, on Aug. 14. The church was crowded to the doors. Part of it was reserved for the employees of the Morning News. The chancel was banked high with floral tributes, from friends, from firms, from corporations and from organizations.

He was borne to his grave in Bonaventure Cemetery by six of the employees of the News—W. Roy Neal, editor; Boykin Paschal, advertising manager; E. D. Hood, circulation manager; D. G. Bickers, associate editor; Richard M. Charlton, city editor; and J. F. Meyer, foreman of the composing room.

J. M. STEELE, WAR WRITER

John M. Steele, famous throughout the west and middle west as a war correspondent, died Aug. 15 in Denver. At his death he was secretary of the Denver Real Estate Exchange. Steele started his newspaper career in Kansas, working in Lawrence, Emporia and Leavenworth before joining the staff of the *Kansas City Star.* As a correspondent in the Spanish-American war, he is generally credited with having made General Frederick Funston famous in the sense that his press dispatches gave the country vivid accounts of Funston's daring exploits, including the capture of Aguinaldo, insurrectionist leader.

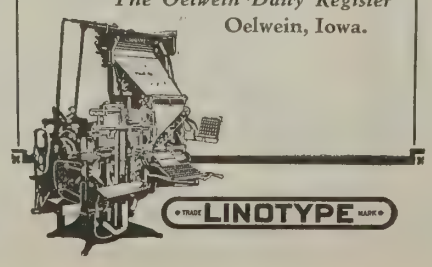
DOMINANT!
in
Pinellas County, Florida
Daily News
ST. PETERSBURG'S PICTURE PAPER
Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall
America's Biggest Tabloid
Florida's Fastest
Growing Newspaper
To be assured of Complete Coverage—
USE THE NEWS
Represented by
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

From the Linotype Mailbag

"Some service"

"I am in receipt of your letter of this date regarding the shipment of the two motor driving pulley pinions. They arrived this morning all right and were put on and working at eight o'clock this A. M. They went out yesterday at two o'clock P. M. That tied the machine up three hours of working time. I say this is some service, and I want to congratulate you on it."

The Oelwein Daily Register
Oelwein, Iowa.



Still Gaining!

The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.

The net paid average for the American was 57,503.

You need these papers to cover Baltimore, they reach more than half the City.

Sold separately or in combination.

THE BALTIMORE NEWS
and
Baltimore American

ANNOUNCEMENT

To National Advertisers and Advertising Agencies

The National Advertising Departments of
New York Evening Journal
Baltimore Evening News
Baltimore American
Washington Evening Times
Washington Herald
Atlanta Evening Georgian
Atlanta Sunday American
are combined with offices in
New York—Chicago—Detroit

New York Office:
W. G. HOBSON, *Eastern Manager*
2 Columbus Circle
Telephone: Circle 5400

Chicago Office:
F. E. CRAWFORD
Western Manager
913 Hearst Bldg.

Detroit Office:
FRANKLIN PAYNE
Representative
1351 Book Bldg.

All under direction of:
JAMES C. DAYTON, Publisher
NEW YORK EVENING JOURNAL



Central Press Photos

Picking Winners

What publishers think of Central Press service is exemplified by this quotation from Mr. F. W. Spaulding of the Binghamton (N. Y.) Press:

"We have been with Central Press for years and do not believe the service as a whole is equalled by any other on the market."

Since the C. P. are constantly on the que vive for ways and means of not only upholding their high standards of quality and service, but where possible, also of improving them, it was only natural that they chose Certified Dry Mats, and are using them exclusively.

We, too, are constantly striving to produce only the best. We have but one quality of newspaper mat—the best that we know how to make—and the price of it is governed solely by the quality.

Thickness and thinness of our mats do not affect the quality and therefore do not influence the price.

And in Certified Dry Mats, please bear in mind, thickness is not merely a matter of calendering. With us uniformity of thickness is controlled during our exclusive manufacturing process, and therefore does not depend upon sorting and calendering.

We leave it to you to judge Certified Quality and that is why we repeat—COMPARE.

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue
New York, N.Y.

For wet mat printing with DRY MAT facility — use Certifieds

Made in the U. S. A.

DETROIT VETERAN DEAD

ın Barr, 70, Was for 40 Years Commercial Editor of Free Press

ohn Barr, 70, commercial editor of *Detroit Free Press* for the past 40 rs, died in a Detroit hospital last ek from an illness believed to have n caused by injuries received in an omobile accident several weeks ago. the time of the accident it was be- ed Mr. Barr's injuries were slight, although he returned to his work he s never as well again.

ohn Barr was a brother of Robert and es Barr, both of whom were at one e on the staff of the Free Press. ert, author and playwright, writing er the nome de plume of "Luke rp," was one of the galaxy of inter- onally known writers that included Quad (C. B. Lewis), who died re- ly, George P. Goodale and Theodore Quinby.

esides his activities on the Free Press, n Barr was widely known as a con- utor to American periodicals and spapers, being a prolific author of t stories. He was a gifted artist, his early cartoons in the Free Press acted wide attention. He was also t in the use of water colors, and ialized in marine studies.

e is survived by his widow, Grace, two sons, John, of Ford, Ontario, Frank, of Windsor, Ont.; and two hters, Edna and May.

uneral services were held Monday, . 16, with interment at Windsor, Ont.

LUTHER P. STEPHENS

of Nine Founders of Columbus Dispatch Dies at 73

ther Pierce Stephens, 73, one of the ders of the *Columbus* (O.) *Dispatch* last Sunday, in Columbus, following ur months' illness. He was born in inia but came to Columbus as a lad e he gained his newspaper experience the *Courier*.

e was prominent throughout Ohio rnally, having been active in the of the Masons, Odd Fellows, and for many years. He had held of their highest offices.

s widow and a daughter Mrs. Bertha hens Dietz, of Cincinnati, survive

e and nine other men founded the mbus Dispatch in 1871.

MRS. COBLENTZ DIES

of San Francisco Examiner Publisher Was Native of France

rs. Denise Roux Coblentz, wife of ond D. Coblentz, publisher of the *Francisco Examiner*, died Aug. 4, an illness of several months. She 35 years old and was born in France. des her husband she leaves a daughter ears of age. Mrs. Coblentz's mother two sisters reside in France.

ıe funeral, which was held in the rch of Notre Dame Des Victoires, 6, was attended by all the Examiner utives and many employees, Mayor h, and other city officials.

T. A. GALLAGHER

ıomas A. Gallagher, news editor of Universal Trade Press Syndicate, York, died at his home, Jackson hts, Long Island, Tuesday morning, 17th, of spinal meningitis. Mr. agher was associated for two years the syndicate. He built up an active of 350 correspondents throughout country with which he served many ng business and industrial papers.

WILLS PAPER TO EMPLOYEE

the will of Frank E. Johnson, late er and publisher of the *Roseville Leader*, Miss Eva Kildow, one of mployees becomes owner of the pub- ion. Mr. Johnson who died recently the entire newspaper plant to Miss ow for her assistance in editing and ishing the paper during his last ill-

MRS. J. A. BEANE DEAD

Mrs. Joseph A. Beane, wife of the publisher of the *Goshen* (N. Y.) *Daily Democrat*, died last week.

Obituary

HARRY L. BECK, 67, for many years purchasing agent of the former *Pittsburgh Dispatch*, died in the Mercy Hospital, that city, Aug. 15. He was an uncle of Charles A. Rook, the president-editor of the Dispatch. Mr. Beck is survived by his widow, one daughter and three sons.

JEFFERSON HOWARD LAND, 85, the first manufacturer of paper in the south, died last week and was buried near his home at Austell, Ga. Mr. Land's first mill for making paper was burned during the Civil War by Sherman's army in the march to the sea. The first issue of the *Atlanta Constitution*, the *Atlanta Journal*, the *Sunny South* and the *Marietta Record* are said to have been printed on paper turned out by the Land mill.

RICHARD M. MOORE, 76, for more than 35 years *Boston* (Mass.) *Globe* correspondent at Wilton, N. H., died at his home in that city Aug. 16 after a short illness.

FRANK HENNESSEY, 58, for 20 years a member of the composing room staff of the *Boston* (Mass.) *Globe*, died at his home in Rosindale, Mass., Aug. 16. His father, Thomas P. Hennessey had been a printer and was a member of the *Boston Herald* composing room staff for many years.

CARL DOWNING, on the copy desk of the *Oakland* (Cal.) *Tribune* and formerly with the Fox Film Company and Associated Editors of New York, died in San Francisco Aug. 3.

MRS. BERTHA SEELEY DAVIS, 49, newspaper writer and wife of W. E. Davis, advertising manager of the *Santa Cruz* (Cal.) *Sentinel*, died Aug. 5.

CHARLES RAY, 91, former publisher of the *Milwaukee* (Wis.) *Sentinel*, died in Pasadena, Cal., Aug. 12. He was a native of New York but went west with his parents at the age of 4 years. He had made his home in California since 1895.

PRESCOTT WARREN, of Newton, Mass., formerly in the advertising business for several years, and husband of Emily Stanley Warren, special writer on the *Boston Transcript*, died Aug. 11 in Peter Bent Brigham hospital, Boston.

JOHN L. WILDER, 77, for 61 years an employee of Palmer, Mass., newspapers, died Aug. 14 in his home. He was one of the oldest printers in the East. In 1915 he celebrated his 50th anniversary in the employ of the *Palmer Journal*. When the *Palmer Register* was consolidated with the Journal Mr. Wilder was retained despite his age and kept at his work until three months ago.

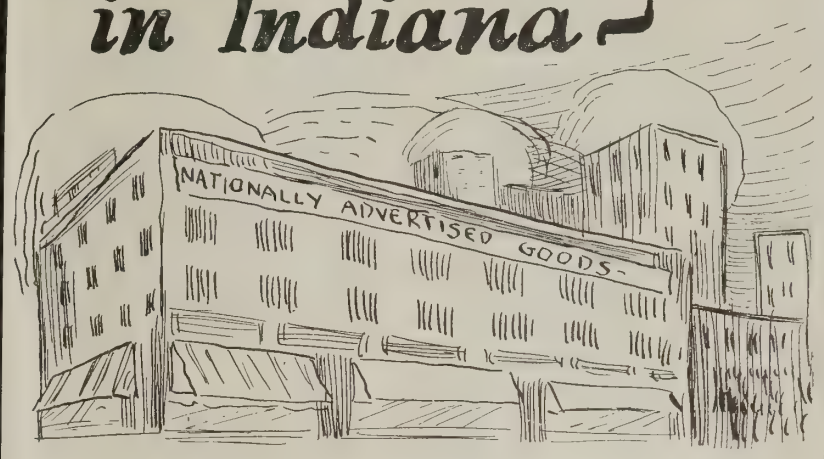
E. O. SEIWERT, 68, father of Walter Seiwert, day foreman of the composing room of the *Detroit Free Press*, and of Edward Seiwert, a linotype operator on the Free Press, died last week at his home in Detroit.

ELI DEWOLFE ROBINSON, 71, former publisher of the *Butler* (Pa.) *Eagle* and a former postmaster of that city, died at his home in Pittsburgh, Aug. 11. He was a graduate of Witherspoon Institute and on his graduation purchased the Eagle from his father and for 30 years was its publisher. In 1904 he sold the Eagle to the present owners. He was postmaster from 1905 to 1910. Two sons and two daughters survive.

MRS. MARY AUSTIN, 68, for many years a member of the editorial staff of the *Taunton* (Mass.) *Gazette*, died Aug. 10.

Mrs. H. S. GRIMES, mother-in-law of Harry Taylor, publisher of the *Portsmouth* (O.) *Times*, died a few days ago. George Taylor, a brother of Harry Taylor, was drowned recently in the Ohio River, while rescuing his daughter from drowning.

How to increase sales in Indiana



Indiana retailers and dealers appreciate the value of newspaper influence in creating demands for advertised products, and co-operate readily with advertisers.

The best method to increase sales in Indiana is to reach the buying public direct—thru the daily papers listed below.

These are the papers read in the homes of Indiana, the papers that influence the buying habits, and the mediums in which the people believe in.

Let us show you how you can cover this highly intensified market of Indiana, efficiently and economically.

		Circulation	Rate for 5,000 lines
**Columbus Republican	(E)	4,912	.03
††Connersville News-Examiner	(E)	4,681	.025
††Decatur Democrat	(E)	3,215	.025
**Fort Wayne Journal-Gazette	(M)	35,247	.08
**Fort Wayne Journal-Gazette	(S)	28,468	.08
**Fort Wayne News-Sentinel	(E)	43,365	.10
**Gary Evening Post-Tribune	(E)	15,514	.06
**Huntington Press	(M&S)	4,079	.025
††Indianapolis News	(E)	128,341	.25
**Lafayette Journal & Courier	(M) 7,878 (E) 13,583	21,461	.06
††La Porte Herald-Argus	(E)	6,726	.04
**Marion Chronicle	(E)	9,364	.04
†Shelbyville Democrat	(E)	4,012	.025
**South Bend News-Times	(M) 9,751 (E) 16,603	26,354	.07
**South Bend News-Times	(S)	24,500	.07
**South Bend Tribune	(S) 21,431 (E)	22,254	.06
††Terre Haute Tribune	(E&S)	23,442	.06

**A. B. C. Publishers' Statement, March 31, 1926.
†Government Statement, October 1, 1925.
††Government Statement, March 31, 1926.

MILLS MADE 16% MORE PAPER THIS YEAR

U. S. Newsprint Production for 7 Months Tops Last Year by 11 Per Cent, Canada by 22 Per Cent, for Total of 321,359 Tons

Newsprint mills in North America continued to work at practically full speed during July, according to statistics just issued by the Newsprint Service Bureau, New York. Production by United States mills during the month amounted to 140,516 tons and shipments to 142,690 tons. Production in Canada amounted to 163,037 tons and shipments to 161,824 tons, making a total U. S. and Canadian production of 303,553 tons and shipments of 304,514 tons. Newfoundland mills produced 16,850 tons and 950 tons were made in Mexico, making a total North American production for the month of 321,359 tons. Newsprint mills also made 1,742 tons of hanging paper, 315 tons of which were made in Canada.

During July, U. S. mills operated at 95 per cent of rated capacity and Canadian mills at 99 per cent. United States mills made 11 per cent more in the first seven months of 1926 than in the same period of 1925 and Canadian mills exceeded the 1925 record for this period by 22 per cent. Combined production of U. S. and Canadian mills was 16 per cent above that of Jan. 1-July 31, 1925. Mill stocks of newsprint at U. S. points totaled 16,524 tons on July 31 and at Canadian mills 12,963 tons, making a combined total of 29,847 tons, equivalent to 2.5 days' average production. This is less than half the mill stock tonnage as of July 31, 1925. Mill stocks have shown an almost continuous decline since August, 1925.

Publishers' stocks on hand and in transit on June 30, 1926, totaled 30 days' supply, against 26 days' supply at the end of May, 1926, and 38 days' supply on June 30, 1925.

Production tables follow:

UNITED STATES MILLS

		Production Tons per Month	Shipments Tons per Month	Mill Stocks
1926—First Quarter.		138,519	136,771	18,352
April		145,327	144,600	19,478
May		141,032	142,294	18,207
June		142,166	141,521	18,852
July		140,516	142,690	16,524
Seven Months.		984,599	981,418	16,524
1925—	" "	884,503	872,131	34,079
1924—	" "	874,448	868,106	28,521
1923—	" "	884,971	880,724	21,584
1922—	" "	810,981	813,759	21,156
1921—	" "	709,695	708,939	25,519
1920—	" "	889,477	882,824	22,022

CANADIAN MILLS

1926—First Quarter.		143,148	141,053	14,800
April		151,739	154,015	12,415
May		153,969	151,990	14,331
June		158,601	161,108	11,795
July		163,037	161,824	12,963
Seven Months.		1,056,790	1,054,097	12,963
1925—	" "	869,386	867,752	23,258
1924—	" "	793,276	788,395	18,840
1923—	" "	726,960	718,981	14,927
1922—	" "	604,209	606,162	11,459
1921—	" "	440,455	430,155	19,367
1920—	" "	514,618	512,190	9,500

UNITED STATES AND CANADIAN MILLS

1926—First Quarter.		281,667	278,491	33,152
April		297,066	298,615	31,893
May		295,001	294,284	32,538
June		300,767	302,629	30,647
July		303,553	304,514	29,487
Seven Months.		2,041,389	2,035,515	29,487
1925—	" "	1,753,889	1,739,883	57,337
1924—	" "	1,667,724	1,656,501	47,361
1923—	" "	1,611,931	1,599,705	36,511
1922—	" "	1,415,190	1,419,921	32,615
1921—	" "	1,150,150	1,139,094	44,886
1920—	" "	1,404,095	1,395,014	21,522

S. D. PRESS OUTING

150 Members Gather at Brookings Aug. 13—Roe a Speaker

Following an afternoon of sports, the South Dakota Press Association closed its annual summer outing at Brookings, Aug. 13. All previous records of attendance were broken with a registration of more than 150.

The editors were guests of the Brookings Commercial Club and the Brookings Retail Merchants association. During the day the association went on record as favoring continuation of the struggle to eliminate government competition in printing and pledged its efforts to President C. W. Pugsley in his policy for a greater agricultural college for South Dakota.

Herman Roe, Northfield, Minn., president of the National Editorial Association was a speaker.

COAST EDITOR HELD FOR MISUSING MAILS

Arrested by U. S. Authorities Charged with Printing Obscene Matter in Connection with McPherson Case Editorial

LOS ANGELES, Aug. 19.—Publication recently of an outspoken editorial discussing the Aimee Semple McPherson case, has caused the arrest of A. R. Sauer, editor of the *San Diego Herald*, a weekly, in which the editorial appeared. Postal authorities arrested the 73-year old editor on the specific charge of sending obscene literature through the mails. He was arraigned before a Federal Commissioner in San Diego, Saturday, and bail set at $5,000.

With the arrest in Los Angeles of four news vendors on charges of selling obscene literature the case took a new turn. While the news vendors' counsel had hoped to bring nine residents of Carmel, who recently testified in the McPherson kidnapping case, into the impending trial, efforts so far have been fruitless. Besides the Carmel residents the defense plans called for the appearance of Mrs. McPherson and District Attorney Keyes. Efforts were also made to have Mrs. McPherson produce Kenneth G. Ormiston, former radio operator at Angeles Temple, and through him bring about the appearance at the trial of "Miss X," whom Ormiston in an affidavit asserts is the woman who stayed with him in a Carmel cottage during part of the time Mrs. McPherson has stated she was being held by kidnappers. Mrs. McPherson and Keyes have already been subpoenaed.

Mrs. McPherson's counsel meantime have been studying ways of blocking all attempts to question her on any facts not pertinent to the case.

The news vendors' original plans were to ask the Carmel residents to attempt to identify "Miss X" from those in the courtroom, where the case will be heard before a municipal judge Monday night.

The following letter was sent to Mrs. McPherson by defense attorneys: "I understand that you know the present whereabouts of Kenneth G. Ormiston and the woman with whom he occupied a bungalow at Carmel, known as 'Miss X,' I hereby demand you to bring them into court on Aug. 23 at the time of the trial."

Last Monday Sauer had his hearing before Federal Commissioner Ben B. Head, who did not rule on the motion of Sauer's counsel to have the bail of $5,000 reduced. He left this to be passed upon by the San Diego Commissioner before whom Sauer originally appeared.

Whether the editor will face trial on the obscene literature charges rests with the Federal Grand Jury, which meets Sept. 8.

In the impending trial of the four news vendors on charges of selling obscene literature, the result of sales of the offending issue of the Herald, defense plans to date have gone awry. Mun cipal Judge Rosenkranz has refused issue subpoenas calling the nine witness of Carmel for the case which opens ne Monday, on the ground that the affida was insufficient in that it did not s forth the materiality of their testimon Defense counsel will present a new af davit showing materiality of testimon

Acting presiding Judge Valentine, d to pressure of business, was unable hear defense argument yesterday to c tain a temporary restraining order pr venting city officers interfering with s of the Herald. Other judges declar they were "too busy" to hear the ca Tuesday.

S. D. EDITOR BOWS TO CHAMP. MILKER IN CONTEST



CASPER NOHNER, editor of the *Lake Norden* (S. D.) *Enterprise* pailing the festive cow in the milking contest at the summer meeting of the South Dakota Press Association. Did he enjoy it? Look at that smile! Wearied by the strain of milking steadily for ten minutes, Nohner finally admitted the superior ability of his opponent, Robert Morrow of Mitchell, S. D., South Dakota champion farmer-milker. Morrow extracted 25.8 pounds of milk, but Casper was unable to obtain more than 14.8 pounds in the allotted time.

B.B.B. ISSUES BOOK ON FURS

As part of its move to establish high ethical standards for retail fur selli and advertising, the Better Business B reau of New York, has issued a pamp let called "Concerning the Correct Nam of Furs." It warns against imitatio parading under misleading names.

Our Customers Write Our Ads

WILLIAM ALLEN WHITE, of the EMPORIA, KANSAS, GAZETTE Says—

"We have used The DUPLEX PRESS, Flat Bed and Tubular, in my office now for more than twenty years, and a fine press they make."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

AUTOMOBILE PRIZE CAMPAIGNS
Get the Circulation
Get the Money For It
Get It Quickly
Get It Right
Conducted on THE KENDALL PLAN

Contracts for
FALL and WINTER CIRCULATION DRIVES
are being made
—NOW—
WIRE OR WRITE FOR DETAILS, REFERENCES OR SPECIMEN CONTRACT.

W. S. Kendall Company
104 NORTH BAILEY AVE.
LOUISVILLE, KENTUCKY

1st in ALBANY N for Over 75 Yea

Albany, N.Y., has the largest per capita savings deposits in the U. S.

The Times Union
Albany's Leading Newspaper

Make Your Title A Mark of Pride with Hardened Steel Newspaper Heads
—they last forever
::
A. J. SOSSNER
361 West Broadway
New York

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.
Member A. B. C.
URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representatives:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

MICHIGAN
is growing faster than any State in the Union.
Its increase in manufacturing products surpasses anything in the world.
BOOTH NEWSPAPERS
cover Michigan outside of Detroit—Eight principal cities with the only or leading Newspaper in its respective community.
The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News
National Advertising Representatives
I. A. KLEIN — 50 East 42nd St. New York City
J. E. LUTZ — Tower Building Chicago, Ill.

CLASSIFIED ADVERTISING

Testimonial Campaign Pulls Well for St. Louis Globe-Democrat—Protecting Used-Car Buyers—New Classified Regulations Adopted by National Association

CLASSIFIED ADVERTISING A PUBLIC SERVICE

CHARLES W. NAX, of the St. Louis Globe-Democrat, and president of the Association of Newspaper Classified Advertising Managers, this week paid the following tribute to EDITOR & PUBLISHER'S new department, "Classified Advertising":

"You are to be complimented, I am sure, on your department which began in your issue of July 17 on classified advertising. The four pages that have appeared to date (Aug. 11) have been quite interesting and I am sure that you will find a sincere appreciation from every classified manager in our association.

"Classified advertising is a great public service, which the newspaper performs because it fills a big public need. It grew and developed because it is a general meeting place of all who want to obtain or want to dispose of anything, no matter what it might be. It is today the most wonderful of any of the many developments of the newspaper, and strange as it may seem, it has grown of its own accord, with practically no constructive thought from the publishers, until the last decade."

TESTIMONIAL copy for classified promotion is upheld as a most effective business getter by Charles W. Nax, classified advertising manager of the *St. Louis Globe-Democrat*. The Globe-Democrat is now conducting a drive based on this principle. In each advertisement the name and the address of the advertiser is used.

"After trying many forms of promotion, we are convinced that this series of advertisements has created more comment than any service we have used," Mr. Nax told EDITOR & PUBLISHER.

Typical of the series is the full-page advertisement that appeared in the Globe-Democrat Aug. 8. About a catch-line reading, "If Yours Is a Renting Problem—Try This," testimonials from six successful classified advertisers were grouped.

The experiences of the advertisers were told in detail. This one may serve as an example:

"My Want Ad in last Sunday's Globe-Democrat pulled just a little too fast," reports Mrs. W. R. Wilkinson. Mrs. Wilkinson was unprepared for the results she got . . . She rented her apartment to the first people who offered $100 . . . Among the other 26 who answered the ad were some who offered as much as $125 for the place . . . But at that Mrs. Wilkinson is mighty well pleased."

Results obtained from a short ad that read "Auto Mechanic—Bring tools. 2616 N. 13th," was used for the text of one two-column advertisement in the series under the headline "A Want Ad That Went to Work for an Auto Repair Man."

"To find the right workman for the job in a city the size of St. Louis is like picking the proverbial needle from the haystack," was the comment of the text "but the Globe-Democrat Want Ads are doing the job every day."

Ten mechanics answered the ad.

Recommendations for classified advertising standards made by the National Better Business Bureau, have now been adopted by the Association of Classified Advertising Managers, and were this week mailed out to members and non-members. The recommendations follow:

I—HELP WANTED:

Insert under "Help Wanted—Male or Female" only those advertisements which have specific positions to offer respondents.

All Help Wanted advertisements should state explicitly the nature of the work the applicant is to do. If employment is on commission basis advertiser must so state.

(a) Advertisements for schools or training (local or foreign) must not be placed under this classification.

(b) Advertisements of Employment Agencies should not appear under this classification. They should be placed under "Employment Agencies."

(c) Advertisements which promise a stated salary conditioned upon the investment of a certain sum or the purchase of stock, should not be placed under this classification. (If carried, they should be inserted under "Business Opportunities.")

II—SALESMEN WANTED:

Advertisements under this heading must clearly designate the article or service to be sold, also the basis of the compensation, whether salary or commission is paid.

(a) Where employment is contingent on the purchase of an article, the advertisement should so state.

III—AGENTS WANTED:

Agents Wanted advertisements must name the business the agent is to represent.

(a) Advertisements whose main purpose is to sell goods to agents and by them to be re-sold to the public, must so state.

IV—INSTRUCTION:

Advertisements of schools or colleges, correspondence courses for any trade or industry (local or foreign), must appear under one of the following headings: "Educational," "Vocational Training," "Trade Schools," or "Instructions."

The fact that instruction is offered and not immediate employment should be made apparent in the advertisement.

(a) Such advertisements must not be placed under Help Wanted Male or Female.

V—EMPLOYMENT AGENCIES:

Advertisements for Employment Agencies must be inserted under the heading, "Employment Agencies." (As required by Law in New York State.)

(a) They should not appear directly nor unqualified under "Help" or "Situations" wanted.

VI—CLASSIFICATIONS:

All classified copy must be offered for insertion under headings which accurately describe the nature of the proposition.

VII—PHRASEOLOGY:

(a) Base possible earnings on average rather than exceptional performance.

(b) Avoid ambiguous or confusing statements.

(c) Describe employment features as and for what they are.

Are you doing anything to get people into the habit of turning to your classified pages?

An idea suggests itself in a stunt started this week by the *New York Evening World*. This paper is running a "Then-and-Now" series of photographs, which jump the reader from page three to page 21, which contain real estate display ads.

On Monday, for instance, it carried the photograph of a young man on page three captioned: "Who Is This?", with the underslug, "Turn to page 21 and find out." On page 21 was a new picture of Gov. Al Smith of New York, captioned "Of Course It's Al Smith."

Almost any newspaper library could yield a good series of pictures that could be used to advantage in introducing readers to the classified department. Think, also, of the possibilities of attracting attention to your real estate listing by using a "then-and-now" series of local building sites and buildings.

Ely S. Hewitt is now handling all of the classified display departments of the Hearst Boston newspapers.

As a protection for used car buyers, the *New York Herald Tribune* this week started printing the license and motor serial numbers of stolen automobiles as a new listing on its classified page. The listing follows that of "Motor Bus Routes" recently added to the classifications of the Herald Tribune.

L. L. Heaton, classified manager of the *New York Herald Tribune*, left this week on a two weeks' automobile vacation trip to Canada. D. C. Patterson, his assistant, is in charge.

Irving J. Silberg has been transferred from the classified advertising department of the *New York Herald Tribune* to the local display advertising department of the same newspaper.

have you been following the remarkable growth of the Detroit Times

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and New Rochelle and The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

The Normal Season in Miami
23%
MORE CIRCULATION
Herald July circulation figures this year as compared with the same period for 1925 show a net increase of 23%—substantiating the continued phenomenal growth of Miami and its market under normal conditions—at a time when nearly every reader is a bona fide resident.
No other market in America is in as healthy a state as the Miami market. No other market offers greater possibilities to the national advertiser.
The Miami Herald
"Florida's Most Important Newspaper"
Frank B. Shutts, Publisher.

42 football training talks
By Bud Hovan
Sold to
Baltimore Evening Sun
The International Syndicate
Baltimore, Md.

FIRST IN NEWS
Since 1869
LA PRENSA
OF
BUENOS AIRES
has been foremost in giving unbiased news of the world. Two thousand correspondents in Argentina and foreign correspondents that send eight to ten thousand words by cable daily at a cost considerably exceeding ten thousand dollars weekly help to make the Argentina people the best informed in the world.
For information and rates apply to
JOSHUA B. POWERS
Exclusive Advertising Representative,
250 Park Avenue New York
"South America's Greatest Newspaper"

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
QUALITY RANK SERVICE FAME
CLINE WESTINGHOUSE
Cline-Westinghouse Double Motor-Drive with full automatic push button control
is used by
SEATTLE STAR
Seattle, Wash.
Ask them about it.
CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

creating Impression!
nearly half the 2013 national advertisers using the Cleveland Plain Dealer in 1925 used it *exclusively.*
The Plain Dealer
ONE *Medium* — ONE *Cost* ALONE *Will sell it*
J. B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 360 N. Mich. Ave., Chicago

ADVERTISING AGENCY AFFAIRS

H. W. Kastor Agency Joined with Phelps & Pietsch—New Agency Organized in Philadelphia—Calkins Back from Europe—Neff Joins Bellamy-Neff Company

HARRY E. PHELPS and Charles F. Pietsch, who formerly conducted an advertising agency in Chicago under the name of Phelps & Pietsch, have joined the H. W. Kastor & Sons Advertising Company, Chicago. Prior to organizing his own business Mr. Pietsch was with the New York and Chicago offices of the Kastor Company. Mr. Phelps was formerly with the Brennan-Phelps Company, Chicago.

I. Raymond Spector and Milton E. Goldensky have formed the advertising agency of Spector & Goldensky in Philadelphia, and their new offices are located in the City Centre Building.

Goldensky, a mechanical engineer, was formerly head of the advertising department of the Music Master Corporation, while Spector has been the president of the Blue Book Publishing Company.

Special emphasis will be placed upon technical subjects.

George T. Piere has resigned as advertising manager of the *Bend* (Ore.) *Bulletin* to become manager of the Martin Advertising Service, formerly of Walla Walla, Wash., recently moved to Salem, Ore. R. H. Martin is in charge of sales promotion.

Alan R. Martin and Leonard Gessner have organized the Martin-Gessner Advertising Agency at New Orleans. Mr. Martin was recently an account executive with Bauerlein, Inc., of New Orleans.

C. C. Stockford of the C. C. Stockford Company, Toledo advertising agency, has disposed of his interest in that company.

W. Warren Anderson, formerly an account executive for Vanderhoof & Company, Chicago, has started his own advertising agency in Minneapolis.

Maj. Patrick F. O'Keefe, president of the P. F. O'Keefe Advertising Agency and president of the Advertising Club of Boston, Mass., was tendered a banquet at the Southern Yacht Club on Lake Ponchartrain, New Orleans, La., Aug. 19, by the Society of American Florists in recognition of his service to the society and through his now famous slogan, "Say It With Flowers."

Earnest Elmo Calkins, president of Calkins & Holden, New York advertising agency, returned to this country this week from a trip to the continent.

The National Advertising Syndicate has been established at 17 Summer street, Haverhill, Mass., under the owner-management of William L. Dow.

AD TIPS

Barrows, Richardson & Alley, 19 West 44th street, New York. Placing hair clippers account of the Brown & Sharpe manufacturing Company, Providence, R. I.

Barton, Durstine & Osborn, Inc., 383 Madison avenue, New York. Placing account for the L. C. Smith & Corona Typewriters, Syracuse, N. Y.

George Batten Company, 332 South Michigan avenue, Chicago. Preparing list on French Carbon & Battery Company, Madison, Wis. Sending 60,000 line contract to newspapers in five gulf states on the Pan American Petroleum Corporation, New Orleans, La.

George Batten Company, 383 Madison avenue, New York. Making contracts with a few newspapers for a tryout campaign for the Balian Corporation, proprietary medicine, New York.

Campbell-Ewald Company, 360 North Michigan avenue, Chicago. Now handling accounts of the DeVry Corporation, makers of motion picture cameras and projectors for amateurs and the Fred W. Amend Company, candy manufacturers.

Capehart-Carey Corporation, Times Building, New York City. Placing account of Eugene, Ltd., New York.

Carter Advertising Agency, 285 Madison avenue, New York. Now handling account of Henderson & Erwin, "Rockingchair" Underwear, Norwalk, Conn.

Nelson Chesman & Company, 1127 Pine street, St. Louis. Again renewing newspaper contracts for the Tonsiline Company, Canton, Ohio. Also placing account for Eugene Donzelot & Son, St. Louis.

Conover-Mooney Company, Harris Trust Building, Chicago. Placing orders with some Ohio newspapers for the Hoffman Heater Company, Louisville, Ky.

Erwin, Wasey & Co., 844 Rush street, Chicago. Considering list for next year's advertising on Wahl Company, Chicago.

Erwin, Wasey & Co., 250 Park avenue, New York. Reported to have secured account of the American Chicle Company, Long Island City, N. Y.

Federal Advertising Agency, 6 East 39th street, New York. Now handling account of the Bradley Knitting Company, "Bradley Knit Wear," Delavan, Wis.

Gardner Advertising Company, 360 North Michigan avenue, Chicago. Will make up list for Reichmann Radio Company, Chicago.

Kenyon Company, Inc., 131 Clarendon street, Boston. Placing account for the Cox Confectionery Company, East Boston, Mass., "Romance" chocolates.

Lord and Thomas, 400 North Michigan avenue. May handle some advertising on Drive-It-Yourself cars.

Lyddon & Hanford Company, 110 East 42nd street, New York. Now handling account of F. Berg & Company, hats, Orange, N. J.

H. K. McCann Company, 285 Madison avenue, New York. Has secured account of Encyclopedia Britannica, Inc., New York.

Marx-Flarsheim Company, 15 East 8th street, Cincinnati, Ohio. Has secured the following accounts; Tyler Hotel, Louisville, Kentucky and North Shore Hotel, Tippecanoe Lake, Indianapolis.

Martin-Gessner, Inc., Pere Marquette Building, New Orleans, La. Has secured account of Pine Hills On-the-Bay real estate development on the Mississippi Gulf Coast.

John F. Murray Company Advertising Agency, 598 Madison avenue, New York. Again renewing some newspaper contracts for the R. L. Watkins Company, "Mulsified Cocoanut Oil Shampoo," New York.

Charles F. W. Nichols Company, 14 East Jackson boulevard, Chicago. Will place Gossard Corset Company, Chicago, copy in roto sections of a small list of newspapers.

Porter-Eastman-Byrne Company, 22 West Monroe street, Chicago. Has prepared list on American Radiator Company.

Potter Co., Clark Music Building, Syracuse, N. Y. Has secured the following accounts; Prosperity Company, Manufacturers of pressing equipment for laundry trade, Syracuse, N. Y., Smith Ironer, Syracuse, N. Y., and Shaughnessy Knitting Co., Watertown, N. Y.

Fred M. Randall Company, Book Building, Detroit. Placing orders with some Pennsylvania newspapers for the Holland Furnace Company, Holland, Mich.

Fred Robbins Company, Inc., 360 North Michigan avenue, Chicago. Has list in course of preparation on Burgess Battery Company, Madison, Wis.

Sehl Advertising Agency, 360 North Michigan avenue, Chicago. Prepared list on Calumet Baking Powder Company, Chicago.

J. Walter Thompson Company, 244 Madison avenue, New York. Again placing orders with Eastern newspapers for the U. S. Industrial Alcohol Company, New York. Also placing orders with some Pacific Coast newspapers for the Corning Glass Works "Pyrex," Corning, N. Y.

Frank B. White Company, 33 S. Clark street, Chicago. Has secured account of the Kalo Company, Quincy, Illinois, producers of supplemental stock feeds, minerals and tonics.

Wood, Putnam & Wood Company, Oliver Ditson Building, Boston. Now handling account of the Rival Foods, Inc., wholesale grocers, Cambridge, Mass.

STRIKE IS LAST RESORT

Woll, Photo-Engravers' Chief Pleads for Peaceful Negotiations

A plea to use the strike as a weapon in industrial disputes only when all other means of settlement have failed was voiced in Philadelphia Tuesday, by Matthew Woll, president of the International Photo-Engravers' Union of North America. Mr. Woll was the principal speaker at the organization's annual convention.

"Experience has demonstrated," he said, "that strikes are to be avoided wherever and whenever possible. It should not be understood that they never should be resorted to. On the contrary, there are times when it is preferable to strike and lose than not to have fought at all.

"Strikes, however, are a double-edged sword, to be used with extreme care and caution and only when no other course is open. The greater skill and ingenuity is to obtain desired and acceptable results without resort to strikes."

About 6,000 delegates, representing local unions throughout the United States and Canada, attended the convention.

DROPS AIR MAIL CONTRACT

New Grants Cancellation on Chicago-St. Paul Line—Will Ask New Bids

Postmaster General New this week accepted the 45-day notice of discontinuance tendered by Charles Dickinson, contractor on the air mail route number 9, Chicago, Ill., via Milwaukee and La Crosse, Wis., to St. Paul and Minneapolis, Minn., and immediately re-advertised for bids returnable Sept. 4, 1926 for the operation of the line. Mr. Dickinson asked that he be relieved of further service under his contract.

Asked for comment on the request of Dickinson for a cancellation, Postmaster General New said: "the action of Mr. Dickinson illustrates exactly what I had in mind in saying on two or three public occasions recently that the danger lay not in the Department's not going fast enough with the development of the contract air mail service but in going too fast."

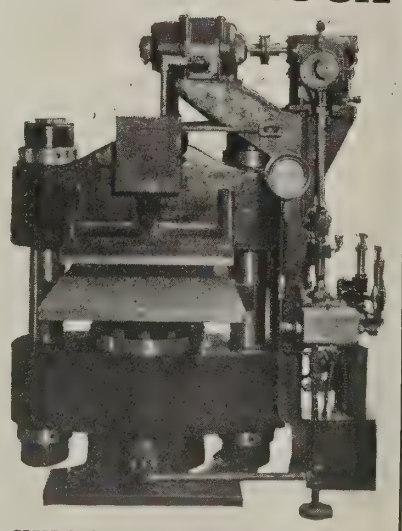
Largest Evening Circulation in Largest Market

for 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

BIROTADRUCK



HYDRAULIC MATRICE PRESS

Direct Pressure Under Complete Control. Fast, Positive, Non-Vibrating Hydraulic Operation. The first successful hydraulic matrice moulding press to be introduced into this country.

Birotadruck Presses are now in operation on the plants of The New York Times (3 presses), New York Herald-Tribune (2 presses), Boston Globe, Cleveland Press and Dallas News.

AMERICAN BIROTADRUCK CO., Inc.
120 West 42d St., New York City

GROWING IN IMPORTANCE

The Inter-Mountain territory of Utah, Idaho, Western Wyoming and Eastern Nevada is rapidly developing and becoming more important to the advertiser whose merchandise has national distribution.

Don't overlook this rich section of the West.

The Salt Lake Tribune

THE S. C. BECKWITH SPECIAL AGENCY
—Sole Eastern Agents—
New York—Chicago—Detroit
St. Louis—Kansas City
Atlanta
M. C. MOGENSEN & CO., INC.
Pacific Coast Representatives
San Francisco—Los Angeles—Seattle

HALF A STATE COMPLETELY COVERED
at one Combination Rate
EVENING COURIER MORNING POST
Two Great Newspapers—Published at Camden, N. J.
National Representatives
STORY, BROOKS & FINLEY



Do you know what percentage of errors are made in your Composing Room?

We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.

Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.

When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.

Matrix Contrast Corp.
33 W. 42d St., New York City

The DES MOINES CAPITAL

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best Advertising buy in the midwest

O'Mara & Ormsbee
Special Representatives

The DES MOINES CAPITAL
Lafayette Young
Publisher

WHAT OUR READERS SAY

UNITE FOR SELF-PROTECTION

DOTHAN, Ala.

To EDITOR & PUBLISHER: I have been reading with a great deal of interest your symposium on contempt of court power, your editorial on the drift to censorship, of the Mellett case, of the Carl Magee case and of the Alfred Lindsley case. These are just a few of the outstanding injustices against newspaper men who have dared to stand for the right and to fight for principle. Others are legion.

In the United States we have 48 different kinds of libel laws—almost as many as Heinz has pickles—and, as you have brought out, every time a politician has a peeve he has a law passed against the peever.

We have newspaper co-operative associations for everything under the sun—for newsgathering, for circulation uniformity, for truth in advertising, for publishing standards and what not—but to save my life, I cannot recall one for self-protection against such things and outrages as suffered by Magee and Lindsley.

Why can't there be such an organization, national in scope? To be sure, there is the Civil Liberties Union, but it does not exactly cover the need for the organization I propose.

It seems to me that under the proper leadership, a national organization, with a good fat treasury, could be built up to investigate cases in which editors are being prosecuted for alleged crimes perpetrated with their newspapers, and determine if these prosecutions indeed are persecutions. In case of persecution, then let the whole force of this proposed national newspaper organization be turned loose for the benefit of the oppressed member of the craft.

It would be a comparatively simple matter to retain the best of legal talent for the defense of such cases. Pressure untold could be brought to bear to relieve the oppression. Trained investigators could be turned loose on the trail of the rottenness behind such persecutions as that of Lindsley and the entire situation exposed through the press of the nation.

Could not EDITOR & PUBLISHER foster and sponsor such an organization? A few stories along this line would help greatly toward the crystallization of sentiment among the newspapers of the country, and I confidently believe there are but few that would not be willing to contribute a few dollars a year toward its maintenance.

ANGUS A. ACREE,
Publisher, *Dothan* (Ala.) *Sunday Sun.*

CONTEMPT IN TWILIGHT ZONE

EDITOR & PUBLISHER: I have just returned from a month's holiday and found your telegram of July 28, concerning contempt of court cases.

The whole question of contempt of court rests largely in a twilight zone. I am not at all sure that removing contempt proceedings into another court or before another judge would eliminate abuse. Judges, like other professional men, are very much inclined to overstress the importance of etiquette when it involves a brother judge. There is also danger in restricting the power of the courts to punish for contempt. I think if the right of appeal to a higher jurisdiction were made mandatory in all cases except those involving the Supreme Court of a State or the United States, the possibility of upset on review would put a wholesome restraining influence on the judge of first instance. This in my opinion is about as far as it is safe to go.

DAVID E. SMILEY,
Editor-in-Chief,
Philadelphia Public Ledger.

FAULT ON BOTH SIDES

To EDITOR & PUBLISHER: Your telegram of Aug. 3rd with reference to elimination of cash discount on agency payments was called to my attention on my return to the office. Feeling that you have probably already covered the matter, I do not know whether any comment of mine would be of interest.

A number of newspapers have abolished cash discount during the past year, and the matter was discussed briefly at the Philadelphia convention of the Association of Newspaper Advertising Executives. My own thought is that the isolated individual newspaper can "get away" with the elimination of cash discount, but that if it becomes popular, and all newspapers eliminate cash discount, it may retard the development of national newspaper advertising.

Frankly, I think the attitude of many agencies in deducting cash discount although their checks leave the office after the cash discount period is responsible for the feeling in many newspaper offices that cash discount is a source of irritation and might just as well be eliminated. This is a matter that the agencies could correct themselves, if they would adhere to cash discount terms as provided by the newspaper. Of course, the agency will come back and state that so many newspapers are lax in their collection methods that no agency knows in advance whether or not the paper will accept a check less cash discount even if it is sent in 10 to 15 days late.

The *Indianapolis News* has comparatively little difficulty in collecting cash discounts that are deducted in error. However, the present system sometimes creates irritation and it looks to me as if the agencies had better jack up their office routine in paying promptly on discount dates, (or pay on a net basis without discount if the period has elapsed), otherwise there will be a growing tendency to eliminate cash discounts entirely.

INDIANAPOLIS NEWS,
FRANK T. CARROLL,
Advertising Director, also
President Association of Newspaper Advertising Executives.

"WHAT PRICE ETHICS, NOW?"

WASHINGTON, D. C.

To EDITOR & PUBLISHER: Paste-pots and shears are not classified as "deadly weapons" in the editorial departments of the "palladium of our liberties"—the newspapers.

To the successful feature syndicate however, they fall into the same category as the bandit's gun.

It seems a harsh way of describing these accoutrements of the profession, but to the syndicate man, it is a blunt way of stating an emphatically omnipresent truth.

The syndicate, to the average newspaper man, has but two problems—the production and marketing of attractive features.

At times, these problems are dwarfed by the necessity of concentrating attention on the rival feature agency which uses the weapons previously mentioned to "assemble" its product—and, tremendously more important—on the editor who resorts to clipping and pasting to protect his check-book.

The former usually is sufficiently disreputable to defeat his own bad ends in a short time. The latter, bulwarked behind various "codes of ethics" and a moral beacon on the community is the real enemy who creates consternation in the ranks of the successful syndicates.

A case in point is that of a newspaper in a thriving community which was using syndicate material continuously without paying for the privilege. The situation was called to the attention of the editor who chanced to be one of the most fervid champions of "newspaper ethics," a fanatical "butter and egg man" of journalism.

It was explained to him that a long list of leading American publications were paying a not inconsequential sum for the material his paper was clipping so unblushingly.

His answer was:

"Why pay for stuff I can clip? Why spend my money for material I can get with a paste-pot and shears?"

What price ethics, now?

WILLIAM ULLMAN,
Ullman Feature Service.

A CORRECTION

SAN FRANCISCO, Cal.

To EDITOR & PUBLISHER: My attention was called today to the obituary of Rome G. Brown printed in EDITOR & PUBLISHER issue of May 29, 1926.

In the second paragraph appears the following:

"Mr. Brown became head of the *Tribune* in December, 1919, succeeding C. George Krogness, who had directed the paper as general manager for a year following the death of W. J. Murphy," etc.

For the purpose of keeping the record straight for whomsoever may be interested, permit me to correct your record to conform to the facts.

I became president and general manager of the Minneapolis Tribune Nov. 1, 1917, and remained as such until Dec. 1, 1919, two years and one month.

C. GEO. KROGNESS.

IN MR. BARRON'S DEFENSE

To EDITOR AND PUBLISHER: If you have any recollection of the large number of proof sheets from press agents that I have mailed you from time to time you may have some idea of the fiendish delight I take in any expose of publicity graft.

But I do want in this connection to relate a little experience of my own in defense of C. W. Barron, publisher of the *Wall Street Journal*, with whom you have had some controversy concerning his requests for publicity in connection with his publication of the works of Swedenborg.

I have a yawning waste basket ready for all publicity that comes over my desk, but sometimes I ask for proofs, in reply to requests, when convenient postal cards are enclosed. I have no recollection of receiving Mr. Barron's proposition coupled with advertising, but there did come to my desk one day a full page mat offered as free publicity. For more reasons than one we did not use it, but I was interested enough to read it through and wrote a short editorial comment.

A few days after this was printed, and I had mailed a clipping to Mr. Barron, I noted in our advertising columns a display space concerning the Swedenborg books. The order came from a Boston agency. The first intimation that there might be some connection between the editorial I had written and the advertising came to me in your publication of Mr. Barron's proposition.

Mr. Barron wrote me a very nice letter in reply to the clipping and sent me copies of the magazine in which the original article appeared. My comment was published without any thought of advertising in connection with it. Whether the advertising came from the clipping of the editorial comment or from my request for proof sheet of the page offered I do not know. If the mat I threw away was sent with more than a hope that it would be published, Mr. Barron's publishers may feel they were bunkoed. But if Mr. Barron is satisfied I am.

C. F. WAITE,
Publisher *San Pedro Daily Pilot.*
San Pedro, Cal., Aug. 16, 1926.

TEXAS DAILY CHANGES NAME

The name of the *Texarkana Evening Gazette* has been changed to the *Evening News.*

A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.

With a constantly increasing circulation, plus a constant growth in advertising lineage, the New York Evening Graphic offers the advertiser an extremely profitable opportunity.

Published by BERNARR MACFADDEN

NEW YORK EVENING GRAPHIC

H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

in Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"
"Starts the day in Detroit"

With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

MERCHANT & EVANS CO.
PHILADELPHIA

Producers of

SPARTAN TYPE METAL

Since 1866

LINO • MONO • STERO
INTERTYPE
COMBINATION

Stocks in Principal Cities

**BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION**

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

THE TELEGRAM

now has the largest paid circulation in

CLARKSBURG, W. VA.

13,000 daily
14,000 Sunday

guaranteed.

Member Audit Bureau of Circulations

Represented Nationally by

The Devine-MacQuoid Co., Inc.

New York Philadelphia Pittsburg Chicago

first! in OHIO

11,492,383 Lines

Dispatch advertising record for the first six months of 1926, exceeding other Columbus newspapers combined by 1,665,911 lines.

NET PAID CIRCULATION

CITY	55,812
SUBURBAN	26,973
COUNTRY	23,666
Total Daily Circulation	106,451

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO EMPLOYERS



Our Own World of Letters

By JAMES MELVIN LEE

FRANK PLACHY, JR., was at one time a member of the staff of the *New York Evening World.* He later was connected with the *New York Commercial.* He then went over to the National City Bank as assistant to George E. Roberts, who does such wonderful work in interpreting business conditions.

For two years Mr. Plachy has been in Europe, corresponding for American newspapers and contributing to British periodicals. His work not only for the American papers but also for the industrial press, gave him an excellent background from which to present his observations on the economic distress of England. These observations may be found in his "Britain's Economic Plight" (Little, Brown & Co.)

The chapters dealing with the economic situation in Great Britain will doubtless appeal to editorial writers. The chapter to be featured in this department, however, is Chapter XI, "The British Newspaper Situation." Here may be found a personal impression of the press in Great Britain in general and in London in particular.

Mr. Plachy believes that, excepting the *London Times* and the *Manchester Guardian,* there is "scarcely an important week-day newspaper in England today which is operated for the sole purpose of presenting the news to its readers without prejudice, coloring or propaganda of any sort." In other words, with the exceptions noted, great newspapers of the American type are not found: the British papers "are tied to the tail of some one's political, social or financial ambition, or exist to further the ideas of a political group or serve as the mouthpiece of some favorite 'ism.'"

Mr. Plachy certainly passes along a beautiful bouquet to the London Times, "one of the greatest of British institutions." He even goes so far as to say that if all other reading matter in the world were to be denied the reader of the Times he could still be a well read and well informed man. The typographical appearance of the Times is praised, although mention is made of the make-up which puts important news on the two center pages and then works from there to the front and back pages which are given over to advertisements.

The typographical appearance of the *Morning Post* is also praised. Of that paper it is said:

> To read the Morning Post is a joy, if only because one finds so many things with which to disagree. It is the organ of the extreme right wing of the die-hards; it out-Tories the Tories and often misses accomplishing the demolition of a demagogue or scoundrel by the venom and viciousness with which it attacks. It is anti-American, anti-Irish, anti-Jew, anti-German, and practically anti-everything else, seldom finding anything to which it can give full-hearted approval in this sinful world. But it has the virtue, if it be a virtue, of being constant.

Mention is made of the fact that the Post is owned by the Duke of Northumberland, one of the richest men in England. This quotation then follows:

> It is generally believed in newspaper circles that the Morning Post is the most consistent loser of money in the British newspaper field. Gossip says that the Duke would like to let go, but finds himself in the position of the man who grabbed hold of the bear's tail. The paper's circulation is small, and it is not supported by the element in the country it defends so vigorously. Frequent changes characterize its staff, but to no avail. However, it would be a great loss to see it pass into oblivion because no other paper in England is so brilliantly edited, and no paper, not even the Times, maintains such a high standard of English in its columns. Its difficulties are due to the fact that in every Englishman, whether lord or coster, there is a strain of fair play which resents seeing the other fellow's case being put forward in a manifestly unfair manner. They won't support a paper that does it. If the Duke of Northumberland were to be well advised, he would hire a first-class editor, give him free rein to moderate the paper's vitriolic policies, and turn it into an afternoon paper. The afternoon papers of London are so poor that only one Londoner in five ever buys one, but the Morning Post, published in the afternoon, would sweep the field.

Another quotation thus sets forth a personal impression of the *Daily Express*:

> This is one of the few papers in England which follows the American style of printing the important news of the front page, carries its editorial page inside, and uses its back page for a daily selection of illustrations. It is owned by a smart Canadian and edited by a brilliant American. It stands for everything that will help make England and the empire a better place for those who live in it, and if its enthusiasm sometimes gets the better of it in its habit of giving its young men a free sway with their imaginations, at least the offense is an understandable and forgivable one.

Credit for carrying the most extensive cable news of any British newspaper is given to the *Daily Telegraph,* controlled by Lord Burnham, who comes from a newspaper family. London papers, so it is asserted, are not aware of the existence of the United States, so far as their news columns are concerned, but "the Daily Telegraph carries nearly every day a good part of a column from its New York and Washington correspondents"—correspondence that is marked "by accuracy, good temper, and courtesy, three qualities that distinguish the paper's editorial columns."

The somewhat surprising circulation of the Manchester Guardian in London is touched upon briefly. That paper is commended for standing for "the highest ideals in every line of human activity," although on numerous occasions it has run counter to popular views obtaining in England. In the book it is spoken of as "the Bible of the textile trade, the most important industry in Great Britain."

Mr. Plachy speaks of the organ of the Labor Party, the *Daily Herald,* as a "small sheet, poorly patronized by the element for which it professes to stand, and evidently having a hard time to make ends meet," but:

> It had the good luck during the summer of 1925 to have one of its delivery trucks loaded with papers stolen by a group of young ruffians styling themselves the National Fascisti. The almost unbelievable stupidity of the present Tory government in not meting out the usual swift and adequate British justice to these incipient thugs placed all public sympathy on the side of the Daily Herald, even the Morning Post finding the task of justifying the government's actions a most difficult one.

In commenting upon the *Daily Mail,* the chapter sketches the influence of Lord Northcliffe upon that newspaper. A little space is given to the two leading Sunday papers, the *Sunday Times* and the *Observer.* The former has no connection with the daily Times: the latter is owned by Lord Astor who is not to be confused with Colonel Astor who controls "The Thunderer."

Attention is directed to the fact that the most astonishing feature of the British press, at least to an American "is the popularity and tremendous circulation of those Sunday newspapers which exist only to circulate news of crime, scandal, and debauchery." These Mr. Plachy treats as follows:

> If an expert psychologist were to examine the matter, he would probably come to the conclusion that the British lead such law-abiding and clean lives themselves that the unusual and exceptional takes on a morbid fascination, more from the fact that it is so far from anything with which the average Britisher has any personal acquaintance than for any other reason. But whatever the reason, it cannot be denied that no publication in the English language has as large a circulation as *The News of the World,* which sells more than 3,000,000 copies every Sunday. It contains nothing whatever that the average decent American would want to have in his home or in any place where his children might see it.
>
> In fact, all the newspapers in Great Britain print a great deal in the way of court reports which would never see the light of day in America. Even the so-called "smut" section of Hearst's *New York Sunday American* reads like a Sunday-school tract compared with the ordinary reports of divorce, assault, incest and other cases in the British press. Papers like the Times say they would be only too glad to eliminate this trash from their columns, but are unable to do so as long as the cheaper and more popular papers print it.

Because London papers do not print American news, Americans in England depend almost entirely upon the Paris edition of the *New York Herald* and the Paris edition of the *Chicago Tribune*—o sale at all important downtown corne in London by the middle of the afternoo Of the newspapers published in th United States, Mr. Plachy believes tha the *Christian Science Monitor* of Bosto has ten times the circulation in Grea Britain of any other. His reason is tha British homes welcome the paper fro which crime and scandal news have bee deleted.

Obviously, I have overplayed the chap ter on the press. The text of the book however, aims to give the economic an swer to the rhetorical question, "What' the matter with England?"

* * *

DON C. SEITZ, formerly busines manager of the *New York World,* i a free lance, in every sense of that term in the world of letters. He keeps him self free to write about any topic tha may strike his fancy. In *The Forum* for September he print a personality sketch of Aaron Burr. In the *Outlook*

Regional Advertising
at
Regional Rates
in
The Christian Science Monitor
An International Daily Newspaper
Publishing SELECTED ADVERTISING
ATLANTIC, CENTRAL and PACIFIC Editions
Rates and Circulation Data Supplied on Request
ADVERTISING OFFICES
Boston, Philadelphia, Chicago, Cleveland, Detroit, New York, London, Paris, Florence, Kansas City, San Francisco, Los Angeles, Seattle, Portland
"Buy What You Can Use"

FLORIDA
continues to be the fastest growing state in the Union.
TAMPA
is the recognized industrial center and the most substantial city in Florida.
THE TAMPA MORNING TRIBUNE
is the only morning and the only Sunday newspaper in Tampa, covering the entire rich, productive and populous territory of Southwest Florida, reaching a population of 713,943.
200,000 Daily Readers.
300,000 Sunday Readers.
Represented nationally by
The S. C. Beckwith Special Agency.

The World
These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.
The Evening World
Pulitzer Building, New York
Tribune Tower, Chicago

The Los Angeles EVENING HERALD has the greatest daily circulation of any newspaper in the entire west
Representatives
New York: Herb. W. Moloney, 604 Times Bldg.
Chicago: John H. Lederer, 910 Hearst Bldg.
San Francisco: A. J. Norris Hill, 710 Hearst Bldg.

If Quality
of circulation is your first consideration
The Evening Star
With Sunday Morning Editions
Washington, D. C.
will have your preference—same as it has the preference of practically everyone in the National Capital.
The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.
N. Y. Office—110 E. 42nd St. Dan A. Carroll
Chicago Office—Tower Building J. E. Lutz

The difference between lost motion and promotion is the margin by which good classified mediums lead their fields.
THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building Philadelphia

GRAVURE SECTIONS PRINTED
SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK
Standard Gravure Corporation
LOUISVILLE KY

for August 18, he reports the findings of Dr. George W. Crile, that eminent scientist who has startled the world with his discovery that life is maintained by electricity within the body. For some reason it has been a long while since Seitz mounted Pegasus. Many friends of Mr. Seitz admire his poetry even more than his prose.

* * *

MORE a "news item" than a "literary note" is the announcement that *The Nation* agrees with EDITOR & PUBLISHER —even though it be on the one topic, the truth of the charges justifies the publicity in the press. The article, to which I refer, appears in The Nation for August 18, carries the head "Lese Majesty," and treats of the persecution of George R. Dale, editor of *The Post-Democrat* of Munsey, Ind.

While The Nation admits that the proposal of EDITOR & PUBLISHER for federal and state laws "to enable a person accused of contempt of court to obtain a hearing before a judge of the same rank as the accusing magistrate but in another jurisdiction" is an improvement. The Nation wants EDITOR & PUBLISHER to go still farther, and admit that "the entire contempt-of-court procedure is needless, probably unconstitutional, and chiefly usurped by the courts themselves without legitimate legislative warrant."

* * *

WILLIS J. ABBOT, editor of the *Christian Science Monitor,* has stirred up considerable discussion as to whether the modern newspaper is helping men to learn to write. What started the ball rolling was a contribution from Mr. Abbot on the subject to the July bulletin of the Society of Newspaper Editors. Those interested can doubtless get a copy of the bulletin from the president of the Society, Erie C. Hopwood, editor of the *Cleveland Plain Dealer.*

* * *

THE interest of the lay public in the press has shown itself frequently of late in questions asked about journalism in connection with answers to correspondents given over the radio and in print.

Here is a typical one recently asked of Daniel A. Poling, who conducts a department in the *Christian Endeavor World*:

> Question: How can you tell what is true and what is not true in a newspaper?
> Answer: Were I to become facetious, I should say it cannot be done. Read with discrimination, my friend. If you do, it will not be long until you will discoverer for yourself those papers that make an honest attempt to give their readers the facts. Of course, even a newspaper may be deceived, though as a former newspaper reporter I realize that few newspaper men will admit it. I know, too, that it is much easier to criticize the newspaper for its delinquencies than it is actually to edit and conduct one. Some of the finest idealism and truest patriotism in this country is to be found in offices of some great American dailies.

NEW NEWSPAPER SERVICE

William W. Saxe has started business at 181 Tremont street, Boston, Mass., under the firm name and title of American Promotion Newspaper Service.

E. F. S.

Editors' Feature Service

Over 70 independent newspapers throughout the country subscribe to this fine daily service as a protection against rising feature costs.

Six Pages Daily
Illustrations in Mat Form

Write or wire for samples, price and territory.

Editors' Feature Service, Inc.
1819 Broadway, New York
Allied with Johnson Features, Inc.

STOKES TO JOIN STAFF OF NEW YORK TIMES

Former Secretary to Hoover to Become Editorial Writer for Daily Effective Oct. 1—Former Chairman of Overseas Writers

Harold Phelps Stokes, until recently secretary to Herbert Hoover, will join the editorial writing staff of the *New York Times,* effective Oct. 1, it was announced this week.



H. P. STOKES

Mr. Stokes has had considerable experience as a political writer in Albany and Washington. For many years he was connected with the *New York Evening Post.*

After graduation from Yale and a year of travel and study in the Far East Mr. Stokes became connected with the *Evening Post* in 1911. Under Villard he served as Albany correspondent from 1913 to 1917. When war was declared he resigned to serve as first lieutenant with the 306th Field Artillery, 77th Division, A. E. F., taking part in the Oise-Aisne and Meuse-Argonne campaigns.

The war over, Mr. Stokes obtained his discharge abroad and covered the Peace Conference for the Post. In 1919 he succeeded David Lawrence as Washington correspondent for that newspaper. When Cyrus H. K. Curtis purchased the Post, Mr. Stokes was just completing his 13th year on the staff. Soon after he resigned to join the writing staff of Current News Features, Inc.

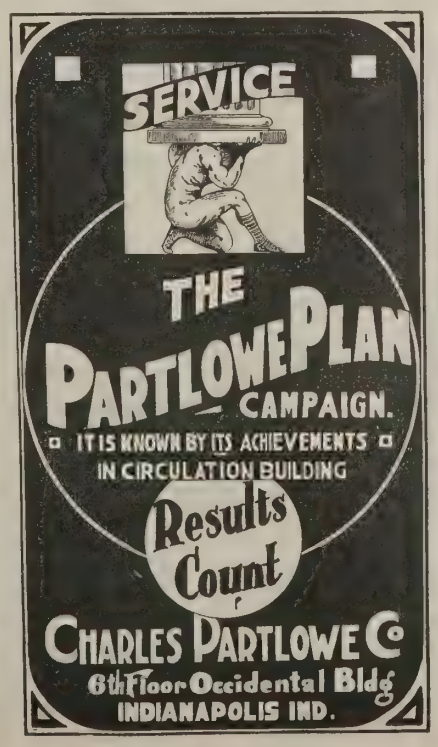
During 1924, Mr. Stokes was chairman of the Overseas Writers, an association of newspaper men who have had journalistic experience in foreign countries.

BALDWIN NAMES COMMITTEES

National Publishers Association Will Meet at Buckwood Inn, Sept. 21

The seventh annual meeting of the National Publishers Association will be held this year at Buckwood Inn, Shawnee-on-Delaware, Pa., Tuesday and Wednesday, Sept. 21 and 22. President Arthur J. Baldwin has appointed the following committees to take charge:

Committee on Arrangements: B. A. Mackinnon, M. C. Robbins.



Golf Tournament Committee: Eugene Kelley, Graham Patterson, Francis L. Wurzburg.

Entertainment Committee: Duncan A. Dobie, Jr., E. Kendall Gillett.

P. & A. MAKES RECORD WITH EDERLE PICS

Four Airplane Flown 1,000 Miles to Bring Photos to New York—McFarlane and Wurzel Figure in Speed Feat

Bringing pictures of the Gertrude Ederle channel swim to this country in time for publication in the *New York Daily News,* Aug. 15, Pacific & Atlantic Photos, Inc., New York, established a record for speed and daring hard to equal even in the fast picture syndicate game.

Other picture syndicates, by using fast motors across England, had got their photos on a boat due in New York Aug. 16. When they missed this boat, P. & A. officials called in an airplane fleet, and were first by 24 hours to cross the finish line.

The P. & A. pictures were aboard the Empress of Scotland, due in Quebec last Saturday. Four airplanes were flown 1,000 miles to meet the steamer in the St. Lawrence river and rush the photos to New York. Figuring in the flights were Joseph Wurzel, assistant manager for P. & A., and Capt. M. D. McFarlane, co-inventor of the Bartlane system for cable transmission of news pictures.

NAMES REFUSED NEWS MEN

Wisconsin State Official Withholds Nomination Papers from Reporters

On the theory that publicity given to the names recorded on nomination papers for candidates to political office is unfair, George Brown, an employee in the office of the secretary of state of Wisconsin, declined to permit the copying of such names from nomination papers in his office.

Should no attempt be made to challenge the action of Mr. Brown, newspapers will be unable to obtain the names of certain candidates.

TO EDIT NEW DAILY

MacGrath Will Take Editorial Charge of New York Enquirer

James Frederic MacGrath will be editor of the *New York Evening Enquirer,* scheduled to appear Sept. 19. He has been in newspaper work for more than 20 years. For some time he was associated with the old *New York Sun.*

The Enquirer, as announced some months ago by EDITOR & PUBLISHER, is to be published by William Griffin, formerly connected with the American Press Association, as vice-president.

Publication offices are to be at 444 Pearl street, New York.

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Complete Feature Service

Wire us for samples and prices of the

Largest, Most Original Most Artistic and Finest

blanket feature service on the market, which includes IVANHOE, VIVIAN VANITY, and the FAMOUS SHORT STORY SERIES, in addition to SPORTS, WOMAN'S PAGE FEATURES, COMICS, FICTION, VERSE, CARTOONS and everything for the newspaper.

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Why Not Join This List of Papers
Wire for Terms and Territory

COSMOS NEWSPAPER SYNDICATE INC
Covering the World
NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY

Herbert S. Houston, President and Editor-in-Chief
Myles F. Lasker, Vice-President and General Manager

Detroit

Fourth
Largest
City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

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Used and Praised by More than 200 Newspapers

Send for samples and prices

AUDIO SERVICE
326 West Madison St.
Chicago

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

VENTURA (CAL.) POST AND STAR MERGED

Former Taken from Morning Field and Consolidated with Afternoon Paper —Star Gets Long Lease on Post Plant

(*By telegraph to* EDITOR & PUBLISHER)

VENTURA, Cal., Aug. 16.—The *Ventura Star*, afternoon paper, today purchased the *Ventura Morning Post* from Alfred H. Davis. The Post was merged with the Star and the combined papers are being published from one plant as an afternoon daily under the name of the Star.

The Star was established 14 months ago. It is owned by the Ventura County Star, Inc., of which Roy Pinkerton, editor, is president; Talbot Kendall, business manager, and W. H. Porterfield, of San Diego, veteran publisher and investor in newspaper properties, the third stockholder. Pinkerton formerly was editor of the *San Diego Sun;* the *Tacoma Times* and the *Seattle Star*. Kendall was associated with the advertising departments of the San Diego Sun, *Sacramento Star* and *Los Angeles Illustrated Daily News*.

The sale of the Post was made necessary by the illness of Mr. Davis, for 12 years its owner. It represented an earlier consolidation of the Post and *Democrat* and was in its 46th volume. The Star recently became a member of the Audit Bureau of Circulations.

The sale carries with it a long time lease on the Post building owned by Mr. Davis.

PANTS, COAT, VEST, ET AL!

U.P. Presents New Outfit to Williams, Who Wet Clothes in Channel

Sidney Williams, member of the United Press London office, was this week presented a new suit of clothes by the news gathering agency he serves. Covering Gertrude Ederle's channel swim, Williams plunged chest deep into the water, waded ashore, and was first to flash the news around the world.

As "Trudy" neared Kingsdown, Williams, who was in a motor-launch prepared to get to land to arrange for a quick protection flash on the actual landing. Chugging past the tugs, a half-dozen rival newspaper correspondents leaped aboard.

Overwhelmed by numbers, the U. P. reporter was unable to put them off. He reverted to stratagem instead. By hasty whispered arrangement with the pilot, the launch was steered toward Kingsdown. Williams jumped and waded. The pilot swerved quickly and put back into the channel.

Other correspondents aboard saved their suits.

Williams sports a new one.

KIMBERLY-CLARK CHANGE

Kelly Resigns as General Sales Manager of Paper and Cellucotton Firms

Raymond Kelly, general sales manager of Kimberly-Clark Company and vice-president of Cellucotton Products Company, Neenah, Wis., announces his resignation from both offices, effective at once.

Mr. Kelly has been associated with Kimberly-Clark Company for eleven years and for the past six and one half years has been general sales manager. He has been vice-president of Cellucotton Products Company since the formation of that company in 1920. He has not announced his future plans and for a short time will continue to reside in Neenah.

RAISING WIRE RATES

A. T. & T. Boosts Price on High-Speed Printers Effective Sept. 1

The American Telephone and Telegraph Company has announced a 25 per cent increase in the line charge for high-speed telegraph printer machines, effective Sept. 1. The machines are used by news gathering agencies and are installed in many newspaper offices.

At the same time it was stated the company expected to increase the word-age delivery on low-speed machines from 35 to 40 words a minute without additional charge.

GUARDS AGAINST ACCIDENTS

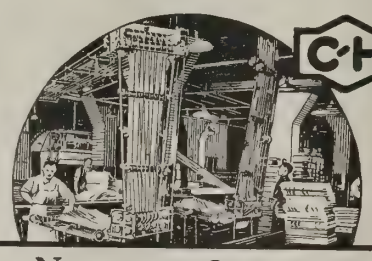
Stockton (Cal.) Record Installing New Press with Duplicate Controls

Because there is no other plant nearer than 50 miles capable of getting out an edition of the *Stockton* (Cal.) *Record* that evening newspaper is putting in press equipment designed to be practically emergency proof.

The Record will have in operation by July 1, 1927, a new Octuple Four Unit Press with a speed of 48 thousand 32 page papers per hour, and the electric drive and control will be in two complete duplicate units to provide against any breakdown or accident other than the destruction of the plant and building by fire.

The two 75 horse power motors to drive the press will be "hooked up" in parallel, but with separate driving chain and separate control for each so that either one can be operated singly to drive the press in emergency.

Supplies—Equipment



Newspaper Conveyors

take the papers in a steady stream, as fast as the presses can deliver them, up, overhead, around corners, through a ceiling or a wall to wherever they're wanted for mailing or delivery. Eliminating waste and delay by their speedy, dependable operation they are profitable equipment for papers large or small. Newspaper plants from London to Tokio have been using them for years.

Let us tell you how you can speed deliveries from your presses.

The CUTLER-HAMMER Mfg. Co.
Pioneer Mfrs. of Electric Control Apparatus
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MILWAUKEE, WISCONSIN
CUTLER-HAMMER

Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

20-PAGE DUPLEX PRESS FOR SALE

8 columns—22¾" cut-off

Immediately available

Purchased from the plant of the Daily Home News, New Brunswick, N. J. Can be seen in operation. We are the owners.

For further details:

THOMAS W. HALL CO.
INC.
575 Washington St. New York

Don't "Pig" Metal It Wastes Money

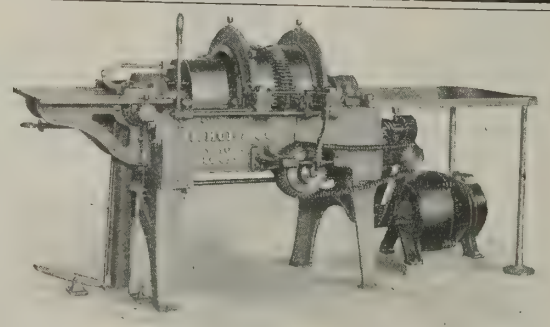
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER

Eliminates the Metal Furnace

The Monomelt Co.
4509-19 Ravenswood Ave.
Chicago Illinois
World Bldg., New York City

Hoe Automatic Curved Plate Trimming and Shaving Machine



A Machine that will trim, tail-cut and shave five or six Stereo Plates a minute efficiently and economically. Arranged with Motor Drive connected by a Silent Chain.

R. HOE & CO., INC.
7 South Dearborn Street, CHICAGO, ILL.
504-520 Grand St., New York City
also at DUNELLEN, N. J.
7 Water Street, BOSTON, MASS.

Classified

EDITOR & PUBLISHER Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)
1 Time — .40 per line
3 Times — .30 per line
ALL OTHER CLASSIFICATIONS (Cash with Order)
1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line pe insertion as earned by frequency of insertion Special rates quoted for 13, 26 and 52 insertions The Editor & Publisher reserves the right t classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE

ADVERTISING

General Promotion

Advertising Promotion—If you want mor business, communicate with the International Publications Service, Incorporated, Suite 1004 1841 Broadway, New York City.

Newspaper Builder, responsibly connected i city of 350,000, offers a few publishers exper analysis and counsel by mail. This is a rea proposition. A-704, Editor & Publisher.

BUSINESS OPPORTUNITIES

Brokers

The H. F. Henrichs Agency, Litchfield, Ill. 1012 Times Building, New York; 1216 Hol lingsworth Building, Los Angeles. Your desire to acquire a newspaper, or any dissatisfaction in the newspaper situation in your community should be reported to this Agency for satisfactory solution.

Little Big Bargain for Quick Buyer—Weekly paper and job plant in exclusive field; wel established; adequate plant, including new linotype. $6,000, one-third cash. Also splendid bargain weekly and job plant New York State. $15,000, one-third cash. J. B. Shale, Times Bldg., New York.

Interest for Sale

Half Interest for sale in money making evening daily in southwest. Fast growing city. Exclusive field. Buyer should have at least ten thousand. Property worth at least $75,000 Position of manager and good salary goes with sale. Owner interested in several other dailies. Address Von Goshorn, Tulsa Hotel, Tulsa Oklahoma.

Newspapers Wanted

Weekly or Daily Newspaper wanted, earning net upwards of $10,000 a year, preferably in an exclusive field. I have $15,000 in cash to invest in the enterprise. Please supply complete information in first letter. Address, A-744, Editor & Publisher.

(*Continued on following page*)

Rebuilt GOSS & HOE PRESS BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO—NEW YORK—LONDON

Employment—Equipment—Services

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Build Circulation—Try our "Opportunity Club" Plan. Sherman & Eckert, 353 Northampton Street, Easton, Penna.

Premiums

Sets of Dishes at $1.00 and Up. A wonderful premium. The Albright China Co. Palmyra, N. J.

EDITORIAL

Syndicate Features

Is There a Person or Syndicate having the desire and the following and ability to sell to newspapers distinctive first run fiction direct from an author who can give new and unusual co-operation. A-744, Editor & Publisher.

Panama Star and Herald and Red Wing Daily Eagle are the new customers this week. For samples of a live, alert, up-to-date service, write The Graphic Syndicate, 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

Advertising Men for special edition work. Only men of highest integrity and proven ability need apply. References necessary. A-753, Editor & Publisher.

Advertising Solicitor wanted for a daily newspaper near New York City. One able to write his own copy. State salary and experience. A-738, Editor & Publisher.

Circulation Manager wanted. Must be experienced and efficient; one familiar with A. B. C. records to take charge of morning newspaper in Middle West. Very large field. Must have best of references. Address A-731, Editor & Publisher.

Copy Writer, experienced, wanted for advertising department of daily newspaper in Pennsylvania city of 45,000. We want a man who can write and layout copy for merchants now advertising in our paper; prepare layouts for our salesmen to sell to non-advertisers; who can give competent professional advice to advertisers, and plan and write advertising campaigns for them. Must be a quick worker. Write, giving details of your past experience, present position, references, and salary expected, etc. A-736, Editor & Publisher.

Foreman for small middle western daily and job shop. Newspaper growing rapidly and needs skilled foreman able to operate shop on efficient basis and help plan constant expansion. Foreman makes up and must be able to handle ads in metropolitan style. Excellent chance for advancement to man who is both worker and executive. Write fully as to experience, ideas, present position and reason for wishing to leave. Correspondence strictly confidential. A-734, Editor & Publisher.

Reporter—Vermont Daily seeks reporter with Vermont background, 25 to 35 years old. Should be capable of early growth to desk responsibilities, but genuinely devoted to reporting. Address A-705, Editor & Publisher.

Situations Wanted

Advertising Salesman—Thirty-three years old. American. Good health. Fifteen years newspaper experience both on Hearst and Scripps papers, morning and evening. I know how to write and sell copy and am familiar with general merchandising problems. In position to help him. Now employed. Good reasons for wanting to change. Address E. W. Foster, care The Herald, El Paso, Texas.

Advertising Solicitor—Young man with 6 years' record on metropolitan dailies and also advertising agency experience, looks for real opportunity. Now employed. A-1 references. Available at once. A-698, Editor & Publisher.

Advertising Manager—Over 20 years' experience, wants responsible, permanent position in growing city. Hustler and profit producer, fully experienced in copy writing, lay-out and selling of advertising, local, national and classified. Married, Mason, Presbyterian. Will go anywhere. Available Sept. 1. Best of references. Address Lewis A. Jones, P. O. Box 93, North Tonawanda, N. Y.

Advertising Manager, Classified Manager or Solicitor. Position desired by man with 9 years' experience, very capable; good record for results on large and small papers; age 27; married. References. Will go anywhere. R. S. Hay, 23 Tod Lane, Youngstown, Ohio.

EMPLOYMENT

Situations Wanted

Advertising Manager—Classified Manager—Solicitor, now employed. Handles all local and national accounts, in or out of town. Travel representative. Over 12 years experience metropolitan newspapers. Experienced on magazine accounts. Promotion, publicity, merchandising. One whom a busy executive may rely upon. Excellent credentials. A-707, Editor & Publisher.

Advertising Manager—I know an advertising manager of one of the country's outstanding newspapers, who, for good personal reasons wants to make a change. He has had wide experience in Eastern and Western papers and has some remarkable records to his credit. This man is in his thirties, an athlete, has striking personal appearance, is a convincing talker and a builder of business. He is earning about $15,000 a year. Will consider a salary and bonus on increased business. If you are looking for a man who is well grounded in merchandising and knows how to build your local, national and classified advertising. Write me. A-755, Editor & Publisher.

Advertising Man—12 years' experience, employed, wants to connect with a live-wire paper. Possesses unusual ability as a salesman, expert on copy writing and layouts; has proven himself a capable executive and a real producer. Prefers a city of 50,000 to 200,000. Could be available Sept. 1st. Reason for seeking change is that he wants to locate in smaller city; age 33, married. Address P. O. Box 3246, Station "C", Philadelphia, Pa.

Advertising Manager—Thoroughly experienced and successful newspaper executive, with enviable record for putting over hard propositions, will be available Sept. 1st. Fifteen years experience in cities up to a million population. Clean, capable organizer and producer. Has the ability, knowledge, energy and capacity for hard work that assures duplication of past records. Young, married. Want permanent connection. Write for details A-741, Editor & Publisher.

Advertising or Business Manager, with unquestionable record for maximum production, even under the most adverse conditions, contemplates making a change in the near future for purely personal reasons. Now employed in Southern city of 250,000. A thorough executive and big personal producer. No objection to second or third paper if real opportunity is offered. Age 33, married, excellent reputation. A-715, care Editor & Publisher.

Advertising Manager, producer, wishes new connection. Any location, knows advertising, best references. Wire A-752, Editor & Publisher.

Assistant Business Manager wishes to connect with newspaper. Eugene N. Holterbach, 179 Marcy Av., Brooklyn, N. Y. C.

Am Now Managing Editor—Best of four evening dailies in one county, city of 30,000. Seek still bigger job. Need not be in managerial capacity. Can combine your circulation, advertising, promotion and editorial departments to yield new profits. If you want new life blood in your organization get in touch with me. I like a fight. Am 30 years old. A-737, Editor & Publisher.

Cartoonist—Copy Writer—Newspaper and advertising experience—now with leading Philadelphia daily, desires position in Southern state. Also does lettering-retouching. A-717, Editor & Publisher.

Editorial Writer, capable and experienced, now managing editor of paper in city of 15,000, seeks connection with reputable editorial organization. A-732, Editor & Publisher.

Classified Manager—Eleven years' experience on large nationally known newspaper. During this time a great number of different plans for building classified were put into operation. Only those which enabled us to increase our linage to record breaking volume were retained and these plans are now available to publisher who desires to place his classified advertising upon a real dividend paying basis. For interview address Box A-754, Editor & Publisher.

Circulation—South's most brilliant circulation manager is probably satisfied with his present connection, but the next best isn't. Age 35. Salary $6,500. Go anywhere. Confidential correspondence solicited. A-726, Editor & Publisher.

Circulation Manager—Thoroughly competent in all branches of the work, with good record of increases at least possible cost. Due to consolidation open for immediate engagement. Now employed, E. E. Murray, care Lima Morning Star, Lima, Ohio.

Circulation Manager, thirteen years' experience on large central states papers; now Business Manager on weekly tabloid. Desire to re-enter daily field. My record shows my ability. A-751, Editor & Publisher.

Desk and Makeup Editor who can write good human interest features and report, wants change of position before September. Three years' experience, good references, college graduate. A-711, Editor & Publisher.

Desk, Makeup Man. 22. Experience: Associate editor newspaper having 155,000 circulation; news editor, tabloid; city editor, small city weekly. Good writer. A-748, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Editorial Writer, capable and experienced, now managing editor of paper in city of 15,000, seeks connection with reputable editorial organization. A-732, Editor & Publisher.

Expert Rotary or Flat-Bed Pressman desires permanent position with well established newspaper near New York. Open shop. Best wages expected. Can supervise stereotyping department. Long experience and thoroughly reliable. Address A-724, Editor & Publisher.

Editorial Cartoonist, well known to publishers as a creative producer, formerly staff cartoonist on two New York papers, seeks opening where his forceful individuality can win and hold circulation.

This man can be relied upon to do his own thinking; to interpret the panorama of events vividly, intelligently; to challenge national recognition of a paper's editorial policies.

At present earning $9,000 yearly but would make substantial sacrifice for a place with independent, alert organization. Address, Box A-746, Editor & Publisher.

General Manager, 20 years' experience in newspaper business in large and small cities, seeks new berth because of sale. Has had experience launching new paper, re-organizing old ones, buying entire equipment for large and small plants; has handled problems incident to fire, is hard worker, especially resourceful on advertising and has served for years as editor-in-chief. Record worth investigation. Address, A-743, Editor & Publisher.

Manager, age 36, married, with a successful record of several years' executive experience, seeks permanent position with an "honest to goodness" progressive organization in any live community. Applicant possesses a capacity to handle the combined routine of the Classified and Phone Departments; also Sales Staff in addition to writing good copy, and form letters that sell. Still employed but anxious to respond to best inducements offered. Address: A-749, Editor & Publisher.

Managing Editor—Holding important post on great city daily, wants position on paper in small city. Have built two. Prepare for the Fall battle by writing or wiring. A-725, Editor & Publisher.

Managing Editor or Editor, now employed on leading New York state daily. Seeks connection in city of 100,000 to 150,000 middlewest preferred. Fifteen years experience. Able to handle and develop men. Glad to arrange conference. A-739, Editor & Publisher.

Mr. Circulation Manager, are you in need of an assistant—one that will carry through your ideas, plans and orders to the last letter. I am an expert on Home Delivery; familiar with all circulation promotion. Six years experience, metropolitan, provincial. Evening paper with over 75,000 preferred. At liberty with due notice. Good reference. A-700, Editor & Publisher.

Newspaperman, thoroughly experienced in all branches, at present city editor of New England daily in city of 122,000, is looking for a change. Prefers Southern location. Can handle managing editor's job if called upon. Best of references. Age 31. Good education. A-742, Editor & Publisher.

Press Erector wants to get off road. Will consider permanent position as Pressroom Superintendent-Maintenance man. Available Sept. first. References. A-723, Editor & Publisher.

Reporter and Circulation Worker desires suburban territory. Guaranteed circulation increase. Thoroughly experienced. A-735, Editor & Publisher.

Reporter and Feature Writer—Holding important position on leading New York Daily writing sports and big assignments wants position in city of moderate size. A-750, Editor & Publisher.

Web Pressman wishes a position to take charge of pressroom. Twenty years' experience. Best of references as to ability, etc. A-747, Editor & Publisher.

Young Graduate of Missouri University School of Journalism, with some soliciting experience and training in copy writing, retail and direct advertising, campaigns, sketching and design, wants chance to learn the game from the ground up. A-733, Editor & Publisher.

MECHANICAL

Equipment for Sale

Complete Newspaper Plant for sale. Two tubular duplex presses with stereotype equipment; seven intertype machines; photographic and photo engraving departments located San Francisco; Wesel saw and planer and photo engraving plant, Miami, Florida. Whole or in part as is, where is. Address John W. Brodix, receiver. Vanderbilt Newspapers, Inc., 56 Twelfth street, San Francisco, Calif.

MECHANICAL

Equipment for Sale

Goss Straightline Press, 24-page, with complete stereotype equipment, all in fine condition. Current issues sent. Cheap for immediate sale. The Lima Morning Star, Lima, Ohio.

Hoe Mat Roller, 5 H. P. D. C. Motor, $100.00. Daily News, Washington, D. C.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Engraving Co., 114 E. 13th St., N. Y. City.

One 12-page Goss Monitor No. 762 Perfecting Press for sale; also a complete stereotyping outfit with mat roller. A real bargain if taken at once. Globe-News Publishing Co., Amarillo, Texas.

Photo-Engraving plant for sale. Ideal for one or two men. Miles Machinery Co., 409 W. 26th St., New York.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner Fendler Branch, A. T. F. Co., New York City.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Equipment Wanted

All Kinds of Photo-Engraving, electrotyping and stereotyping equipment wanted. We pay cash. Miles Machinery Co., 409 W. 26th St., New York.

Newspaper Properties

Bought, Sold and Appraised.
All negotiations confidential.

PALMER, DEWITT & PALMER

350 Madison Ave., New York
Business Established in 1899.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

WE WANT

Reporters
Copy readers
Advertising salesmen

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Visualize Your Opportunities
Advertise in
EDITOR & PUBLISHER

DOLLAR $$ $$ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

THIS fall put on a "Closed Car Week" in your city during which all automobile dealers exploit the closed cars they are selling, both new and old, by means of advertising in your paper.—Frank H. Williams.

How about the circulating library in your city? Usually it's owned by a book store or department store. Do they advertise it? Get them to use small space every day listing four or five books and giving a three or four line review of them in the advertisement. These can be very brief, and four or five books can be listed every day. You'll be surprised how well this advertiser will stay with you, because the results will pay him! On Friday double the space and lists of books to catch the over-Sunday readers!—Ralph Gibler, Huntington, Ind.

Six independent service stations in Monterey, Pacific Grove and Carmel, Cal., are advertising co-operatively in the *Monterey Peninsula Daily Herald.* Two-thirds of the space is devoted to selling the idea of buying gas and oil at the independent stations. Cards of the individual stations occupy the other third. —Fremont Kutnewsky, San Luis Obispo, Cal.

"Secure New Treasures from Your Old Jewel Box. These firms will modernize your old-fashioned jewelry." Under this heading there is opportunity for the live advertising solicitor to sell co-operative space to a number of the jewelers in your city, who are specializing in this type of new business.—C. M. L., Seattle, Wash.

A page of camp stories and hunting experiences, together with a list of places where hunting and fishing are the best and various data of interest to sportsmen, surrounded by advertisements of fishing and hunting camps, railroads, firearms and sporting goods stores, would make good reading for the sportsmen, as well as bring in a tidy bit of revenue to the paper publishing it. September is not too early to try such a page, and it could be run six or seven weeks, one day a week.—Clarence Moody, *Quincy* (Mass.) *Patriot Ledger.*

Approaching college days bring with them the opportunity for special advertising appeals that run the wide gamut of needs of the young collegiates. With the co-operation of the editorial department a story can be prepared telling who is going away to college and where, that will tie up well with the advertising appeals. This is also a good time to go after the school and college advertising. —F. D. H.

Many papers, especially the country town dailies, have one low contract rate, offtimes for a specified number of lines each day. There are certain types of business that get better results in a few large ads instead of a host of smaller ones. The *Franklin* (Ind.) *Star* has added much linage recently by the inauguration of a special sliding scale for the infrequent advertisers. For example, papers using the old form of contract, three inches a day for a period of three months and receiving a 20c rate; and charging 35 cents flat, can institute a scale as follows: less than 100 inches during a calendar month, 35c. One hundred to two hundred inches a month, 30c. Two hundred to three hundred, 27c. Three hundred or more, 23c. Space more than five hundred inches 20c. This system can be applied with cost variations to any paper. It enables every advertiser to name his own cost price; it encourages the use of more space which has a stimulative effect upon other firms; and it eliminates "kicks" about favoritism shown to other advertisers.—Davis O. Vandivier, Franklin, Ind.

If your paper is published in a farming or fruit growing district, a few stories from the farmers and fruit growers dealing with their methods of combating the produce thieves might serve triple interests. The stories would tickle the readers, for some humor would be bound to creep in and it would warn any of the readers who were inclined to be light-fingered. They would also benefit the farmers who would gain new ideas and suggestions on curbing the theft of produce. This idea has been used with great reader success in one or two Rhode Island small town papers.—James W. Rhodes, Providence, R. I.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

ONE of the Boston papers offers a daily and weekly prize to fishermen who send in pictures of themselves with a fish they consider the biggest caught. The catch must have been witnessed and said witness must sign the report of the catch. This idea brings in some very interesting pictures and stories that cost the paper but little and have a real interest.—C. E. Pellissier, Boston, Mass.

What constitutes a prolific source of feature news is the hunch being worked by the *Rocky Mountain News,* Denver. Pioneers who came to Colorado before 1880 are being asked to register their names and native state and country in a special book which will be turned over to the state historical society shortly as a matter of permanent record. Daily the newest names are published in the paper, thus giving many early day citizens an opportunity to exchange reminiscenses and renew old acquaintances. Another feature of this stunt, an important angle from the viewpoint of the editorial side, is the abundance of old time stories for star reporters. These may deal with tales of Indian uprisings, hardships encountered during overland ox-cart travels; yarns of the first gold discoveries, and so on.—M. S. M., Denver.

Instead of the prosaic "Continued on Page 2" of the majority of papers, or the curt order "Turn to Page 5" of others, the *Superior Telegram* injects courtesy into its columns with the phrase "Turn to Page 3, Please" at break-overs.—Wm. L. Doudna, Merrill, Wis.

For several years the *Wabash* (Ind.) *Plain Dealer* ran a "Treasure Island" box on Page 1, in which it said that the person named had money coming and that further information could be obtained by calling at the newspaper office. Thousands of dollars were distributed in this way without a cent of cost to the paper.

The money was held by the clerk of the circuit court for witnesses and persons involved in settlement of estates, but had never been called for. These names were obtained from the clerk and

one or two published daily. The average amount was about $5, although several persons received more than $1,000 which they did not know was ready for them —E. W. H., Wabash, Ind.

The *Seattle Post Intelligencer* is sponsoring a series of interviews with leading men and women of Seattle to interest its readers. The text of the articles is: "Seattle's problems: What are they? How can they be solved? What is the city's greatest need? What is its destiny?" The series is called a "clearing house of ideas."—Mildred Frudenfeld.

The *Dubuque* (Iowa) *Telegraph-Herald* has a simple stunt to check up on storm damage to livestock. The rendering and soap plants of the city receive many calls to come for farm animals killed in storms. A fairly accurate check is secured of damage done through calls made at the plants.—L. J. Jellison, Dubuque, Ia.

How To Play GOLF
By JOHNNY FARRELL
Famous Teacher of That Game
24 LESSONS
Illustrated
For release daily
KING FEATURES SYNDICATE, Inc.
New York City

The World's Greatest Newspaper Feature Service
Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.
4 page ready-print color comics.
Write for samples and rates
NEA SERVICE INC. 1200 W. 3RD. STREET, CLEVELAND, OHIO

CIRCULATION STIMULATION!
in
MYRA
by
Mabel Greene
A fascinating serial written around a present-day girl
One-thousand-word daily instalments, daily synopsis, PHOTOGRAPHIC illustrations in mat or print form.
Released October 4
The McClure Newspaper Syndicate
373 Fourth Avenue, New York

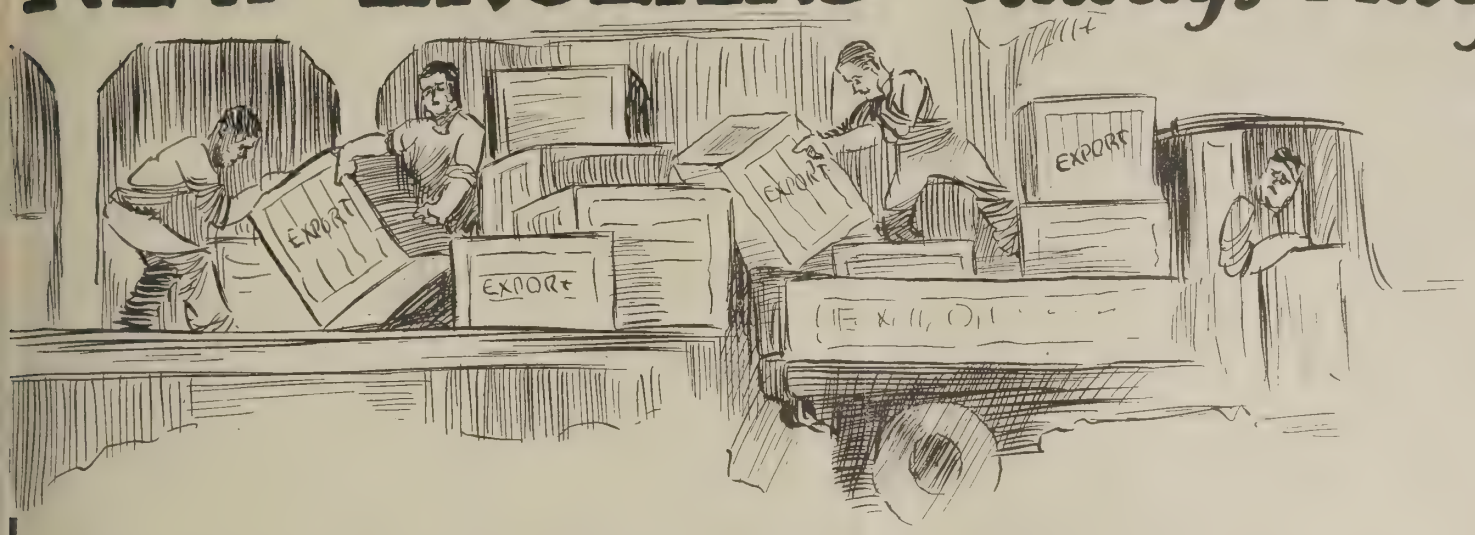
Better Cross-Word Puzzles
Let us prove it by sending a week's service gratis.
Type and answers are matted
The International Syndicate
Baltimore, Md.

BY UNITED PRESS
AROUND THE WORLD AROUND THE CLOCK
UNITED PRESS ASSOCIATIONS
World Building New York

The Big Fight!
Let BOB EDGREN
Cover It For You....
Starting September 2 he will write a daily wire service to last three weeks—right up to the date of the Dempsey-Tunney fight, Sept. 23—2 cartoons a week—with a special story and PICTURE OF THE FIGHT.
THE BELL SYNDICATE, INC.
JOHN N. WHEELER, PRES.
154 Nassau Street, N. Y. C.

Let Us Tell You
—about our plan of securing advertising from manufacturers, industrial plants, jobbers, wholesalers and other concerns in your city who are now spending their appropriations for other forms of advertising.
Let us explain how we can place this business in your paper regularly without selling expense to you. WRITE—
THOS. W. BRIGGS CO.
COLUMBIAN MUTUAL TOWER
MEMPHIS • • TENN.

NEW ENGLAND~always busy!



Exported $191,820,433 worth of Products in 1925 —a factor proving the value of this market!

In Exports alone, the hundreds of factories in New England supplied goods to the total value of $191,820,433.

This in addition to the millions of dollars' worth of products made for home consumption.

The whole United States, as well as every country in the world is a buyer of New England's goods. The demand will always exist, because this highly developed section produces a variety of quality products always needed by the buying public.

This fact alone clearly demonstrates the high potential value of New England as a market for the advertiser. In busy New England you are sure of steady work for the people which means steady buying power.

Reach this prosperous buying power thru the newspapers listed below.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun .....(E)	5,845	.03	.03
**Boston Globe .....(M&E)	287,590	.50	.50
**Boston Globe .....(S)	332,282	.55	.55
*Boston Transcript ....(E)	38,807	.20	.20
**Boston Post .....(M)	377,443	.60	.60
**Boston Post .....(S)	349,596	.55	.55
Fall River Herald-News (E)	22,000	.06	.06
**Fitchburg Sentinel ...(E)	11,828	.06	.045
*Haverhill Gazette ....(E)	15,729	.065	.05
††Lynn Item .....(E)	16,699	.065	.05
††Lowell Courier-Citizen and Evening Leader ..(M&E)	21,918	.07	.07
**New Bedford Standard Mercury (M&E)	33,321	.10	.10
**New Bedford Sunday Standard (S)	28,806	.10	.10
**North Adams Transcript (E)	9,918	.0425	.035
††Pittsfield Eagle .....(E)	17,011	.05	.05
**Salem News .....(E)	21,398	.09	.07
††Taunton Gazette ....(E)	9,279	.05	.04
**Worcester Telegram-Gazette (M&E)	92,314	.28	.25
**Worcester Sunday Telegram (S)	51,096	.21	.18

NEW HAMPSHIRE—Population, 443,683

	Circulation	2,500 lines	10,000 lines
**Concord Monitor-Patroit (E)	5,215	.0375	.025
††Keene Sentinel .....(E)	3,887	.036	.023
**Manchester Union Leader (M&E)	29,368	.13	.10

RHODE ISLAND—Population, 604,397

††Newport Daily News..(E)	6,271	.0336	.0293
**Pawtucket Times .....(E)	27,849	.07	.07
**Providence Bulletin ..(E)	68,815	.18	(B).25
**Providence Journal ..(M)	36,416	.11	(B).25
**Providence Journal ..(S)	70,518	.18	.18
**Providence News ....(E)	29,123	.08	.08
**Providence Tribune....(E)	21,961	.10	.09
**Westerly Sun .....(E&S)	4,950	.025	.025
**Woonsocket Call ....(E)	14,508	.05	.05

VERMONT—Population, 352,428

**Barre Times .....(E)	7,112	.03	.025
††Bennington Banner ....(E)	3,144	.0125	.0125
Brattleboro Reformer ..(E)	3,370	.03	.0175
**Burlington Free Press (M)	13,071	.05	.05
**Rutland Herald .....(M)	11,038	.04	.04
††St. Johnsbury Caledonian-Record (E)	4,055	.03	.0175

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
**Bridgeport Post-Telegram (E&M)	42,743	.15	.15
**Bridgeport Post .....(S)	21,162	.10	.10
**Hartford Courant ....(M)	33,003	.08	.08
**Hartford Courant .....(S)	56,274	.11	.11
**Hartford Times .....(E)	53,121	.13	.13
**Middletown Press ....(E)	8,359	.0325	.03
††New Haven Register (E&S)	46,218	.14	.13
**New London Day.....(E)	12,054	.07	.045
††Norwich Bulletin ....(M)	12,724	.07	.05
**Norwalk Hour .....(E)	6,107	.04	.04
††South Norwalk Sentinel (E)	5,043	.04	.025
**Stamford Advocate ..(E)	10,329	.05	.04

**A. B. C. Publisher's Statement, March 31, 1926.

††Government Statement, March 31, 1926.

(B) Combination rate Daily Journal and Eve. Bulletin.

National Advertisers

Use More Space in The Sun on Weekdays Than in Any Other New York Newspaper—Morning or Evening

National Advertising

New York Weekday Newspapers

	July, 1926. *Agate Lines*	First 7 Months of 1926. *Agate Lines*
THE SUN	264,800	2,354,758
Times	256,108	2,191,982
Herald-Tribune	256,002	2,008,932
Journal	195,834	1,783,778
Evening World	120,558	1,047,652
Morning World	166,638	1,008,616
Post	112,850	889,052
American	96,346	677,424
Telegram	63,876	544,766
SUN'S lead over 2nd newspaper	**8,692**	**162,776**

DURING July, 1926, during the first seven months of 1926 and during the year 1925 THE SUN led all New York weekday newspapers, morning as well as evening, in volume of National Advertising.

THE SUN is first in National Advertising because it is first in its ability to produce results for National Advertisers.

To National Advertisers who have new products to introduce and to those who seek greater sales for products already established in New York, THE SUN is the most powerful sales producer in the world's greatest market.

Increase Your Sales in New York Through the Advertising Columns of The Sun

The Sun

280 BROADWAY NEW YORK

BOSTON Old South Building · WASHINGTON, D. C. Munsey Building · CHICAGO 208 So. La Salle St. · LOS ANGELES Van Nuys Building · SAN FRANCISCO First National Bank Building

THIS ISSUE: PRESIDENT COOLIDGE TO OPEN NEW NEWSPAPER PLANT

EDITOR & PUBLISHER

1884 — *The Oldest Publishers' and Advertisers' Journal in America* — 1926

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

MEMBER A.B.C. MEMBER A.B.P.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 14 — NEW YORK, AUGUST 28, 1926 — By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign — 10c Per Copy

JOURNALISM LIBRARY
Not to be taken from this room

Chicago Tribune FEATURES

DAILY AND SUNDAY
Comic Strips

The Gumps *by Sidney Smith*
Gasoline Alley *by Frank King*
Harold Teen *by Carl Ed*
Winnie Winkle *by Branner*
Moon Mullins *by Frank Willard*
Smitty *by Walter Berndt*
Little Orphan Annie *by Harold Gray*
Texas Slim *by Ferd Johnson*
Jinglets *by Al Rosen*
The above strips in black and white or 8-page color comic section either tabloid or full size.

W. E. HILL
page of comics

DAILY AND SUNDAY
CARTOONS
John T. McCutcheon
—Carey Orr—Gaar Williams

BLUE RIBBON FICTION
Daily serial story—Weekly short story and serial.

TRUE LIFE STORIES WEEKLY
Woman's Special Page
Embroidery Page
Sport Page—Science Page

DAILY AND SUNDAY
Doris Blake Articles
Antoinette Donnelly Beauty Articles
Men's Fashions
Women's Fashions

SUNDAY
Paris Fashions

DAILY AND SUNDAY
Dr. W. A. Evans Health Articles

WEEKLY
Burns Mantle Theatrical Letter (New York)
Mencken Literary Review
Movie Letter
N. Y. Society Letter
"About Broadway" *by Mark Hellinger*

DAILY AND SUNDAY
Woods and Waters *by Bob Becker*
Walter Eckersall's Football Articles
In Motordom *by J. L. Jenkins*
Line o' Type *by R. H. L.*

DAILY
Wake of the News *by Harvey T. Woodruff*

SUNDAY
The Nickeldicks—Children's Story
The Sporting Goods *by Westbrook Pegler*

DAILY AND SUNDAY
What's Wrong Here?
Cookery Articles *by Jane Eddington*
Farm and Garden *by Frank Ridgeway*

SUNDAY
Practical and Fancy Needlework
Home Harmonious
Club Ethics *by Maude Evans*

DAILY
The Goops *by Gelett Burgess*
Sentence Sermons *by Rev. Roy L. Smith*

WEEKLY
Book Reviews *by Fanny Butcher*
Confessions of Authors
Justice Series

PACIFIC AND ATLANTIC PHOTOS
Organized by The Chicago Tribune and the New York Daily News 25 Park Place, New York

CHICAGO TRIBUNE PRESS SERVICE
Foreign—National—Local

These Comics *mean millions of readers* to The Chicago Tribune and The New York News!—Let them build circulation for you!



THE GUMPS by Sidney Smith
By far the most widely read comic strip in America.



GASOLINE ALLEY by Frank King
"The one comic strip followed by my wife and daughter."—A. E. Braun, Publisher, Pittsburgh Post.



MOON MULLINS by Frank Willard
The irrepressible roughneck. Rates high among guffaw-getters.



ORPHAN ANNIE by Harold Gray
The story of a wonderfully lovable little orphan girl.



SMITTY by Walter Berndt
The great American office boy in action!



WINNIE WINKLE by Branner
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(Evening)

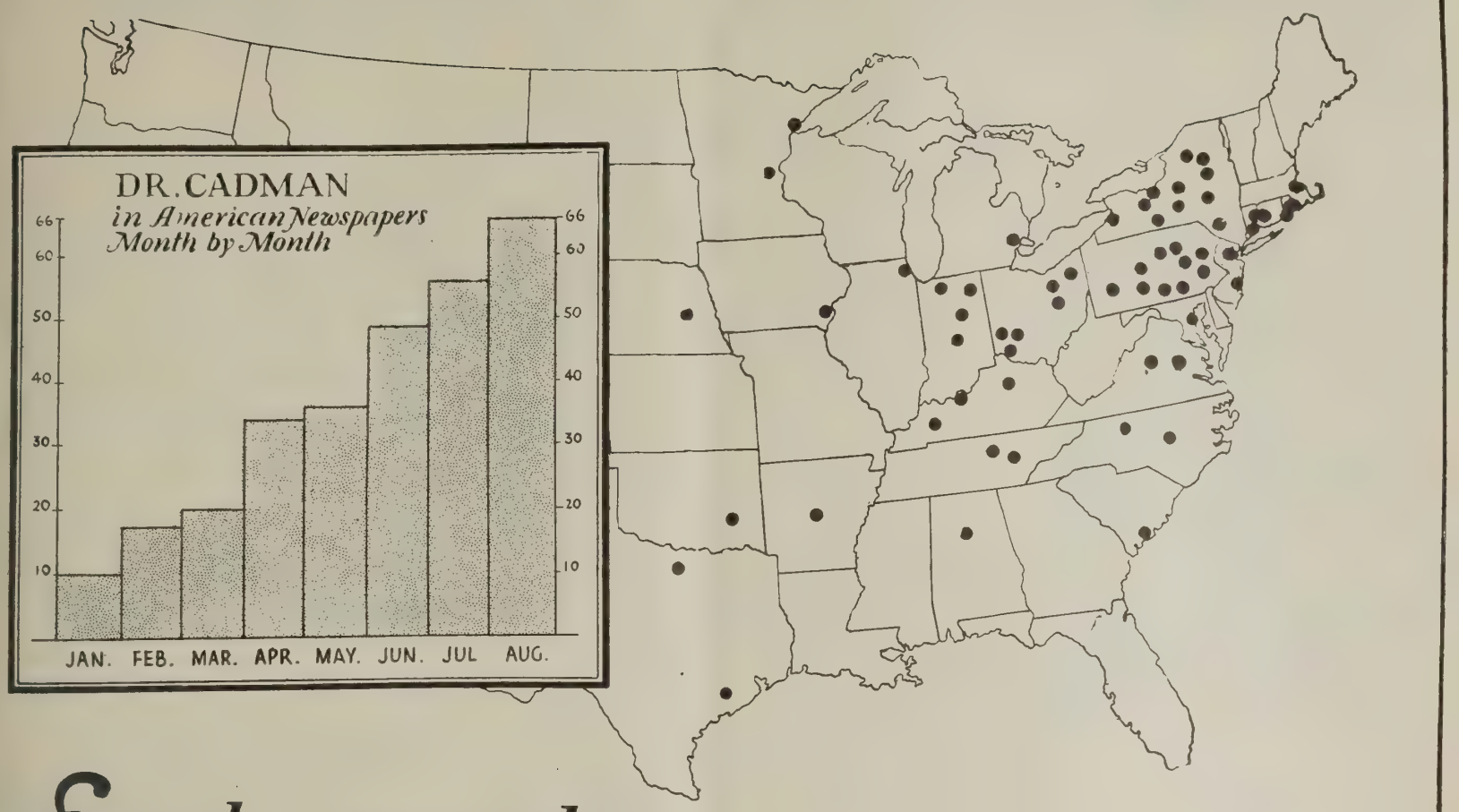
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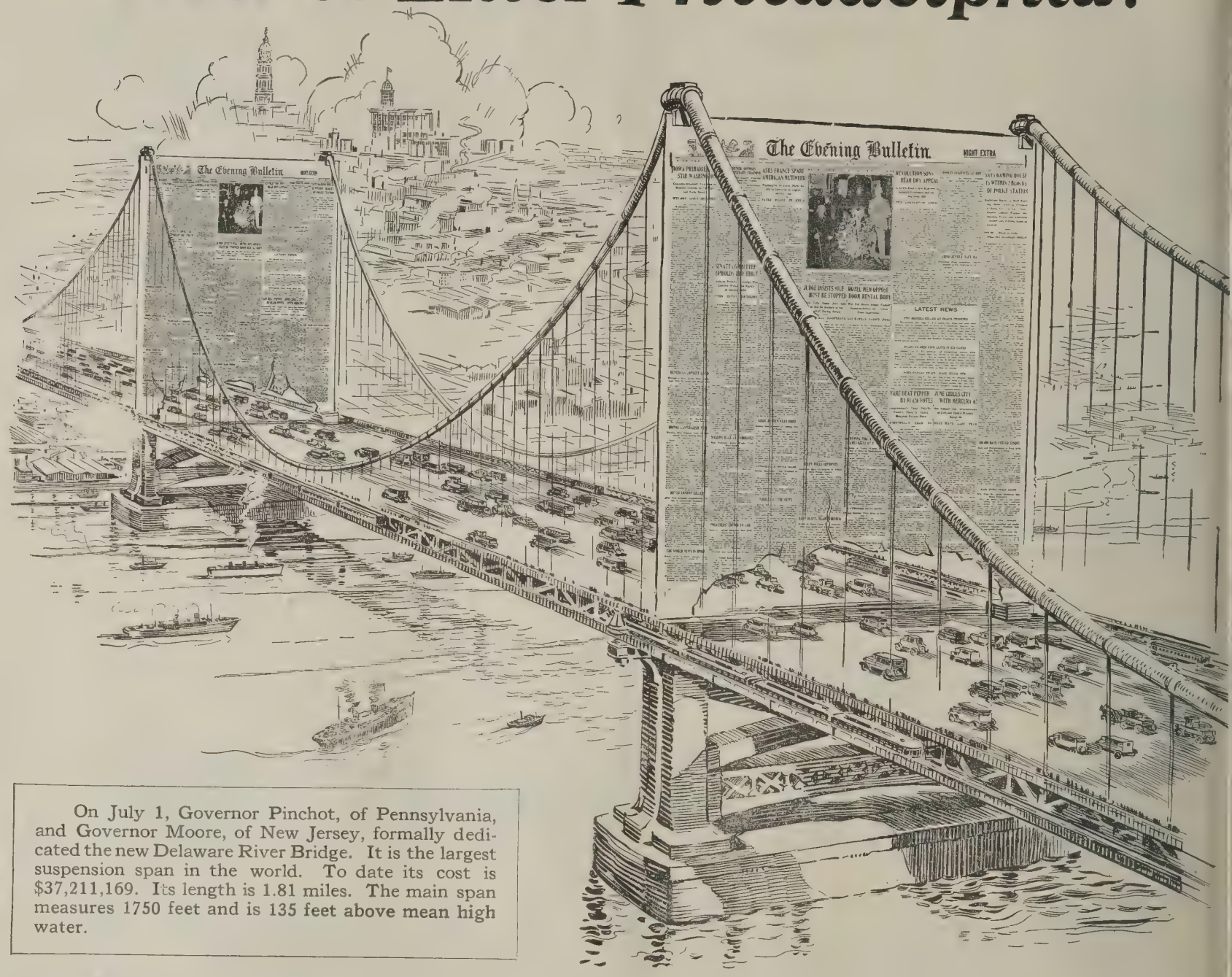
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Herald Tribune Syndicate

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PHILADELPHIA'S NEWSPAPER

533,169 copies a day

Average daily net paid circulation for the six months ending March 31, 1926. The circulation of The Bulletin is larger than that of any other Philadelphia newspaper and is the third largest in the United States.

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EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations. Member Associated Business Papers, Inc.

. 59 NEW YORK, AUGUST 28, 1926 No. 14

Coolidge to Open New Newspaper Plant in "Wall Street's Back Yard"

New York Evening Post Will Make First Fighting Bid for Circulation with Price Reduced to Three Cents and New Mechanical Equipment on Monday, Aug. 30—Many Innovations

By PHILIP SCHUYLER

ESIDENT COOLIDGE will set in motion America's newest newspaper lishing plant, Aug. 30.

hen he presses an electric button at 'clock in the morning of that day a gal will be flashed from the summer te House at Paul Smiths, N. Y., the bright clean press room of the plant of the *New York Evening* , at West, Carlisle and Washington ets, "Wall street's backyard." ises will then start grinding and a minutes later first editions of New k's oldest daily newspaper will be the first time issued officially from ecently completed 17-story $3,000,000 e.

ayor Walker of New York will tele- ue a news story from City Hall for day's paper. Gov. Smith and other bles will contribute telegrams.

will be a new Evening Post that thus be ushered in on Monday. he price will be 3 cents daily; 5 cents airday.

new type dress will be in evidence. en columns will be increased to eight. sports editions will be furnished ers. A daily picture page will be d. There are even whispers of fudge es for racing returns.

resident Coolidge's Monday button- ning thus will ring the death knell of us H. K. Curtis' dream of a "five- daily, with quality circulation." Mr. tis has frequently expressed the be- e to EDITOR & PUBLISHER that there e at least 50,000 people in New York ing to invest a nickel for their daily s, gathered together and published them at unbelievably high cost.

ut Mr. Curtis and John C. Martin, -president and treasurer of the Cur- Martin Newspapers, Inc., now have hed the conclusion that the Evening t, in Mr. Martin's words, has been necessarily limited," by the two-cent a charge as well as by inadequate hanical facilities.

oth these hindrances have been wiped today and the paper that dates back 2 years of limited circulation is be- ning its first real fight to reach in the largely increased class of in- gent readers that has developed in w York's territory.

he change in type dress will be in way sensational. Other changes will lwise be restrained.

"We're going to continue publishing igh-class individual newspaper," Mr. Martin explained.

he new body type will be six and half point Ionic on a seven point , instead of the present minion on ine point base. To make the eight mns, the column width is to be cut n from 14 picas with an 11 point mn rule, to 12½ picas and a six t rule.

omplete new mechanical equipment n presses to linotypes aided by a evenated editorial policy will be the est factor in the bid for circulation.

The circulation department will put a dozen hired trucks into operation Monday. Twenty-five new routes will be opened in Manhattan; 15 additional routes in Brooklyn; and five in the Bronx.

Julian S. Mason, editor-in-chief, outlined the changed editorial policy for EDITOR & PUBLISHER this week as follows:

"Newspapers, as has often been said, possess individualities almost as vital as human beings. This is particularly true of a paper with the age and tradition of the New York Evening Post. In its 125 years of life the Post has come again and again to the close of an era or the end of an editorship. Then the vital strength of the paper has brought new hands to its helm, fresh blood to its veins, and it has gone on to further power and prosperity. It has been modernized to meet the habit of a new generation, but its soul, so to speak, has gone marching on without change. This is the ideal we have for the Post today. We do not intend to change it so that those who have known and loved it will not recognize it. We hope merely to add to its attractions and to edit it in consonance with the best journalistic technique of today.

"In the two years in which the paper has been published by Mr. Curtis, order has come into its affairs and the foundations have been solidly laid for a new advance. Its circulation has increased almost beyond the powers of its old plant at 20 Vesey street despite the limitation definitely laid upon it by the 5-cent price. Its business, mechanical, circulation, advertising, and editorial staffs have been energized and 'youthful-ized.' It is already under full headway for a new era of strength and success such as it has had often before in its history.

"In the matter of editorial policy, we shall keep the old open-minded tolerance of the Post. This was a precious quality which ran through the page even when former editors were writing on special issues with the most vitriolic pens. Accuracy, fairness, kindness, and moderation we hope to keep there. We are changing the make-up of the editorial page to recall its old form with some modern additions.

"In news treatment, we shall modernize by issuing sports extras and a daily picture page. Sports are a clean and high-class interest. They can and will be treated that way in the Post. Pictures are something that cannot be left to yellow journalism as an instrument of news expression. The picture page of the *London Times*, Sir Campbell Stuart told me this spring, has been firmly established amongst its readers. It serves a definite news purpose and we want our readers to have it.

"Another important physical advantage which we shall have in the new building will be the additional opportunity for accuracy and quick service for our financial tables. I am amazed at the almost negligible margin of error in the Post's stock and bond tables today. Rearrangement and expansion of our mechanical equipment will lessen it still further.

"News will be the backbone of the Post. Under David E. Smiley, as editor and Merritt Bond, as managing editor, during the last few years, the local news of the Post has been built up wonderfully. Ralph E. Renaud, the present managing editor, has carried this work further, increasing the staff and broadening and and quickening news treatment.

"We have added several features of general interest during the summer and shall announce others from time to time as we go along.

"In short, I should like EDITOR & PUBLISHER to make it clear to its readers that we are not going to lose the old Post; we are going to add newness to it. The paper's personality is a cherished possession of all departments, business, advertising, mechanical, and circulation, as well as editorial. All will serve it as devotedly as they have in the past."

An inspection of the new plant convinces one that the Curtis-Martin combination have successfully driven away the mechanical bugaboo that held their coat-tails at the old shop on Vesey street.

The new plant, fitted compactly into two working floors with a mezzanine and with the editorial and executive

(*Continued on page 22*)



New $3,000,000 plant of the *New York Evening Post*, overlooking the Hudson River from West Street, in "Wall Street's back-yard." The small structures in the foreground will be used for paper storage.

DICKEY CITES REED BID FOR K. C. STAR IN NEW MOVE TO SET ASIDE SALE

Demurrer Filed to Amended Petition by Star and Nelson Estate Trustees—Parsons Publisher's Offer Detailed

AN amended petition in his suit to have the sale of the *Kansas City Star* set aside was filed by Walter S. Dickey, publisher of the *Kansas City Journal-Post,* Aug. 21.

The amended petition asserts that both Mr. Dickey's bid and that of Clyde M. Reed, publisher of the *Parsons* (Kan.) *Daily Sun* and associates "were at a better price and on better terms than the bid or offer" of Irwin R. Kirkwood and associates.

Besides detailing the Reed bid, the new petition substitutes for the original plea that Mr. Dickey be declared the successful bidder, or that a new sale be ordered, the following prayer:

"Wherefore, by reason of the foregoing, the plaintiff prays that the award by said university trustees to defendants, Kirkwood and associates, be set aside and decreed to be null and void . . . . . and that this court consider all of the bids or offers to purchase said newspaper properties so submitted to said university trustees and determine whether or not any bid submitted should be accepted, and that if the court shall find that any bid or offer submitted should be accepted, that the court direct the trustees to accept the same, or, if the court should find that it is to the best interest of said trust estate that none of the bids or offers submitted should be accepted, that the court order and direct a new sale of said newspaper properties under such terms and conditions as to the court in equity and good conscience may seem meet and proper and as may be prescribed by court."

A demurrer to the amended petition was filed Tuesday of this week by Watson Gage and Cyrus Crane, attorneys for the Star and the university trustees. This is the same procedure followed by the Star's attorneys in the original suit and the same objections are raised.

The Star group alleges Mr. Dickey is not the proper person to instigate such an action, which they contend should have been started by the attorney general, and that his petition does not state sufficient cause of action.

Attorneys representing Mr. Dickey have until Aug. 30 to file briefs with Judge O. A. Lucas of the circuit court at Kansas City in answer to the motion to dismiss and the demurrer to the Dickey petition filed by attorneys for Mr. Kirkwood and associates and the trustees of the William R. Nelson trust. Briefs in support of the motion to dismiss the suit and demurrer to the petition were filed Aug. 20, by attorneys for the Star and the trustees. Judge Lucas gave 20 days for the filing of briefs when arguments of the demurrer were closed Aug. 11. It is not known when the court will render his decision.

The Clyde M. Reed bid is discussed in the amended petition as follows:

"Plaintiff further states that Clyde M. Reed and Harry E. Lunsford submitted an offer and bid for said newspaper properties to said trustees in which said Reed and Lunsford proposed to pay for said newspaper properties, including the real estate on which the Star building is located (but not the vacant real estate immediately south of the Star building) the sum of $13,000,000 to be paid, $8,000,000 in cash at the time of delivery of title to the purchasers, $1,000,000 in ten years from date at interest at the rate of 6 per cent per annum secured by mortgage on the real estate and building; $2,000,000 at the rate of $200,000 a year for the first ten years after purchase, payable out of earnings, subject to sinking fund requirements but before payment of any dividends to the purchasers, and $2,000,000 at the rate of $100,000 a year beginning the eleventh year after acquisition by the purchasers, payable out of the earnings, subject only to fixed charges and dividends on 100,000 shares of common stock at $5 a share per annum.

"Said bid and offer was based on current assets as of Feb. 27, 1926, furnished by the trustees, and provided for adjustment for increase or decrease on current assets, prepaid expenses, investment, accrued expenses and route deposits as of date of acquisition, and also bound the purchasers to assume all editorial and commercial contracts and the liability for prepaid subscriptions.



Clyde M. Reed

"Plaintiff further states that the university trustees have announced publicly that the bid or offer made by Kirkwood and associates includes all accounts receivable of every kind and character and includes all chosen in action belonging to said trustees as a part of said newspaper property, and these were substantially the same properties included in the bid or offer made by Clyde M. Reed and Harry E. Lunsford."

The amended petition contains the following additional charges not in the original:

"Plaintiff further states that a number of other bids or offers to purchase said newspaper properties were submitted to said university trustees, the exact amount and terms of which are unknown to plaintiff, and the university trustees have refused to make known the price and terms stated in any of the bids or offers submitted to them for the purchase of said newspaper properties.

"But said university trustees in furtherance of a conspiracy entered into by them with said Kirkwood and associates to sell said newspaper properties only to said Kirkwood and associates and in collusion with said Kirkwood and associates, their employes and the agents and representatives of said trust estate in charge of said newspaper properties, arbitrarily, unreasonably, capriciously and in bad faith refused to consider the bids or offers of this plaintiff and the bid and offer of said Clyde M. Reed and Harry E. Lunsford, both of which were at a better price and on better terms than the bid or offer of said Kirkwood and associates, and refused to determine which bid or offer submitted to them was at the best price and on the best terms obtainable, and accepted the secret bid of said Kirkwood and associates as a personal favor to them

"By and on account of this arbitrary, capricious and unreasonable conduct of the university trustees the public as beneficiaries under said will of William R. Nelson, deceased, were deprived of the right given to them under and by virtue of said will to have said newspaper properties sold at the best price and on the best terms obtainable.

"Plaintiff further states that said Kirkwood and associates while acting in such fiduciary capacity and sustaining the confidential relationship to said properties and said trust estate as managers and assistants to the university trustees in the control of said trust estate, took advantage of their position as such managers and assistants and acquired confidential information with respect to said newspaper properties and concealed such confidential information from this plaintiff and other prospective bidders.

"By reason of the fact that said Kirkwood and associates were employed by the trustees and the trust estate owning said newspaper properties and sustained such fiduciary capacity and such confidential relationship to said properties and said trust estate and by reason of the fact that said Kirkwood and associates were in actual possession and charge of said newspaper properties at the time they were offered for sale by the university trustees, said Kirkwood and associates were precluded from purchasing said newspaper properties from the university trustees without the consent and approval of the beneficiaries or cestuis que trust (which under the will of said William R. Nelson was and is the general public), but no such consent or approval was or could have been obtained."

TYPOS GET NEW OFFER FROM N. Y. PUBLISHERS

Second Proposal Allows for $5 a Week Increase Spread Over Three Years —Bogus Not Mentioned—Union Favors Acceptance

A second proposal for a new contract with Typographical Union No. 6 has been made by the Publishers Association of New York City and will be voted on by the union members Aug. 29. The first proposal, defeated Aug. 15, asked for elimination of bogus setting.

No mention of bogus setting is made in the second proposal, which provides for an increase of $5 a week spread over the three years of the contract. It has been given a 100 per cent recommendation by the scale committee.

Increase in pay under the second proposition offered by the publishers calls for a $3 a week advance effective immediately, with $1 a week advance next year and the year after.

James J. Lynch, international president of the Typographical Union, came to New York from Indianapolis to negotiate with the publishers on the new scale. The old contract expired last July 1. Leon H. Rouse is president of the local union.

The old scale provided wages of $60 day, $63 night, for a 45-hour work week and $63 for a 42-hour lobster shift.

INJUNCTION GRANTED

Modified Writ Issued Against Striking Charleston, W. Va., Printers

A modified injunction against striking members of the Typographical Union has been granted by Judge Morgan Owen at Charleston, W. Va., to two Charleston newspapers, the *Daily Mail* and the *Gazette.*

Judge Owens granted that part of the injunction dealing with intimidation in picketing. He refused to enjoin interference with newsboys and advertisers, holding that no evidence had been presented to show any such acts.

The union men went on strike when they failed to reach a new agreement with the papers. The publishers then announced operations on an open shop basis.

NEW MAILER'S CONTRACT

The Publishers' Association of New York City has signed a new three-year contract with Mailers' Union Number Six, providing for $1 a week increase in pay each year. It became effective Aug. 23.

DAILIES SEEK MO POWER IN A. B. C.

Circular Letter Being Received Publishers from New York City Association—Proxies for Voters Asked

Newspaper members of the A Bureau of Circulations are recei letters from the Publishers Associa of New York City, notifying them a campaign with the following aim

1. Reduction of A. B. C. newsp dues.
2. Larger representation of newsp members on the directorate.
3. Contest right of A. B. C. direc to take action affecting newsp members without first submitting proposed action to newspaper mem for their approval.

With the letter, copies of wh reached EDITOR & PUBLISHER this w were enclosed proxy forms appoin John F. Bresnahan, *New York Wo* Edwin G. Martin, *Brooklyn Eagle,* Fred A. Walker, *New York Sun Telegram,* to vote on these questions the annual A. B. C. convention in C cago, Oct. 21 and 22.

Fullest possible representation of ne paper members at the convention is ur in the letter, signed by the three N York members named on the proxie

The letter tells of two resoluti recently adopted by the New York sociations as follows:

"RESOLVED: that the members of Audit Bureau of Circulations also m bers of this association decline indiv ually to take advantage of this ext ordinary opportunity offered to them the Audit Bureau of Circulations, (ferring to offer to publish advertis rates), and

"RESOLVED: that in view of the la surplus accumulated by the Audit Bur of Circulations, that proper steps be ta to secure a reduction of dues paid newspapers at the next general meet of the Audit Bureau of Circulations.

LABOR COMMITTEE NAMED

H. C. Adler of Chattanooga He Southern Publishers Group

H. C. Adler, publisher of the *Ch tanooga* (Tenn.) *Times* was named cha man of the Labor Committee of Southern Newspaper Publishers As ciation which was announced this w by John A. Park, publisher of *Raleigh* (N. C.) *Times,* president.

Those on the committee are:

Alabama—F. H. Miller, *Montgom Journal.*

Arkansas—K. A. Engel, *Little Ro Democrat.*

Florida—R. A. Reeder, *Miami Ne*

Georgia—J. A. Davis, *Albany Her*

Kentucky—Emanuel Levi, *Louisv Courier-Journal and Times.*

Louisiana—Hunter Jarreau, *Alexa dria Town Talk.*

Mississippi—Birney Imes, *Columb Commercial Dispatch.*

North Carolina—W. C. Dowd, J *Charlotte News.*

Oklahoma—C. W. Buggy, *Oklaho City Oklahoman.*

Tennessee—Chairman Adler.

Texas—G. J. Palmer, *Houston Chro icle.*

Virginia—Major Allen Potts, *Ric mond News-Leader.*

West Virginia—Robert L. Smit *Charleston Gazette.*

McSWEEN STRICKEN

Angus McSween, for many yea Washington correspondent for the *Phil delphia North American* before it w merged with the *Philadelphia Publ Ledger,* and noted as a confidante of t late President Theodore Roosevelt, w stricken with apoplexy at his residenc Silver Spring, a suburb of Washingto Thursday. The attending physicians ex pressed doubt, in view of McSween's a vanced years, of his recovery.

PROPERTY IN NEWS HEADS GENEVA PROGRAM

Press Association Chiefs Will Address League on Public Character of Official News—Urge Curb on Radio and Abolition of Peace-Time Censorship

(*By Cable to* EDITOR & PUBLISHER)

GENEVA, Aug. 21.—The press association conference held here under the auspices of the League of Nations today concluded a successful session by electing a liaison committee to assure continued contact with the League.



ELMER ROBERTS

Roy W. Howard, representing the United Press at the conference, was elected chairman of the committee, and Dr. Rudolf Ludi, director of the Swiss Telegraph Agency, was elected vice-president and general secretary. Other members are Andre Glarner, Paris manager of the Exchange Telegraph Company, and M. A. Meynot, director of the Agence Havas. There are two representatives of independent agencies and two of official agencies on the committee.

The commission today voted to include in the minutes of the meeting a telegram from General Harbord, President of the Radio Corporation of America, renewing the offer to inaugurate a ten cent press rate to Japan, which had been read before the commission by Howard.

General Harbord's message declared that if the Japanese government cannot approve a ten cent rate the Radio Corporation would be glad to entertain a counter proposal.

A resolution adopted by the commission requested governments to abolish censorship in peace time, while another resolution urged an international agreement for unification of legislation in property rights in news, emphasizing, however, the non-exclusive character of official news.

A resolution requesting all governments to transmit dispatches of all agencies and newspapers without special priority for anyone was unanimously adopted.

The commission adopted a resolution dealing with wireless transmission of news, asking the League to support efforts to induce governments to pass legislation and regulations relative to receiving stations, especially urging the adoption of the following clause:

"Licenses only give the right to receive dispatches from public broadcasting stations for concerts, lectures, weather, news exchange, stock news, time of day and general news, as well as dispatches from a trial station, but it is forbidden to pick up wireless telegrams or messages of any kind of press or economic news which are received by subscribers; if such communications are received by mistake they must neither be reproduced in writing or communication to a third person, nor used for commercial purposes. Use for commercial purposes of news issued by a public broadcasting station is forbidden.

"In communications with a trial station it is forbidden to make use of cables which have not been officially assigned. This stipulation should be reinforced by a penalty modeled on that in force in central European states which provides that cases above stipulated should be punished by imprisonment from eight days to three months for picking up news, and fourteen days to six months for publication of news thus picked up or used to the detriment of the person for which it was intended."

The commission voted to cable Senator Elidora Yanez of Chile, voicing appreciation for his initiative in asking the assembly to convoke the press conference.

In presenting the resolution endorsing the property rights in news, Elmer Roberts, chief correspondent in Paris and personal representative of Kent Cooper, general manager of the Associated Press, spoke in feeling terms of the great services of Melville E. Stone, former general manager and now counseller of the Associated Press who led the legal fight in the United States some years ago to establish, through a series of legal actions in the Federal courts, the principle of the property right in news in America. Roy W. Howard, representing the United Press, followed Mr. Roberts with a strong endorsement of the work of Mr. Stone in securing legal recognition of the principle of a property right in news.

"In the United States," he said, "both the United Press and Associated Press recognize this principle and abide by it because in the United States all news is free and not subject to any governmental control or censorship. A news agency with a keen respect for its obligations to its clientele in delivering a truthful picture of the world's events must insist that any proposition relative to the general acceptance of the principle of a property right in news carries with it an agreement that all news, particularly governmental or official news, be free and released to all agencies and newspapers on terms of perfect equality."

H. Oikawa, delegate representing Nippon Dempo Tshushin Sha of Japan, stated that his agency supported the contention that all official news must be relieved of governmental control or direction and that it be released to all agencies on a parity. Following the discussion, a committee composed of Mr. Ludi of the Swiss Agency and Mr. Howard was appointed to prepare the text of the resolution covering the theory of the property right in news to meet the demand for the recognition of the unexclusive and public character of all official news.

Trans Pacific press tolls were prominently discussed at the third session of the conference following an address by H. Oikawa of Nippon Dempo Tshushin Sha, who requested the conference to take steps to bring the high Pacific press rates to the attention of the world.

On this occasion the following cablegram from Gen J. G. Harbord of the Radio Corporation was read to the conference and later ordered included in the minutes:

"It has been brought to my attention that a committee, under the auspices of the League of Nations, is at present at Geneva discussing, in the interest of better relations between the nations, the subject of lower press rates between the several countries.

"While I am not familiar with what is being done there, I wish to recall to your mind that for nearly a year we have been endeavoring to get the Japanese Government to meet our proposition on a better press rate across the Pacific. The press rate is, at present, 27 cents a word. Our proposition, as you will recall, was that, with a forty-eight hour delivery on press matter between Japan and the United States, we would be glad to accord you a 10 cents rate, on the understanding that no code or other devices for shortening plain language be used. Thus far, it has not been accepted by the Japanese Government, although it is still open as far as we are concerned.

"I would be glad to state to the Japanese representative there that this offer is still open, and if the Japanese have a counter offer looking to a better rate, they can depend upon us to give it careful consideration."

Associations represented at the conference and their delegates included: Agencia Americana, Brazil, Muscat d'Orsay, director; Associated Press, U.S.A., Elmer Roberts, Paris representative; Agence Avala, Jugoslavia, A. Housset, director; Central News, Great Britain, R. F. Church, chief news editor; Continental Telegraphen Compagnie (Wolff), Germany, Dr. H. Mantler, director; Nippon Dempo Tshushinsha, Japan, Shigenobu Oikawa, representative; Exchange Telegraph Company, Great Britain, Andre Glarner, Paris representative; Agence Havas, France, M. Meynot, manager; Agence Radio, France, M. Gabion, director general; Reuters, Great Britain, S. Carey Clements, manager; Nippon Shimbun Rengosha, Japan, Motosada Zumoto, representative; Agence Stefani, Italy, Dr. Gustavo Nesti, director general; Agence Telegraphique Suisse, Switzerland, Dr. Rudolf Ludi, director; Telegraphen Union, Germany, Heinrich Gesell, director; Tidningarnas Telegrambyra, Sweden, M. Hoegberg, foreign director; United Press Associations, U.S.A., Roy W. Howard, chairman of the board of directors.

The following editorial appeared in *La Prensa,* Buenos Aires, Aug. 20:

"Yesterday there was initiated at Geneva a conference of representatives of the world's informative agencies convoked by the League of Nations for the purpose of bettering the universal facilities for the interchange of news, which is one of the surest media for promoting accord between people and impeding the international diffusion of concepts prejudicial to harmony and peace among them. Sixteen great news enterprises are represented at Geneva, six official, four officially affiliated and six independent, and from them it is hoped will arise a harmonious program orienting beneficially such a fundamentally important activity as the interchange of news in the civilized world.

"The presence in the conference of nearly all the big official agencies has given a motive for enunciating in the preliminary conversations the tendency to accentuate more each day the officialization of news activities. It is certain that among the questions included in the program, that of the highest importance is that one referring to absolute equality among news enterprises, whether official or independent, without preferences or advantages from the Governments for the transmission of official news and without granting priority or other advantages. It is of the greatest importance that this matter has the opportunity of being debated, as it imposes the opportunity to form clear orientations of this important matter.

"Eagerness to stress the principle that journalism constitutes an efficient instrument for human cordiality, averting the diffusion of information prejudicial to peace between peoples, must not cause to be lost sight of the characteristic essential of news, which is liberty in its source. All considerations of any other character tending to restrict this quality will be inferior in importance compared with the necessity not to impede any form of journalistic activity. Official government control over news to be sent abroad is not justified by any public exigency whatever. Universal public opinion itself will exercise the function of control over any abuses or falsities. To subordinate liberty of news to official criteria would imply a rude blow to journalistic functions, one of whose most powerful and faithful instruments is an independent, serious news agency.

"Furthermore, the great enterprises which are deliberating at Geneva must not lose sight of the fact that their missions are not concluded when they commence upon the question of the responsibility of independent newspapers which sustain integral finality among the societies in which they live, and which cannot accept restriction of their field of action due to alien accords that subordinate or limit them to cold mechanic and official activity. In only the most imperfect and limited form may journalism contribute to the orientation of public opinion if it does not possess sufficient liberty to inform upon its own responsibility. Its judgment would lack a base and vital spontaneity, and there would disappear government's most efficient control, which is public opinion.

"Therefore, the Geneva conference has among its purposes once more to consecrate a high ideal, viz., liberty of the news."

EATON JOINS INQUIRER

Will Edit Philadelphia Paper's Daily and Sunday Pictures

Frank A. Eaton, who recently resigned as vice-president of Underwood & Underwood, news photographers, New York, has been appointed picture editor of the *Philadelphia Inquirer.* He will edit the Inquirer's Sunday rotogravure section, daily picture page, Sunday sports picture page.



FRANK A. EATON

Mr. Eaton, whose first work was assistant advertising manager of Lit Brothers, Philadelphia department store, in 1908 was subsequently employed as advertising copy writer on the *Philadelphia North American, Bulletin* and *Record.* Then a year with the Herbert M. Morris Advertising Agency of Philadelphia, after which he joined the Allen Advertising Agency of New York, being one of the members of that organization who established the present advertising agency of Hanff-Metzger, Inc. In 1916, he joined the *New York Tribune* as manager of the advertising service department, a few months later being appointed editor of the Sunday gravure section. In 1918, Mr. Eaton took a six months' leave of absence from the Tribune to take charge of the circulation department of the *Nation's Business* in Washington. When the Tribune moved uptown and inaugurated a daily picture page in the spring of 1923, Mr. Eaton took over the daily page editorship in addition to the Sunday roto pages.

In July, 1925, Mr. Eaton resigned from the Herald Tribune to become manager of the news picture division of Underwood & Underwood, later being elected a vice-president of that organization.

The late Seymour Eaton, Mr. Eaton's father, will be remembered as the founder of the Booklover's and Tabard Inn Libraries, as author of the popular Teddy Bear books and as a specialist in advertising copy.

REPRINT A. N. A. E. STANDARDS

A copy of the standards of merchandising practice for newspapers handsomely printed and suitable for framing has been sent to members by the headquarters office of the Association of Newspaper Advertising Executives. The standards were adopted at the association's convention in Philadelphia.

SPRINGFIELD UNION BUYS PRESS

Sherman H. Bowles, general manager of the *Springfield* (Mass.) *Union,* announced Thursday that the newspaper has purchased a Hoe octuple press which has been operated for three years in the plant of the *New York Evening Post.*

WISCONSIN "SLEEPER" LAW THREATENS EDITORS AND POLITICAL CANDIDATES

Corrupt Practices Act of 1911, Which Compels Filing of Candidate's Newspaper Stock Ownership, Ignored Until Milwaukee Journal Unearthed It

SENATOR ROBERT M. LA FOLLETTE, JR., as editor of La Follette's Magazine; William T. Evjue, editor of the *Madison* (Wis.) *Capital-Times*, and possibly other newspaper publishers and editors of Wisconsin face fines and jail sentences for alleged violation of a clause of the corrupt practices act of Wisconsin which has lain dormant for fifteen years.



WILLIAM T. EVJUE

In addition, many of the principal candidates for state and national offices from Wisconsin are threatened by disqualification, if elected, for the same transgression.

A bombshell was thrown into the political campaign in Wisconsin last Saturday when the *Milwaukee Journal* unearthed the provision of the corrupt practices act of 1911 governing newspapers and their relationships to candidates and showed that several of the chief aspirants for office have failed to file with the county clerks a statement of their interest in the newspapers participating in the campaign, as required by the corrupt practices act.

The same section of the act holds the editor of a newspaper responsible in case the candidate owning stock in his newspaper fails to file the statement, provided the editor has permitted the publication of any news that might influence the result in the primary or election.

The penalty for editors who disregard this law is fine and imprisonment, ranging from $25 and 30 days in the county jail to $1,000 and three years in the state's prison.

The situation holds a particular threat to the Capital Times, since a good share of the principal candidates own stock in that paper. Among these are: Herman L. Ekern, state attorney general, candidate for governor; Gov. John J. Blaine, candidate for United States Senator; Solomon Levitan, state treasurer, and candidate for re-election; Fred R. Zimmerman, secretary of state, and also candidate for governor, and others.

All of these men are running for office from either one or the other of two rival Progressive Republican camps. None has filed the requisite statements of newspaper stock ownership with the Dane county clerk. Nevertheless the Capital Times, La Follette's Magazine, and other newspapers that may be involved, have been publishing columns upon columns of political news for the candidates.

Legal proceedings from members of the rival political camps to enforce this provision of the corrupt practices act are expected.

The clause affecting candidates and state officials who are stockholders in newspapers, and the editors, is as follows:

"Every person occupying any office or position under the constitution or laws of the state, or under any ordinance of any town or municipality thereof, or under the constitution or laws of the United States, the annual income of which shall exceed $300, and every candidate, every member of any personal campaign or party committee, who shall either in his own name or in the name of any other person, own any financial interest in any newspaper or periodical circulating in part or in whole in Wisconsin shall, before such newspaper or periodical shall print any matter otherwise than is provided in subsection 1 hereof (this subsection refers to paid advertising), which is intended, or tends to influence, directly or indirectly, any voting at any election or primary in the state, file in the office of the county clerk of the county in which he resides a verified declaration stating definitely the newspaper or periodical in which or over which he has such financial interest or control, and the exact nature and extent of such interest or control.

"The editor, manager, or other person controlling the publication of any such newspaper or article, who shall print or cause to be printed any such matter contrary to the provisions of this chapter, prior to the filing of such verified declaration from every person required by this subsection to file such declaration, shall be deemed guilty of a violation thereof."

The act holds still a deeper pitfall for Sen. La Follette. He has been a candidate for office and is also editor of La Follette's magazine. Mr. La Follette never did file a statement of ownership of the magazine with the county clerk. Therefore he is faced by the dual danger of disqualification from office and punishment as editor.

The extent to which political candidates and present state government office-holders hold stock in other newspapers of Wisconsin has not yet been investigated.

LAW DEGREES HELD UP

Wisconsin Bar Investigates Reporter's Charge of Exam Cribbing

A story published in the *Madison* (Wis.) *Capital Times* nearly a month ago, exposing a concerted scheme to cheat practiced by a portion of the 177 students who took the Wisconsin state bar examinations at the time, has been instrumental in the ordering of an official investigation into the alleged cribbing by the Supreme Court of Wisconsin.

The story was written by Ruben Levin, reporter for the Capital Times, after a first hand investigation. The examinations were held in the assembly chamber of the state capitol at Madison. Stationed in a strategic position in the gallery of the assembly, the reporter spent an afternoon observing what he described as "wholesale cheating" on the part of a large number of the students. His discoveries, together with information extracted from several young men who were taking the examinations, served as the basis for an expose of a system of signalling, prearranged, used by some of the students to relay answers.

The bar examiners of Wisconsin petitioned the supreme court to order an inquiry into the charges. The inquiry has now been in progress for two weeks, with nearly 60 participants in the examination together with Mr. Levin and the editor of the Capital Times, called to present their testimony and submit to questioning by two specially appointed investigators.

In the meanwhile, certificates to practice law in Wisconsin are being withheld from all of the 177 young men and women.

TELEGRAM BUILDING SOLD

The *Elmira* (N. Y.) *Sunday Telegram* building has been sold to the G. W. Perry Company, general agents for the Maryland Casualty Company. The building was built about 13 years ago by the late Harry S. Brooks, publisher of the Telegram. Since the Telegram was consolidated with the *Elmira* (N. Y.) *Star-Gazette* almost three years ago, its printing and other business has been carried on in the Star-Gazette plant.

CURTIS BUYS CLUB FOR TOWN

Cyrus H. K. Curtis, New York and Philadelphia newspaper and magazine publisher, has deeded the property of the Camden Yacht Club to the town. Mr. Curtis first purchased the property to make it available to all the people of the town, then made out a deed of the clubhouse and wharf to the citizens. The club, considered among the most attractive along the Atlantic Coast, cost approximately $100,000.

EDITOR STARTS SUIT AGAINST PUBLISHER

Lindsley, Held on Contempt Charge, Seeks to Fix Responsibility on Company That Employed Him

Alfred Lindsley, former editor of the *Humboldt* (Cal.) *News*, now in the Humboldt county jail convicted on a contempt of court charge, has filed suit in superior court to fix the responsibility for his acts upon the Humboldt Publishing Company, his employers, and to require them to pay his fine and secure his release from imprisonment.

Claiming that the articles written in the Humboldt News, upon which the contempt charges were based, were written under the direction and authority and "in pursuance of the policy established by the Humboldt Publishing Company," Lindsley demands judgment totaling $2,000 and general relief for damages alleged to have been sustained while he has been in jail.

Lindsley was held for contempt of court October 30, 1925, as the result of articles published in the Humboldt News, a local weekly, during the course of a trial on a libel charge preferred against Lindsley by Fred Wiley.

PARIS HERALD TO MOVE

Paper Founded by Bennett Has Handsome New Plant

Coincident with the beginning of its fortieth year as an American newspaper in Europe, the *Paris Herald*, European edition of the *New York Herald Tribune*, this October will move into new and larger publication offices in Paris. These will be in the same building but are adjoining the present location at 49 Avenue de l'Opera where the business offices have been located practically since the Paris edition was started by the late James Gordon Bennett. The new location will be only one door removed from the Place de l'Opera, the great tourist center of Paris.

The new offices of the Paris Herald and the New York Herald Tribune will be far more spacious and handsomer, particularly the ground floor, where will be the counter, information bureau and reading room. The advertising, cashier and bookkeeping departments will be on the second floor. The trimming of the ground floor will be in mahogany with marble tile floor.

The Paris Herald broke all its previous records this summer by appearing regularly on 12 pages with 14 on Sundays. So great was the advertising pressure, however, that at times the paper was obliged to come out on 16 pages. In addition to a regular edition of this size the Paris Herald has been turning out a Central European supplement for insert in all papers circulated East of the Rhine. It also added a two page Buyers' Supplement, during the three weeks of the great dressmaking openings in July and August.

ARNOLD SCHERER HONORED

Arnold F. Scherer, business manager of the *Fort Wayne* (Ind.) *Journal-Gazette*, was given a dinner last week by Lew G. Ellingham, publisher, celebrating his 20th anniversary of service with the newspaper. He was presented a watch by Mr. Ellingham. The presentation speech was made by Howard Williams, editorial writer.

LOS ANGELES NEWS IS RECOGNIZED

Stockholders' Group Takes Charge with E. M. Boddy as Editor and Publisher—Vanderbilt Has No Interest

(*By Telegraph to* EDITOR & PUBLISHER)

LOS ANGELES, Aug. 25.—The *Illustrated Daily News* property has been turned over by Federal Receiver Meredith P. Snyder to 5,300 original stockholders forming the new publishing company. This followed hearings before the State Corporation Commissioner who insisted on certain modifications of the by-laws of the Nevada corporation organized to take over the Vanderbilt paper. All demands of the Commissioner were met. The tabloid daily is now in the hands of a Los Angeles and Southern group of local business men.

Cornelius Vanderbilt, Jr. is no longer connected with the paper financially or otherwise according to a statement appearing in the News. The officers of the new company are: William Oliphant, president; Claude B. Andrews, vice-president; Willis D. Lewis, vice-president; R. I. Jones, secretary and treasurer. Other members of the directorate are: Elias Manchester Boddy, R. H. Whinery, A. McDonald Kerr of San Francisco; Joseph Mesmer, and J. G. Delozer.

Elias Manchester Boddy, managing director of the Commercial Board and formerly connected with the *New York Times* and other eastern publications has been appointed editor, general manager and publisher by the board of directors. Prior to coming to California from New York City he was sales manager for the Encyclopedia Britannica Corporation. Until the time he joined the News he was editor of the *California Commercial Digest*. He is 34 years old and the author of several books.

William Oliphant, president of publishing company is optimistic about the future of the News, which is now the only tabloid daily newspaper on the Pacific Coast.

"We have one of the most loyal staffs in the history of newspapers and with that have been able to serve our advertisers under the adverse conditions. Under the new management and with the elimination of former objectionable features we hope for great things in the tabloid line in Los Angeles" said Mr. Oliphant. "Our circulation has been remarkable during this period of receivership and almost daily has shown a constant increase despite the fact that there has been no money for promotion purposes. The stockholders of the Illustrated Daily News are United in an effort to make a success of the paper. The policy of the paper in the future as in the past will remain non-partisan and conservative and will be a paper for the people at all times.

"Cornelius Vanderbilt, Jr. has absolutely no connection with the Illustrated Daily News from this day forward, but we desire to thank the Vanderbilt family for their efforts in surrendering the notes held by them and in aiding the stockholder's committee in other ways. We are off now for a fresh start in an effort to make the illustrated Daily News the leading daily newspaper on the Pacific Coast.

H. B. Granlee is business manager.

BULLETIN SERVICE SUSPENDS

The Federal Information Service, Washington, D. C., has suspended publication of its daily bulletin service, and its clients have been listed as subscribers of the *United States Daily*, of which David Lawrence is president and publisher.

S. F. DAILY NEWS TO BUILD

The *San Francisco Daily News* has purchased a lot at Russ and Howard streets and plans to erect a four-story building at a cost of $300,000. The structure will have a floor area of 13,000 square feet.

BANK PROMOTES MERGERS WITH ADVERTISING

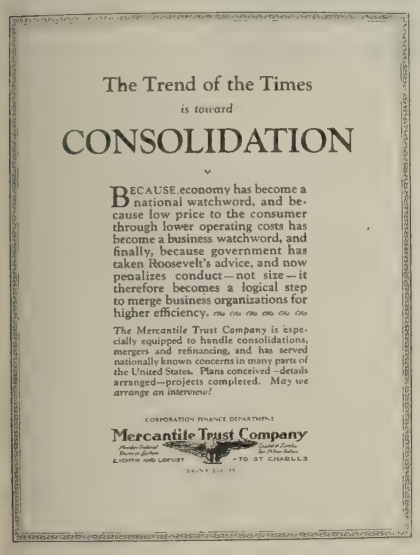
St. Louis Trust Company Using Newspapers to Promote Its New Consolidation Service—Mercantile Services Promoted in Department Store Copy

By HAMMOND EDWARD FRANKLIN

TWO great hardware companies were in direct competition.

They had chopped their prices to the bone, reduced overhead so far as they could and introduced many short cuts yet were not getting the profit they felt they should.

The Mercantile Trust Company of St. Louis, Mo., suggested they get together, consolidate into one corporation, quit competing with each other and increase their joint efficiency of distribution, in line with the times. The bank helped put through the merger.


The Trend of the Times
is toward
CONSOLIDATION

BECAUSE economy has become a national watchword, and because low price to the consumer through lower operating costs has become a business watchword, and finally, because government has taken Roosevelt's advice, and now penalizes conduct—not size—it therefore becomes a logical step to merge business organizations for higher efficiency.

The Mercantile Trust Company is especially equipped to handle consolidations, mergers and refinancing, and has served nationally known concerns in many parts of the United States. Plans conceived—details arranged—projects completed. May we arrange an interview?

CORPORATION FINANCE DEPARTMENT
Mercantile Trust Company
EIGHTH AND LOCUST —TO ST CHARLES
SAINT LOUIS

Newspaper copy is telling business men the economy of consolidation

A large steel company doing business with the Mercantile Trust Company had expanded to a point where its volume demanded more working capital. A bond issue was created to take care of this.

A railroad which had been so hard driven by its competitors that it lost money, was sold out to a larger railroad by the trust company.

The owner and manager of a far western department store died in 1923, and there was no one qualified to carry on. It was likely that deterioration of the property would set in soon. The Mercantile Trust Company sold it out to a system operating department stores in St. Louis and the Middle West. It financed the consolidation and purchase.

Consolidations have become almost a daily occurence. Great and small corporations are joining together, through merger, because of the increasing pressure to cut the cost of distribution and stay in business. The Mercantile Trust Company, through its newly organized Corporation Finance Department, is specializing in effecting mergers, consolidations and sales of business organizations.

Newspaper advertising ushered in this new department in July.

"The trend of the times is toward consolidation," one advertisement was headed. It went on:

"Because economy has become a national watchword and because low price to the consumer through lower operating costs has become a business watchword, and finally because government has taken Roosevelt's advice, and now penalizes conduct—not size—it therefore becomes a logical step to merge business organizations for higher efficiency.

"The Mercantile Trust Company is especially equipped to handle consolidations, mergers and refinancing, and has served nationally known concerns in many parts of the United States. Plans conceived—details arranged—projects completed. May we arrange an interview?"

The text of another was "Volume—a way to greater service and profit":

"Greater profit to business is often a question of lower price to the consumer . . . Reduce the output of a large automobile factory by one-half and what is the result? High overhead per sale and larger profit per car, but smaller profit per year, because of the greater cost to the man who buys the finished car.

"Build a shoe factory just to serve one family and the shoes will cost about $100,000 a pair.

"Double the output of the auto factory and the result is lower cost per car, a widening circle of buyers, with smaller profit per car, but greater profit per year.

"Let the shoe factory serve 100,000 families and the price of shoes comes down to a reasonable figure.

"The Mercantile Trust Company is especially equipped to handle mergers, consolidations, sales and refinancing of business organizations in the interest of greater volume of production with its consequent lower overhead, lower profit per unit, but higher profit per year. We have served many nationally known organizations. May we arrange an interview?"

This trust company is headed by Festus J. Wade, who as a banker has been noted for his broad outlook on advertising, not only for his customers, but for his own institution. His praise of advertising as an economic force has been heard throughout the country, in banking as well as advertising circles, through being reproduced as a piece of copy published by many newspapers through co-operation with the American Association of Advertising Agencies.

After trying his hand at many occupations from cash boy to horse-car driver, Mr. Wade entered the real estate business in St. Louis. His concern, the Anderson-Wade Real Estate Company, occupied a tiny office on the southeast corner of 8th and Locust streets (on the north east corner of which the present Mercantile Trust Company covers half a city block.)

In the late nineties, when the trust company form of organization was beginning to offer real estate companies serious competition through estates held in trust and real estate departments, Mr. Wade and some associates decided to organize a trust company. They had made a specialty of loaning money on religious and institutional property often in large amounts, putting the money out on first mortgages. More capital was needed to handle more business.

The company was organized on Nov. 16, 1899, with a capital of $750,000 and surplus of $900,000. Its surplus has always exceeded its capital. The surplus now is $7,000,000 against $3,000,000 capital. The trust company's first office was the former real estate office. Its first advertisement was a newspaper announcement of the name of the company, its location, its officers and the fact it was now open for business.

The Mercantile had a savings department, a banking department and a real estate department, the last-named earning most of the profits in the beginning. A safe deposit department was installed in 1902, a bond department and trust department in 1903, and in 1907 a real estate loan department was put in. This department carried on the theory of Mr. Wade that loaning money on religious and institutional property construction is safe because the supporters of churches would complete and pay for their structures at all costs. Millions have been loaned and the bank has yet to lose a dollar. This department, in addition, loaned money on business property.

But, nourished by a growing population, sound policy and steady advertising, the commercial banking end grew fast. Deposits in 1910 passed the $20,000,000 mark in 1918 the $40,000,000 mark and in 1920 the $50,000,000. The company serves more than 100,000 patrons.

The company introduced the "department store style," of copy in 1922 and continues to use it because of its many divisions. This form permits thumbnail sketches and human interest, informative chat about each department, in one piece of copy, all tied together.

As to what the bank thinks of the newspaper as a medium, let me quote the words of Festus J. Wade, Jr., vice-president, who says:

"The company has been a consistent user of newspaper space from the first and has always regarded this as the primary medium. Expenditures for newspaper space have equalled all other advertising expenditures combined."


The Road Over Yonder—*Toward Happiness*—
The Real Story of
"Mercantile Service"
DEPARTMENTS: Banking - Bond - Corporation - Real Estate Loan - Real Estate - Public Relations - Safe Deposit - Savings - Trust

AFTER ALL, what good is money? Merely as paper and coin, no good at all. But when money is used to create happiness, it becomes of almost magic value. We could never justify that word "Service" if we dealt only in money—preached thrift for the sake of hoarding; investment for the piling up of wealth. We urge the conservation of wealth because it means provision for the future—income—peace—happiness—because it makes possible the better things in life—home—education—independence—the things we dream of, work for, desire. These are the things we offer to our patrons just as a store offers merchandise to its customers—these are the things that build a broader, smoother Road Over Yonder Toward the Sunrise, where lies the thing the world calls Happiness.

"The Road Over Yonder" is a booklet of sound and thoughtful worth to anyone who wants to know more about Mercantile Service. Write for your copy today.

Mercantile Trust Company
Member Federal Reserve System — Capital & Surplus Ten Million Dollars
EIGHTH AND LOCUST —TO ST. CHARLES
SAINT LOUIS

Typographically attractive and sprinkled with a liberal number of cuts, this large space newspaper copy tells of the services offered by the various departments of the Mercantile Trust Company.

DAILY SAVES READERS MILLIONS OF DOLLARS

Denver Post Has Been Selling Cut Price Coal to Subscribers 25 Years, Saved Money for Them, and Made Profit for Itself

"Give Us Your Order for Post Lignite Lump Storage Coal at $5.50 per ton," is the headline of an office advertisement now appearing in the *Denver* (Colo.) *Post*, and behind it is a story that dates back 25 years to unique reader service, which, according to F. G. Bonfils, publisher, has contributed largely to the success of his newspaper.

"The Denver Post started selling 'Post' coal 25 years ago, cutting the coal trust prices at that time from $1.50 a ton to $2," Mr. Bonfils said.

"During this quarter of a century the Post has saved to the coal consumers of Denver and Colorado a total of between twenty and twenty-five million dollars and has made for itself a worthwhile profit each year. During these 25 years the Post has been the largest retail coal dealer in Denver and Colorado.

"Our platform has always been an honest 2,000 pounds of coal to every ton with an extra lump thrown in for good measure and giving the best quality of coal.

"The trust has used every conceivable device to prevent the Post from getting coal and at one time we even had to buy our own mine in order to continue in the coal business.

"It is such service as this in innumerable other directions that has brought about the success of the Denver Post. What the Denver Post has done any other paper with a desire to really serve the people can also do."

The Post advertises its coal regularly, using compelling copy. At the present time the advertising is particularly heavy. People of Denver and Colorado are being urged to stock their cellars now, in advance of the winter rush.

Unusually low prices are being quoted in the current office advertisements.

NEW MICHIGAN DAILY

The *South Haven* (Mich.) *Daily News* has started publication using the news report of International News Service. Nelson Agard is publisher.

PRESS CONGRESS WILL SEE GERMANY ADMITTED TO LEAGUE OF NATIONS

League Officials Believe Visit of International Delegation Will Give Great Impetus to World Peace—Sharkey of A. P. to Talk on Ethics

By A. E. JOHNSON
(Geneva Correspondent, EDITOR & PUBLISHER)

GENEVA, Aug. 17.—Following on the heels of the meetings of the Preparatory Committee for an International Press Conference, the visit of some 400 editors and publishers from all parts of the world to Geneva and Lausanne, September 14-18 for the Third Press Congress of the World, is expected to add the greatest impetus to the movement for World Peace since the Armistice.



JOSEPH E. SHARKEY

Realizing the importance of bringing the press of the world into the campaign for the dissemination and maintenance of the so-called "ideals" of the League of Nations, supporters of the Geneva organization are going to throw open the doors to the League, Labor Office and allied organizations to the Press Congress visitors. The gesture will not be in the form of propaganda—it will be an unusual opportunity for the moulders of public opinion to see for themselves and form their own conclusions.

Fortunately, the visitors also will have an opportunity of witnessing the greatest single advance made by the League since its organization, the admission of Germany. In the words of Col. E. M. House: "The League is but half a League at the moment; with the admission of Germany it will become two-thirds of a League, to reach its full stature only with the eventual co-operation of the United States and Russia."

Few people realize the importance of Germany's adhesion to the institution founded by Woodrow Wilson. Until Berlin becomes affiliated the League cannot possibly escape from being a combination of the Victorious Powers, regardless how pure the motives of those Powers may be. The majority of questions that trouble post-war Europe are those arising directly out of the World War. Germany has pleaded her case in the past before the Allied Supreme Council and the Hague Court. Now she will take her place on the Council of the League, with a voice equal to that of Britain or France, and a veto as powerful. She will have regained her position as a world power, at least politically, if not militaristically and economically.

With the United States absent Germany is bound to become the leader of the smaller powers in their conflicts with the diplomacy of the larger states. In the Mandates Commission Germany can be counted upon to become an able ally of Sweden and Switzerland in defending the rights of the Syrians and others; in the Council and Assembly she will be seen battling for Abyssinia, Turkey, China or any other nation in political revolt against pre-war treaties.

It is planned to make room for the entire Press Congress of the World delegation at the session which admits Germany, if it happens to coincide with the date of the Press Congress. Otherwise the delegates will be given their choice of meetings.

The demand for Press Gallery seats this year eclipses that of any other previous year. More than fifty "active" American journalists have obtained cards, but magazine writers, special feature men, and others whose copy goes by the mails, will have to be content with spectators seats, or entrance into the Lobby where they can mix with the League Delegations.

As in the past the American newspaper contingent will exceed that of any nation with perhaps the exception of Germany. And this despite the fact that the United States is not in the League. According to records more words go out over the Geneva wires destined to the United States than to any other country. The reason of course is obvious, America having far more large newspapers and an infinitely greater reading public than any other country in the world.

Also, as has been the case in previous years, about one out of ten requests from the American public for seats will be granted. Last year more seats were apportioned to Americans than to any single member of the League, and even then only a small per cent of those who requested entrance were accommodated. This year will be no exception. If the Assembly remains in session a month those who come the last two weeks will stand a far greater chance to witness one or two sessions than those who appear the opening days when the crush is greatest.

While the delegates to the World Press Congress will be established in hotels at Lausanne, about 30 miles down the Lake, four of their sessions will be held in Geneva. Special lakeboats and train service will be instituted so very little inconvenience will result. At the same time they will avoid the crush of Geneva hotels which are filled to overflowing in September.



Temporary headquarters of the League of Nations, the old Hotel National, on Quai Woodrow Wilson. Facilities in the press room and other courtesies will be granted to delegates of the Press Congress of the Wold during their stay in Geneva.

The American newspaper contingent permanently stationed in Geneva will take part in the welcome of the delegates, the Cercle de la Presse of Geneva having designated Joseph E. Sharkey, of the Associated Press, Albin E. Johnson, staff correspondent of the *New York World,* Henry Wood, of the United Press, Robert Neville, staff correspondent of the *New York Times,* Hugh Spender, correspondent of the *Christian Science Monitor,* as members of the Reception Committee.

Mr. Sharkey, who is the dean of the Geneva American correspondents, will deliver an address to the Congress on "The Ethics of Journalism." He has been with the Associated Press for nearly 30 years, and has held the Geneva post since 1923. Previous to that he was in the Paris and Tokio bureaus of the Associated Press. He was educated at Harvard University has "covered" many international conferences and events.

One of the most important advances that is expected out of the deliberations of the Congress is the establishment of regional Press Congresses in Europe and Asia. European editors are enthusiastic over the possibilities of world co-operation amongst editors, publishers and journalists.



Tablet in front of the League on Quai Woodrow Wilson. It is the only commemorative tablet in Europe in honor of the founder of the league, although many countries have designated streets and prominent squares by his name.

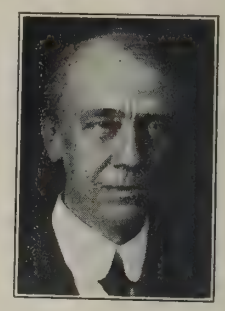
REPORTERS ADMITTED

For the first time in history, newspaper reporters will be allowed to attend sessions of the Illinois board of paroles and pardons, Hinton C. Clabaugh, new chairman of the board announced this week. Clabaugh said the board had "nothing to conceal from the public" and press representatives would be allowed to attend hearings of convicts applying for paroles.

PRESS CONGRESS CHIEF ARRIVES IN NEW YORK

Dean Williams to Lead U. S. Delegation to Geneva—Lausanne Meet Sept. 14-18—Party to Sail Sept. 3

Dr. Walter Williams, president of the Press Congress of the World, and Dean of the School of Journalism, University of Missouri, arrived in New York Wednesday, preparatory to sailing with the Press Congress party for Geneva-Lausanne, Switzerland, Friday, September 3, at midnight.



DEAN WALTER WILLIAMS

President Williams was pleased with the indications for a large attendance of leading journalists of the world at the business sessions to be held in Geneva and Lausanne, September 14-18.

P. Selig, veteran publisher of Christchurch, New Zealand, accompanied by his daughter, Mrs. Oscar Josephson, also arrived in New York City this week to join the North American delegation, to Geneva-Lausanne. They are at the official Press Congress hotel, The Roosevelt, where delegates from all States will assemble next Tuesday for the several days of sight-seeing and entertainment in New York City, beginning Wednesday and continuing through Friday noon.

Mr. and Mrs. Frank J. Cody, of the *Hilo* (Hawaii) *Tribune-Herald,* accompanied by Mrs. Emma Aungst, arrived at Vancouver last Saturday, and after a few days spent in Seattle, are due to arrive in New York City Monday.

New York City Publishers and the Allied Trades have cooperated in planning entertainment features for the delegates during their stay in New York, the program, in brief, being as follows:

Tuesday, Aug. 31.—Registration day at the official hotel, The Roosevelt.

Wednesday, Sept. 1.—Downtown motor trip to all points of interest; reception at the New York Stock Exchange, E. H. Simmons, president; laying of wreaths on the graves of William Bradford, first publisher, and John Holt, first editor. Official welcome at City Hall, by Mayor James J. Walker, followed by luncheon at Wanamaker's Store, as guests of Rodman Wanamaker, president, and Grover A. Whalen, general manager. Dinner at 6 p. m., Waldorf Apartments, Waldorf-Astoria Hotel, guests of Karl A. Bickel, president, United Press Associations. Theatre party as guests of Charles C. Capehart, of Capehart & Carey, advertising agency, and the Messrs. Lee and S. Shubert, to witness "The Great Temptations" at the Winter Garden. After-theatre buffet supper at the *New York Herald Tribune* offices, guests of Mr. and Mrs. Ogden M. Reid.

On Thursday the delegates will be the guests of H. R. Swarts, president of R. Hoe & Co., at luncheon at the Advertising Club of New York City, following which there will be an Upper Manhattan sight-seeing tour. At 6 o'clock in the Japanese Garden of the Ritz-Carlton Hotel, the delegates will be guests of A. R. Graustein, president, and J. L. Fearing, vice-president, of the International Paper Company, at dinner, following which they will be the guests of Ralph Pulitzer and the general management of the *New York World,* at a theatre party at the Apollo Theatre, to witness George White's 'Scandals." An after-theatre buffet supper will be given at the *New York Times.*

Friday, Sept. 3, at 12 o'clock, in the Assembly Foyer of the Roosevelt, the delegates will be the guests at luncheon of Mr. Koenigsberg, president of the International News Service.

The Geneva-Lausanne delegation will sail Friday at ten minutes past midnight on the Cunard liner Carmania.

LIBEL-PROOF COVERAGE OF A MURDER TRIAL

Must Make Report Reflect What Actually Occurred, Avoiding Opinions, Says Col. Henry W. Sackett—Reporters, Awed by Officials, Take Foolish Risks

By PHILIP SCHUYLER

Do reporters on your staff gamble $100,000 of your money by putting their own opinions into coverage of a court proceeding? Do they know the difference between safe and dangerous adjectives? Do they take the word of public officials too seriously?

Some advice on these questions is given this week by Col. Henry W. Sackett, noted New York libel expert, in this the 24th article of a series obtained by EDITOR & PUBLISHER, *stripping the libel law of legal verbiage.*

THE court room is stuffy. The murder trial is dragging. Witness after witness takes the stand for dull uninteresting testimony. People inside, yawn, nod sleepily, and shift in their chairs. Outside, however, lies a vast phantom public supposedly hungry for some new sensation from this case banner-headlined for weeks. City desks, at least, are urgent.

Reporters in the press section wait eagerly for a lead to their day's story. Their minds, buzzing with the case, leap at occasional flashes from the witness box. Opinions form and facts bend to fit them.

The prosecuting attorney told all of them yesterday in informal conference—not for publication—that the third witness of the morrow would make startling revelations. He would point the finger of accusation at a woman as yet unmentioned in connection with the murder. The woman's name is whispered. She did thus. She did so.

The third witness is called. He fails on examination and cross examination to meet the predictions of the prosecutor. Defense counsel object. Their objections are sustained. But some statements are made, which the reporters, primed by the confidential conference, consider highly significant.

Into their stories are woven opinions. The facts given by the witness are on the court record and are privileged. The opinions crackle with libel lightning.

The woman did not do thus and so as the reporter wrote "it is believed" "it is thought," or "officials said," she did. After the trial and vindication she sues. The reporters had gambled the publishers' money on a prosecutor's word and had lost.

Time and again reporters thus dare the bolt, and often it strikes. Most frequently they luckily escape. Their risky opinions are borne out by privileged facts or later developments.

But it is needless risk. Murder trial stories can be written well within the libel rules and still not be robbed of 'news value," or, indeed, literary merit.

Col. Henry W. Sackett, one of New York's most noted libel experts, the other day pointed in praise to a story written by Ishbel Ross of the *New York Herald Tribune's* staff, covering the Hall-Mills case in Somerville, N. J. He called it a story "almost perfect" as far as legal considerations are concerned. He declared it was executed well within "the rules of the game."

Col. Sackett this week for EDITOR & PUBLISHER went over Miss Ross' story in detail, telling how to present a libel-proof coverage of a murder trial.

Libel suits have resulted in poor reporting of murder trials, despite the fact the reports of court proceedings are privileged, Col. Sackett said. Often newspapers have escaped only by the "craziest gambler's luck."

Cardinal rules for libel-proof coverage of a trial, as obtained from Col. Sackett, follow:

1.—Make the report of a trial a reflection of what actually occurred and not an opinion of what was signified. Stick to what the statute of New York calls a "fair and true report" of a public and official proceeding. Keep personal opinions in abeyance.

2.—Use adjectives advisedly and discriminatingly. Use them only by way of description rather than by way of opinion.

3.—Don't go outside the record. Don't make by inference or imputation charges against those on trial without official sanction.

4.—Don't rely on the statements of police officers or prosecuting attorneys as if they were privileged.

The last rule, Col. Sackett pointed out, is the one most frequently violated. There have been many instances in New York, he said, of libel suits growing out of this cause.

"Newspaper writers," he declared, "are often carried away with the idea that 'official say-so' is privileged and can be repeated safely. That is very far from the truth."

One very interesting case of this sort involved all New York morning newspapers. It looked as if they would have to pay big sums. Then the plaintiff was drafted, went to the front in France and was killed.

Such cases without the Russian ending are common throughout the country. Reporters everywhere bank too much on public officials, even in some instances on public documents. In a recent case, for instance, against the *Norfolk* (Va.) *Post* the supreme court of appeals sustained a verdict against the defendant and held that an error on a police record, if reported by a newspaper to the detriment of a person's character, is not sufficient to excuse the newspaper from liability.

For complete libel-proof coverage of a trial the copy desk is as vulnerable as the reporter on the firing line.

The New York statute on the subject of privileged publications reads:

"An action, civil or criminal, cannot be maintained against a reporter, editor, publisher, or proprietor of a newspaper, for the publication therein of a fair and true report of any judicial, legislative, or other public and official proceedings, *without proving actual malice in making the report.*"

This provision, however, is qualified by another section, which deserves especial mention. It reads:

"The last section does not apply to a libel, contained in the heading of the report; or in any other matter, *added* by any person concerned in the publication; or in the report of anything said or done, at the time and place of the public and official proceedings, which was not a part thereof."

Many libel suits have ben sustained which were based alone upon the libelous *headings* of articles, where the articles themselves were completely protected by the first statute quoted above.

No one will dispute it is difficult business to report a murder trial. Technical libels pepper most accounts of these affairs in the American press. The work of Miss Ross for the Herald Tribune is exceptional. It had "news value," the ring of sensation, and real literary merit, and contained but one possible legal error.

"Miss Ross, in a word," said Col. Sackett, "gave to the readers a clear and vivid word picture and impression of what took place in the Somerville court room. Her story reflected what readers would have seen if they had been there. This is high art and is rare in the newspaper world."

When a story gets such praise from a critical lawyer and newspaper student such as Col. Sackett, it deserves reprinting. Quotations, therefore, from the "almost perfect" report of the Hall-Mills hearing in Somerville, N. J., Aug. 13, as written by Miss Ross follows:

SOMERVILLE, N. J., Aug. 13.—A calloused finger, brown and accusing, was leveled direct at Henry de la Bruyere Carpender in the Somerset County Court House to-day as the man who stood beneath the crabapple tree and held a "glittering object" immediately before the shots were fired that killed the Rev. Dr. Edward Wheeler Hall and Mrs. Eleanor R. Mills on the night of September 14, 1922.

The dramatic identification by Mrs. Jane Gibson came at a preliminary hearing which will be continued on Monday before Judge Frank L. Cleary in connection with the arrest on Thursday night of Mr. Carpender and "Willie" Stevens on the charge of murder. Mrs. Frances Stevens Hall, charged with the same crime, is released on $15,000 bail.

By pointing straight in his smiling face and later by laying her hand on his sleeve, Mrs. Gibson for the first time publicly identified Mr. Carpender, who is the cousin of Mrs. Hall. He returned her stare with an inscrutable look and gave no sign of emotion.

In the same manner she identified "Willie" Stevens as the man who stood by the car near the crabapple tree and held a flashlight. She thought him colored at the time, she said. With a final gesture the "pig woman" named Mrs. Hall, "Willie's" sister, as the woman in gray who wept over the body of the dead rector and cried, "Oh, Henry!"

Throwing his case wide open State Senator Alexander Simpson, special prosecutor appointed by Governor Moore to re-open the Hall-Mills investigation, followed the usual course of presenting much of his evidence at the preliminary hearing and putting his star witnesses on the stand.

They came in rapid succession—the squat "pig woman" sticking to every detail of the story she told four years ago; pretty, fragile Charlotte Mills, who talked with a lump in her throat of her dead mother, and Louise Geist, the smart and smooth-tongued housemaid in the Hall home, who proved a hostile witness for the prosecution.

Marcus Beekman, a squirming witness trundled the famous "missing papers" into court in a brown paper parcel. He is the brother of Azariah Beekman, the prosecutor who had the case in hand four years ago and has since died. He was asked if he had not tried to sell them to a newspaper as recently as yesterday and evaded reply.

* * *

Flappers leaned over from the gallery and watched every move of the ungainly Stevens as he took a seat directly opposite the judge, with Mr. Carpender to his right. His bushy hair, graying at the temples, sprang from an inch above his eyebrows. His full, bewildered eyes surveyed the witnesses with an anxious and distraught intensity. His fingers plucked at a rapidly wilting collar and from time to time he mopped his brow.

Serene and intent, his cousin, Mr. Carpender, followed the testimony with unfathomable air, showing nervousness only in a slight trembling of the hands as he fanned himself with a sopping handkerchief. He entered the court with a nonchalent air, wearing a suit of steel gray, a soft blue shirt and a maroon and dark gray tie.

* * *

There was a stir in the sultry court as Mr. Simpson called for Charlotte Mills, the twenty-year old daughter of the dead choir singer. It was the first time the girl had had a chance to tell her story in public. Her father, Jimmie Mills, sat in the background bleakly meditating on the sudden turn of affairs.

Charlotte tripped to the stand, a slender wisp of a girl with an ashblonde bob of becoming lines. Her frock was a beige silk, simple and youthful, and she carried her hat in her hand. She turned a cold and meditating eye on Mr. Carpender at every opportunity, barely glancing at "Willie," whose head was thrust forward in an attitude of rapt attention.

Mr. Carpender, peering calmly from behind the shield of his eyeglasses, returned look for look with a kindly, half-amused smile. Phrases uttered by her mother before her death slipped from the girl's petulent lips. She recalled her mother's horror over a look that was given her by Mrs. Hall shortly before the murder, which the choir singer hoped she would never "see a human being given again, because it was killing."

She pictured a scene at the bedside of her sick mother, with Dr. Hall praying on one side of the bed and Mrs. Hall kneeling at the other. As they rose from their knees Dr. Hall turned to his wife, according to Charlotte's unemotional recital and said:

"Frances, if Eleanor dies I will kill myself."

FLORIDA DAILY IN NEW PLANT



THE *Clearwater* (Fla.) *Sun* celebrated the occupancy of its new plant by publishing a "New Home Edition," July 29.

The plant is constructed entirely of steel and concrete with the exception of the inside walls which have wooden lath. The weight of the roof is carried entirely by the wall girders so that there are no pillars anywhere in the building to obstruct moving of machines or rearrangement of space. The building has a ground floor space of 7,000 square feet.

The equipment includes a 24-page Hoe straight line press, a complete Stereotyping equipment, a Monotype with lead and slug caster, one Ludlow, three model "C" Intertypes and one model 14 Linotype with conduits laid in the concrete floor for four more machines, two of which will probably be added this fall.

David B. Lindsay is president of the Sun, Paul Poynter is vice-president, and J. R. Brumby, general manager.

SHERMAN JOINS HARTFORD COURANT AS ASSOCIATE EDITOR SEPT. 25

Ends 32-Year Career On Springfield Union, Which He Joined as Sports Reporter—Had Been Its Editor Since 1912

M. S. SHERMAN, who resigned as editor of the *Springfield* (Mass.) *Union,* effective Sept. 25, will become associate editor of the *Hartford* (Conn.) *Courant* on that date.

After graduation from Dartmouth College, Mr. Sherman went to Springfield in July, 1894, to enter the sporting department of the Union, then under the direction of Irving E. Sanborn, afterward sporting editor of the *Chicago Tribune.* Those were the days of the great bicycle races on the Hampden Park track and it fell to his lot to cover that particular branch of sport.



M. S. Sherman

"I had no hankering for it, my interest lying entirely outside the sporting department," he has recalled. "This fact was evidently recognized; at any event, I was transferred to the city staff and shortly afterward assigned to cover the municipal building and court house for the evening edition. In time I became city editor, then news editor, then managing editor."

As managing editor Mr. Sherman did a good deal of editorial writing, and when A. P. Langtry, then editor and publisher of the Union, was elected to the legislature, he took complete charge of the editorial page. The title of editor passed to him when Mr. Langtry was elected Secretary of State, and the late John D. Plummer was made publisher of the paper. This was in 1912. He discharged the duties of editor and managing editor until the pressure became too great, when he relinquished the latter office to Maurice W. Dickey, for a long time his able assistant in the news department.

His connection with the Springfield Union has been continuous, with the exception of two years, 1901-02, spent in Washington as secretary to Congressman Frederick H. Gillett and clerk of the Committee on Reform in the Civil Service.

"I have endeavored to hold the Union to a high ideal of public service and to make it an enterprising and dependable newspaper in all its various departments," he declared. "Its preeminence in circulation and advertising may in some measure attest to the success that has attended the loyal efforts of my co-workers.

"During my editorship the Union has been conducted as a virile Republican newspaper, having regard for the larger interests of the Republican party and not being interested in the aspirations of factions within the party. It has been independent of dictation from any source. It has dealt fairly but courageously with men and measures. It has given all its readers an opportunity to be heard. It has presented the news without bias or discrimination.

"To a large degree the Union has enjoyed reader confidence, which I attribute to a policy of never straddling any issue but being scrupulously fair to those of differing opinions, and to the policy of printing the news without fear or favor but presenting it with good taste and a proper sense of proportion. To build a newspaper on these lines is not a quick process but the results when achieved are lasting and satisfying.

"When it developed that the Union's competitor in the local field had acquired a controlling interest in its management it seemed clear to me that sooner or later I should find it desirable to make another connection, notwithstanding the fact that under the present control of the Springfield newspapers I have had an absolutely free hand to continue my own policies. There was lacking the old incentive of competition which every newspaper man values. So, when the opportunity came to me to become associate editor of the Hartford Courant and to relieve its editor, Charles Hopkins Clark, of duties that illness had made it difficult for him to discharge, I welcomed it as offering attractive advantages.

"The Courant is the oldest newspaper of continuous publication in the United States. Its history is as honorable as it is long. Its editors have been distinguished both for their literary attainments and the positiveness of their convictions."

Mr. Sherman was born in Hanover, N. H., April 19, 1873, the son of Frank Asbury, and Lucy Rosette Sherman. He received his early and preparatory education in the public schools of Hanover and was graduated from Dartmouth in the class of 1894 with the degree of Bachelor of Science. His father, a veteran of the Civil War, was for 40 years Professor of Mathematics at Dartmouth on the Chandler Foundation. Mr. Sherman was married in Rockville, Conn., April 12, 1905, to Florine A. Sunderland of that city.

EDITOR & PUBLISHER CALENDAR

Aug. 31—Delegates to Press Congress of the World meet in New York at Roosevelt Hotel.
Sept. 14-18—Third Press Congress of the World, meeting, Geneva-Lausanne.
Sept. 20-23—Financial Advertisers Assn., annual convention, Detroit, Mich.
Sept. 20-23—Advertising Specialty Assn., annual convention, Hotel Sherman, Chicago, Ill.
Sept. 20-22—Georgia Press Assn., annual convention, Louisville, Ga.
Sept. 21-22—National Publishers Assn., annual convention, Shawnee-on-the-Delaware, Pa.
Sept. 23-25—Missouri Press Assn., anual convention and boat trip, Cape Girardeau, Mo.
Sept. 23-25—Tri-State Editorial Assn., annual convention, Sioux City, Ia.

"THE RELATIVE IMPORTANCE OF NEWS"



J. N. Darling, the thoughtful cartoonist of the New York Herald Tribune Syndicate, reflected a newspaper truism in the drawing shown above which appeared August 25.

NEW ROCHESTER M. IS "POP" TO ALL

Versatile Norman Nairn of Times-U Has Embalmer's Diploma in Attic—Music His Avocation

Norman Nairn, new managing e of the *Rochester Times-Union,* is kn to his associates and to 319,234 Roche citizens as "P Even the phone operat the Times-U doesn't know "Norman" conseque when Mrs. N calls her hust on the phone must be very ticular to ask "Pop."



Norman Nairn

Nairn has city editor of Times-Uni since March 1918, when paper came into being with the solidation of the *Evening Times* the *Union & Advertiser.* He was the staff of the Evening Times prio the consolidation, his experience cove practically every beat on the paper.

His first newspaper job was on *Rochester Herald,* during his col course at the University of Roches where he was a member of the Class 1909. After leaving college he went the Times, and since that time, ex for two years when he succumbed to allurements of a moving picture or ist's career, he has been in newspa work.

Nairn claims to be the only newspa man in captivity who made newspa work his vocation and music his avo tion. For many years he has been pro nent in musical circles in Roches having been organist and choirmaste several of the largest churches of city, as well as directing choral cl While in college he wrote several mus comedies, some of the songs of that pe having become college classics. With added responsibilities of the M.E.'s however, he will give up his mus activities.

He was born Jan. 12, 1883 in Do Plains, N. Y. His parents later mo to Troy, where his father, the R John B. Nairn, was a Baptist cler man for 18 years. Troy High Sch gave the youth a diploma and he hea for Rochester, where he spent three ye at the University.

"The harder the job the better I l it," says Nairn. "I worked part of way through high school via Burde blast furnace in South Troy, and worked my way through college w music and by acting as physical instr tor in a playground. And if I tell y that as a kid I wanted to be an und taker, took a course in embalming a have in my attic a State embalm license, you'll agree that's enough o varied career."

Nairn is a member of Theta Chi F ternity, a past president of the Roches Press Club, a member of Yonnon Lodge, F. & A. M.; Hamilton Chapt R. A. M.; Monroe Commandery, K. Rochester Lodge of Elks, of the Alun Golf Club and the Brooklea Count Club.

Alphonse J. Sigl, who came to t Times-Union about a year ago fr the Rochester Journal, has been pr moted to city editor, succeeding Nai Sigl, also an alumnus of the Univers of Rochester, began his newspap career on the old *Post-Express.*

COAST PLANT READY SEPT. 1

The new home of the *San Die* (Cal.) *Sun* will be ready for occupan about Sept. 15. The new quarters, wh are double the size of the old, will gi the Sun 30,000 square feet of floor spa and will permit of the installation of n presses and an up-to-date art departm in the near future.

ALL AGENCIES SHAPING PUBLIC OPINION MUST CO-OPERATE TO WIN RESULTS

ress Is Most Powerful Agent in Molding Thought on Foreign Affairs, But Aid of Radio, Movies, Pulpit, and Schools Needed, Says Institute Speaker

By ANDREW TEN EYCK

What was determined during the four eek-end discussions on public opinion id world affairs conducted by the In- itute of Politics at Williamstown, Mass., nder the chairmanship of Arthur S. raper, assistant editor of the New York erald Tribune? The press conferences osed last Saturday, Aug. 21.

Mr. Ten Eyck, a New York lawyer, id head of the Institute press bureau, ntributes the following article to Ed- OR & Publisher, *as an answer to the estion.*

THAT the press is the most powerful agent in molding public opinion in orld affairs, not necessarily the best, or always the exclusive agent in a given nergency—such as in the recent British al strike, where the radio organized ie nation, and was the instrumentality r arousing a public consciousness gainst the strike, would appear to be a ir and generally accepted statement f the situation.

And just what is public opinion seems asier of recognition than definition. ohn Morley, it has been observed, once id that public opinion was something ke an elephant,—that everybody could ecognize one when he saw it, but prob- bly could not describe one, and certainly ot define one. Or perhaps public opin- n is similar to "the man in the street" -who has never yet been found, but is dmittedly there—a latent force that once roused is able to demonstrate strength, nd is aroused most frequently by pres- ure from without, for example, by the ress.

That, taken in all, the press does more o exert the force and express a public pinion can hardly be successfully chal- nged. But when it comes to the ques- on of examining the agencies which nfluence the mythicals "man in the treet," or public consciousness, no fair nalysis can ignore the platform, the ulpit, the schools and colleges, and all ne agencies that seek to confront people ith one another, and, perhaps greatest f all, is the radio with its power to ransmit a single voice to a whole nation.

Therefore, the true inquiry is wherein o these different agencies exert their nfluence? The press undoubtedly is the rinted word which gives every one who an read daily information on affairs f the world, and in most cases opinions, hrough the pages devoted to editorials, nd, in varying degrees, by interpretative ccounts of foreign affairs. The Ameri- an press is conspicuous for its publica- ion of foreign news, and excels, it is be- eved, in its great urban dailies the press f all countries in the content and extent f matter. It is in the broad acceptance f the term a free press—free from the harges made against newspapers of some ontinental countries of subsidation. America does not, however, have such oncededly national organs of expression s the *London Times,* the *Paris Temps, a Prensa,* of the Argentine, or *El Mer- urio,* of Chile; not to name several thers, because there has not been de- eloped in this country such homogeneity n what might be called a class conscious- ess.

Some of the notable inadequacies of he American press are, undoubtedly, he inaccuracies of headlines, and he lack of such journals as the *Manchester Guardian,* which contains thorough and intelligent presenta- ion of news in the full perspective of istory and all its implications. Whether uch a press could exert an influence here eems to be doubted, for certain Ameri- an newspapers which bought the proof heets of the Manchester Guardian for mmediate reprinting in America, found no demands for such matter, and have discontinued the service.

American journalism, to state the matter in another way, is an all-inclusive journalism—a journalism that concerns itself with crime news, with trivialities, with every phase of life, and particularly human life. Its justification for publishing crime news is, if this is a bad world, people must be told it is a bad world in order to make it a better world.

Journalism is a very human institution, and, like the church, the state, it partakes of the character of the times, and though newspaper editors would like to publish more of what they think people ought to read, the necessities of the situation, the necessities of maintaining their plant, compels them to publish what people want to read. In the last analysis that seems to be at the root of the difficulty in the matter of changing the general character of news, if, indeed, the reading public would change its character.

The last 18 months in America has witnessed an extraordinary development in the amount of foreign news published in the United States. The expense of the Associated Press for covering foreign news has doubled within this period. This fact indicates that the large problem in every newspaper is the selection of news to print, not the lack of it.

The suppression of news in the sense of what the word connotes is not a serious matter. Genuine news cannot be suppressed.

Most journals will not print the name of a poison which the suicide uses, nor the names of persons remotely concerned in a crime, nor the names of the relatives of a condemned person. Thus, taken all in all, this is the picture of the American press in its role as the agent in crystallizing public opinion. It is the foundation work for the superstructure of the radio and the movies, which agencies are most potent in (1) enlarging the audiences for the effective voice, and (2) giving in its present state of development a more or less true picture of contemporary life.

It is, perhaps, natural for journalists to feel that they have a major task in arousing public opinion and exerting its force in world affairs; natural, perhaps, because it is their daily task to publish all the news, and some opinions on subjects of local, national, and international affairs. But no discriminating observer will gainsay the greater occasional power of the church, the platform in all its phases, and the schools and colleges.

More and more it is felt that tolerance in the sense of appreciating each other's viewpoint will be required of American journalism and especially will its expression be found in the future public opinion on a variety of subjects. A reflection of this is already to be noted in the great variety of church news published by the daily press, and in the fair and impartial publication of views that are in criticism of the national policies, and perhaps the accepted view of the national interests, of America.

The press, it is believed, will be more and more called upon to handle strong antipathies and viewpoints, to report accurately the news which bears upon important international events. That it can be expected to do so fairly and impartially is believed to be possible. That it may be more accurate than statesmen in the past, in the days of closed diplomacy, seems most likely. The last ten years have witnessed more statesmen and politicians making use of the press for an expression of their opinions than any decade heretofore.

Public opinion of the kind that accomplishes really important things in national and international affairs develops slowly.

We are developing a public opinion in America in foreign affairs that knows few parallels for the time we have been occupied in thinking about such affairs. As a people we are just beginning to appreciate that whether we like it or not we cannot escape our world responsibilities. If we are to play our part, all the agencies that go to shape public opinion in this country will have to co-operate.

STAFF IN NEW QUARTERS

The editorial staff of the *Roanoke* (Va.) *Times-World Corporation* is now occupying new quarters in the Times-World building. The offices on the second floor, vacated recently by the Roanoke Securities Company and the Virginia Supply Company, have been converted into a city news room and houses both the day and night staffs.

BRITONS STUDY STORE COPY

Newspaper advertising methods of large retail stores in Chicago were investigated last week by 50 department heads of the London store of Harry Gordon Selfridge, who were the guests of Marshall Field & Company.

OHIO PUBLISHER IN ENGLAND



Former Governor James M. Cox of Ohio, publisher of the News League of Ohio papers and the *Miami* (Fla.) *Daily News,* photographed with Mrs. Cox on their arrival at Southampton on the *Aquitania* recently.

FRANK B. BERRY NAMED TYPE FOUNDERS CHIEF

Veteran Executive Named President Succeeding Late Robert W. Nelson —Learned Printing on N. H. Paper

Frank B. Berry, vice-president of the American Type Founders Company, was elected president Aug. 25, by the board of directors, to succeed the late Robert W. Nelson.



Frank B. Berry

Mr. Berry was born in Akron, O. While he was still an infant his parents moved to Waltham, Mass., where he later received his schooling. He learned to print in the office of the *Pittsfield* (Mass.) *Suncook Valley Times* in 1866. In 1878 Mr. Berry settled in Cleveland, working for the printing house of J. B. Savage. He has gained a reputation as a first-rate compositor, with an unusual knowledge of type design. In the following year he joined a small group of men in establishing the Cleveland Type Foundry, of which he was secretary and general manager from the beginning. In connection with the type foundry, the manufacture of a Gordon press was undertaken, out of which eventually grew the famous Chandler & Price Gordon Press. In 1892 the Cleveland Type Foundry was merged into the American Type Founders Company, Mr. Berry continuing to manage it. As a branch of the American Type Founders Company it continued until manufacturing was discontinued in Cleveland. Mr. Berry was promoted to the managership of the Cincinnati Type Foundry, continuing there until that foundry was removed to Jersey City. That was in 1903, in which year Mr. Berry was again promoted, becoming manager of the Typographic Department of the central type foundry of his company, a position he has filled until the present time. He was later made a director and vice-president of the company.

IMPARTIALITY PLUS

Grand Rapids Press Gives Rival Political Candidates Equal Space

Efforts of the modern newspaper to be non-partisan in its news columns is demonstrated by the *Grand Rapids* (Mich.) *Press,* a Booth newspaper, in its coverage of the gubernatorial campaign now in progress.

Under a two column box head "With the Candidates" the paper is giving equal space to the line to the Democratic and Republican contenders. Campaign reports are being written by staff correspondents.

Illustrative of the treatment, one-column headlines over two stories under the box read recently:

"Groesbeck Raps State Officials Who Back Green" and "Explain Cement Plant Offer is Green's Demand."

MAGAZINE SUED FOR LIBEL

Suit for libel has been filed against Charles Scribner's Son, publishers of the magazine *Architecture,* and Albert C. Martin, a writer, by the Allied Architects Association of Los Angeles, seeking $150,000 damages. Mr. Martin in an article is said to have charged that the association resulted in extra costs to patrons and pointed to alleged mistakes in construction of buildings in Santa Barbara damaged by earthquake. The article is quoted as saying that "had this work been in the hands of competent architects, several lives would have been saved." The association, an organization of 69 architects, declares the article is false in its suit.

USING LINAGE AS A BUSINESS SEXTANT

Technic of Putting Monthly Newspaper Totals Into Comparable Status Over Many Years, with Variable Factors Eliminated, Explained by Engineer, Who Employs Running Graph

By HARRY MARSH

EDITOR & PUBLISHER has, for several years, been publishing the total linage of the 23 chief cities of the United States.

These statistics are full of valuable information if presented in the proper graphical form, and I have shown such a graph on the opposite page.

Absolute figures by themselves are never informative and even when compared with others, have variables involved that render them less comparable. Before proceeding further let me explain:

Statements are frequently published that "last month was the biggest ever experienced," etc., etc. If a business is growing there should always be a biggest month. But this same "biggest" month may be in a period of inflation or great activity, hence is not a true measure.

Then again, every business has seasonal conditions. Sleds are not sold in June nor tennis racquets in November. A low volume in one month may be just as *normal* as a much higher volume in another.

One frequently speaks of elderly persons as "quite well and active," yet their health is maintained by strict regime of diet and their activity very moderate—an old man's activity. We know he is just holding his own and approaching the day of complete failure. But, of a young man we may say he also is well and active, but for him it means a growing strength and power—every week sees him expanding and reaching out into bigger things with heavier responsibilities.

"Well and active." They mean entirely different things for two persons or two businesses.

The real estate business in Philadelphia may be active and healthy, yet nothing compared to the activity of Miami, so if we are to know if it is growing—still on the increase, and at what rate, we want first to determine the normal rate of growth. This may be represented by a sloping line—the angle of slope showing the rate.

Many statisticians use the method of least squares to develop this line. This was used in the graph described.

The procedure in this case was to first list down by months, beginning with January, 1914, the total linage of the twenty-three cities. This was carried through December, 1923. Begin at the middle (December, 1915-January, 1916) and number in both directions 1, 2, 3, etc., up to sixty months in each direction so that January, 1914 and December, 1923, are each number 60.

Now set in the fourth column the linage by the figure set opposite. For example—(January, 1914) 54,819, 520 x 60. Add all the first group (1914-1918) which is approximately 106,436,070,000 (1). Add all the second group (1919-1923) which is approximately 173,040,-300,000 (2). Subtract the first from the second group which leaves 66,604,230,000 (3).

Now set in the fourth column the square of the number you set up. In both directions so that January, 1914 has in this column $60 \times 60 = 3600$.

Add all these squares down to and including 1 to 60, and the sum is 73,510. Multiply this by 2 and divide into (3) above and we get 453,028 which is the monthly normal gain.

Now add all these total linages for the years 1914-1923 which sum divided by 120 (months) equals 76,416,020 average monthly linage. Now add half of the monthly gain to this figure which gives the normal for January, 1916, which is 76,642,534. Subtract half of the monthly gain from this average which gives the normal for December, 1915 which is 76,189,506.

Now go backward from December, 1915, and subtract the whole months normal gain each month from the preceeding figure and we get January, 1914 as 49,460,584. Go forward from January, 1916, and add the months normal gain to each successive month and you will get for December, 1923—103,371,186 which is normal linage for that month. You will find if you add these 120 months that the sum will equal the actual for that period (1914-1923). These normals if plotted as to time, would lie on a straight sloping line.

Business in advertising has its seasonal movements quite as regular as other businesses. So we cannot expect our month-to-month business to follow this regular upsloping line, even in normal times, but if we find out and correct for seasonal influence, we may then find its true position with respect to normal. This we will now explain. You have so far several columns of figures.

(1) month, (2) monthly data, (3) serial month, (4) Xy or data x serial number, (5) square of serial number, (6) normal. Divide each month's column 6 into column 2. This gives a ratio between the normal and actual figure. On a separate sheet headed with twelve columns, list all the Januarys, Februarys, etc., for these ten years. It will be found that all the figures in each monthly column lie fairly in a group size and that October runs much higher than August in ratios. This is due to seasonal influence and shows that we may always expect more than normal business in October and less than normal in August. Now average each column ratios and adjust so that the sum of all these twelve ratios equals 1,200. In this graph it is found that the seasonal corrective figures are:

January	96.8	July	87.9
February	87.5	August	85.4
March	107.0	September	98.9
April	109.3	October	110.0
May	108.5	November	104.5
June	101.5	December	102.7
			1,200.0

To repeat, this means that for January we may expect only 96.8% of the normal straight line figure; in October it is normal x 110.0%.

This graph does not show the normal as sloping. The normal is a horizontal line but has a constantly increasing value, i.e., 453,028 lines per month. The lines of the graph are ratios of this after the actual figures are corrected for normal growth and seasonal correction. For example, January, 1919. The normal is 76,642,534; the actual is 67,882,992. The seasonal correction for January is Then—

$$\frac{67,882,992}{76,642,534 \times 96.8} = 91.3\% =$$

for that month.

There is still one more thing to graphed. It is the moving an average. It is the average indexes, respect to normal, of the prece twelve months at the point sh Monthly figures may oscillate viole and yet the average for the year sh the trend. We are now ready to dis what the graph reveals.

Why all these tedious mathema calculations? To eliminate the kn conditions and get to the abnormal. know business is going forward at s rate in growth or decay; that it regular seasonal changes. Get these set them to one side, and then see w we have left. This remainder is to some irregular *outside* influence. may be economic, psychological, or evolution of method or habit. It however, a true reflection of the attit of the public mind toward this sub at *this* time. It is the duty of mana ment to measure this, to know its tr to see if it is a rising or falling tende whether it persists in either direction how far it swings due to some spe excitement. When management kn all these points, they are then ready make forecasts and shape their polici

The world is at our front door t days. Any event of importance a where is known at once and the wo world reacts. Every event is measu for its effect on business. This is flected in this graph.

Business was booming in the Fall 1914. The World War broke out. stock exchange was closed and a fee of uncertainty prevailed. Europe cut off; nobody knew how much could export. Note these effects on graph.

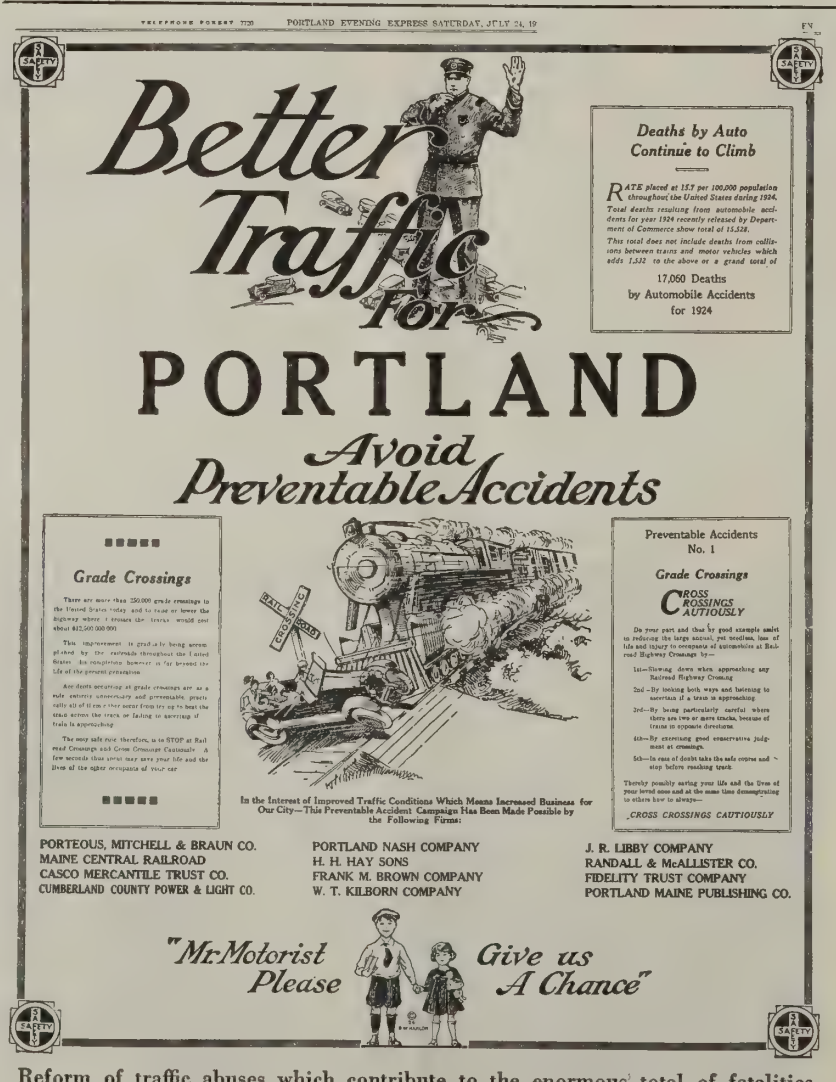
Then contracts began to pour Business was almost normal up to e 1917. Then the uncertainty. The R sian situation was depressing but attitude of the President caused a bound and we entered the war. T followed the conservation movement. dustry was booming—sales easy increasing values. Advertising for m ufacturers seemed unnecessary as sa man became pracifiers for delayed st ments rather than solicitors. The sh depression of February and the rebo of March was due to weather mos Then came the Armistice. See how started up. The manufacturers now came anxious about their neglected c tomers and went after them. Fede taxes led them to capitalize expenses building up good will through natio campaigns.

See how the graph climbs and clim Then in February, 1920, the Federal R serve Bank said "halt"! Pay off, cl up, look out for a storm!

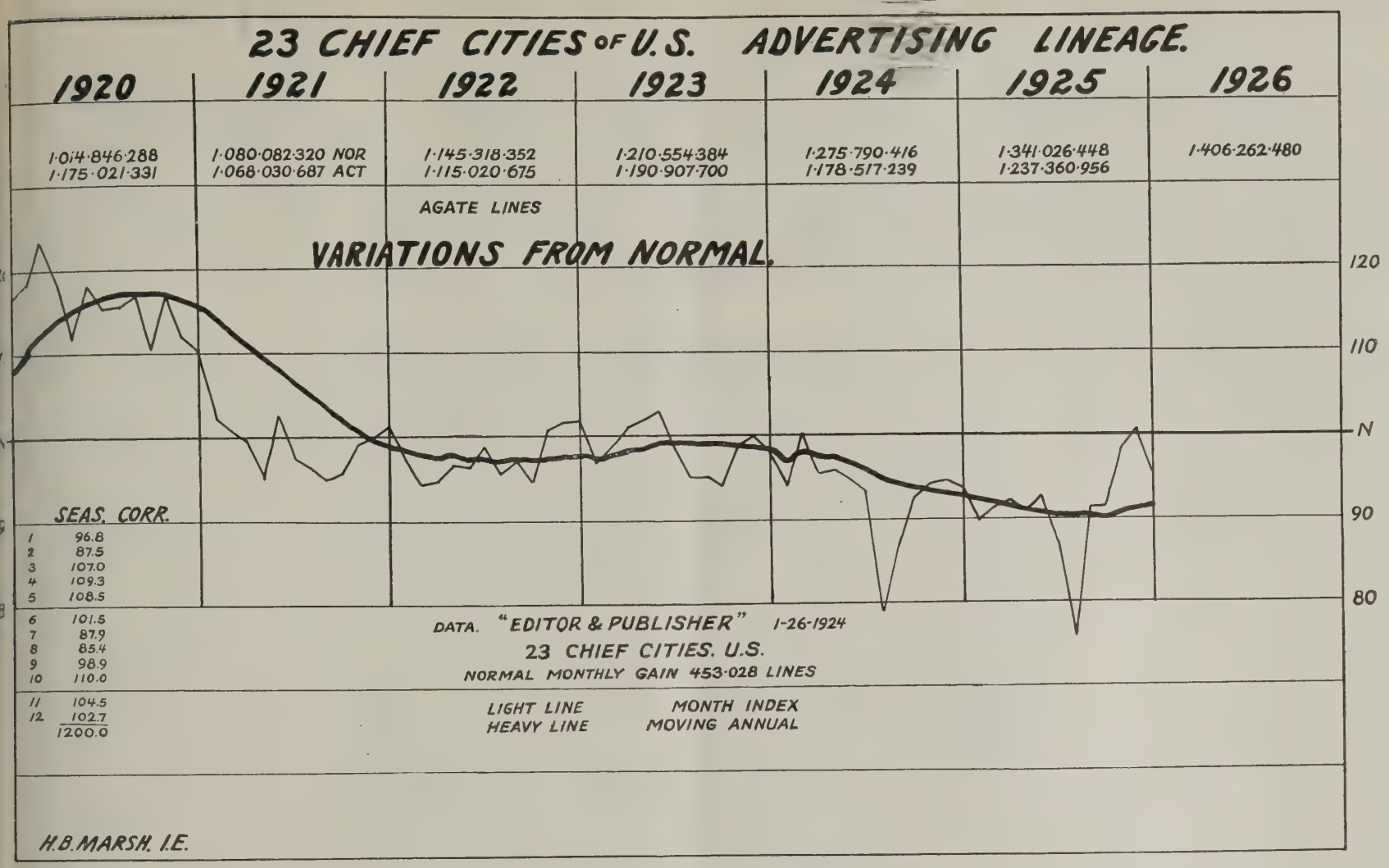
How many heeded these signs? Br street's failure reports show that ma did not. Now see how the graph gins to droop. It goes below normal March and has never (average) b above it since. Merchants persisted buying hand-to-mouth; industry w marking time, and advertising drag along.

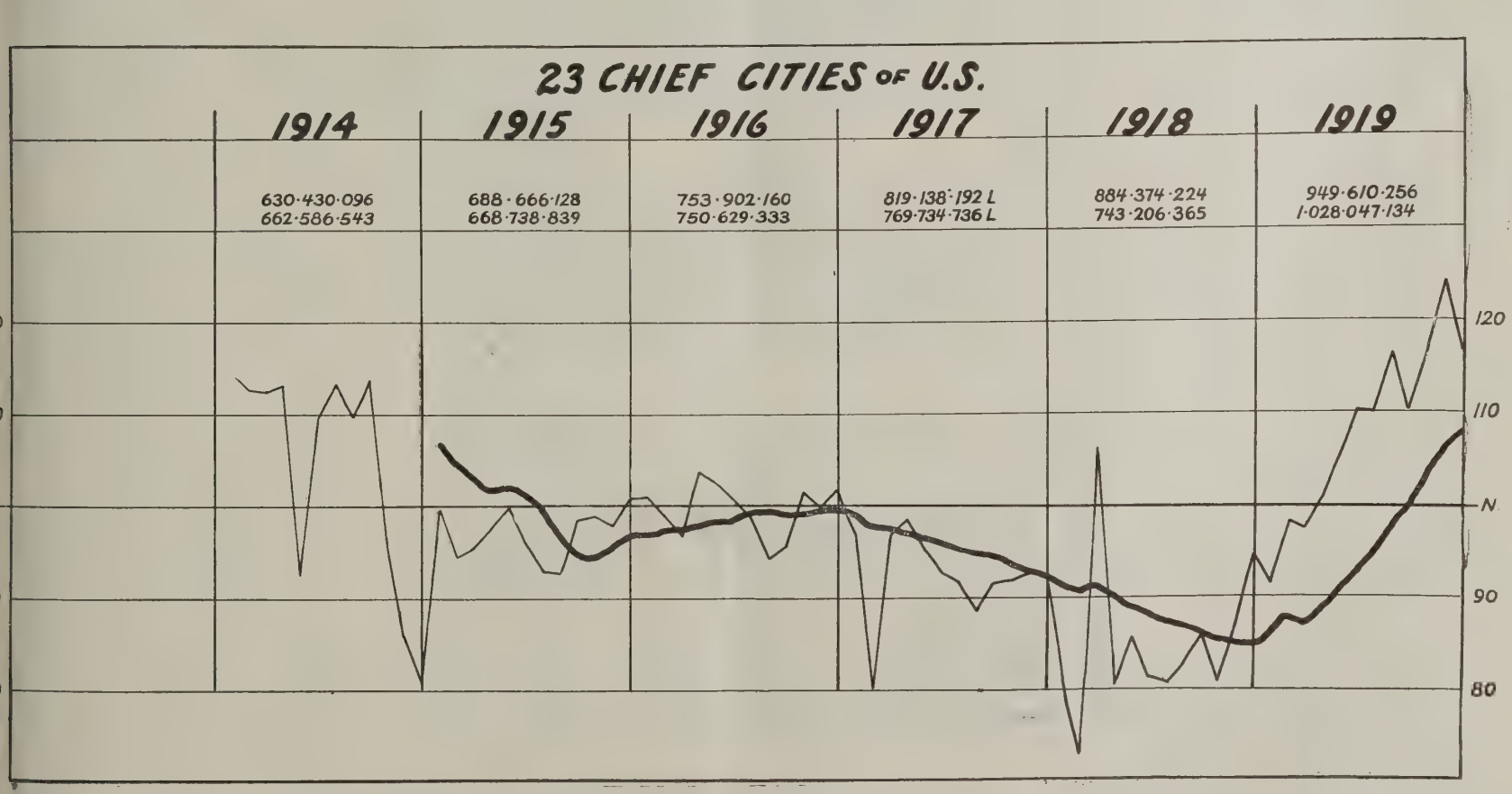
Somebody started an agitation for t ing an advertising vacation in July. T took root in 1924. In that year a f did so in August, but in 1925 they a little in June and came right ba in August for general business was fe ing better now. We see the last quar of 1925 almost normal. It has b 25 months since it was so favorat Note that the moving annual is turni up the first time in 35 months. believe it will continue to turn up.

PORTLAND PAPER ATTACKS TRAFFIC SINS



Reform of traffic abuses which contribute to the enormous total of fatalities in this class is the aim of a recent advertising and editorial compaign instituted by the *Portland* (Me.) *Express* and *Sunday Telegram*. The advertisements, paid for by 12 business firms of Portland, will appear over a period of six weeks and to date the editorial page has given vigorous treatment to the subject. Above is reproduced the first of the advertising series, which is copyrighted by R. W. Hanlon.





Above are two graphs prepared by Mr. Marsh from the linage data in EDITOR & PUBLISHER International Year Book, covering 107 newspapers in 23 important American cities. The significance of the several lines and their determination is explained on the opposite page.

Prior to the war, business took about seven years to go through a cycle, though there were smaller cycles in the big one. Building for example, moves in about a forty-two month cycle. Advertising seems to run closely to a seven year period, and if that persists, the next few months should show a constant trend upward.

This discussion so far refers to the twenty-three chief cities of the United States. What about *your* business? How did *you* move during these twelve years?

You can prepare your own graph, first for your city, then for your paper, by the process described above. Your growth and that of your city may be at a different rate than the group described here. This analysis will reveal that fact. Los Angeles for instance, has had the greatest growth and now shows the greatest linage per capita of any city. This is, no doubt, due to attracting the large floating population.

If you attempt to superimpose your graph on to this one, a different method must be used, but you can compare yours with this fairly close.

The flow of advertising in this graph is the composite of all. Your city may swing through cycles more violently and in shorter time. All this is easily determined through a further mathematical formula by which we produce a graph showing "standard deviations." In other words, all data is resolved to a common denominator and when so compared, is of great value to the management in forecasting their business.

The progressive manager no longer looks behind—but ahead; no longer moves by hunches—but by facts. Every classification of advertising may be further analyzed and by charts of this nature the future may be forecast with astonishing accuracy.

MERRY CIRCULATION WAR IN LOUISVILLE

A. B. C. Now Auditing Courier-Journal and Times and Herald-Post Following Claims Made by Latter Paper

Louisville's newspaper circulation war continues unabated.

The Audit Bureau of Circulations is now concluding an exhaustive analysis of the respective circulations of the *Courier-Journal and Times* and the *Herald-Post* following assertions of the latter publication that it has the largest bona fide "all-day" circulation of any Louisville newspaper. Among other representations made by the Herald-Post was one that its competitors contrived to have their agents and news-dealers "eat" thousands of papers that were included in circulation claims. This charge was denied by the Courier-Journal and Times and the Herald-Post was immediately challenged to publish the report made by A.B.C. on the completion of its audit.

The latest development in the situation is the refusal of the Courier-Journal and Times to submit to an independent audit sponsored by the Retail Merchants Association and proposed by the Herald-Post. A committee representing the merchants and consisting of Fred Levy, Walter I. Kohn and J. E. Pridday was named to supervise the audit. Emanuel Levi, vice-president and general manager of the Courier-Journal and Times, has just forarded a letter to the merchants association declining to meet the suggestion because, he declares, the A.B.C. audit should be conclusive and for the further reason that the local merchants have neither the facilities nor opportunity to conduct an audit of newspaper circulations. Mr. Levi's letter concludes:

"The Audit Bureau of Circulations is an organization directed and controlled by advertisers. Every member of the Retail Merchants Association should know how it functions. National advertising aggregating millions of dollars every year is placed with newspapers by advertising agencies solely on the strength of Audit Bureau of Circulations reports. It is the only agency of which we have any knowledge formed for the purpose of investigating and reporting on circulations. It is thoroughly and completely equipped to do this work. It is relied upon and trusted by advertising agencies and national advertisers, as well as local advertisers generally.

"Whenever a better agency for the determination of circulation facts is established we shall ask that agency to audit our circulations. If the Board or Director of the Retail Merchants Association is able to set up such an agency they will be welcome to audit our circulations. We shall do nothing, however, to interfere with the present audit being made by the Audit Bureau of Circulations. If the Board of Directors of the Retail Merchants Association desires to interrupt or interfere with that audit or investigation it must do so without the assistance of these papers."

CARTER SENDS MELONS

Ft. Worth Star-Telegram Publisher Shows How Big Texas Grows 'Em

Nestled in a galvanized iron washtub and swathed in yellow straw, a huge watermelon rolled into EDITOR & PUBLISHER'S office last week from Texas via the American Express. The melon, direct from Publisher, Amon G. Carter's farm was sent by the *Fort Worth Star-Telegram.*

An accompanying letter from the "Hired Hand" of the Star-Telegram to James W. Brown declared "it isn't much of a melon, as melons go here in Texas, but being my friend, I didn't want you to strain yourself lifting a real melon out of a tub."

The letter, "dictated in the boiler room of the Fort Worth Star Telegram by the Hired Hand (Harold Hough, circulation manager), written, edited and spelled up-stairs," bore the motto: "Truth must be protected from abuse and overwork." It commented on the political situation in Texas:

"The results of this election is another evidence of Texas' generosity, wherein we traded two Governors for one. Still the big majority of folks down this way feel it was a real bargain. Jim has to stop picking plums and 'Ma' can resume canning peaches; we can ship melons, and Mr. Amon G. Carter can keep on hollering for Dan Moody and Texas."

Sending melons to publisher, advertiser and agency friends, is an annual custom of the Star-Telegram.

NEW WGN PLANT

Work on the *Chicago Tribune's* home for the transmitting set of its radio station, WGN, was begun recently, and the first programs will be sent out from the new plant in October. It is located on Illinois State Road No. 5 between Chicago and Elgin. In addition to the rooms for the transmitting set proper, power plant, and workshop, the building also contains a small studio, living quarters for engineers and operators and a garage. In the center of the building between the operating room and the studio, the Tribune is establishing a branch of public service office.

NEW PRESS GROUP

North Louisiana Association Names Faulk President

With election of Clarence E. Faulk, publisher of the *Monroe* (La.) *News-Star,* as president, the North Louisiana Press Association went into permanent organization at a meeting held in Minden recently. David W. Thomas of Ruston, was elected vice-president and Isaac Chapman of Minden was chosen as secretary-treasurer.

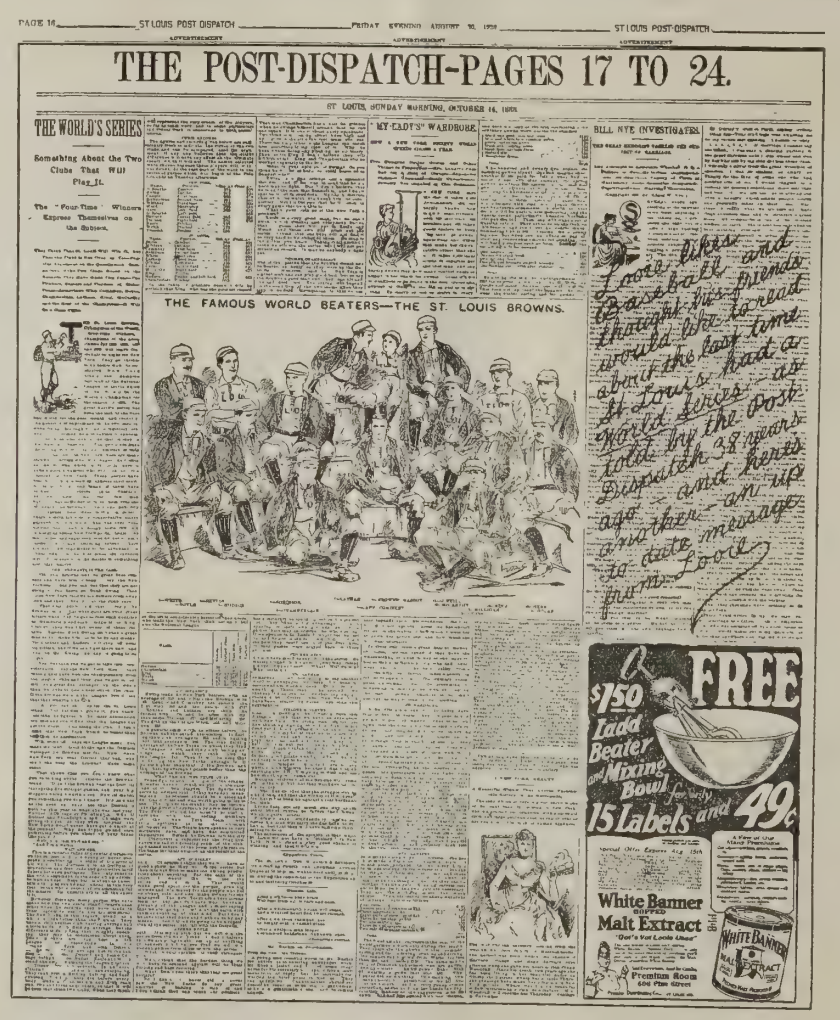
Monroe was selected as the place of the next meeting, which will be held in February. A constitution and by-laws were adopted.

The association went on record in opposition to government competition in printing and publication work, and resolutions to this effect were authorized to be sent to Louisiana representatives in Congress.

TO BUILD NEW PLANT

The *Hartsdale* (N. Y.) *Herald,* weekly tabloid, has purchased a 100-foot plot on Hartsdale Road at Columbia avenue, upon which a new newspaper plant will be erected. The present home of the paper was recently sold by G. Harris Danzberger, publisher.

EDITORIAL CALLS ADVERTISER'S COPY "MOST INTERESTING FEATURE"


PAGE 16 ST LOUIS POST-DISPATCH FRIDAY EVENING AUGUST 10, 1888 ST LOUIS POST-DISPATCH

THE POST-DISPATCH—PAGES 17 TO 24.

ST. LOUIS, SUNDAY MORNING, OCTOBER 14, 1888.

THE WORLD'S SERIES

Something About the Two Clubs That Will Play It.

The "Four-Time" Winners Express Themselves on the Subject.

MY LADY'S WARDROBE.

BILL NYE INVESTIGATES

THE FAMOUS WORLD BEATERS—THE ST. LOUIS BROWNS.

I love baseball and thought my friends would like to read about the last time St. Louis had a world series—as told by the Post-Dispatch 38 years ago—and here another—an up-to-date message from Ford.

FREE

$1.50 Ladd Beater and Mixing Bowl for only 15 Labels and 49c

White Banner Cured Malt Extract "Don't You Look Good"

Premium Room 606 Pine Street

"WITH all due respect to the news columns, the Letters from the People, Just a Minute and the other departments of this diversified daily, we submit that the most interesting thing in yesterday's *Post-Dispatch* was the work of an advertiser—the reproduction of a page of this newspaper for October 14, 1888."

This unusual recognition of an interesting advertisement is contained in an editorial in the *St. Louis Post-Dispatch* of Aug 21. The advertisement referred to includes the story of the fight of the St. Louis Browns, in 1888 four-time winners of the Association pennant for the world series against New York.

The advertisement with its reproduction of the Post-Dispatch story of 1888 was especially timely in view of the fact that the St. Louis Cardinals are now fighting for the National League pennant, with the prospect that St. Louis may win its first pennant since that year.

The advertiser was the Premier Malt Products Company, manufacturers of White Banner Malt Extract, whose advertising matter appeared only on the last two of the seven columns of the reproduced page.

The advertisement was also commented on by J. E. Wray, sporting editor of the Post-Dispatch. The copy also appeared in the *St. Louis Times.*

AD CLUBS BUILDIN BUSINESS CONFIDENCE

President Woodbridge of I. A. A. Te Effect That Group Is Having On Trade—Asks Support of Business Interests

The 250 Advertising Clubs which co stitute the International Advertisin Association are creating business co fidence in all the 14 countries in whic they are located, C. King Woodbridg president of the Association, declared th week.

Mr. Woodbridge recently returne from a trip which entailed months c continuous traveling, and carried him t London, Paris, Holland, Belgium an Switzerland, and, following the I. A. A convention in Philadelphia in June, ot to the Pacific Coast and to many of th large cities of the Middle West.

"The work of the International Ad vertising Association has resolved itsel into a clearing house for the Advertisin Clubs and the advertising business or ganizations of the entire world," he sai "The record of all that is best in adver tising and merchandising practice, n matter in what obscure or distant clu it may have its inception, finds lodge ment in the central agency, and fror here is passed along throughout the entir membership of over 30,000 business an advertising builders. Not alone does th Association help to organize Advertisin Clubs which not only increase advertis ing, but which invariably strive for bette advertising; it aids these clubs to solv their problems.

"Not only the writers of advertisin —the professional advertising men— derive direct benefits from the educa tional work in advertising which ha done so much for the expansion o business. The business man who use advertising has benefited greatly fron our work by learning from our club what other business men are doing an by keeping abreast of the best and mos efficient practices—gained from actua experience—in the use of newspaper, out door, direct mail magazine, and othe forms of advertising, whether nationa or local.

"I doubt if there has ever been de vised a more potent machine for th building of bigger and better advertisin that the Speakers' Bureau of our Asso ciation for the past year under th chairmanship of E. D. Gibbs of th National Cash Register Company, Day ton. Under the leadership of Mr. Gibbs more than one thousand of the leadin sales and advertising managers and bi business executives have been sendin to our national headquarters, the new of advertising which they garner on thei travels about the country. These me are glad to co-operate with the Asso ciation and to carry their educational messages in the form of speeches before the Advertising Clubs in the many towns in which their business carries them.

"That the newspapers of the nation have cause to be grateful to the constant campaign of the International Advertising Association should be evident from the constant work done through the clubs and through the Speakers' Bureau, to educate merchants as to the value of newspaper space and the best and most profitable way in which to use it.

"Thus it is that broadly speaking, the intensive work of the International Advertising Association is resulting in making two advertisers grow where only one grew before, and because we have faith in our fundamental belief that the prosperity of our merchants, the tremendous growth of our publications, the constantly increasing scale of wages, the ever-rising standards of living—all these are largely due to advertising—we see in the International Advertising Association, that great clearing house of all that is best and most eminently practical in advertising practice, an organization that deserves and should have the support of the business interests of the world."

Pictures Tell the Story Better in Detroit Sunday News Rotogravure



Every member of the family is susceptible to the irresistible appeal of pictures thus multiplying results for advertisers.

Twelve years ago The Detroit News introduced the first rotogravure section in Michigan. The News Sunday circulation at that time was 114,000. Within two years it reached 173,000. In 1918, the rotogravure section was doubled in size and circulation continued to increase. The latest A. B. C. statement shows more than 333,000. The Sunday News rotogravure is now never less than eight pages, frequently twelve and sixteen, so popular has it become with advertisers. They have been quick to see that rotogravure, having such a marked effect on circulation, must also be an excellent advertising medium.

ROTOGRAVURE ADVERTISING FIRST SIX MONTHS, 1926

DETROIT NEWS	220,570 Lines
Only Competitor	131,866 Lines
News Lead	88,704 Lines

The Detroit News

Detroit's HOME Newspaper

333,000 Sunday Circulation ***320,000 Week Days***

PATERSON (N. J.) CALL NOW BUILDING NEW, MODERN THREE-STORY PLANT

By JAMES GABELLE



Architect's drawing of Paterson Call building

THE *Paterson* (N. J.) *Morning Call* though 50 years old is as young as the morning that forms part of its name.

The Call is now erecting a new home on Church street, near Market street. It will be three stories and a basement, 50 by 100 feet, with a vault in the basement extending under the sidewalk, making the basement 135 feet in length.

The Church street front of the building will be of Colonial design of pure white Vermont marble and red brick.

The first floor will be at sidewalk grade and will be used for business and administrative purposes. There will be a large reception space with counter and general offices toward the rear.

The second floor will be devoted to editorial rooms and stereotyping department.

On the third floor will be the composing room. The press will be located in the basement which will also house the paper supply. Here also will be the boiler room, locker room, a room for baling waste paper, machine shop and other auxiliary quarters. The architect of the structure is C. H. Benjamin, the builders, John W. Ferguson Company of Paterson.

So many papers when they have reached that mature age are content to sit back and slumber in dignity and aloofness from the community from which they draw their life. Not so the Call. It is ever seeking some new way of serving its constituency.

Recently it inaugurated an art exhibit of the high schools in the city. This was opened in the public library, in the room devoted ordinarily to the board of trustees. It was an unqualified success. It was only planned to have it open a week. The time had to be extended to cover two weeks and the exhibit was open nights as well as days.

A large number of sales of sketches, craftwork, etc., were made at prices which pleased both seller and purchaser. This exhibit has been so successful that it is to be made a permanent feature. The co-operation of pupils and faculty to make this project a success was one of the most gratifying features of this event.

The art exhibit was the outgrowth of an art and literary contest staged by the paper. Each month prizes presented by the public spirited citizens of Paterson and men in public life were presented to the students sending in the best selections in art, essays, poems, or other forms of literary endeavor. The winning selections in literature were printed in either the column or the book page maintained by the writer. The best art selections were photographed and used as illustrations from time to time on the book page. This proved a splendid stimulus. It gained the good will of the student body of the high schools and the faculties were delighted.

Through the courtesy of Richard O'Dea, proprietor of the Temple of Music, and WODA broadcasting station, the prize winners in literary subjects were given an opportunity to broadcast their efforts. This was varied with musical selections. This proved popular and it gave the pupils their first opportunity to appear before the microphone.

It was not only popular with the student body, it was enormously popular with parents, relatives and friends of the students. Little radio parties were formed. Neighbors were invited in to hear son or daughter read, or play. Telephone calls and telegrams attested the appreciation that this feature received. This form of activity has ceased for the summer but will be started again this fall.

A feature believed unique in newspaperdom is the Call Dramatic club. Many metropolitan newspapers have dramatic clubs, formed for pleasure or profit of the members. The Call Dramatic club, on the contrary, was formed for the purpose of aiding small churches with no dramatic clubs of their own, philanthropic societies, and to bring brightness and cheer to convalescents in hospitals. It is a pure labor of love. No one gets any salary. There is no charge for these services and the welcome the novel idea has received shows that its altruistic aim is appreciated.

The club is divided into four sections. The boys' division or section named after Edwin Booth, the girls' section, named after Charlotte Cushman. —the two members of the dramatic profession in the Hall of Fame. The third section, named after MacDowell, the great composer, is composed of musicians, both vocal and instrumental, dancers and those gifted in various lines of endeavor. This feature has won wide favor. So far as known the Call is the only newspaper that gives this form of service.

RUSHING TRIBUNE ADDITION

New $1,000,000 North Wing of Chicago Daily to Be Ready in October

Construction work on the new north wing of the *Chicago Tribune* tower is going forward rapidly and it is estimated that the addition will be completed in October. The building will cost approximately $1,000,000 and will consist of three basements and a pressroom floor, the temporary roof to be level with the upper driveway of Michigan avenue. It will be 118 feet wide on Michigan avenue by 132 feet deep on the side street, Illinois street. Twenty new press units will be installed in the new building which will make 80 units in all and materially increase the output of the present equipment.

EASTMAN ESTATE APPRAISED

An inventory of the estate of John C. Eastman, late publisher and owner of the *Chicago Daily Journal,* was recently approved. It fixes the value of the estate at approximately $1,000,000. It consists of 2,500 shares capital stock of the Chicago Daily Journal, $250,000; bonds of the Chicago Daily Journal, $245,000; notes, $270,750; and a half ownership of the lease of the Chicago Daily Journal building.

SUPREME COURT HEARS DALE CASE SEPT. 27

Muncie Editor's Appeal from Contempt Sentence to Be Heard by Highest U. S. Tribunal on That Date

George R. Dale, editor of the *Muncie* (Ind.) *Post-Democrat,* on Sept. 27, will make his stand before the United States Supreme Court in an effort to escape a 90-day sentence and obtain a reversal of the Indiana Supreme Court's holding that his paper's attack on justice as dispensed in his county, "even though the truth," constituted contempt of court.

Arthur L. Gilliom, Indiana attorney general, was directed in a formal citation by Chief Justice David A. Myers of the state court, to appear before the court in Washington on that date to show cause why the decision against Dale should not be reversed.

A fund raised by the *New York World* and the Civil Liberties Union are aiding the Hoosier editor in his legal fight.

DAVID OPENS CHICAGO OFFICE

The George B. David Company, publishers' representatives, on Sept. 1, will open their own offices in Chicago at 1900 Wrigley Building. Gerald A. Carew has been appointed manager of the Chicago office. Carew has been associated with Story, Brooks & Finley in their Eastern offices for the past seven years. Prior to this he served in the World War with the U. S. Marines.

The Port of Jacksonville Leads the State in Imports . . .

United States records for April show that the metropolis of Florida leads the meritorious state with imported merchandise valued at $1,041,513. The steady conservative growth of Jacksonville's imports is due to its strategic location and its magnificent port.

With enviable pride, the Florida Times-Union leads all other state publications in circulation. No matter what space you use to tell your story, your advertising on the pages of this newspaper will prove a profitable investment.

The Florida Times-Union

JACKSONVILLE

Valuations of Imports for the state of Florida amounted to $2,447,800

The Baltimore Post and The Washington News are five-column newspapers. Call them "tabloid" if you wish but do not call them "picture-papers." They are Scripps-Howard NEWSpapers.

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York

KANSAS CITY STAR OFFICE ADVERTISING SCHEDULED AND PAID FOR

Extraordinary Results of Paper's Campaign for Benefit of Motor Car Dealers Led It to Use Own Space Regularly for Itself

By B. S. BROWN

(*Written Exclusively for* EDITOR & PUBLISHER)

THE *Kansas City Star* has been scheduling its own advertising in its own pages, since February, 1926, as consistently and perseveringly as it counsels users of its space to schedule their advertising. The copy is as carefully prepared as that for any other medium, and they are numerous, in which the Star buys space—for it "buys" space in its own paper, the linage being charged against the advertising department.

This is said to be an innovation in newspaper procedure with reference to "office" advertising. Many newspapers buy syndicate display copy, to be used in their own columns to promote business for their advertisers or for their advertising columns, including classified promotion, promotion of real estate, motor car, furniture and other interests among readers. Previous to February, 1926, the Star had followed the usual practice, inserting such copy when space seemed available, which was ordinarily seldom in view of the crowded condition of the newspaper columns. The advertising department had to "fight for its space."

A substantial amount of Star advertising is now inserted every day, on regular routine, the advertising department preparing its copy and outlining its program as for an outside medium, and sending its copy and orders which have exactly the same compulsory character as orders on any other paid advertising. Indeed, paid advertising is sometimes omitted, while the Star's copy inevitably appears.

The initiative for this regular program came in connection with a study of automobile advertising. The motor car dealers in Kansas City answered representatives, as usual, with the alibi that if they could get rid of used cars, they could handle and offer, and advertise, more new cars. Many various efforts had been made in Kansas City to bring about some co-operative program among dealers, to clear the used cars out of the market. No suggestion met with any general favor. Most dealers regarded the used car category as a perpetual "problem," a sore spot that had to be nursed but never "cured"; for which no medicine of advertising, beyond the usual classified offers, could be effective.

The Star men, however, were not so sure that advertising could not help the situation. There was no chance to develop a co-operative advertising campaign by the dealers; yet a campaign was "indicated" by the diagnosis. The sort of campaign that the Star would have sold or at least offered to the dealers, would have been a steady, strong, vigorous pull over a long period. Such a pull would get the used cars moving, would release resources for purchase of new cars, would free the floors both for cars and for sales effort on new cars. The Star's representatives studied the situation with the secretary of the Kansas City Motor Car Dealers' Association; and were sure that a campaign would do the work, and that dealers would be in a position to use the larger space of the display columns for the purpose of exploiting new cars.

All this study took place at a time when the prospects for a wheat crop were exceptionally good. The culmination came at a time when both wheat and corn were demonstrating a record result.

The Star was looking far ahead; promising itself and the car dealers a big potential buying capacity for the summer and fall.

So, the Star, finding nobody else to pay for the advertising campaign to open the way for new car exploitation, ran the advertising itself. Since it was planning a real campaign, for a definite purpose, the copy was carefully prepared, adapted or rewritten from the syndicate copy, or devised entirely in the office. And a program for appearance of the advertising was laid out.

Every alternate Sunday there was to be a full page or four columns, promoting motor car interest, especially in used cars.

Every weekday there was to be an advertisement. On alternate days the motor car advertisement occupied "island" position on the second page, four inches single column. On the other weekdays, four inches double column were used on an inside page.

The advertising has been credited, by the motor car dealers, with at least part of the unexpectedly good volume of motor car sales, especially of used cars, this spring and summer. At first they had regarded the advertising skeptically; since "you can't sell cars when nobody wants to buy them." When the results began to show rather plainly that "something was happening," they became more interested. This interest advanced to the stage where the secretary of the association was able to bring them into co-operation for a "Used Car Week," beginning July 11.

The dealers spent additional money for advertising, several taking sufficient space for a "double truck," on the opening day of the special week. The dealers also took special care in conditioning cars, and in pricing them attractively. They also were asked to, and many did, dress their used car display rooms.

The Star paid for the special advertising. It ran special display every day, both previous to the week and during the sale, as much as half a page at a time, urging the public to take advantage of the used car week opportunity.

Used cars did sell; the result was a gain of more than 30 per cent in the volume; nothing remarkable, but eye-opening to the dealers—and gratifying to everybody in that much additional clearance of used cars, on top of the steady clearance of previous weeks.

The Star is not claiming any definite result for itself from this used car campaign. However, the newspaper's classified advertising gained 70,000 lines in May, when its campaign had been brought to full speed; and 40,000 lines were gained in June. The display space sold by the Star is said to have gained largely, especially in new car advertising, though figures are not available.

The Star is giving to real estate the same scheduled, consistent support that it has given to motor cars. The real estate exploitation is run alternately with the motor car displays on Sundays and on weekdays.

The program of scheduled "office" advertising includes other sorts of copy to promote attention to the classified columns; so that every day the island position on second page, sold to no other advertiser, carries real estate, motor car, or other exploitation, in both the morning and the evening editions.

The program has had also this effect: That the salesmen of space can speak more confidently to advertisers, of consistent, regular advertising, since the newspaper follows such schedules itself.

RECEIVER SUIT DISMISSED

The suit recently instituted by W. B. Kent asking for a receiver for the *Hillsboro* (O.) *Gazette* has been settled and dismissed.

PUBLISHERS ARRESTED IN LIBEL SUIT

Hagaman Lakewood (N. J.) Citizen and Pettit, Lakewood Free Press, Held in $500 Bail on Charges of Delaware Man

Charged by William T. Mather of Drexel Hill, Del., with having published libellous articles about him, Harry T. Hagaman, publisher of the *Lakewood* (N. J.) *Citizen,* and Ray Pettit, publisher of the *Lakewood Free Press* were held in $500 bail each for the Ocean County Grand Jury by Justice of the Peace James H. Bennett at Point Pleasant, N. J., Aug. 21.

William H. Woolley, of Lakewood, a contractor, was held in similar bail on a charge that he had caused a letter to be published in the Free Press.

Complaints against the publishers did not state the nature of the alleged libellous articles. The letter said to have been written by Mr. Woolley was not described. Mather swore to the complaints on Aug. 13.

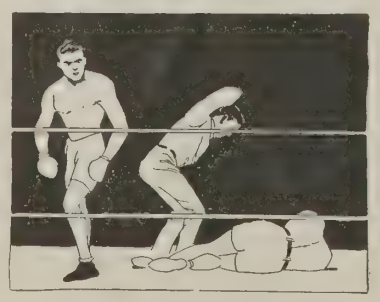
Counsel for the defendants refused to permit them to plead either way to the charges, declaring in his opinion the court had no right to hold the three because no evidence had been submitted and the complainant was not present.

Mather at one time was engaged in the clothing business in Lakewood.

CLAIMS LIBEL, ASKS $5,000

Libel suit for $5,000 damages has been instituted against the *Emmetsburg* (Ia.) *Democrat* by Dwight G. McCarthy, defeated in the Republican primaries by William E. Saunders, for state representative. The alleged libel is based upon articles which appeared in the Democrat, McCarthy says, after the election and before the outcome of the primary was decided.

"THE BIGGEST MOMENT OF MY BIGGEST FIGHT"



Told by 54 Great Ring Stars.

Each Article Actually Written and Signed by a Big Fighter.

Wire your order in early to

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.

CERTIFIED DRY MATS CERTIFIED

CONGRATULATIONS!

to the

Richmond News Leader

With 30 years of accomplishment in back of it the Richmond News Leader is an accepted force for good in its community.

More power to you, Mr. John Stewart Bryan and your associates, and our sincerest wishes for your continued success.

While the News Leader has been printed from Certified dry mat stereotypes for only a comparatively short time, we hope that it will be our privilege to serve you for many years to come.

Our congratulations upon this, your 30th Anniversary, and our wish that you may have many more of them.

Certified Dry Mat Corporation

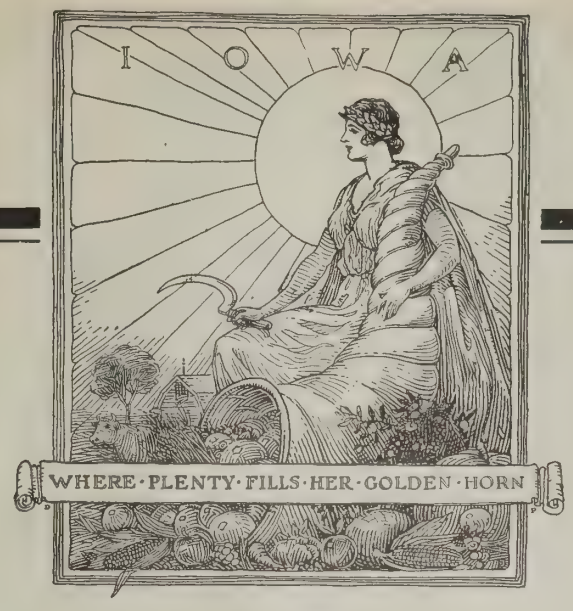
340 Madison Avenue New York, N. Y.

for wet mat printing with DRY MAT facility—use Certifieds

Made in the U. S. A.

CERTIFIED DRY MATS CERTIFIED

Deal with these 28 Iowa Daily newspapers as with one publication. Thorough coverage of the state. Uniform marketing co-operation through the "Iowa plan."



Another Score for Iowa

In Iowa there are 217 telephones for every thousand people. This is the highest proportion of any state in the union—67% above the nation's average. Authority—U.S. Census of Electrical Industries—1922.

Iowa has more telephones than all the countries of South America combined.

Iowa's telephones exceed those of the combined nations of Austria, Belgium, Spain and Greece.

What does this signify? Just one more indication of the relatively high living standard of Iowa people.

By any measure you choose, these people are *unusually* good prospects for your goods.

Iowa's taxable wealth per capita is 51% above the nation's average.

In average education, these people also rank high. The percentage of Iowans 18 years old who have finished a four year high school course is *twice* that of the nation at large.

Iowa has lower percentage of illiteracy than any other state in the union.

These 28 leading Iowa daily newspapers present the direct, quick way to reach this wonderful market, for practically every family in the state reads one of these papers *every day*.

Rates and full details of our marketing help will be sent upon request.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER



John C. Martin and Cyrus H. K. Curtis

COOLIDGE FLASH TO OPEN N. Y. EVENING POST PLANT

(*Continued from page 3*)

brains on the third floor front, has every essential for speed. And Mr. Curtis has built for the future.

The pressroom on the ground floor with a reel room in a sub-basement is laid out for 44 press units, although only 12 units are now installed. The 44 units will allow for 14 sextuples, 11 octuples, or eight decuples.

The present row of 12 new Scott units, built to run in any combination, is capable of producing 120,000 24-page papers an hour, or 90,000 32-page papers. They are operated under the General Electric control.

"Mr. Curtis and Mr. Martin have left nothing undone to get the best and latest in mechanical equipment," Joseph Clapham, mechanical superintendent tells the visitor.

The Post will use both dry and wet mats, although it may go to dry mats exclusively after experimentation. But meanwhile, using Scott and Hoe matrix rolling machines, dry mats are confined to stock table pages, and steam tables are being installed to make wet mats.

The reel room in the sub-basement is capable of holding a month's supply of newsprint in storage. Here again the future has been considered. When other presses are installed, paper will be stored in a building across the street, already purchased for the purpose.

Delivery room speed is obtained by propinquity to the presses. At present no automatic conveyors will be needed to carry papers to the bundling tables. Straight from the presses they can be tossed through four windows in a steel partition into the tyers' hands. Six trucks can back into a recessed loading platform off Carlisle street. The delivery room looks small, but it is estimated that with the present row of presses 300,000 copies a day could be handled there easily.

The intake end of this news machine is equally geared for speed. Ralph Nicholson, production manager, terms the news-routing system "straight-line progressive production." The editorial room lies across the entire West street front, on the second floor. It is a well-lighted factory like room, centering around the desk of Ralph Renaud, managing editor. Vincent Byers, city editor, has devised what might be called the "H" arrangement for speeding rewrite. Desks of the city editor and his assistnat placed back to back form the cross bar of the H, while at each end three desks side by side complete the letter.

Pneumatic tubes from the universal copy desk and from a financial copy desk run straight east through the building to the copy-cutter's desk in the center of the composing room. It is this room that is most impressive as far as fast production is concerned. Splendidly lighted by sky-lights and windows, a battery of 40 new linotype machines take up the entire left half of the room; the right is given over to stones, each illuminated by rows of six green-shaded electric bulbs.

A new signal system has been installed for notifying machinists when the linotypes are out of order. All machines are numbered. When trouble occurs, the operator throws a switch and the number is flashed on a board suspended near the ceiling and visible from all quarters of the room.

On a raised railed platform close to the copy cutters is the desk of William Kistler, composing room superintendent. Desks of the proof readers are also on the right side of the composing room, entering from the news room, the designers considering that their proximity would make for speed. The floor of the composing room is narrow-strip hard maple laid over a special composition.

The eastern end of the composing room it taken over without partition by the foundry. Here are installed six steam tables, two matrix rollers, and two double Junior Autoplate machines. Gas is used for heating. An apparently successful effort has been made to cut down temperature in the foundry. All outlets of the metal pots are heavily insulated and the pots are tightly covered.

Close to the foundry is the stock ticker room. The Evening Post makes much of its Wall street edition and seconds count in its preparation. The new arrangement is expected to slice at least two minutes, from the record of 10½ minutes of reaching the street after closing of the stock exchange. It is also thought a minute will be saved in reaching the corner of Wall street and Broadway, where this edition has its biggest sale.

Continuing the straight-line progressive system the finished plates move a few steps from the foundry to the eastern wall where they are carried by elevators down two flights to the pressroom.

One enters the new Evening Po building either at Washington or We street, a long corridor running throu the entire block. Eight elevators ope ing into this corridor serve the seve teen floors of offices. The main entran is on West street.

Turning to the left on entering a mounting a few steps one enters t newspaper's business office, a light a room, about 25 feet high. Nearest t door is the detail desk of the advertisi receiving department. The cashier's ca is opposite. The remainder of the roc is given over to the advertising depa ment, with the desk of the advertisi manager, Harry Brown, in the far co ner. On the same floor are the pr vate offices of C. C. Lane, business ma ager, and Mr. Nicholson, productio manager, and also the accounting depa ment.

Headquarters of the circulation depa ment are on the mezzanine, where a also the photographic and art depa ments and the offices of the graphic ed tor, the *Saturday Literary Review*, a the Evening Post Syndicate. In the re of the mezzanine are rooms for stora of back issues, locker rooms for m chanics, lavatories and shower baths.

In keeping with the so-called prese "picture age," the Post has paid pa ticular attention to designing its phot graphic laboratory. It consists of fo dark rooms, two retouching rooms, a light-proof storerooms. Partitions a so set they can be removed for possib later expansion.

Space on the third floor occupied the newspaper is confined to a large sui of rooms set aside for the Evening Po Statistical Department and to the pr vate offices of Mr. Curtis, Mr. Mart and Mr. Mason. These private offic are on the West street side, affording excellent view of the Hudson river a the harbor.

Mr. Martin, if he chooses, can ma his publishing plant his home. He h taken over the top story to be fitt up with two bedrooms, a kitchenette a living room.

Largest morning and Sunday circulation in the Greatest Market west of Chicago
170,000 Daily
190,000 Sunday
LOS ANGELES Examiner

The DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
thoroughly and alone cover the Oklahoma City Market

The center of the nation's "Good Business" area and the territory covered thoroughly and alone by the Oklahoman and Times are one and the same, according to the latest conditions map issued by the "Nation's Business."

Throughout Oklahoma City's entire market, business is mounting to new heights as the proceeds from Oklahoma's greatest wheat crop are placed in circulation.

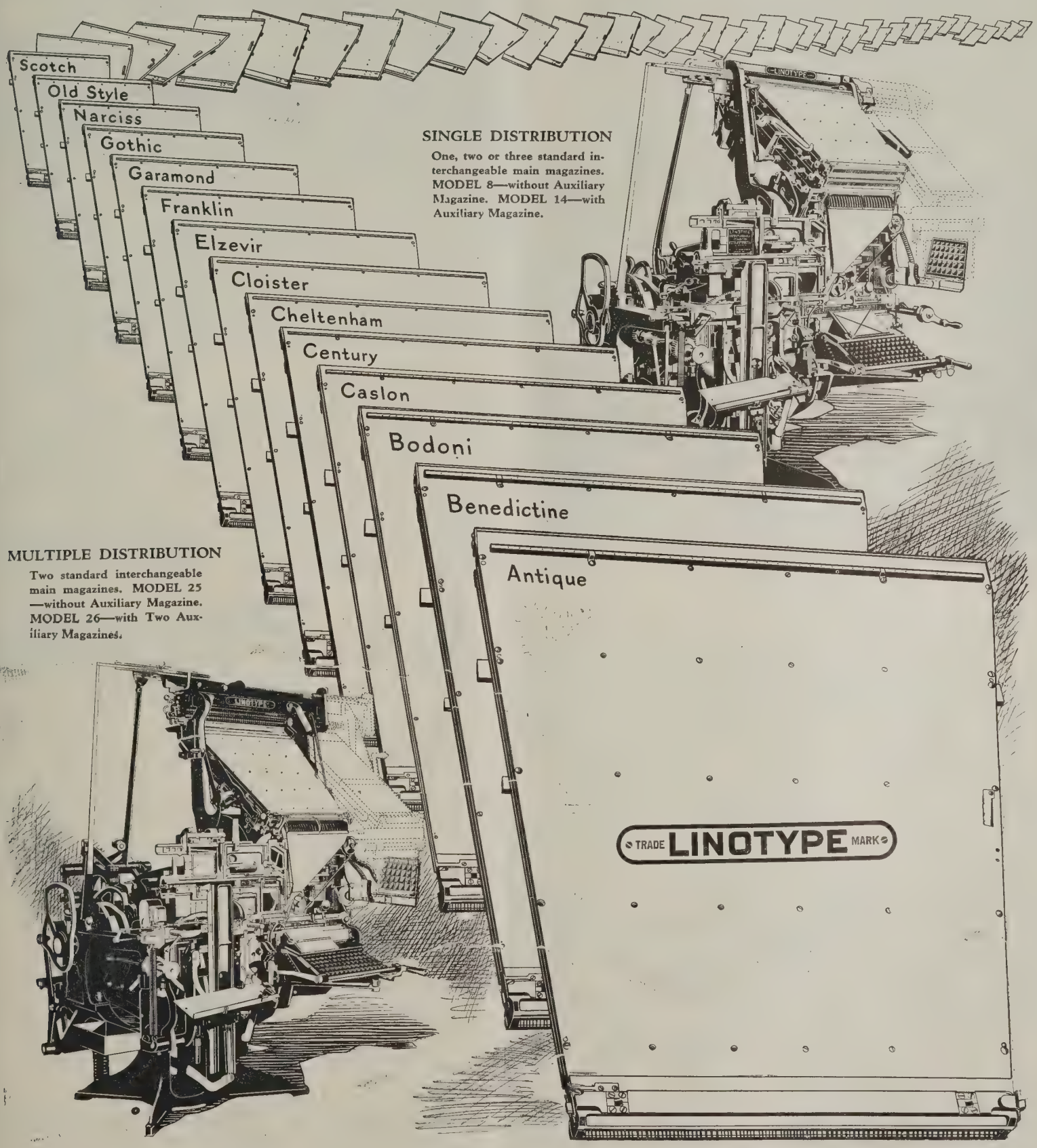
Incomes from corn, broomcorn, small grains and cotton are still to be received and will push the level of business in Oklahoma to still greater heights.

Advertisers may be certain that fall schedules appearing in the Oklahoman and Times will reach the attentive ears of 140,000 subscribers who have money to spend.

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Detroit Atlanta San Francisco

ALL THE FACES YOU NEED

IN STANDARD INTERCHANGEABLE MAGAZINES



SINGLE DISTRIBUTION

One, two or three standard interchangeable main magazines. MODEL 8—without Auxiliary Magazine. MODEL 14—with Auxiliary Magazine.

MULTIPLE DISTRIBUTION

Two standard interchangeable main magazines. MODEL 25—without Auxiliary Magazine. MODEL 26—with Two Auxiliary Magazines.

MERGENTHALER LINOTYPE COMPANY

SAN FRANCISCO CHICAGO NEW ORLEANS

BROOKLYN, NEW YORK

CANADIAN LINOTYPE LIMITED TORONTO

Representatives in the Principal Cities of the World

S20.26.7-F

COMPOSED ON THE LINOTYPE IN CLOISTER BOLD, DISPLAY IN NARCISS

ARRANGING NEWSPAPER WINDOWS THAT SAY "STOP, LOOK AND LISTEN!"

Milwaukee Journal's Seven Windows Carry Live Promotional Displays Changed Once a Week—One Window Allotted to National Advertisers

MILWAUKEE has long since passed the day when a newspaper window meant only a refuge for cobwebs and a happy hunting ground for deceased flies, with but an occasional poster, perhaps, to break the drab monotony. The accompanying photographs show some of the possibilities of newspaper window display, as realized by the *Milwaukee Journal*.

For the modern newspaper, as for any other commercial enterprise, the advantages of effective window displays are legion. A newspaper must be sold to the public, just as any other commodity and, in this connection, it has been found that bare, lifeless windows can be transformed, with almost Cinderella magic, into wide-awake, live-wire salesmen. The successful merchant spares no effort to make his window displays attractive. True, the "merchandise" of the newspaper is less tangible than that of the average merchant, but this very fact should call for greater ingenuity in newspaper display work.

The Journal has seven windows in its new building, occupied two years ago, in which the displays are, as a general rule, changed every week. The first, a window 17 feet wide, is devoted to the promotion of the Journal as an institution. Only in extremely worthy cases, such as the Christmas Seal campaign of the Anti-Tuberculosis Association, has the window been given to outside organizations.

One very effective project in connection with Journal promotional display, and one which created much interest and favorable comment, was an exhibit featuring old Journal files. Three of the old newspaper files were summoned—15, 25 and 35 years of age, respectively. Special easels were built to hold them and these were couched in the window amid appropriate decorations. The mellow pages were turned from day to day to correspond, in date, with the present. In this way, the interest was increased from day to day and the project was kept alive.

A second window holds a purely news appeal. Here are exhibited photographs of timely national and international happenings. This window always draws a cosmopolitan assemblage.

"Here and There with the Journal Photographer" is the caption over another window. As the name suggests, this window holds some 20 news photographs, taken at random throughout the city and state, and mounted attractively on a frame. A similar panel, holding photographs of some timely municipal or state event, is featured to one side of this. On the other side is a mounting of the first page of the latest edition of the Journal and this is changed as each succeeding edition is brought out.

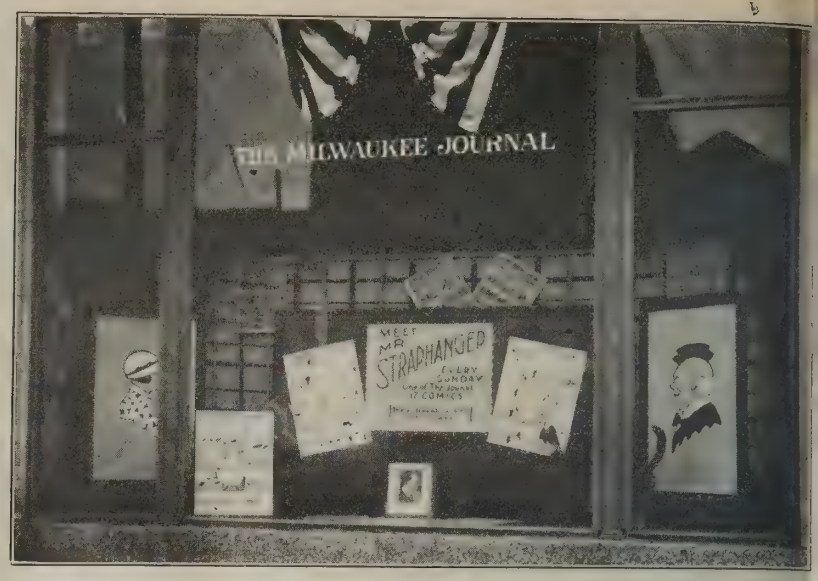
An array of booklets, attractively bound, compiled in the interest of the public by the Public Service Bureau of the Journal, forms the material for a fourth window. The data thus compiled covers widely varying subjects. Some of the more recent of these books include: "A Little Book of Everyday Etiquette," "Behind the Boudoir Door," "Help For the Man Who Wants to Build, "The Call of the Open Road," "Picking a Job," "Motor Camping," "Wisconsin Resorts and Lakes," "Wisconsin Lakes Directory—Fishing Guide," "Photographs That Newspapers Buy," and "Better Golf by Billy Sixty." "Behind the Boudoir Door" is a presentation of beauty culture, written by the Journal's woman's editor, for women. Several of these booklets were displayed in the window, some of them open to a page which gave a table of correct weights and measurements for both men and women, with the advice of an expert on how to reduce. The number of requests from the male of the species for this book was a revelation.

"The Call of the Open Road," the Journal's annual highway guide to Wisconsin, is now featured in the fifth window, devoted to the promotion of the Journal Tour Club activities. Here, interesting displays are made of Tour Club service kits, vacation maps, reports on the condition of the highways, and a dozen and one other topics of interest to the tourist and motorist.

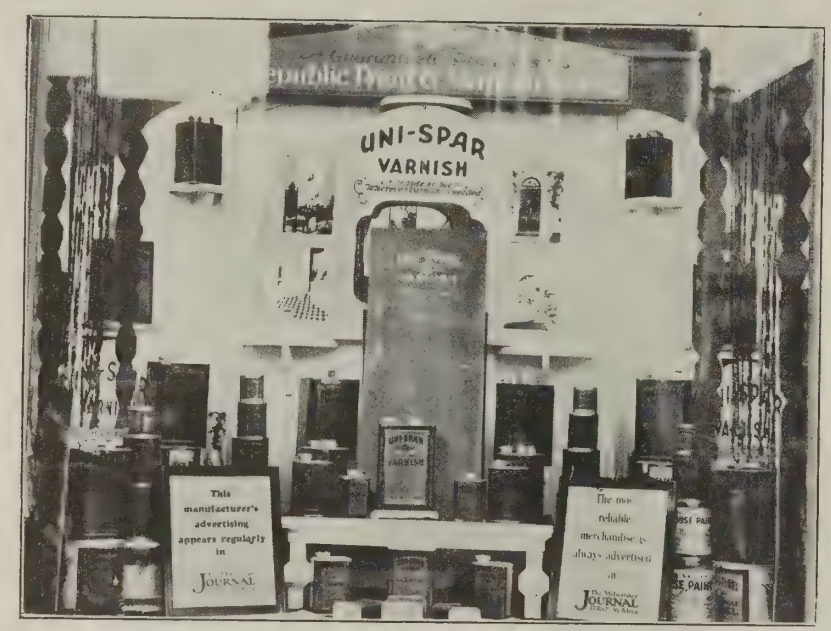
With a foresight for emergencies, the Journal has reserved one window for short-order displays. This window harbors projects of a miscellaneous nature, frequently bringing to the attention of the public timely civic movements. Signs and posters, similar to those displayed on the paper's trucks and on street cars, featuring Journal advertisements, ar also displayed in this window, effectivel tying up this vehicle advertising directl with the building.

The last of the Journal windows devoted to the cause of the national ad vertiser, in an effort to help him realiz the greatest possible returns from his in vestment in the columns of the news paper. Once each year, any exclusiv Journal advertiser is entitled to a dis play of his product in this window for period of one week. Advertisers mus use the actual product in making dis plays. No exhibits of mere posters o lifeless placards are permitted. Needles to say, reservations for this window ar made months in advance. Even at thi time, the schedule runs well into Febru ary, 1927.

The whole program of window displa is operated on a budget, a definite sum being set aside each year for this work



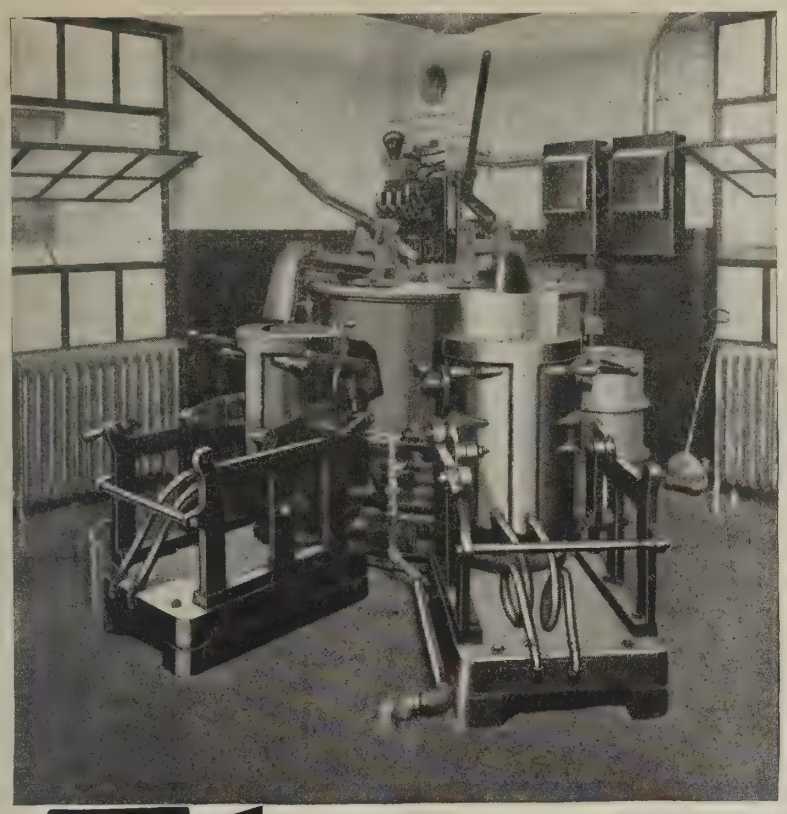
Showing how the Journal uses its windows for promotion purposes.

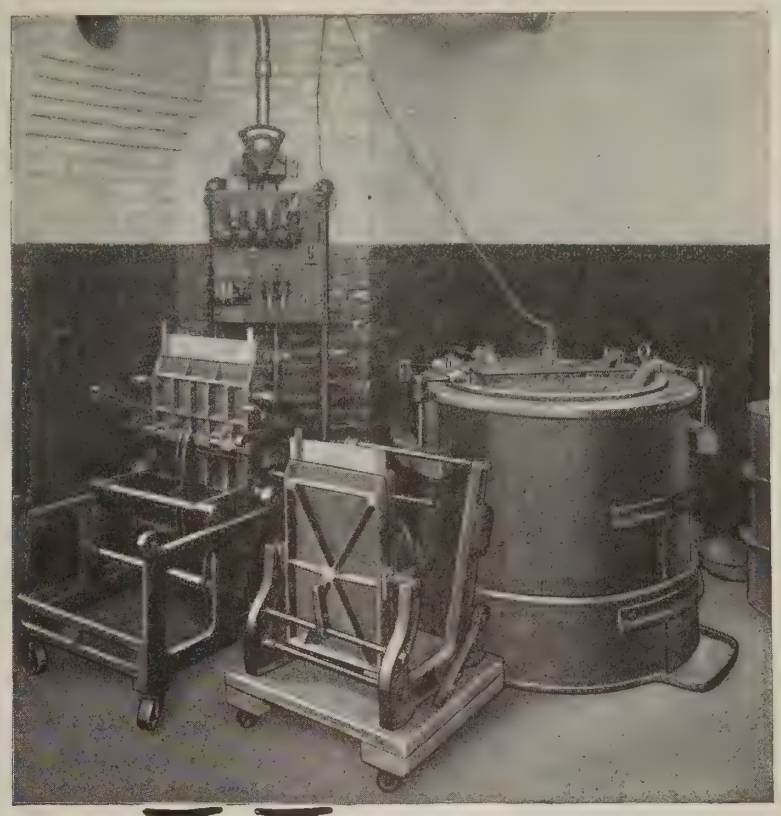


National advertisers book this *Milwaukee Journal* window months in advance. The illustration shows a striking display of Uni-Spar Varnish—and the Journal, too, is advertised.

NEWSPAPER
ENGINEERING AND CONSTRUCTION
PROBLEMS
Solved by specialist
eight years with
Boston Post
EDWIN S. PARKER
Structural Engineer
15 Exchange Street
Boston
Am. Soc. C. E. Boston Soc. C. E.

LA PRENSA
OF BUENOS AIRES
FIRST in Public Service since 1869
La Prensa is famous for its free social services, including:
Medical and Surgical Clinic
Industrial Chemistry Bureau
Agricultural and Stock Bureau
Legal Department
Conference Chamber
Music School
Public Library of 10,000 Volumes
Advertisers who use La Prensa reach a responsive audience in the WEALTHIEST COUNTRY, per capita, IN THE WORLD.
JOSHUA B. POWERS
Sole U. S. Representative
250 PARK AVENUE
NEW YORK
"South America's Greatest Newspaper"





Electric Heat melts the stereotype metal at

The Fort Wayne News-Sentinel
The Waterbury Republican-American
The Springfield Republican
The Scranton Times
The Deseret (Salt Lake City) News
The Longview (Washington) Daily News

Although electric heat will not supplant all other forms of heat for industrial purposes, there are processes in every industry where it is the ideal heat—the most economical heat—the heat that ultimately will be used.

ULTIMATELY
ELECTRIC HEAT
IN EVERY INDUSTRY

SINCE the first G-E electrically heated stereotype melting pot was installed in the Waterbury Republican-American a few months ago, five additional newspapers have adopted them. In each case the installation has been a complete success. Above are shown a 9000-pound and a 6000-pound pot installed at the Fort Wayne News-Sentinel.

Write to your nearest G-E office. A G-E industrial heating specialist will advise you as to the equipment best suited for your casting-room.

570-20

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, SCHENECTADY, N. Y., SALES OFFICES IN PRINCIPAL CITIES

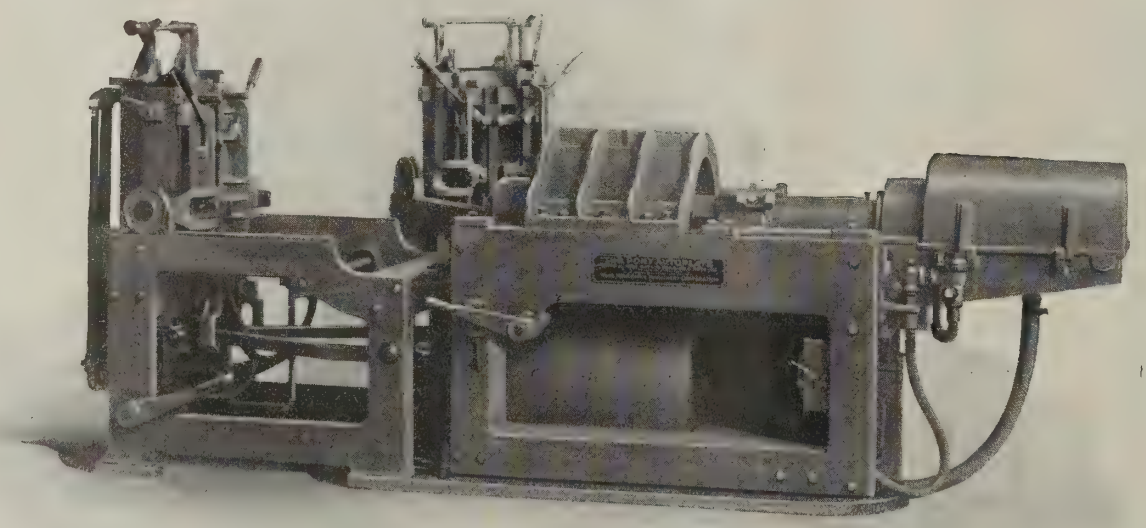
TWIN PONY AUT

Doubling Production Is True

CONSISTING of two casting mechanisms ser Twin Pony Autoplate Machine will do th doubling investment or floor space.

The finishing and cooling mechanism is swung in front of either casting mechanism. As the finis the casting operation, there is no sacrifice of speed c

Doubling pro cost or floor spac economy that eve realize and desire.



Pric
f. o. b.

Machines may

R. HOE & COMPANY, INC.

GOSS PRINTING PRESS COMPANY
THE GEORGE RUSSELL REED

WOOD NEWSPAPER MACHINERY CORPO

PLATE MACHINE

ithout Doubling Cost
conomy

a single finishing and cooling mechanism, the
k of TWO Pony Autoplate Machines without

position automatically at the will of the operator
nd cooling operation is more than twice as fast as
ed with two separate Pony Autoplate Machines.

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rue economy—an
blisher will at once

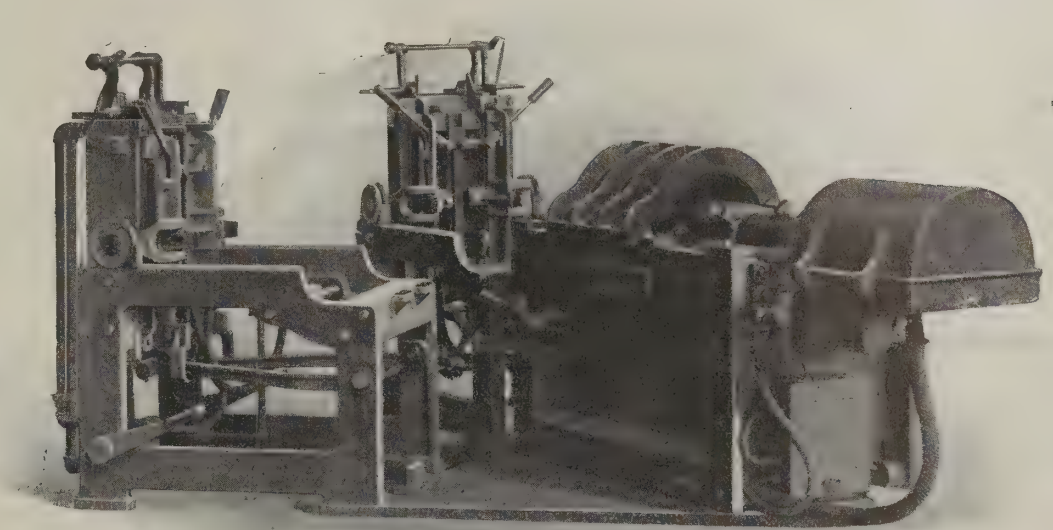
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TER SCOTT & COMPANY
NY of San Francisco, California



DUPLEX PRINTING PRESS COMPANY

TION, 501 Fifth Avenue, New York City

EDITORIAL

BANISH THE SPOKESMAN!

MR. Coolidge's "Spokesman" was annoyed this week when the newspaper printed certain dispatches from Europe to the effect that Old World nations were in a mood for economic bargaining with Uncle Sam on American reservations to the World Court protocol. The "Spokesman" thought that these suggestions, printed in American newspapers, might give offense to European powers and that such reports should be verified before publication.

The rebuke to the press comes ill from the President. He and his official circle have made frequent use of the newspapers through their "spokesmen," watching the public response to their veiled utterances and repudiating their words when circumstances seemed to warrant it. The press bore the responsibility for the original reports and the ignominy of official rebuke for a fault not its own.

Surely the "Spokesman's" privilege of anonymity is not to be denied to foreign officials. Without doubt, the "spokesmen" for some European leaders launched the trial balloon to which Mr. Coolidge objected, and without doubt, the same leaders will deny the authenticity of the report if Mr. Coolidge's objection is strenuous enough.

If the President sees the product of the system as evil and generative of international ill-will, he has it in his power to start the reform. Banish his White House mouthpiece! Domestic rule and diplomacy by flitting spectres may jibe with the kaleidoscopic governments of the Balkans, but they have no place in the United States if it is to remain of the people, for the people, and by the people.

Canton's ex-officials know all about the dynamics of the newspaper searchlight.

MEXICO

FACTS do not bear out the recent assertion attributed to an American clergyman traveling in Mexico that American newspapers are not presenting the facts of the present religious controversy because the correspondents now covering the story are of the Catholic faith and base their news stories on the statements of the Mexican bishops. Executives of the press associations and of metropolitan newspapers which have detailed special men to Mexico City during the past month informed EDITOR & PUBLISHER almost without exception that their representatives were not Catholics. In all but one of the excepted cases the religious beliefs of the correspondents were not known to their superiors. One is a Catholic.

Without exception, the editors expressed gratification with the manner in which the complex developments at Mexico City are being presented by American newspapers. The news of the day is being obtained as advantageously as possible in a country where communications are relatively bad and where the word-of-mouth transmission of rumors in the present intensity of emotions gives opportunity for thousands of sensational "it is reported" yarns—which are not sent.

The story is one that touches fundamentals of human existence. It is inextricably woven with the fabric of the present government, and its thread twines through the economic structure of more than 300 years. Today is using processes only partly understood to wipe out the wrongs of Yesterday.

With such a background, it is impossible that every shade of opinion will be satisfied with what the newspapers present as a recital of the day's events. Each will color these events according to his information or his predisposition and will accuse the newspaper of bias if its report does not conform to his picture. The partisans in a controversy so bitter forget that the newspaper's duty is to chronicle what is happening, telling the story as intelligently as possible with a background of established facts rather than controversial opinion. American newspapers are doing that, and EDITOR & PUBLISHER feels that they wrong themselves when they pass unchallenged statements that they are consciously and wilfully partisan in reporting the news of Mexico.

Did newspapers create the Valentino hippodrome or mirror it?



Neither do men light a candle, and put it under a bushel, but on a candlestick; and it giveth light unto all that are in the house.—St. Matthew; V, 15.

WHEN RATES RILE ADVERTISERS

WHEN your advertisers tell you that they won't pay a higher rate, that newspaper advertising costs too much now, that the reader is not paying enough for the excellent product he is receiving, Mr. Newspaper Publisher, answer their theories by a statement of facts. You know what you are spending to make your newspaper, you know why you are spending it, you know what will happen if you curtail expenditures. You have what Napoleon always sought in his battles—the interior lines. If you haven't, secure them, for signs are not wanting that advertisers will present rate-resisting arguments this winter.

Possibly in anticipation, the *Charlotte* (N. C.) *Observer* recently used a full page advertisement to tell what publishers a few years ago would have regarded as business secrets. Readers were informed that the paper's cost of production is $840,000 a year —$70,000 a month, or more than $2,300 daily, that each copy of the paper cost 6 cents to produce, yet sold on the street corner for a nickel, was delivered to the home for 20 cents a week and sent by mail for $9 a year. The reader learned that $18,000 a month was spent for paper, $30,000 for payroll, $6,000 for wire news and features, $4,000 for freight and cartage, $4,000 for postage, $2,000 for delivery, and the remainder for taxes, power, fuel, ink, stationery, supplies, and incidentals.

Just what these expenditures meant, translated into features and services to readers, was lucidly explained in the ensuing paragraphs—the establishment of the newspaper as more than a newspaper, as a member of the family in its community. Curtailment of these expenses by $10,000 or $15,000 a month might be effected, but at the cost of betraying this reader-confidence, and of limiting, rather than extending the number of readers to whom advertisers have the opportunity of presenting their goods and services.

Tell your advertisers, as the Observer did, that limiting the circulation by making a cheaper paper or charging a higher price for it will not lower the cost of advertising. Show them that by buying space in your good newspaper at the rates you find necessary for its maintenance they are assisting its improvement and adding constantly to the number of people to whom their sales message may appeal.

The Observer pertinently named and quoted a local merchant who, hearing of a recent increase in circulation, gave hearty approval.

"Go ahead," he said. "Make it 50,000 or 60.000. My space will cost more, but it will be worth more."

Show your patrons that if it were not for advertising the paper would have to sell for $50 per year, that the number of readers possible at that rate would not warrant newspaper advertising at any price. Prove that their newspaper advertising should pay for itself. They won't have any substitute. If they talk "Shopping News," tell them they will pay the entire cost of producing their circular, both as advertising rate and circulation expense.

Some publishers will advance only the latter argument and tell the advertiser it is none of his business how much revenue comes from circulation, but EDITOR & PUBLISHER is inclined to put faith in the policy of laying the cards on the table. The newspaper of 1926 cannot be conducted like a patent medicine factory.

Vacations are over—the heaviest autumn advertising since 1919 *awaits newspapers which know how to earn it.*

NEWSPAPER PRINTING

REPLACEMENT of worn-out and obsolete printing machinery by newspapers on a wholesale scale during the past few years is one of the principal reasons for the better printing which won the praise of important newspaper advertisers in EDITOR & PUBLISHER last week.

Machinery for the composing room, foundry, and press room is continually being changed in detail to meet the demands of advertisers and publishers for refinement of the newspaper printing art. Every new discovery of the photo-engraver is summoned to the typographer's aid, and, with regard to national advertising, it may be said that the publisher and his mechanical forces are now receiving every possible assistance from outside in their effort to do a good production job.

Local advertising, as a rule, presents a less pretty picture, for a number of understandable reasons. The small business man who uses local space has usually nebulous ideas regarding advertising and few, if any, on typography. Not many newspaper printers have been produced during the past 25 years with the sense of craftsmanship that distinguished their predecessors. Time is the all-important factor in newspaper production and too often it has been none too abundant in the composition of newspaper advertising. None of these conditions are incurable. Newspaper printers can be trained in typography at small expense of time and money. Advertisers can likewise be educated, not only to appreciate good typography but to encourage it by giving the newspaper time to produce it. Efforts that newspapers are now exerting to these ends will bring noticeable results before many years.

Given good machinery, competent mechanics, good composition and stereotyping, the newspaper needs good print paper and ink to complete its job, and detailed knowledge of what makes good paper and good ink is not extremely common. Newsprint paper is now a fairly standard commodity sold at a standard price, but ink is "something else again." Good news ink can be bought from any of the well-known manufacturers for only a fraction more than some publishers now pay for black grease, and most of the manufacturers would prefer to sell it, even at a smaller profit. Analysis of news ink and education of publishers as to ink values should be an early assignment for the experts of the new A.N.P.A. Bureau of Standards.

The things that newspapers learn about the better conduct of their business often come from the reading and the advertising public; if not, the latter soon learn of them, and the uncouth typing and smeary printing that marked the newspaper of the past will not be tolerated in these days of prosperity.

The dogs of war starve on a true news diet.

THE PRESS AND THE LEAGUE

NEW standards of international press wire communications will come before the League of Nations press conference scheduled for Geneva in 1927. This is assured by the atmosphere which surrounded the past week's meeting of press association representatives in Geneva, in which the policies advocated by the American group appear to have won dominance.

Abolition of censorship except in time of war is advocated. The conference applauded a resolution embodying the American doctrine of property right in news, established ten years ago by the efforts of Melville E. Stone, then general manager of the Associated Press. Favor was also shown to a resolution advocating an even break on news between "official" agencies, subsidized by various foreign powers, and the "independent" agencies, of which the American organizations are the outstanding examples. Secrecy of proceedings, advocated by members of the "official" group, was fought to a standstill and defeated. No "deals" were made behind closed doors.

A promising start has been made on the League press program. The remaining three conferences of publishing interests preliminary to the general meeting have before them an excellent standard for preparation of their individual agenda. There is no past to live down, and this first meeting of the world's journalistic leaders may well cause epochal changes.

PERSONAL

JOHN W. FISCHER, editor of the *Parkersburg* (W. Va.) *Sentinel* was severely injured on Aug. 19 when he was struck by an automobile while crossing the street near his home.

Dr. E. P. Clarke, editor of the *Riverside* (Cal.) *Press,* and his wife, Dr. Louise Harvey Clarke are on a vacation trip in the northwest.

Henry D. Bradley, general manager of the *Norristown* (Pa.) *Times Herald* has just returned from a two months' visit abroad where his time was chiefly spent in Paris and London. While in Paris he attended meetings of the Anglo-American Press Club as the guest of Frank Mason of the International News Service and Wilbur Forrest of the *New York Herald Tribune.*

E. K. Whiting, president and business manager of the *Owatonna* (Minn.) *Journal-Chronicle,* with Mrs. Whiting and their two sons, returned last Sunday from a two weeks' tour of the lake region.

Randolph and Elbert, 10-year-old twin sons of William Randolph Hearst, were in Spokane recently on their way to Yellowstone and Glacier National Parks where they will see a bit of the northwest as part of an educational itinerary planned by their father.

M. D. Witter, publisher of the *Brawley* (Cal.) *News,* and member of the executive committee of the Southern California Editorial Association, has announced himself as a candidate for the nomination for State Assemblyman from Imperial County on the Republican ticket.

IN THE BUSINESS OFFICE

FRANK McCABE, classified advertising manager of the *New York World* is spending his vacation at Readfield, Me.

James Cleary, former manager of the business survey department of the *Chicago Tribune,* and Mrs. Cleary are parents of a daughter, Dorothy.

Edwin A. Sutphin, national advertising manager of the *New York Sun,* is spending his vacation at Ocean Grove, N. J.

Charles Philips Hasbrook, general manager of the *Richmond* (Va.) *Times-Dispatch,* recently was operated upon at Stuart Circle Hospital, Richmond, for appendicitis. He is convalescing.

Casey Y. Hirschfield, of the *San Antonio Light* advertising staff, has gone on a trip to France.

Raymond T. Jones is now advertising manager of the *Hendersonville* (N. C.) *Times,* succeeding P. H. Pyne. Jones was formerly in the advertising department of the *Winston-Salem* (N. C.) *Sentinel.*

IN THE EDITORIAL ROOMS

MARC A. ROSE, managing editor, *Buffalo Evening News,* is spending his vacation at Cape Cod.

Herman Devries, music critic of the *Chicago Evening American,* is traveling in Europe.

William G. Gavin, Washington correspondent for the *Boston* (Mass.) *Traveler,* and Mrs. Gavin are parents of a daughter, Gloria Ann.

Roscoe Ashworth, a staff member of the Paris edition of the *New York Herald Tribune,* who came to this country to take the place of Roland Kilbon of the staff while Mr. Kilbon was in Paris, is visiting his friends and family in the Middle West before returning to Paris.

Ernest K. Moy, the American correspondent for the *Peking Daily News* was scheduled to leave New York Aug. 28th for Miami, Florida, where he will write a series of articles for his paper.

Frank Vreeland, dramatic critic, *New York Telegram,* and Mrs. Vreeland, are traveling in England.

Henry J. Collins, 31, for 13 years a reporter on the staff of the *Lynn* (Mass.) *Item,* has passed his state bar examinations.

Glenn J. Degner, formerly farm page writer, *Owatonna* (Minn.) *Journal-Chronicle,* is returning from a "flivver" trip through the Southwest and Pacific coast states. He recently resigned to enter the University of Missouri School of Journalism.

Donald Anguish, for several years assistant editor of the *New Lexington* (O.) *Tribune* has resigned to enter the insurance business in Columbus, O.

Herbert Asbury, of the night rewrite staff, *New York Herald Tribune,* has returned to work after a short vacation.

P. J. Jones, sporting editor, *Hamilton* (Ont.) *Herald,* is at the University of Michigan Hospital, Ann Arbor, where he will undergo a major operation within the next few days.

George Anthony Cornish, assistant telegraph editor, *New York Herald Tribune,* will be married on Sept. 8 at Selma, Ala., to Miss Elizabeth McLeod of that city. After a honeymoon trip Mr. Cornish will return to the Herald Tribune.

W. S. Cooper, editor of the *Colorado* (Tex.) *Record* and secretary of the Colorado Chamber of Commerce, is leaving Colorado to become secretary of the Breckenridge (Tex.) Chamber of Commerce.

Bess Carroll, *San Antonio Light,* feature writer, has written a novel, "Mirage," which will be published serially in the Light.

Fred L. Bagby, city and county building reporter *Salt Lake City Telegram,* has announced his candidacy for the office of county commissioner, on the Democratic ticket.

J. Howard Galbraith, political editor of the *Columbus* (O.) *Dispatch,* who has been ill for two months, is improving.

Allen J. Daniels, formerly with the editorial staffs of the *Worcester Evening Post* and the *Boston Post,* has joined the *Fall River Globe* as news editor.

M. Jay Racusin, staff member of the *New York Herald Tribune,* has returned to work after a two weeks' rest following his extensive trip in the Middle West during which he made a liquor survey for the Herald Tribune.

A. Jack Coombe, picture editor of the *New York Evening Graphic,* left Aug. 21 for Philadelphia to confer with Mayor Kendrick on Sesqui pictures.

Raymond K. Winans editorial promotion manager of the *Springfield* (Mass.) *Union,* has joined the *Toledo* (O.) *News-Bee.* Mrs. Winans, social editor of the Union, will also join the News-Bee staff.

Archibald Dalrymple, formerly with the *San Antonio Light,* has joined the *McAllen Morning Telegram* as news editor, succeeding E. A. Moreno, transferred to the new *Daily Globe* launched by the Telegram owners at Harlingen, Tex.

W. E. Zuppann, formerly of the editorial department, *Ogden* (Utah) *Standard-Examiner* has returned from the Pacific Coast and will rejoin the Standard-Examiner.

Clarence Wright, who attended Columbia University, is new city hall reporter for the *San Antonio Light.*

S. James Naples, formerly of the *Buffalo Courier* staff, has been appointed secretary to John J. Love, commissioner of public works for Buffalo.

W. M. Moore, reporter, has been named city editor of the *Statesville* (N. C.) *Daily.*

Louis C. Larsen has resigned from the editorial staff, *Sioux City* (Ia.) *Tribune* to join the circulation department of the *Chicago Evening American.* Cecil Mahood has rejoined the Tribune staff after two years' leave of absence. He fills the night commercial job succeeding Harry Aspleaf, who has resigned to return to school.

Fairfax Downey, feature writer for the *New York Herald Tribune* Sunday magazine, has returned to his desk after several weeks in the White Mountains with his family.

(*Continued on page* 30)

FOLKS WORTH KNOWING

ROSCOE B. ELLARD is head of the Lee Memorial School of Journalism, which was established this year, backed by the Southern Newspaper Publishers Association under the direction of Dr. John S. Cohen, editor of the *Atlanta Journal.*



ROSCOE B. ELLARD

Prof. Ellard came to Washington and Lee, of which the memorial school is a part, from Beloit College, Wisconsin, where he was head of the department of journalism for six years. He is an honor graduate of the School of Journalism and the College of Liberal Arts of the University of Missouri, receiving the degrees of B. J. and B. A.

Since graduation he has had considerable experience in reporting, copyreading and feature writing on Chicago, Milwaukee and Missouri newspapers. Before going to Beloit in 1920, he was on the city staff of the *Chicago Daily News.*

Ederle Wins! Valentino Dead!—

24 Hours a day

Your morgue is always on the job!
Keep it up-to-date with Central Press.

Over 1500 portrait mats

available in one shipment and ready to work for you night and day.

Central Press now serving over four hundred newspapers and an unexcelled morgue service with *Semi-monthly Releases* has much to do with its widespread popularity.

KEEP PREPARED with CENTRAL PRESS

Write or wire for terms.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Editor and Manager

A
FRONT PAGE
COMIC

Taken for the show window of the comic section by paper after paper

THE
ELLA CINDERS
COLOR PAGE

Starting
SEPTEMBER 19

Order Now!

Black and white to four colors, inside or outside — but remember — it is signally

A
FRONT PAGE
COMIC

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager — *Earl J. Hadley*, Associate

150 Nassau St. New York City

(*Continued from page 29*)

Leon J. McCarthy, news editor of the *Corning* (N. Y.) *Evening Leader,* is back at his desk after a siege of illness.

Robert Coulson, formerly of the *Buffalo Star* staff, is now publicity manager for the Lafayette theater, Buffalo.

WITH THE SPECIALS

GEO. B. DAVID COMPANY, has been appointed national advertising representatives both in the Eastern and Western territories for the *Fort Myers* (Fla.) *Tropical News.*

SPECIAL EDITIONS

OTTAWA EVENING CITIZEN, 128-page Centenary number, Aug. 16.

Tampa (Fla.) *Daily Times,* 104-page review of industrial, financial and development activities in Tampa and South Florida, Aug. 14

Decatur (Ill.) *Sunday Review,* Aug. 15, 68-page special issue including four pages in roto, dedicated to the Wabash railroad, detailing the railroad's plan to spend $7,500,000 in expansion and improvement of its shops and divisional headquarters in Decatur.

Peoria (Ill.) *Evening Star* 40-page Dollar Day edition, Aug. 18.

Quincy (Ill.) *Herald-Whig,* 24-page Dollar Day edition, Aug. 18.

Rutherford (N. C.) *County News,* 100-page Progress and Publicity edition.

Chatham (Ont.) *Daily News,* Dollar Day edition, Aug. 23.

Miami Beach (Fla.) *Beacon,* second anniversary edition, Aug. 20.

El Dorado (Ark.) *Daily News,* 136-page Fifth Anniversary edition, July 23.

PRESS ASSOCIATION NOTES

R. G. SMITH, Salt Lake City correspondent of the Associated Press, has returned to his desk after a two weeks' vacation spent at Fish Lake in Southern Utah.

Howard J. Carswell has joined the Kent Press Service as city editor in the Chicago office.

L. L. Sisk has succeeded E. G. Studhalter as Fort Worth bureau manager for the International News Service.

John T. Nevill, Detroit bureau correspondent for the Kent Press Service, returned from the two weeks airplane tour made by the Ford Reliability Group.

MARRIED

HAROLD E. BURNS, of the mechanical force, *Galesburg* (Ill.) *Evening Mail* to Miss Leota Weeks, Aug. 18 in the home of the bride's parents, Mr. and Mrs. William Weeks, Galesburg.

Frances Ann Eddy, proofreader of the *Quincy* (Ill.) *Herald-Whig,* Aug. 21, to Floyd G. Summers, of the Herald-Whig editorial staff. Summers has resigned to take a copy desk position with the *New Bedford* (Mass.) *Standard.*

Victor Nelson, of the *Providence* (R. I.) *Journal* staff, to Miss Olive Sears of Somerville, last week in Somerville

Stanley Page Judkins, of the real estate advertising department, *New York Herald Tribune* to Elizabeth Wiswall Littlefield at Newburyport, Mass.

HOLDING NEW POSTS

NEIL DOUGLAS, from Lubbock (Tex.) *Avalanche,* to *Cleburne* (Tex.) *Review.*

Daniel C. O'Flaherty, from *Richmond* (Va.) *Times-Dispatch* staff, to *Bronx Home News,* New York City.

ON THE MECHANICAL SIDE

HUGH F. DOWNEY, a proofreader of the *Lowell* (Mass.) *Courier-Citizen,* has successfully passed his bar examinations.

SCHOOLS

JOURNALISM has been added to the correspondence course offered by Emory University, Atlanta, Ga., according to an announcement by the extension division. The correspondence work is under the supervision of regular faculty members.

M. E. Selecman, dirtctor of information, Northwest Missouri State Teachers College, has obtained a year's leave of absence to study at the Medill School of Journalism.

CHANGES OF OWNERSHIP

ALLEN E. GLAZE, editor of the *Allen* (Neb.) *News* the last year has disposed of his interest in the paper and joined the staff of the *Hartington* (Neb.) *Herald.*

R. C. Hoiles, of Mansfield, O., publisher of the *Mansfield News* and *Lorain Times-Herald,* has purchased the interest of Harry G. Brunner in the *Mansfield Journal.*

The interests of Fred J. DeMille in the firm of Smith & DeMille, publishers of the *Paso Robles* (Cal.) *Press,* have been purchased by Fred J. Smith and son, Fred W. Smith. The business will be continued under the firm name of Fred J. Smith and Son.

E. B. Kingsbury, owner and editor of the *Ponca Nebraska Journal-Leader,* weekly, has sold the paper to C. C. Charles, who has taken charge.

ASSOCIATIONS

MEMBERS of the LIVINGSTON COUNTY (N. Y.) PRESS CLUB, held their annual midsummer meeting and reunion in the Tallyho Tavern at Geneseo, N. Y., with more than 50 publishers and guests in attendance. Oscar Woodruff, for nearly 50 years editor and publisher of the *Dansville* (N. Y.) *Express,* gave an interesting resume of his half century of experience. Walter B. Sanders of the *Nunda News* gave an account of his administration as president. R. M. Rolinson of Mount Morris was elected president and Raymond Haywood, also of Mount Morris, was chosen secretary and treasurer.

Three hundred delegates are expected to attend the annual convention of the UNITED TYPOTHETÆ, DISTRICT No. 4, which will be held in Lynchburg, Va., Sept. 17 and 18. The district includes Virginia, Delaware, Maryland, the District of Columbia and North Carolina.

Railroads will grant fare-and-a-half privileges for the round trip to the DIRECT MAIL ADVERTISING ASSOCIATION convention Oct. 20, 21 and 22, in Detroit.

Delegates from 43 chapters of PI DELTA EPSILON, national honorary journalism fraternity, will leave Sept. 3, from Chicago on a special train for Berkeley, Cal., where the seventeenth annual convention will be held Sept. 8-11. The University of California chapter, numbering more than 40 members, will act as host. The sessions will be presided over by Prof. Charles Harvey Raymond, Grand President of the fraternity, who was recently appointed head of the journalism department of the University of California.

MEDILL SCHOOL NAMES ITS 1926 COUNCIL

Advisory Group of Eleven Active Newspaper Men Selected for Coming Term—Evening School in New Quarters

The Medill School of Journalism of Northwestern university at Chicago, founded in 1921 and named for the founder of the *Chicago Tribune,* Joseph Medill, is laying plans to make 1926-27 its greatest year.

This fall will find the evening division will move from the old structure at Dearborn and Lake streets into the new Wieboldt hall of the School of Commerce on the Alexander McKinlock memorial campus on the lake front.

This new structure will be the last word in a newspaper laboratory.

To keep in touch with the most recent developments on newspapers the school has formed a newspaper council which is associated with its staff in guiding the course of the school.

Members of this council for 1926-27 are Brooks H. Beitler, news editor, *Chicago Daily News;* Edward Scott Beck, managing editor, *Chicago Tribune;* William S. Brons, superintendent, Chicago bureau of the International News Service; Frank Carson, managing editor, *Chicago Herald and Examiner;* William A. Curley, managing editor *Chicago Evening American;* Edgar T. Cutter, superintendent, central division, Associated Press; Glenn Griswold, editor, *Chicago Journal of Commerce;* O. L. Hall, co-editor, *Chicago Journal;* Edward C. Derr, manager, central division, United Press; Wright A. Patterson, editor-in-chief, Western Newspaper Union and Charles A. Segner, managing editor, *Chicago Evening Post.*

Prof. H. F. Harrington continues as director of the school.

FLASHES

"International Paper Head Makes a speech," a headline says. Why not give the name instead of dealing in veiled insults?—*H. R. Farmer in Edmonton Bulletin.*

Mrs. Elizabeth Dawson Gallatin, who low lives at Sothampton.—*The Times*

That noise you hear is probably Mr Ochs telling the proofroom what he thinks.—*F. P. A. in Conning Tower New York World.*

The wife of a bootlegger with a downtown clientele was recently granted a divorce and custody of the brief case.—*Detroit News.*

It is unfair to call Uncle Sam a pawnbroker. Pawnbrokers always insist on security.—*J. J. Montagne in New York Herald Tribune.*

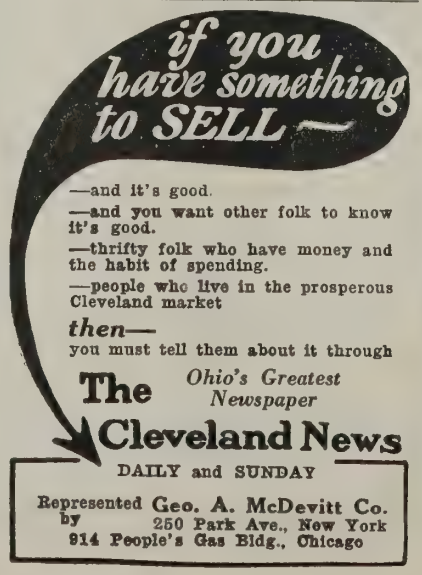
The Rainy Day Club was organized by women thirty years ago to agitate for shorter skirts. Few movements have met with more marked success.—*Aiken* (S. C.) *Journal and Review.*

Photographs seldom do us justice, being fortunately tempered with mercy.—*Florence* (Ala.) *Herald.*

Reformer says there aren't enough manual laborers in Congress. Well some of them are pretty good at mending fences.—*New York American.*

All efforts of Europe to make us believe it was our war and they came in to help us out will prove unavailing.—*—Waterloo* (Ia.) *Tribune.*

And our guess is that the next war Europe engages in will have to be a cheap one.—*Dallas News.*





FAMOUS FEATURES SYNDICATE, Inc.

Breaks Another Exclusive First Person Story!

"MY STORY"

By CHARLOTTE MILLS

Daughter of the slain woman in the

HALL-MILLS MURDER MYSTERY

For four years Miss Mills has been reticent—has refused many offers from newspapers.

Now she tells the whole story!

"My Story" runs 18 installments, 1,000 words each, illustrated by exclusive pictures.

WIRE for territory

We have already sold by telephone:

New York	**Syracuse**	**Pittsburgh**
Philadelphia	**Milwaukee**	**Baltimore**
Cleveland	**Boston**	**Chicago**
Albany	**Buffalo**	**Newark**
Providence	**Rochester**	**Dubuque**
Washington	**New Britain**	**Windsor, Canada**

Other circulation building features which we offer for September release include:

"JOY"

A clean, rapid-moving fiction serial by Barbara Webb. A new type of romantic story glorifying the ordinary girl. Illustrated by peppy action PHOTOGRAPHS. Sixty instalments, with a "kick" in every line. Promotion material all worked out in every detail.

WIRE for territory.

"IF YOUTH BUT KNEW"

A really big feature written by the foremost men in America, including John D. Rockefeller, Sr., Otto Kahn, Charles M. Schwab, Theodore Roosevelt, Chauncey Depew, Judge Gary, Hudson Maxim and a host of others. Their life lesson compressed into a few crisp words. A new one every day. WIRE for territory.

Famous Features Syndicate, Inc.

1819 Broadway, New York, N. Y.

BUILDING NEWSPAPER CIRCULATION

Circulators Reaching Above the Clouds for Distribution and Promotion —One Way to Furnish Baseball Scores Without Obstructing Traffic—Selling an Extra in New York



CIRCULATORS are reaching above the clouds for distribution and promotion.

Airplanes are being put to us in increasing numbers by newspapers whose publishers believe the romances of Jules Verne can be surpassed in routine work of the present day civilization.

Not long ago EDITOR & PUBLISHER told of the establishment by the *Temple* (Tex.) *Telegram* of a regular daily airplane delivery system, which E. K. Williams, general manager, claimed was not a "stunt," but which he conservatively considered was not practical for the average daily publisher. George Williams, his brother, is an aeronautical engineer of long experience.

This week from Tampa, Fla., comes the news that the Florida Airways, Inc., carried the first load of several hundred copies of the *Tampa Times* to Fort Myers on Aug. 18.

According to the schedule, which will be permanent, the Times has announced, a big Ford-Stout all-metal monoplane will leave at 3.20 o'clock each afternoon with the home edition of the Times, arriving at the Fort Myers flying field about 4.40. Fort Myers is 105 miles south of Tampa on the West coast of Florida.

Among those who witnessed the loading of the first consignment of newspapers were J. L. Brooks, circulation manager of the Times; Carl B. Eielson, pilot for Florida Airways Incorporated; D. E. Chenea, traffic manager for the air route; Lieut. Jack Harding, round-the-world flier and vice-president of Florida Airways; H. D. Dennis, educational director of the air route, and B. Z. Angle, development editor of the Times. No re-arrangement of the airways schedule was necessary to accommodate the newspaper.

Airplanes can and have accomplished effective promotion for a newspaper. J. W. Curran, editor of the *Sault* (Canada) *Daily Star,* will tell you that. His paper issued a 40-page edition on the occasion of the Michigan convention of the Kiwanis at Sault Ste. Marie, Mich., and as a stunt had several thousand copies sent down from the air over the Michigan Soo on Aug. 19. The Daily Star's 'plane is shown in action in the photograph reproduced above.

World Series games are coming. The newspaper scoreboard will do its work and effectively, too. But sometimes a little ill-will is mixed with the good created, when crowds watching the play-by-play returns hold up traffic on busy streets in front of publication offices.

L. J. Hoffmann, circulation manager of the *St. Louis Star,* offers a solution. Let Hoffmann tell the story:

"The St. Louis Star for many years has used wagon posters on its fleet of motor trucks. Of course, the posters were always made as attractive as possible, calling the public's attention to coming and current events such as special articles about to start, new serial stories and calling especial attention to feature pages, etc.

"This year, owing to the tremendous interest in baseball in St. Louis caused by the Cardinals being in the thick of the pennant fight, has prompted the Star to try a new feature on the trucks.

"Scoreboards, formerly used by St. Louis newspapers, caused extreme congestion of traffic in the downtown area and were discontinued. The Star this year feeling the necessity of keeping the public informed of the inning by inning progress of its ball teams, adopted the following: The wagon poster was split in half, the upper half being used as an inning by inning scoreboard for the local teams and the lower half being reserved for announcements of features as in the past, making the same board do double duty.

"When you take into consideration that this fleet of trucks covers the city and surrounding territory like a network and that the baseball scores of the local teams are posted on them, right up to the moment the truck leaves with its load, you can readily see the advertising advantage this feature has.

"We have checked very carefully and find that thousands of people now look daily for the Star trucks to find out the latest scores. We have had greater responses from our wagon feature posters than we had formerly.

"The popular saying in St. Louis today is 'Here comes a Star truck, let's see what the teams are doing.'

"I personally feel that this is the outstanding circulation feature the Star has attempted this summer."

"Eee-oh! Valentino Dead! Eee-oh! Valentino Dead!"

This cry rang out this week shortly after Monday's noontime in Times Square, New York, Aug. 23.

Weird heralding of a life's passing from grimacing lips of newsboys, it was. Their hands beat time dealing out papers to the crowd and taking in coin. Circulations of evening newspapers first to reach New York's theatre district danced high to the grating cry and trombone headline.

Devoid of feeling, the scene merely represented a magnified picture of regular routine in New York's newspaper world when an extra comes out.

Around delivery platforms of Manhattan dailies a motley crowd of men and boys spend their time, waiting for something to happen big enough to call for an extra. By regular newsstand dealers they are called "bootjackers" because they sell three-cent papers at a nickel each, and in the rush of fast selling are able to get away with it.

One or two of these so-called "bootjackers" are on the payroll of a paper. Listed as "inspectors" they are paid about $18 a week and all else they can pick up by selling an extra to the hungry curious. Others depend only on sales in districts visited by crime, tragedy, or catastrophe. It may be a murder in the negro belt of Harlem, a hold-up on the east side, the end of a game or the end of a life or the complete story of a prize fight. The "bootjackers" grab the papers hot from the presses and rush with them to the section chiefly interested.

The following circulation department changes have been made by the *New York World:*

N. R. Hoover has been appointed director of circulation of the Morning, Sunday and Evening World. Joseph M. Scott has been appointed circulation manager of the Morning and Sunday World, and H. H. Irish has been appointed circulation manager of the Evening World.

Mr. Hoover has been in the newspaper business, always circulation, from boyhood, barring a few years in commercial life. He has been employed successively on the *Philadelphia* (Pa.) *Times, Philadelphia* (Pa.) *North American, Everybody's Magazine, Boston* (Mass.) *Transcript* and *St. Louis* (Mo.) *Post-Dispatch.* He came to the World four years ago.

Mr. Scott has been with the World since 1898, starting as a roadman. Previous to that he had been with the Chicago Inter-Ocean.

Mr. Irish comes to the Evening World from Rochester, N. Y., where he had had charge of the *Journal-American* circulation. His previous connections were with the *Kalamazoo* (Mich.) *Gazette, South Bend* (Ind.) *News-Times and St. Louis* (Mo.) *Times.*

J. Omansky, former circulation manager of the *Cleveland* (O.) *Times,* is now devoting his whole time to aiding newspapers on their circulation problems. He is located at 614 Park Building, Cleveland. Mr. Omansky has had 16 years' experience with Scripps-Howard and other newspapers.

(*Continued on page* 34)

Our Customers Write Our Ads

WILLIAM ALLEN WHITE, of the EMPORIA, KANSAS, GAZETTE

Says—

"We have used The DUPLEX PRESS, Flat Bed and Tubular, in my office now for more than twenty years, and a fine press they make."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

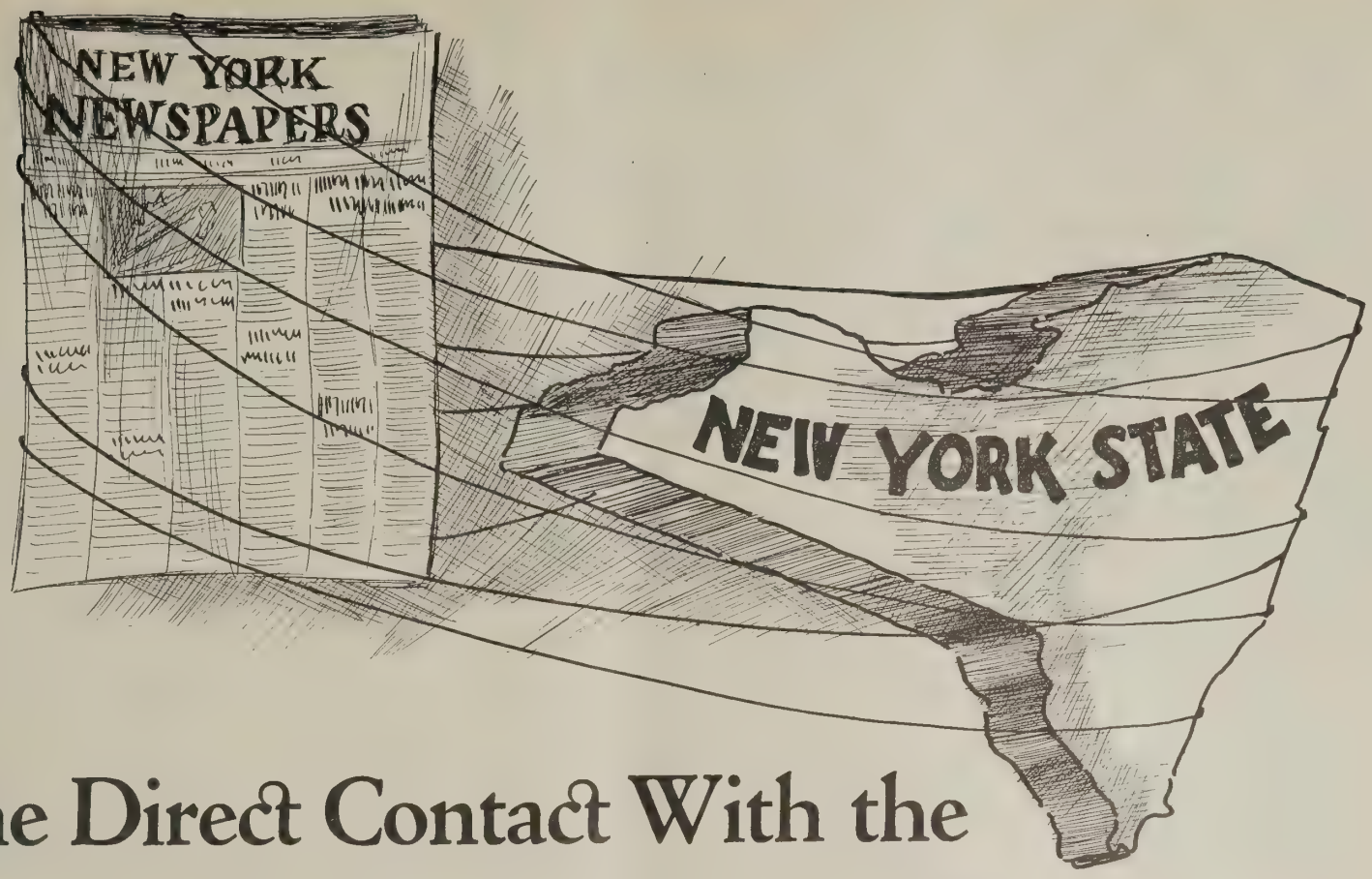
On March 7, 1926, The Brooklyn Standard Union went back to the pre-war price of one cent, and the average circulation for April, May and June at the one cent price is:

Net paid daily
82,033

Net paid Sunday
84,014

R. J. R. Hunsiman
President

LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPER



The Direct Contact With the Empire State's Consumer Market—

The Financial, Industrial, Commercial, and Agricultural position of New York State is so paramount, that it naturally is given first consideration by advertisers seeking distribution in the established markets.

No selling campaign of any character or magnitude can be complete without New York State heading the list.

The most direct contact with the great masses and classes of the Empire State's consumers is thru the daily newspapers. This New York State group is composed of dailies of national and international reputation, who not only cover their respective communities thoroughly, but whose importance is so great that many circulate all over the world, because they are the authorities on the political, industrial and economic life of the nation. It is therefore evident the people look to these papers for their wants and requirements.

The papers listed below offer each advertiser a carefully planned merchandising service. Let them prove to you how they can assist in the solution of your problem in distribution.

	Circulation	2,500 Lines	10,000 Lines
**Albany Evening News (E)	34,444	.10	.10
**Albany Knickerbocker Press (M)	34,018	.11	.11
**Albany Knickerbocker Press (S)	56,924	.16	.16
**Amsterdam Recorder-Democrat (E)	7,810	.04	.04
††Auburn Citizen (E)	6,389	.065	.055
**Brooklyn Daily Eagle (E)	73,764	.22	.22
**Brooklyn Daily Eagle (S)	84,997	.22	.22
***Buffalo Courier-Express (M)	116,000	.22	.22
***Buffalo Courier-Express (S)	155,000	.30	.30
**Buffalo Evening News (E)	138,294	.25	.25
**Buffalo Evening Times (E)	100,393	.21	.21
**Buffalo Sunday Times (S)	104,076	.21	.21
††Corning Evening Leader (E)	9,389	.05	.05
**Elmira Star-Gazette Advertiser (E&M)	33,487	.11	.11
**Freeport Daily Review (E)	7,991	.05	.05
††Geneva Daily Times (E)	5,040	.04	.04
**Gloversville Leader Republican (E)	7,238	.035	.035
††Ithaca Journal-News (E)	7,751	.05	.05
**Jamestown Morning Post (M)	11,732	.04	.035
**Middletown Times-Press (E)	7,127	.04	.04
**Mount Vernon Daily Argus (E)	10,437	.05	.05
**Newburgh Daily News (E)	12,132	.06	.06
††New Rochelle Standard-Star (E)	8,598	.04	.04
**The Sun, New York (E)	257,067	.60	.56
**New York Times (M)	356,471	.80	.784
**New York Times (S)	610,041	.95	.931
††New York Herald-Tribune (S)	345,484	.693	.672
††New York World (M)	287,682	.595	.58
††New York World (S)	582,929	.595	.58
††New York Evening World (E)	294,442	.595	.58
**Niagara Falls Gazette (E)	20,629	.07	.07
**Port Chester Item (E)	4,732	.03	.03
**Poughkeepsie Star and Enterprise (E)	12,824	.06	.06
††Rochester Times-Union (E)	70,406	.21	.20
††Syracuse Journal (E)	65,326	.16	.16
**Troy Record (M&E)	22,679	.06	.06
**Watertown Standard (E)	17,617	.07	.07
**Watertown Times (E)	17,334	.08	.08

** A. B. C. Statement, March 31, 1926.
†† Government Statement, March 31, 1926.
*** Merged as Buffalo Courier-Express, June 14, 1926.

CLASSIFIED ADVERTISING

How Canadian Dailies Handle Classified Accounts—Type Faces Claimed Most Satisfactory for Classifies—Want-Ad Bargain Sale in Wichita, Kan.

A PLAN for handling classified accounts is described in bulletins mailed to members by the Canadian Daily Newspapers Association.

Triplicate bills carry a rate of three cents a word, discounting 33⅓ per cent if paid within 10 days of the first insertion. If payment has not been made within 10 days, the duplicate is mailed at the end of the month. If not paid by the 10th of the following month, the triplicate is mailed.

The Canadian association argues that quicker results are obtainable by offering substantial discounts rather than billing the net rate at the beginning. Naturally, cash-with-order over-the-counter business is entitled to the discount. Advertisers telephoning in are notified of the terms. The business is billed on a separate classified billhead, and a coin card is used.

A type face claimed to be most satisfactory for classified pages is listed as linotype 5½ point, Number Four, with Bold Face Number Two Condensed. This face can be set on a five point body, fourteen lines to the inch. It is being used by the *Chicago Tribune* and the *Chicago Daily News*. Another face in use is the eight point Celtic on a ten point body, and various sizes of Devinne Outline, Condensed Outline, and Gothic Condensed Outline.

Before the Tribune and the News began using the 5½ Point No. 4 with Bold Face No. 2 Condensed in their classified and market sections, many letters incorrectly addressed were received at their offices. The figures were not always as legibile in print as they might have been, for reasons such as poor press work, paper, poor ink, and possibly poor stereotype plates. Formerly, many newspapers had "dead letter" offices; but confusion has been eliminated almost entirely by the use of 5½ Point No. 4 with Bold Face No. 2 Condensed. At present a letter addressed incorrectly to these papers because of illegibility of figures or letters is a rarity.

On both the Tribune and the News the size of the classified advertisement using Celtic or the larger Outline faces is increased, since the linage automatically increases when faces such as these are used instead of smaller sizes.

Is it silk stockings you're selling? No, only want ads. But you can stage a bargain sale of want ads. Yes, just as your local department store rids its shelves of old goods to stock up with new, you can hold classified sales to fill up your agate pages and introduce the public to the little ad with the pulling power of a giant.

The *Wichita* (Kan.) *Beacon* is advertising a "Want Ad One Cent Sale" to be held Saturday, Aug. 21, offering two three-time ads for the price of one plus one cent.

An office advertisement announcing the fact this week read:

"If you pay cash in advance for three consecutive insertions of a want ad in the Beacon, you will be entitled to another want ad of the same size for three consecutive insertions for 1 cent.

"All want ads must be paid for at the Beacon office, classified counter, before 6 P. M. Saturday, Aug. 21. These special ads will start in the Sunday, Aug. 22, issue.

"You were never offered a better bargain in your life. Be sure to take advantage of this opportunity to put two Resultful Beacon Classified Ads to work for you."

C. D. McLucas, director of classified advertising of the *Buffalo Times*, reports his paper has received the first help wanted advertisement to be radioed to Buffalo. The Intercity Radio Corporation sent the message, which was from a large Detroit automobile manufacturer, advertising for men.

The paper printed a promotion story telling of the event.

A useful way of filling bottom of column space has been discovered by the classified department of the *Fond du lac Daily Reporter*. A long arrow points the way to the back of the paper and beneath it is the legend in bold-faced italics: "Turn this way to the Classified Ads."

John C. Sturtevant, after a year in the classified department of the *Los Angeles Examiner*, has returned to Wausau, Wis., as manager of the classified department of his father's paper, the *Record-Herald*.

The Associated Dailies of Florida, in its bulletin dated from Jacksonville, Aug. 21, suggested to its members that carrier boys might be utilized for collection of small classified bills in residential sections.

"A small commission might induce good action and be very economical," the bulletin reads. "Such boys might be trained into embryo classified solicitors. Necessarily a card of authority to receive business and collect money should be issued in such cases."

CIRCULATION BUILDING SUPREMACY

We opened 1926 with the greatest newspaper campaign ever conducted, and secured over $300,000 in prepaid subscriptions for The Cleveland Plain Dealer. We can attain similar success for you!

THOUSANDS OF NEW, PREPAID, BONA-FIDE HOME-DELIVERED SUBSCRIBERS SECURED IN TEN WEEKS' TIME

HOLLISTER'S
Circulation Organization

Wire or Write us at 717-718 Commercial Exchange Bldg., LOS ANGELES

For Sale in FLORIDA

The Best UNBORN MAGAZINE Ever Offered

WITH its first issue about ready to publish; with advertising contracts for months ahead, and more than half of the text matter already illustrated and ready for composition, with friends already established:—

The originator and owner must sell due to pressure of other business.

One of the finest magazine opportunities ever offered in Florida. This publication will earn $30,000 to $50,000 in 12 months. Will sell for $10,000 or half interest for $5,000 to man or woman with real publishing experience either editorial or business, who is capable of handling entire proposition. An excellent opportunity for two men, editorial and business, who have had metropolitan training; who know art.

Address Box "A 765," care EDITOR & PUBLISHER

Responsible party with substantial banking references can handle this proposition on floatation expense. Owner will hold stock.

BUILDING NEWSPAPER CIRCULATION

(*Continued from page 32*)

Newspaper-promoted water sports and golf tournaments have been frequent in Chicago recently and more events are scheduled for the future.

The *Chicago Daily News* held its first annual open golf tournament Aug. 23 and 24. Cash prizes totaling $600 and other prizes, such as shoes and sweaters, were given. The tourney consisted of 36-holes medal play. When the *Chicago Tribune* gave its fifth annual water carnival in Lincoln Park, Aug. 22, police estimated the crowd at 100,000. The *Chicago Evening American* has donated $1,200 in prize money for the Chicago district open golf championships to be held Aug. 30, 31 and Sept. 1. A trophy was presented by the *Chicago News* to the winner of the annual race of the Lake Michigan Yachting Association, run this week.

The *New York Evening Graphic* announced this week that after Aug. 31, it will discontinue issuing travel accident insurance policies to readers.

One hundred boys of Chicago were happy on Thursday, Aug. 26, because they saw the Chicago Cubs play the Boston Braves as guests of Sally Joy Brown of the *Chicago Tribune*. The 100 winners were selected from letters written by hundreds of boys to Miss Brown telling her why they like the Cubs and why they wanted to see that particular game.

Similar parties are held throughout the year by the Tribune.

The *Chicago Evening American* is offering Lake Michigan excursion trips to its readers. Coupons are printed daily, which when presented in a series entitle readers to reduced fares on boats traveling to St. Joseph and Benton Harbor and return.

Carrier boys of the *Richmond* (Va.) *Times-Dispatch* from over eastern North Carolina were tendered an all-day outing and picnic at Silver Lake between Rocky Mount and Wilson, N. C., recently.

Louisville newsboys may cry their wares on the city streets until 11 p. m. without molestation from policemen or others. This, in effect, was the ruling of Police Judge Eugene Dailey who dismissed Pedro Guitarez hailed before the city court on a disorderly conduct charge preferred by Patrolman John Gruber last week.

Gruber took the newsboy in tow at 9:30 p. m. when the lad declined to heed the patrolman's advice to quit calling his papers. The lad's refusal resulted in his being roughly handled by the policeman and in his arrest. He was promptly released when brought before Judge Dailey.

Charges were promptly preferred against the policeman by the newsboy. The Board of Public Safety held that Gruber had been unnecessarily rough and violent in his treatment of the boy. Gruber was suspended for two days.

New England's Second Largest Market

66,965

or 10.68% of the people in Rhode Island filed personal income tax returns in 1923.

In this respect Rhode Island ranks fifth in the United States.

Advertisers of meritorious products who already have secured distribution in New England's Second Largest Market will be found to be using almost exclusively

The Providence Journal
and
The Evening Bulletin

Circulation **105,000** Net Paid

Providence Journal Company
Providence, R. I.

Representatives
CHAS. H. EDDY CO., Boston New York Chicago
R. J. BIDWELL CO., San Francisco Los Angeles Seattle

N. Y. PUBLISHERS WIN NEWS VENDOR STRIKE

ewsdealers, After Refusing to Handle Manhattan Dailies One Week, Re-sume Sales in Time for Sunday Edition Aug. 22

A revolt of New Jersey newsdealers gainst handling New York dailies unless ieir union was recognized was successfully put down by the New York publishers following negotiations which ended i Jersey City last Saturday, Aug. 21.

The strike of vendors was directed iainly against the Bayonne News Company, which handles distribution for the *ew York Times, Herald Tribune, orld, American, Mirror* and *Sun.* Reaining Manhattan dailies were also fected.

The North Hudson Stationery, Cigar id Newsdealers' Association voted to scontinue sale of the New York papers i Aug. 16. The Jersey City Cigar, tationery and Newsdealers' Association llowed suit. Distribution of 60,000 orning, 45,000 evening, and 90,000 Sunay newspapers in Union City, West New ork, Woodcliff, Guttenberg, Bayonne, id parts of Jersey City and Hoboken, ere involved. Dealers continued to sell ew Jersey papers.

N. R. Hoover, circulation director of e New York World, and John C. ansfield, *New York Journal,* were amed to represent the morning and ening newspapers respectively.

They found that the dealers were makg the following demands of the ayonne News Company:

1. Delivery charges for daily and Sunay newspapers to be abolished.
2. No extra papers, other than the gular order, should be forced upon alers.
3. The company shall send an authored collector with power to adjust all aims.
4. The company shall reimburse alers for all just claims, such as carres and telephones, when they are bliged to use these means to adjust comany errors.
5. Papers reaching dealers after 6 m. shall have full return privileges.
6. All papers, daily and Sunday, must left protected from injury by rain or ow.

Hoover and Mansfield promised to adst the third and sixth demands. Negoations became deadlocked over the deand that the publishers recognize the wsdealers' union, with B. Schimel, of rsey City, secretary, and A. Kaplan, esident. The publishers refused this mand.

A force of 60 men was organized to ll newspapers in the towns affected, der direction of Hoover and Mansfield. oover claimed that almost immediately lf of the regular sale was obtained, and is mounted to two-thirds by Saturday, hen the newsdealers decided to give up. here were numerous arrests during the eek.

The newsdealers, according to Hoover, ere planning to demand later that all pers be delivered to them inserted, and ere also going to strike for better prices om cigar and stationery jobbers.

CHICAGO B. B. B. LAUNCHED

illiam R. Dawes, Association of Commerce Chief, Is President

Working toward the ideal of "honesty business and in merchandising for the nefit of the retailer and purchaser," the hicago Better Business Bureau was unched this week, inaugurating the osest co-operation between the Chicago ssociation of Commerce, many of Chigo's leading business men and the daily wspapers.

The temporary officers are William R. awes, president of the Association of ommerce, president; George Lytton, enry C. Lytton and Sons, vice-president; omer J. Buckley, Buckley, Dement and mpany, treasurer and Joseph R. Noel, anker, treasurer.

During the preparatory period of organization the committee conferred with the following executives representing the various daily newspapers: J. N. Shryock, *Chicago Daily News;* Eugene M. Parsons, *Chicago Tribune;* M. C. Meigs, *Chicago Herald-Examiner;* Hays McFarland, Chicago Herald-Examiner; George E. Row, *Chicago Journal* and W. M. McNamee, *Chicago Evening American.*

NEW ARKANSAS A. P. MEMBER

The *Blytheville* (Ark.) *Daily Courier News* is now receiving the leased wire day report of the Associated Press. Edgar G. Harris and Mrs. Harris are owners and publishers of the paper.

ADS AIDED FRIGIDAIRE

Newspaper Drive Sent Sales to 25,000 Plants a Year

Recent price reductions for Frigidaire electric home refrigerators is a testimonial of the effectiveness of newspaper advertising, R. E. Parsons, Kansas City distributor, stated last week.

"In the six years preceding last December," Mr. Parsons said, "only 90,000 Frigidaires had been sold. A newspaper advertising campaign was decided upon, with the result 200,000 plants have been sold and sales now are averaging 25,000 installation of refrigerating apparatus a month."

The Frigidaire plant in Dayton, O. now is being enlarged at a cost of $20,000,000.

'PLANES PROMOTE DOLLAR DAY

The *Gloversville* (N. Y.) *Morning Herald* brought Gates Aerial Circus to its city Aug. 19 to promote "Dollar Day." Merchants reported a 50 per cent increase in sales over last year. Airplanes scattered copies of the newspaper from the air.

Read EDITOR & PUBLISHER—$4 a year.

Get a

Close-up View

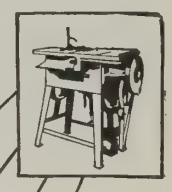
of the Ludlow

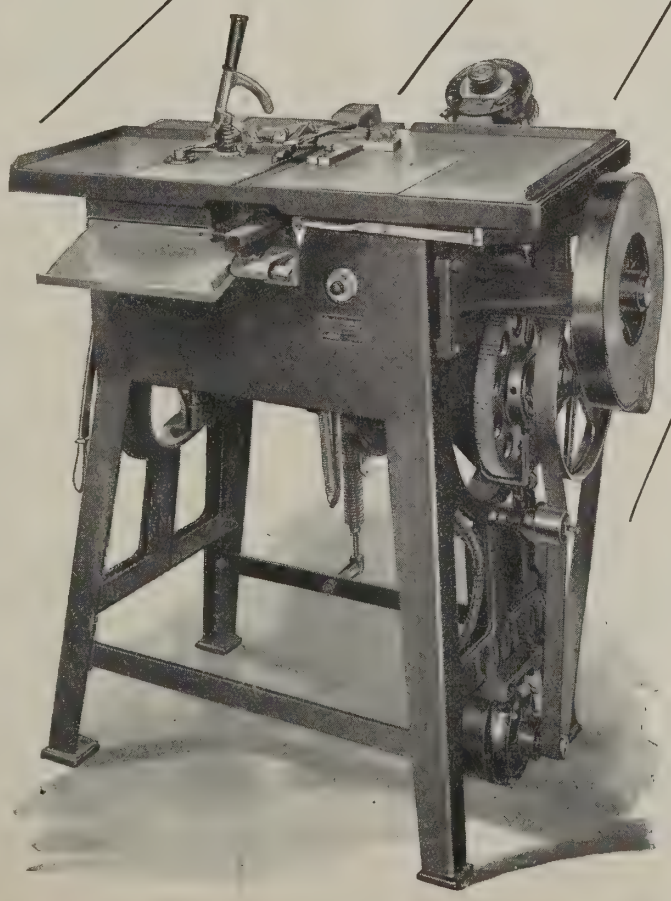
SEEN moving rapidly at a distance, a high-powered automobile looks like a tiny floating speck. But when with warning honk it scurries you out of its way, its utter bigness is startling.

Seen at a distance, the Ludlow looks small. And it is—in size. But when you get a close-up view of it—in producing the most important lines in your paper (your ads and heads)—in saving time and labor—in casting clear-printing quality type in sluglines, 6 to 60-point, condensed, medium-width and extended faces—its *bigness in use* is obvious.

Ludlow Typograph Co.
2032 Clybourn Avenue, Chicago

San Francisco: 5 Third St. New York: 63 Park Row
Atlanta: 41 Marietta St. Boston: 261 Franklin St.





LUDLOW QUALITY COMPOSITION

Another instance
where looks are deceiving

Big production of quality material invariably follows the installation

of the Elrod Lead, Slug and Plain Rule Caster

It casts any quantity. It cuts the material to any desired length. Its products stand up under the severest press and stereotyping conditions.

Get a closer view of the Ludlow and the Elrod and learn what they will accomplish in your plant. Write for complete details.

WOMEN IN ADVERTISING AND JOURNALISM

Mrs. Merritt Likes Journalism as a Companion Career to Housekeeping—Harriette Underhill Recovers from Operation—Woman Columnist to Resume Wok in St. Paul

EACH anniversary of the *Farmingdale* (L. I.) *Post* marks an anniversary in the newspaper career of Mrs. Mabel Witte Merritt. There have only been six of them so far, but each one has been a milestone of success for both Mrs. Merritt and the Post.



MRS. MABEL MERRITT

When Jesse Merritt started publishing the Farmingdale Post in 1920, Mrs. Merritt stepped in to help him, and she became so interested in the work she decided to adopt journalism as a companion career to housekeeping. And besides, as this editor-housekeeper says, "A country newspaper needs a woman to look after the little personal editorial details that men are liable to overlook."

With this ideal of editorial duty in mind and by her pleasant personality and willingness to help others, Mrs. Merritt has made many friends for the Post and has developed it into an institution of real service to Farmingdale. She attributes her editorial ideals partly to a letter she received from Col. Theodore Roosevelt on her editorship of the Post, which spoke highly of the country newspaper and its opportunities for serving its community. She also follows the office creed of the *Marion Star*, a copy of which Mrs. Warren G. Harding sent her, autographed by Mr. Harding.

Mrs. Merritt is a graduate of Vassar College with a degree of A. B., and she has a degree of LL.D. from New York University.

Before her marriage, Mrs. Merritt lectured on law at Columbia University, being the first woman to lecture there on that subject.

She is a devotee of outdoor life and a student of history.

Her time is divided between her office and her home, where two children turn her thoughts from editorial affairs to the cares of motherhood.

Mrs. Merritt is an excellent cook, and has published a cook-book to which Mrs. Calvin Coolidge contributed her favorite recipe for doughnuts.

Back in her editorial chair, Mrs. Merritt is a firm booster for Farmingdale. Four years ago she started an editorial campaign for a free public library for the town, and, after plugging steadily for three years, her goal was gained, and the residents of Farmingdale now have all the classics of literature at their disposal.

Her success with the Post has been due greatly to what Mrs. Merritt calls her "office creed": "The smaller affairs and concerns of everyday life have a place in the news columns as well as public questions. A neighborly interest in the happiness and an expression of sympathy in the sorrow of those about us make life doubly worth while."

Miss Harriette Underhill, motion picture critic for the *New York Herald Tribune*, has recovered from a serious attack of appendicitis, and has returned to the office.

Mrs. Harrison Hatton, who ten years ago was writing a "Love-lorn" column under the name of Elizabeth Page, will re-establish her column in the *St. Paul Dispatch* about Sept. 15.

Miss Hazel Mizelle has joined the *Charlotte* (N.C.) *Observer* staff, succeeding Philip Howeton, who has joined the *Lenoir News-Topic*.

Miss Henrietta L. McCarthy, society editor of the *Marinette* (Wis.) *Eagle-Star*, is a veteran in the newspaper business. More than 40 years ago, after finishing high school, she came to the Marinette Eagle as a typesetter when the paper was set by hand. She was proficient and was graduated from that job to one of reporting which she has carried on since, having been in continuous employment by the Eagle-Star as long as it has been a daily, her work being broken by an occasional vacation.

CANADA NEWSPRINT INCREASES

Dominion Shipped 968,881 Tons Up to the End of July

Newsprint exports from Canada have increased about 25 per cent for the first seven months of this year over a similar period in 1925.

Up to the end of July, 1926, Canada had shipped abroad 968,881 tons of newsprint, compared with 784,990 in 1925.

The value of Canada's newsprint exports for the first seven months of this year is $63,866,812, compared with last year's corresponding figures of $55,319,290.

Of the total newsprint exported by far the greatest proportion went to the United States, namely 917,785 tons, during the seven months. Last year it was 752,142 tons.

ADVERTISING AGENCY AFFAIRS

Philip O. Deitsch Joins Klau-Van Pietersom-Dunlap-Younggreen, Inc.—Sanborn Now with Barritt & Co., Chicago—St. Louis Agency Moves Offices

PHILIP O. DEITSCH, formerly with the National Better Business Bureau, New York, has joined the staff of Klau-Van Piettrsom-Dunlap-Younggreen, Inc., advertising agency, Milwaukee, Wis.

D. C. Sanborn, formerly associate editor of the *American Restaurant Magazine* and the *Restaurant Digest*, has joined Barritt & Co., Chicago advertising agency.

Willard A. Parker, advertising manager for the last twenty years of the Carleton & Hovey Company, Lowell, Mass., "Father John's" Medicine, has started an advertising and printing business at Lowell, under the name of The Parker Company.

The offices of the Frank D. Boyd Advertising Company, St. Louis have been moved from 4432 Washington Boulevard to 621 Security Building. The officers of the company are: President, Frank D. Boyd; vice-president, A. C. McKinley and secretary, Miss Ruth Reed.

Alan Lehmann of the Buffalo office of Barton, Durstine & Osborn has been given an indefinite leave of absence and is in Montana endeavoring to regain complete health.

Gordon Thornton, direct-mail advertising man has joined the McAllister Advertising Service, coincident with the forming of a new direct-mail department, of which he will have charge. He was for 15 years associated with the Kier Letter Company of Chicago.

James L. McCormick, for the past three years account executive with Mitchell-Faust Advertising Company, Chicago, has opened a general advertising agency under his own name at Amarillo, Tex. He will direct the advertising for a number of local advertisers.

Hugh M. Smith, recently general manager of the Atia Corporation, New York, hasJoined Frank Kiernan & Co., advertising agency of the same city.

Ernest John, for 16 years associated with the Victor Talking Machine Company, Camden, N. J., will start an advertising agency under his own name in Philadelphia, Sept. 1. Mr. John resigned from the Victor company last April. Before entering advertising work he had been engaged in newspaper work for seven years.

W. B. Turner has been appointed to take charge of the production department of the Aitkin-Kynett Company, Philadelphia advertising agency. He was formerly with George Batten Company, Inc., New York.

E. M. Perrin, formerly with the advertising division of the General Motors Export Company, has joined the Frank D. Webb Advertising Company, Baltimore, in charge of copy and production.

The Spafford Company, Inc., Boston advertising agency, announces the appointment to its staff of Normand Olmstead, formerly with the Morse International Agency.

G. A. Bryant, formerly advertising manager of the *Welch* (W. Va.) *Daily News* resigned recently to launch the Southern West Virginia Agency. At the present time he is handling card space in the commercial buses operating out of Welch.

24 Page Hoe Press for Sale

WITH COMPLETE STEREOTYPE EQUIPMENT

3 deck—3 roll—2 plates wide. Good condition, overhauled in 1921. 7 or 8 columns 21½" long. New A. C. motor and full automatic control has been printing Quincy Whig-Journal, and is offered because of consolidation.

Will Be Sold at a Bargain

Also Model 25 Linotype with Electric Pot and Model "K" Linotype.

For particulars address

ROY STEWART, MECH. SUPT.
DECATUR (ILL.) HERALD

243,311

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

July, 1926

The average net paid circulation of **THE SUNDAY SUN** per Sunday for the month of July, 1926, was **187,733.**

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

Good Reporters make Good Newspapers

THE backbone of the newspaper is its news gathering staff. Lacking intelligently-collected and well-written news, no paper can be successful. Every successful newspaper has based its accomplishments primarily on the efforts of its reporters.

THE COPY DESK MAKES GOOD REPORTERS

THE COPY DESK, the keystone of the City Room, is the preceptor of the editorial staff. The Copy Desk cannot create good stories, but by its work of editing and by its surveillance of the work of the staff, can instil into the reporters its best conceptions of news gathering and writing. Thus the Copy Desk is likewise an all-important factor in the making of a paper.

NEW YORK COPY DESK TRAINING

NEWSPAPER MEN everywhere who wish to avail themselves of Copy Desk Training by the methods in use on the best New York newspapers will be interested in the new Home Study Course of the Newspaper Institute. This training in practical newspaper writing and editing in the New York manner was written by a newspaper man of 20 years' experience in the metropolitan field. A dozen New York staff writers contribute lectures on various phases of newspaper work.

It is the most complete and most practical training in newspaper work available by any method of instruction outside a New York editorial office, and contains many inside stories of how big news stories of recent years were handled. The Course is sold on reasonable terms. For catalog and special arrangements for members of the press, use the coupon.

Newspaper Institute of America
25 West 45th Street
New York

Newspaper Institute of America, Dept. 91
25 West 45th Street, New York

Send me, without obligation, complete information on your course in Newspaper Writing, also information on Special Press Enrollments.

Mr. / *Mrs.* / *Miss.* .....

Address .....

Occupation .....

POOR MANAGEMENT HIT BY COMMUNITY GROUP

Association Charges Enormous Sums Thrown Away by Cities Through Faulty Advertising—Launch Educational Drive

Enormous sums have been thrown away during the last two years because community advertising has been entrusted to "poor management and advertising novices," the American Community Advertising Association charges in a resolution recently passed by its executive committee.

Charles F. Hatfield, association president, announced a national campaign is being launched to bring before the American communities the need of adopting carefully planned promotion drives.

The resolution, favoring employment of a technical advertising service by communities, follows:

"WHEREAS, community advertising has grown at a very rapid rate during the past eight years, many taking a hand in its initiation and direction who have had little practical or technical experience, and

"WHEREAS, it seems quite evident that during the past two or three years that enormous sums have been, literally speaking, thrown away because this work was entrusted to poor management and advertising novices, and

"WHEREAS, the American Community Advertising Association recognizes the value in assisting in the creation of this new advertising business on a basis that will make for sound advertising development, now, therefore, be it

"RESOLVED, by the Executive Committee, of the American Community Advertising Association, a departmental of the International Advertising Association, that it go on record as favoring the employment of technical advertising service by communities that are initiating or contemplating the initiation of advertising campaigns, toward the end that such campaigns may be conducted on a sound business plan with resultant maximum efficiency, and further, be it

"RESOLVED, by the Executive Committee, that it offer to supply communities with reliable consultants, those experienced in planning who can give information and studied thought to this question of community advertising at the outset of such contemplated campaigns or while they are in progress; and that President Charles F. Hatfield, of St. Louis, Missouri, be directed to answer such inquiries as may be received from those interested."

JOINS JOURNALISM STAFF

Byron Hunter Christian, assistant city editor, *Seattle Post-Intelligencer,* was appointed instructor in journalism at the University of Washington, Aug. 17 by Henry Suzzallo, president of the University. Mr. Christian is a graduate of the University, class of 1921.

N. E. A. COMMITTEE MEETS

Executive Group Plans to Engage Part-Time Regional Field Men

The engagement of several part-time regional assistant secretaries for the National Editorial Association is being planned by the N. E. A. executive committee, which recently appropriated $1,500 for this purpose. The plan is to place a field man in the East, one in the West and probably a third in the southern part of the country.

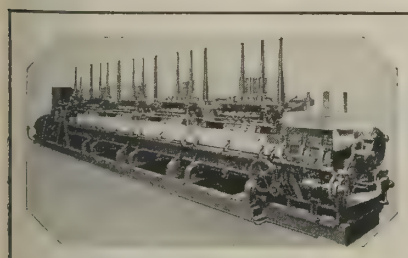
The executive committee also re-engaged H. C. Hotaling as executive secretary at its meeting at a salary of $4,500 a year. W. W. Aikens was re-elected treasurer and given an increase in salary of $50. The president and secretary were instructed to formulate plans for several contests to be inaugurated during the year. More rigid rules were also adopted relative to attendance at the annual convention and participation in the educational outings. In the future all fees will have to be paid in advance and registrations made at least ten days prior to the convention.

INSURANCE AGENT ADVERTISES

Effective sales copy for insurance is being placed in Shreveport, La., newspapers by the local agent of the Aetna Life Insurance Company. The copy asks the question "How Old Are You?" and lists below the cost of carrying a policy according to ages from 25 to 50 years. A coupon is attached to be forwarded by those interested in obtaining complete details of Aetna's modified life insurance policy.

ILLINOIS BILLBOARD RULING

Persons owning land adjacent to state highways may rent or lease sites for billboards, Attorney General Oscar C. Carlstrom has ruled in answer to an inquiry regarding an interpretation of the state statute forbidding signs or billboards on the state highways. Highway commissioners control the right-of-way but no statute attempts jurisdiction over the land adjoining it.



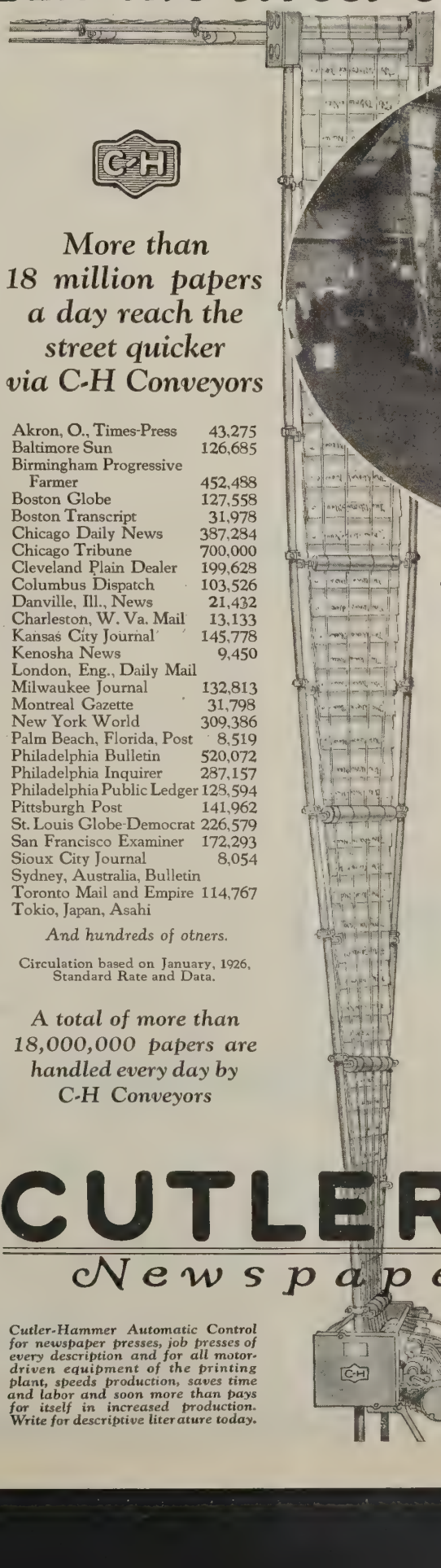
Halvorsen Newspaper Stuffing Machines

are now being used by many of the leading newspapers from coast to coast and border border. In one plant the machine has saved one-fifth of its cost in six months. Papers can be delivered in better condition to distributors and to the readers.

After a thorough investigation you will want to invest
Write for full particulars

NONPAREIL MACHINE COMPANY
36 S. Throop Street, Chicago

Hit the street earlier — it pays



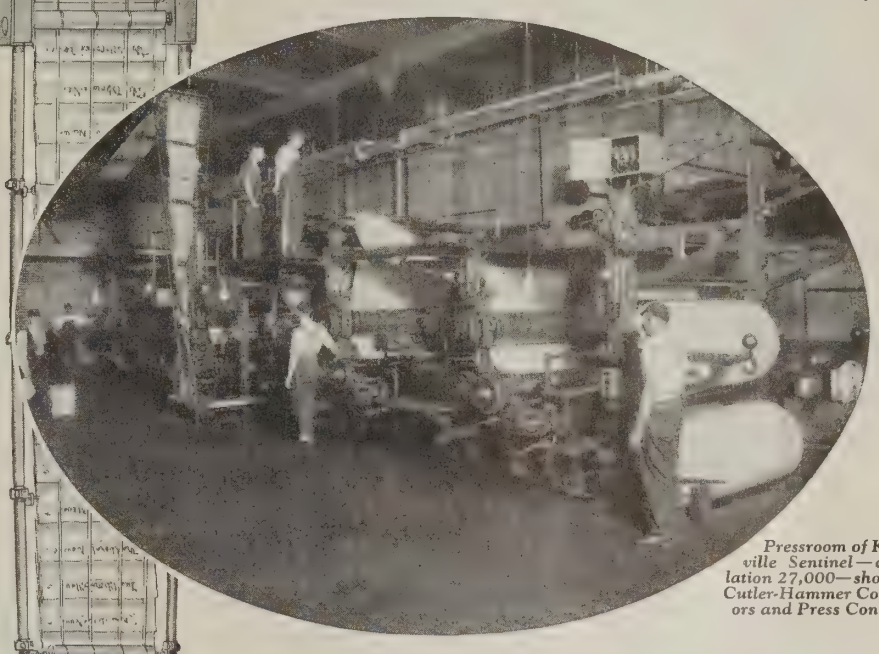
More than 18 million papers a day reach the street quicker via C-H Conveyors

Akron, O., Times-Press	43,275
Baltimore Sun	126,685
Birmingham Progressive Farmer	452,488
Boston Globe	127,558
Boston Transcript	31,978
Chicago Daily News	387,284
Chicago Tribune	700,000
Cleveland Plain Dealer	199,628
Columbus Dispatch	103,526
Danville, Ill., News	21,432
Charleston, W. Va. Mail	13,133
Kansas City Journal	145,778
Kenosha News	9,450
London, Eng., Daily Mail	
Milwaukee Journal	132,813
Montreal Gazette	31,798
New York World	309,386
Palm Beach, Florida, Post	8,519
Philadelphia Bulletin	520,072
Philadelphia Inquirer	287,157
Philadelphia Public Ledger	128,594
Pittsburgh Post	141,962
St. Louis Globe-Democrat	226,579
San Francisco Examiner	172,293
Sioux City Journal	8,054
Sydney, Australia, Bulletin	
Toronto Mail and Empire	114,767
Tokio, Japan, Asahi	

And hundreds of otners.

Circulation based on January, 1926, Standard Rate and Data.

A total of more than 18,000,000 papers are handled every day by C-H Conveyors



Pressroom of Knoxville Sentinel—circulation 27,000—showing Cutler-Hammer Conveyors and Press Control.

You can do it with C-H Conveyors

Not hours, or minutes, but *seconds* frequently make the difference between stale news and a "scoop"—especially where the story is "big" and the competition keen.

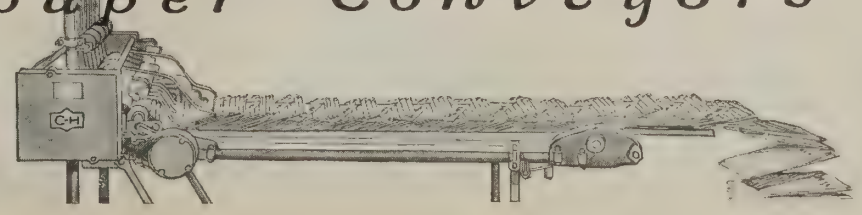
You can push the "dead line" ahead—yet your papers will reach the street earlier via C-H Conveyors. Carrying them in a steady stream, just as fast as the presses can deliver, C-H Conveyors take the papers up, overhead, around corners, through a ceiling or a wall and lay them down in counted piles, just where you want them—on the delivery or mailing tables.

C-H Conveyors eliminate the press-to-street "bottle neck" in newspaper production. They prevent waste, eliminate labor and SAVE TIME. Papers, large and small, from London to Tokio, are using them. Write for particulars today.

The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1203 St. Paul Avenue
MILWAUKEE, WIS.

CUTLER HAMMER

Newspaper Conveyors



Cutler-Hammer Automatic Control for newspaper presses, job presses of every description and for all motor-driven equipment of the printing plant, speeds production, saves time and labor and soon more than pays for itself in increased production. Write for descriptive literature today.

DR. SHERMAN, LITERARY EDITOR, IS DEAD

End Comes Following Canoe Upset in Lake Michigan—Had Been Associated with New York Herald Tribune Since 1924

Dr. Stuart Pratt Sherman, since 1924 literary editor of the *New York Herald Tribune,* died of heart disease on Aug. 21, while attempting to swim to safety following a canoe upset in Lake Michigan. Mr. Sherman with his wife, was spending his vacation at Galewood, Mich. The body was taken to Dorset, Vt., for burial.

Dr. Sherman was born Oct. 1, 1881, at Anita, Iowa, the son of John and Ada Pratt Sherman. He spent much of his boyhood at the family home at Dorset, Vt., and traveled considerably about the country with his parents. His knowledge of America is reflected often in his literary work.

Dr. Sherman was graduated from Williams College in 1903 and received his degree of Master of Arts from Harvard in 1904 and his Ph.D. at Harvard in 1906. He was married in 1906 to Miss Ruth Bartlett Mears of Williamstown, Mass., and was instructor of English at Northwestern University in 1906 and 1907. He went to the University of Illinois as associate in the English department in 1907, and was successively assistant and associate professor and finally professor of English in 1911. He held this position until 1924 when he came to New York to take charge of the literary department of the Herald Tribune.

He edited various works, and in the field of original writing contributed "Matthew Arnold," "On Contemporary Literature," "Americans," "Critical Woodcuts," "The American Genius" and "Points of View." He was a member of the National Institute of Arts and Letters and of the American Academy of Arts and Letters, both of which were represented at his funeral.

FRANK B. STOUFFER

Louisville Courier-Journal and Times Treasurer Dies at 59

Critically ill since July 16 when he was forced to leave his desk, Frank B. Stouffer, treasurer and cashier of the *Louisville Courier-Journal and Times,* died Aug. 18, at St. Joseph's Infirmary. He succumbed to a complication of diseases. He was 59 years old.

Mr. Stouffer joined the staff of the Louisville Times 36 years ago. Previously he had been connected with the business office of the *Louisville Post* when that newspaper was edited by Col. Charles E. Sears.

Early this year Mr. Stouffer's health became so impaired that he decided to enter the Johns Hopkins Hospital at Baltimore. For a time he apeared to improve. With the coming of summer, however, he became worse but pluckily continued at his desk until the middle of July when his physician ordered a complete rest and treatment at the infirmary.

A brother, Walter W. Stouffer, is treasurer of The Herald-Post Company.

FRED C. WARMBOLD

Fred C. Warmbold, 51 years old, superintendent of the photo-engraving and rotogravure departments of the *St. Louis Post-Dispatch,* died at his home in St. Louis on Aug. 19 of heart disease after a few hours' illness. Funeral was in St. Louis on August 22. Mr. Warmbold began as an electrotyper's apprentice in the printing office of Woodward & Tiernan, St. Louis, turning to photo-engraving when it was developed. He installed the photo-engraving plant of the old *St. Louis Republic.* After several years with that paper, he went to the Post-Dispatch 29 years ago.

NEWS MAN DIES IN FRANCE

Arthur H. Boyd, American newspaper man, died Aug. 22 in Le Tequoet, France, where he was spending his vacation. He was the son of the late Hugh Boyd, editor of the *Bronx Home News* and had acted as foreign correspondent to London newspapers as well as correspondent for several New York newspapers.

DOLIN DIES AT CONVENTION

Thomas F. Dolin, foreman of the pressroom of the *Utica Daily Press* for 44 years, died suddenly at Pressmen's Home, Tenn., Aug. 21, while attending the biennial convention of the International Printing Pressmen and Assistants' Union of North America.

INDIANAPOLIS EDITOR DEAD

Lott Lee, 65, for 35 years telegraph editor of the *Indianapolis* (Ind.) *News,* died at his home in Indianapolis on Aug. 20. He began his newspaper career as a telegraph operator for the Associated Press, later becoming A. P. correspondent at Indianapolis.

Obituary

HUBERT L. ROBERTS, young newspaper man employed by the *Sweetwater* (Tex.) *Daily Reporter,* was instantly killed Aug. 14 when a Texas & Pacific passenger train struck an automobile in which Roberts was riding at a grade crossing five miles west of Abilene, Tex.

WILLIAM NICHOLS, 81, for the last 17 years city editor of the *Plymouth* (Ind.) *Democrat,* died Aug. 18. Mr. Nichols was a hand compositor and later a reporter on the *Indianapolis News* in the early eighties. For more than 50 years he was connected with the *Indianapolis Sentinel,* the *Indianapolis Journal* and *News* as a correspondent.

REV. HARRY L. BRICKETT of Southbridge, at one time editor of the *Hillsboro* (N. H.) *Messenger,* died in Manchester, N. H., Aug. 13.

MRS. MARIA LUISA MACCLURE DE EDWARDS, mother of Agustin Edwards, publisher of *El Mercurio* of Santiago and Valparaiso, Chile, died Aug. 23 at Santiago.

MRS. JENNIE N. KUSSMAUL, wife of W. B. Kussmaul, founder of the *Granville* (O.) *Times* died in a hospital at Newark, O., Aug. 20.

MRS. CLARA S. PULSIFER, 82, widow of Royal Macintosh Pulsifer, former publisher of the *Boston Herald* and first mayor of Newton, died in Cambridge, Aug. 18.

HERMAN C. COOPER, 32, reporter for R. G. Dun & Co., at Cincinnati and well known among financial and newspaper men there, died Aug. 20, at the Deaconess Hospital. Mr. Cooper left a widow. His body was removed to Nashville where he was formerly a newspaper reporter and financial editor.

MRS. ADA FLORENCE (BIGELOW) STRATTON, widow of Asa Evans Stratton, city editor of the *Fitchburg* (Mass.) *Sentinel* for many years and later editorial writer for that paper, died at her home in Fitchburg, Aug. 18. Mr. Stratton died Aug. 14, last year.

CHARLES A. ELLIOTT, 77, one of the oldest newspapermen, in point of service in Cincinnati, died at his home there Aug. 18. He spent approximately 50 years in active newspaper work, both in editorial and reportorial capacities. He was city editor of the *Times-Star* at one time. About 15 years ago he became blind, but in spite of this handicap he continued his work as a correspondent for a number of newspapers. Two years ago a stroke of paralysis incapacitated him. His widow, one son and a daughter survive.

CHARLES H. THOMAS, 77, for 43 years superintendent of the plant of the *Buffalo* (N. Y.) *Express,* died suddenly at his home in that city Aug. 19. He retired from active work about 5 years ago.

RICHARD E. SALISBURY, former secretary for many years of the Rhode Island District Newsdealers Association, died at his home, 16 Prarie avenue, Providence, R. I., Aug. 17.

STAFF HONORS MUNSEY

Services Commemorating Late Publisher's 72nd Birthday Held

Brief services commemorating the seventy-second birthday anniversary of the late Frank A. Munsey, former editor and owner of the *New York Sun,* were held Saturday, Aug. 21, in the Sun building.

Edwin S. Friendly, business manager, Fred A. Walker of the *New York Telegram,* and E. O. Petersen of The Sun Club, spoke briefly, each stressing the courage, loyalty and achievement of the man, who, coming to New York with a few dollars only, lived to build enterprises of far reaching scope.

"We who lived daily with Mr. Munsey need read no books on success to know how his success was achieved," Mr. Friendly said. "Mr. Munsey was at the height of his career, at its zenith, when he died. His life was an example in its strength, courage and ambition to succeed in the very highest American ideals."

UTILITY ADS IN BOOK FORM

The 1926 edition of "Representative Public Utility Advertisements" has just been issued by the Public Utilities Advertising Association. The volume contains 136 pages showing examples of copy used in the past year by utility companies. W. H. Hodge, Chicago, is president of the Association.

The New York Times

1851—1926

AMERICA'S FOREMOST NEWSPAPER

Seventy-fifth Anniversary Year

The New York Times, founded in 1851 by Henry J. Raymond, has for three-quarters of a century presented daily the news of the world. Upon its 75th anniversary The Times is at the pinnacle of American journalism—acknowledged as the first newspaper for its enterprise in gathering the news, for the accuracy, thoroughness and quality of its news judged by the standards of intelligent, thinking readers.

Having the greatest number of readers of intelligence and discrimination, The Times has for years surpassed all New York newspapers in volume of advertising. In seven months of this year The Times published 17,091,382 agate lines of advertising—6,306,982 lines more than the second newspaper, and a gain of 1,747,154 lines over the corresponding period of last year.

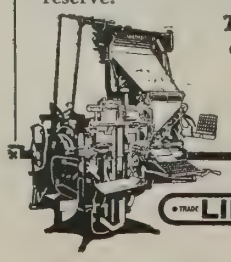
From the Linotype Mailbag

"Prompt service"

"We wish to acknowledge receipt of one assembling belt for our Model No. 14 Linotype, the order for which we wired you Friday. The belt was received by us before eight o'clock Saturday morning, and we are surely gratified with your prompt service and also with the good time made in the mails.

"Will you please send us another belt so that we may have one in reserve."

The Caxton Press
Canton, Ohio.



TRADE LINOTYPE MARK

Your Market is an Uncharted Maze to the National Advertiser

Our pithy copy and pictorial layouts will chart the advertiser through the labyrinth of your market.



Tie Up With Your Market

PUBLISHERS SPACE SELLING SERVICE

49 West 45th St. New York City.

Copy ~ Layout ~ Art ~ Typography ~

A.B.C.
Charter Member

These two Badges of Honor

A.B.P.

Editor & Publisher Is Proud to Wear

The Audit Bureau of Circulations and the Associated Business Papers

in each of which it holds membership are today the mightiest organized factors in the upbuilding and maintenance of CLEAN JOURNALISM of the most wholesome type.

To their platforms, which embody the highest ideals yet attained in the publishing business, EDITOR & PUBLISHER unhesitatingly subscribes, in toto, without the slightest reservation, in letter or in spirit.

In fact, before either organization came into being, EDITOR & PUBLISHER gave aggressive articulation to the principles of both, in preaching and in practice, and rejoices in knowing that it has played a large part in the success of each by its wholehearted support of the splendid things for which it stands.

This Means—

TO THE SUBSCRIBER

that he is the one master whom EDITOR & PUBLISHER serves. That nothing goes into its columns, editorially or advertisingly, that is not put there to serve his highest interests. That his subscription is asked for solely on the merits of the publication. That nothing is labelled "News" unless it is REAL news. That, so far as is humanly possible to safeguard, every advertisement carried is that of a responsible concern, every claim made in an advertisement is backed by the facts, every product or service advertised is something that can be used to advantage in either the advertising or the publishing business. That unfailing courtesy and integrity shall characterize EDITOR & PUBLISHER'S dealings with him, in every detail. That EDITOR & PUBLISHER is conscious of its obligations to him to make good its claims to leadership, and to sustain its record of more than forty years in proving itself a real leader, advocate and champion of all that he holds dear.

TO THE ADVERTISER

it means that EDITOR & PUBLISHER ungrudgingly recognizes his right to know where every copy of every issue goes, and affords him every facility to know everything about a subscription that is to be known. That no copy of EDITOR & PUBLISHER goes where it is not wanted or is not asked for. That EDITOR & PUBLISHER throws its books wide open and certifies to its records with the same readiness and pride that a national bank certifies to the correctness of its figures, or a coal merchant attests the fact that each ton of coal contains 2,000 pounds. That subscriptions are solicited only from those who can actually benefit from its service, and who are therefore, as classified in its A.B.C. statement, genuine prospects for his products or service. That the esteem, affection and confidence which its readers have in EDITOR & PUBLISHER are *prima facie* assurance that his advertisement is going to be read as part of its service—and responded to in proportion to the felt needs or desires which it arouses or creates in the subscriber's mind.

To both subscriber and advertiser this means clean circulation methods—that no individual is ever coaxed into subscribing by the use of premiums, or alluring promises that cannot be fulfilled.

Thus differentiated from the crowd by being both an A.B.C. and an A.B.P. NEWS paper, is it any wonder that EDITOR & PUBLISHER is going ahead by leaps and by bounds in every phase of the sound journalism for which it stands?

A.B.C.

EDITOR & PUBLISHER
1884 *The Oldest Publishers' and Advertisers' Journal in America* 1925
SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY

A.B.P.

IOWA GIRL EDITOR TEACHES COUNTRY SCRIBES BY UNIQUE HOUSE ORGAN

Toledo Chronicle Issues the Chronicle Cub as "a Regular Mail-Order Course in Up-to-Date Journalism"—Edited by Miss Irene Davis, Journalism School Graduate

By ERROL HUNT DERBY

A YOUNG woman, but a few years graduated from the University of Wisconsin journalism school, is paving the way for more experienced editors in the training of country correspondents and in keeping their work up to a standard.



IRENE DAVIS

In Tama county, Iowa, is Toledo, the county seat. There is published the *Toledo Chronicle*, a seven-column newspaper averaging twelve pages a week. Miss Irene Davis, assistant editor, is filling on an average of 15 to 17 columns of that paper with rural correspondence—all newsy items, well-handled and delivered at her office each week almost ready to go into type. Because of space limitations, much of this correspondence is set in 6 pt. solid. Needless to say, also, very little, if any, "boiler plate" finds its way into the columns of the Chronicle. Many of the stories of these some 35 correspondents are making page one regularly.

In addition, through a house organ known as the Chronicle Club, Miss Davis is giving her staff, and has for more than a year, a regular mail-order course in up-to-date journalism.

Every editor, unless he has battled the problem of suburban correspondence and correspondents for years and has successfully placed those reporters on a complete coverage basis of this districts, might well look into the work of this young woman.

What correspondents' letters and active participation in covering territory assigned to them has meant to the Toledo Chronicle is difficult to calculate. It is not surprising, however, to note that Toledo has a population of but 1,700, whereas the Chronicle has a circulation of over 2,000. The paper has stiff competition in the *Traer Star-Clipper*, as well, of course, as the competition of city dailies. Tama county has a population of 22,000, so the field for circulation, naturally, is limited.

Having acquired a hint of the work being done in this pioneer field from a comment by James Melvin Lee, in "Our Own World of Letters," in EDITOR & PUBLISHER, I wrote Miss Davis to learn more extensively of her plans and to try to find out just what she has accomplished and how.

I was curious to learn the reaction of the correspondents to the instruction hurled at them, so I asked this fair assistant editor about it.

"We have 35 correspondents," she replied. "When we started the *Cub* we warned them that we would soon be making corrections in their copy to comply with the instructions in the Cub, and, although a few of them were 'scared out,' we managed to coax them back with personal letters. They have reacted splendidly to the instructions. All to whom I have talked think it worth-while, and take a greater interest in their writing. They do try to follow rules, and we know they read the Cubs, for as soon as the Cub is out and their next letters come we notice they have made corrections.

"The use of the Cub requires strict editing on my part, for we must not let the cubs get anything on us. I am in full charge of all the correspondence, including that on two special pages for nearby towns, Montour and Garwin. Personal letters commending the cubs for their work secure excellent co-operation for us, and, in addition, we tell the rest of the correspondents through the issues of the Cub.

"We have made an effort to increase the length of the correspondent's letter, and have urged the cubs to send us two or three letters, then call us on the telephone if anything breaks.

"Although we have no way of tracing an increase in business directly to the work of the Cub," Miss Davis said in response to a query on that point, "I am certain that we have gained. The cubs are given a bonus for new subscriptions, advertising and live news, in addition to 3 and 5 cents an inch for their published items. Five cents is paid to our correspondents in larger towns who are doing extra good work.

"Our circulation is growing and since we are the only paper in the city, having absorbed the other paper about three years ago, we have a good field."

The Chronicle Cub contains a variety of ideas and articles on the gathering, writing and editing of news as well as citing personally, as Miss Davis intimates, those correspondents who have done a particularly good work.

"The Chronicle Cub," said Miss Davis in a recent address before the Iowa Press Association, "was the first organized step toward training our country correspondents. We decided that we must have first, a regular house organ; second, this organ must have an interest to our correspondents; third, it must be personal."

And that is just what the Cub incorporates. In examining several issues, it was noted that the most common errors made by the suburban reporters were stressed; that timely tips on where to secure additional news, thus adding to the monthly wage, were given freely, and that here and there some of the higher qualities, for which we are all working in journalism, were clearly emphasized.

The Cub is not a bit pretentious. It could be run off in any job department in a short time, while the composition is not heavy. The paper measures 13½ by 10½ inches, is made up with four 13 em columns and uses three types of small heads.

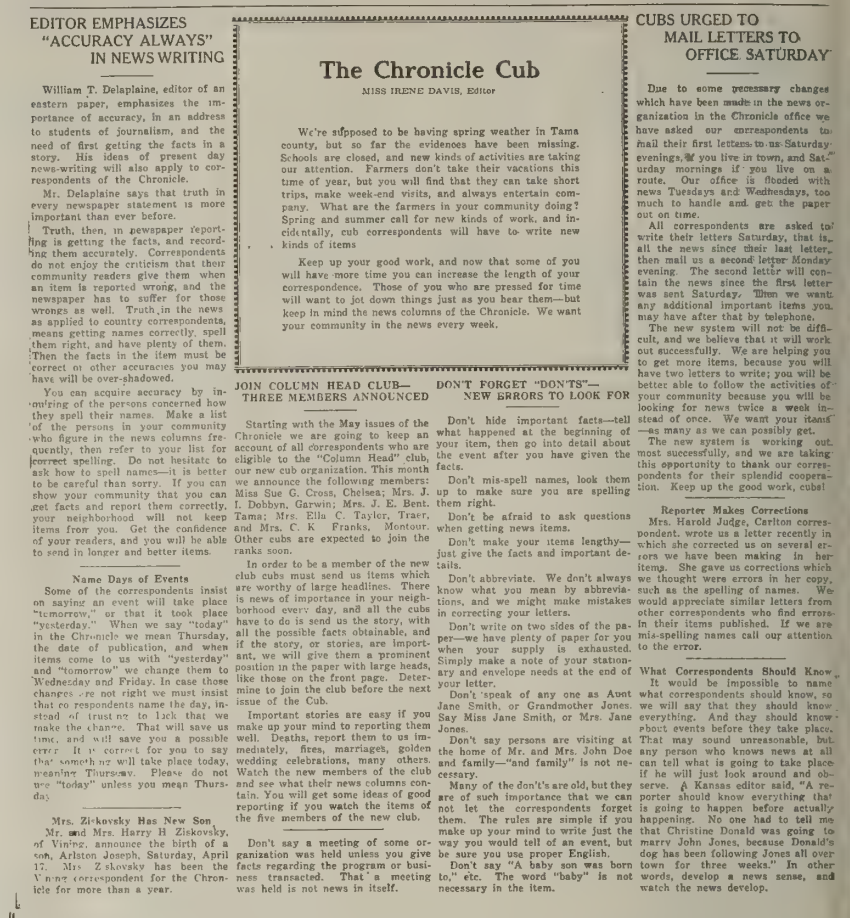
One issue which is at hand shows that the lead stories of that month were: "NEWS STORIES IN YOUR COMMUNITY ARE LISTED HERE" and "CORRESPONDENT WROTE STORY ABOUT TAMA SUICIDE—READ IT," while other important items included "HOW TO REPORT DEATHS" and "FREQUENT ERRORS MAKE DON'TS NECESSARY." There were several shorter notes about members of the staff; one, encouraging correspondents to secure typewriters and the sugar-coating of some friendly advice. A two-column box editorial aided in the make-up of the page. The paper is printed on one side only.

Most editors will agree that the information to the correspondents in twelve such issues a year should naturally improve the type of material being sent to the news room—and, if not, then is the time to pick some new reporters.

In other issues special instructions to the correspondents were given about mailing letters two or three times a week—this being a weekly paper, it was advisable to have the copy spread over the week for editing and composition—the listing of news hints which frequently are neglected by a correspondent; an article concerning an eastern editor's views on accuracy in reporting and, of course, always the bits of gossip about the correspondents themselves. Even to an "old-timer," the Cub is read with interest.

"Training country correspondents," said Miss Davis in that address from which I quoted previously, "in the manner we are doing is not what we consider a cheap way of getting news. We do not know just what it costs us to issue the Cub each month, but that cost runs high. We are getting returns on money invested both in service from our reporters and in knowing that our reporters are giving their communities good service."

The correspondents are urged to make frequent visits to the office of the Chronicle, talk over their personal problems and iron out differences which must inevitably arise in as much as no two communities are exactly alike. Miss Davis explains that in several cases of exceedingly small communities some of the rules have been lifted in order to hearken back to the days of reporting "wood-sawing, plowing and evening visiting" items.



THE CHRONICLE CUB

The Toledo Chronicle

VOLUME TWO — TOLEDO, IOWA, JUNE 9, 1926 — NUMBER ONE.

EDITOR EMPHASIZES "ACCURACY ALWAYS" IN NEWS WRITING

William T. Delaplaine, editor of an eastern paper, emphasizes the importance of accuracy, in an address to students of journalism, and the need of first getting the facts in a story. His ideas of present day news-writing will also apply to correspondents of the Chronicle.

Mr. Delaplaine says that truth in every newspaper statement is more important than ever before.

Truth, then, in newspaper reporting is getting the facts, and recording them accurately. Correspondents do not enjoy the criticism that their community readers give them when an item is reported wrong, and the newspapper has to suffer for those wrongs as well. Truth, in the news as applied to country correspondents, means getting names correctly, spell them right, and have plenty of them. Then the facts in the item must be correct or other accuracies you may have will be over-shadowed.

You can acquire accuracy by inquiring of the persons concerned how they spell their names. Make a list of the persons in your community who figure in the news columns frequently, then refer to your list for correct spelling. Do not hesitate to ask how to spell names—it is better to be careful than sorry. If you can show your community that you can get facts and report them correctly, your neighborhood will not keep items from you. Get the confidence of your readers, and you will be able to send in longer and better items.

Name Days of Events

Some of the correspondents insist on saying an event will take place "tomorrow," or that it took place "yesterday." When we say "today" in the Chronicle we mean Thursday, the date of publication, and when items come to us with "yesterday" and "tomorrow" we change them to Wednesday and Friday. In case those changes are not right we must insist that correspondents name the day, instead of trusting to luck that we make the change. That will save us time, and will save you a possible error. It is correct for you to say that something will take place today, meaning Thursday. Please do not use "today" unless you mean Thursday.

Mrs. Ziskovsky Has New Son

Mr. and Mrs. Harry H Ziskovsky, of Vining, announce the birth of a son, Arlston Joseph, Saturday, April 17. Mrs Z skovsky has been the Vining correspondent for the Chronicle for more than a year.

The Chronicle Cub

MISS IRENE DAVIS, Editor

We're supposed to be having spring weather in Tama county, but so far the evidences have been missing. Schools are closed, and new kinds of activities are taking our attention. Farmers don't take their vacations this time of year, but you will find that they can take short trips, make week-end visits, and always entertain company. What are the farmers in your community doing? Spring and summer call for new kinds of work, and incidentally, cub correspondents will have to write new kinds of items

Keep up your good work, and now that some of you will have more time you can increase the length of your correspondence. Those of you who are pressed for time will want to jot down things just as you hear them—but keep in mind the news columns of the Chronicle. We want your community in the news every week.

JOIN COLUMN HEAD CLUB—THREE MEMBERS ANNOUNCED

Starting with the May issues of the Chronicle we are going to keep an account of all correspondents who are eligible to the "Column Head" club, our new cub organization. This month we announce the following members: Miss Sue G. Cross, Chelsea; Mrs. J. I. Dobbyn, Garwin; Mrs. J. E. Bent, Tama; Mrs. Ella C. Taylor, Traer, and Mrs. C. K Franks, Montour. Other cubs are expected to join the ranks soon.

In order to be a member of the new club cubs must send us items which are worthy of large headlines. There is news of importance in your neighborhood every day, and all the cubs have to do is send us the story, with all the possible facts obtainable, and if the story, or stories, are important, we will give them a prominent position in the paper with large heads, like those on the front page. Determine to join the club before the next issue of the Cub.

Important stories are easy if you make up your mind to reporting them well. Deaths, report them to us immediately, fires, marriages, golden wedding celebrations, many others. Watch the new members of the club and see what their news columns contain. You will get some ideas of good reporting if you watch the items of the five members of the new club.

Don't say a meeting of some organization was held unless you give facts regarding the program or business transacted. That a meeting was held is not news in itself.

DON'T FORGET "DONTS"—NEW ERRORS TO LOOK FOR

Don't hide important facts—tell what happened at the beginning of your item, then go into detail about the event after you have given the facts.

Don't mis-spell names, look them up to make sure you are spelling them right.

Don't be afraid to ask questions when getting news items.

Don't make your items lengthy—just give the facts and important details.

Don't abbreviate. We don't always know what you mean by abbreviations, and we might make mistakes in correcting your letters.

Don't write on two sides of the paper—we have plenty of paper for you when your supply is exhausted. Simply make a note of your stationary and envelope needs at the end of your letter.

Don't speak of any one as Aunt Jane Smith, or Grandmother Jones. Say Miss Jane Smith, or Mrs. Jane Jones.

Don't say persons are visiting at the home of Mr. and Mrs. John Doe and family—"and family" is not necessary.

Many of the don't's are old, but they are of such importance that we can not let the correspondents forget them. The rules are simple if you make up your mind to write just the way you would tell of an event, but be sure you use proper English.

Don't say "A baby son was born to," etc. The word "baby" is not necessary in the item.

CUBS URGED TO MAIL LETTERS TO OFFICE SATURDAY

Due to some necessary changes which have been made in the news organization in the Chronicle office we have asked our correspondents to mail their first letters to us Saturday evenings, if you live in town, and Saturday mornings if you live on a route. Our office is flooded with news Tuesdays and Wednesdays, too much to handle and get the paper out on time.

All correspondents are asked to write their letters Saturday, that is, all the news since their last letter, then mail us a second letter Monday evening. The second letter will contain the news since the first letter was sent Saturday. Then we want any additional important items you may have after that by telephone.

The new system will not be difficult, and we believe that it will work out successfully. We are helping you to get more items, because you will have two letters to write; you will be better able to follow the activities of your community because you will be looking for news twice a week instead of once. We want your items—as many as we can possibly get.

The new system is working out most successfully, and we are taking this opportunity to thank our correspondents for their splendid cooperation. Keep up the good work, cubs!

Reporter Makes Corrections

Mrs. Harold Judge, Carlton correspondent, wrote us a letter recently in which she corrected us on several errors we have been making in her items. She gave us corrections which we thought were errors in her copy, such as the spelling of names. We would appreciate similar letters from other correspondents who find errors in their items published. If we are mis-spelling names call our attention to the error.

What Correspondents Should Know

It would be impossible to name what correspondents should know, so we will say that they should know everything. And they should know about events before they take place. That may sound unreasonable, but any person who knows news at all can tell what is going to take place if he will just look around and observe. A Kansas editor said, "A reporter should know everything that is going to happen before actually happening. No one had to tell me that Christine Donald was going to marry John Jones, because Donald's dog has been following Jones all over town for three weeks." In other words, develop a news sense, and watch the news develop.

Specimen front page of the tabloid course in journalism conducted by Miss Davis for her rural correspondents.

PROMOTING MARATHON SWIM

The first annual *Chicago Herald and Examiner* lake marathon swim for women will be held Sunday, Sept. 12. Norman Ross, 1920 Olympic swimming champion and former holder of many world titles will manage the swim. He has recently joined the Herald and Examiner staff, coming from the sport staff of the *Chicago Daily Journal*.

S. F. VETERAN RETIRES

George Dillon, *San Francisco Bulletin* composing room veteran, on Aug. 14 took off his apron and dropped his make-up rule on the table, retiring after 46 years' continuous service on the paper. Dillon began his job at the "case."

NEW I. N. S. CLIENT

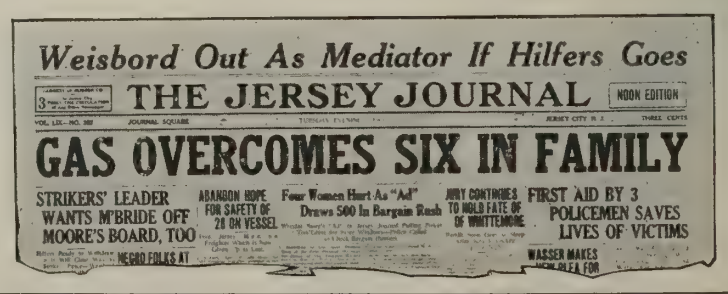
The *Chester* (Pa.) *Times* has added the leased wire report of the International News Service.

ENLARGES SUNDAY TABLOID

The tabloid magazine section of the *Utica* (N. Y.) *Sunday Observer-Dispatch* was enlarged from 12 to 16 pages with the issue of Aug. 22.

20 INTERTYPES

are being used by


Weisbord Out As Mediator If Hilfers Goes
THE JERSEY JOURNAL
NOON EDITION
GAS OVERCOMES SIX IN FAMILY
STRIKERS' LEADER WANTS M'BRIDE OFF MOORE'S BOARD, TOO
ABANDON HOPE FOR SAFETY OF 28 ON VESSEL
Four Women Hurt As "Ad" Draws 500 In Bargain Rush
JURY CONTINUES TO HOLD FATE OF DR. WHITTEMORE
FIRST AID BY 3 POLICEMEN SAVES LIVES OF VICTIMS
NEGRO FOLKS AT
WASSER MAKES NOW PLEA FOR

No Standardized Intertype has ever become obsolete

WHAT'S WHAT IN THE FEATURE FIELD

Football Features Now on Syndicate Programs — Authors Business Bureau Handling Serial Fiction—Famous Features Gets "My Story" by Charlotte Mills

FOOTBALL features are now appearing on syndicate programs. Bell Syndicate, Inc., New York, announces "Bill" Roper, Princeton coach, as authority to cover news of the coming season; a serial called "Football for the Layman," by Ed. Thorpe; and some reminiscence and semi-technical copy by William S. Langford, known as "the dean of football referees." The New York World Syndicate offers pictorial coverage using cartoons and diagrams drawn by Will B. Johnstone.

The Authors Business Bureau, New York, has started dealing in serial fiction. Newspaper rights have been obtained for E. J. Rath's "Elope If You Must" and "The Murder of Roger Ackroyd" by Agatha Christie. Arthur S. Ford is manager of the syndicate department.

"My story," by Charlotte Mills, daughter of the slain woman in the Halls-Mills murder mystery, is being offered by Famous Features Syndicate, Inc., New York.

"The Diary of a New Father," daily feature by Robert E. Dickson, assistant Sunday editor of the *St. Paul Pioneer Press,* has been added to the list of the Register and Tribune Syndicate, Des Moines, Ia.

The Theatrical Event of the Week Service has been resumed in New York. Lee Norris, young actress, has replaced Anita Grannis as managing editor. The Service is planning a tie-up with radio.

Bell Syndicate, Inc., New York, has obtained second serial rights to "The Gleave Mystery" by Louis Tracy.

The Society of American Florists and Ornamental Horticulturists, meeting in New Orleans, Aug. 20, named a new rose "Dorothy Dix," in honor of the Ledger Syndicate writer, who in private life is Mrs. E. H. Gilmer.

Avril Lamarque, formerly with the *New York Telegram,* is now drawing a daily comic strip called "Monguito," for United Features Syndicate, New York. Balloons are written in Spanish.

George Lardner, assistant editor of the Bell Syndicate, is on vacation in Niles, Mich. He is Ring Lardner's nephew.

Register and Tribune Syndicate, Des Moines, will soon start syndicating "Jots from Geography," new travel feature by Ernest Henderson, of the *Birmingham News* staff.

Karl K. Kitchen, author of "Up and Down Broadway" for the New York World Syndicate, returned to New York last week from a European trip.

Philip Strong, editor of the North American Newspaper Alliance, and Mrs. Strong, are spending their vacation at Keosauqua, Ia. Mrs. Strong writes fiction and features for NEA Service, Inc.

Frank Simonds' interpretive articles on foreign affairs will start appearing in newspapers Sept. 15, with a Geneva dateline. McClure Newspaper Syndicate, New York, is distributor.

Frank King, cartoonist for the Chicago Tribune Newspapers Syndicate, is motoring in western states this vacation.

Philip G. Bredesen has resigned from the advertising staff of the *Chicago Tribune,* effective Sept. 1, to become assistant manager of the Register and Tribune Syndicate, Des Moines. Miss Agnes Kelleher has been appointed managing editor of the same syndicate.

Arthur A. Sorenson, news editor of Pacific & Atlantic Photos, Inc., who covered the picture story of Gertrude Ederle's channel swim, returned to New York this week. P. & A. had material coming to this country on six different ships, and obtained a 24-hour beat when two airplanes were flown from Quebec to New York. EDITOR & PUBLISHER was in error last week in stating that P. & A. missed the boat from England on which other picture syndicates had photographs of Ederle's triumph.

WITH THE GENERAL ADVERTISERS

Arthur W. Sullivan Made General Manager of Tide Water Sales Company—Western Apple Campaign Successful—Vermont Fair Using 60 Newspapers

ARTHUR W. SULLIVAN has been appointed general manager of the Tide Water Oil Sales Corporation, New York.

Mr. Sullivan was previously sales development and advertising manager of both the Sales Corporation and the Tide Water Oil Company. He has behind him a long experience in the oil business in which he has specialized in sales and advertising work.

Mr. Sullivan joined the Tide Water Oil Company on January 1, 1926, after serving as the executive on Tide Water advertising with the advertising agency of Joseph Richards Company, Inc., with which he had been associated for seven years as vice-president. Previous to that, he was advertising manager of the Vacuum Oil Company for six years, during which time he was largely instrumental in developing the sales promotion and advertising programs of that concern from a modest beginning to a dominant position in the oil industry.

Succeeding Mr. Sullivan as sales development and advertising manager of the Tide Water organization is William C. Gittinger, formerly his assistant.

Sixty newspapers in New England and New York will be used in an advertising campaign to be conducted by the Rutland Fair Association, Rutland, Vt. Will L. Davis is president.

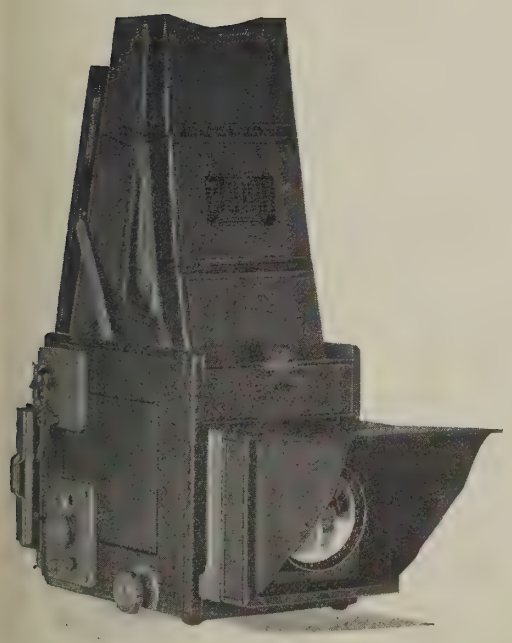
The Wenatchee District Cooperative Association, Wenatchee, Wash. is planning an enlarged advertising campaign as a result of an increase in the sale of Jim Hill apples last year. The Portland, Ore., office Honig Cooper Company, Inc., directs the account.

H. M. McCargar has resigned as advertising manager of B. Kuppenheimer & Co., Chicago clothing manufacturers, after 8 years service with that concern.

A. C. Waggoner, advertising manager of the Continental Optical Corporation, New York, has been promoted to vice-president in charge of sales.

Walter J. Avery has been made advertising manager of the Commonwealth Shoe Company, Whitman, Mass., manufacturer of Bostonian shoes.

Pacific Coast newspapers will be used in an advertising campaign to be conducted by the British Columbia Sugar Refining Company, Vancouver, B. C., promoting its Rogers Golden Syrup.



3¼ x 4¼ Revolving Back
Graflex, Series C, with
6½-inch Cooke Anastigmat
f.2.5
Shutter speeds: 1/5 to 1/1000
Price $260

The campaign is coming —the camera is here

Enliven your paper with Graflex views of political events, glimpses of candidates in action.

There's a new Graflex with which your camera staff can assure the supply of pictures. Compared to previous models, its lens is *three times as fast: f.2.5.*

Such speed means that light conditions which once beat the photographer are now easily conquered. Instantaneous exposures made with this camera indoors or in rain or late in the day can yield detailed, striking pictures—the kind that readers praise.

Let the new Graflex add vigor to your paper's part in the campaign.

Consult a dealer or write to Rochester. Graflex cameras are now made by
The Folmer Graflex Corporation, Rochester, N. Y.

For sale by
Eastman Kodak Company, Rochester, N. Y.

PRINCESS RIGO LOSES N. Y. LIBEL SUIT

Wife of Gypsy Violinist Objected to Her Picture Published in Mirror and Asked $250,000 Damages—Held Caption Ridiculed Her

Suit for $250,000 damages filed by Princess Rigo against the *New York Daily Mirror* was dismissed in New York Supreme Court last Friday, Aug. 20.

The Princess had objected to a picture of her published by the Mirror on April 8, which showed her in a "housewife's dress" scrubbing a floor. A monkey was perched on her shoulder, and a cat lay at her feet. The picture was captioned:

"A far cry from affluence—Princess Rigo, wife of the famous gypsy violinist, has turned to her fingers for a livelihood, but such a different use than that employed by her husband years ago when he was feted by Europe. Her pets solve the pain."

Counsel for the plaintiff held the caption held his client up to public ridicule and scorn, thereby injuring her business and reputation, in that it imputed that Princess Rigo was a scrubwoman and was scrubbing floors for a livelihood. It was further alleged that the picture was obtained by fraud and deceit.

Princess Rigo had opened a tea room. A representative of the Mirror came to see her. He found her in the housewife's dress and asked her to pose with the pail and scrubbing brush. Princess Rigo alleged he promised to mention the opening of her tea room. This was denied by attorneys for the newspaper.

The defense contended the article complained of was not libellous per se, in that it was no crime or disgrace to be a scrubwoman, and further that it was the duty of the court to dismiss the case since no special damages were pleaded. How the photograph was obtained was held to be immaterial in an action for libel.

LAWYER SUES IOWA DAILY

Suit for $50,000 libel damages has been filed in the Rock Island, Ill., circuit court by Representative Harry McCaskrin, against whom disbarment proceedings instituted by the bar association are under way, against the Times Company, publisher of the *Davenport* (Ia.) *Times*, and E. P. Adler, publisher. Three counts are contained in the libel suit, including publication of the original charge of the bar association, and publication of the testimony of two of the principal witnesses who appeared against the attorney-legislator.

LORD BEAVERBROOK RETURNS

Lord Beaverbrook, proprietor of the *London Daily Mail*, and his sons, the Hon. Max and Peter Aitken, returned to England Aug. 24, following a brief visit to this country.

WHAT OUR READERS SAY

GOOD JOURNALISM

WASHINGTON, D. C., Aug. 19, 1926

To EDITOR & PUBLISHER: Allow me to congratulate you most heartily on the splendid fight you are making on behalf of our trade against judicial usurpation. It is not only good journalism, but it is good patriotism, and of a very high order.

Yours most faithfully,

WILLIAM HARD.

GOLCONDA FOR PRESS AGENTS

To EDITOR & PUBLISHER: I have watched with interest for some time your campaign to protect newspapers and magazines from "space grabbers."

Probably you know that religious papers are more susceptible to printing what should be paid advertising as free publicity or news than any other type of paper. This is because they do not have the funds with which to purchase what they often need and frequently have to rely on what is furnished gratis—that is, it would be gratis were it not taking up space which should be used for paid advertising. Particularly do they "fall" for propaganda which has with it attractive cuts. No doubt you have seen a recent result in the wide use of a cut sent out with a publicity story from Henry Disston and Son, Incorporated, and showing Philadelphia's Grindstone Church. None of the several church papers that I have seen which used this cut edited out in any way the advertising value of the story for this commercial house.

The *Advance* was tempted like others to write for the cut because of its attractiveness, but instead wrote asking that the Disston people advertise—and no answer was received.

Another firm which recently wrote sending considerable free publicity material concerning "Burning Roofs Cost South $6,297,930 a Year" was the Asbestos Shingle, Slate & Sheating Company of Ambler, Pa. This story apparently also found wide use in not only the religious press, but also in the daily press, although it was really propaganda on behalf of the Asbestos Shingle, Slate & Sheating people.

When the Advance wrote them suggesting that the paper could not use their "handout" but that it would make good advertising material for a paid advertisement, they sent the letter, a copy of which we enclose herewith. You will note with interest, as did we, the paragraph as follows:

"At the present time, however, we are not inclined to increase our space, as *the cost of educating the reading public is a tremendous one,* (italics mine) and the only thing that seems to touch a man's better judgment is 'a loss' etc."

It is rather strange that it did not occur to the writer—the advertising manager, by the way—that "the cost of educating the reading public" which is a tremendous one for the Shingle, Slate & Sheating people has to be borne by the religious and other press when advertising for the education is not paid for by one concern which it strictly benefits.

There is no doubt that a campaign of the kind that you are furthering should be fostered, particularly so far as it has reference to commercial concerns where profits result to one individual firm from the free publicity given. There is a question however, when it becomes a matter of publicity from philanthropic organizations where no one individually benefits.

More power to you in your efforts.

Very truly yours,

THE PRESBYTERIAN ADVANCE

By JAMES V. CLARKE.

PRAISES MARKET GUIDE

To EDITOR & PUBLISHER: We are anxiously awaiting your Market Guide number, as we consider this a tremendously valuable aid to the daily newspapers in the smaller cities.

EDGAR G. HARRIS,

Publisher, *Blytheville* (Ark.) *Daily Courier News.*

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

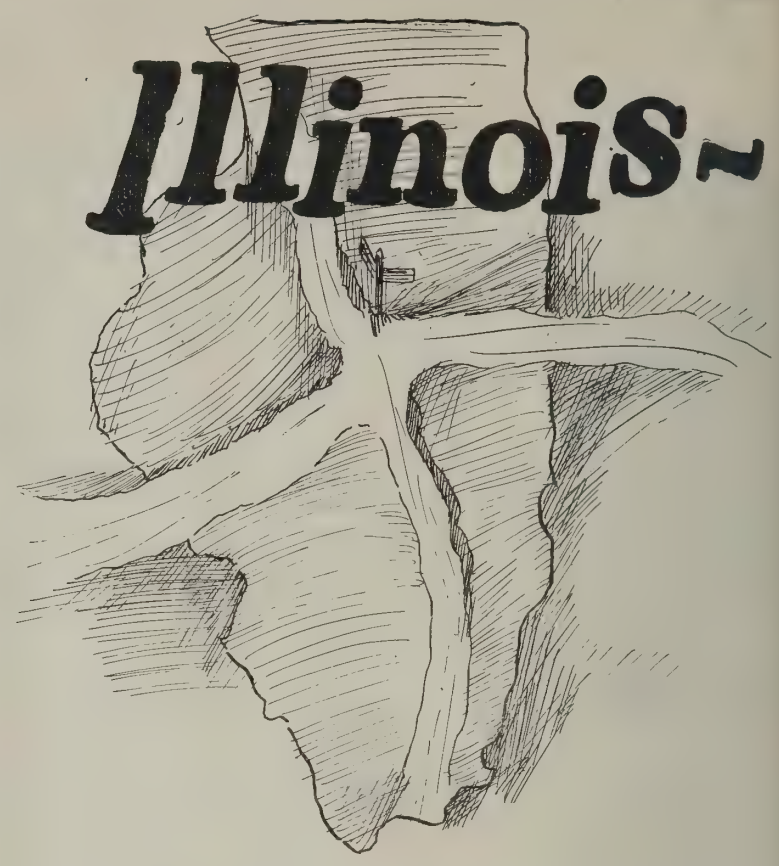
Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	



The Natural Crossroads of the Middle-West—

Situated in the very heart of the country's most fertile and prosperous valley, at the very crossroads between the Industrial East, and the Agricultural West, the Ore Producing North, and the Cotton Growing South, possessing the cheapest water transportation on earth, and the finest railway facilities in the world, it is only natural that this great state should offer a market of great wealth and buying power, that no advertiser great or small, can afford to stay away from.

The daily papers are your messenger to the homes and to the great buying public of Illinois. If your product has merit, your possibilities for greater distribution are unlimited.

Consult these papers listed below. They are ready to assist you in developing this great market.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Aurora Beacon-News .....(E)	18,694	.06	.06
†Chicago Herald & Examiner....(M)	385,276	.55	.55
†Chicago Herald & Examiner.....(S)	1,153,360	1.10	1.10
†Chicago Daily Journal .....(E)	123,771	.26	.24
**Evanston News Index .....(E)	6,729	.04	.04
**Freeport Journal-Standard .....(E)	9,613	.045	.045
**Joliet Herald News .....(E)	19,591	.06	.06
††Mattoon Journal Gazette .....(E)	5,712	.03	.03
**Moline Dispatch .....(E)	11,556	.045	.045
**Monmouth Daily Review Atlas..(E)	5,416	.035	.035
**Peoria Star .....(S) 22,497..(E)	29,874	.085	.07
Rock Island Argus .....(E)	11,248	.045	.045
**Waukegan Daily Sun .....(E)	5,213	.03	.03

**A. B. C. Statement, March 31, 1926
†Government Statement, March 31, 1926
††Government Statement, September 30, 1925

PRODUCTION PRIME ELEMENT IN FIXING WAGES

(*Continued from page* 10)

not be some union's 'private allowance.'

"In other words, the dollar which the employer pays must be a one hundred cent dollar and the service which the employe renders should be a one hundred per cent service.

"Another feature of the proposed contract of the New York Local might perhaps be more properly treated under the topic of Apprentices, but it is pertinent here because it is an example of the improper demands which are frequently made by union officials. The first demand is that the selection of apprentices shall be in the hands of a board composed of the foreman, chapel chairman and the instructor of the school. It is pertinent to ask, since all three of these men would be members of the union, when and how the publisher is properly represented. You may say that the foreman represents the publisher, and in many things he does; but in this instance, with a majority already representing the union, the foreman is outvoted before the ballot is taken. I do not know the reason why the New York Local chose to change the method of procedure which has been in vogue for the last two years, by which apprentices appeared personally before a committee made up equally of representatives of the union and of the publishers, and their qualifications were jointly determined. I was a member of that committee, and I felt that by the procedure followed equal justice was done to the union, to the publishers and to the applicants.

"I cannot of course do otherwise than indorse and applaud the attitude of your president on the question of arbitration. He and I travel exactly the same road in that matter. When an office shall have been established as a union office, and the employes of that pressroom are all union employes, then I am willing, and he has expressed himself as willing, that any questions which we cannot settle by negotiation and conciliation shall be referred to some disinterested and unbiased tribunal for final determination.

"I remember hearing a New York publisher say after he had read President Berry's elaborate plan for a joint conference committee and a printing commission in New York, to whom all unsettled disagreements should be referred, that he considered it the greatest document affecting the relations of employers and labor unions that had been written in recent years; and I was amazed to find that the New York Local in its proposed contract found it advisable to propose a new form of joint conference committee and the elimination of the printing commission.

"Arbitration is the soundest principle ever designed to apply to human relations, unless we except the commandment to 'Love thy neighbor as thyself.' If we could all bring ourselves to obey that commandment, then contracts and arbitrations would be useless gestures; but unfortunately the rule which the Messiah laid down is not very generally applied. The attitude of your union on arbitration is all that any publisher can ask, because there are no restrictions imposed and no limitations provided. With this principle in force there should never be another strike involving the pressmen of North America.

"I know that one of the things dearest to President Berry's heart is the question of Schools for Apprentices, and I join him in his desire to give better technical education to those young men who are preparing themselves to earn their living by working in pressrooms. I am, I think, the only publisher in the United States who ever gave a written examination to a pressman, covering information regarding his trade. I did this because his discharge was contested by the then president of the local union, and the amazing ignorance of that workman as to simple matters, although he had been years in the business indicated how necessary some form of instruction was if competent workmen were to be furnished.

"The school which has been established in New York as a part of the regular school system of the city had an admirable beginning and has made promising progress during the first year of its operation. I wish that in addition to the instruction of the apprentices there might be some method devised by the union of obtaining an accurate estimate of the knowledge and qualifications of the journeymen, and where a man was found to be lacking in the knowledge of those things which he should properly know about that there should be some method of instruction provided and he should be forced to avail himself of it.

"I have already expressed myself as to the method of the selection of apprentices and in the plan which I indorsed there would be ample provision for the choice of young men physically and mentally fit for the work and giving promise of being worthwhile pressmen. I do want to call your attention, however to what I believe results in occasional injustice to the boys who begin at the bottom of the ladder with the hope of reaching the top. The union rule and the local contract provide for an inflexible four-year apprenticeship, *i. e.*, no boy can become a pressman in less than four years, although the apprenticeship committee may keep him in the ranks of the apprentices for a longer time if conditions seem to require it.

"Do you realize that a young man, by maintaining the standards of scholarship required can be graduated from any university in this country in four years? Do you realize that a technical engineer can get a degree in four years? That a physician or a lawyer can begin practice four years after he began the study of his profession?

"And do you think that it ought to take as long to make a pressman as it does to make a doctor, provided the doctor is a good doctor and the pressman a good pressman? I have no objection to the fixing of a four-year period for the training of an apprentice, but I do claim that that period should not be inflexible; that a young man who, at the end of three years is able to demonstrate his ability as a journeyman pressman should be graduated the same as he would from Harvard or Yale or the University of Tennessee if at the end of three years he could pass all the examinations required for a degree. We have no right to take from any young man a year of the best part of his life so far as productivity goes; we have no right to lessen his earning power or restrain his ambitions, and we do all of these things when we do not recognize his progress and give him the benefits and rewards of his attainments."

Debate on the nomination system was brief and vigorous.

The union's constitution now provides that each candidate for president and for secretary-treasurer have the endorsement of at least 10 per cent of the chartered subordinate unions in good standing from at least 15 different states or provinces. Each candidate for any other office must have the endorsement of at least 5 per cent of the chartered subordinate unions in good standing from at least 15 different states or provinces.

The convention declined to concur in recommendation of the committee in a proposal to amend the constitution so that the regularly elected officers of the International Union shall be entitled to every right and privilege of elected delegates in the convention, whether delegates or not. This resolution was proposed by W. Thomas Polston, of Chicago No. 3.

A resolution carried providing that all unions that have a membership of 1,000 or over may take a chapel vote at all elections.

A survey of the women feeders, as to number and differentiation, was authorized for a report to the next convention on a proposal to permit women feeders who are members of the International Union at the age of 60 years and who have been in continuous good standing for 15 years, instead of 20 years as now, receive the $7 per week pension benefit.

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.
Member A. B. C.
URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representatives:
E. M. BURKE, Inc.
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The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.
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You need these papers to cover Baltimore, they reach more than half the City.
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use more space in
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on weekdays than in any other
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280 Broadway New York

DOMINANT!
in
Pinellas County, Florida
Daily News
ST. PETERSBURG'S PICTURE PAPER
Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall
America's Biggest Tabloid
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To be assured of Complete Coverage—
USE THE NEWS
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Cline-Westinghouse Double Motor-Drive with full automatic push button control
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Since 1866
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COMBINATION
Stocks in Principal Cities

The Normal Season in Miami
23%
MORE CIRCULATION
Herald July circulation figures this year as compared with the same period for 1925 show a net increase of 23%—substantiating the continued phenomenal growth of Miami and its market under normal conditions—at a time when nearly every reader is a bona fide resident.
No other market in America is in as healthy a state as the Miami market. No other market offers greater possibilities to the national advertiser.
The Miami Herald
"Florida's Most Important Newspaper"
Frank B. Shutts, Publisher.

COMMERCIAL AVIATION IN EUROPE FAR AHEAD OF U. S., MURDOCK REPORTS

Wichita Eagle Publisher Describes His Eight Weeks' Airplane Tour on Continent—Covered 3,000 Miles by Plane—Companies Subsidized

EUROPE is far ahead of the United States in the field of commercial aviation, Marcellus Murdock, publisher of the *Wichita Eagle,* declared upon his return to Wichita recently following an eight week airplane tour of Europe. Accompanying him on his trip was his son Marsh Murdock. The Murdocks covered more than 3,000 miles by air, taking planes wherever available. The tour included France, Spain, Italy, Switzerland, Austria, Germany, Denmark, Holland and England.

"The airplane passenger service in Europe is amazing," said Mr. Murdock. "I don't mean I was surprised at the far flung net work of airplane routes from the Baltic to the Mediterranean and from the Irish Sea to the Volga. We have all been made aware of this through news dispatches. But the fact that startles you is the European's settled attitude of mind and his acceptance of air travel as a regular means of transportation.

"Airplane travel, whether in France, Germany, England, Holland, Denmark or any of the other countries, is looked upon without a thought of its being an unusual hazard. It is only occasionally that it appears to the European as even novel. In every plane we rode in, there were one or two business men, who spent their time reading newspapers and hardly looked up on taking off or landing.

"It is this attitude, rather than the scores of established air lines with their fleets of passenger and freight planes, which puts Europe so far ahead of America in this development.

"The main factor in commercial aviation is that of economy—economy of time. In our case the distance covered by plane was some 5,000 kilometers or 3,000 miles. A total of 30 hours was used in doing this. It would have taken 100 hours to cover the same distance by train. The saving in time was 70 hours, almost three days of 24 hours each.

"The cost in dollars and cents is practically the same as railroad fare. This is made possible of course by the subsidies granted the operating companies by the different governments. England, France, Germany, Holland, Sweden, all underwrite their companies to the extent of a half million to three-quarters of a million dollars a year, Belgium and Switzerland for lesser amounts.

"There is much to show for the expenditures. The passenger air lines in Europe are but six years old. Last year about 6,000,000 miles were flown and 100,000 passengers carried on regular air routes.

"The one dominant factor in promoting aviation, as it is the mainspring in all European affairs, is the preparation for the next war. Supremacy in the air means supremacy on land is the slogan of the aviation crowd.

"France, Great Britain and Germany are all on their toes.

"France's civil aviation is just a hand maiden for her military air establishment. There are 30 companies building planes in France. There are four or five companies operating passenger routes. The life of a plane is estimated to be about 2,000 hours of flying. These French companies are required to operate their planes about 300 hours, then store that plane and take out a new one for operation. This is building up a great French reserve of planes.

"The war purpose moreover even appears in the type of plane. Marsh and I rode from Paris to London in a Farman Goliath, which is a standard type of bomber in the French military service. It is an enormous biplane with an engine on each side of the fuselage attached to the lower wing, equipped with a dozen wicker chairs.

"Great Britain's protective purpose is not so obvious but it is there nevertheless. The Imperial Airways Limited is a consolidation of all English companies and while Sir Eric Geddes and his associates have been trying to get the four English air trunk lines on a better paying basis, Great Britain continues putting up a half million and more a year and will continue to put up.

"Germany's position is unique in regard to aviation. It has two big companies. One is the Deutsche Aero Lloyd and the other is the Junkers Luftverkehr. The first is primarily promoting commercial aviation. The latter is promoting commercial aviation as a means of establishing control of commercial aviation in as many countries outside of Great Britain and France as it can—all no doubt for the Fatherland.

"Under the Versailles treaty nine restrictions were imposed on Germany in relation to airplane construction. All that country's airplane material was taken away from her. These two things that at first appeared to be a curse and were so meant turned out to be a blessing. By the latter move, Germany was rid of a lot of obsolescent material. By the imposition of the nine rules or restrictions German ingenuity, and German patriotism were challenged. German engineers and constructors substituted better ideas for those prohibited or go around. the restrictions if there was no other way. German patriotism joined hands with German manufacture and capital, formed the Deutscher Luftfahrt Verband, a nation wide society for the spreading of civil aviation propaganda, an ex-war pilots' association, German Aero clubs, scores of Amateur Flying clubs. Military flying schools in Germany are prohibited by the Versailles treaty provisions. However, Germany has thirty civilian flying schools, while England has only four and France only a dozen.

"There are 19 manufacturing concerns in Germany. States and towns of the Republic are in on the game with cash investments. Bavaria is security for a loan of 1,500,000 gold marks to the Junker Company, in addition to being a donor of over a million gold marks for promotion of air lines in Bavaria. The State of Baden gave 200,000 gold marks for a similar purpose. The city gave 50,000. Wurtemberg and Stuttgart each invested 200,000 gold marks in Aero Lloyd. And so on down the whole list of German cities. Splendid aerodromes and landing fields are owned and maintained by the municipalities. The government subsidy is around 5,000,000 gold marks a year. Each of these big companies has a fleet of 60 or 70 machines in service. In 1919, they started with about 2,000 passengers and 100,000 kilograms of freight. Today they are carrying, it is estimated, at the rate of 60,000 passengers and a half million kilograms of freight a year.

"The Germans are not saying much about their development work. But a casual traveler can see enough to make him guess plenty.

"It was the most exhilarating travel I ever had and when I go back again, I hope Spain and Italy will also have regular air routes."

EDITOR & PUBLISHER'S MARKET GUIDE PICTURES 1300 SALES AREAS. INVALUABLE TO AGENCIES AND ADVERTISERS.

Present subscribers often write and ask us why we haven't sold our checking proof service to every other newspaper publisher. They don't stop to realize that they too were skeptical in the beginning. Their advantage over a non-subscriber however is the fact that they *did* try our service.

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St. CHICAGO

79 Madison Ave. NEW YORK

TRADE LINOTYPE MARK

6½ pt. Ionic No. 5

COMBINES

The word count of 6 point and the legibility of 8 point

The British delegation of trade-union representatives, who came here on Tuesday at the invitation of "The London Daily Mail" to study reasons for the disparity between the high wages and prosperous living conditions of the American worker and their own lower wage standards, gained considerable light in a tour of several industrial establishments in Brooklyn yesterday.

They had been curious to know how it was that the average wage of the American toiler virtually doubled that of his British brother, and how it was possible for industries here to offer such fat envelopes to their employees and at the same time compete successfully in world markets.

American More Productive

After a study of the Brooklyn Edison plant and the factory methods of the Mergenthaler Linotype Company in Brooklyn, the delegates remarked that one of the vital reasons for the disparity was that the American worker was capable of producing and actually did produce more than the British toiler in a given time.

This he was enabled to do, they learned, because of the high standards of efficiency obtaining here, mass-production methods, the utter perfection of organization for which the American industrialist seems always to be striving, and labor-saving devices evident on every hand.

The comments of the delegates were voiced by Sir Percival Phillips, special correspondent of "The Daily Mail"; Fenton MacPherson, of the same newspaper, and William Mosses, J. P., who had a prominent part in the British Labor Ministry during the war.

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

VASHINGTON EDITORS ELECT STODDARD

Vaterville Publisher Named President :o Succeed Wolf—M. H. Spencer Asks More Individuality in Papers

oseph H. Stoddard, publisher of the *Waterville* (Wash.) *Empire Press,* was elected president of the Washington State Press Association to succeed Fred Wolf, publisher of the *Newport Miner* at the 40th annual convention held in Spokane, Aug. 20-21.

Roy G. Rosenthal, secretary, and Sol B. Lewis, treasurer, of Linden, were re-elected.

A plea for greater individuality in newspapers was made by M. L. Spencer, former Dean of the School of Journalism, University of Washington. Publishers pay too little attention to this, he declared, and said the American newspapers with distinct individualities could be numbered on the fingers of his two hands.

"The power of these papers rests on their originality and they maintain their originality, even at the cost of advertising and circulation," he stated.

"The press needs a campaign of education to tell the public what it is trying to do, the former journalism professor said.

"One thing that weakens the press is the tendency to rule by fear," he declared. "The average individual is afraid to make enemies among the editors. As a result the feeling of love on the part of the public toward the papers has not been developed."

In a paper read for F. G. Mitchell, Jr., of the *Walla Walla Daily Bulletin,* emphasis was laid on the necessity of not allowing ad copy to remain unchanged week after week.

"The day of the standing advertisements has passed and the publisher who allows one of his advertisers to run the same copy week after week is not giving proper quality, fair measure and proper service. Such an advertiser has little chance of getting results," he stated.

"One of the important discussions was on circulation problems of the country publisher, Fred M. Kennedy, field secretary of the Association; Buell Felts of the *Valley Herald,* of opportunity, and Thomas Dobbs of the *Snohomi Times,* spoke on this subject.

"Are you going to sit back and let the dailies take your field away from you or still try to sell your newspaper at $3 a year just because your grandfather got $1.50 a year for it or are you going to adopt the methods of your competitors or go out and buy circulation?" Mr. Kennedy asked.

"Circulation is the life of your business and nine times out of ten I am asked: 'How can I increase my circulation?'

"First, be sure you have a newspaper that will appeal and be of interest to your subscribers. Then go out and cover your field with it. You can't expect much co-operation from your advertisers with a 50 per cent circulation coverage, as is the case with too many of our members."

Mr. Dobbs and Mr. Felts told of their success in building up circulation in spite of daily competition by giving free distribution as sample copies for a certain period.

Resolutions were passed by the Association endorsing the proposal for a state legislative appropriation for publicity, similar to the plan whereby New Hampshire spends $50,000 annually, regretting the resignation of D. N. Spencer from University of Washington faculty, but commended the appointment of L. A. Borah to succeed him; urging closer attention of members to the typographical appearance of their papers; endorsing the plan of Sol A. Lewis of Linden for a field advertising man to assist the members in increasing their advertising and urging the carrying on with unrelenting vigor of the campaign for elimination of government competition in printing through the sale of envelopes.

At the same time the Association was convening, the Associated Press was holding a state meeting in an adjoining room of the Davenport Hotel. Frank I. Sefrit of the *Bellingham Herald and Reveille,* presided.

Plans for speeding the gathering of election news were discussed but no definite action was taken. It was urged that all members individually protest against the higher press rates recently inaugurated by the Western Union. The group, which also included members from the Panhandle of Idaho, voted to hold another meeting in November. Paul Cowles, western superintendent of the A. P., was present.

A joint banquet closed the two meetings.

LAURENTIDE NET INCOME

The Laurentide Company, Ltd., of Toronto, reports a net income for the year ended June 30 of $1,908,833 after interest, depreciation, taxes, etc., as compared with $1,909,975 in the preceding year.

SAN ANTONIO EXPRESS WINS

The *San Antonio Express-News* team, recently defeated the *Light* in the annual baseball game. Dick Harn, Express assistant sports editor, held the Light team to three hits.

GOING TO ROME

Hollowell, Former A. P. Man, to Represent N. Y. Herald Tribune

Frank T. Hollowell has been named *New York Herald Tribune* correspondent at Rome, and will sail early in September to take charge of the bureau there. He has been in the New York office of the Herald Tribune for the past month or so.



FRANK T. HOLLOWELL

Mr. Hollowell has spent a number of years abroad for the Associated Press. He is a native of Goldsboro, N. C., and a graduate of Earlham College. He spent two years in the U. S. army during the World war and then came to work in New York for the *New York Evening Post.*

In May, 1920 he joined the Associated Press in New York and served there as cable editor for a year and a half. In September, 1922, he was sent to London where he covered the political campaign which preceded Lloyd George's downfall. Among his other European assignments were the French occupation of the Ruhr and the visit to Paris of the Dawes Commission. After a number of months with the Associated Press Paris bureau, he was transferred to Rome, where he was in charge of their bureau until January, 1926.

NEW JOB FOR HAWKS

Wells Hawks, noted New York press agent, will direct Florida's autumn newspaper publicity. The state is sending five trains of ten cars each to vicit 700 cities. Hawks has been in Florida a year and declares he feels like a native.

GREEK PAPER SUED

Former Greek Consul Asks $500,000 Libel of N. Y. National Herald

Cleanthes Vassardakis, once Greek Consul General at San Francisco, has filed a libel suit for $500,000 against Petros P. Tatanis, general manager, and Demetrius Callimanos, editor-in-chief of the *Sunday National Herald,* Greek newspaper published in New York.

Allegations of Vassardakis as to unpleasant things said about him in the newspaper between last December and March filled 30 typewritten pages, and included allegations that he "has united with the Communists" and that he is a "lamentable drone."

A suit against Vassardakis by the newspaper officials has been pending for several months. It is based on alleged statements by Vassardakis that the expenditure of funds for Smyrna sufferers, collected by the newspaper in 1922, ought to be investigated.

Do you know what percentage of errors are made in your Composing Room?

We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

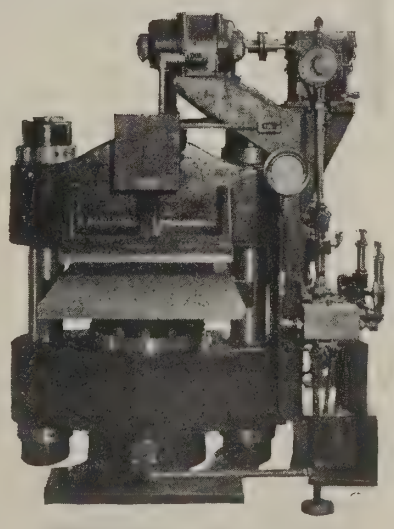
It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.

Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.

When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.

Matrix Contrast Corp.
33 W. 42d St., New York City

BIROTADRUCK



HYDRAULIC MATRICE PRESS

Direct Pressure Under Complete Control. Fast, Positive, Non-Vibrating Hydraulic Operation. The first successful hydraulic matrice moulding press to be introduced into this country.

Birotadruck Presses are now in operation on the plants of The New York Times (3 presses), New York Herald-Tribune (2 presses), Boston Globe, Cleveland Press and Dallas News.

AMERICAN BIROTADRUCK CO., Inc.
120 West 42d St., New York City

in Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"
"Starts the day in Detroit"

With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

The Great Empire of The Southwest

is literally spending millions of dollars.
The thoughts, actions and habits of Southwesterners are influenced by their

Weekly Newspapers

Our organization represents 325 weekly newspapers in Texas, Oklahoma and New Mexico, and we can furnish complete market information on this territory.
A letter to our Dallas office will bring you some very interesting figures.

The H. L. Grable Co.
"National Advertising Representatives of Weekly Newspapers"
TEXAS—OKLAHOMA—NEW MEXICO

NEW YORK
25 East 26th St.
Phone Ashland 9127

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Widener Bldg.
Phone Rittenhouse 9698

CHICAGO
123 West Madison
Phone Central 3021

DALLAS, TEXAS
606 Mercantile
Bank Building

FLORIDA

continues to be the fastest growing state in the Union.

TAMPA

is the recognized industrial center and the most substantial city in Florida.

THE TAMPA MORNING TRIBUNE

is the only morning and the only Sunday newspaper in Tampa, covering the entire rich, productive and populous territory of Southwest Florida, reaching a population of 713,943.

200,000 Daily Readers.
300,000 Sunday Readers.

Represented nationally by
The S. C. Beckwith Special Agency.

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

The **DES MOINES CAPITAL**

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best Advertising buy in the midwest

O'Mara & Ormsbee
Special Representatives

The DES MOINES CAPITAL
Lafayette Young
Publisher

JOURNALISM STUDENTS RETURN FROM EUROPE

Class of 18 Spent More Than a Month Studying Continental Newspaper Methods Under Direction of Prof. Johnson

A traveling school of journalism disbanded in Quebec last Saturday when 18 University of Wisconsin journalism students and E. M. Johnson, associate professor, arrived there after more than a month spent in Europe studying Continental newspaper methods.

The trip, which is the first of its kind ever made, was organized by Prof. Johnson to give the students a broad view of world journalism and international affairs. The party left Quebec July 1, and toured Scotland, England, Belgium, Holland, France and Switzerland. Visits were made to newspaper plants in London and Paris.

On shipboard on the way over, lectures were held daily which outlined for the students the political, social and economic situations in the principal countries and sketched their histories. A library of 100 volumes was taken by the party, from which supplemental reading was done.

Prof. Johnson praised the co-operation given him on the trip by the foreign bureaus of the Associated Press and United Press. Visits were made to the bureaus and correspondents in charge answered questions asked by the students.

"The idea of the trip was not to inspire students to became foreign correspondents, but to give them a knowledge of Europe which would serve them well on papers in this country," Prof. Johnson said.

"We found that newspapers of the United States carry more foreign news than do the papers of any other country. The French papers carry very little foreign news, while in England the biggest daily story from the United States appeared to be the number of murders in Chicago.

"The English papers carry more news and less feature material than U. S. newspapers."

Prof. Johnson this fall will become head of the University of Minnesota School of Journalism, succeeding Prof. R. R. Barlow. The school will be expanded and a degree, Bachelor of Arts in Journalism, will be conferred on graduates. The expansion program has been made possible through the $350,000 fund left the school by W. J. Murphy, former publisher of the *Minneapolis Tribune*, which with accrued interest now amounts to nearly $400,000.

Prof. Johnson, in addition to teaching students the rudiments of reporting and copy reading, expects to develop the editorial research idea at Minnesota. Students will be urged to consider the problems of newspaper publishing, especially from the editorial angle instead of merely the technique of production.

"I believe there is a large field for editorial research," he stated, "wherein editorial methods will be analyzed in the same manner merchandising problems are analyzed by the merchandising departments in the interests of more and better advertising. With the large fund available at Minnesota it is my hope that important work can be done by students in this direction."

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

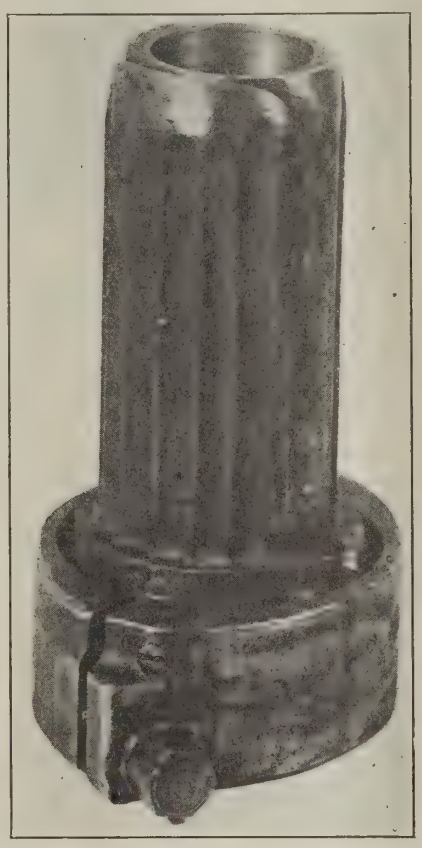
Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

NEW PAPER ROLL CHUCK

Time and Newsprint Economy Claimed for Seattle Man's Invention

R. W. Bandy, mechanical superintendent of the *Seattle Post-Intellgencer,* has been granted a patent for an automatic paper roll expansion chuck (or plug, as it is known in the East) which, it is claimed permits notable economy of time and newsprint.



Mr. Bandy claims for his device, among other features, that it is an entirely new design, made of properly annealed steel, and sturdily built so that it will last indefinitely; that it requires no attention when inserted in the roll and the set screw is tightened; it can be removed from the core almost without effort; it has no end thrust to pinch or damage paper next to the core, thereby saving about 50 per cent of core waste; it will not damage cores, or slip and waste running time; it will lock in either direction automatically and in case of a quick stop of the press when full rolls are in, it will hold the rolls and prevent the slack in the webs from unlocking the chucks; it has only three parts, instead of about seven in the chucks generally used.

STAFF HOLDS OUTING

Two hundred employees of the *Bloomington* (Ill.) *Pantagraph* and their families attended the first annual outing of the staff at Mackinaw Dells, Saturday, Aug. 14. A farcical "bathing beauty" contest was won by W. H. Kircher,

A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.

With a constantly increasing circulation, plus a constant growth in advertising lineage, the New York Evening Graphic offers the advertiser an extremely profitable opportunity.

Published by BERNARR MACFADDEN

NEW YORK
EVENING GRAPHIC

H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

AD TIPS

Campbell-Ewald Company, 292 Madison avenue, New York. Has secured the accounts of the Monroe Auto Equipment Manufacturing Company, Monroe, Michigan, and the National University Society, Inc., New York.

Campbell-Ewald Company, Atlas Bank Building, Cincinnati. Has secured account of the Amrad Corporation, radio company, Medford Hillside, Massachusetts, which was recently acquired by Powel Crosley, Jr., Cincinnati.

Hazard Advertising Corporation, 7 East 42nd street, New York. Now handling account of the American Solvents and Chemical Corporation, New York.

Fred M. Randall Company, Book Tower, Detroit. Has secured the accounts of Fairbanks Tailoring Company; Wright and Company, both of Chicago.

Robbins & Pearson Co., 390 East Broad street, Columbus. Now handling account of the Foos Gas Engine Company, Springfield, Ohio.

Green, Fulton and Cunningham, 360 North Michigan avenue, Chicago. Handling account of the American No-Kol Company, Chicago.

Guenther-Bradford Company, 15 East Huron street, Chicago. Sending copy to small list of papers with rural circulation on Fred Dyer Company, Jackson, Mich. (rheumatism remedy.)

Merrill, Price and Taylor, 410 North Michigan avenue, Chicago. Contracts being issued to newspapers in scattered territory on Miller Brewing Company, Milwaukee.

Morris-Harris Company, 400 North Michigan avenue, Chicago. To launch New England states campaign for National Trading company, Chicago.

Pickus-Weiss Company, 307 North Michigan avenue, Chicago. To place newspaper campaign in the near future on Baker Food Products company, Chicago, in about 25 papers on the coast and in middle and southwest. Will open fall campaign on Stuart Products Company, Chicago, manufacturers of Stuart Batteries in newspapers in the middlewest in 15,000 to 20,000 line contracts.

Sehl Advertising Company, 360 North Michigan boulevard, Chicago. Preparing fall schedules on Calumet Baking Powder Company, Chicago.

Fred M. Randall Company, Tower Building, Chicago. Have secured accounts of The Insulite Company, Minneapolis, and the M & M Laboratories, Chicago, Bendfelt Ice Cream Company, Milwaukee, and Baird & Warner, Chicago.

MICHIGAN

is growing faster than any State in the Union.

Its increase in manufacturing products surpasses anything in the world.

BOOTH NEWSPAPERS

cover Michigan outside of Detroit—Eight principal cities with the only or leading Newspaper in its respective community.

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN — 50 East 42nd St. New York City
J. E. LUTZ — Tower Building Chicago, Ill.

Parkersburg, W. Va.

is growing rapidly

A new $5,000,000 rayon plant and other new industries are now being constructed there.

The city and suburban territory is covered by

The News

Morning and Sunday

with a circulation of 7,500 daily and 9,000 Sunday at only 3 cents a line.

Member A. B. C.

Represented nationally by the
DEVINE-MacQUOID CO., Inc.
New York Pittsburgh Chicago

Carl Switzer Company, Illinois Build Indianapolis, Ind. Expect to handle adverti of the Indiana factory of the Sealey Matt Company, Sugarland, Texas, in three or cities in territory adjacent to their factory

TRIBUTE TO HOME PROGRAM

Arthur J. W. Hilly, assistant corpo tion counsel of New York, represent Mayor Walker at the opening of *New York Herald Tribune's* ninth mo home of the 1926 season on Aug. 22 Rockville Center, L. I., praised the ne paper's program as "the most wonde educational work ever undertaken by newspaper."

SPONSORING EXPLORATION

The *Seattle Star* is sponsoring an pedition of Boy Scouts into the ur plored part of the Olympic penins They hope to find traces of a tribe Indians that formerly inhabited that gion.

have you been following the remarkable growth of the Detroit Times

Buffalo, The Wonder City of Americ

Buffalo—a Profitabl Market for Advertiser

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEW

Read in 4 out of 5 Buffalo Home

Edward H. Butler, Editor and Publish
Kelly-Smith Company, Representativ
Marbridge Bldg. New York, N. Y.
Tribune Tow Chicago, Il
Atlantic Bldg. Philadelphia
Waterman Bld Bosto

first! in OHIO

13,126,090 Lines

Dispatch advertising record for the first seven months of 1926, exceeding other Columbus newspapers combined by 1,736,902 lines. For the first 6 months, Dispatch exceeded second largest Ohio newspaper by 2,047,726.

NET PAID CIRCULATION

CITY	55,812
SUBURBAN	26,973
COUNTRY	23,666
Total Daily Circulation	106,451

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

FNDS QUEER NEWSPAPER NAMES IN SCANNING U. S. LISTING

Glimmerglass, Dinner Horn and Boomerang Cited by Writer—News Most Popular Name with Times and Journal Following

By FRANK A. EATON

"WHAT are names but air?" queried our old friend Coleridge. "What's in a name?" asked the Bard of Avon. But if the task of naming a newly established daily newspaper was wished on you, wouldn't you be inclined to take the advice of the biblical proverb, "a good name is rather to be chosen than great riches," and go about your titling accordingly.

Would your choice be News, or Times or Journal—the three most popular names among the more than 2,500 morning, evening and Sunday English-language daily newspapers in the United States? Or would you name your newborn sheet for the city or state in which it was to be published? Perhaps you'd select some classical cognomen such as Pallas, Ilion or Argus; perhaps some altogether unique label such as Dinner Horn or Boomerang—American newspaperdom has seven dailies with the latter name, one with the former. Would you check up on the more than two hundred different names now in use and pick an old standby, such as Press or Gazette, or would you seek a title that was distinctive? Which should prove the most profitable?

A tabulation of the latest EDITOR & PUBLISHER statistics discloses some rather interesting things concerning the names of our dailies. Are there more Times or more News—more Heralds or more Tribunes—more Stars or more Suns? How do the names stack up in popularity? Here is the way the polls closed on the first dozen:

News	214	Record	42
Times	127	Gazette	40
Journal	93	Star	39
Herald	91	Sun	38
Tribune	71	Democrat	37
Press	53	Republican	36

For the first place is the name News with a clear lead of 87 over the name Times. And the name Times holds down second place, just 34 ahead of the name Journal, which registers in third place by the slim margin of two more than the name Herald. There is one more Star than Sun, one more Democrat than Republican. These figures do not include the hyphenated or compounded titles of which one or more of the names of these were leaders are an integral part.

Perhaps an explanation of the source of some of these popular newspaper names would be of interest. It is said that the letters N, E, S, W, used to be prefixed to newspapers to show that they obtained information from the four quarters of the world—North, East, West and South—and the supposition that our word news is thence derived is at least intriguing; but the old-fashioned way of pluralizing the word, newes, is fatal to the theory and completely negatives the suggestion that the word was derived from the initials of the weathervane. It is probably derived from the German *neuigkeue*, or the French *nouvelles*.

Another interesting legend is that the name Gazette came about in this manner: the first newspapers were issued in Venice by the Government, and came out in manuscript form once a month, during the war of 1563 between the Venetians and the Turks. The intelligence was read publicly in certain places, and fee for hearing it read was one *gazetta*, a Venetian coin, somewhat less than half a cent in value. The name Journal comes from the French *jour*, a day; the name Herald from the Anglo-Saxon words *here*, an army, and *ealdor*, an official—in ancient times an officer who made public proclamations; the name Tribune, from the Latin, meaning a rostrum. The derivations of the others are obvious.

But to return to our name census. The second dozen names on the popularity list in the order of their frequency are as follows:

Leader	33	Chronicle	23
Post	33	Call	16
Telegram	31	Citizen	16
Sentinel	27	Dispatch	16
Courier	26	Independent	16
Register	24	Reporter	16

The third dozen lines up like this: Bulletin and Review, 15; Enterprise, 14; Messenger and Union, 13; Eagle and Telegraph, 12; Advertiser, Free Press and Globe, 11; Ledger and Standard, 10.

And so on down through 349 other dailies with 173 different names.

The shortest newspaper names are the six three-lettered ones: Sun, Bee, Hub, Ore, Era and Day—forty-six in this group. In the next group, the newspapers with names of four letters we have: News, Star, Post, Call, Mail, Item, Echo, Home and Hour—324 dailies in all. The longest name is that of the Journal-Gazette & Commercial-Star—the combination of four popular single newspaper names.

We have patriotic names such as Patriot, Constitution, American and Eagle; political ones such as Democrat, Republican, Independent, Reformer and Freeman; business names such as Enterprise, Advertiser, Bonanza, Budget, Commercial and Progress; military ones such as Reveille, Sentinel, Guard, Banner and Observer. Among the noisy names are Dinner Horn, Report, Echo and Call; among the quiet ones Valley Spirit and Star of Hope.

Names indicating speed and transmission are popular, such names as Telegram, Telegraph and Telephone, Mail, Express, Messenger, Courier, Traveler and Dispatch. Then there are names of mechanical devices such as Pantagraph and Camera; names with an optical slant such as Mirror, Searchlight, Headlight, Beacon, Reflector, Light and Optic; names of classical origin such as Palladium, Corinthian, Olympian and Phoenix; names that smack of the spirit of '76 such as Washingtonian and Jeffersonian. Newspapers named after their city such as Scrantonian, Saratogian and Gate City; or after states, such as Arkansawyer, Californian, Dakotan, Georgian, Jerseyman, Kansan, Oregonian and Arbor State.

But the oddest names in the long list are probably these: Glimmerglass, Boomerang, Picayune, Avalanche, Picketwire and Blizzard.

Then of course we have the hyphenated and compounded names—some three hundred of our dailies disporting a hyphen or an & sign. Seven is the most we have of any hyphenated combination—seven News-Tribunes, seven News-Heralds, and seven Times-Heralds. We have two Times-Gazettes and two Gazette-Times, two News-Democrats and two Democrat-News, one Herald Tribune and one Tribune-Herald, one Courier-Journal and one Journal-Courier and so on through seventeen other reversible combinations. In hyphenated names the News again leads with 97, followed by the Times with 63, the Herald with 53, the Journal with 48, the Star with 28, the Tribune with 21, the Press with 18, the Democrat with 17, the Gazette with 16, the Republican with 10 and the Sun with 8.

INTERNATIONAL BUYS TIMBER

The International Paper Company has purchased approximately 420 square miles of timber limits from the Chaleurs Bay Company on the Ste. Anne de Restigouche River, across from Campbellton, N. B. The purchase price was said to be $1,000,000. The tract will be used as a reserve for a newsprint mill soon to be erected nearby.

100,000 GROUP APPOINTS

President Strong Names E. C. Tibbetts Field Director

W. A. Strong, president of The 100,000 Group of American Cities and publisher of the *Chicago Daily News*, this week announced the appointment of E. C. Tibbitts as field director of the 100,000 Group.

Tibbitts will travel extensively in order to familiarize manufacturers and advertisers with the research value of "A Study of 81 Principal American Markets," a book on merchandising and advertising published several months ago by Group.

For more than 20 years Mr. Tibbitts was advertising director of the B. F. Goodrich Rubber Company and during the past several years has managed the Akron office of the William H. Rankin Company.

GROWING IN IMPORTANCE

The Inter-Mountain territory of Utah, Idaho, Western Wyoming and Eastern Nevada is rapidly developing and becoming more important to the advertiser whose merchandise has national distribution.

Don't overlook this rich section of the West.

The Salt Lake Tribune

THE S. C. BECKWITH SPECIAL AGENCY
—Sole Eastern Agents—
New York—Chicago—Detroit
St. Louis—Kansas City
Atlanta
M. C. MOGENSEN & CO., INC.
Pacific Coast Representatives
San Francisco—Los Angeles—Seattle

creating
Impression!

nearly half the 2013 national advertisers using the Cleveland Plain Dealer in 1925 used it *exclusively.*

The Plain Dealer
ONE *Medium* — ONE *Cost* ALONE *Will sell it*

J. B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 360 N. Mich. Ave., Chicago

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and New Rochelle and The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

The Los Angeles EVENING HERALD consistently carries more paid advertising than any daily newspaper in the west

Representatives

New York	Chicago	San Francisco
W. Moloney	John H. Lederer	A. J. Norris Hill
Times Bldg.	910 Hearst Bldg.	710 Hearst Bldg.

RADIO
PROGRAMS
NEWS NOTES
FEATURES

Used and Praised by More than 200 Newspapers

Send for samples and prices

AUDIO SERVICE
326 West Madison St.
Chicago

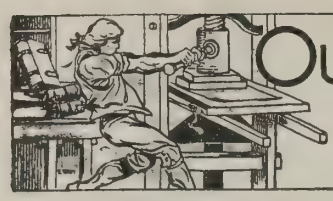
HALF A STATE COMPLETELY COVERED
at one Combination Rate
EVENING COURIER MORNING POST
Two Great Newspapers—Published at Camden, N. J.
National Representatives
STORY, BROOKS & FINLEY



GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation
LOUISVILLE KY



Our Own World of Letters

By JAMES MELVIN LEE

NELSON ANTRIM CRAWFORD, until recently president of the American Association of Teachers of Journalism but now Director of Information in the United States Department of Agriculture shows in *The Nation* for Aug. 25 how the New England farm is coming back. He discusses the real farmer and not the fireside farmer who has a summer home in the country. Newspapers in New England will find good tips for editorials in this article by Crawford.

* * *

OF all American publicists possibly the late Charles William Eliot of Harvard saw most clearly the beneficial effects of publicity in a democracy. His recent death recalls this fact. Consequently it may be appropriate to quote at this time the words of Dr. Eliot on how publicity safeguards the American Republic:

Another new and effective bulwark of state is to be found in the extreme publicity with which all American activities are carried on. Many people are in the habit of complaining bitterly of the intrusion of the newspaper reporter into every nook and corner of the State and even into the privacy of the home; but in this extreme publicity is really to be found a new means of social, industrial, and governmental reform and progress. There are many exaggerations, perversions, and inaccuracies in this publicity; but on the whole it is a beneficent and a new agency for the promotion of the public welfare. . . So new is this force in the world that many people do not yet trust it, or perceive its immense utility. In case of real industrial grievances and oppressions, publicity would be by far the quickest and surest means of cure—vastly more effective for all just ends than secret combinations of either capitalists or laborers. The newspapers which are the ordinary instruments of this publicity, are as yet very imperfect instruments, much of their work being done so hastily and so cheaply as to preclude accuracy; but as a means of publicity they visibly improve from decade to decade and taken together with the magazines and the controversial pamphlet, they shed more light on the social, industrial, and political life of the people of the United States than was ever shed before on the doings and ways of any people. This force is distinctly new within the century, and it affords a new and strong guarantee for the American Republic.

* * *

WILLIAM SALISBURY whose first book was "The Career of a Journalist" is the author of the pamphlet, "The Baltimore Phenomenon." This pamphlet is an estimate of H. L. Mencken as a critic. Mr. Salisbury's first book was praised by Mr. Mencken, but his second book, "The American Emperor," "an interpretation of the career of the late J. P. Morgan," was not noticed because of what it said about that great financier.

Mention of such things as "the poor drudges who write editorials for newspapers," "the 'kept ladies' of journalism," etc., show what Mr. Salisbury thinks of the present day press. Copies of the pamphlet may be obtained from the Independent Publishing Company, 75 Ellentown avenue, New Rochelle, N. Y.

IN the August number of *The Trib*—devoted to shop talk about the making of the *Chicago Tribune*—John Kelly prints a bully good story, "When George Ade Did Police in Chicago." In it Mr. Kelly relates how the now famous Hoosier humorist was initiated into the circle of police reporters, how he was scooped, and how he retaliated by turning a hoax to his advantage and thus obtained an exclusive story.

Of Ade, Kelly says:

I have often been asked if Ade showed any sign when he was a cub reporter of the peculiar talents which he possesses. Although recognized as an able reporter, Ade received no more attention from the police gang than any other fellow who wrote good stuff. Nobody, so far as I know, predicted a brilliant future for him, but when he struck his gait in "Stories of the Street and Town" his associates began to sit up and take notice. No other Chicago reporter had ever written anything like Ade's sketches of city life, and from that time on great things were expected of him, which he has more than fulfilled.

By way of good measure Mr. Kelly thus tells about another joke famous in the annals of Chicago journalism:

Another joke was the Enoch Arden hoax, which was perpetrated only on German reporters who were not familiar with Tennyson's poem. I remember a count (or was he a baron?) who fell for the story and wrote a column of hot stuff which was translated for the gang by a German bartender. This is how the joke was played:

One of the conspirators would call up on the telephone and tell the person who answered the ring that there were some new developments in the "Enoch Arden story." Enoch, the informant would say, had just come into the Lake View station for a night's lodging. The police were taking up a collection for the old man and they would like to have the newspapers give the matter publicity.

Of course the victim had not heard about the story and some kind-hearted reporter would enlighten him from "notes" which he had thrown away and gathered up from under the long writing table. "Dot's a good story" the victim would say as he rushed away to his office. The gang would hang around the Staats-Zeitung Saloon until the paper that printed the story came out. Then the bartender, as he twirled his mustachios, would read it aloud amid roars of laughter.

* * *

A LONDON editor whose paper was forced to suspend publication by the general strike of the trade unions throughout England kept a diary of his personal experiences and impressions. This diary, printed in *The Bookman* for September, is possibly all the more interesting because it was not intended for publication. In fact, the trivial matters recorded give the interest.

One way of supplying the news was the printing of fly-by-night sheets such as are thus described:

Irregular newspapers are appearing everywhere. A woman shopkeeper in the Strand asked me if I had any news, since she was printing a paper at three. She was prepared to take down and print any rubbish I cared to invent on the spur of the moment.

It is not very complimentary to editors, but the absence of newspapers seemed to embarrass housekeepers the most because there was nothing in the house with which to start the fires in the grates. "Thus the strike gets home."

Here is a newspaper entry about the non-union sheets:

Local weekly newspapers—with non-union labor—are successfully appearing daily. The *Times* was out again today. The *British Gazette* plentiful. Irregular sheets numerous. The librarian at the Club has been moved to end his transcript of the wireless bulletin with a gallant "God Save the King!"

On another day the writer of the diary sets down the following:

One buys at ludicrous prices any sort of news sheet that may be produced. Most of these are not worth the paper on which they are printed. Yet one goes on buying, hopefully.

Three days after the entry given above this one was penned:

The official paper, the *British Gazette*, seems a poor product of modern journalism. It gives mainly opinions and a minimum of news, and the opinions are blatantly propagandist. Its botching of the Parliamentary reports is deplorable. The *Times*, thank God, very finely maintains the traditions of our trade.

Possibly the most amusing fact is that while most newspaper workers ceased to turn in copy the poets kept right on with their contributions. Occasionally even trivial mention indicates the seriousness of the strike such as the one where it is said that "the *Daily Mail* reports today that thousands of chair legs have arrived in London from High Wycombe; they are to be used as batons by the special constables."

* * *

BRIEF mention has already been made of the new edition of "Forty Years an Advertising Agent" (Franklin Publishing Company) by George P. Rowell, who in addition to being the founder of the advertising agency of George P. Rowell & Co., was also the founder, in 1888, of *Printers' Ink*. The introduction to the new edition, therefore, very appropriately comes from John Irving Romer of Printers' Ink.

Mr. Romer gives a brief but serviceable review of the volume when he says:

Famous publishers, lowly office boys, celebrated advertisers, obscure canvassers, cl agency chiefs, engaging schemers, and square business men—all have their turn, all are treated alike, with astonishing ca and yet with a never-failing charity.

Mr. Rowell's stories and anecdotes a would make his book priceless, but these v joined to the sturdy common sense, s knowledge, and sententious wit exhibited b clear and workmanlike writing, form a vo which has a lasting vitality.

Obviously American advertising is pivotal point around which the text volves. Yet Mr. Rowell could not w about advertising without saying so thing about advertising media in gen and newspapers in particular. The ne papers mentioned are so widely scatt over the country that the volume o to have a somewhat universal ap While some of the things said are sonal opinion, Mr. Rowell does give facts that are not recorded in any o volume.

In speaking of Boston newspapers Rowell says that the best or most p lar daily paper in Boston in 1858 was *Journal*, owned by Charles O. Ro After Colonel Rogers' death in 1869

Regional Advertisin
at
Regional Rates
in
The Christian Science Monitor
An International Daily Newspaper
Publishing SELECTED ADVERTISING
ATLANTIC, CENTRAL an PACIFIC Editions
Rates and Circulation Data Supplied on Request
ADVERTISING OFFICES
Boston, Philadelphia, Chicago, Cleveland, Detroit, New York, London, Paris, Florence, Kansas City, San Francis, Los Angeles, Seattle, Portland
"Buy What You Can Use"

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined*.
THE PITTSBURGH PRESS
A Scripps-Howard Newspaper
Member of the A. B. C.

If Quality
of circulation is your first consi eration
The Evening Sta
With Sunday Morning Editio
Washington, D. C.
will have your preference—san as it has the preference of pra tically everyone in the Nation Capital.
The Star's circulation is hon circulation—both quality and qua tity—the kind that counts mo with advertisers.
N. Y. Office—110 E. 42nd S Dan A. Carroll
Chicago Office—Tower Buildi J. E. Lutz



The World
These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.
The Evening World
Pulitzer Building, New York
Tribune Tower, Chicago

This ad wouldn't be here for you to read—if we weren't making money for newspapers. We can help you, too!
THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building Philadelphia

DO YOU NEED A TRAINED MAN
The Personnel Bureau Sigma Delta Chi, an organiz tion of college trained newspape magazine and advertising me wants to help you find hi The Bureau puts you in touc with experienced, energetic m —it saves you time by recor mending only those who me your requirements.
If you expect a vacancy, plea write Robert B. Tarr, Directo Personnel Bureau of Sigma Del Chi, P. O. Box 115, Pontia Michigan.
NO CHARGE TO EMPLOYERS

Herald advanced to first place. In a paragraph about the latter paper appears the following:

> At the time of my first recollection of it the most conspicuous feature of the *Boston Herald* was an entire first page filled full with the sort of advertisements that appeal to weak men or to such as have acquired diseases through giving away to weaknesses more human than moral.

In the respect just mentioned the Boston Herald was no worse than many of its contemporaries in other cities. Newspaper morals have improved whether men's morals have or not.

Passing mention is made of the *Boston Bee*, the *Boston Post*, *Boston Advertiser*, and the *Boston Courier*, the latter famous for its poetry. The *Boston Transcript* is spoken of as the "tea table" paper of Boston.

Rather amusing is the paragraph about *The Gospel Banner* of Augusta, Me. This religious paper argued that all mankind would eventually be saved, and therefore was looked upon with disfavor by self-respecting Christians who "hoped for better things."

A few words are said about the early comic papers of New York, *Nic Nax*, *The Picayune*, *Vanity Fair*, and *Brother Jonathan*, copies of which occasionally show up today in auction sales. The honor of being the first illustrated weekly in America is given by Mr. Rowell to *Gleason's Pictorial*. *Harper's Magazine* is said to have been established solely as an advertising medium for promoting the sale of books published by Harper & Brothers. Considerable space is given to Robert Bonner's *Ledger*.

Mr. Rowell pays a very fine tribute to the *St. Louis Globe-Democrat*. He passes along the somewhat surprising story that Abraham Lincoln was sitting in the editorial rooms of the *Springfield* (Ill.) *Journal* when the dispatch came announcing his nomination for the Presidency. What would normally be chapter XIV tells how Mr. Rowell compiled his first advertising directory. He had had some preparation for this task because while in Boston he started a little periodical called *The Advertiser's Gazette*. Mr. Rowell was a pioneer in another way: he started a little paper, *The Newspaper Reporter*, doubtless the first of its kind in this country.

On Thursday, Sept. 9, 1926, *The Christian Advocate* of New York will celebrate its one hundredth anniversary with a luncheon at the Roosevelt Hotel. This anniversary adds interest to what Mr. Rowell has to say about the religious papers, then (sixty years ago) "of vastly greater account than they are today." One of the New York religious papers mentioned by Mr. Rowell, The Christian Advocate, is about the only one to survive publication in the metropolis. *The Independent*, which then carried more advertising than all other combined, has since gone to Boston, though long before it had "lost its religion."

Credit for starting "patent insides" is given to Andrew Jackson Aikens of the *Milwaukee Evening Wisconsin*. In striking contrast to present day conditions Mr. Rowell says that in the early days of advertising agencies newspapers depended mainly upon subscriptions for a livelihood; "if anything came for an advertisement it was so much clear gain, whether the price was high or low." Warner, the manufacturer of fireproof safes at Rochester, New York, bought a second hand kidney remedy which he advertised as "Warner's Safe Cure." Warner, according to "Forty Years an Advertising Agent," was responsible for the beginning of the condition of mixing advertising with reading matter—"until it is difficult to tell which is which." Conditions have changed since the first edition of Mr. Rowell's book.

In speaking of the purchase of the *Philadelphia Times* by Adolph S. Ochs of the *New York Times*, Mr. Rowell prints this rumor:

> Then one began to hear that other Philadelphia dailies had paid $50,000 apiece to Mr. Ochs, in consideration of his action, and that the explanation was, that by chipping in $350,000, more or less, they had extinguished one Associated Press franchise, and thereby reduced by one the number of papers with which they would in future be called upon to compete. It is possible that if the *Times* franchise had been kept alive the enterprising Mr. Hearst might buy it some day, and his entrance upon a journalistic field has not always been particularly enjoyed by the publishers of papers that are more staid in their manner and make-up and may be less enjoyed than Mr. Hearst's journals are by the lower million of the populace.

Immediately following this rumor Mr. Rowell discusses the bitter scrap between the old United Press and what is today the Associated Press. Unfortunately, Mr. Rowell does not go into detail and that interesting story yet remains to be told. It is one certainly worth the telling.

The book is not divided into chapters, but into papers. The explanation may be found in the fact that each paper originally appeared as a special article in Printers' Ink. The forty-third paper tells how Mr. Rowell brought out the first number of Printers' Ink on July 15, 1888—though it had been a long time incubating. The early troubles of Printers' Ink with the post office department are described in detail. Some humor and not a little wisdom may be found in this quatrain which closed the forty-third paper:

> Tickle the public and make it grin,
> The more you tickle the more you'll win;
> But teach the public you'll never grow rich,
> You'll live like a beggar and die in the ditch.

Hazeltine, the chief book reviewer for the old *New York Sun*, frequently reviewed a book at such length that the purchase of the volume was not necessary. Anything that was worth while was in the review. I have no desire to get into Hazeltine's class. Possibly the only thing that needs to be said is that the Franklin Publishing Company has performed a real service in bringing out a new edition of this pioneer volume on advertising so long out of print.

* * *

RICHARD CONNELL contributes to the *Saturday Evening Post* for Aug. 21, a satirical skit in which he pokes fun at those who conduct sporting departments of American newspapers. The way in which sporting editors put in poems, comments about every topic under the sun, etc., amuses Mr. Connell who in turn amuses his readers through his satire.

* * *

A CORRESPONDENT wants to know what newspaper originated the scheme of printing church notices. His question cannot be answered satisfactorily. A starting point, however, may possibly be found in the address which Henry Ward Beecher delivered before the Editors' and Publishers' Association of the State of New York at its annual meeting in Poughkeepsie, June 18, 1873.

In addressing the meeting Mr. Beecher said:

> Do you recollect that some thirty-five years ago it was almost disreputable to publish religious matter in the New York dailies? It cannot be long since the man died who invented that habit. He went to *The New York Sun*, and hired of Mr. Beach a column, paying for it as an advertisement once a week, with the liberty of putting into it anything he had a mind to. He made a collection of religious histories, items and news, and filled one column a week with that and paid for it as an advertisement. It went on for a period of six or eight months—I have forgotten the contract time—when coming to renew the engagement Mr. Beach said, "I find that my subscribers like it, and I won't charge you anything. If you will furnish the matter I will print it." And it went from one journal to another, until now there is no longer any hesitancy whatever in publishing such matter.

Here is a starting point and if any of the readers of the EDITOR & PUBLISHER can supply other material I should be extremely glad to have their comments.

* * *

ELSINORE PAPERS MERGED

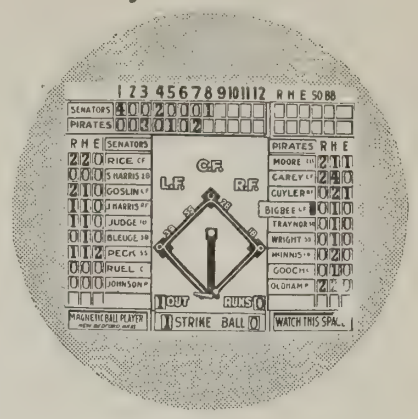
The *Elsinore* (Cal.) *Leader*, and the *Lake Elsinore* (Cal.) *Valley Press*, have been merged with Alva D. McGuire, publisher of the Leader, as manager. The consolidation is the result of the efforts of James B. Lehigh and S. H. Burton, who acquired a majority of the stock in the Press from Roy F. Chamberlain.

PUBLISHER TO VISIT U. S.

Hon. Claude Mackay, publisher of the *Sydney* (Australia) *Guardian* and *Smith's Weekly*, will arrive in New York on a visit the latter part of this month. He will be accompanied by the winner of a beauty contest conducted by his newspaper.



All Ready for World's Series?



Wire for

MAGNETIC PLAYER BOARD

GEO. H. REYNOLDS, New Bedford, Mass.

No options extended after Labor Day

AUTOMOBILE PRIZE CAMPAIGNS

Get the Circulation
Get the Money For It
Get It Quickly
Get It Right



Conducted by
THE KENDALL PLAN

Contracts for

FALL and WINTER CIRCULATION DRIVES

are being made

—NOW—

WIRE OR WRITE FOR DETAILS, REFERENCES OR SPECIMEN CONTRACT.

W. S. Kendall Company
104 NORTH BAILEY AVE.
LOUISVILLE, KENTUCKY

E. F. S.
Editors' Feature Service

Over 70 independent newspapers throughout the country subscribe to this fine daily service as a protection against rising feature costs.

Six Pages Daily
Illustrations in Mat Form

Write or wire for samples, price and territory.

Editors' Feature Service, Inc.
1819 Broadway, New York
Allied with Johnson Features, Inc.

42 Football Training Talks

a daily series by Bud Hoban, running seven weeks, beginning September 6th.

Baltimore Evening Sun
heads our order list.

The International Syndicate
Baltimore, Md.

A MASTER SERIAL!!

"SONIA"
By Vida Hurst

Ted Thackrey, Editor of "The Cleveland Press," says:

"'Sonia' . . . is one of the best pieces of fiction "The Press" ever has used. We are holding circulation and even making gains during the most unfavorable period of the year. A large measure of the credit I believe should go to 'Sonia.' Properly promoted it should prove a life saver to any newspaper at any period of the year."

The Bell Syndicate, Inc.
JOHN N. WHEELER, Pres.
154 Nassau St. New York City

Wheeler - Nicholson, Inc.

Complete Feature Service

Wire us for samples and prices of the

Largest, Most Original
Most Artistic and Finest

blanket feature service on the market, which includes IVANHOE, VIVIAN VANITY, and the FAMOUS SHORT STORY SERIES, in addition to SPORTS, WOMAN'S PAGE FEATURES, COMICS, FICTION, VERSE, CARTOONS and everything for the newspaper.

Wheeler-Nicholson, Inc.
Malcolm Wheeler-Nicholson, President
373 4th Ave., New York City

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

ORR IN ORLANDO

Byron W. Orr has been elected secretary treasurer of the Orlando (Fla.) and Orange County Advertising Club. Mr. Orr is now associated with the Hanson Advertising Agency at Orlando.

GALLAGHER KILLED

P. J. Gallagher, 31, for several years a police reporter for the *Chicago Herald and Examiner,* died this week in St. Anthony's hospital, Michigan City, after an automobile accident.

KELLY HEADS RED CROSS

Eugene Kelly, business manager of the *Sioux City* (Ia.) *Tribune* has been elected chairman of the Sioux City and Woodbury County American Red Cross chapter.

Supplies and Equipment

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

GOSS 24 and 28-page presses good for black or color work, also Goss Sextuple.

HOE Pony Quadruple, Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.

DUPLEX Metropolitan Quadruple stereotype presses—print up to 32 pages.

Available For Early Delivery

WALTER SCOTT & COMPANY

Main Office & Factory.....Plainfield, N. J.
New York Office..Brokaw Bldg., 1457 Broadway
Chicago Office.....Monadnock Block

THE MARGACH FEEDER

for

Linotype, Intertype, Monotype, Ludlow, and Elrod machines

$75.00 each

Further inquiries may be directed to the

N. Y. Times — Phila. Bulletin
Chicago Tribune — Boston Herald

or several hundred other publishers upon request.

Margach Mfg. Co., Inc.
211-215 Centre St., New York

Don't "Pig" Metal
It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER

Eliminates the Metal Furnace

The Monomelt Co.
4509-19 Ravenswood Ave.
Chicago Illinois
World Bldg., New York City

FOR BETTER PRINTING
use
Herrick Inks
Cost more. Worth it.

No substitutes. Made from the best materials.

Specializing to requirements of each pressroom.

Ask the Publishers who use them.

WM. C. HERRICK INK CO., INC.
401 West 33rd Street
New York City
Factory: Rutherford, N. J.

GOSS STEREOTYPING MACHINERY

Carried in Stock



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Rebuilt GOSS & HOE PRESS BARGAINS

ALL TYPES
SEND for LIST

THE GOSS PRINTING PRESS CO.
CHICAGO — NEW YORK — LONDON

Modern Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

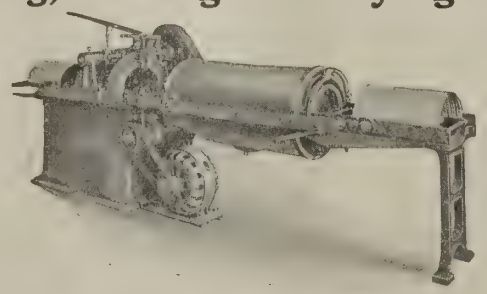
Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

EDITOR & PUBLISHER

is the medium best fitted to carry your message to Publishers.

Hoe Automatic Curved Plate Finishing, Cooling and Drying Machine



Trims, tail-cuts, shaves, cools and dries six plates a minute.

R. HOE & CO., INC. 504-520 Grand St., New York City

7 South Dearborn Street CHICAGO, ILL. — also at DUNELLEN, N. J. — 7 Water Street BOSTON, MASS.

Classified

EDITOR & PUBLISHER
Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)
1 Time — .40 per line
3 Times — .30 per line
ALL OTHER CLASSIFICATIONS
(Cash with Order)
1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 1841 Broadway, New York City.

Have an Open Date for one of my crews for newspaper canvassing from September 11th, 1926, until Christmas. Results guaranteed. J. J. Murphy, 42 Millwood St., Dorchester, Mass. Telephone Talbot 4625.

Special Page and Edition Advertising Man—Can handle one or two good propositions in New Jersey, Eastern Pennsylvania or New York. Copyrighted ideas that build linage and establish permanent business. Let us talk it over. Interview anytime. Box A-775, Editor & Publisher.

BUSINESS OPPORTUNITIES

Appraisals

Appraisals—After more than a quarter century successful experience as owner, publisher, editor, and general manager of newspapers and magazines, and a careful study of newspaper and magazine making, I am familiar with physical and good will values. Should you desire an Appraisal, I shall be pleased to hear from you. J. B. Shale, Times Bldg., New York.

Brokers

Omar D. Gray, Field Secretary of the Press Congress of the World, and well-known Newspaper Broker of Sturgeon, Missouri, who has listings in 44 of the 48 states amounting to over three million dollars—the only man on earth who specializes in consolidating newspapers in the same city, writes:

"I am leaving Missouri on August 28, for New York and will sail on September 3 for Europe, to be with editors from every country in the world during the third meeting of the World's Press Congress in Switzerland and on the side trips in Europe.

"Now there is no use in waiting until I get home to write me because I have competent help in my office and your wants will be promptly attended to. I get mail daily from men and women all over the country who ask me to help locate them.

"Last week I sold a half interest in the newspaper property of E. S. Pike of Warren, Ohio, to W. W. Major and L. C. Martin of Chicago. I never saw these men and the deal amounted to $20,000 and was paid in cash.

"A man came from New Haven, Conn., to see me last week at my office in Sturgeon, Mo., and I am sure I will locate him profitably in a very short time. There is no use, Brother, in your wasting your time running over the country trying to find newspaper properties and spending your money for advertising space. Just write and tell me what you want and where you want to locate. Tell me how much money you have to pay down on a good proposition, and if you have any religious or political faith tell me about same. I can look the whole country over through my files and place you. I know how to do it. If I do not have just what you want I will spend my money and find something that will suit you.

"If you want to sell your property, price it right and make the terms reasonable, and if you have any field or anything worth selling I can turn your property. It may take a little time but you can rely on my working hard for you.

"A Missouri weekly office, invoicing $8,000, a good paper and making money for sale at $7,500, with $2,000 cash down. Owner has fine position offered him in Washington and he wants to accept it.

"I can sell the only paper in a certain Mississippi county, making plenty of money, for $25,000, half cash.

"I offer for sale a Missouri county seat weekly clearing $1,000 per month which is priced, with building, at $45,000—half cash.

"A Missouri publisher has gained so much patronage in his job department that he wants to sell his daily and weekly.

"Have a client with $15,000 who wants to buy a weekly or daily in exclusive field in

(*Continued on following page*)

Employment—Equipment—Services

BUSINESS OPPORTUNITIES

Brokers

county seat in northern state—as far east as Ohio an west to the coast, including Missouri and Iowa.

"I offer for sale two Republican afternoon papers in growing Missouri city of 20,000, which with one building can be bought for around $80,000. This would be a fine consolidation to make and such a deal is favored by ninety per cent of the people of that city. I am wondering if the Scripps-Howard people would not be interested in this proposition.

"One of my clients who owns a newspaper plant in Illinois and who publishes a number of newspapers wants to sell a $10,000 interest to a man who is capable of taking charge and running this establishment.

"I have listed for sale the only printing establishment in a prosperous Indiana county. Price $13,500—half cash.

"Alabama daily; $100,000 daily, including building, in Arkansas; two splendid dailies in North Dakota; one in Oregon; weeklies in 44 states.

"One of my clients wants to sell very reasonably, one No. 5 and one No. 4 Linotype."

The H. F. Henrichs Agency, Litchfield, Ill.; 1012 Times Building, New York; 1216 Hollingsworth Building, Los Angeles. Your desire to acquire a newspaper, or any dissatisfaction in the newspaper situation in your community, should be reported to this Agency for satisfactory solution.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Build Circulation—Try our "Opportunity Club" Plan. Sherman & Eckert, 353 Northampton Street, Easton, Penna.

Premiums

Sets of Dishes at $1.00 and Up. A wonderful premium. The Albright China Co. Palmyra, N. J.

EDITORIAL

Syndicate Features

Is There a Person or Syndicate having the desire and the following and ability to sell to newspapers distinctive first run fiction direct from an author who can give new and unusual co-operation. A-744, Editor & Publisher.

Tiffin, Ohio, Daily Tribune and Wilkesbarre Critic are the new customers this week. For samples of a live, alert, up-to-date service, write The Graphic Syndicate, 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

Advertising Man Wanted—A permanent position is open to a young advertising man, married preferred, who is experienced in newspaper work and capable of handling a good run. Must be progressive and a producer. Give experience, age and salary. Daily of 12,000 circulation in best city in Northern Oklahoma. Tribune Publishing Co., Blackwell, Okla.

Artist Wanted—St. Petersburg Times requires the services of a first class newspaper artist who has had experience in preparing rotogravure copy. Communicate with J. W. Falconnier, managing editor, giving experience, references and salary requirements.

Canvasser—Two well established suburban New Jersey weekly newspapers in rapidly growing region have a good opening for a canvasser who can get results. The right man is assured of at least four months' profitable work under unusually favorable conditions. A-773, Editor & Publisher.

Circulation Manager wanted. Must be experienced and efficient; one familiar with A. B. C. records to take charge of morning newspaper in Middle West. Very large field. Must have best of references. Address A-731, Editor & Publisher.

EMPLOYMENT

Help Wanted

Circulation—Young man wanted to take charge circulation department; one who can get best results from boys and develop field. Do not want "chair warmer," but an energetic man. Results will mean a permanent situation and increased pay. Atlantic seaboard city; morning and afternoon edition. Give full information and salary expected. A-760, Editor & Publisher.

Copy Writer, experienced, wanted for advertising department of daily newspaper in Pennsylvania city of 45,000. We want a man who can write and layout copy for merchants now advertising in our paper; prepare layouts for our salesmen to sell to non-advertisers; who can give competent professional advice to advertisers, and plan and write advertising campaigns for them. Must be a quick worker. Write, giving details of your past experience, present position, references, and salary expected, etc. A-736, Editor & Publisher.

Reporter who can write, age about thirty, for position requiring residence in Chicago suburb, with about one-fourth time traveling. Must be college man, not journalism school. Knowledge of metals not essential, but aid. Position will pay over five thousand, with exceptional future. Interview in New York, Chicago or between. Write at length. Can go to work within next six weeks. A-759, Editor & Publisher.

Special Edition and Special Page men wanted—2 experienced men on a special edition (4 mos. work) and 2 special page men for continuous work. Central New York territory. Address Box A-767, Editor & Publisher, giving full details of record.

Syndicate Salesman—Young man to sell news features on road. One with newspaper experience preferred. Good opening for ambitious hustler. State salary, experience, references. A-772, Editor & Publisher.

Situations Wanted

Advertising Manager of twelve years' training on metropolitan and small city dailies; knows how to get business, national and local. Can furnish best of references as to character and ability to produce. Age 32, married. Any publisher who wants a dependable executive in the business office and can offer something of a future will find this man a worker with a knowledge of advertising and newspaper publishing that will increase revenues. A-766, Editor & Publisher.

Business Manager, Assistant Publisher, Advertising Manager. 25 years' newspaper experience in all departments. Record for unusual circulation and advertising growth and economical management. Detailed information exchanged. A-774, Editor & Publisher.

Business Manager of wide experience and unbeatable record as organizer and business and circulation getter, seeks wider field with greater opportunity than he has at present. A-770, Editor & Publisher.

Business Manager or assistant to publisher. Successful record of seven years in newspaper work. Know sales, promotion, credits, accounting, and costs in all departments. Losses from bad debts less than one half of one per cent. What is your loss? A natural leader and can get things done profitably. My all 'round knowledge and experience will be invaluable to some busy executive. Now employed but have satisfactory reason for change. Let me give you additional information. Address A-762, Editor & Publisher.

Cartoonist—Copy Writer—Newspaper and advertising experience—now with leading Philadelphia daily, desires position in Southern state. Also does lettering-retouching. A-717, Editor & Publisher.

Circulation Manager, with record of accomplishment. Know promotion, office routine, A. B. C. and mailing. A 1 reference. A-757, Editor & Publisher.

Circulation—South's most brilliant circulation manager is probably satisfied with his present connection, but the next best isn't. Age 35. Salary $6,500. Go anywhere. Confidential correspondence solicited. A-726, Editor & Publisher.

Classified Manager—Eight years' experience in north central big city. Know every branch of the work. Hard worker and capable. Will go anywhere. Married; Christian. A-761, Editor & Publisher.

Classified Manager, age 36, married, with a successful record of several years' executive experience, seeks permanent position with a progressive newspaper or publishing organization in any live community. Applicant possesses a capacity to handle the combined routine of the Classified and Phone Departments; also Sales Staff in addition to writing good copy, and form letters that sell. Still employed but anxious to respond to best inducements offered. Address: A-749, Editor & Publisher.

Desk, Makeup Man. 22. Experience: Associate editor newspaper having 155,000 circulation; news editor, tabloid; city editor, small city weekly. Good writer. A-748, Editor & Publisher.

Editorial Writer, capable and experienced, now managing editor of paper in city of 15,000, seeks connection with reputable editorial organization. A-732, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Editorial Cartoonist, well known to publishers as a creative producer, formerly staff cartoonist on two New York papers, seeks opening where his forceful individuality can win and hold circulation.

This man can be relied upon to do his own thinking; to interpret the panorama of events vividly, intelligently; to challenge national recognition of a paper's editorial policies.

At present earning $9,000 yearly but would make substantial sacrifice for a place with independent, alert organization. Address, Box A-746, Editor & Publisher.

Editor and Feature Writer, 34, married, 15 years' experience on New York dailies and trade papers; law graduate; seeks position with opportunities. A-776, Editor & Publisher.

Expert Rotary or Flat-Bed Pressman desires permanent position with well established newspaper near New York. Open shop. Best wages expected. Can supervise stereotyping department. Long experience and thoroughly reliable. Address A-724, Editor & Publisher.

Feature Writer, theater book, art editor, reporter for daily or publishers. Two years newspaper experience. University Graduate. Wide reader. Magazine experience. Now on city daily. Woman with originality, ambition. Address Box A-769, Editor & Publisher.

Membership Problems—Executive, experienced in handling problems of increased membership for trade and commercial organizations, financial campaigns for athletic clubs, country clubs, hospitals, philanthropic, educational and religious enterprises, available Sept. 7th. Several years' experience in New York City, San Francisco, Cincinnati, St. Paul, Chicago and numerous small cities. Address A-756, Editor & Publisher.

Managing Editor—Holding important post on great city daily, wants position on paper in small city. Have built two. Prepare for the Fall battle by writing or wiring. A-725, Editor & Publisher.

Managing Editor or Editor, now employed on leading New York state daily. Seeks connection in city of 100,000 to 150,000 middlewest preferred. Fifteen years experience. Able to handle and develop men. Glad to arrange conference. A-739, Editor & Publisher.

Managing Editor, experienced, thoroughly capable, immediately available. As news room executive I can relieve some busy managing editor of the burden of details. Splendid editorial writer. A-771, Editor & Publisher.

Managing Editor—Varied experience on small and large dailies; now employed; seeks change. No territorial limitations. Will be at liberty on short notice. A-763, Editor & Publisher.

Political Correspondent and editorial writer, Republican, wishes position on Eastern or Middle Western newspaper. A-768, Editor & Publisher.

Press Erector wants to get off road. Will consider permanent position as Pressroom Superintendent-Maintenance man. Available Sept. first. References. A-723, Editor & Publisher.

Reporter—Young man, 21, with two years' varied newspaper experience, proofreading, etc., seeks reportorial position on New England or New York State daily. Available September 27. A-758, Editor & Publisher.

Two Young Executives, one the advertising manager of a newspaper in a city of 250,000 which gained a half million lines last year; the other, manager of the service department of one of the largest printing plants in the middle West, want to connect with the publisher of a newspaper in a town of 5,000 to 20,000, who would like to be relieved of the responsibility, and yet retain control.
These men are looking for an opportunity to acquire an interest in such a paper and offer their services at a fraction of their present salary to obtain this opportunity.
These men are both married, settled, and have the highest references. Both have had wide and varied experience in every department of a newspaper and the printing industry.
Would consider connecting with a trade journal or printing plant and if necessary could make a small investment. A-764, Editor & Publisher.

Web Pressman wishes a position to take charge of pressroom. Twenty years' experience. Best of references as to ability, etc. A-747, Editor & Publisher.

MECHANICAL

Equipment for Sale

Complete Newspaper Plant for sale. Two tubular duplex presses with stereotype equipment; seven intertype machines; photographic and photo engraving departments located San Francisco; Wesel saw and planer and photo engraving plant, Miami, Florida. Whole or in part as is, where is. Address John W. Brodix, receiver. Vanderbilt Newspapers, Inc., 56 Twelfth street, San Francisco, Calif.

MECHANICAL

Equipment for Sale

For Sale—Direct Current, 220 volt, 50 hp. Press Drive and control at a great bargain for delivery about Oct. 1. All in perfect condition and with an extra new armature which alone cost $550. For price and terms write The Zanesville Publishing Company, Zanesville, O.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Engraving Co., 114 E. 13th St., N. Y. City.

One 12-page Goss Monitor No. 762 Perfecting Press for sale; also a complete stereotyping outfit with mat roller. A real bargain if taken at once. Globe-News Publishing Co., Amarillo, Texas.

Photo-Engraving plant for sale. Ideal for one or two men. Miles Machinery Co., 409 W. 26th St., New York.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner, Fendler Branch, A. T. F. Co., New York City.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Equipment Wanted

All Kinds of Photo-Engraving, electrotyping and stereotyping equipment wanted. We pay cash. Miles Machinery Co., 409 W. 26th St., New York.

For Exchange

Presses Exchanged for House, possibly lots, within commuting distance of New York City. Sextuple or Octuple Hoe, stereotype outfit optional, hand or Junior Autoplate. Other newspaper equipment. Might accept stock paying newspaper. Exchange, Editor & Publisher.

Newspaper Properties
Bought, Sold and Appraised.
All negotiations confidential.
PALMER, DEWITT & PALMER
350 Madison Ave., New York
Business Established in 1899.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

WE ARE MOVING

On September first into Springfield's newest and finest office building. Please note our new address:

509-511 Security Bldg.
44 Vernon St.

FERNALD'S EXCHANGE, INC.
SECURITY BLDG. SPRINGFIELD, MASS.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

THE *Watsonville* (Cal.) *Evening Pajaronian,* runs on Monday a very nice double column of small advertisements under the heading "Pajaronian Repair Directory," allowing small repair shops to get advantage of special display. A similar double column is run with the heading "Good Eats in Watsonville." In this all the cards are treated uniformly, with name in caps.—Fremont Kutnewsky.

With some typographical tricks that will picture the wintry blasts to come, it is high time that heating supply men were urging last minute installations before cold weather. Included in this list of "hurry up before winter sets in" advertisers should be coal dealers, lumber dealers and all other merchants catering to the winter needs of buyers.—F. D. H.

Each Saturday, the *Green Bay* (Wis.) *Press-Gazette* publishes two pages of advertising, interspersed with a bit of business news, entitled "Weekly Review of Brown County's Business and Manufacturing Industries." Advertising from practically all of the small towns in the county is included—Ruben Levin, Madison, Wis.

One newspaper sponsored an "Electrical Inspection Week" most successfully. Inspection of wiring systems in homes, offices, industrial plants, etc. was emphasized with a view to replacement of defective materials, etc. City officials co-operated while advertising of electrical firms was tripled during the week.—B. A. T., Springfield, O.

Every meat dealer is anxious to sell his slow moving cuts of meat. The *Washington* (Ia.) *Democrat* has sold to the meat dealers of its city an advertising campaign that covers a year period advertising "Use Less Demanded Cuts of Meats." All of the meat dealers willingly signed for this and it netted the paper a contract of 2,420 inches of advertising from otherwise just occasional advertisers. Try it in your city. —A. J. K., Washington, Ia.

When you have a non-advertiser in the men's clothing business in your city, look over his stock and see which department is his best. If it is ties, get him to use small space once or twice a week, advertising ties exclusively. Or if it is shirts, advertise shirts. Whatever it is, use small space regularly and it will give him a reputation for that one article. His other business will gradually build up around this, and soon you'll have another big-space advertiser. Try this for good results! And be sure you use layouts when you try to sell them.—Ralph Gibler, Huntington, Ind.

Radio reception is bad in hot weather and the efficiency of the smaller radio sets is seriously reduced. Now is the time for a good page or half-page of group ads by your radio stores boosting the sale of extra amplifiers, more powerful loud-speakers and other accessories to better reception.—M. McEniry, Denver, Col.

A new service for its readers has been inaugurated by the *Boston American* whereby aid will be given anyone whose automobile is stolen. The newspaper publishes in its columns daily a list of automobiles stolen in Greater Boston during the preceding 24 hours. Owners of stolen cars are offered this service free. All that is required is that the owner show the registration of the car to a representative of the paper at its office and furnish the necessary data regarding the stolen machine.—Clarence L. Moody, Quincy, Mass., *Patriot Ledger.*

AD CAMPAIGN ENDORSED

North Carolina Press Backs Drive for $100,000 to Advertise State

The movement to advertise North Carolina, which is being undertaken by North Carolinians, Incorporated, has received the official endorsement of editors representing 71 daily and weekly newspapers and journals in the state. These have been enrolled as members of the state committee together with more than 150 leading North Carolina business and industrial men. The enrollment of this committee has not yet been completed, according to Fred N. Tate, chairman of the organization body.

Members of the organization committee report that they are confident that $100,000 will be raised during the next few months. This will be used for nation-wide advertising purposes during the coming year. Many cities and towns have already raised their quotas, while others are making preparations to do the same.

NEW IRISH JOURNAL

"Press and Printing" is the name of a new quarterly Irish publication, official organ of the Associated Irish Newspapers and Irish Master Printers' Association.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "H U N C H" PUBLISHED

UNDER the caption "Where the Jest Begins—Detours Conducted by Steve and Ben"—The *Salt Lake City Telegram* is publishing a daily feature on its editorial page prepared by two members of the staff. The stories are brief and treat topics of local interest in a humorous vein.—N. C. Christensen.

A series of book reviews has been a summer feature of the *Attleboro* (Mass.) *Sun.* One set was prepared by some of the English classes at the high school whose teacher assigned the work and edited it. Another set was prepared by pupils in the eighth grade under the direction of their teacher. The series reviewed new books as well as old; in fact the best review to date has been a high school student's interpretation of the Aeneid.—Eldon G. Berthold, Attleboro, Mass.

A front page feature for Labor Day can be worked up around the people who work in your city. How many are employed in the different factories? How much do they earn? How many are in the retail business? What's their average income? How much does it cost a family to live in your city? By dramatizing the average family and picturing them at work and at play, an interesting and unusual feature story will be the result. And it will prove worth writing! —Ralph Gibler, Huntington, Ind.

You frequently will hear householders arguing about the best way to fire a furnace; the proper way to hold the fire; how to keep the flues clean, etc. Which, in itself, is a tip for you to run a little feature on the proper methods as explained by some expert fireman. And then you might as well make it the basis for a double truck of advertisements of coal dealers. That it will be read is assured.—B. A. T.

The beginning of September heralds the close of the harvest season. A review of threshing conditions in your community would be of interest to your farmer readers. How did the weather affect the grain? In Kansas this year as well as in some parts of Minnesota, the drought and hot weather spoiled crops and in northern Illinois too much rain ruined many acres. Interview some of the old threshers and have them compare seasons and perhaps they might be able to tell some mighty interesting yarns.—Wilbur Polson, Geneseo, Ill.

The World's Greatest Newspaper Feature Service

Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

4 page ready-print color comics.
Write for samples and rates

NEA SERVICE INC. 1200 W. 3RD STREET, CLEVELAND, OHIO

How To Play GOLF
By JOHNNY FARRELL
Famous Teacher of That Game
24 LESSONS
Illustrated
For release daily
KING FEATURES SYNDICATE, Inc.
New York City

for six weeks!
The sure appeal of YOUTH, ROMANCE, ADVENTURE ACTION
in
M Y R A
by
Mabel Greene
A serial written especially for newspapers. Supplied in 1000-word instalments, with daily synopsis and PHOTOGRAPHIC illustrations.
Released October 4
The McClure Newspaper Syndicate
373 Fourth Avenue, New York

COMPLETE WIRE REPORTS FOR EVENING AND SUNDAY PAPERS
International News Service
"Get It FIRST but First Get It RIGHT"
63 Park Row
NEW YORK CITY

Creating *New Advertising*
Without Cost to You!
Thos. W. Briggs Co. has specialized in building into substantial accounts non-advertising firms in your field.
The Briggs plan, guaranteed by 21 years of success, adds nothing to your selling cost. It will break your local display lineage records in the face of business depression and severest competition.
At your request we will send outline and full particulars.
THOS. W. BRIGGS CO.
Columbian Mutual Tower Bldg.
MEMPHIS TENN.

BY UNITED PRESS
AROUND THE WORLD AROUND THE CLOCK
UNITED PRESS ASSOCIATIONS
World Building New York

Among The Newspapers Publishing
Constance Talmadge's Flapper Series
Chicago Journal, Detroit News, Toledo Blade, Omaha Bee, Peoria Star Journal, Philadelphia Sun, Buffalo Times, Louisville Courier J'l, Oakland Post Enquirer, Memphis News Scimitar, Newark Jersey Transcript
Why Not Join This List of Papers
Wire for Terms and Territory
COSMOS NEWSPAPER SYNDICATE INC
Covering the World
NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY
Herbert S. Houston, President and Editor-in-Chief — **Myles F. Lasker, Vice-President and General Manager**

Evidence— of the South's Prosperity!



Yes, these are actually homes located on Southern farms and plantations. Homes like these are far more numerous in the south today than the northern advertiser realizes, and the number of these up to date homes, containing every modern convenience is growing every day.

This is proof of how tremendous has been the growth of the south. Prosperity is in greater evidence there, than in any other part of the United States.

National advertisers are now realizing the opportunities which the South presents for them, and are taking advantage of it by advertising in the group of papers listed below. These are the papers read by the entire family, and for the National Advertiser the best mediums to present his product to a responsive audience.

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
*Birmingham Age-Herald (M)	34,994	.09	.09
*Birmingham Age-Herald (S)	50,699	.11	.11
*Mobile News-Item (E)	11,993	.05	.05
*Mobile Register (M)	20,427	.08	.08
*Mobile Register (S)	32,096	.10	.10
FLORIDA			
*Daytona Beach News (ES)	6,302	.04	.04
*Florida Times-Union (M) 49,903 (S)	59,239	.12(S.15)	.12(S.15)
*Lakeland Ledger (E)	5,173	.03	.03
*Miami Herald (M)	48,108	.11	.11
*Miami Herald (S)	60,006	.12	.12
*Orlando Reporter-Star (E)	8,502	.06	.06
*Orlando Sentinel (M&S)	10,655	.06	.06
*Pensacola News and Journal (E&M)	9,805	.06	.06
†St. Augustine Record (E&S)	3,382	.04	.04
†St. Petersburg Independent (E)	11,917	.055	.055
*Tampa Times (E)	23,325	.08	.08
†Tampa Tribune (M) 34,841 (S)	53,762	.09(.11S)	.09(.11S)
*West Palm Beach Post (M)	12,243	.06	.06
GEORGIA			
*Augusta Herald (E)	14,246	.05	.05
*Augusta Herald (S)	14,547	.05	.05
*Macon Telegraph (M)	24,035	.08	.08
*Macon Telegraph (S)	24,439	.08	.08
**Savannah Morning News (M), 21,015. (S)	22,204	.06(.07S)	.06(.07S)
KENTUCKY			
*The Lexington Leader (E)	19,640	.06	.06
*The Lexington Leader (S)	19,531	.06	.06
*Paducah Sun (E)	9,266	.04	.04

	Circulation	2,500 Lines	10,000 Lines
NORTH CAROLINA			
†Greensboro Daily News (M)	27,485	.08	.07
†Greensboro Daily News (S)	31,505	.09	.08
*Salisbury Post (E)	7,188	.04	.04
†Winston-Salem Journal (M)	13,703	.05	.05
†Winston-Salem Journal (S)	13,720	.05	.05
*Winston-Salem Sentinel (E)	18,259	.07	.07
SOUTH CAROLINA			
*Columbia State (M)	23,186	.07	.07
*Columbia State (S)	24,870	.07	.07
*Greenville News (M)	21,648	.075	.07
*Spartanburg Journal (E) 4,613 / *Spartanburg Herald (M) 6,860 (S)	9,856	.05	.05
TENNESSEE			
*Chattanooga Times (M)	29,184	.10	.10
*Chattanooga Times (S)	28,942	.10	.10
*Memphis Commercial Appeal (M)	100,934	.18	.18
*Memphis Commercial Appeal (S)	129,219	.21	.21
*Nashville Banner (E)	54,519	.11	.11
*Nashville Banner (S)	56,007	.12	.12
VIRGINIA			
*Danville Register and Bee (M&E)	14,313	.06	.06
*Danville Bee and Register (E&S)	9,065	.09	.07
*Newport News Times-Herald (E) 7,968 / *Newport News Daily Press (S&M) 5,413	13,381	.05	.05
*Roanoke Times & World News (M&E)	25,772	.08	.08
*Roanoke Times (S)	16,076	.07	.07
*Staunton News-Leader (M), Leader (E)	6,855	.035	.035

* A. B. C. Statement, March 31, 1926.
† Government Statement, March 31, 1926.

"Too Much Alike"

WOULD you build a home *exactly* like your neighbor's?

You might install the same heating system, buy the same make of refrigerator, hardware and garden hose, but you'd want something distinctive about the *house* beside the number on the door.

And so with your newspaper.

There is a point where standardization, like patience, ceases to be a virtue.

The Consolidated Press will give your paper the individuality that will save it from the blight of over-standardization because—

John B. Foster stands so high in the ranks of baseball writers that his name is signed to the Official Guide of the game.

Lawrence Perry, with his nationwide contacts in the world of sport, wears, undisputed, the mantle of Walter Camp.

The daily dispatch on National Affairs by David Lawrence has never been duplicated.

There is only one Bob Small in America.

Stuart P. West writes for the one paper in a city that the readers of financial news swear by.

J. C. Royle's daily summary of the business situation has been imitated but never equalled.

George T. Hughes has the unique distinction of never having gone wrong on an analysis of the investment situation.

The service of The Consolidated Press is sold to one newspaper in a city and cannot become "neighborhood property." It is the hall-mark of the *distinctive* newspaper.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Third Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Bulletin Building	19 Rue d'Antin

THIS ISSUE: CHAOS IN RADIO MENACES IT AS ADVERTISING MEDIUM

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1926

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

MEMBER A.B.C. MEMBER A.B.P.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 15 NEW YORK, SEPTEMBER 4, 1926 By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign 10c Per Copy

Thanks for This Increased Business!

Impressive Advertising Gains Made by The Chicago Daily News in the First 7 Months of 1926

The advertisers of America in the first seven months of 1926 expressed most emphatically their confidence in the broad advertising and selling influence of The Chicago Daily News.

Compared with the immense volume of advertising in the same period of 1925—greater than that of any other Chicago daily paper, as is also the case in the present year—The Daily News recorded gains that demonstrate with a new emphasis the productiveness of advertising in Chicago's family newspaper. These increases are shown in the following divisions of display advertising:

Display Advertising Gains of The Chicago Daily News in the First Seven Months of 1926

	Gain, Agate Lines.	
Department Store Advertising	361,294	—or 9.7%
All Local Display Advertising	917,800	—or 12.6%
National Display Advertising	138,115	—or 8.1%
Total Display Advertising -	1,055,915	—or 11.8%

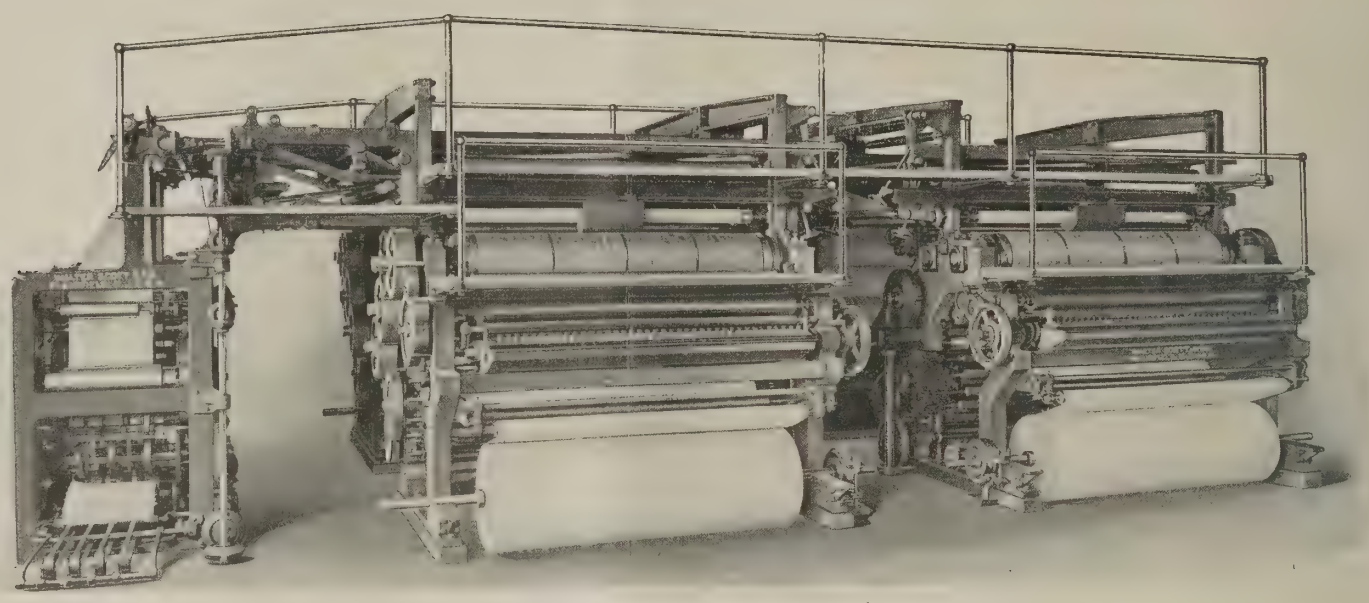
The Daily News is deeply appreciative of the preference shown by advertisers in the use of its columns. There is every promise of extraordinarily good business in Chicago throughout the coming fall and winter. To all who do business in the Chicago market this means increasingly great opportunities through continued advertising in

THE CHICAGO DAILY NEWS

First in Chicago

Advertising Representatives:

NEW YORK	DETROIT	CHICAGO	SAN FRANCISCO
J. B. Woodward	Woodward & Kelly	Woodward & Kelly	C. Geo. Krogness
110 E. 42d St.	Fine Arts Building	360 N. Michigan Ave.	253 First Nat. Bank Bldg.



Scott *"Multi-Unit"* Octuple Floor-Fed Press

Is Your Pressroom Up-to-the-minute?

The Up-to-the-minute newspaper plant is equipped with Scott Presses.

Whether *"Multi-Unit"* or *"Straight-Unit"* types are used, the features and advantages which characterize Scott design and construction are always present and our standard of —"one quality—the best"—is constantly maintained.

All units are on floor level within easy reach of operators. The wide passages between the sections give complete access to the parts of all units. Pressmen can make all adjustments on fountains and other parts without leaving the pressroom floor.

To Be Up-to-the-minute in Your Pressroom, Install—

Scott

"Multi-Unit" or "Straight-Unit" Presses

Cylinder Speed—400 r. p. m.

WALTER SCOTT & COMPANY

Main Office and Factory - - - Plainfield, New Jersey, U. S. A.
New York Office - - - - 1457 Broadway
Chicago Office - - - 1330 Monadnock Block

Cable Address: WALTSCOTT NEW YORK

One week in Baltimore and you'd know

¶ We're leaning heavily to the side of modesty when we say "one week."

¶ One day in a Baltimore home would be long enough to demonstrate how essential the Sunpapers are in the daily life of the native Baltimorean.

¶ Before the alarm clock rang in the morning—the Morning Sunpaper would be on the doorstep. Delivered by a Sun Carrier, it would be read with the morning coffee. During the day it would be read by every member of the household.

¶ Then as the day faded—the Sun Carrier would make his rounds again. The Evening Sunpaper would enter the family circle—a visitor assured of a welcome.

¶ One week—or a day—in Baltimore would give you a better idea of the influence of the Sunpapers than we could tell you in a year's advertising. If you can't spend that day—ask any Baltimorean.

Average Net Paid Circulation for Month of August, 1926

Daily (M. & E.) . . 245,990
Sunday 189,419

A Gain of 12,270 Daily and 5,818 Sunday Over August, 1925

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

C. GEORGE KROGNESS
First National Bank Bldg.
San Francisco

Everything in Baltimore Revolves Around

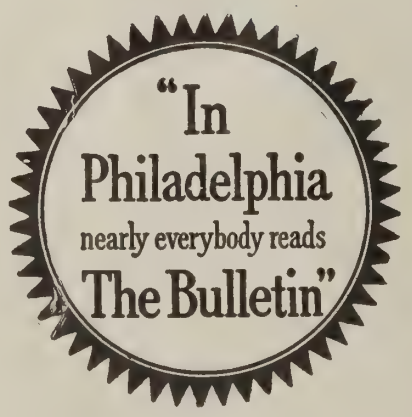
THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"

Match 533,169 copies
against *550,000 homes
and you get an idea of
the *truth* of our slogan

*"In Philadelphia
nearly everybody
reads
The Bulletin"*



Net paid daily average for six months ending March 31, 1926:

533,169 copies a day

The circulation of The Bulletin is larger than that of any other Philadelphia newspaper, and the third largest in the United States.

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

New York . . . . . 247 Park Avenue (Park-Lexington Building)
Chicago . . . . . Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit . . . C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco . . Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

*There are 550,000 homes in the Philadelphia-Camden retail trading area—third largest market in the United States.

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EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations. Member Associated Business Papers, Inc.

Vol. 59 | NEW YORK, SEPTEMBER 4, 1926 | No. 15

Value of Radio Advertising Weakens As Stations "Jump" Wave-Lengths

Air Chaos Now Reigns Preventing Clear Reception Following Failure of Congress to Enact Regulatory Laws—Gold Dust Corporation Quits Air

By PHILIP SCHUYLER

RADIO broadcasting, so-called good-will and publicity builder for advertisers, is menaced from two quarters as the fall season approaches.

A serious threat from within comes in the form of the increased number of stations and general interference since announcement of the Attorney General's opinion holding that the Department of Commerce is without regulatory jurisdiction, which may so jam the air the advertisers' messages will be lost to large numbers because of heterodyning and limited selectivity.

On the outside the newspapers are slowly tiring of playing nurse to the infant industry and are showing signs of withdrawing some of the free support that gave radio its start. Broadcasting is gradually being put in the class of other entertainment advertisers in the newspapers, such as the moving picture houses, which must buy newspaper space regularly at high rates to insure publication of free readers on theatrical pages. The old story of the railroad and free publication of railroad timetables is about to be retold.

Newspapers on Aug. 28, announced that six new radio stations were licensed the week ending Aug. 25, bringing the total operating that date to 563. More than 65 stations have been licensed since Congress failed to enact legislation for control of radio broadcasting, correcting original laws inaugurated back in 1912 that have since become wofully inadequate.

"Chaos!" Secretary Hoover declared.

Radio interests replied: "No chaos."

In the current edition of *Radio Retailing* it is editorially stated that "one of these boys is right and it begins to look as though it isn't the latter."

Inquiry at broadcasting stations brings out the admission now that the breakdown of legislation occurred at a most unfortunate time. The summer season is not radio's best. They do not pretend to predict definitely what will happen this fall and winter when radio broadcasting really gets into full swing.

A net-work station such as that operated by the Broadcasting Company of America, Inc., with WEAF, New York, the keystone station, is confident of its powerful position. This is the big national advertising radio outlet, which recently was purchased by the Radio Corporation of America, with the actual transfer expected the first of next year.

Do advertisers question this claim of powerful position? Are they fearful the "air copy" will not come through clean this winter until some legislative regulation is passed?

"Goldy" and "Dusty," the trade-mark twins of the Gold Dust Corporation, after two years of big time advertisement broadcasting are now off the air. They presented their "farewell performance" Aug. 24.

WHEN WINTER COMES—

WHAT will be conditions in the air? Will broadcasting advertisers be guaranteed "clean" copy, or will the ether be jammed with beat tones and squeals?

Regulatory legislation failed at the last Congress and already experts see the chaos forecast by Secretary of Commerce Hoover.

Can advertising agencies unreservedly advise clients to try the air medium this coming season?

Big hook-up stations claim they will be unaffected. Smaller installations operated by advertisers are already complaining. An important air advertiser, the Gold Dust Corporation, has discontinued its entertainment that cost $80,000 last year.

Meanwhile newspapers are cutting out free publicity and tightening their radio space, feeling the "infant industry" has outgrown its swaddling clothes.

Reasons for the withdrawal are considered "confidential" by officials of the Gold Dust Corporation, who formerly had been most enthusiastic about the possibilities of radio broadcasting as a goodwill builder or advertising medium.

It has been estimated that this concern spent $80,000 for air advertising last year, using the network of the present Broadcasting Company of America, Inc.

The broadcasting officials do not discuss any discontinuance of advertising by a client. Instead they maintain that the network which operates nightly linking some 17 stations has been practically sold out for the coming year. They maintain they will be unaffected by chaotic conditions.

"One New England station has taken our wave length, but it has caused us no trouble as yet," a spokesman for the corporation told EDITOR & PUBLISHER this week.

In New York, WJZ and WOR, likewise do not fear the future, confident the "gentleman's agreement" now in force will hold stations in line until legislation is passed by the next Congress convening in December.

Advertisers over small stations at the present time appear to be less fortunate.

This is the opinion of Stuart Hawkins, radio expert, who writes under the name of "Pioneer" for the *New York Herald Tribune*. He says the smaller stations already are feeling the effect of the chaos prophesied by Secretary Hoover. In the Manhattan territory stations WBNY, WMSG and WRNY have all changed their wave lengths recently, causing some local interference, according to Hawkins.

That this condition extends throughout the country is indicated by the fact that the National Better Business Bureau's New York headquarters has commenced an investigation of the radio broadcasting field in response to "communications from a substantial number of radio listeners."

"According to some of these writers, radio broadcasting seems to be drifting toward a situation comparable to an ancient village where rival town criers might have shouted their news in unison so that none could be heard," a joint statement signed by Lou E. Holland, bureau president, and Edward L. Greene, managing director, issued Aug. 28, declared.

Under date of Aug. 25, the National Better Business Bureau sent out the following letter:

"To the Radio Broadcasting Stations of the United States:

"We believe you are already acquainted with the work of the National Better Business Bureau. Affiliated with local Better Business Bureaus in more than forty cities, it serves the public interest and protects public confidence in legitimate business by promoting fair play.

"Letters are coming in from radio broadcast listeners in substantial quantities complaining about existing wave length usage, a number of which suggest that the National Better Business Bureau investigate the situation. Following its usual practice, the Bureau's first effort is to Get the Facts. We ask you to assist by answering the following questions:

"1. Have you experienced interference with your broadcasting since the announcement of the Attorney General's opinion holding that the Department of Commerce is without regulatory jurisdiction?

"2. Have you received letters, telegrams or telephone calls from your listeners, describing difficulties in reception originating since this date? If so, how many?

"3. If you have received such communications, were they voluntary and spontaneous, or were they received in response to a request for information made through your announcers?

"4. What effects upon broadcasting and its reception seem to you likely to follow the present departures from a definite allocation of wave-bands?

"May we hear from you *soon?*

"NATIONAL BETTER BUSINESS BUREAU,
"Edward L. Greene, Managing Director."

Replies began coming in this week. While withholding names of stations, the Bureau executives allowed EDITOR & PUBLISHER to quote from some of the letters received.

One station operated by an advertiser in the middle-west declared he had received 200 letters and telegrams within a short period, all of them voluntary, complaining of blanketing or heterodyning by another station.

A station operated by a college reported:

"We believe in general that the departure from definite allocation of wave-bands will seriously injure the popularity of radio. To a large extent the stations which have changed wave lengths are those stations operated by commercial concerns, interested mainly in advertising their own particular product and not in presenting constructive programs of real educational merit.

"Interference on the more select bands has increased markedly and doubtless will be more serious as the season progresses. The situation threatens to injure seriously the popularity of radio for the home."

Another station director, representing an advertiser who has taken up broadcasting, wrote in a letter dated Aug. 27:

"If interference from wave-jumpers increases as it has recently reception from long distance stations will be almost impossible within a few months."

Capt. Robert Scofield Wood, who directs the radio service of the *New York Evening World*, was outspoken in his appraisal of the present situation in the air and of the future possibilities.

"Obviously radio is worthless as an advertising medium without audiences," he declared. "Many smaller stations selling space and others operated by adver-

(*Continued on page* 38)

PRESS CONGRESS HOSTS TALK SHOP TO GUESTS

Brisbane and Dean Williams Debate Journalism's Functions at Wanamaker Luncheon — Crowde Program of Dinners, Tours and Theatres Precedes Friday Night Sailing

SPIRITED discussion of the press and its functions by Mayor James J. Walker of New York, Arthur Brisbane, and Dean Walter Williams and others marked public functions at which members of the Press Congress of the World were entertained this week while awaiting the departure of their steamer, the *Carmania,* for Europe Friday night. The delegation, numbering about 100 members when the "all-aboard" whistle sounded, found few idle moments on their hands after Wednesday morning.

After a tour of lower Manhattan, they were taken in automobiles with an honorary police motor escort to City Hall, where John H. Finley, associate editor of the *New York Times* and chairman of the reception committee, presented them to the Mayor.

"New York could not have been developed into what we consider the greatest city in the world without the press," said Mayor Walker. "History is written here daily by persons who come from all parts of the world and who were induced to come here by reading of the city in newspapers. My own immigrant father came here because he heard of the freedom possible here. He did not learn this from books, but from newspaper accounts. My regard and respect for the press is very great.

"There have been times in the past," he continued, "when an intellectual delegation arriving at the City Hall could make a Mayor of New York exceedingly uncomfortable. I wish there were some way we could catch and lock up those pests, relatively few of whom are really New Yorkers, who go through your part of the country declaring of everything, 'We do that better in New York.' Of course, you of the West get heartily tired of it.

"And so we are doubly glad you are here to see that we are not the sort of people you were led to suppose from that kind of press agenting."

Dr. Finley in presenting the delegation referred to them as "knights errant and the cream and flower of the nation's editors." New York, he said, means a great deal to the newspaper men of the country, in that features, comic strips and other essentials of the modern newspaper are created here. Dr. Walter Williams, president of the Press Congress and dean of the School of Journalism at the University of Missouri, responded to the greetings.



Wreath placed on the grave of William Bradford, first U. S. publisher, in Trinity Churchyard, this week, by Press Congress of the World delegation.

The party was then escorted to the John Wanamaker store by Grover A. Whalen, chairman of the city's welcoming committee to distinguished guests. Rodman Wanamaker greeted his guests and there were talks by Arthur Brisbane, Julian S. Mason, editor of the *Evening Post;* Dr. Williams and Joseph Appel, advertising manager of Wanamakers.

Mr. Brisbane urged the editors to take graciously whatever unpleasantness m occur in Europe during their visit. H combined this with comment in favor American freedom from foreign entangl ments.

"The newspaper today is a means holding security for the public," he sai "It is like the public square of older n tions where the public could see wh their leaders were doing. It is like t second hand of a watch, ticking off t little incidents as they happen, which the end of a century are really the histo of the century. The minute hand is t book and the hour hand the great wri ings that live on and outlast the ag Doing our little bit, we are like t upbuilders of the islands of the sea, ta ing centuries in their building and us by others who come long after we a gone."

He reminded the editors that Euro has suffered and that they should remer ber that condition in judging happening "We can also remember that the Unit States is the best place for Uncle Sa to remain," he added.

Mr. Wanamaker advised the delegate many of whom will visit Europe for t first time, not to make up their min too quickly about things over there.

"To the old countries we owe a ve great deal," he declared, "and the fa that their ways are different from ou is only an added reason for visiting the If you will overlook what few little i conveniences and unpleasantnesses y may experience because of these di ferences you will learn a good deal y can bring back with you of value American journalism. Above all, y will come back with the greatest asset the world, a quality which goes ever where and costs nothing—confidence."

Dean Williams at the conclusion of M Brisbane's speech said:

"Even though we cannot write f thousands of journals, we can learn th a newspaper is not a mere chronicl of events, a mere public forum. We c learn that we must set down the even

(*Continued on page* 36)



Press Congress delegates photographed on City Hall steps following their reception by Mayor James J. Walker (center). At Mayor Walker's right is Dean Williams and at his right is Julian Mason, editor of the *New York Evening Post.*

PRESS CONGRESS TO CONSIDER DALE CASE

Judicial Censorship of Press in U. S. Through Contempt of Court Procedure Placed on Program of Geneva Meeting by President Williams

JUDICIAL press censorship, as it is practiced in the United States through contempt of court procedure, will be taken up at sessions of the Press Congress of the World at Geneva and Lausanne, Sept. 14-18, Dean Walter Williams, congress president, informed EDITOR & PUBLISHER this week in an exclusive interview prior to the departure of American delegates on the S. S. Carmania, Sept. 3.

This last-minute addition to the congress agenda, not included on the official program, was occasioned by the fact that the case of George R. Dale, editor of the *Muncie* (Ind.) *Post-Democrat,* cited on a contempt charge, will come before the United States Supreme Court Sept. 27, shortly after Press Congress sessions are concluded.

Dean Williams declared a resolution opposing the power accorded judges under the American law in regard to the press would be offered to the Congress delegates, who will represent 26 different nationalities, and number some 300 newspaper editors and publishers, of which about 100 are from the United States.

The Congress president himself is firmly opposed to contempt of court procedure, wherein a judge acts as complainant, prosecutor, jury and judge.

"I am in agreement with EDITOR & PUBLISHER in regard to this serious menace to a free press," Dean Williams said.

EDITOR & PUBLISHER has editorially branded the system as "the single peacetime survival in this country of the ancient despotic rule of lese majesty," and has suggested passage of legislation transferring contempt cases to courts of parallel, but removed jurisdiction, as a curb to the arbitrary power of judges.

The suggestion of this paper will be incorporated in the resolution to be offered at the Press Congress, and will be thoroughly discussed by delegates, Dean Williams said.

The Dale case, representing as it does one phase of the American judicial procedure as it affects the press, will probably enter discussions of the Press Congress at the second session, Tuesday, Sept. 14, under the general topic of "The Freedom of the Press."

Chairman of the discussion on this subject is Thales Coutoupis, of the *Athens* (Greece) *Nea Ellas,* who, Dean Williams said, is a keen student of the question of a free press, and delivered an illuminating paper on the subject at the last meeting of the Congress in Honolulu in 1921.

Dean Williams cited the imprisonment of Mexican editors as an example of the problems of a free press. The Congress, he said, had accomplished the release of Silvestre Terrazas and was working for the release of Vicente Villasana, both of whom had been imprisoned, the latter for publishing a letter of protest written by a Mexican residing in New York. Suppression of newspapers in Ecuador, Chile, Guatemala and Italy also will be considered.

The American editor, Dale, of Muncie, was sentenced by a local state judge to 90 days' imprisonment and $500 fine for publishing an editorial in which he charged a previous conviction for carrying a concealed weapon was obtained from a Ku Klux Klan jury, and that the judge, grand jury, and jury commissioners, prosecutor, sheriff and the city police were Klan members.

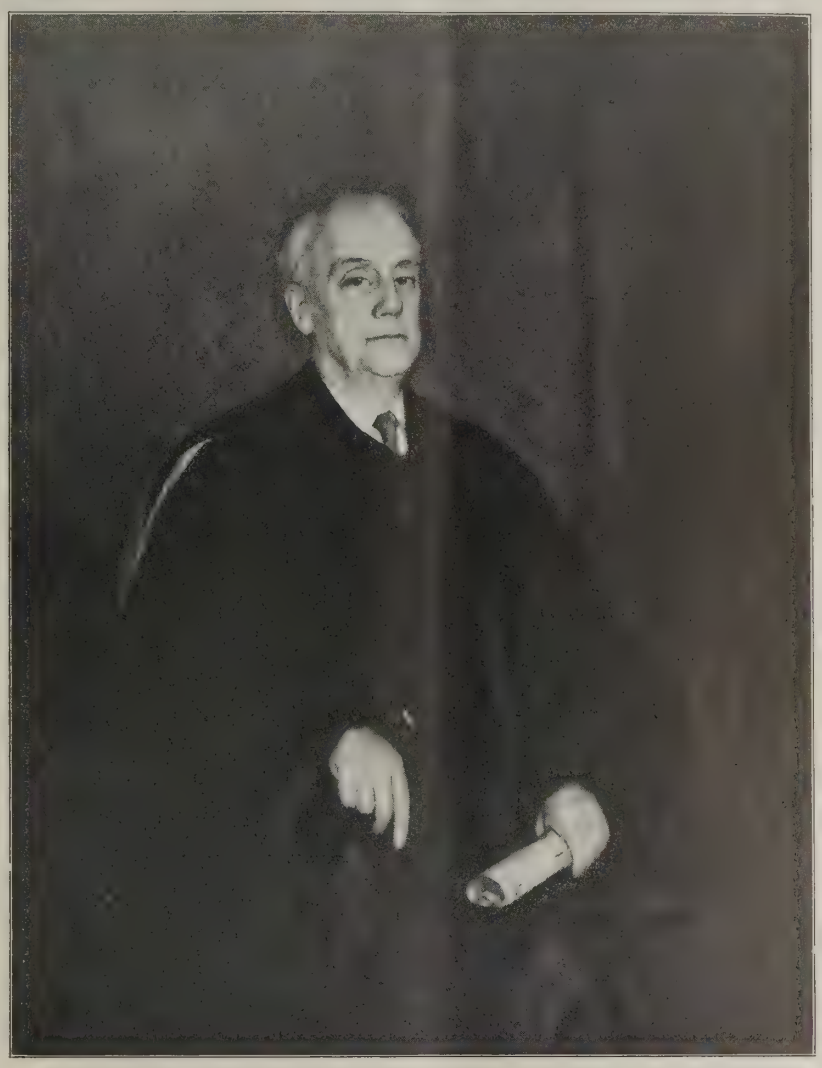
The Indiana Supreme Court has held that Dale's plea of justification on the ground of truth was no excuse.

Dean Williams, in the interview, placed freedom of the press foremost in listing four fundamental problems to be considered at Geneva and Lausanne.

The remaining three, in the order named, are:

Freedom of news dissemination.

Preparation for the career of journalism.



DEAN WALTER WILLIAMS

President Press Congress of the World and head of the University of Missouri School of Journalism

Responsibility to civilization of the journalists themselves.

"To have a great journalism, one must have a free journalism," Dean Williams said. "It must be self-regulated, and not tampered with from without.

"True, newspaper publishers should be held responsible for what they say through their papers, but they must not be told in advance what they should say.

"In order to accomplish anything journalists must be free from outside control, whether it be government, church, or a despotic bench.

"But it is not enough to be free. That avails nothing, when the freedom of news sources is clogged.

"Thus, we reach the second basic problem that confronts the Congress. Representatives of the world's press are seeking free trade in news. Transmission rates are high at present. This is particularly true in respect to the Oriental countries and South America. We are beginning a new epoch in news transmission. Wireless is becoming increasingly important. If the press permits transmission facilities to fall into the hands of monopolistic or controlled agencies, the flow of news might be colored or interrupted."

Dean Williams explained that an *ad interim* committee under the chairmanship of Lt.-Col. Edward F. Lawson, managing director of the *London Daily Telegraph,* had prepared a report on world communications that would be presented to the Congress. This report, Col. Lawson has indicated, will show that transmission rates in some quarters are excessive. Dean Williams declined to name any corporations or governments involved in this charge of news interference through high rates.

The third question, that of journalistic preparation, will be taken up at Lausanne, Sept. 17, according to present plans. Discussions will be led by Robert Bell, proprietor of the *Christ Church* (N. Z.) *Times,* and Dr. J. W. Cunliffe, head of the Pulitzer School of Journalism at Columbia University. Mr. Bell is founder of the first school of journalism in New Zealand.

"Discussion will not be limited to journalism schools as a means of newspaper education," Dean Williams continued. "There is a much broader field open than that. The important question is if journalism is to regulate itself, what preparation should the journalist be given?

"And once in the newspaper world, what about the responsibility of the journalists themselves? That is the fourth basic question common to newspapers everywhere.

"Should the press be simply a booster, a rotary club in print? Should it be an interpreter of day by day history? A crusader? A chronicler of news?

"These are among questions to be answered when thought is crystallized at sessions of the Press Congress of the World.

"There are other common matters to be considered also, in addition to the four basic problems. We want to uncover the possibilities of an interchange of journalists between nationalities as a means of promoting peace. We will consider the welfare of journalists all over the world, the betterment of working hours, tenure of position and living conditions.

"We hope to arrive at a code of ethics practical for all newspapers of the world. It will be even more comprehensive, we hope, than the journalists' creed, formulated at the Pan-American Press Congress in Washington this year. Preparation of such a code is in the hands of Stephane Lauzanne, editor of *Le Matin* of Paris."

The Congress, according to its president, will also seek to answer the question as to whether or not the organization in its present form is too big and unwieldy.

"Perhaps regional press congresses culminating in an international gathering would be a better arrangement," Dean Williams suggested. "There might be a procedure devised which would provide for separate conferences, such as Pan-American, Oriental, and Continental."

Dean Williams declined to discuss for publication whether or not he would consider accepting another term as president of the Press Congress of the World, should he be nominated in Geneva. He was first elected president at an organization meeting held in 1915 and was re-elected at the sessions in Honolulu in 1921. The third session was to have been held in Spain last year, but was postponed until this year because of the Spanish revolution.

NEW S.N.P.A. COMMITTEES

President Parks Names Groups on Editorial Affairs and Lee School

President John A. Park, of the Southern Newspaper Publishers Association this week named two more committees to serve during the coming year. They are:

EDITORIAL AFFAIRS: Chairman—James B. Nevin, *Atlanta* (Ga.) *Georgian.*

Alabama—J. E. Pierce, *Huntsville Times.*

Arkansas—Edgar G. Harris, *Blytheville Courier News.*

Florida—L. D. Reagin, *Sarasota Times.*

Louisiana—Chas. P. Manship, *Baton Rouge State Times.*

Kentucky—H. Giovannoli, *Lexington Leader.*

Mississippi—James H. Skewes, *Meridian Star.*

North Carolina—D. S. Elias, *Asheville Times.*

Oklahoma—Walter Harrison, *Oklahoma City Oklahoman.*

South Carolina—W. E. Gonzales, *Columbia State.*

Tennessee—J. G. Stahlman, *Nashville Banner.*

Texas—E. S. Fentress, *Waco News-Tribune.*

Virginia—C. J. Harkrader, *Bristol Herald-Courier.*

West Virginia—W. E. Chilton, *Charleston Gazette.*

LEE MEMORIAL SCHOOL OF JOURNALISM: Chairman—Major John S. Cohen, *Atlanta* (Ga.) *Journal.*

Colonel H. L. Opie, *Staunton* (Va.) *News-Leader.*

Major Powell Glass, *Lynchburg* (Va.) *News.*

J. P. Fishburn, *Roanoke* (Va.) *World News and Times.*

Josephus Daniels, *Raleigh* (N. C.) *News and Observer.*

NEW W. VA. DAILY

The *Bluefield* (W. Va.) *Times-Leader* will start publication as an evening daily, according to present plans about Sept. 15. It will be published by the *Bluefield Telegraph,* the morning paper, of which H. I. Schott is editor and publisher. Provisional membership in the Associated Press has been obtained.

N. Y. POST MOVED INTO NEW PLANT MONDAY

Martin Pressed Button on Coolidge Signal—Advertising Campaign Started—Some Fixtures Listed

Without mishap the *New York Evening Post* stepped out in its new dress on Monday, this week, at the sound of a bell rung in its new plant by President Coolidge from Paul Smith's, N. Y.

John C. Martin, vice-president and general manager of the Curtis-Martin newspapers, officiated at the start of the presses in the absence of Cyrus H. K. Curtis, owner, now in Maine.

Opening of the Evening Post building was the signal for an advertising campaign for circulation under the reduced price of 3 cents daily and 5 cents Saturday. The account is handled by Pedlar & Ryan, Inc., New York advertising agency.

It was not a difficult matter to move the Post, since the new building is virtually newly equipped throughout. The plant is notable chiefly in the completeness of the mechanical fixtures. Some of the individual items follow:

Four advertisement machines in the ad room and thirty-two fonts of display type, for which two machines are assigned, with ad benches, cabinets and saws.

A Rouse Rotary miterer and saw, having a guard to keep metal from flying about the room.

A system of cabinets for wait order ads. These are all neatly lettered and numbered in the order of a card index.

Eleven twelve-foot make-up tables. In the old plant there were only two of these, and they were not the latest.

Mail list cabinets, devised so that galleys slide smoothly in and out.

Five new Vandercook roller series proof presses.

Two Wesel heavy duty presses, that can turn out fifty proofs a minute.

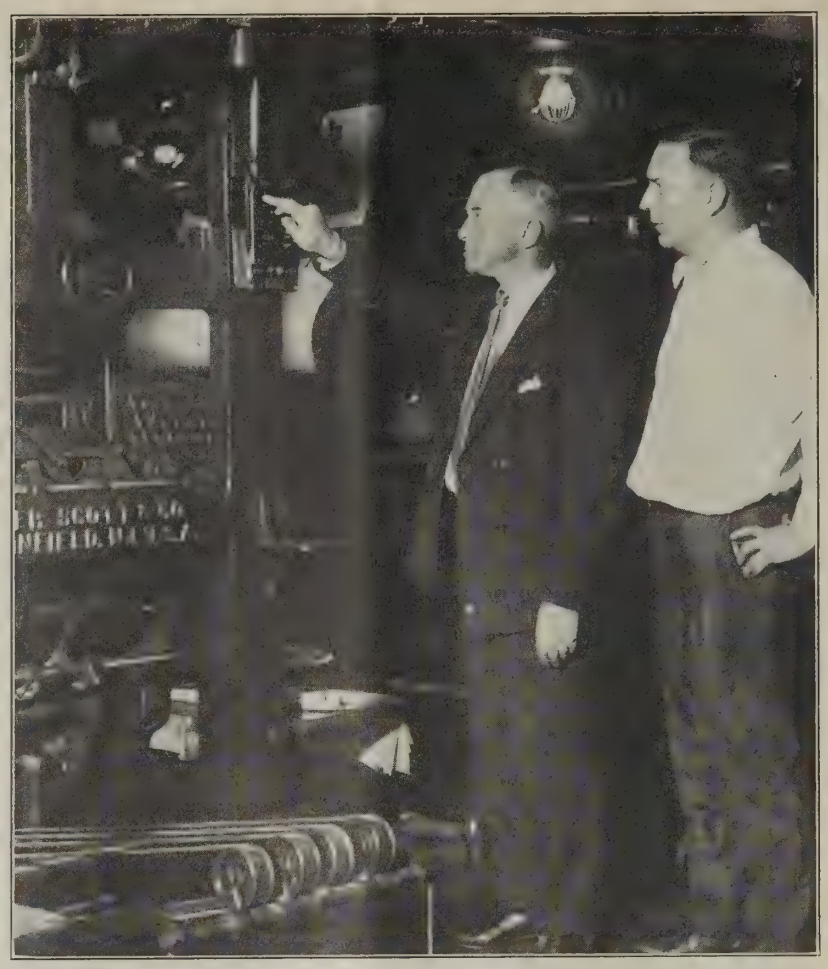
Fudge boxes, with special cylinders, for putting into the paper at press time the scores and facts of sport returns and the like, for which space is reserved on the first page.

Two Mergenthaler linotype machines for heads, Model 26, quite lacking in the old composing room.

Two Miller feeders and Chandler and Price presses (saw trimmer and automatic feeder), and a paper cutter, and cut cabinets.

Four new monotypes, and in the same room, adjoining the composing room, four material-making machines. Here are handled the figures that must be handset, such as stock quotations.

A new work bench for various kinds of type, pans for the type, in oil, and even pins for holding the nozzles for machines.



John C. Martin, vice-president and general manager of the Curtis-Martin Newspapers, Inc., starts the Evening Post's presses on President Coolidge's signal. Joseph Oswald, pressroom foreman, stands by.

Matrices for borders, a new Supreme ingot caster, capacity two tons. Here the old slugs are thrown.

ENTERPRISE IN AUSTRALIA

Davis, Editor of Sydney Referee, Reports Considerable Development

Considerable development in Australian journalism in the last few years was reported this week by J. C. Davis, editor of the *Sydney Referee*, weekly sports paper, visiting here.

"While we are not so free from libel restraint as your papers seem to be, enterprising methods are becoming popular in Australia," he said.

Mr. Davis had attended in London the England-Australia cricket match, won by the former. He has visited Italy, Spain and France, writing his impressions for the Referee. In this country he will visit Chicago, Detroit and then sail from Vancouver.



Busy city news room in the new West Street plant of the *New York Evening Post*.

PUBLISHER-TYPO TERMS UNDECIDED IN N. Y.

Union Members Reject Second Proposal by Publishers—Matter Now in Hands of President Lynch, Busy with Convention

By a majority of 171 votes, members of Typographical Union Number Six on Aug. 29, turned down a second proposal made them by the Publishers' Association of New York City, looking toward a new wage scale contract.

The union had asked for $6 a week increase and the publishers had responded with an offer of a $5 advance spread over three years, with $3 the first year, $1 the second and $1 the third. A demand by the union for shorter working hours had not been met by the publishers.

Re-opening of wage negotiations lies in the hands of James J. Lynch, international president. It is believed there will be some postponement since Mr. Lynch is busy with plans for the union's convention, which opens at Colorado Springs, Sept. 13. Mr. Lynch, who was defeated at the last election, will be succeded by Charles W. Howard.

RECEIVED BY MAYOR

Mackay, Australian Publisher, with Girl Contest Winner Greeted by Walker

Mayor Walker of New York extended greetings Sept. 1 to Claude Mackay, publisher of the *Sydney* (Australia) *Guardian* and *Smith Weekly*, who is visiting this country with Beryl Mills, chosen through his newspaper as the most representative Australian girl.

Following the reception at City Hall, Mr. Mackay and several of other Australian visitors were guests of Adolph S. Ochs, publisher of the *New York Times*, at a luncheon in the Times Annex.

RADIO AD CHANGE

The Charles Freshman Company, radio apparatus, has placed its account with Albert Frank & Co., 14 Stone street.

HENRI BERTRAND HEL AS EDITOR'S SLAYER

Coroner's Jury Holds Secretary of Revue Moderne for Murder After Blind Man Recognizes His Voice

(*By Telegraph to* EDITOR & PUBLISHER)

MONTREAL, Sept. 2.—Identification his voice by a blind man who had s him a revolver led the coroner's jury hold Henri Bertrand, secretary of *La R vue Moderne* and former secretary-tre urer of other enterprises conducted the late J. A. Beaudry, criminally resp sible for the death of his patron, who w assassinated as he sat in his editorial ch at the office of *Le Prix Courant* on S urday afternoon, Aug. 14.

Beaudry had been missing two d when found dead on Monday afterno by Mrs. Hughenden, editor of La Re Moderne, who unlocked the door of private office.

There was a bullet wound in his h and another in his back, as he sat at desk with his pen in his hand.

J. H. Mulhollin, blind piano dea gave evidence that in June last he a vertised a revolver for sale in the *M treal Star*, and Bertrand called and p chased it for $10. He knew Bertrand was able to recognize him by his vo That might be a faculty peculiar to blind people, but he was positive he h made no mistake. It was the same He Bertrand whom he had identified by voice at the detective office yesterday whom he was told was in court.

Detective George Lajoie gave evide that before his arrest Bertrand had t him he never in his life owned a revol

Coroner McMahon said: "I recall t under examination at the previous he ing here Bertrand swore he had no volver." Dr. W. A. Derome, medi legal expert of the coroner's court, te fied that he had compared the bu shown him as having been fired fr Bertrand's revolver with one of the b lets which killed Beaudry, "and I th I am now in a position to show that two bullets were fired from the sa gun," he said.

Noel E. Lacroix, a former emplo testified that Bertrand had told him Be dry's income ranged between $10,000 $20,000 a year. Bertrand had tried to him to invest money in the business, he thought Beaudry's salary too high so declined. After evidence as to discovery of the body the jury conside their verdict for five minutes, and turning announced that they found J. Beaudry had been killed by revolver b lets fired by Henri Bertrand, whom t held criminally responsible for his dea Bertrand was then arrested.

NEW EVENING PAPER

Winston-Salem (N. C.) Journal, Mo ing, Enters Afternoon Field

The Winston-Salem (N. C.) Jour Company, publisher of the *Winst Salem Journal*, a morning daily, Wednesday of this week entered afternoon field, the first edition of *Evening Journal* making its appeara on that day. International News Serv has been installed, the news staff increa and new equipment has been added.

Owen Moon is publisher of the t papers.

DAILY HAS POLE FLAG

A small silk United States flag wh Lieutenant-Commander Richard Evel Byrd carried over and around the No Pole and which he presented to the *Ri mond* (Va.) *News-Leader*, is on disp for the general public in the lobby of News-Leader building.

OCHS VISITS COOLIDGE

Adolph S. Ochs, publisher of the *N York Times*, was the luncheon guest President Coolidge at the summer Wh House, at Paul Smiths, N. Y., Sept.

BARING AMERICA'S CLASSIC CRIME MYSTERY

Inside Story of New York Mirror's Sensational Revival of Hall-Mills Murder—"It's Our Answer to Present-Day Hand-Out System," Says Payne, Managing Editor

By PHILIP SCHUYLER

AMERICA'S best newspaper detective story of the last decade was this week disclosed in detail by Philip A. Payne, managing editor of the *New York Daily Mirror*.

To EDITOR & PUBLISHER, Mr. Payne told for the first time the inside facts of his paper's eight month investigation which led to the breaking of the tabloid's beat, baring the Hall-Mills murder mystery, which stands today with prima facie evidence of murder against Mrs. Frances Stevens Hall, "Willie" Stevens, and Henry De B. Carpender, all members of a wealthy and powerful New Jersey family.

Senator Alexander Simpson, special prosecutor in the case, has been proceeding with information and evidence furnished him in all important instances by the Mirror.

One of the tabloid's aces was played last Friday, Aug. 27.

"HALL DEATH MARK," was the bold black front page headline of the Mirror on that date.

The page below pictured the enlarged finger prints found on the card of the Rev. Edward W. Hall, New Brunswick clergyman, murdered four years ago with his choir singer sweetheart, Mrs. James Mills. The first investigation ended without indictments. The finger prints published exclusively by the Mirror last Friday, accusing "Willie" Stevens of the crime, were turned over to investigating authorities by Mr. Payne. The Mirror last July 16 had publicly re-opened the investigation reviving the mystery, which had lain sleeping for nearly four years.

Not since the Thaw case has any crime story held front page position for the length of time claimed so far by this murder mystery. Revival of the case was the work of Payne, assisted primarily by Herbert M. Mayer, product of New Orleans, formerly of the *New York Daily News,* and now of the Mirror's staff. Others who have played a part in the beat include Arthur O'Sullivan, Gladys Calvert, Hettie Cattell, and Arthur Irwin.

Not since the celebrated case of Cassie L. Chadwick, notorious Ohio swindler uncovered by the *Cleveland Press* 20 years ago, has a daily newspaper furnished the prosecution with evidence such as the Mirror has in this present case.

"It is our answer to the present day hand-out system," Mr. Payne said.

"Twenty years ago before hand-outs and flimsy were as common as they are today, any newspaper would have done what we have done in this case. But four years ago 200 newspaper men sent to cover the first Hall-Mills investigation were satisfied with hand-outs from prosecutors and defense counsel."

Mr. Payne was not satisfied that the Hall-Mills case should remain one of America's unsolved crime riddles.

This editor who bared the Walter Ward story is sincere in his conviction that wealth should pay the penalty of crime as fully as poverty.

Last December he decided to look things over in New Brunswick. Frank Farley, Mirror staff man, was sent over to scout around. The report Farley made convinced Payne that a newspaper investigation was in order.

"A newspaper can win the public if it can prove public officials are derelict in their duty because of moneyed interests, and then can push such a case to conclusion to see that justice is done," he reasoned.

Were influences at work in New Brunswick, covering up the real facts of the Hall-Mills killing?

Herbert M. Mayer of the Mirror's staff was secretly assigned to find an answer to this question. No one on the staff except Mr. Payne knew where he had gone. "He's sick" was the answer to inquiries from the staff. Mayer directed



HALL DEATH MARK

Story on Page 3

WEATHER Probably fair and warmer.

DAILY MIRROR EXTRA

NEW YORK'S BEST PICTURE NEWSPAPER

Vol. III. No. 56. New York, Friday, August 27, 1926 2 Cents

FINGER PRINTS ENLARGED 3½ TIMES ACTUAL SIZE

PHOTOGRAPHIC COPY OF FINGER PRINT OF LEFT INDEX FINGER OF Wm STEVENS TAKEN AT NEW JERSEY STATE TROOPER'S ROOM AT SOMERVILLE, N.J. ON AUGUST 12, 1926

ARCH

PHOTOGRAPHIC COPY OF CASUAL FINGER PRINT DEVELOPED ON VISITING CARD OF EDWARD W. HALL FOUND AT SCENE OF HALL-MILLS MURDER ON SEPT 16, 1922.

ARCH

Ridge Characteristics

1. BIFURCATION, FORK OPENING UPWARD.
2. ABRUPT ENDING RIDGE LINE TREND RUNNING LEFT AND DOWNWARD.
3. ABRUPT ENDING RIDGE LINE RUNNING LEFT AND DOWNWARD
4. LEFT ANGLE OF ISLAND
5. ABRUPT ENDING RIDGE LINE RUNNING LEFT AND SLIGHTLY DOWNWARD.
6. RIGHT ANGLE OF ISLAND

Rev. Edward W. Hall

Church of St. John the Evangelist New Brunswick, N. J.

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FINGER PRINT FOUND ON DR. HALL'S CARD ACCUSES WILLIE STEVENS

The calling card, shown above, was found on the bed of the Rev. Edward W. Hall when his body was discovered four years ago. Former Deputy Police Commissioner Joseph A. Faurot, of New York; Lieutenant Frederick W. Drewen, of the Jersey City police, and other finger print experts have certified that a fingerprint on this card, as shown in the diagram, is that of Willie Stevens. This evidence was turned over to the investigating officials by the DAILY MIRROR. Lines and numbers on the upper photograph indicate six points of resemblance. Only five are required for conviction. Stevens' fingerprint is of the "arch" type. Only five percent of fingerprints are this type. Note initials of Faurot and Drewen on upper left hand corner certifying their work. The portion inside the white line (pointed in right hand print) shows area used for purpose of comparison.

As a corking display of exclusive evidence pictures, it would be hard to beat the offering of the *New York Daily Mirror* shown above. Play of these exclusive pictures was to have been "Scoop 13" of a series of Mirror beats. Developments in the case caused its use sooner than expected.

the investigation from an uptown New York hotel. He started on his quest with an ordinary legal envelope in his pocket in which to put evidence collected. It was not long, however, till he was carrying two big brief cases of evidence having a total weight of 52 pounds. Now in Mr. Payne's private office is a steel cabinet of four deep drawers crammed with documents all relating to this case. Duplicates are under lock and key in a vault in a downtown bank. All are listed under the heading "Investigation A."

Should legal complications ever involve the Mirror from this investigation, proof of the truth of everything published by the tabloid is claimed by its managing editor. Six volumes of confidential written matter were collected before one single line on the case appeared in print. Four lawyers have gone over every word of copy before it was published.

Time after time Payne has challenged Mrs. Hall's attorneys to sue him personally for criminal libel. No such suit has been filed.

Payne had thought the investigations might lead to "just another newspaper story." When he found out differently he carried the facts obtained by Mayer and others to Gov. Harry A. Moore of New Jersey and placed them before him in person. An investigation by public authorities was promised, with the understanding that the Mirror would get the first break on everything. That has held through the whole case so far.

How had the Mirror obtained the facts thus presented Gov. Moore?

Many months before, George Totten, county detective, had been engaged by the Mirror to assist Mayer. He was able to place copies of unpublished records in the hands of the Mirror reporter. With these records available the tabloid was able to make comparisons between stenographic testimony given authorities and the statements they had handed to reporters at the time of the first investigation. In virtually every case, Payne said, these statements were found to be false and misleading.

For a while the Mirror investigators had strongly suspected James Mills in connection with the crime. He was checked in the most thorough manner and finally dropped.

Could a mere janitor, were he guilty, exert the influence so apparent in hushing up the Hall-Mills case in New Brunswick?

Mayer, with assistants, were, last winter in the early days of the investigation, running up against a wall of silence.

"Hall-Mills case! I wouldn't dare talk to you about that." "We are absolutely forbidden to discuss that case." Such answers as these were given to their first questions.

But then the Mirror obtained copies of the grand jury minutes. It is a crime in New Jersey to publish grand jury proceedings.

These copies, however, could be and were used by the newspaper reporters without publication. Testimony of original witnesses was now available. These witnesses could be questioned again to see if their stories would vary from their first sworn statements.

The Mirror reporters learned that Mrs. Hall had once said that she had hurried home early after search for her husband on the night of the murder because she had left her six-year-old niece alone in the house.

A watchman had testified he had seen "a woman in gray" enter the Hall home at 2:30 in the morning.

The Mirror reporter found that a certain Mary Gildea was a cook in the Hall household. Strangely her name had never entered the case during the first public investigation. Yet Mary was a trusted servant. From her the newspaper men learned that she had been in the house asleep on the night of the murder.

Peter Tumulty, the Hall chauffeur, had said he had only been employed by that family for about three weeks, that he had never washed the Hall car.

The postman told the Mirror men he had been delivering mail to Tumulty at the Hall home for a year and a half, and for 25 years at the home of a cousin of Mrs. Hall who lived next door. Why hadn't reporters questioned the letter carrier four years ago?

Of course, the Mirror reporters did not rely solely on this government employe's affidavit. They became directory salesmen for a day, calling at houses and asking apparently innocent questions, with a by-the-way reference to Peter Tumulty. Where did he live? Oh yes. How long had he lived there.

Little bits, little threads, but all of them woven into the fabric of the story. Many clues failed.

Mrs. Nellie Lo Russell, a colored woman living about a mile and a half from the Phillips farm attacked the testimony of Mrs. Jane Gibson, then as now the star witness of the state.

Mrs. Russell said Mrs. Gibson could not have identified Mrs. Hall, Carpender and Stevens in De Russey's lane because she had been at Mrs. Russell's house.

Then came forward Theodore Knoethe of the SPCA in N. B., and George Sipel, a farmer of Middlebush. They said Mrs. Russell was not telling the truth because they had called at her house at the time she said Mrs. Gibson was there and she was not home and the house was closed.

Sipel then added—later on—that Mrs. Gibson had offered him $100 to say he, too, had seen the persons in the lane.

Two staff reporters of the Mirror then posed as members of Mrs. Hall's private legal department. They were, they pretended, auditing the Hall bills. In that capacity they questioned Sipel.

"Was the voucher made out for $4,000 or $4,500?" the supposed lawyers asked. They were not, they said, quite certain. And the audit had to be correct.

"I'll tell you how it was," confided Sipel in some such words.

He had, it seems, written to Mrs. Hall asking to be reimbursed for the time he had given as a defense witness. The chief of the private detectives engaged by the slain rector's wife, he said, had called on him. They wouldn't pay him now, Sipel asserted the detective said, but after the grand jury hearings they would "fix him up." The Mirror has the sworn affida-



The three men who turned New Jersey upside-down (left to right): Philip A. Payne, managing editor of the *New York Daily Mirror;* Herbert M. Mayer, his lieutenant, and Detective George Totten.

vits of two reporters covering these Sipel disclosures.

Thus another move was made in the newspaper's chess game. Other moves were to be played.

Mrs. Hall had emphatically insisted she had never suspected that anything more than friendly relations existed between her husband and the choir singer. The Mirror claims now to have proof she had engaged private detectives to shadow the couple long before their dramatic deaths.

It was the Mirror reporters who found out Mrs. Hall had sent her coat to a Philadelphia concern to be dyed on the very night the bodies were found.

Finally Mayer and his co-workers discovered that finger prints existed in the case. These prints were in the possession of a finger print expert whose name cannot now be disclosed. He had been told to destroy them. He had not done this, but had kept them under glass for four years.

These finger prints came into the Mirror's possession. Mr. Payne had intended to withold them until the actual murder trial. He revealed them sooner on the advice of Senator Simpson in order to prevent release of Willie Stevens and Henry Carpender on bail following their arrest.

As early as April 22 of this year, Mayer had the Mirror's investigation well in hand. Before July it was virtually ready. It was decided, however not to publish the story until the first of July.

Mayer's activities and those of his coworkers had been skillfully covered up during the months they had been delving into the four-year old murder mystery. Payne wanted to sew things up even tighter. It was reasoned that breaking the story just before Independence Day would make it harder for competitors to check up. Authorities would be away from their offices and homes for the holiday week-end.

Then came the subway strike story, usurping all of New York's big headline space.

But the Mirror had arranged the news basis on which to make public the results of the many months of secret reporting. How to keep it over to a more favorable time was the question which confronted Payne.

For a news peg on which to hang the opening story Mayer and his helpers had obtained these facts:

Arthur Reihl, a gasoline station man, had married Louise Geist, who had been a parlor maid in the Hall home at the time of the crime. Louise had made startling revelations to her husband regarding the case, so he claimed. Now Reihl was seeking an annulment of his marriage. In the plea for annulment he intended to bring up the Hall-Mills case.

At about 12:01 midnight, July 1, the annulment suit was filed in a Trenton court after all reporters had left for the night. When the subway strike began and the tabloid's managing editor made up his mind to hold on to his story a little longer, Reihl's court document mysteriously disappeared.

It was not found again until four hours after the story had been spilled in sensational manner by the Mirror on July 16. Then reporters for other papers came across it beneath a newspaper on the top of an unused desk in the office of the court clerk. They had searched the files in vain. Thus, added to the eight months of investigation, the Hearst tabloid was given a little more of a headstart in the Hall-Mills revival.

Payne played up the first story with a full-page wash drawing on page one of the Mirror, showing the bodies of Dr. Hall and Mrs. Mills as they were found beneath the crabapple tree in September, 1922. The headline in outlined white against the gray wash was: "HALL-MILLS MURDER MYSTERY BARED." The story suggested Mrs. Hall and her eccentric brother "Willie" would become the center of a new investigation.

In stories written by Mayer, the Mirror began immediately to bring out some of the facts obtained from the months of investigation. Questions were put to the wealthy woman and her counsel based on the evidence the newspaper had obtained. Each day in big two column boxes prominently published, the Mirror asked the rector's widow a series of pertinent "Whys."

Before the story had been broken at all, Mayer had called on Mrs. Hall, had attempted to tell her of the evidence that had been unearthed since the first probe, and had met with no satisfaction. But, according to common newspaper practice, Mrs. Hall was entitled to an opportunity for reply.

On July 19, Payne sent her a telegram. He repeated the published questions and declared:

"The Daily Mirror, desiring to be absolutely fair to you, hereby respectfully calls your attention to these questions asked you in its columns, and agrees to print verbatim any answer that you and your attorney Mr. Timothy N. Pfeiffer desire to make to them."

To Mr. Pfeiffer, the lawyer who had represented Mrs. Hall successfully four years ago, the managing editor telegraphed July 16:

"This is a challenge to you as Mrs. Hall's legal representative to bring a criminal libel action against me personally if the statements published in today's Daily Mirror, accusing Mrs. Hall, are not correct. I stand fully responsible for the charges against Mrs. Hall."

No replies were received.

During these early days of the Mirror's exposé competing newspapers refused to take the story seriously. They were publishing "Nothing In It" headlines based on denials obtained from defense counsel and "Jersey authorities."

The Mirror itself, purposely, Payne said, let the story die down a little on July 27 and 28. In the masthead of the paper this question was published:

"Can Members of a Wealthy Family in New Jersey Commit a Crime and Get Away with it?"

Mayer told EDITOR & PUBLISHER it was figured that opposition newspapers would spot this and would surmise the Mirror was getting ready to abandon the sensational story. Reporters in New Jersey for the Mirror informed those in charge in New York that other papers began to withdraw their men when they noticed the Mirror was asking this question. The question seemed to demand an affirmative answer.

As a matter of fact, state detectives had been in the Mirror's office during these two days examining the evidence the tabloid men had compiled. "Well, there's nothing left to do but arrest Mrs. Hall," they announced after they had completed their inspection. "We'll arrest her tomorrow night."

Payne himself went to New Jersey on July 28, the day Mrs. Hall was arrested. The Mirror was fully prepared for the story. No other paper must be given a look-in. In type in the Mirror's office was a story of the arrest, awaiting only a signal from the tabloid chief.

The arrest came after Payne, managing editor of the Mirror, turned over to Prosecutor Francis Bergen of Somerset County, ten affidavits obtained by Mayer, a reporter for the Mirror, who has been detailed to the case continuously since the beginning of the year. With the affidavits in his possession, the prosecutor issued a warrant, which was signed by a justice of Somerset County, in which the murder was committed. The warrant was then given for service to the State Constabulary, but because Mrs. Hall resided across the line in Middlesex County, the countersignature of a justice in that jurisdiction was necessary.

The Mirror, having all angles of the story safely in its own hands, induced the State police to seek the countersignature in Dunellen, 15 miles from New Brunswick, in order to guard against a possible leak, and with the document, the police party, including Mr. Payne, drove 15 miles across country through the rain in somewhat less than that many minutes.

The home of Mrs. Hall was surrounded at 11:40 p. m. by the State troopers whose commander, Capt. Lamb, accompanied by the Mirror editor, rang the doorbell and directed the servant who answered to tell Mrs. Hall that the police were present.

"Good evening, gentlemen," was Mrs. Hall's greeting. "Your visit is a rather late one. I suppose you want to question me again."

"I have a warrant for your arrest." Capt. Lamb explained. "I have been instructed to take you to Somerville."

Mrs. Hall read the warrant, handed it back and telephoned her attorney, who advised her that her only course was to accompany the police.

While the Mirror piled copies of its edition onto the streets and into trains, men in the news rooms of other newspaper offices were frantically trying to obtain confirmation.

The Mirror's arrest story stated that Mrs. Hall had been whisked away immediately to the Somerville jail. But there had been some delay in her arrival. Reporters who telephoned from New York to the jail inquiring about Mrs. Hall, were told that no Mrs. Hall had been brought there. Those who telephoned to state troopers' headquarters, were told by the people there who were working with the Mirror the usual:

"Aw, that's nothing but a newspaper story."

At five o'clock in the morning of July 29, a man in the Mirror office telephoned the city desk of another daily, pretending to be a tipster.

"Have you heard about Mrs. Hall's arrest?" he asked breathlessly.

"Yes," came the reply, "We just got it a few minutes ago. What have you got on it?"

Payne was laughing in his office.

During the arrest an episode occurred that strengthened the Mirror managing editor's conviction that the Hall-Mills revival represented journalistic idealism as well at materialism.

"A representative of Mrs. Hall's legal staff drove up in a yellow taxi shortly after the warrant had been served," he recalled. "I was standing on the curb. The troopers were in civilian clothes and I was taken for one of them by the taxi driver, who sat grinning from ear to ear.

"Dese rich guys can get a long way with their money," he remarked to Payne, "but some paper's bound to get them in the end."

When the case actually got into open court and testimony became part of official rewards other newspapers began to print in lengthy detail the story that the Mirror had published weeks before. Each day in addition to the news break the Mirror ran special stories by Mayer linking up the old case with the new in the light of new evidence turned up by the long newspaper investigation.

As far as spot news was concerned Mirror men were instructed not to "play with the gang." They were on the inside track, and all they had to do was to make their identity known to get material often withheld from other newspapers.

Then the Mirror reporters had their own sources and witnesses to guard. One was Arthur Reihl.

Reihl was living for a while with Mayer at his hotel, while he was being hunted by reporters of other papers. It became necessary that Reihl appear at the state troopers' office. But how to escape the reporters, who were anxious to question him? Mayer decided it would be best for the Mirror witness to go to the quarters as a reporter. He was simply given some copy paper and told to mix boldly with the reporters asking them questions until he could get through their lines to his destination.

Reihl did this and got away with it despite the fact his picture had been published many times.

BLOCK GIVES INSURANCE POLICIES TO STAFF

New Toledo Blade Publisher Also Grants Mechanical Employes One Week Annual Vacation with Pay

Each employe of the *Toledo Blade* was presented with a life insurance policy by Paul Block, new publisher of the Blade, at a complimentary dinner Monday night, Aug. 30, in the auditorium of the Toledo Chamber of Commerce.



PAUL BLOCK

Amounts of the policies range upward to a maximum of $3,000, according to the length of service.

Announcement was also made that employes of the mechanical departments who have not been receiving vacations would receive annual vacations of one week with pay.

More than 350 members of the Blade organization were present.

F. E. Cottrell, vice-president and treasurer of the Toledo Blade Co., was toastmaster.

Tribute was paid by veteran Blade employes by the speakers. Four employes have been with the Blade more than 5 years. They are Joe Marker, Frank Kinninger, James Marker and Albert Fisher. Sixty-five employes have been helping to make the Blade from 10 to 50 years.

Grove Patterson, editor of the Blade, M. F. Hanson of the *Duluth Herald*, Herman G. Halsted of Paul Block, Inc., Herman J. Auth of the *Newark Star Eagle*, Charles J. Boyle of the *Lancaster New Era*, Mr. Block and John M. Hertel, business manager of the Blade were the speakers.

The day following the banquet a full page pledge of loyalty to Mr. Block and signed with the name of every Blade employe appeared in the Blade.

Since Mr. Block has become publisher of the Blade the display of street edition stories has been altered radically. Instead of an eight-column 120 point streamer with two or three subordinate banners the street editions carry a single line of 96 point type. Crime no longer is given prominence.

WILL SEEK LAWS TO GUARD NEWS PROPERTY

Geneva Conference of Wire Service Representatives Reconciled Many Conflicts—Official News Called Property of All—Title to All Other Classes Should Have World-Wide Protection

By HENRY WOOD
Geneva Correspondent of the United Press

(Written Exclusively for EDITOR & PUBLISHER)

GENEVA, August 22.—With the recent meeting at Geneva, under the auspices of the League of Nations, of a commission of experts representing sixteen of the leading press associations and agencies of the entire world, a new milestone was laid in the development of the press association as one of the greatest factors of modern international life.

The meeting, which lasted only from Aug. 19 to Aug. 21, although preceded by several days of private consultations between the delegates and officials of the League of Nations, was historic from several points of view.

In the first place it constituted the first time in history that a commission of press experts has ever been convoked by official authority—and this time, by the highest official authority in the world—for the improvement of press relations and facilities.

In the second place it constituted also the first time in history that the independent press associations, the development of which not only in the United States but in various foreign countries has been one of the most conspicuous factors of recent years, ever met at the same table with the group of foreign agencies that have been characterized in the past by their official or semi-official connection with the governments of the country in which they are established.

Finally, the actual accomplishments of the commission itself also marked an advanced step in the development of the press association and newspaper game calculated to have the most far-reaching effects.

The three most important decisions of the commission were as follows:

FIRST, the final consecration, both nationally and internationally, of the principle of the property right in news.

SECOND, the recognition that official news, emanating from governments that are created by the people, are the public property of everyone, and cannot be made the exclusive property of any one agency, either official or otherwise.

THIRD, the establishment of principles and legislation, for the protection of news by wireless, calculated to render possible the future development to the fullest extent of wireless as a means of transmission for national and international press associations.

Of the sixteen agencies represented nine were what is known as the "Allied Agencies," namely agencies with interlocking contracts for the exchange of news and of which the basis has always been the official and semi-official agencies of Europe. This group consisted of Reuter's, Havas, Stefani, Wolff, the Associated Press, the Japanese Rengo agency, and the Swiss, Swedish and Serbian agencies.

The independent group, which is not comprised in the "Allied Agencies," numbered only six and consisted of the United Press, the Exchange Telegraph of London, the Radio of France, the Central News of London, the Nippon Dempo of Japan, the Telegraph Union of Germany.

The Agencia Americana of Brazil, while not definitely allied with either group, threw its vote usually with the Allied agencies.

The bringing together of these two conflicting groups of agencies constituted one of the most difficult tasks the League of Nations has ever undertaken, and the final and complete success of the commission was an unusual tribute not only to the conciliatory skill of the League officials themselves, but also to the conciliatory spirit of all the delegates.

Under protest of Dr. Mantler of the Wolff agency, that members of their group not be designated as "official" agencies, Roy W. Howard, who was the principal spokesman for the independent agencies, consented to adopt the name of "Allied Agencies" for the majority group and the designation of "Non-Allied Agencies," for the minority. This went a long ways to receiving friction and clashes during the public discussions.

Perhaps the most serious question on which divergencies of views existed between the two groups was that of public sessions with the right of full publicity of the proceedings. Fortunately, thanks to the conciliatory efforts of officials of the League, this question was settled by outside consultations before the commission actually convened and thus the possibility of a rupture was avoided.

Under the generally accepted practices of the League of Nations every commission is absolutely autonomous and has the right to decide itself whether its sessions and proceedings shall be public. In the present instance, the group of Allied agencies, constituting the majority, came to Geneva fully determined that the sessions must be closed.

Against this attitude, Mr. Howard, on behalf of the United Press, declared that his organization would never participate in any meeting the full proceedings of which could not be made public. He took also the broad viewpoint that after the long fight which the press all over the world, and at Geneva in particular, has made for open diplomacy, and for public sessions of all bodies having to do with public welfare, nothing would be more ridiculous and more calculated to offset all that has been gained to date for open diplomacy than to have the first commission of press representatives ever officially convoked in an effort to improve international relations declare itself in favor of closed sessions.

Mr. Howard was sustained by all of the independent agencies, some of whom, like the Exchange Telegraph of London, announced they would not participate in the sessions if they were secret, while others like the Telegraph Union of Berlin, declared that if the sessions were closed they would reserve full liberty of action in making public the proceedings as they might deem fit.

Final agreement on the subject was only reached after private consultations lasting until one o'clock in the morning preceding the actual meeting of the commission. The Allied Group, which had one or two dissenting members on this question, finally agreed to have all meetings public.

After this one sharp conflict, the commission opened in an atmosphere of more friendly understanding and conciliation that continued till the end, permitting the attainment of virtually all the ends that had been hoped for.

This result was particularly pleasing to the League of Nations which had realized fully the serious possibilities that might ensue from the convoking on a commission two more or less conflicting groups of agencies. As expressed by Pierre Comert director of the Information Section of the League of Nations, and the moving spirit in all efforts at conciliation and mutual understanding, the worst that could have happened from the standpoint of the League would have been to have both groups go away dissatisfied, and without attaining the ends for which they had been convoked.

The next worse thing that could have happened would have been to have one group go away victorious and satisfied and the other defeated and dissatisfied.

Of the most striking accomplishments of the commission, the final consecration of the principle of the property right in news, will probably always remain the most outstanding. This was the culmination of the long fight which the two American agencies, the Associated Press and the United Press, backed by some of the continental agencies, have long maintained.

The basic principle adopted was that all news attained by either a news agency or a newspaper, whatever its form or content and whatever the method by which it is transmitted, shall be regarded as the property of such newspaper or agency as long as it retains its commercial value.

As a means of translating this principle into effective use, the commission decided upon two steps: first to have the League of Nations ask all governments to enact domestic legislation embodying this principle; and secondly, for international application, to ask the International Union for the Protection of Industrial property to include in its international convention of 1883 and 1911 a clause qualifying the lifting of news as unfair competition.

Equally important, however, as this final recognition of property right in news, was the recognition by the entire commission, composed as it was of full-fledged official agencies, semi-official agencies, "authorized" agencies, and independents, that on the question of official news of governments no right of exclusiveness can exist.

The fight on this point was initiated by Mr. Howard on behalf of the United Press, and supported by the other independent agencies, was carried through to a successful conclusion.

The position taken by Mr. Howard was that the official news of any government is public property and especially public property of the entire nation or people that has created that government. In just the same way that the news of law courts, parliaments, and other departments of governments are now generally recognized to be public property, Mr. Howard maintained that news emanating from the governments themselves, from their cabinets or other executive departments is likewise public property and cannot become the exclusive property of any one agency.

No secret was made of the fact by Mr. Howard that the recognition of this principle was directed flatly against the practice of many European and other governments, which in the past have made it a fixed and established custom to communicate their official news only through the means of their official agencies.

Had the commission accepted the principle of the property right in news without accepting this principle of the unexclusive character of official news, the result would have been the creation of a legally protected monopoly for "official" agencies on all official news communicated to them by their respective governments.

The fact that recognition of this principle was obtained in a commission of sixteen agencies, representing all shades of official connection and on down to complete independence was an unusual tribute to the spirit of conciliation on the part of everyone present. Several of the members of the Allied group, which rank more or less as official agencies, frankly admitted they could no longer pretend to

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FIRST U. S. PICTURE OF PRESS SERVICE CONFERENCE AT LEAGUE OF NATIONS



Those in the picture are (front row, l. to r.) Shigenobu Oikawa, representative, Nippon Dempo Tsushinsha (Japan); Edward J. Bing, general European business manager, United Press; M. Meynot, general manager, Havas Agency (France); Gustave Nesti, general manager, Stefani Agency (Italy); Roy W. Howard, Chairman Board of Directors, United Press; R. F. Church, chief news editor, Central News (Great Britain); Andre Glarner, Paris correspondent, Exchange Telegraph Company, (Great Britain); Henry Wood, Geneva manager, United Press.

Back row, (l. to r.) Elmer Roberts, Paris manager, Associated Press; Motosada Zumoto, representative, Nippon Shimbun Rengosha (Japan); Rudolf Ludi, director Swiss Telegraph Agency; A. Housset, director Avala Agency (Jugo-Slavia); Dr. H. Mantler, director, Continental (Wolff) Telegraph Company, (Germany); S. Carey Clements, manager, Reuters (Great Britain); Heinrich Gesell, director, Telegraph Union (Germany); Muscat d'Orsay, director, Agencia Americana (Brazil); W. H. G. Werndell, Geneva correspondent, Reuters; M. Hoegberg, director of foreign service, Tidningarnas Telegrambyra (Sweden); Ed. L. Keen, vice-president and general European manager, United Press; Victor Terragni, Geneva correspondent, Stefani Agency (Italy); S. Sato, secretary Japanese Embassy, Paris; Dr. J. Pentman, Geneva correspondent, Stefani Agency (Italy). M. Gabion, director of the Radio Agency of Paris, was not present when the above photograph was made.

FINANCIAL PAGE SHOULD DRAW ADVERTISING

Dailies Should Cultivate a Local Market for Securities Through Its Financial News, Writer Declares—Urges Greater Attention to Investment Offerings

By FRANK THAYER

THE financial page, one of the most costly special pages to produce, often yields the smallest proportional return in advertising volume.

Reasons for failure to carry dividend producing financial advertising may safely be attributed to two outstanding facts: Antiquated presentation of financial information and failure to develop a local financial market in which it pays investment houses to seek business through the medium of advertising space.

Study of the situation over the country reveals that more and more attention to finance and business is being demanded from newspapers by the investing public; that many newspapers in the smaller cities run only condensed news on the principal financial and commodity markets and give but slight attention to investment offerings; and that newspapers in the larger cities are beginning to appreciate the importance of both adequate market news and investment information.

Most large newspapers run Wall Street and commodity market news but seem to present disproportionately news about investment offerings, problems of investment, and articles on popular finance. While the professional traders and bankers are interested in the "Big Board" and other market quotations, there is a very large class of investors who want news of investments rather than news on market fluctuations.

An investigation of 12 leading dailies shows the response to the demand for investment news, although some of these newspapers, according to the figures, do not seem to appreciate fully the value of investment news as against stock market quotations and market tables.

What is regarded as the first financial page in American journalism appeared when James Gordon Bennett astonished Wall Street on May 11, 1935, with his "Money Articles." A few days later he instituted lists of stock exchange sales for the previous day. Such was the beginning of the modern financial page.

The educational campaign conducted in the interest of the sale of Liberty Bonds, naturally had its effect in broadening the public interest in finance. Clerks, merchants and housewives found a new objective: Ownership of a Liberty Bond. Thousands of these new investors had never owned a bond before.

Another reason for a greater interest in finance is the expansion of big business, the sharing of corporate ownership with the public and employe through sale of stock in leading corporations. In one group there are the American Telephone and Telegraph, the U. S. Steel, and certain popular rails. In another group are the National Cash Register, Dodge Brothers, and other corporations.

Yet the close of the World War found newly created thousands of investors who previously knew barely the difference between common stock and collateral bonds, to say nothing of interim receipts or land trust certificates.

To this new army of investors the newspaper found both a responsibility and an opportunity. The responsibility was to inform the public on the security market and on true values in investing and quotations on Liberty Bonds, equipment trust certificates, bank stock, commodity prices and other routine information. The opportunity was to develop this interest so that in the newspaper service to the public, the newspaper would anticipate through advertising revenue in the distribution of new securities, created to meet the demand of business and public improvements.

From the standpoint of the public, there are two bases of evaluating the financial page. The first is, of course, the viewpoint of the professional financial men, such as brokers and bankers, who have large sums constantly invested and who must watch closely the financial markets in order to protect adequately the interests of their clients, investors and depositors.

The second major interest in the financial page is that of the investing public. According to the Investment Bankers Association of America between $500,000,000 and $1,000,000,000 is lost annually through fake and shaky investments, exclusive of amount lost on regular stock deals on legitimate stock and commodity exchanges.

The public, as such, knows little about specialized investments. It is equally ignorant of the technique of surgery, the factors of safety in bridge or skyscraper construction, or hydro-electric plant efficiency. That statement is no criticism of the public, because knowledge today is highly specialized.

There are individuals not a few who are quick to seek the best surgeon in case of emergency, but who bite on an investment tip without anything tangible or definite except some glowing literature pointing out hazy promises of high profits.

As the newspaper is interested in honest news and honest advertising, it is interested in protecting the public from fake investments.

The greater the number of fake or unstable securities distributed to the public, the greater is the damage to legitimate securities. Every dollar thus withdrawn from circulation lessens the purchasing power of a particular community, lowering consequently potential funds for newspaper advertising.

It is from the viewpoint of the publisher that his responsibility comes out in clearest light, for every publisher realizes that his financial page costs him money, and that if he is to offset these costs he must make profits.

To make profits, the publisher must reach the public with interesting financial news and information, thus building up an interest that makes a fertile field for profitable financial advertising.

If the publisher fails to give service by citing sound financial information, he will lose the confidence of his readers. If he permits unstable financial advertising, he will drive out sound financial advertising, for the corollary of Gresham's law of money holds. Bad advertising drives out good advertising, as much as bad money drives out good money.

Advertising attracts advertising. If a newspaper produces a strong financial page and creates a financial market for securities it will naturally secure financial advertising. All investment houses prefer to use financial advertising space in newspapers that already have demonstrated that their advertising brings results.

The financial advertising carried by a newspaper is also a powerful indication that the paper's readers have buying power and thus a sizeable volume of financial advertising will attract both local and national advertising of merchandised products.

The possibilities for business to the newspapers may further be emphasized by changes that are taking place in the banking world. Commercial banks confined by the necessity of short time loans are endeavoring to enlarge their operations through the organization of separate corporations controlled by the individual banks to merchandise securities and to underwrite sound industrial, real estate and commercial enterprises. For example, the National City Bank of New York has the National City Company; the Chase National Bank, the Chase Securities Corporation; the Continental and Commercial National Bank of Chicago, the recently formed Continental and Commercial Company; the National Bank of the Republic of Chicago, the National Republic Company; and the City National Bank of Evanston, the City National Corporation.

Commercial bankers are consulted m frequently regarding investments naturally they are quick to obtain so of the investment business, by particip ing in the profits made from the mark ing of securities.

As this field develops there will be e greater opportunity for larger adver ing appropriations from such sources.

Surely, the newspaper publisher co furnish some service to the financial vertisers. While it is true that the b newspapers do not run free copy beca of an advertising contract, some pap still do business on that basis. Such policy opens the doors to various fin cial propositions that do not merit rec nition and that savor of the dang ous type of security.

Real financial news should be giv Financial news, as all other news sho be given on the basis, not of advertis contracts, but on news value. Contra to what might be supposed, real financ news does not mean only quotations fr Wall Street. These are important a necessary, as are adequate market repo from the principal grain and commod markets of the country or surroundi territory. Newspapers in smaller cit can give condensed market reports, off ings of general or particular local val and some of the popular finance featur to reach their readers of the investm class.

In light of the investing public, w are largely investors, not speculators, a who are equally interested in the pr cipal bond offerings of the day, ne should be given on its merit as news

The news on offerings should, course, be broad in scope and sho treat of legitimate offerings in the dustrial, railroad, public utility and r estate fields. The growing importa of first mortgage real estate bonds m be noted by the fact that in the fi seven months of 1926, a total of 585 fi mortgage real estate bond issues we made, totaling $503,834,500. These f ures are based on the financial record leading investment houses, as compil by the widely-recognized authority this field, Prof. W. C. Clark. In 1923 is estimated that first mortgage r estate issues aggregated $500,000,000 a in 1925 approximately $1,000,000,000.

In some newspapers, issues under $50 000 to $1,000,000 are not considered ne unless there is purely a local intere However, the newspaper that seeks n

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ANALYSIS OF FINANCIAL PAGES OF SELECTED LEADING NEWSPAPERS

Name of Paper	N. Y. Stock, Tab.	Curb, Tab.	N. Y. Bond, Tab.	Curb Bond, Tab.	Other Stock, Tab.	Special Tab. Such as:	Stories, Ind. Corp.	Stories, Rail	Stories, Pub. Util.	Invest. Offerings —Bonds	Misc. Fin. Stories	Commodity Markets	Stories, Stock Market	Other Markets	Totals
New York Sun, July 14, 1926..... 5 pages	1,125	420	960	162	...	73	319	...	255	217	531	310	233	41	4,646
New York Times, July 14, 1926..... 10 pages.	1,300	885	1,240	...	...	4,442	413	157	255	210	2,476	977	360	5	12,720
New York Herald Tribune, July 14, 1926..... 7 pages.	1,400	280	1,240	135	95	3,166	351	425	35	415	1,048	523	288	...	9,401
Boston Globe, July 14, 1926..... 2 pages.	785	140	335	...	360	190	305	120	...	195	854	338	170	...	3,792
Philadelphia Public Ledger, July 14, 1926..... 7 pages.	1,500	990	1,440	...	770	704	85	83	342	190	2,021	1,124	241	10	9,500
Minneapolis Journal, July 14, 1926..... 3 pages.	750	269	730	...	...	190	110	...	...	95	675	1,614	...	...	4,433
Chicago Daily News, July 14, 1926..... 3 pages.	864	400	640	...	15	210	240	...	45	135	1,430	1,002	...	...	4,981
Chicago Herald-Examiner, July 14, 1926..... 3 pages.	900	345	675	...	...	290	60	140	...	70	850	1,205	...	...	4,535
Chicago Tribune, July 14, 1926..... 5 pages.	1,005	420	780	...	315	215	...	180	...	...	410	1,015	155	...	4,495
Kansas City Star, July 14, 1926..... 3 pages.	255	40	...	15	...	255	...	...	...	40	375	880	55	...	1,915
New Orleans Times Picayune, July 14, 1926.. 3 pages.	590	375	700	...	290	115	190	...	...	75	670	1,610	225	...	4,840
San Francisco Chronicle, July 14, 1926..... 5 pages.	1,200	400	300	...	980	10	195	150	...	520	805	1,062	360	...	5,982

Note—Figures are in agate lines. The number of pages designated under the names of the respective newspapers indicates the number of pages or fractional pages devoted to finance. These pages include advertising display, which, however, is not included in the agate line computations.

WHY NOT FIGHT SHY OF LIBEL ACCIDENTS?

"Safety First" Catchword Should Apply to Editorial Rooms—and Editors Should Investigate Before They Invest in Correspondence

By PHILIP SCHUYLER

Editorial accidents cause the greatest number of libel suits, and lawyers believe "Safety First" and "Investigate Before You Invest" campaigns are needed in most newspaper offices.

Just why this is so is told in this the 25th article obtained by EDITOR & PUBLISHER, *stripping the libel law of legal verbiage.*

"SAFETY FIRST" is a catchword popularized throughout the land by the newspapers. The same reporters, however, who write stories "deploring" grade crossing accidents, will break blindly through protecting gates and slide under the wheels of the libel engine. The men who report automobile crashes on Main street, will not slam on the brakes in time to avoid a libel collision.

When making a deliberate editorial crusade, a newspaper generally obeys all signals, and steps on the gas only when on Truth's straight highway. It is haphazard driving through the routine traffic of a newspaper's jammed and busy street that brings about the high libel toll.

"In the innumerable campaigns that the World has engaged in, the last thing in the world that we feared was the law of libel," Don C. Seitz, once associated with the *New York World*, has declared.

"We have never hesitated to attack anything that we felt to be against the public interest on that account. I don't think we have had altogether five verdicts against us in 40 years in cases where we deliberately set out to make an attack.

"The accidental case is different. The accident is the thing you always have to watch on a newspaper. The accident is the thing to fear.

"At one time we had 126 cases on the calendar against us, everyone of which was an accident, usually something very trivial.

"For example, the worst verdict we have sustained was in favor of a gentleman from Binghamton who we said had run away with a lady. He had. But he had married her. We had omitted that. The verdict was for $35,000. The plaintiff, however, was in a great hurry to go to Europe, and took $2,500."

Certainly what is needed is editorial "safety first" to avoid libel accidents.

This is an old problem met in various ways in newspaper offices. Many "safety first" plans have been devised. A New York lawyer, who has also had newspaper experience, suggests one based upon the following premises:

1.—Good pay for reporters and deskmen, in order to attract real brains, efficiency and professional caution to newspaper offices.

2.—Good working conditions to keep them there.

3.—Legal supervision of dangerous crusading matter, and also on dubious questions of "privilege."

4.—An adequate knowledge on the part of writing and editing employes of the law of libel.

5.—Make every mistake a crime of varying degree, subject to trial before the managing editor, the city editor, the head of the copy desk and two men picked from the staff for the purpose.

6.—Assure justice to offenders, but make penalties severe and public enough to keep staff members continually alive to the necessity of carefulness.

7.—Don't, on the other hand, hamstring your staff with unnecessary rules.

8.—Let all editors carefully investigate the records of the men they engage before giving them places on their staffs.

Punishable offenses, the lawyer said, might be listed as follows:

1.—Mistakes in proper names.

2.—Wrong addresses.

3.—Reliance on the telephone to obtain an important statement.

4.—Failure to check up identities in arrest stories.

5.—Re-writing a dangerous story from another newspaper without confirmation.

6.—Failure to get both sides of a story.

7.—Writing a libelous heading.

8.—Allowing personal opinion, or the supposed editorial opinion of the newspaper, to enter a news story.

9.—Faking.

Perhaps Rule No. 8 seems superfluous or obvious. Editors and news executives, however, are often content to waive thorough investigation before employing a man, who by some careless blunder, may cost them dearly. New York supposedly is strict in this regard. City editors of important papers in that city, however, have said they never inquire deeply into the past records of a man they engage to fill a vacancy. They ask his experience, and generally rely entirely on the applicant's word.

"We are able to tell after a week or so whether or not they are satisfactory," one managing editor explained.

The same is true of out-of-town correspondents. While it is probably only on rare occasions that a newspaper is hooked by failure to investigate, the occasions are not wanting.

One occasion is supplied by Dean Palmer of the firm of Palmer, DeWitt & Palmer, New York newspaper brokers. It occurred in Missouri some years ago.

An unknown correspondent located in a small Missouri city made connections by mail to act as correspondent in his city for the *Kansas City Star*, the *St. Louis Globe-Democrat* and the *St. Joseph News-Press*. For some months he sent in only innocuous items. Then suddenly he supplied a sensational story regarding the local postmaster.

All three papers played the story. The postmaster sued and established a clear case of libel, since the story had absolutely no foundation.

The correspondent, the three newspapers learned, was non-existent. All three felt strongly that the postmaster himself engineered the whole fraud, but were unable to prove it.

Judgments were found against the defendants. The St. Louis Globe-Democrat paid about $6,200, the Kansas City Star, $4,800, and the St. Joseph News-Press $2,100. The judgments were based on the number of papers circulated by each publication.

New York and Chicago newspapers, as well as others in smaller cities, got into trouble with a Montreal correspondent they engaged some years ago without sufficient investigation.

A Montreal doctor was taken sick in New York. His wife left on a train to come to his bedside. With her, she brought another Montreal physician, a friend of the family. The Montreal correspondent in his dispatch wrote that the sick doctor's wife was running away to the United States with the familiar "other man."

Suits were filed against all the newspapers using the story. In some cases settlements were made out of court. Other newspapers lost in trials. Lester L. Jones, now secretary of the Publishers' Association of New York City, was then associated with the *Chicago Journal* and investigated the suit for his newspaper. It was eventually learned that the story had been "planted" by the correspondent as a means to collect damage money.

Such pitfalls for the newspaper man are, of course, not as common as everyday news room sloppiness. Solution of this problem is a matter for individual consideration.

The district man who telephones in his story; the re-write man who sets it down for publication; the street reporter; the desk man, and the "sob sister," must all be taught professional caution to avoid the libel accident. Fault can be found with all of them and the man who directs them.

NEWS YOU LIKE TO READ

By JOHN AUSTIN

A POLLYANNA type of newspaper would not, could not be true, in the first place, and it would have so limited circulation that its influence would be nil.

This is not a Pollyanna world.

And we must agree, all of us, that if a newspaper does not reflect the world as it is, it is not a newspaper—but a piece of fiction.

A newspaper need not be a pessimistic newspaper, nor an over-optimistic newspaper, but merely a truthful newspaper.

Yet an American citizen in a foreign country is so happy to read pleasant news, good news about his home people in the paper he receives from home that it is too bad that he has to search for this character of information.

Let us take Mexico and the present writer, for instance. No one, perhaps, more heartily despises the big "I" in writing fact or fiction that I, but if I tell my own reactions I am reasonably sure that I am telling the truth—and that is what we are after: the truth.

Mexico was in its usual, almost habitual turmoil, which isn't written in a carping spirit, for I believe that the United States of Mexico will yet become one of the world's leading nations. A Mexican president has a tough proposition on his hands, dealing with the ultra-extremes which go to make up the population of the Republic: Nineteen different Indian races; half breeds, and one of the most highly civilized, most cultured, most truly courteous races in the world, the Castilian. But Mexico was boiling and seething as it tried to progress upward, and newspapers from the United States of America were welcome indeed. How one did long to read pleasing news! Stories of lovers marrying and succeeding; stories of success in business—success gained without the crushing of others; stories of politicians walking the straight path at personal sacrifice; stories of happy mothers and fathers.

It was delightful to see news pictures of summer resort doings: babies in the sand, girls in knickers, young men having fun.

There was in a daily that reached me a story about a New York employer who, having reached the age of sixty years, had turned his business over to forty of his old employees, to let them try to run it. The former owner would wisely keep an eye on the new management—but he would abstain from taking any of the profits, if profits there were. Now that made one American glow; it made him proud that he was affiliated with Uncle Sam.

There was a story of a great prosperous concern which was putting its enormous business in shape so that it could be converted into a profit-sharing corporation. "Who says American business men are money mad?" the writer said to himself.

Uncle Sam's government was taking steps to put the brakes on a tremendous merger of certain corporations because the merger would make the consolidated outfit so strong that it would be dangerous.

"That's fine," said a fellow United Stater to whom the article was shown. "Uncle Sam knows that a money duke is just as dangerous as a so-called blooded duke, eh?"

"There has been a railroad wreck and the villagers near where the wreck occurred had been kind indeed to the injured passengers. A badly injured locomotive engineer had been carried by a farmer and his two sons to their home across a field, and cared for.

A Mrs. Kacsolowski lost her husband in an explosion. The neighbors—Joneses, Smiths, O'Briens, St. Thomases, Pudlicksiskys, Bernowitzes and Murphys—took up a subscription for her. This was covered in two paragraphs of 78 words. We Americans in Mexico would gladly have read a half column about the kind neighbors.

I watched my fellow countrymen as they read of holdups, murders, crooked politicians, men and women gone socially wrong, and they scowled at this news, which, I suppose, must be printed too.

"D—— good thing there's something besides crime in American newspapers," growled one, "or these people here would become suspicious of us and chase us out of their country, and I wouldn't blame them much."

RUSSELL NEW EDITOR OF SPRINGFIELD UNION

To Succeed M. S. Sherman Who Joins Hartford Courant Sept. 25—Started Work on Springfield Republican

Direction of the editorial policies of the *Springfield* (Mass.) *Union* upon the resignation of M. S. Sherman to become editor of the *Hartford Courant*, September 25, passes to Henry B. Russell, of Springfield, associate editor of the Union since 1917. M. W. Dickey, at present managing editor of the Union, continues in his post with additional responsibilities and full charge of the news end of the newspaper.

Mr. Russell has a long newspaper experience. He was graduated from Amherst College in 1881 and the following year became a reporter for the *Springfield* (Mass.) *Republican*. He was editor of the *Meriden* (Conn.) *Press-Recorder* in 1882 and for four years was a special writer on the staff of the *New York Sun*. In 1888 he joined the staff of the *Providence Journal* as an editorial writer and after a period as an editor in Hartford became associate editor of the Union.

He is the author of several books: "A Life of William McKinley," "International Monetary Conferences," and "Our War With Spain," among others. He has recently written a history of Suffield, Conn.

Mr. Dickey has served the Union for some 15 years, returning to the paper from the staff of the *Boston Globe* to become news editor. About two years ago he was named managing editor of the paper.

BASEBALL SCORES ON TRAIN

Through an arrangement perfected between the *Charlotte Observer*, the Southern Railway Company and the Associated Press, the major league baseball results, runs, hits, errors and batteries are now placed aboard the Crescent Limited upon its arrival in Charlotte each evening at 8:20 o'clock. The information is typewritten on large placards, one card for the club car and the other the observation car, and thus made available to all passengers.

THIS COUNTRY PUBLISHER "PLAYS BALL" WITH MERCHANTS—AND BOTH WIN!

Advertisers Give Strong Support to Newspaper That Makes Common Cause with Them—Personal Contact is Keystone of the Arch—Nowell Made Tulare, Cal., a One Paper Town

WHEN a promising young man gives up a paying profession to sink his fortunes and his hopes in a poor, little struggling daily newspaper, with the odds stacked against it, there can be only one reason: he was intended to be a newspaper man.



P. D. Nowell

Patterson D. Nowell, owner of the *Advance-Register,* only newspaper in Tulare, Cal., thought he was intended for the law; he studied for it, practised it successfully, and left it. Therefore he was not intended for the law.

The Advance-Register is today one of the best equipped of the smaller plants in California, and one of the best patronized by advertisers, in towns of less than 5,000 population. It has three linotypes, a Ludlow, a Model B high speed Duplex web flatbed press, Arcola hot water heating, an up-to-date ventilating system for front and back shops, and 15 people on the pay roll. But this is after four grueling years.

Nowell was a home town youngster whom every one knew by his nickname, "Pat." He had got his legal training just in time to join the overseas excursion of the A. E. F., and when he returned, an artillery lieutenant, he plunged into his profession with a will to make up for lost time. Everything was going fine when he decided to veer off into the hazardous waters of newspaper enterprise.

As a publisher, Nowell began with all the disadvantages, from ignorance of newspapers to disapproving friends and fellow townsmen. The *Morning Advance,* which he bought, had had many owners, and in a field already served by a well established evening newspaper it seemed to be superfluous, an economic loss. The fact that in four years this newspaper became the survivor in a one-paper town, with more consistent backing in every way than any newspaper had before enjoyed in the community, proves that young lawyer "Pat" knew a thing or two about finding out what he didn't know.

In the meantime, the business ways of Tulare have changed. The slogan, "Trade in Tulare," has come into existence and the town is conscious of having a fine trading territory. Firms that had always considered advertising as a matter of supporting the home town newspaper and keeping their names before the public are now using space to cultivate new business and sell more goods. Old differences between various store proprietors have been buried in co-operative associations. The town is growing.

In all these changes "Pat" Nowell has been a leading spirit, a hard hitting editorial champion of the forward movement. He has faithfully adhered to two rules: know the business men of your community, and know the progress of other publishers in similar fields. In addition to an exceedingly tough job of financing, Nowell has managed to keep always in close personal contact with his advertisers and potential advertisers and to visit every newspaper plant in the state that held the promise of worth-while ideas to be gained. But it was home town work that rang the bell.

To help himself through college Nowell learned to sell, and the experience he gained solving the distribution problems of household aluminum ware have never ceased to be useful to him in newspaper work. The following incident will serve to illustrate how a legal training in logic, a salesman's insight and a policy of making common cause with the mechants may all combine to result in a very popular home town publisher. In the spring of 1926 Tulare was invaded by one of those never-ending-chain-coupon selling schemes. Scores of women of the community fell under the spell and were feverishly purchasing underwear and disposing of coupons to each other to get their money back. The thing was going over big,—then Publisher Nowell got wind of what was astir. The season was late, and the merchants were nonplussed when informed of the wholesale rate at which their erstwhile customers were being supplied with future underwear needs as well as those pertaining to the present. They looked to the Advance-Register for a way out.

With three editorials Nowell laid bare the logic of the whole scheme. What would happen to the holders of coupons when every woman within a hundred miles had obtained all the underwear she could use? On the appearance of the third editorial the market for coupons vanished, and some irate holders even upbraided their local merchants for permitting such a scheme to operate in the neighborhood.

Nowell suggested that the stores that carried underwear lines display them in their windows.

"But it's too late to sell such goods this season," they protested.

"But such goods have been selling in large quantities right here and now," he came back at them. And so the goods were displayed and advertised in the Advancement Register, and a record business was enjoyed by all.

"Merely a matter of satisfying a demand created by the chain selling method," says Salesman-Publisher Nowell modestly.

For four years, or a little less, the Advance had lived on under the tonic influence of the young ex-lawyer, with no visible indication at any time that it could pull through another 30 days. What happened when it came to a showdown last fall, and there was just one gleam of hope, namely, the possibility of absorbing the evening opposition newspaper, proclaimed the fact that "Pat" had made good with his business public.

A number of leading Tulare merchants and business men were consulted. The cards were laid on the table. The entire operating scheme of newspapers was explained, showing the necessary investment in equipment. It was pointed out how large a share of every dollar spent for newspaper advertising comes back into local circulation through salaries and wages. It cost so much to run one newspaper, and so much to run two newspapers, and some $10,000 less to run one in place of two. Fourteen of the men called in agreed to put up cash and collateral sufficient to enable Nowell to buy out his opposition, and in January, 1926, Tulare became a one-newspaper town.

Very shortly after the consolidation it was found necessary to revise advertising rates upward. Nowell's method was characteristic. First he made a number of trips about the state visiting plants of about the same size as his own and studying their space rate systems. In view of what he learned he decided on the base rate plus composition charge. The base rate varies according to the amount of space used during each particular month, and the composition charge of ten cents an inch is added for every piece of copy that is set. This leads to profitable runs, but not too many to dull the advertising columns of the paper. What is most important, the plan is working out to the advertisers' satisfaction.

Once each month the Advance-Register gets out a trade extension issue and delivers a copy to every home in Tulare's trade territory. This was done after an agreement with the advertisers that local paid space should amount to a certain minimum figure during the whole month. The merchants appreciate this co-operation so heartily that they actually exert their influence on those who are not doing their share of advertising to make up the required per diem total. The monthly issue runs to 12 or 16 pages, instead of the daily eight, and carries special advertising.

Nowell is an exponent of personal journalism. He spends every available moment calling on business men and potential advertisers and discussing their problems with them. He adjusts complaints. He picks up ideas for editorials.

"The business men are close to the public," he says, "and by keeping in touch with them I learn what people are thinking. This personal contact is the best guide I know of for editorial writing. Furthermore, it helps our advertising man to get more business."

Besides looking after their two children, and superintending the home, Mrs. Nowell has had charge of the business office of the Advance since the time her husband took control.

COAST DAILY SUSPENDS

The *Hawthorne* (Cal.) *Daily Leader* has suspended publication.

CALL BUYS REAL ESTATE

The Newark (N. J.) Call Printing and Publishing Company, publishing the *Newark Sunday Call,* has extended its real estate holdings by purchasing land adjacent to its own plant. The land is 155 feet deep with a street frontage of 43 feet. The company now owns property fronting on three streets. The purchase was made to take care of future expansion of its new plant, erected two years ago.

COOPER AT SYRACUSE DINNER

Kent Cooper, general manager of the Associated Press, was among speakers addressing the farm dinner given by Jerome Barnum, publisher of the *Syracuse Post-Standard* in Syracuse, Sept. 1. Gov. Alfred Smith of New York, a scheduled speaker, was taken ill at the last moment. Another speaker was ex-Gov. Frank O. Lowden of Illinois.

TALBOTT SUCCEEDS SAMMIS

Greenville Talbott, associate editor of the *Fourth Estate,* has been named editor succeeding Walter Sammis, resigned. Thomas Barrett, associate editor, has been named managing editor.

TO TEACH JOURNALISM

George E. Simmons, who has been city editor of the *Nashville Tennesseean,* will go to New Orleans Sept. 17, to assume charge of the department of journalism at Tulane University.

Are You On The NEWS OF FLORIDA List?

Each week there is published in Jacksonville, and circulated to a selected list of interested readers outside of Florida, one of the biggest little newspapers to be found anywhere, small in size (6″ x 9″ and only four pages) but big in contents, for in its columns is briefly recorded the outstanding items in the news of Florida's progress day by day—new buildings, new cities springing up, new records in sales volume in nearly every line of business, new agricultural and industrial development—all contributing to Florida's amazing growth.

Jacksonville, the metropolis, growing at a rapid pace, offers frequent contribution to the contents of this unique newspaper, just as the Times-Union, Florida's largest newspaper, establishes new records in Florida newspaperdom.

Ask to be put on the "News of Florida" list.

The Florida Times-Union

JACKSONVILLE

Population 135,866, Florida 1925 census

THE PITTSBURGH PRESS

Leads All Pittsburgh Newspapers In National Advertising

THE PITTSBURGH PRESS has for years led all newspapers in Pittsburgh in volume of national advertising, weekday and Sunday. In six months of this year The Press as usual led all Pittsburgh newspapers in total volume of national advertising weekday alone, Sunday alone, and all Pittsburgh newspapers weekday and Sunday.

NATIONAL ADVERTISING SIX MONTHS, 1926

	Daily Agate Lines	Sunday Agate Lines	Daily and Sunday Agate Lines
The Pittsburgh Press	1,478,988	835,422	2,314,410
Second Evening and Second Sunday Newspaper	1,118,862	594,674	1,713,536
EXCESS	360,126	240,748	600,874

In the first six months of 1926, THE PITTSBURGH PRESS, Daily and Sunday, seven issues, had a net gain of 1,036,596 agate lines over the same period a year ago, compared with a gain of 765,758 for the Gazette Times, Morning and Sunday, and the Chronicle Telegraph, Evening, thirteen issues.

In the same period, THE PITTSBURGH PRESS, Daily and Sunday, seven issues, had a net gain of 174,832 agate lines in National Advertising as compared with 121,744 for the other papers, thirteen issues.

THE PRESS is overwhelmingly the choice of national advertisers using only one newspaper in Pittsburgh.

THE PITTSBURGH PRESS, Daily, has 33,254 *more* net paid circulation in the city of Pittsburgh than *both* other evening newspapers *combined*, and the Sunday Press has 22,673 *more* net paid circulation in Pittsburgh than *both* other Sunday newspapers *combined!*

The Pittsburgh Press

A Scripps-Howard Newspaper

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York

WALTER STRONG RAPS CRITICS OF A. B. C.

President of Chicago Daily News and Bureau Director Says Auditing Body Must Be Resold to Newspapers

Walter Strong, president of the *Chicago Daily News*, and a member of the Audit Bureau of Circulations' directorate, took occasion to rap present critics of the A. B. C., when interviewed on the eve of his departure for Europe from New York this week.



Walter A. Strong

Newspaper publishers seeking more power on the Bureau's board are simply seeking to tear down the A. B. C., he charged.

"The theory of the Bureau's foundation is at stake," Mr. Strong declared. "The original conception of the circulation auditing organization provided that majority control be in the hands of the advertisers. Let the publishers gain 51 per cent control, if they wish to tear down the A. B. C."

Mr. Strong was referring to a circular letter sent out to A. B. C. newspaper members by the Publishers' Association of New York City, calling for united action in efforts to obtain more power for newspapers on the A. B. C. board, to reduce newspaper dues, and registering disapproval of the Bureau's offer to publish advertising rates.

Since the Bureau's suggestion that advertising rates be furnished together with circulation figures was entirely optional, Mr. Strong said. In his opinion it offered no grounds for criticism.

"The A. B. C. has entered a new decade, during which it must be resold to the newspaper publishing field," Mr. Strong continued. "A new generation of newspaper executives has grown up who do not understand the fundamental purposes of the Bureau. Frank discussion is needed to resell them, and opportunity for such discussion will be afforded at the annual A. B. C. convention in Chicago, Oct. 21 and 22. I have no doubt in the world that those objecting to the A. B. C. theory will be convinced they are wrong at this convention."

Mr. Strong pointed out that at present the publishers, including newspaper, magazine and trade paper, with two representatives each on the board, had 45 per cent control of the body. He declared he considered this entirely fair.

Mr. Strong expects to be away from this country about six weeks and he is uncertain whether he will be back in Chicago to attend the convention himself. While in Europe Mr. Strong will visit the principal bureaus of the Chicago Daily News' foreign service. He also is planning to attend sessions of the Press Congress of the World.

The Daily News is planning to erect a new building in Chicago, but Mr. Strong declared it would be premature to give out detailed plans at this time.

BUSINESS MANAGER INJURED

John W. Barnhart, New York Daily News, Hurt in Auto Crash

John W. Barnhart, business manager of the *New York Daily News*, suffered lacerations of the right leg, when a speeding car carrying four negroes crashed into his sedan in New York, Sept. 1. Mrs. Barnhart was treated at a nearby hospital for a fracture of the collarbone.

Mr Barnhart was at the wheel. Both machines were wrecked in the collision. In the confusion that followed occupants of the offending machine escaped. Later, two suspects, both injured were taken to a hospital.

EDITOR & PUBLISHER CALENDAR

Sept. 8-11—Pi Delta Epsilon, journalistic fraternity, 17th annual convention, University of California, Berkeley, Cal.

Sept. 14-18—Press Congress of the World, sessions in Geneva and Lausanne.

Sept. 17-18—United Typothetæ District Number Four, convention, Lynchburg, Va.

Sept. 20-23—Financial Advertisers' Assn., annual convention, Detroit, Mich.

Sept. 20-23—Advertising Specialty Assn., annual convention, Hotel Sherman, Chicago.

Sept. 20-22—Georgia Press Assn., annual convention, Louisville, Ga.

Sept. 21-22—National Publishers Assn., annual convention, Shawnee-on-the-Delaware, Pa.

Sept. 23-25—Missouri Press Assn., annual convention and boat trip, Cape Girardeau, Mo.

Sept. 23-25—Tri-State Editorial Assn., annual convention, Sioux City, Ia.

GOVERNOR ASSAILS DAILIES

Claims News Judgment Bad When They Cut His Speech

The right of a news editor to select what is or is not news, in political copy, was challenged in Washington by Gov. Roland H. Hartley, in a radio speech delivered from station KJR, on Aug. 19. The governor, incensed because a prior speech delivered at Aberdeen, Wash., had not been printed in full by two Seattle newspapers, the *Times* and *Post-Intelligencer*, charged them with "purposely ignoring facts."

The speech, an answer to charges made by other state officials relative to the state timber business, was issued the day of its release, and ran to 125 galley inches of 8 point type. The editors of both the Times and Post-Intelligencer, believing some portions of the speech superfluous, cut it, and the governor's attack was the result.

PENNY JOINS TELEGRAPH

New York World Man Named Assistant Business Manager

Carl P. Penny, for the past six years on the business staff of the *New York World* has resigned and will join the *New York Morning Telegraph* Sept. 6, as assistant business manager.

Previous to joining the World he was for two years advertising manager of *Current History*, published by the *New York Times*, and before that was for three years real estate manager for the *Brooklyn Eagle*.

Samuel Jones is business manager of the Morning Telegraph.

EDITOR'S BOOK PUBLISHED

"The Rambler" is the name of a new volume of poetry, philosophical and humorous work which has just been published, the author of which is Norman W. Ralston, editor of the *Urbana* (O.) *Democrat-Citizen*. Mr. Ralston has been writing a column by the same name in several Ohio newspapers daily for the past five years. He is 27, but has been writing for newspapers since he was 13. The book is dedicated to another newspaper man, C. Frank Ridenour, publisher of two Ohio newspapers at Piqua and Urbana, O.

CORRECTION

The P. A. Geier Company, handling the Super-Royal Electric Cleaner, has placed its advertising account with the Proctor and Collier Company, Cincinnati advertising agency, and not with the John S. King Company, Cleveland, as stated in a recent issue of Editor & Publisher.

BAR FOUR "FAT CURES" BY FRAUD ORDER

Chewing Gum, Tablets, Bath Salts and Soap, Sold by W. E. Learned, Did Not Bear Out Claims in Advertising

Issuance of Post Office fraud orders against the Scientific Research Laboratories, New York, and associated enterprises in the manufacture and sale of several "obesity cures" is reported in the Aug. 28 issue of the *Journal of the American Medical Association*.

Products whose advertising in media using the mails is barred by the Post Office action include "San-gri-Na," a tablet preparation; Silph Reducing Chewing Gum," "Sangra Bath Salts" and "Dr. Folt's Soap." It is stated by the Journal that of the annual gross receipts of about $500,000, the companies headed by W. E. Learned spent $300,000 for advertising in newspapers and magazines.

Several analyses of tablets and the chewing gum were produced by Judge Horace J. Donnelly, Solicitor for the Post Office Department, to prove that the products contained thyroid material, and that, upon warning by the manufacturing chemists that administration of thyroid principles in such fashion might have harmful results, a different formula was temporarily substituted. Statements in the advertising that no diet regime was required with the use of the advertised articles were countered by the Solicitor with quotations from the directions for use of the tablets advising certain hygienic precautions.

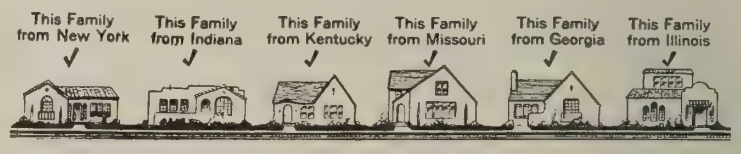
Defense statements that the advertising had been modified were met by the introduction in evidence of magazines issued after the hearings had started containing the same kind of copy which had caused the proceedings.

Firms and individuals against which the fraud orders were issued are the Scientific Research Laboratories, Sangrina Company, W. E. Learned, "Madame Elaine," Silph Medical Company, Silph Company, "Madame Claire," and their officers and agents.

"It will be interesting to see," the Journal comments, "whether any of these frauds will continue to be sold through the drug stores of the country. Legally, there is nothing to prevent this means of evading the government's action. Obesity cure swindlers cannot be attacked under the Food and Drugs Act, because obesity is not looked upon as a disease, and, therefore, products sold for the treatment of obesity do not come within the scope of the law's definition of a drug. But if obesity cures fell within the scope of the national food and drugs act, the exploiters of these fakes would still be perfectly safe from prosecution if they did as most 'patent medicine' fakers do—confined their laying claims to newspaper advertisements and circulars and said as little as possible about the product itself or in the trade packages."

SCORE DOCTOR FOR AD-WRITING

Sir Arbuthnot Lane, noted British physician, was censured by his medical society this week for writing advertisements on health for restaurant menus.



THE SOUTHERN CALIFORNIA MARKET

Different in Cosmopolitanism

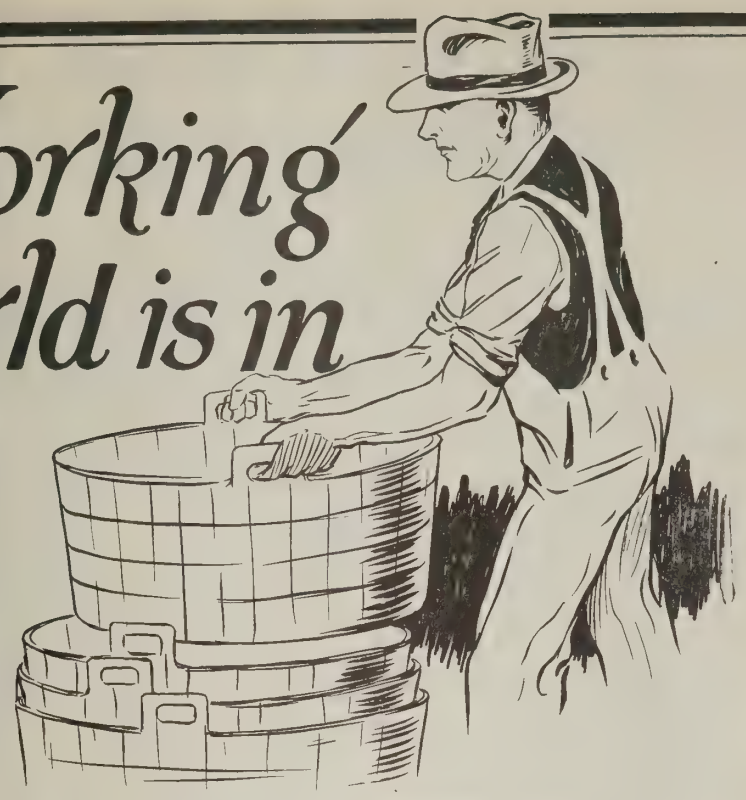
That Southern California has drawn its inhabitants from every state and country on earth is common knowledge. Since these people have pulled up stakes and won success in a new land, it follows that they possess high average intelligence and broad interests. While still retaining an interest in the old home town, they have meanwhile seen new sights, accustomed themselves to a new life and acquired new tastes. People of this kind demand all the news of the world, full reports from market centers, broad interpretative editorials, varied and well-presented features. Only one kind of newspaper can do the job right—a morning newspaper. The first outstanding fact about Southern California is that it is a morning newspaper field, and the second outstanding fact is that in this field the Los Angeles Times is the overshadowing sales-medium.

Los Angeles has three morning newspapers and three evening newspapers. During the first 6 months of 1926 the morning newspapers printed 64% more advertising than the evening newspapers. The Los Angeles Times during this period printed 539,014 more lines than both other morning papers combined, and 110,138 more lines than both largest evening newspapers combined.

Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresmer Co., 360 N. Michigan Blvd., Chicago—285 Madison Ave., New York.

Largest Wood Working Plant in the World is in Richmond, Va.



EMPLOYING thousands of people, The Richmond Cedar Works manufactures cedar tubs, pails, ice cream freezers, packing tubs and other woodenware—which are shipped to every part of the world.

The bulk of the wood used in the manufacture of its woodenware products comes from timber lands within the State of Virginia—principally from the Dismal Swamp which abounds in fine Virginia White Cedar.

The fact that the raw material used by this huge manufacturing industry is literally right at its do r; the fact that its products have a world-wide market; the fact that it has years of uninterrupted success behind it—mean that the thousands of Richmonders employed in this great plant are steadily employed—always earning good wages, with which to buy the necessities and luxuries of life.

National Representatives

KELLY-SMITH COMPANY

Marbridge Bldg., New York City. Waterman Bldg., Boston, Mass. Atlantic Bldg., Philadelphia, Pa. Tribune Tower, Chicago, Ill.

J. B. KEOUGH, Atlanta, Ga.

In Richmond

is situated the world's largest wood-working plant—Richmond Cedar Works.

Its products are shipped to every part of the world.

It pays good, continuous wages to thousands of Richmonders.

It is one of the reasons why

Richmond Is A Steady Permanent Non-Fluctuating MARKET

If you have anything to sell—Tell Richmond about it in

The Richmond NEWS LEADER

"ON NEWS LEADER SQUARE"

Covers Richmond Like a Roof

DAILY'S SURVEY REVEALED MARKET CONDITIONS FOR RETAILERS

Janesville (Wis.) Gazette Showed Weak Spots in Stores' Relations With Customers—Fifteen Merchants Co-operated Paying Half of Expenses

By ROBERT B. BOLLES

Merchandising Department, *Janesville Gazette*

THE one thing every retailer in the United States would rather know about his business than any other is: "What do my customers really think of my store?"

In Janesville, Wis., the *Janesville Gazette* and a group of 15 of the cities' retailers financed a survey to get at the exact answer to this question with a view to correcting certain evils in the relationship which were believed to exist. The Gazette's Merchandising Service Department took over the responsibility of arranging and handling the survey from start to finish and paid half of the expenses. The 15 retail merchants underwrote the other half.

In November, 1925, 6,000 questionnaires were mailed to the families of the Gazette trading area. These questionnaires were mailed in three sets, 2,700 going to Janesville city residents, 1,800 going to residents of tributary towns, and the remaining 1,500 going to the farm homes on the rural routes in the Janesville market. These questionnaires were not keyed in any way,—they were addressed to names picked at random from the circulation lists of the Gazette. The Janesville questionnaires were yellow, the outside town residents blue, and the rural questionnaires were white. All of the answers were arranged for each of the three classifications as well as for the entire field combined.

In this way, the retailer not only found out what the people of the entire territory thought of his store but discovered an interesting variance of opinion between the three classes of his customers enabling him to build up the weak spots.

No prizes were offered to induce people to fill out the questionnaires. Names of those answering the questions were not divulged.

High spots among the questions asked were: "Do you like to trade in Janesville and why or why not?" "What do you think of the retail stores in general?," "Do you prefer to buy on credit or for cash?," "What stores have the best window displays?," "If you buy from the mail order house, do you compare the mail order house merchandise with that of the local stores before you buy?," "What service does the local retailer give you that the mail order house cannot give?," "Have you much confidence in 'Sales' and do you like to buy goods at them?," "Do you give the most consideration to price or quality when buying merchandise?," "Do you read the manufacturers' advertising in the newspapers?," "Do you ask for Gazette advertised brands of merchandise?," "Do you read the advertising of Janesville merchants in the Gazette and to what degree?," "Do you read carefully advertising sent to you through the mails?," "What do you think of the amusement facilities offered in Janesville?," "Is there any outstanding unfavorable feature that you do not like about Janesville, not covered here?," "Can you suggest an improvement for the Gazette or its many services?"

So that the bulk of any prejudice that might exist in the minds of those filling out the questionnaires would not weigh against either the Gazette or the retail merchants, the correspondence paper, envelopes and questionnaires were printed with the name of "The Janesville Bureau for Better Business," and all correspondence was handled under this coined name. A special post office box was given as the address.

As rapidly as the questionnaires were returned properly filled out they were turned over to R. E. Ellingwood who is Assistant Professor of Business Administration at the University of Wisconsin Extension Division. A total of 600 serious, thoroughly filled out questionnaires were returned, and from these Mr. Ellingwood compiled his tables and finished report.

The Gazette had mimeograph stencils cut for each page of the report and had it bound in book form for the use of the retailers. The finished volume contained 296 pages of matter printed on one side only, and was bound in limp cover paper. The page is 8½ by 11 in size.

The Retail Division of the Chamber of Commerce held a dinner at which Mr. Ellingwood went over the questions and their answers before all of the retailers of the city.

One of the high spots brought out by the survey was that people would rather buy for cash than credit. Seventy-two per cent of the returns said that they watched window displays with great regularity and that their purchases were affected by what they saw.

The replies to the question of mail order purchases showed that a surprising number of people made no comparison with local store merchandise before purchasing from the mail order house. This shows that these people have placed implicit faith in the mail order catalogue and that cognizance of this fact should be taken by the retailer, and something done to offset it. The figures showed that $59 was the average annual expenditure for Janesville territory families. At the rate of 18,000 families this represents a total annual expenditure of more than $1,062,000 for mail order merchandise!

The survey also demonstrated what great strides have been made in the increasing of trading areas through the automobile. Definite proof was offered that stores in cities 70 and 90 miles away were just as much the local retailers' competitors as if they were next door.

Very few people have confidence in "Sales" these days. The majority of those answering this question expressed a preference to purchase merchandise regularly at a fair mark-up. As between price and quality the survey showed an overwhelming preference for quality as the foremost consideration when purchasing goods.

The influence of newspaper advertising was demonstrated when 86.7 per cent of all the people answering the questionnaire said that they read the advertisements of merchants regularly. The majority of these people stated they were influenced by this advertising and that they requested Gazette advertised brands and merchandise when calling on the retail stores.

Only 28 per cent of the residents of Janesville admitted that they read carefully the advertising sent to them through the mails. Of the total answers received to this question 33 per cent said that they read this type of advertising. The remaining 67 per cent indicated that this advertising did not receive their attention and that they were not affected by it. The answers also indicated that the great majority were more influenced by advertising in their newspapers than by the mailed pieces.

This survey demonstrated the ease with which the very roots of any city's retail situation can be reached. Only by getting down to the consumer angle can any group of retailers hope to solve their difficulties, either of a collective or separate nature. The facts presented in such a survey suggest what must be done to better existing conditions.

Four Suburban Rotogravure Sections

A fourth tabloid suburban rotogravure section, published with the Sunday edition of The New York Times, will be inaugurated September 12. It will contain 16 pages of pictures of interest to the section north of 110th Street, New York—the Bronx, Harlem and Washington Heights, and will be distributed only in that territory.

Sixteen-page tabloid suburban rotogravure sections in addition to the regular rotogravure section, are now distributed with the Sunday issue of The Times—each in its own particular territory, as follows:

	Net Paid Circulation
1. Westchester and Connecticut	50,000
2. New Jersey	75,000
3. Brooklyn and Long Island	90,000
4. Bronx, Harlem and Washington Heights	65,000

Advertising rates:

	Per agate line
Any one section	$.40
Any two sections	.75
Any three sections	1.10
All four sections	1.50

Advertising forms close 12 days in advance of publication.

BACK TO "VAGABONDAGE"

H. H. Fyffe, London Herald Editor, Resigns to Resume His Travels

H. Hamilton Fyffe, for the last four years editor of the *London Daily Herald,* Labor paper, resigned his editorship July 31, "to go back to vagabondage," according to special dispatches to New York newspapers. His travels would probably take him to Australia and the United States, he stated.

"I want to resume again my traveling," the editor said. "I was dragged back to Fleet Street from the freedom of my garden in Sussex to put the paper on its feet. I think now my task has been accomplished."

Discussing the future of English politics, Mr. Fyffe declared he believed that eventually, probably within twenty years, there would be only two parties, one consisting of Laborites and Liberals and the other of Communists.

William Mellor, assistant editor of the *Herald,* will succeed Fyffe as editor.

SALE AND SUSPENSIO IN OGDENSBURG

Local Group Takes Control of D Advance—Morning News Owne by Julius Frank Retires From Field

The majority stock of the *Ogdensb* (N. Y.) *Advance* has been acquired a local group headed by Joseph R. Bran Mr. Brandy's father, J. R. Brandy, James E. Kelly, former mayor and n president of the St. Lawrence Cou Savings bank, are associated with h The holdings consist of the estate the late George F. Darrow.

The new stockholders voted to incre the capital from $11,000 to $40,0 Articles of incorporation and by-laws now being arranged and when the p liminaries are completed the new co pany will be organized and officers a directors named.

For many years the Advance Co pany published a weekly paper and c ried on an extensive job printing bu ness. Last January it started publi tion of an afternoon daily. It was cently stated the new owners intend to convert the evening into a morni paper.

The present officers of the compa are: C. A. Bennett, president and editc W. B. Stuart, vice-president and tre urer.

The *Ogdensburg Daily News,* a mo ing newspaper, suspended publicati Aug. 12. The paper had been in financ straits for several months. It was ported about five months ago that group of Syracuse men had purchased t paper.

After a short time they abandon the project. Then Julius Frank, wealt Ogdensburg department store owner to the publication over.

For many years the Daily News h been owned by Captain Henry Holla prominent local politician, and manag by William Pearson.

A New and Economical Way of Reaching the Buffalo Market

The Buffalo Courier-Express, alone in the morning field in its territory, offers to all advertisers a complete and concentrated coverage at the lowest rate.

Guessing about reader-duplication, using two newspapers to cover the same ground, are now things of the past as far as Buffalo is concerned. Your advertising in The Buffalo Courier-Express will reach practically all the buyers in Buffalo and adjacent territory.

Also there is a metropolitan Sunday paper, The Buffalo Sunday Courier-Express, which will tell your story to the largest audience reached by any newspaper in New York State outside of New York City.

Courier BUFFALO EXPRESS

Lorenzen & Thompson, Incorporated
Publishers' Direct Representatives

Chicago New York San Francisco Seattle

A Page from The Christian Science Monitor

GERMANS MEET LEAGUE TERMS

Lord Cecil Finds No Reason to Doubt That Conditions Have Been Fulfilled

By Cable from Monitor Bureau

LONDON, July 28—Lord Cecil has now cleared up the doubt raised by Sir Austen Chamberlain's recent statement which suggested doubt as to whether Germany had fulfilled the disarmament conditions for its entry into the League of Nations.

Lord Cecil, replying on behalf of the Government to a question by Lord Parmoor in the House of Lords, said that before any state enters the League it has to show a sincere intention to observe its international obligations and to accept such regulations as might be prescribed by the League as regards military, naval and air force estimates. So far as Germany is concerned nothing arose with regard to the second point, because its obligations had been laid down under the Treaty of Versailles.

In order to inquire into the first point, according to ordinary practice, a small subcommission was appointed. He understood this subcommission had before it a report from the Conference of Ambassadors which stated that they knew no reason to suppose that there was anything which we

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stores but a glance at the official figures disproves this. It is true that during the summer months, when the tourist trade is in progress, liquor expenditures are somewhat higher than in the winter. For instance, in the six months ending Sept. 30 last, government liquor sales totaled $6,-217,304 as against $5,765,581 in the previous six months. But even attributing the entire $1,000,000 difference in these figures to the liquor purchases of foreign visitors, the fact still remains that British Columbia people must have spent approximately an even $1,000,000 on liquor every month of the year through the government shops apart from purchases through bootleggers.

faced trying financial times since the beginning of the war, and have grasped eagerly at anything which promised to keep down taxation. The wets' argumen. that the municipalities are big gainers through "moderation" thus has carried great weight here with municipal taxpayers. This is another false claim, as the figures show, but the facts are not generally understood.

While the total profits of the Government liquor business are divided up for several purposes, in a broad way the municipalities get half of them, and the provincial authorities take the other half after various deductions have been made. A study of the figures for the six months ending Sept. 30, last, shows just how much the municipalities get out of these liquor sales. In that time liquor profits totaled $1,531,265. The municipalities received $424,484. That was a substantial revenue on the face of it, considering the small population of the Province.

To secure this revenue, $6,817,304 was spent legally on liquor, and it was spent almost entirely by the residents of municipalities as liquor stores are confined almost altogether to municipal areas. Thus the people of the municipalities reduced their tax-paying power by $6,817,304 to bring back a revenue of $424,484 for municipal purposes. Not considering the large illegal sales at all, this is an expenditure of $16 to get back $1. If the people who spent this money had kept it, they could have provided their cities with as much revenue and still saved themselves $6,392,820.

It is apparent from these facts that drink consumption is a poor way of financing Government. It reduces the people's taxpaying power

Municipal Finances

The financial results of "moderation" in relation to municipal government are particularly interesting as most of the population is contained within municipal areas. In common with cities all over Canada, municipalities in this Province have

ity" in regard to the matter. This resulted from a disagreement with her two male colleagues on the commission over the staff personnel for the survey

Mrs. Johnson wishes Mrs. J. Henry Highsmith, of Raleigh, to have sole direction of the work. Dr. C. M. Cooper and A. T. Allen, superintendent of schools, insisted on E. F. Carter, executive secretary of the commission, remaining in charge as the official legally authorized to inspect

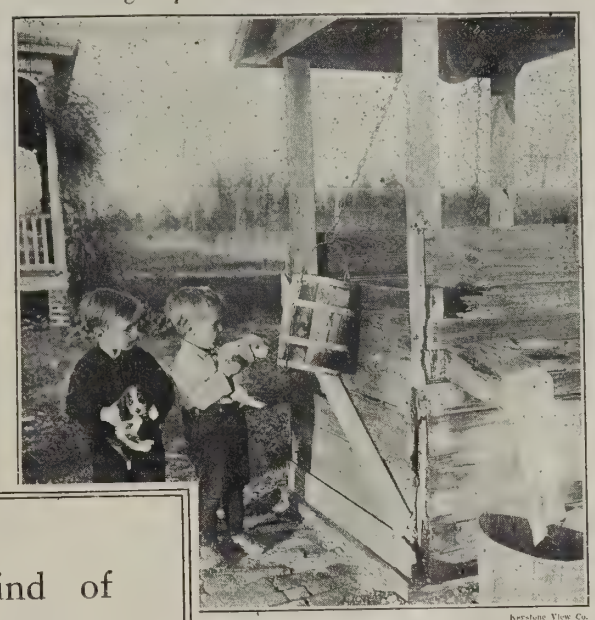
papers, Inc., were listed at $25,000, while the liabilities were alleged to be in excess of $1,000,000.

WHAT kind of advertisers are using The Christian Science Monitor?

A few of them are shown on this page. See who they are.

If you like, ask any of them why they place their advertising messages before the readers of this International Daily Newspaper.

Getting Acquainted With the Old Oaken Bucket



Keystone View Co.

tle Fellows and Two Little Pups. They Were City Boys and City Dogs and They s in Maine. Of Course They Saw Many Things on the Farm That They'd Never vings Was a Well, With a Bucket, a Rope 'n Everything. Came a Day When the rsty.' They Didn't Want Milk. They Didn't Want Ice Cream, But They Did Want That Well. So, the Two Little Fellows and the Two Little Pups Went Over to the It Was Water. Boys and Pups Enjoyed the Drink, Smacked Their Lips, and When y Liked It They Just Said: "Well, Well."

SOFIA REPLIES TO SOVIET NOTE

Bulgaria Suggests League Investigate the Russian Refugee Incident

By Special Cable

SOFIA, July 28—For the first time since the overthrow of the Stamboulisky Government three years ago, the Bulgarian Minister of Foreign Affairs, Mr. Bourof, entered into direct communication with Moscow, in reply to a long telegram sent out by Georgi Tchitcherin, Soviet Foreign Minister, in which the latter accused the Bulgarian Government of cruelly sending Russian refugees back to Russia in open boats, one of which recently sank in the Black Sea.

The Soviet Minister ended his communication with the following protest: "Uncertain as to the efficacy of this protest to the Bulgarian Government, which is in the hands of the elements of the extreme Right, the Soviet Government calls the attention of civilized nations to the acts of the Bulgarian Government which violate international law and the most elemental human feelings."

The Bulgarian Foreign Minister informs Mr. Tchitcherin in his reply that all the Russian refugees who have returned from Bulgaria to Russia have done so of their own accord against the advice of the Bulgarian Government, and suggests that the League of Nations, which has the Russian refugees in Bulgaria under its protection, make an impartial investigation of the incident.

The Bulgarian minister ends his note as follows: "If the Bulgarian Government made a mistake in not preventing Russian refugees, innocent of all political crimes, from returning to their homes and fatherland, what shall we say of those outfits organized in Soviet ports and equipped with official papers, the only purpose of which was to land arms and explosives on Bulgarian shores to be used in a civil war in Bulgaria? I merely mention this fact which you overlook in your telegram and leave the civilized world, to which you appeal, to pass judgment on your sin and our sins."

MOTH PROTECTION

Solve this difficult problem by equipping your closets with Sentry Anti Moth Cartridges. The modern and scientific method of moth control. Laboratory and time tested. No dumping, no dusting; no rubbing odor. $2 postpaid. Purchase price refunded if not satisfactory. SENTRY SALES CO., 44 Bromfield St., Boston. Mgrs. 15 E. 40th St., New York City

TANGIER CUSTOMS CORDON REMOVED

By Special Cable

TANGIER, July 28—It is officially announced that the customs cordon between Tangier and the Spanish zones was removed yesterday. Spain, it is understood, agreeing to accept 2,000,000 pesetas roughly for its share in the customs since the statute came into force. Hereafter the entire duty of 25 per cent will be collected at the port of Tangier on all goods entering therein, and Spain will receive half of this on those goods which are destined for its zone.

This unfortunate dispute, which has already done much damage to Tangier's trade and which has caused considerable friction owing to the ambiguous wording of clause 20 in the statute, is now happily ended.

CUSTOMS OFFICERS TO INSPECT PLANTS

Co-operation With Horticultural Board Proves Success

Special from Monitor Bureau

WASHINGTON, July 26—By an agreement between the Department of Treasury and the Department of Agriculture, New York Custom House officials are on the lookout for plants and plant products. Anyone seeking to smuggle in a bit of Scotch heather or some Swiss alpine plants or Dutch bulbs may have them seized by the customs officer who searches for jewels and furs dutiable apparel.

Customs authorities in New York have been submitting plants found in passenger baggage to representatives of the Federal Horticultural Board who mark them if they are suitable for admission, or hold them if objectionable. This practice will be extended to all ports.

The letter from the Treasury Department informing the customs authorities that the plan was satisfactory follows in part:

"The department is in receipt of a letter dated the 9th instant from the Federal Horticultural board of the United States Department of Agriculture, expressing its appreciation and approval of the practice prevailing at your port, and requesting that the practice at your port be followed at all ports of entry throughout the country and as the department recognizes that there should be co-operation in this matter between customs officers and the Department of Agriculture, this letter will be circulated for the information and guidance of customs officers throughout the United States."

FEDERAL EXPLOSIVES TO CLEAR FARM LAND

SALEM, Ore. (Special Correspondence)—Nearly 2,000,000 pounds of pyrotol, government explosive, will be distributed among the farmers of Oregon next year, it is announced by Paul V. Maris, director of the extension service of the Oregon Agricultural College.

Oregon has become one of the greatest users of explosives on the farm for land-clearing purposes in the country. The work has been conducted for the last three years through county agents and banks.

Retention of Party Control Holds Republican Attention

Immediate Question in Contemplation Is How Many Seats Can Be Held in Coming Elections

Special from Monitor Bureau

WASHINGTON, July 28—Retention of their control in the Seventieth Congress is engaging the attention of the Republicans, the immediate question in contemplation by leaders being, how many seats can they hold in the coming fall congressional elections.

At present the party has a majority of 14 in the Senate and 59 in the House. While the proportionate Republican strength is greater in the upper body than in the lower, the possibility of losing the former is greater than that of losing the latter. Republicans would have to elect 27 senators and Democrats only seven to maintain the present relative position in the Senate. Moreover, the Democrats come mostly from the South, where they are practically sure of re-election.

Democrats See Chance

If eight of the seats now held by Republicans are lost, the Democrats will control the Senate by one vote. In such case, it is pointed out, the vote of the Farmer Labor Senator would have great importance. Only two of the independent Republicans are up for re-election, Peter Norbeck of South Dakota and Gerald P. Nye of North Dakota. Smith W. Brookhart, if elected from Iowa, would increase the independent Republican strength by one vote.

A gain of nine Senate seats would give Democrats an absolute majority.

Republican primaries for the choice of senatorial candidates have so far been held in eight states, four candidates being renominated and four defeated. Three more primaries will be held on Sept. 7 and four on Sept. 14. Nominations are to be made by conventions in Idaho, Connecticut and Utah. All of the prominent positions in the make-up of the Senate are held by Republicans.

William M. Butler (R.), Senator from Massachusetts, standing for re-election, is chairman of the Republican National Committee.

Where Republicans Shine

The following states are so strongly Republican as to make it practically certain that they will elect Republican senators: Vermont, Illinois, Connecticut, Pennsylvania, Kansas and New Hampshire. In the following states they will admittedly have the advantage; Oregon, North Dakota, Wisconsin, Idaho, Massachusetts, Iowa, California and South Dakota. All of these states with the exception of Idaho and Massachusetts are represented in the Senate by one or two Republican senators more or less independent.

If the Republican Party carries all of these 14 states, including Massachusetts, it must win in addition at least seven of the seats to be contested in the 12 following states: New York, Ohio, Indiana, Washington, Utah, Colorado, Missouri, Maryland, Oklahoma, Nevada, Kentucky and Arizona. Not more than seven or eight Republicans are in serious difficulty, Simeon D. Fess (R.), Senator from Ohio, chairman of Republican Senatorial Committee, has stated.

New Dress Adopted for Southern's Engines

RALEIGH, N. C. (Special Correspondence)—Engines pulling the great north-to-south trains along the trunk lines of the Southern Railway system will no longer be all black and gloomy in appearance. Neither will they be "gay and giddy" but a happy medium has been decided upon. In the future such prize trains as the "Crescent Limited," will be pulled by engines painted a rich dark green, with gold leaf striping. The boiler jackets, driving rods and other running parts will be highly polished. Several engines of this new type already have been placed in operation and are attracting favorable comment.

OREGON 'GAS' REVENUE GROWS

SALEM, Ore. (Special)—Based on receipts up to May 31, the gasoline tax will net the State approximately $3,675,000, an increase of nearly $500,000 over 1925. Current receipts are based on the sale of 35,240,000 gallons, an increase of 13 per cent over the same period last year.

CLOCKS
Clocks of Any Description Repaired
No job too small or none too large.
B. & S. Jewelry Repair Co.
Main Office 15 & 17 E. 40 St. New York City
Branch at 95th Jamaica Ave. Woodhaven New York

The 20th Century Limited
Leave Boston 12:30 p. m.
Arrive Chicago 9:45 a. m.
Saves a Business Day
BOSTON & ALBANY RAILROAD
NEW YORK CENTRAL LINES

Removes Chewing Gum and clean Carpets, Rugs, Upholstery, Clothing, Shoes, Floors, etc. Read directions on label and in booklet under label.
For Safety's Sake—demand
CARBONA
Cleaning Fluid
REMOVES GREASE SPOTS
Without Injury to Fabric or Color
Guaranteed not to contain Benzine Shellac or Gasoline, and to be Non-Combustible and Non-Inflammable
35c 60c & $1. Size Bottles at all Good Stores

Hang Your Pictures and Other Articles With
MOORE PUSH-PINS
Glass Heads—Steel Points
MOORE PUSH-LESS HANGERS
Securely Hold Heavy Things
10c pkts. Everywhere
MOORE PUSH-PIN CO
Philadelphia, Pa.

Portland Tacoma Seattle
See the entrancing Pacific Northwest this summer. Mt. Rainier — Mt. Hood — Puget Sound, via the Overland Route over the historic Oregon Trail — 200 miles through the beautiful Columbia River Gorge.
Low Summer Fares
2 Splendid Trains
Portland Limited leaves Chicago at 10:15 p. m. (C. & N. W.)
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Featuring open-top observation cars and oil burning locomotives on both trains through the Columbia River Gorge.
For free literature and information, ask
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CHICAGO NORTH WESTERN LINE
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DOBBS CAPS
Men's Shop With Tailored Things for Women
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Garments for Matron and Miss of Generous Figure
Gross Stylish Stouts
REDUCTIONS
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Dine in Bronxville
CUSTER ARMS
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Telephone 2446
CLARIBEL HILL
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PRIVATE DINING ROOM FOR PARTIES
Luncheon, 12-2—65c
Dinner, 5-7.30—$1.00
Sunday, 1-3—6-7—$1.00
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Orders taken for Cakes, Pies, Salads, Sandwiches. Also catering to private parties

NEW 90 DEGREE 8 CYLINDER CADILLAC
CADILLAC has *periodically for a quarter century, inaugurated developments epochal in the progress of the entire motor industry. This year, universal interest attaches to Cadillac's plans because of the unprecedented success of the new, 90 degree, eight-cylinder Cadillac. ~ Cadillac, next week, will present a message of extraordinary import to all buyers of fine cars.*
L. P. Fisher
President
CADILLAC
DIVISION OF GENERAL MOTORS CORPORATION
CADILLAC MOTOR CAR COMPANY
DETROIT, MICH.

Trocks Hats Suits Wraps
Peggy Hoyt INC
16 East 55th St
New York

WARNS AGAINST EDITOR-FAVORITISM TOWARD AMATEUR ATHLETICS

Dollar Sign Clings to Most So-Called "Amateur" Contests, Writer Declares—Newspapers Would Be Unwise to Take Sides

By WILLIAM J. McNULTY

ADVOCACY of discrimination to the "nth" degree against professional athletics and in favor of amateur athletics has been made at several conventions of editors and publishers recently. In fact, a group of Canadian newspapers are announced as committed to this policy of discrimination in the news columns, on the ground that the professional sports are operated for personal gain.

I may be entirely wrong, but it is my belief that this attitude is unfair to professional sports, to the public and to the newspapers.

I have been identified with amateur and professional sports as a writer, as an athlete, as an executive, for more than 19 years, in many states and provinces of North America. And, after mature consideration, I have reached the conclusion that discrimination between amateur and professional sports by newspapers would not only be unfair, but unwise.

It is quite true that professional athletics are operated for personal gain. Yet it can also be realized that professional athletics are free of hypocrisy. A professional athlete, promoter or executive is seeking money for his skill on the baseball field, gridiron, track, course, ring, mat or court. He does so openly. There is no camouflaging, no hiding behind "expenses." People contribute at the box offices to see the athletes perform. The professional athlete considers he has a right to participate in the distribution of the receipts. The bargaining is aboveboard. Surely this honesty cannot be ignored.

Why should a professional athlete be singled out for condemnation just because he chooses to capitalize his skill in one or more branches of sports? The active years of an athlete are comparatively few. In this economic age money is a necessity. The cost of living has soared to the altitude record. It is frigid comfort to know that you have a raft of medals and cups, unless you're the type of amateur who specializes in converting said medals and cups into cash. Even then, you'd have a problem defying the widely known wolf on what you could snare in return for $5 or $10 trophies.

In my opinion, the individual who deliberately tosses aside an opportunity to velvetize his path through life, is in plain twentieth century words "a sap." That is if the individual is in poor or moderate circumstances. About the only person who can enter "sports for sports' sake," the true definition of an amateur, is one who is wallowing in wealth.

Today there are very few bona fide amateurs. If the money is available most of them will demand it. Amateur box office magnates always insist on their shares of the spoils.

Practically every foreign amateur athlete who invades America becomes involved in trouble with the governing associations. Paavo Nurmi spent about seven months in America—competing in races as frequently as thrice weekly—traveling from the east coast to the west coast and from the Rio Grande to the Great Lakes. Reports from Finland indicate he now has joined the idle rich class. While in America he acquired a manager, an accessory presumed to be within the province only of a pro. Nurmi became entangled in difficulty with the Amateur Athletic Union.

Albin Stenroos, a countryman of Nurmi remained for about eight months in America. Stenroos, a marathoner, competed in numerous long races in America.

Charlie Hoff, Scandinavian pole vaulter, hopped about from city to city, competing in track meets. He also fell into the bad graces of the A. A. U. The chairman of the foreign relations committee of that body declared Hoff could have been professionalized had the union wished. Leniency was extended because of his being a stranger. Hoff was carrying a retinue including his wife, brother-in-law and sister. The brother-in-law was the athlete's manager.

Clas Thunberg, a Finnish ice skater, was announced as running afoul of the amateur skating promoters on the question of money. He also toted a manager on a tour of American rinks last winter.

Arthur Duffey of Boston, original amateur 9/3/5 seconds, record holder for the century dash, was receiving money in America, England and Australia for competing in sprints. Duffey would still be recognized as an amateur but for his own honesty. Conscience stricken, he voluntarily admitted accepting money.

Jim Thorpe, one of the stellar all around athletes in the history of athletics, had been playing baseball for several years and receiving money. He could have lied out of his predicament like scores of others before and after him. But he was man enough to admit transgressing the simon pure law. And not only honest enough for this admission, but he returned all the trophies he had won as an amateur, and became an open professional in baseball and football.

Prior to the advent of open professional hockey in the United States, practically all the players in the larger "amateur" leagues were paid regular salaries. This applies today in diminished volume.

I know of one "amateur" athlete who was in the ranks of the unemployed for seven years and deposited money in the bank regularly. I know of collections being taken up for an ice skater and the money handed to him despite the fact that all his expenses were paid by the promoters of the "amateur" speed skating meets. This same skater demanded $500 for "expenses" for a journey of about 900 miles, and giving an exhibition. I know of this skater holding up the promoters of a skating meet between the races and demanding and getting money before he would continue in the events.

I know of "amateur" ball players being allotted a percentage of the gross receipts of games. At an "amateur" boxing tourney staged in Brockton, Mass., two of the pugs boxed three rounds to a draw. The judges ordered an extra round. One of the fist flingers demurred. "I only get paid for three rounds" was his alibi.

College scouts patrol the high schools and prep schools gathering into the various folds, promising athletes. The highest bidder gets the prize in the bulk of instances. There is no doubt in my mind but what at least sixty per cent of the leading college athletes receive financial rewards. Some are given in the guise of motor cars, jewelry, etc. Jobs are also invented and the athlete placed on a "payroll." Money is plentiful with athletes who couldn't buy a rowboat if model yachts were selling for a dollar, prior to being picked up by college scouts.

The dollar sign is in "amateur" athletics to the neck.

There is ample room for both amateur and professional athletics. It is my contention that a newspaper mirrors life as it exists not as some idealists wish it to exist. Therefore, it is highly essential that the public demand for professional and amateur athletics be catered to without discrimination. It is quite true there are flaws in the makeups of both divisions of the pastimes of the era. But so there are defects in everything.

Then from the angle of the newspapers. To ignore the interest developed in professional baseball, football, golf, boxing, wrestling, hockey, etc., would be suicidal for any publisher or editor. The most reliable criterion of interest is the high price paid at the league and arena box offices, by vast numbers of human beings. When 50,000 people pay from 50 cents to $5 to see a ball game, or from $2 to $25 to witness an exposition of glove manipulating, no newspaper can afford to overlook the object of this intense interest. And for every person who paid the box office price, there are thousands who are equally interested, but unable for diversified reasons to attend the event.

For the newspapers of the metropolitan centres, the major league baseball games have been important circulation builders. It is quite true that the newspapers have "made" the big leagues. Yet it has been a profitable investment for the newspapers along both circuits. Practically all the afternoon newspapers issue baseball editions. The baseball edition is one of the biggest sellers of the day.

From this vantage point, the promoters of every athletic event, amateur or professional, should be solicited for advertising on the sports pages. Every event is conducted for a profit. Hence a professional promoter shouldn't be forced to advertise, while the amateur promoter gets columns of free publicity and no responsive tingle from the cash register in the advertising department. To make fish of one and flesh of another is unfair. And it is also unwise as a policy, from a selfish standpoint. The public pays all the bills. Why not let the public have what it wants?

Finger Tips in the news every day



How do you read them ?

A 3-stick daily feature

CURRENT NEWS FEATURES, INC.
EVENING STAR BUILDING
WASHINGTON, D. C.

PRESS IMPROVEMENTS CAUSE PREMIUM CUT

Insurance Rates for Workmen's Compensation Reduced 10 Per Cent from Last Year—Bigger Reductions in Some States

Improved conditions in newspaper offices has resulted in a 10 per cent reduction in insurance rates to publishers for workmen's compensation, EDITOR & PUBLISHER was informed this week by the National Bureau of Casualty and Surety Underwriters, New York.

National pure premiums have been reduced from 61 cents last year to the present rate of 55 cents.

The pure premium is determined by dividing the losses sustained in an industry over a given period by the total pay roll. The resultant figure is supposed to take care of all average losses, since it represents the average loss experience in all states.

There has been a general downward trend in the rates to newspaper publishers during the past six years, the bureau said.

Since compensation acts are controlled by states individually the rates vary in different states. Publishers in some states have received greater premium reductions than others. The biggest slash probably occurred in Indiana, where a cut from 61 cents to 43 cents is shown.

Rates are trued up every year. Three years are used in reaching the basis for a new pure premium.

THINK! THINK! THINK! THINK! THINK! THINK

The Sunday Transcript has been **READ** and been **BELIEVED** in Philadelphia, Pennsylvania, for exactly seventy-seven years this very day.

The Sunday Transcript has lived and prospered in Philadelphia, Pennsylvania, exactly seventy-seven years **WITHOUT** your advertising patronage.

Not exactly telling you where to place your advertising, but you can, possibly, think just what we are thinking on this, the anniversary of our seventy-seventh birthday.

The Sunday Transcript has never solicited an advertisement.

Clement H. Congdon,
Publisher,

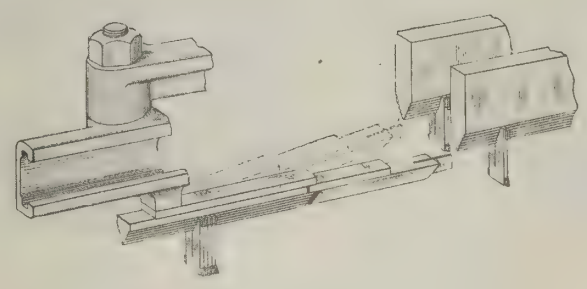
The Sunday Transcript,
Philadelphia, Pennsylvania,
September 5, 1926.

THINK! THINK! THINK! THINK! THINK! THINK

NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE

Intertype Users Discover PROFITS in Mechanical Details

On the Intertype "Mixer" *one* simple distributor box serves *four* magazines, moving back and forth from one distributor bar to the other, as shown above. Fewer parts, no complications, time saved! An exclusive Intertype feature.



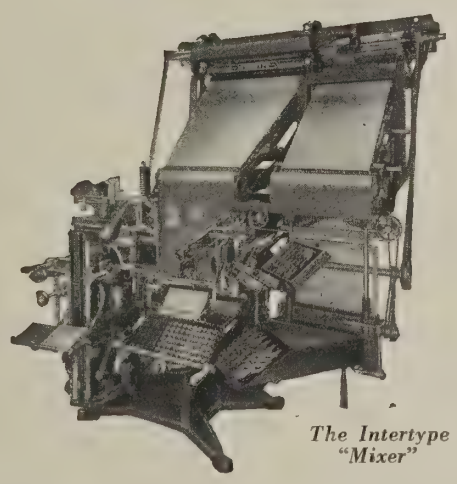
WHEN Intertype users speak of the Intertype — especially "Mixer" users — they usually mention the *Distributor*. "Not one Distributor stop during 155 working days." "Distributor stopped only 6 times" (in 6 months). "Thirty days without a Distributor stop." "Do not average a Distributor stop per week and never have." And so on.

Why so much enthusiasm about a mechanical detail?

Because the Intertype Distributor — especially on the "Mixer" — is a *profit-making* feature. It saves time, prevents annoying interruptions, increases output. Users appreciate the savings because they are readily measureable in minutes, hours, and *Dollars*.

The Intertype Distributor is one of THIRTY "Profit-Making Intertype Features."

Buy Intertypes! Get the most for your money — and a little edge on competitors who use less modern machines.



The Intertype "Mixer"

Write for "Profit-Making Intertype Features" and other Intertype literature. If you wish to see our local representative, please so state.

Standardized INTERTYPE TRADE MARK

INTERTYPE CORPORATION, 1440-A BROADWAY, at 40th Street, NEW YORK

CHICAGO MEMPHIS SAN FRANCISCO BOSTON LOS ANGELES TORONTO LONDON

NEW TENSION CONTROL PATENTED BY OGDEN

Claim Web Is Held at Automatic Tension at All Times and Press Can Be Stopped Without "Run-Aheads"

A new tension control device invented by Walter Ogden, pressroom superintendent of the *Cleveland Press,* was recently patented. According to its designer, it "is an improvement upon the two-roll paper rack invented by Harry V. Ball of R. Hoe & Co., Inc., New York, is applicable to any style reel and disposes of ponderous belts and driving mechanism necessary to their operation."

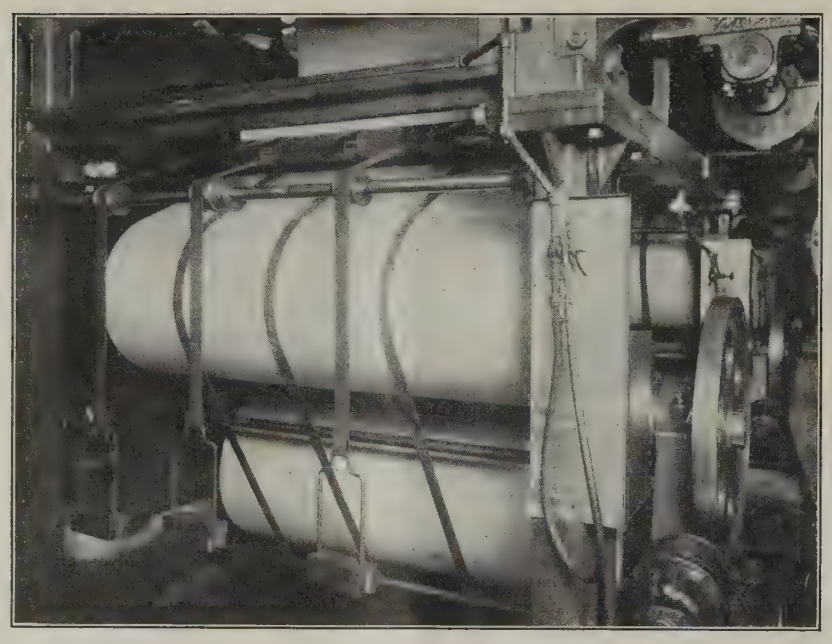


WALTER OGDEN

"Its outstanding advantages," Mr. Ogden told EDITOR & PUBLISHER this week, "besides compactness, simplicity and positive operation, are that an absolutely automatic tension is maintained upon the web at all times, emergency stops of the press can be made from an operation speed of 300 r. p. m. or 600 papers per minute, without any 'run-ahead' of full rolls of paper that are in the press. Loading of spare rolls, splicing of rolls, etc., is done as fast as or faster than on other type reels."

As shown in the accompanying illustration, the tension proper consists of three two-inch straps attached to a spring-seated bar at the bottom, then passed around the roll at the white margin spaces (thereby preventing the "filling-up" of the plates), with a hug of 90 degrees. They are then carried over roller-bearing pulleys to a weight that is sufficient to take up all slack in the tension straps as the roll decreases in size, maintaining the 90-degree hug upon the surface of the roll at all times, producing the needed reduction in braking surface as the roll becomes small and loses weight momentum.

Mr. Ogden has been associated with Scripps-Howard papers since 1898, except for a period of 4½ years during which he was pressroom superintendent of the *Cincinnati Enquirer.* Rights to his invention have been sold to R. Hoe & Co., Inc.



Ogden's tension control belts operated with a Ball paper-rack in the *Cleveland Press* plant. Note position of belts on white margin space between pages, also weight to maintain tension as rolls decrease in size.

GRINNELL HEADS CHICAGO B.B.B.

Flint Grinnell, manager of the Better Business Bureau of Providence, R. I., has resigned to accept the management of the newly organized Better Business Bureau in Chicago, effective Sept. 15. Floriman H. Hathaway, assistant manager under Mr. Grinnell, will fill the vacancy.

NEW OFFICERS NAMED

Logansport (Ind.) Pharos-Tribune Elects G. A. Raub President

New officers of the *Logansport* (Ind.) *Pharos-Tribune* were named Aug. 30.

G. A. Raub is now president; James Digan, vice-president; Frank B. Wilkinson, vice-president; W. H. Porter, secretary, and S. O. Berman, treasurer.

Interests in the newspaper held by Mrs. B. F. Louthain and W. R. Emslie were recently purchased by Mr. Porter, Frank B. Wilkinson, Mr. Berman, Mr. Raub, James Digan, John Milcahy, Frank McHale and the following employes: John R. Dwyer, in charge of the mechanical department; H. Arthur Foltz, associate manager; Marion Swadener, editor; Marie Bahr, head bookkeeper, and Herbert C. Mull, advertising manager.

DAILY IN NEW PLANT

The *Little Falls* (Minn.) *Daily Transcript* recently occupied its new one-story $15,000 plant. The paper began as a weekly in 1875, published by H. C. Stivers. Later it was purchased by W. M. Fuller, who converted it into a daily in 1892. Upon Mr. Fuller's death in 1908 Mrs. Fuller was elected president.

SPANISH RIVER REPORT

The Spanish River Pulp and Paper Mills, Ltd., of Toronto, reports a net profit of $2,195,902 for the twelve months ended June 30. This equals $12.15 per share, earned on $18,066,500 combined shares of 7 per cent preferred and common stocks. In the previous year the net reached $2,284,571, or $12.64 per share.

U. S. PAPER OUTPUT LOWER

The July production of paper in the United States as reported by identical mills to the American Paper and Pulp Association and co-operating organizations, showed a decrease of 5 per cent as compared with June's production (following a 3 per cent increase in June over May), according to the association's monthly statistical summary of pulp and paper industry. All grades showed a decrease in production as compared with June, with one exception. During the same period, domestic wood pulp production decreased 12 per cent, this decrease being distributed over all grades, with one exception.

WYOMING PRESS ELECTS

Ross L. Alcorn of Rawlins Republican Named President

Ross L. Alcorn of the *Rawlins* (Wyo.) *Republican* was elected president of the Wyoming Press Association at the midsummer meeting held in Thermopolis recently.

L. L. Newton of the Lander State Journal was chosen secretary-treasurer. The new members of the executive committee are Theodore Wanerus of Gillette, Earl E. Hanway of Casper and P. O. Anderson of Basin.

The convention went on record as favoring the enactment of a legislative measure which will provide sufficient funds to conduct an advertising campaign on behalf of the state of Wyoming. The editors also favored an enactment of a law making it mandatory upon school boards to publish minutes of their proceedings, statements of their financial disbursements and an itemized budget showing in advance each year the proposed distribution of funds. They also recommended that legislation be enacted which will cause all charges for legal publication to be made a part of court costs and to be paid by the court.

NEW ALABAMA TABLOID

Dothan Sunday Sun Claimed to Be First Tab in State

Alabama's first tabloid newspaper, the *Dothan* (Ala.) *Sunday Sun* made its appearance Sunday, Aug. 22. Angus A. Acree is publisher and his brother, Jim Acree, Jr., formerly of the *Richmond* (Va.) *Times-Dispatch,* is editor. They were joined September 1, by W. O. Key, Jr.

The United Press Saturday night leased wire furnishes telegraphic news. A feature of the paper is the absence of an editorial page.

The paper included a 16-page news section, 8-page magazine section, 4-page rotogravure and a 4-page comic.

SINCERITY FIRST IN ADVERTISING

Like Topsy, an advertising agency often "just grows." A one-sided background or ingrown perspective, a mere brokerage attitude, combine to place the making of the dollar as the prime objective.

With a quarter century backgound of successful publishing experience, now supplemented by a six year agency record, the founder of this agency and those now associated with him have consistently followed the fundamental policy of "sincerity first in advertising."

Serving sixty clients, growing with some from small proportions and expanding others into wider spheres of activity, this agency is in a position to place its experience and knowledge at the command of others.

What our clients say about us and what we have done for them is a matter of record.

Our sphere is local, national and international. The viewpoint of the publisher is not lost sight of, and a "both sides of the fence" analysis is, in our judgment, important on any advertising problem.

WORLD WIDE
ADVERTISING CORPORATION
Established in 1919 by EMIL MAURICE SCHOLZ
303 FIFTH AVENUE, NEW YORK
Telephone: Caledonia 5300

Don't Wait Until You Are Ready to Buy Your Equipment. Call on Cline Engineers for Consultation When Your First Rough Plans Are Being Made

In preparing drawings for a recent installation of Cline equipment for a new printing plant, our engineers discovered a basic fault in the original plans for the plant layout.

The fault might easily have been overlooked. Cline equipment, already sold to the owners of the plant, could have been installed without in any way impairing its usefulness. Yet our engineers spent many weeks on the problem and finally, under their direction, wholly new plans were drawn which will save the owners of that plant many thousands of dollars and uncountable hours of time in the future.

This is a typical example of the way Cline engineers work out a pressroom problem. They think of the installation of Cline equipment not by itself alone, but more in its relation to the whole plant layout.

It will pay you to consult with Cline engineers from the day you make your first rough plans for new plant or new equipment. You can't fail to profit from their 25 years of specialized experience.

CLINE ELECTRIC MFG. CO.

Eastern Office Marbridge Bldg. 47 W. 34th St. New York

Conway Bldg. 111 W. Washington St. CHICAGO

Western Office First Nat'l Bank Bldg. San Francisco Calif.

CLINE SYSTEM

The Akron Times-Press, a Scripps-Howard newspaper, offers the advertiser all of the values of the old Akron Times and Akron Press—plus a substantial circulation increase since the consolidation. The Times-Press, alone, offers adequate coverage of this rich market.

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York

SNAPPY NEWS "LEADS" REPLACING "LOGGY" WINDUPS OF OLD

Fundamental Change in "Who, What, When" Rule Noted by Writer—Essence of Story Now Told in Few Graphic Words

By ERROL HUNT DERBY

"THERE are six conditions which must be met in the lead of every newspaper story," Dad impressed upon me some years ago when I first entered his profession. "They are," he continued, "who, what, when, where, how and why."

And for the beginning reporter it probably is just as wise that he commit to memory those few lines from Kipling,

I keep six honest serving men
(They taught me all I knew);
Their names are What, and Why and When,
And How, and Where and Who.

But as in everything else, news writing, like news presentation, has undergone some rapid changes—some for the better and some probably otherwise.

The writing of news leads is gradually changing and it is this phase of reporting alone which I am to discuss. I am convinced the improvement in news leads has been for the better. It is hardly possible that news leads will again attain their one-time sluggishness through reporters attempting to incorporate in the opening paragraph the "serving men" of Kipling. The trend to the present "essence" style of writing these news leads has been the product of a slow, evolutionary process, so slight at times to be nearly imperceptible.

While the current form is not universally used, yet the pathway hewn by the majority of experienced news writers, feature reporters and correspondents of news associations is beginning to creep into the editorial rooms of newspapers in smaller cities and towns.

When Frederick Ramm, correspondent of the Amundsen-Ellsworth-Nobile polar flight, sent a hundred-word dispatch to his employing newspapers at a cost of about $2,000 a word, as was reported in EDITOR & PUBLISHER, it was typical of this modern trend in journalistic writing, examples of which can be culled from any city room or press association report daily.

The Ramm despatch was copyrighted by the *New York Times* and the *St. Louis Globe Democrat.* The first paragraph, telling a story for which the entire world was anxiously waiting was:

NORTH POLE, Wednesday, May 12, 1 A. M. (On Board the Dirigible Airship Norge)—We reached the North Pole at 1 A. M. today and lowered flags for Amundsen, Ellsworth and Nobile.

At 3:30 o'clock the same morning about seventy-five words were sent—and they told the complete story. The later despatch, however, is irrelevant to the thesis I have set out to define. The story certainly carried the glamour, the romance, the daring, mystery and all combined elements which are sought constantly in every news item.

Not long before the feat of the Norge a pair of Americans, Commander Byrd and his mate Floyd Bennett encircled the Polar area by aeroplane. Columns were used in its description but here is a typical lead, a United Press despatch:

OSLO, Norway, May—For the first time in history an airplane has flown over the North Pole.

Graphic? Yes.

Short? Yes, 14 words.

The same news might have been written according to my earliest instruction after such a fashion:

OSLO, Norway, May—Commander Richard E. Byrd and his flying mate, Floyd Bennett, of the United States Navy, hopped off from Spitzbergen early this morning for their first attempted flight in an airplane for the North Pole and returned 16½ hours later, tired from their stiff vigil, but radiant in the knowledge that for the first time in history an airplane had flown over the North Pole.

Perhaps it might be construed the second illustration has been overdone for the sake of emphasis. Not a bit of it. Many examples of similar complicated news leads can be found in the most casual perusal of any newspaper.

I cite the story of the North Pole conquest because it is probably the most august news story of the year. When I contend, then, that news leads are shorter, giving but a single angle, a panoramic view which exemplifies all, I do not want to base it merely on routine copy—although such would serve just as well for illustrative purposes.

The man who wrote Genesis, and in fact many of the reporters of Bible days, were stars when it came to the writing of summary leads, vividly portraying the atmosphere of the complete narrative. Genesis I, 1:

"In the beginning God created heaven and earth."

"The ending of the world, the biggest news story which will ever break, can be told in a single sentence of a few words," a veteran Pennsylvania editor barked at me when in some news story I had written my initial paragraph was a labyrinth of phraseology, complete grammatically, but out-of-tune generally with what I should have written. Incidentally his lead on that story would probably be:

"The world came to an end last night."

Press associations have been among the first to use the summary lead, a striking sentence, or an opening phrase which suggests the context of the story to follow. One news service, catering to morning newspapers, and which devotes its main report to the features in the news, is particularly appealing because of this quality.

"The business of writing the whole story in the opening sentence makes for a long, wordy introduction, introduces a lot of explanatory matter that could well follow later, and sometimes produces such an involved structure that a second or third reading is required to untangle what the writer is attempting to say," a comment in the *Service Bulletin* of the Associated Press said recently.

No news of an international nature was more adequately handled in recent months than the strike of British miners and trades unions. The tie-up in Great Britain was an economic disturbance, the importance of which could be understood in each nation, and especially in the United States, where suffering and depression from a recent anthracite coal strike was vivid in memory. The corps of correspondents sent to the heart of the trouble districts handled their leads similarly to these:

LONDON—Organized labor of Great Britain is in revolt.

LONDON—Fifty million people were plunged into economic chaos today as Britain's great general strike became effective.

LONDON—The largest city in the world awoke this morning to find itself as helpless as any roadside hamlet.

Thousands of words were written daily on the progress of the strike and the negotiations which finally led to settlement—but for the "man in the street," the strap-hanger on his way to work, or the house-wife busy at home with her chores—such simple sentences told much. And likewise for those whose evening rounds of pleasure places, or whose haunts, habits or desires prohibit all but a scant survey of the news of the day, similar sentences sufficed.

"After all, the most effective lead is the one which gets right down to the business of telling the news—a plain, matter-of-fact sentence of what happened. Abominable is the only term which can apply to any other method. Subordinate clauses and phrases, except where needed to clarify, are as so much dead wood," says another commentary.

In an authors' magazine recently I was much interested to read a short discussion about giving descriptions a lead. "Frequently in describing," said this writer, "the author naturally or artfully begins with the 'inclusive' or the 'characterizing' outline—our old friend the standard news lead in disguise. . . .

"In the description, as in the news story, the lead has outlined the chief particulars or aspects; and in the description, as in the news lead, the amplification will be built upon the lead. In the lead the reader has a clarifying and ordering advance-notice of what remains to be detailed."

Primarily, newspapers are published to sell. Owners are not in business for their health, no more than any other class of business individual. Dull, desultory accounts are "passe." In such a swiftly moving life as the present era of the twentieth century, modes and manners transpose rapidly. So with news writing, news presentation and news ideas.

The war period, upon which many present-day tendencies are blamed—probably for the want of a better excuse—may be considered as a contributing factor to the shorter, pictorial style of news lead. Correspondents could not mince words in sending despatches. Censorship had its effect. Cable transmission was expensive. It was quite natural that vivid and concise style should evolve.

The response of the reading public was keen. We have become a nation of headline and bulletin readers.

Having learned the rudiments of journalism in comparatively recent years, I was startled in glancing over some old newspapers when I came across an edition of the *New York Herald,* telling of the assassination of Abraham Lincoln.

"IMPORTANT"—that was the head, one column wide, in type of about 36 pt. which the story carried.

A girl in a bathtub gets eight columns today!

The influence of tabloid newspapers and their style, popular magazine writing and general conditions also have undoubtedly invoked a stimulating effect on current news writing.

TO LAUNCH DAILY NOV. 1

Paper for Oranges and Maplewood, N. J., Capitalized at $250,000

The *Daily Courier* of the Oranges and Maplewood, N. J., will begin publishing about Nov. 1, it was announced this week by Arthur T. Muir, president of the publishing company. The paper will represent an expansion of the 30-year-old *Weekly Courier,* owned by G. Clifford Jones. Mr. Jones has transferred his interest in the weekly to the corporation and will remain as a vice-president and publisher.

Capital stock of the daily is $250,000, of which $200,000 will be issued.

The new paper will be represented nationally by New Jersey Newspapers, Inc., New York City.

AD TIPS

Agricultural Advertisers' Service, 33 S. Clark street, Chicago. Has secured account of the Fairfield Hatchery, Lancaster, Ohio.

Aitkin-Kynett Company, 1516 Chestnut street, Philadelphia. Placing account for the Orient Company, North Wales, Pennsylvania, manufacturers "Sel Amaigrissant Clarks" (Clark's Thinning Salt) and "La Rose du Bain."

George Batten Company, Inc., 383 Madison avenue, New York. Have been appointed to direct the advertising of the Adventure Magazine.

Cramer-Krasselt Company, 254 Milwaukee street, Milwaukee. Placing account for the Kitchen Craft Company, West Bend, Wisconsin, manufacturers Aluminum waterless cooking equipment.

Charles W. Hoyt Company, 116 West 32nd street, New York. Now placing account of the Rutland Fire Clay Company, Rutland, Vermont, manufacturers "Rutland" patching plaster and "Rutland No-Tar-In" roof coating.

George L. Dyer Company, 285 Madison avenue, New York. Placing account for the American Face Brick Association, Chicago.

H. K. McCann Company, 285 Madison avenue, New York. Placing account for the Chesebrough Manufacturing Company Consolidated, New York, manufacturers vaseline products.

MacMartin Advertising Agency, Inc., 500 Security Building, Minneapolis. Placing account for the Andersen Lumber Company, Bayport, Minnesota, manufacturers of window frames.

William H. Rankin Company, 342 Madison avenue, N. Y., now handling account of Orthos Tooth Paste Co., planning new campaign using newspapers.

Nelson Chesman & Co., 1127 Pine street, St. Louis. Handling account for the Goodform Manufacturing Company, St. Louis, manufacturers "Goodform" reducer-supporter.

Pratt-Moore Advertising Company, 1926 Ford Building, Detroit. Now handling account of the Zenith-Detroit Corporation, Detroit, manufacturers "Zenith" carburetors.

Fred M. Randall Company, Book Tower, Detroit. Now handling account for the Beacon Devices, Incorporated, North Tonawanda, N. Y., and the Lennon Manufacturing Company, Highland Park, Michigan.

Ruthrauff & Ryan, Inc., 136 West 31st street, New York. Placing account for the Indian Motocycle Company, Springfield, Massachusetts, manufacturers "Indian" motorcycles and bicycles.

William H. Rankin Company, Inc., Tribune Tower, Chicago. Placing account for the Nestor Johnson Manufacturing Company, Chicago, manufacturers skates.

NO department of a newspaper needs a survey more than the circulation * * * Some papers leave much of their field unworked; others get circulation that can't be made to pay * * * Much money is wasted in some departments; many more are starved * * * Scores of papers get circulation easily but don't seem able to hold; others can't get it at all * * * If your paper has any of these or other circulation ills I can find effective remedies and show YOUR OWN ORGANIZATION how to apply them * * * I'll make a survey on a contingent basis; pay me only if my findings and recommendations are satisfactory; you to be the sole judge * * * Write or wire for details and open dates * * * J. Omansky, Circulation Counsel, 614 Park Bldg., Cleveland, O.

Let us tell you about our "Iowa plan"—covering Jobber, Dealer and Consumer. Uniform cooperation by these 28 leading Iowa daily Newspapers.



Now responsive Iowa market *easier than ever* to reach

You know, of course, how desirable this market is—consistently prosperous and responsive year after year.

You surely know that the average wealth of Iowans is greater than that of any other state as thickly populated.

And that the living standard is unusually high. (Lowest in illiteracy. Among the very highest in educational advantages.)

But do you know the facts about this **Iowa plan,** which now makes it so much easier for you to tell and sell to Iowa?

This association is composed of 28 leading Iowa daily newspapers, covering every part of the state. Total circulation is 571,151. Families in Iowa—550,000.

Cover the entire state with one transaction if you wish. One order, one plate, one billing.

Uniform marketing cooperation in all the principal centers is part of this plan.

Let us explain how this merchandising service will be fitted to meet your specific need.

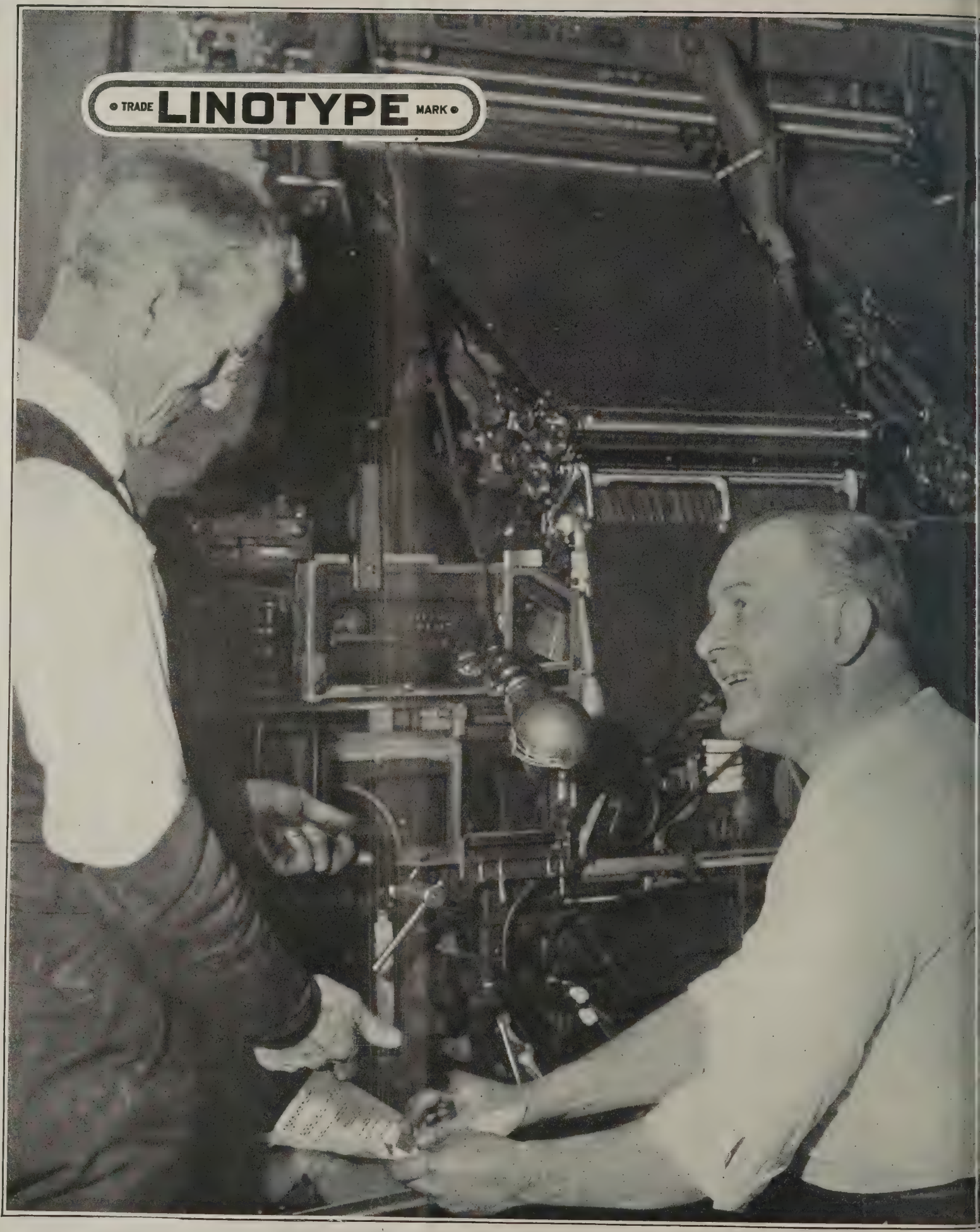
THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

GIVE THEM THE BEST THERE IS



GIVE THEM THE BEST THERE IS

GIVE THEM THE BEST THERE IS

Composed entirely on the LINOTYPE

GIVE THEM THE BEST THERE IS

GIVE THEM THE BEST THERE IS!

¶ They're a loyal bunch; these men who make newspapers. They love the game and they love their paper with a profane devotion that you won't find equalled in any other business. And when things are going badly in the front office and the ghost ceases to make his weekly round, they'll stick to the ship as long as there is a roll of paper to feed to the presses—and weep when they write "30" on the end.

¶ Of course they'll get the paper out—somehow—with any old junk equipment that happens to be around the shop; but it won't be as good a paper as either they or you would like it to be and they won't have quite the joy in their work that is due them.

¶ For they are good workmen and a good workman deserves good tools. Only the best is good enough.

MERGENTHALER LINOTYPE COMPANY

SAN FRANCISCO CHICAGO NEW ORLEANS Brooklyn, New York CANADIAN LINOTYPE LIMITED TORONTO

Representatives in the Principal Cities of the World

GIVE THEM THE BEST THERE IS

GIVE THEM THE BEST THERE IS

..., except for the hand-set title line

32.26.6-F2

EDITORIAL



Let not him that is deceived trust in vanity: for vanity shall be his recompense.—Job; XV; 31.

"TORCHES"

NATION-WIDE controversy was occasioned by the excited public interest in the illness and death of the actor Valentino and routine, almost negligible attention to the passing of President Eliot, the accident of simultaneous occurrence causing newspaper accounts to represent, in many minds, a distortion of news values. Persons who habitually write letters to editors fairly clogged the mails with protests against glorification of a tawdry screen hero, while a great intellectual leader was slighted. The vulgarity of the age was deplored. Mob psychology was discussed. The question was raised whether clamor of the press had inflated the actor's importance in the public view, or whether public clamor was being commercialized by exaggerated and dramatized newspaper appeals to the movie masses. It was an obvious topic and we think nothing was lost by the general discussion, although many editors seem to have fallen for the false notion that the incident was a baleful sign of decadence.

We were attracted by one out-standing editorial on the subject of the death of these two American figures, appearing under the title "Torches" in the *St. Paul* (Minn.) *Pioneer Press.* So satisfactory is its conclusion and brilliant its technique that we are impelled to give it to our readers in full text:

Torches

Between sunrises the other day two men died. One of them was young, just turned thirty; the other nearly thrice that age. In their respective callings both were pre-eminent. The young man's death assumed the proportions of a national tragedy while, save for some serious-minded commentators, the old man's death was scarcely noticed.

Like the older man, the younger might also be called an educator. His classes were as wide as the world; his rostrum was the movie screen; and his subject was—sex. He took life's oldest, strongest and most turbulent emotion, presented it passionately and vividly, and his pictures had a tremendous popular appeal. Thus he coined a name for himself which denoted that he was a past master in the exposition of his subject. It was not merely the dominant theme of his art but of his life. He had figured in two divorces before he was thirty, and was, according to report, about to be married for the third time.

When he died a nation literally stood beside his bier. Even in St. Paul the newspaper telephones were burdened with inquiries about him. In his New York hospital a special corps of operators was assigned to the duty of answering those who called. After his death people were injured in the mobs which surrounded the building in which his body lay.

The old man's province was the province of the mind. To the end of a life of extraordinary length he ruled it absolutely. Few cared how much money he made; fewer cared what he looked like. In his material aspects he was unimportant. But everybody who correctly appraised him cared very deeply what he thought and what he said. For more than fifty years he taught young people—not to cultivate their emotions but to cultivate their minds. His concern was not with their bodies but with their intellects. While the young man, consciously or not, reminded us of our kinship with the animals, the older as constantly reminded us of our kinship with God. Yet, in the sense that the younger man had it, the older entirely lacked public appreciation. The serenity of his last hours was not disturbed by the bawling of the morbid. No hysterical mobs fought for the strange privilege of seeing him in death.

Which seems to suggest the upsetting conclusion that there is something very wrong indeed with our appraisal of human values; that in this instance the popular estimation of two prominent men was hopelessly awry.

But it is worth asking whether this is really so, or whether it merely seems so. Those who deal with humanity in the mass know that there is a facile road to a certain sort of success through appeals to the primitive emotions. The news writer is not surprised at such popular reactions as have attended the funeral obsequies of this young man. He would have been surprised only if the conditions had been reversed, and if the windows of the funeral chapel had been broken by mobs crowding about the death scene of the aged educator. That would not be human nature, drunk with its emotions.

But between human nature, drunk with the emotion of the moment, and human nature in sober perspective there is the same difference as between the two Phillips. Nothing is so surely mortal as a fame resting upon the celebration of the animal in man; nothing is so surely immortal as a fame based upon the triumphs of the mind. The beauty that launched a thousand ships is forgotten while the intellects of a Plato and a Socrates live on. Shakespeare endures while Nell Gwynn is a fragile remembrance. There will be a five-foot shelf of immortal books long after mankind has forgotten the very word which described the actor's fame. Human beings, when all is said and done, set their real store by those pursuits, interests and achievements which give life its calmest happiness and its deepest satisfactions; and which by their power to endure, endow us with a measure of immortality.

Platitudes these, perhaps; platitudes sometimes fiercely denied by that flaming youth of which so much is heard nowadays. But it is worth while, nevertheless, to remind ourselves that youth does not flame forever; and that the most enduring torches—those upon which mankind must rely to light its future path—are the torches kindled at the altars of the mind.

The fall crop of excellent copy paper, smudged on one side but clean and useful on the other, is now being gratuitously distributed by mooching corporations employing press agents.

SWARTZ'S SIX DON'TS"

AN attractive figure in the journalism of the day, somewhat because of his success in two great equipment organizations, and partly because of his bouyant personality and keen interest in the welfare of the press, is Harry R. Swartz, who began life as a printer's devil and is chairman of the Intertype Corporation, president of R. Hoe & Co., a director in other corporations and yet is invariably willing to give time to do a good turn for organized advertising or newspapering.

We are indebted to *Forbes Magazine* for an excellent success story based on the life adventure of Harry Swartz. Nowhere else in the world may a poor boy climb the ladder as does the young American of pluck and intelligence. Of course, success climbing is based on philosophy. Men do not achieve the top rungs without pursuing a policy. We learn that Mr. Swartz's philosophy was formed from a list of six "don'ts." Lest our readers miss the Forbes story we take the liberty of reproducing the half dozen rules to which Mr. Swartz has been committed during his business career:

(1) Don't fail to concentrate on the one great object in life—success.

(2) Don't lose your patience, waste your time, or scatter your energies.

(3) Don't make excuses; they are the tools of cowards.

(4) Don't forget that the man who watches the clock will never be more than one of the hands.

(5) Don't take everything on high or you will strip your gears, yet to run continually on low is extravagant; study your speed.

(6) Don't bow to defeat *unless you are sure of its identity.*

Every local advertising solicitor should be able to tell what a page of advertising in his paper costs per home in the trading area; every national solicitor should know that an inch of advertising in every daily in the land can be bought for approximately $1,600.

WHITE ELEPHANTS

MANY newspaper men will remember how the *New York Telegram,* in the days of Bennett, was brought from non-success to sound prosperity largely through the skill of a little group of advertising men who promoted the paper as a classified medium. The big discovery that the Telegram staff made was that the people of the city of New York were possessed of a bewildering assortment of articles of merchandise, ranging from trifles to important chattels, which they would gladly exchange for other articles of equal value. So the "Exchange Column" was born. There were times when the Telegram would publish page after page of classified advertisements in this class, with such weird offers as: "Lady would exchange pair of ivory opera glasses for four dozen Mason jars" or "Gentleman will trade evening suit, excellent condition, for used correspondence course in plumbing" and so forth, until the reader felt himself in a junk shop beyond the powers of a Dickens to describe.

But the "Exchange Column" was a good classified hunch, and remains so to this day. Most families are possessed of "white elephants" of furniture, dress musical instruments, and what not, which others may covet as much as the possessers desire to lose. One has but to consider his own undesired possessions to estimate the litter in the homes of a city. All of which gives rise to a suggestion which may interest classified advertising departments. Open a White Elephant column! Promote it and count increased linage this Winter.

"It's almost as costly to be on a town's 'booster list' as to be on the 'sucker list,'" sagely says William Feather.

FALLING OVER BACKWARD

DISCUSSING the "inadequacies" of the American press, in his address at the Institute of Politics at Williamstown, Andrew Ten Eyck New York lawyer, drew an invidious comparison between our papers and the intelligent presentation of the news in such journals as the *Manchester Guardian,* and while in this attitude of patronage the good gentleman tipped backward into one of the jolliest errors of the season. He said Manchester Guardian proofs had been sold for republication in the United States, for a short time, but as there was no demand for such high-class matter the service had been discontinued. The fact is that the Guardian news service has been appearing in the *Baltimore Sun* for nearly two years under exclusive rights. Not only does the Sun reprint many of its articles from proof sheets sent through the mail but its more important news despatches are cabled daily from the Sun's London bureau. The Sun regards the service highly and advertises its advantage to the reading public. All of which spoils Mr. Ten Eyke's speech and should amply restore the faith of the American public in its own relative intelligence.

Is it "direct mail" when it passes directly into a waste basket?

FALSE PROMISES

WHAT is a good store advertisement? It is copy that sells the article advertised. Do you know anything better than a piece of copy that accurately and succinctly describes an article, its quality and price and as faithfully as possible pictures it? There is nothing better. Then you believe that the mail-order catalog style is ideal? We do so believe. What do you think of synthetic copy, alluring pictures and high-flowing language, which only lure people into stores in quest of merchandise that is not on sale? We think that such advertising is an axe poised over the neck of the fabled gold-bearing goose. This is heresy, isn't it? Well, regard it as you may, but we are reasonably confident that people cannot go on forever confiding in the honor of newspapers and merchants if they are forever to continue to make false promises in newspaper advertising copy. The local merchant who is smart is accurately describing his merchandise in newspaper advertising, offering only that which he has on sale.

PERSONAL

COL. MILTON A. McRAE, associated with the late James G. Scripps in the publication of the Scripps-McRae newspapers, is in London.

W. H. Porterfield, contributing editor and part owner of the *San Diego Sun,* with Mrs. Porterfield, sailed Aug. 31 from San Francisco for a 16 weeks' tour of Japan, Corea and Eastern China.

George Fort Milton, editor of the *Chattanooga* (Tenn.) *News,* was a visitor in New York this week.

Elmer E. Clarke, publisher of the *Little Rock* (Ark.) *Democrat,* with his wife and daughter, sailed for abroad Saturday, Aug. 28. While in Europe they will attend the Press Congress of the World convention in Geneva-Lausanne, Switzerland, Sept. 14-19.

Mr. and Mrs. Frank P. Glass of St. Louis will sail from New York, Sept. 4 with the delegation from the United States to the World Press Congress at Geneva, Switzerland, Sept. 14. Mr. Glass will attend as vice-president of the American Press Association.

Jonathan F. Comstock, publisher of the *Cranston* (R. I.) *News,* has returned from a three months' trip through the western states, following the convention at Los Angeles of the National Editorial Association.

William D. W. Bishop, editor and publisher of the *Washington* (N. C.) *Daily News,* with Mrs. Bishop and daughter, is spending a two weeks' vacation at Wrightsville Beach, N. C.

Charles Philip Hasbrook, publisher of the *Richmond* (Va.) *Times-Dispatch,* who recently underwent an operation for appendicitis, has been removed to his home, where he is reported to be rapidly recovering.

IN THE BUSINESS OFFICE

J. F. BRESNAHAN, business manager of the *New York World,* is spending his vacation in Maine.

Charles de Forest, of the advertising staff, *Springfield* (Mass.) *Union,* has resigned to become advertising manager for the Kay Jewelry store and the Hadley Furniture store in Springfield.

IN THE EDITORIAL ROOMS

CHARLES R. CORBIN, assistant managing editor, *Toledo Blade,* and Mrs. Corbin are the parents of a daughter, Suzanne Joan, born recently.

Arthur S. Draper, assistant editor, *New York Herald Tribune,* is spending his vacation in Canada.

Albert E. Parish, former managing editor of the *Seattle Post Intelligencer,* is seriously ill at the Columbus Hospital, Seattle.

L. L. Stevenson, New York correspondent of the *Detroit News,* has returned from a several weeks' vacation in the Adirondacks.

Robert J. Casey, feature writer for the *Chicago Daily News,* was sent to New York to cover the Valentino funeral for the News.

Garner P. Roney, assistant city editor, *New York Herald Tribune,* has returned from a three week's vacation at Woodstock, N. Y.

Jerome H. Walker has resigned as vice-president and editor of the *Albany* (N. Y.) *Sunday Telegram* to become a member of the city staff of the *Albany Times-Union.* Edward W. Bates, one-time city editor of the *Albany Evening Journal* and recently of *the Times-Union,* succeeds Walker as editor of the Sunday Telegram.

Charles R. McLendon, formerly assistant night city editor, *New York Herald Tribune,* has been transferred to the day desk. Floyd Taylor, of night rewrite, has been appointed night city editor in his place.

James White has rejoined the *Toledo Blade* after an absence of three years.

H. I. Leyshon, news editor of the *Miami Daily News,* visited Knoxville, his home town, during his vacation.

Roy C. Beckman, assistant city editor, *Tacoma* (Wash.) *News Tribune,* has returned from Seattle where he spent four weeks covering the Wallace C. Gaines murder trial.

William Weaver has joined the staff of the *Springfield* (O.) *Daily News* as artist.

Lew Williams of the *Spokane Chronicle,* and a former Tacoma, Wash., newspaperman, is visiting in Tacoma.

Capt. Albert H. Stackpole, of the editorial staff, *Harrisburg* (Pa.) *Telegraph,* who returned from Europe recently, addressed the Rotary Club of Harrisburg Aug. 30.

Hy. Plenn, formerly of Houston, is now a reporter on the *San Antonio Evening News.*

Robert M. Neal, son of Robert Wilson Neal, author of "News and News Writing," is working on the staff of the *Springfield* (Mass.) *Union* for a two weeks period preparatory to opening the first journalism course at Norwich University, Norwich, Vt.

Quentin Schmitt has joined the reporting staff of the *Tenino* (Wash.) *Independent.*

Charles P. Coppin, sporting editor, *Providence* (R. I.) *Journal* is to broadcast the college football games played in Providence with Brown University through Radio Station WEAN.

Frank Baldwin, managing editor, *Waco News-Tribune,* has been appointed to the staff of the department of journalism, Baylor University, Waco. He will continue his duties with the News-Tribune.

Frank Mallen is acting picture editor of the *New York Evening Graphic* during the absence of A. Jack Coombe.

Robert K. Tindall, managing editor of *Shenandoah* (Ia.) *Evening Sentinel,* has returned from a month's trip to London and Paris.

David B. Rupley, city editor of the *Reading* (Pa.) *Tribune* until it was merged with the *Reading Times,* has been named city editor of the *Bradford* (Pa.) *Era.*

Sam Armstrong, staff artist, *Tacoma* (Wash.) *News Tribune,* designed and built a Mount Tacoma float on which "Miss Tacoma" will ride at the Atlantic City beauty pageant in September.

Francis Bergan, political reporter and editorial writer, has resigned from the staff of the *Albany Sunday Telegram* to practice law.

William F. B. McNeary has been appointed city editor of the *Newark Sunday Call,* succeeding the late Herbert E. Ehlers.

Bill Easterling has been named editor of the *Alpine* (Tex.) *Industrial News,* following resignation of J. M. Pouncey, editor and part owner, who sold his interest to Joe Dodson.

W. E. Reid, for five years superintendent of the *Colorado* (Tex.) *Record* plant, has been named editor of the Record, succeeding W. S. Cooper, who resigned to become manager of the Breckenridge Chamber of Commerce.

Aime Todd, formerly of the staff of *The Billboard,* Cincinnati, has been appointed editor of the *New Lexington* (O.) *Tribune.* He succeeds Donald Anguish, who has gone into the insurance business.

Hayti Thompson, a student at Oglethorpe University, Atlanta, has been named sporting editor of the *Columbus* (Ga.) *Enquirer-Sun.*

Nelson Randall has resigned from the *Toledo Blade* news staff.

William O'Boyle, for years United Press operator at Scranton, Pa., has joined the telegraph desk of the *Scranton Times.*

Storey Buck, northwest editor of the *Spokane* (Wash.) *Chronicle,* is a candidate for election to the state house of representatives.

(*Continued on page* 28)

FOLKS WORTH KNOWING

DAVID DARRAH, formerly managing editor of the European edition of the *Chicago Tribune,* was recently transferred to the London office of the Tribune's foreign news service.



DAVID DARRAH

Starting with the Paris edition in 1918 Mr. Darrah edited that paper all during the peace conference days, the post-war economic and political conferences, the occupation of the Ruhr and other turbulent adjustments, wars, revolutions and treaty-making that have marked Europe in the last eight years.

Mr. Darrah succeeded in maintaining the American viewpoint in the columns of the European edition of the Tribune without at the same time being objectionably nationalistic to the French whose hospitality the paper enjoyed.

Keeping away from political intrigues, he succeeded in some measure in letting the French people see through the columns of the Tribune the American point of view.

The Buffalo Times

again renews its contract for the World's Best Picture page. The Times has used the Central Press page daily without a break since it was launched on August 14, 1922.

The Buffalo Courier

recently merged with the Express to make one big morning paper for Buffalo, renews its contract for the Central Press Association's Daily News Mat Service.

Buffalo, with *three* newspapers now instead of *six,* cuts out half its features but sticks with Central Press!

If your paper is not one of the more than four hundred Central Press clients, write or wire today for samples and terms.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Editor and Manager

In Making Your Plans for the Fall

Do Not Fail to Consider These

METROPOLITAN

Weekly Winners

STEPHEN LEACOCK
A. A. MILNE
PINNACLE FICTION
ZENITH FICTION
EXPLOIT and ADVENTURE
PRE-EMINENT ARTICLES

•

JUVENILE

SECKATARY HAWKINS STORY
HAWKINS CLUB PAGE

•

WEEKLY COMICS

ELLA CINDERS COLOR PAGE
By Bill Conselman and Charlie Plumb

DOWN THE ROAD
By Frank Beck

DICKEY'S DOGS
By Robert L. Dickey

•

Metropolitan Newspaper Service

Maximilian Elser, Jr. General Manager — *Earl J. Hadley* Associate

150 Nassau St. New York City

(*Continued from page 27*)

Allan J. Daniels, formerly of the editorial staffs of the *Boston Post* and *Worcester Evening Post* has joined the *Fall River Globe* as news editor.

CHANGES OF OWNERSHIP

RAYMOND & CORNELIUS have sold the *National City* (Cal.) *News,* a weekly, to Mr. and Mrs. George Allen, who formerly were employed by a San Diego newspaper.

Donald M. Major and Edward L. Keithahn have purchased the *Tenino* (Wash.) *Independent* from G. E. Parks. Both Major and Keithahn were journalism students at the University of Washington last year.

Hatley & Brooks have acquired from F. M. Christy the *Bullard* (Tex.) *Herald.* Roy O. Hatley, one of the new owners, formerly published the Herald.

Frank Niles has leased the *Langley* (Wash.) *Whidby Record* to C. M. Hanson.

Mrs. Mabel Krietz has purchased the *Almira* (Wash.) *Big Bend Outlook* from A. F. Wilson and William Evans.

Bambridge (O.) *Observer* has been purchased by the *Greenfield Republican.* The Republican will run a page of Bainbridge news once a week, as will the *Chillicothe Scioto Gazette,* which has opened an office in Bainbridge.

MARRIED

PAUL A. JOHNSON, who is associated with his father J. W. Johnson, in the publication of newspapers at Circleville, Kingston and Adelphi, O., to Miss Irene Orr of Kingston.

John N. Bailey, telegraph editor, *Muscatin* (Ia.) *Journal,* to Miss Louise Mary Jentzen, Omaha, winner of the annual bathing beauty contest last year, Aug. 21.

L. Brooks Burnside, feature writer on the *Colmbus* (Ohio) *State Journal,* to Miss Mary Gilbert, Aug. 27.

HOLDING NEW POSTS

H. P. SHANER, from *San Antonio Evening News* reportorial staff, to *Corpus Christi Times.*

Paul Dahlman, from *Houston Post-Dispatch* to *San Antonio Express* staff.

Ernest M. Simmerman, from *Galesburg* (Ill.) *Republican-Register,* to *Denver Post* pressroom.

NEW PLANTS AND EQUIPMENT

DENVER (Col.) POST is installing a new Goss Octuple Press.

Sheffield (Ill.) *Walnut Leader* has started excavation for a new building, which will be one-story high of tile construction. William Wilson founded the paper 34 years ago and it has been continued in his family since.

Goss press installations are being made in the following plants: *Buffalo Times; Portland* (Ind.) *Sun; Dayton* (O.) *Journal-Herald; Racine Times-Call; Los Angeles* (Cal.) *Record.* Final shipment has been made to the *Cincinnati Enquirer* of their battery of 16 Goss units.

SPECIAL EDITIONS

EUGENE (Ore.) MORNING REGISTER, 40-page Souvenir edition, Aug. 19.

Lowell (Mass.) *Courier-Citizen,* 64-page Centennial edition, Aug. 28.

Richmond (Va.) *News-Leader,* 86-page Thirtieth Anniversary edition, Aug. 28.

Port Gibson (Miss.) *Reveille,* semi-centennial edition, Aug. 19.

Greensburg (Pa.) *Morning Review* and *Daily Tribune,* special editions on the opening of the new Manos theatre in that city August 31.

Dayton (O.) *Sunday Journal,* 32-page automobile edition, Sunday, Aug. 22.

Aurora (Ill.) *Beacon-News,* an 80-page edition on eve of the Central States Fair and Exposition, Aug. 24.

ASSOCIATIONS

POOR RICHARD CLUB of Philadelphia will hold its annual outing Sept. 14.

Members of the GEORGIA PRESS ASSOCIATION will visit Asheville in a body Sept. 27 and 28, at which time they will be the guests of Roscoe Marvel, at Kenilworth Inn.

Members of the CHICAGO NEWSPAPER CAMERAMEN'S association visited White City amusement park in Chicago last week as the guests of the management. A banquet was part of the program.

WITH THE SPECIALS

KELLY-SMITH COMPANY, newspaper representatives, New York, have been appointed to represent the *Passaic Daily News* in the national field.

Imparcial, an independent afternoon newspaper of Montevideo, Uruguay, has appointed Joshua B. Powers, New York City, exclusive representative for the United States.

SCHOOLS

SIX University of Iowa journalism students covered the Iowa State Fair for the Des Moines Capital, under the direction of Charles Darlington, of the Capital staff.

PRESS ASSOCIATION NOTES

M. F. BOURJAILY, formerly assistant to E. E. Cook, editor-in-chief of the Ohio group of Scripps-Howard Newspapers, later publisher of the *New Haven Union* and the *Yonkers Statesman,* has joined the business staff of the United Press.

Julian Capers, Jr., has been transferred from the Atlanta to the Cleveland Bureau of the International News Service, replacing J. A. Cejnar who goes to Indianapolis, succeeding E. J. Seefred, resigned. John Nimmick, formerly telegraph editor of the *Atlanta Constitution* is taking charge for I. N. S. at Atlanta.

John Moutoux, formerly a member of the Washington staff, has been sent to Boston by United News, replacing John Mills, resigned.

S. A. Barker, manager of the Dallas bureau of United Press has entered the business office of that organization.

Howard Whitney, member of the Boston staff of the International News Service, has been placed in charge of the I. N. S. Syracuse bureau in place of John Wanhope, resigned.

L. L. Sisk, formerly on the staff of the *Oklahoma City Daily Oklahoman,* has been appointed manager of the International News Service bureau at Fort Worth. E. G. Studhalter, former manager has resigned.

America's Complete Newspaper

New York Herald Tribune

FLAPPER SERIALS IN 1840

Charlotte Journal of That Year Carried Melodramatic Thriller

A copy of the *Charlotte* (N. C.) *Journal,* dated March 19, 1840, was brought into the office of the *Birmingham Age-Herald* by A. A. Coffey, on Aug. 23. The flutter of tarleton and the crinkle of crinoline were for a moment almost audible as the leaves of the yellowed paper were unfolded.

One of the leading editorials was headed "A Union of Whigs for the Sake of Union," and seems to have a strange prophetic quality in view of the events that took place some 20 years later.

Members of the Age-Herald staff were interested on spreading out the paper to find an 1840 version of the now so popular "flapper serials." This story was entitled "The Merchant's Daughter." It ran through two breathless columns and left the reader suspended in mid-air for a week of anxious waiting for the next installment. The author's name is W. Henry Carpenter. The story was most dramatic, running something like this:

"Villain! What? Marry my daughter! Black hearted scoundrel! Now, indeed, do I know you for the same John Adderly of old. Leave the house, sir, lest the roof fall and crush the innocent with the guilty. Leave the house, I say! Your presence is pollution."

PICNIC FOR STAFF

The annual picnic of the *Danville* (Ill.) *Commercial-News* employes and their families was held Aug. 28, at Twin Lakes, Paris, Ill. A procession of automobiles, filled with members of the various departments, paraded through the town and in each village between Danville and Paris, daylight bombs were exploded, each containing a parachute with receipt for a year's subscription.

ORGANIZING TEXAS PAPER

Paul Spikes, formerly of Dalworth Park, Tex., has been named general manager of the new *Mission* (Tex.) *Enterprise,* recently organized with announcement that a $10,000 plant would be installed and publication started in September.

N. Y. SUN PROMOTION

The *New York Sun* will shortly issue a handsomely illustrated booklet entitled "Six Guide Posts That Point the Way to Greater Sales." It will be distributed to agencies and advertisers.

FLASHES

Gunmen may not be expert golfers, they can usually make a hole in or— *Florence* (Ala.) *Herald.*

A bean concern in California has tributed dividends in the past year ing 41 per cent, this being a new ciation of jack and the beanstalk.— *troit News.*

The boy who everybody said was ing to the dogs a few years ago no a man who thinks other boys are to the dogs.—*Pittsburgh Chronicle graph.*

The clothes of the London girl weight less than thirty ounces, it has estimated. However, the cost will timated in pounds.—*Louisville Cou Journal.*

Emerson's remark about the making a beaten path to a house in woods where better stuff is made certainly prophetic. — *Florence* (*Herald.*

Bandits are now using machine gu Chicago, the streets of large cities too congested for the employment of artillery.—*Brooklyn Eagle.*

We wonder if those biologists assert there isn't a perfect man on globe ever heard a campaign speec *Memphis Commercial Appeal.*

France is to blame for her pr troubles. She went to the first batt taxicabs. Any country that starts taxicabs at the beginning of a war sh expect to be staggered by the b *New York Sun.*

Two radio broadcasting stations going to be merged. That's nothing. have a receiving set that merges a them.—*New York American.*

President Coolidge says business the up-grade. That accounts for steep prices.—*El Paso Times.*

Mlle. Lenglen thinks less of glory of net profits.—*J. J. Montague in York Herald Tribune.*

Read EDITOR & PUBLISHER for all news of the publishing and advert fields.

In the Best Papers You Find the Ludlow

It is significant that the newspapers whose reputation for carrying clear, bright advertisements is the greatest, are almost invariably Ludlow-equipped.

The reason is plain when you know that the Ludlow supplies distinctive, modern faces in any size from six to sixty point, bold and extended included, cast on slugs. This accounts for the pages filled with bright, new display typefaces—every advertisement clear and distinctive.

That the Ludlow also saves the newspaper time and money are two other important considerations.



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
New York: 63 Park Row
Boston: 261 Franklin Street

LUDLOW QUALITY COMPOSITION

up or down

Which way are your fuel costs going?



THE tendency of crude fuels, in all classes, is to increase in cost.

Quite the opposite with gas. Its tendency is distinctly the other way.

Gas for industry is on the up-grade in use, and on the down-grade in price.

Learn more about gas! Write today for our interesting book, "Gas—the Ideal Factory Fuel".

Four Advantages of Gas

Dependable— any time, any place, any quantity.

Controllable— exact temperatures, automatically controlled.

Economical— lowest final cost per unit of production.

Clean— comfortable factory working conditions.

American Gas Association
345 Madison Avenue, New York City

YOU CAN DO IT BETTER WITH ••GAS••

BUILDING NEWSPAPER CIRCULATION

Men Replace Carrier Boys on Tampa (Fla.) Tribune—Special Wrapper for New Subscribers Developed—Keeping the Newsie's Happy in San Diego, Cal.

MEN have replaced carrier boys delivering the *Tampa* (Fla.) *Tribune,* and, according to Don R. Davis, circulation director, the change is resulting in 99 per cent perfect delivery service.

"We use men exclusively on an independent basis with routes averaging about 500 subscribers," he said. "The retail rate of the Tribune is 20 cents a week. The wholesale rate to the carrier is 10 cents, allowing him a gross profit of $50 a week on a route of 500 subscribers.

"The city is divided into two sections, east and west, with a thoroughly experienced, capable man in charge of each district. Near the center of each we maintain a large branch office, which is headquarters for both circulation and classified advertising.

"Carriers report for their papers not later than 4 o'clock and again at 7:30 when time is given to a regular morning meeting and all stops, starts and complaints are called and charged to the proper route and plans are made for the day's work.

"So far we have found the system quite successful. We have 38 men carriers and a few boys."

The Tampa Tribune recently adopted a rule that all new subscribers should receive their papers on the first day after subscribing in a specially designed wrapper, developed by Mr. Davis.

The wrapper is printed in red on newsprint stock. As folded one side contains space for the name and address of the new subscriber, and the following statement:

"We thank you for your subscription and want to assure you of a prompt and regular delivery."

The reverse side informs the receiver that the Tampa Tribune "Is Florida's Greatest Newspaper—Its Service Is Unexcelled," and lists the telephone number. The classified department is also given space on this side of the wrapper in a box which reads: "Tribune Want-Ads Are Sure Wonder Workers. Ask Your Neighbor."

"The wrapper not only serves to show the subscriber that we appreciate his subscription, but also acts as a reminder to the carrier," Mr. Davis said. "The papers are wrapped by the district manager and given to the carrier as he reports for his papers."

"Keep the newsboys happy, and circulation managers will lose most of their nightmare troubles."

That is the conclusion of William O'Farrell, circulation manager for the *San Diego Union and Tribune,* whose newsies recently returned from two weeks in the mountains. The newsies work for their trip by selling subscriptions and went in relays to the camp.

More than 75 Union and Tribune boys were guests of the two newspapers this summer, and the three weeks' camp was conducted without accident or injury to anyone.

A two-fold benefit comes from the camp, said O'Farrell this week. The boys have a healthful vacation, and they work harder and with greater loyalty for their paper throughout the ensuing year. And as each summer comes around, all the carriers strive for a trip, which is the prize. O'Farrell neglects none of his carriers, however. These who fail to win a trip get a cash award for work done in soliciting. In this way all hands are rewarded and no hearts broken.

Toledo newspapers are competing in plans to reward Toledo's useful and heroic citizens.

The *Toledo Blade* started the movement by offering a loving cup to be presented to the Toledoan who performs the most useful piece of community work in 1926. The presentation of the Blade Loving Cup for Service will be made at the Chamber of Commerce at a public dinner which will be in the nature of a great testimonial.

During the remainder of this year the Blade will open its columns to letters from anybody in Toledo to propose a candidate for the honor. The recipient of the honor will be chosen by a committee composed of representatives of all the luncheon clubs in Toledo.

The *Toledo News-Bee* is offering $50 to the individual who has to his credit in any week the most outstanding personal achievement.

Anyone living in Toledo and Lucas county is eligible for the award which may be given for personal heroism, literary, artistic or professional accomplishment or civic betterment.

The first News-Bee Personal Achievement Award will be made for the week of Aug. 29-Sept. 4, and the decision of the board of award—which will consist of distinguished citizens—will be made in the News-Bee Sept. 7.

Metal boxes placed along rural mail routes on Iowa primary highways are not included in the commission ban on advertising signs on state roads, but names of the papers placing them are not permitted on the receptacles, the commission ruled this week. The *Des Moines Register and Tribune* which had hundreds of such boxes on its rural routes within a 50-mile radius of the city, has announced that it will obliterate the name "Register and Tribune" to avoid any charge of favoritism, although the boxes are not actual advertising signs which might obstruct the vision of motorists. The commission has ordered removal of all advertising signs along the highway under threat of destruction of such boards.

"Miss Your Paper?" asks the *Utica* (N. Y.) *Observer-Dispatch* in a one column box it publishes. The box reads:

"Arrangements have been made with the Postal Telegraph Company to deliver copies of the Observer-Dispatch to city subscribers who have not received their regular copies by 7 p. m. If the carrier boy has not delivered your Observer-Dispatch before 7 o'clock telephone that fact to the Postal, giving your name and address, and a special messenger will be sent to your residence with a copy. No charge is made for this service."

The *Cleveland* (O.) *News* is likewise solicitous.

"Maybe We're at Fault," it admits in the headline of an office advertisement, which continues:

"If the R. F. D. mailman fails to deliver your copy of the News regularly each day, write the circulation department, the News, Cleveland, O. The blame probably lies with us instead of with him. Mistakes will happen in the best regulated newspaper offices you know."

In a city where the treasure hunt is still somewhat of a novelty only to be indulged in by a favored few, the *Seattle Star* organized a paper chase and treasure hunt for all boys in Seattle under 15. The hunt started Thursday morning, Aug. 19, at the Washington park ball grounds on Lake Washington at 1:30 in the afternoon. The paper-strewn route followed by the boys covered three miles and there were five prizes at the end for the first five to reach there. Also somewhere along the route the treasure was hidden and lay waiting for the first boy to find it.

The *Vancouver Province* recently h a Sunday story in its magazine secti entitled "Zero Hour for the Newsi showing how the paper is distribut after it leaves the press room. H your editorial department worked t one lately?

An Ohio newspaper has made tour camps on the main highways circulati sub-stations with favorable results.

Avard L. Richan, physical director the Lewiston, Me., Y. M. C. A., h resigned his position, effective Aug. to become circulation manager of t *Lewiston Daily Sun* and *Lewiston Ev ning Journal.* The corps of newsbc on the Sun and Journal in Lewiston a surrounding communities includes abc 500 boys. Plans are under way to e large greatly the welfare work now t ing done among the boys.

The moral and physical welfare the Sun-Journal boys will be promot through the weekly newsboys' bulle and the monthly Sun-Journal boys' se ice magazine as well as by personal cc tact.

Three hundred dollars in prizes are t ing offered by the *Chicago Eveni American* in a subscription conte Eastman kodaks are being given aw for one new six months' subscripti The cash prizes are being given the best pictures taken with the 5,(cameras which are given away for n subscriptions. The first prize is $100 a there are 100 prizes in all.

CABLE LANDED IN U. S.

The American end of the newest A lantic cable was dragged ashore at Ro away Beach, near New York City, t week by workmen of the Western Uni Telegraph Company. Its Eastern ter nus is at Penzance, England, and it cov a stretch of 3,400 nautical miles. It the 19th cable spanning the Atlantic, a will have a sending capacity of 2,500 l ters a minute.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	



CLASSIFIED ADVERTISING

Seven Rules to "Make the Good Want-Ad Good" — National Better Business Bureau to Use Index Cards in Classified Service

SEVEN rules to "make the good want-ad good" are thus listed by the *St. Louis Globe-Democrat,* of which Charles W. Nax, president of the Association of Newspaper Classified Advertising Managers, is classified director:

1—Think carefully about your proposition.
2—Direct your selling efforts at the individual.
3—Be specific. Use colorful words. Avoid generalities.
4—Tell the whole story.
5—Emphasize the best feature of your offer.
6—Mention price.
7—Make answering as easy as possible.

The classified advertising service of the National Better Business Bureau, New York, will switch from mimeograph letter reports to printed index cards of standard three by five size, meeting the demands of classified managers. Approximately 1,000 newspapers are now using the National Better Business Bureau's service, it was announced.

The *New York Times* handled the current "used car problem" with the following promotion advertising copy this week, headed "A Mile and a Half of Available Automobiles:"

If all the used cars advertised on a recent Sunday in the New York Times Automobile Exchange were placed end to end in a continuous line, they would extend approximately a mile and a half. This estimate is based on the actual cars listed in the advertisements. In addition many dealers offer for sale "other cars of standard makes."

Among used automobiles advertised daily and Sunday in the Automobile Exchange of the Times are many fine cars that have had practically no use. Others have been reconditioned, reupholstered and freshly painted and in appearance and mechanical equipment are ready for long service.

The care exercised by the New York Times in acceptance of advertising has created a confidence among readers that has brought good results to advertisers. The Times urges readers to report promptly any advertisements that may have escaped its censorship and which appear to be misleading or otherwise untrustworthy.

An interesting story is told by Prof. H. F. Tompson, first head of the Massachusetts Agricultural College field station, of how he built up a profitable market gardening business through classified advertising in the *Pawtucket* (R. I.) *Times.*

Prof. Tompson's farm is in Seekonk, Mass., four miles from Pawtucket. He says that 500 retail customers come to his door every week, all in response to the newspaper advertising.

Prof. Tompson has constantly urged Boston gardeners to advertise in newspapers the superiority of their fresh, nearby produce and now he is practising the idea himself with excellent results.

This opens up a new field for advertising, as well as a new method of making farming more profitable.

Perhaps your telephone ad receiving department isn't being used as much as you would like. The *Canton* (O.) *Daily News* prints a mail order blank on its classified page to prompt prospective advertisers to send in their copy. The blank, ruled off with dotted line to be cut out and mailed to "Want-ad Headquarters" furnishes space for the name of the advertiser, address, number of days to be run, and the text.

WITH THE GENERAL ADVERTISERS

New Method of Localizing National Copy for Newspaper Use—Music Merchants Talk of $1,200,000 Piano Campaign—Seattle Salmon Packers Boosted Sales

A NEW way of localizing national copy is being tried out by the Lepel Ignition Corporation, New York, in a test campaign being placed in newspapers in five cities by the William H. Rankin Company, New York and Chicago advertising agency.

Copy is sent to newspapers direct by the agency and is not placed by the dealers. A blank space, however, is left as shown for a local illustration suggested by the caption, which in the particular advertisement pictured will show Utica, N. Y., dealers watching the Lepel converter in operation.

About $1,200,000 is expected to be invested by piano dealers and manufacturers during the next three years under the auspices of the National Association of Music Merchants, New York, in a co-operative campaign to create piano interest. Leading manufacturers have pledged $200,000 a year, it is claimed, and retailers will match this with an equal sum.

The Associated Salmon Packers of Seattle, Wash., reported this week that more than 1,100,000 cases of salmon were sold during a national newspaper advertising campaign this year as compared to 205,000 cases during a corresponding period in 1925, when no advertising was used. The campaign was placed in 50 newspapers.

The advertising campaign also resulted in an increase of 445 per cent in pink and chum salmon sales for the first six months of 1926 over the same period in 1925, officials of the organization report. It has reduced the carry-over on these grades of fish from 1,134,000 to 378,000 cases, the lowest since the war.

Total sales for pink and chum salmon for the year ended July 1 were 4,500,000 cases, exceeding that of the previous year by 750,000 cases.

The account is handled by Strang & Prosser of Portland. Newspapers were the principal medium employed.

Edward S. Morse has been appointed to the advertising and sales promotion staff of the Pacific Mills, Boston, and will make his headquarters in the New York office. He was formerly advertising director of Saks Fifth avenue, and before that advertising director of Lord & Thomas, both New York department stores.

C. A. Tucker has been appointed assistant advertising manager of the Hickey-Freeman Company, men's clothing, Rochester, N. Y. His position in the company is a new one, necessitated by the rapid expansion of the advertising department.

H. M. McCarger, advertising manager of B. Kuppenheimer & Co., Chicago clothing manufacturer, has resigned. He has not yet announced his future plans.

Lipton's Tea started a new campaign Aug. 16, using newspapers from Boston to San Francisco. Copy is based on short pithy messages over the Thomas J. Lipton signature. William H. Rankin Company, New York, places the account.



Florida Building Permits *Lead* the Country

Florida's building program during 1925, considered in relation to the population of the state, is without parallel in the history of the world.

It is conservatively estimated that this state during 1925 spent more than $400,000,000 in the construction of new buildings.

According to one of the most reliable statistical organizations, the contemplated new work reported during the past year amounted to $610,498,400.

Still more building would have been done had it not been discouraged by railroad embargoes which made it impossible to secure necessary materials.

And Florida is just beginning to build.

This fact merely indicates the great buying power of Florida and the important market that awaits the manufacturer here.

Reach this market by use of the most complete and economical media—the Associated Dailies of Florida.

ASSOCIATED DAILIES *of Florida*

510 Clark Building Jacksonville, Florida

Bradenton News
Clearwater Sun
Daytona Beach Journal
Daytona Beach News
Deland Daily News
Eustis Lake Region
Ft. Myers Press
Ft. Myers Tropical News
Ft. Pierce News-Tribune
Ft. Pierce Record
Gainesville News
Gainesville Sun
Jacksonville Florida Times-Union
Jacksonville Journal
Key West Citizen
Kissimmee Gazette
Lakeland Ledger
Lakeland Star-Telegram
Lake Worth Leader
Melbourne Journal
Miami Daily News
Miami Herald
Miami Tribune
New Smyrna News
Ocala Central Florida Times
Orlando Morning Sentinel
Orlando Reporter-Star
Palatka News
Palm Beach Daily News
Palm Beach Post
Palm Beach Times
Pensacola Journal
Pensacola News
Plant City Courier
St. Augustine Record
St. Petersburg Independent
St. Petersburg News
St. Petersburg Times
Sanford Herald
Sarasota Herald
Sarasota Times
Stuart Daily News
Tampa Times
Tampa Tribune
Winter Haven Chief



WOMEN IN ADVERTISING AND JOURNALISM

Miss Kate Webber Claims to Be Only Woman Exchange Editor in the World—Priscilla Ring Sent to Turkey by A. P.—Olga Samaroff Honored

MISS KATE WEBBER, exchange editor and club editor of the *Chicago Tribune*, claims the distinction of being the only woman exchange editor of a daily newspaper in the world. And that is not at all what she started out to be.



KATE WEBBER

Miss Webber had her first newspaper experience on the *Ft. Smith* (Ark.) *Southwest American*. She went to Chicago at the outbreak of the war to do clinical work in a children's hospital. She was about to return home at the conclusion of this work, when she obtained a job as assistant society editor on the Tribune. After she had been there a month, the society editor became ill and Miss Webber, though green and inexperienced, was forced to take over all the duties.

Later she was made club editor of the paper. In 1922 she gave up working on society news to become exchange editor, and reads 170 different papers a day.

Miss Webber culls the best of the editorials, dramatic and music revues, and features of the agricultural, financial and sporting departments. These sections she sends to the corresponding departments of the Tribune so that the department editors are kept constantly in touch with the material bearing on their work which appears in other newspapers.

Miss Priscilla Ring sailed recently from New York to become active correspondent for the Associated Press in Constantinople. She had formerly been a teacher in a girls' college in the Turkish capital and at that time had supplied mail stories to the A. P. Her success then resulted in the appointment to regular staff member.

Olga Samaroff, music critic of the *New York Evening Post*, was this week selected by the women's board of the Sesquicentennial in Philadelphia as the Pennsylvania woman who has made the most outstanding contribution to music.

Mazie Clemens, reporter of the *New York World*, was questioned by Inspector Underwood in the Hall-Mills murder case this week and made an affidavit in which she told of seeing Henry Carpender take some papers and a desk drawer from the Hall home on the Sunday after the bodies were found. Miss Clemens was assigned to the story four years ago by the World.

Mrs. F. G. Bonfils, "Annie Laurie" of the *San Francisco Examiner* and syndicate writer left for a holiday in Europe on Aug. 25. She will return next March.

ADVERTISING AGENCY AFFAIRS

New Advertising Business Formed in Boston—William Zwietusch Joins Geyer Company, Dayton—A.A.A.A. Announces New Convention Dates

A NEW advertising business has been established in Boston under the name of Wolcott & Holcomb, Inc. Roger Wolcott, Charles A. Holcomb and L. E. Gardner are founders.

Mr. Wolcott, formerly of Brenninger & Wolcott, Inc., Boston, is president; Mr. Holcomb, formerly with the Smith-Endicott Company, Boston, is vice-president, and Mr. Gardner is treasurer.

William Zwietusch, representative of the Crowell Publishing Company, formerly with Henri, Hurst & McDonald, has joined the staff of the Geyer Company, Dayton agency as an account executive.

The Geyer Company also announces two additions to its publicity department. They are H. A. Ruby, formerly city editor of the *Louisville Times* and H. A. Layport, formerly managing editor of the *Lima Gazette*.

Raymond Peck's musical show "Castle In The Air" which has had a run in Chicago since early last fall, opens in New York on Labor Day, Sept. 6, at the Selwyn Theatre.

Peck was associated with the World Wide Advertising Corporation until the play was ready to be produced and to which he is now devoting all of his time.

On Tuesday, Sept. 7, a dinner will be given to Mr. Peck by his former associates of the World Wide Agency and later in the evening the entire agency staff will also be guests of Emil Maurice Scholz, president of the Corporation, at a theatre party to see Mr. Peck's show.

W. Frank McClure, vice-president of Albert Frank & Co. and well-known advertising man of Chicago, has been elected to the board of trustees of Chautauqua Institution, Chautauqua, N. Y.

Robert E. Kane has resigned as account executive of the Chappelow Advertising Company, St. Louis, to become advertising manager of the Union Electric Light & Power Company, St. Louis, effective Sept. 20.

James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, this week announced new dates for the association's annual convention as Oct. 27 and 28 at the Mayflower Hotel, Washington, D. C. The A. A. A. A.'s national executive board will meet at the same place Oct. 26.

Frank Rimm has joined the staff of Edward M. Kelly, Inc., Buffalo advertising agency.

Frank M. Orchard has become associated with the Gardner Advertising Company, St. Louis. He was formerly western manager of *Adventure* and *Everybody's Magazine*.

Willard Andrews, for the last eight years with the George Batten Company, Inc., New York agency, has joined the staff of the McGraw-Hill Catalogue.

The engagement of Melvyn R. Gronberg of the J. Walter Thompson Advertising Company, Chicago, to Miss Gertrude Elizabeth Rayner of Elgin, Ill., was announced last week. The wedding will take place Oct. 2, in the Church of the Redeemer, Elgin.

J. R. McKinney, recently with Van Name & Hills, Inc., New York City, has joined McLain-Simpers Organization, Philadelphia, as Art Director. He was formerly with the Livermore & Knight Co., Providence, R. I.

S. E. Kiser is now with Edwards, Ewing & Jones, Inc., New York advertising agency. Until recently he was account executive with Frank Seaman, Inc., New York.

When a publisher decides to accept our complete checking proof service he usually has two objects in mind. First, he wants to solve that irritating problem of "requests," complaints, held-up accounts, etc. Second, he wants to give his agencies and advertisers full co-operation and stop a lot of unnecessary contraversy over this checking detail.

He succeeds in accomplishing both objects just as soon as he employs us to assume the entire responsibility.

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St. CHICAGO — 79 Madison Ave. NEW YORK

Says Dr. Salov, addressing the editor of the Newark Evening News: "It would be u... ing. A happy medium has been effected. It is easier to read than seven point ... every one interested in the conservation of vision; for it is the accumulated unnecessary strain on the eyes, due to the extremely small and poor type used in many newspapers, that ... the day when artificial ... though not ... of the typ... last few ... ter t... and ... ab... t... ders gives good legibility even wh... solid. Cast on seven point bod... Point Ionic gives the effect ... leaded—and with a de... word-count over the ... The first paper ... as the Evening ... , N. J. ... a trial of s... ... ne man- ... t of th... ...re enthusi- ... , and readers ... ls of commen- ... e of the most appre- ... oseph H. Salov, a lead- ...st, and past president of ... Optometric Association. ... addressing the editor of ...ning News: "It would be ... or any one else who ...unt of good that will ... recent change in the ... use in the makeup of ...s was not recognized, ... so acknowledged by ...ted in the conservation ...is the accumulated un- ... on the eyes, due to the ...l and poor type used in ...pers, that hastens the day ...al aid must be sought. Al- ...versed in the nomenclature ... you have been using for the ...ays, it is of a style and charac- ...t immediately makes itself felt, ...is far more readable and comfort- ...le than the former style. I am sure that there are many thousands of readers who, possibly unknowingly, feel the added comfort." After several years of investigation and experimentation,

TRADE LINOTYPE MARK

particularly ac... of newspaper s... advantage of t... ation of visio... ut is restf... onotor...

Study the design of this NEW face

Linotype 6½ Point Ionic No. 5

See how perfectly it meets the difficult requirements of modern newspaper printing conditions. Notice the full, round contours of the letters; no "pin holes" or sharp corners to fill up with ink; no fine lines to break down in stereotyping.

Ask the nearest Linotype Agency for copies of newspaper set in this face and compare it with the body type you are now using both for legibility and word count. You will find it easier to read than 7 point faces and that it gives the same word count as a 6 point.

The 6½ Point Ionic is made with italic and small caps and also in combination with Bold Face No. 2.

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

WHAT'S WHAT IN THE FEATURE FIELD

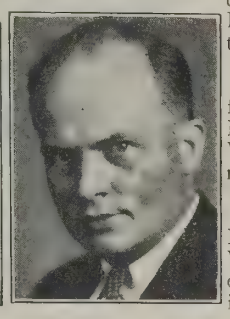
Ferguson Makes Important NEA Service Appointments—National Better Business Bureau Has a Syndicate Offer—Bruce Barton to Write Editorials

ANNOUNCEMENT of the appointment of James W. Dean as business manager and Herbert W. Walker as editor of NEA Service was made by Fred S. Ferguson, president of NEA this week.

Leon M. Siler, of the New York staff, has been made managing editor in Cleveland, succeeding Walker. Ernest Lynn has been appointed fiction editor, and will have charge of NEA's fiction production.



HERBERT W. WALKER



J. W. DEAN

In the appointment of Dean, who succeeds Winslow Abbey, vice-president and business manager, resigned, recognition was given a young man who has come up through the ranks of NEA. Dean is 33. His first newspaper experience was with the *Cincinnati Post*. From this desk he came to NEA, serving first as general utility man in Cleveland, assistant in New York, then as New York manager, and finally as head of the editorial department.

Walker, Siler and Lynn are also NEA men of several years experience.

Bruce Barton, advertising agent-author, has signed to write a weekly editorial for the McClure Newspaper Syndicate, New York. Raeburn Van Buren will illustrate the feature.

The National Better Business Bureaus, 383 Madison avenue, New York, has prepared a series of 23 stories entitled "Tales of Frauds and Fakers." Profits accruing from the series will be used in preparation of another series of financial fake stories, Holland Hudson, in charge, announced.

Zoe Beckley, feature writer, will sail for abroad Sept. 11, to return to this country with Queen Marie of Rumania, who writes the daily "Queen's Counsel" for Famous Features Syndicate, Inc., New York. Miss Beckley was the newspaper woman who first interested Her Majesty in writing for American newspapers. She will cover the royal tour for Famous Feature clients.

"Gamin" by Robert Terry Shannon and "And So They Were Married," by Ann Lisle, are two new serial announcements from King Feature Syndicate, Inc., New York.

James Kerney's "Political Career of Woodrow Wilson" has been made into a series of seven weekly articles for syndication by the McClure Newspaper Syndicate, Inc., New York.

"Ben Webster's Career," daily adventure strip by Edwin Alger, will succeed "Bound to Win," scheduled to stop Oct. 4. Bell Syndicate, Inc., New York handles it.

Harry Staton, manager, and Clare Briggs cartoonist, of the New York Herald Tribune Syndicate, will leave for a tour of France Sept. 25, on the S.S. *France*.

Bruce Bairnsfather, "Old Bill" creator, has a new comic character he calls "Algy." McClure Newspaper Syndicate is introducing both to newspaper readers.

"Tommy" Gibbons will cover the Dempsey-Tunney bout for Bell Syndicate, Inc.

The O'Dell Newspaper Service will shortly offer a daily ten weeks' service called "Uncrowned Kings," by H. Irving King. They are sketches of dictators throughout the world.

Hendrik Van Loon has created a new feature for the Christy Walsh Syndicate, New York, called "Famous Monuments." Van Loon sailed this week for Europe to return late this fall.

Oscar Hitt, formerly with Wheeler-Nicholson Syndicate and the New York World Syndicate, is now handling his own comic feature. Associated with him is Maurice Workstel, art critic.

Christy Walsh, manager for Babe Ruth as a syndicate writer, is also managing the Bambino in a $100,000 vaudeville contract just signed.

DAILY MERGES TRI-WEEKLY

Fredericksburg (Va.) Star and Free Lance Combined

Effective Sept. 1, the *Fredericksburg* (Va.) *Free Lance,* tri-weekly, and the *Daily Star,* afternoon, both published by the same company, were combined into an afternoon paper known as the *Free Lance-Star.*

Although issued from the same plant, the circulations of the two papers were separate. Advertising rates have been adjusted to conform with the enlarged circulation.

The Free Lance was started in 1885 and the Daily Star first appeared in 1893.

Josiah P. Rowe, Jr., is manager of the Free Lance-Star.

OHIO PAPER SUSPENDS

P. M. Cullinan, who has published the *New Lexington* (O.) *Herald* for more than 40 years has suspended that paper in the interests of his health and retired. The equipment of the Herald has been taken to New Concord, O., and the subscription list has been taken over by the *New Lexington Tribune.*

IOWA PAPER INCORPORATED

Articles of incorporation were granted last week to the *Sac City* (Ia.) *Sun,* which recently absorbed its only other rival in the local weekly field, and is now organized with $40,000 capital. S. M. Stouffer is president; Irene Stouffer, vice-president, and S. A. Stouffer, secretary-treasurer.

Our Customers Write Our Ads

Kane, Pa., Republican Says—

"Our DUPLEX MODEL A press shows *absolutely no wear* despite its continuous use for seven years."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

Imperial METAL



Smooth Running
—*that's the Plus Plan Shop*

YOU can almost tell at a glance whether a shop uses the Imperial Plus Metal Plan. Everything in that shop is running along smoothly. Business manager, shop superintendent, head stereotyper, machinist, machine operators—all are happier when the Plus Plan is on the job.

And why shouldn't they be? Schedules are adhered to to the fraction of a second. Machine and metal troubles are eliminated. A better looking sheet is brought out. It's a better satisfied shop all the way 'round.

The Imperial Plus Metal Plan is used in thousands of newspaper shops. First, because it keeps type metal in A-1 condition at all times, thereby minimizing troubles—second, because it gives type metal many years of additional life, thereby cutting metal costs.

If your shop isn't running just as smoothly as it should or if your metal costs are too high, send for a copy of the Plus Plan.

IMPERIAL TYPE METAL CO.

Manufacturing the following metals:

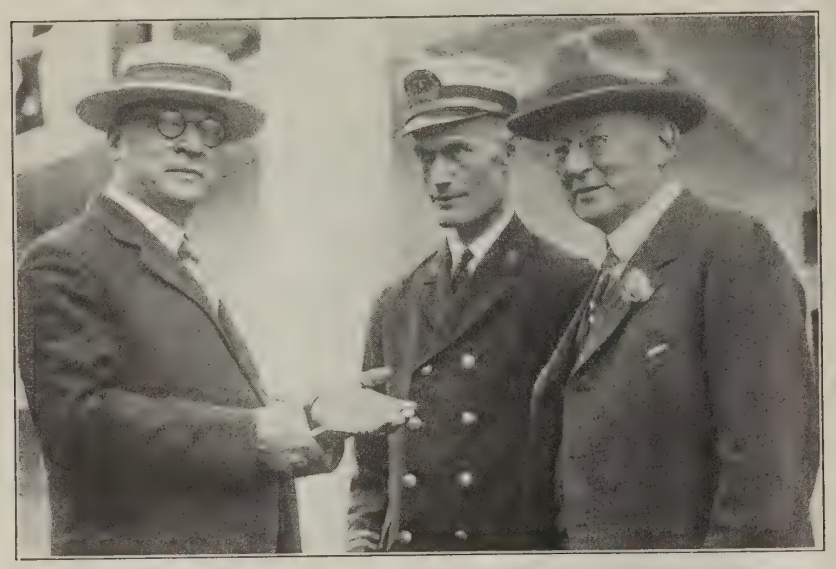
LINOTYPE MONOTYPE INTERTYPE STEREOTYPE
ELROD LUDLOW LINOGRAPH THOMPSON

Philadelphia Cleveland New York Chicago



BEST BY ACID TEST
TRADE MARK REG.

A. P. HONORS RADIO OPERATOR WHO FLASHED PACIFIC SHIPWRECK STORY



(Left to right) Joseph R. Knowland, Stedman F. Todd and Paul Cowles

STEDMAN FISKE TODD, radio operator on the Dollar liner *President Wilson* was honored by the Associated Press at a luncheon aboard the ship Aug. 25, for sending on Feb. 19, last, a description of the rescue in mid-ocean of 14 survivors of the Japanese freighter Daishin Maru, who had drifted 20 days after abandoning their stricken ship.

The story was first flashed by the tanker Java Arrow which picked up the survivors. But the graphic, though brief, story of the wreck and the rescue was relayed by Todd to the A. P. in San Francisco through the Federal Telegraph station.

Paul Cowles, superintendent of the Western division of the Associated Press, presided at the luncheon, and a handsome watch appropriately inscribed was presented the radio operator by Joseph R. Knowland, publisher of the *Oakland Tribune* and an A. P. director.

WHAT OUR READERS SAY

PRESS AND SCHOOLS

To Editor & Publisher: The editorial "Call to Public Duty" in the Editor & Publisher for August 14 is one of the best I have ever seen on education. Expressions like this help to unite the two greatest educational forces of modern times—the press and the schools.

Joy Elmer Morgan,
Editor, Journal of the National Editorial Association of the U. S.

NEWSPAPER PROMOTION

To Editor & Publisher: I was much interested in the August 28 article in your excellent publication entitled—"Kansas City Star Office Advertising Scheduled and Paid For."

In this same connection I believe you will be interested to know that a similar ruling prevails on the *Cleveland Plain Dealer* where the classified budget, aside from the display, represents $104,000, $80,000 of which is spent in the Plain Dealer's own columns.

Naturally these figures are not included in the total volume of advertising carried by the Plain Dealer but the linage is for office purposes charged the same as any other advertising and is considered an excellent investment by the Plain Dealer.

In the same connection, I believe you will be interested to know that when the late Victor Lawson started a promotion campaign in 1913 the office advertisements were given preference over paid advertising and in the Friday issue of each week it was necessary to leave out paid advertisements in order that the office schedule could be maintained intact.

In my opinion the wisdom for such a program was admirably summed up in a note of instructions which William Randolph Hearst sometime ago sent to his editorial staff:

"If advertising is a good thing for any business, it ought to be a good thing for the newspaper business; and there is no reason why we should deny our business the advantages which we allow other businesses to have.

"The only people who seem to undervalue advertising are the people who deal in it; and this in the face of the fact that the newspapers which do advertise themselves, are the most successful publications in the country. The cause of that success can be directly traced to campaigns of advertising and promoting their own product.

"Now, I do not maintain that promotion advertising is as necessary to a newspaper as it is to other businesses. My contention is that it is a great deal more necessary to a newspaper than it is to other businesses, and that our difficulty is not that we cannot afford to put it in our paper but very obviously that we cannot afford to leave it out of our paper.

"I insist upon our advertisements going in the paper, if I must put it that way, even if other people's advertisements have to be left out. And I insist upon a proper amount of promotion going into outside papers."

It is a gratifying sign to see progressive publishers carrying out in actual performance what their advertising representatives have so long preached to local and national advertisers.

In connection with your comments on the *Star's* campaign, we find pardonable pride in the fact that the Byran Organization is assisting in furnishing the promotion schedule for both the Kansas City Star and the Cleveland Plain Dealer, our second arrangement for the *Chicago Daily News* having expired in July.

Very sincerely yours,
W. G. Bryan.

AFTER SEPT. 15th

"AMBITIOUS AMBROSE"
By HITT
"DUCKVILLE DOINGS"
By OSCAR
"HI-WAY HENRY"
By HITT

NOW RUNNING IN 50 PAPERS, WILL BE RELEASED AS INDEPENDENT FEATURES. FOR TERRITORY, WRITE OR WIRE,

WORKSTEL-HITT FEATURES
117 West 46th St., New York
Tels. Bryant 8889 or 8890.

Still Gaining!

The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.
The net paid average for the American was 57,503.
You need these papers to cover Baltimore, they reach more than half the City.
Sold separately or in combination.

THE BALTIMORE NEWS
and
Baltimore American

ANNOUNCEMENT
To National Advertisers and Advertising Agencies
The National Advertising Departments of
New York Evening Journal
Baltimore Evening News
Baltimore American
Washington Evening Times
Washington Herald
Atlanta Evening Georgian
Atlanta Sunday American
are combined with offices in New York—Chicago—Detroit

New York Office:
W. G. HOBSON, *Eastern Manager*
2 Columbus Circle
Telephone: Circle 5400

Chicago Office:
F. E. Crawford
Western Manager
913 Hearst Bldg.

Detroit Office:
Franklin Payne
Representative
1351 Book Bldg.

All under direction of:
JAMES C. DAYTON, Publisher
NEW YORK EVENING JOURNAL

America's most select Circulation
The Palm Beach Times
FRANK P. FILDES PUBLISHER

2 Good Papers made into a Better 1

The Free Lance, tri-weekly,
and
The Daily Star, afternoon,

issued by the same company in Fredericksburg, Va., were combined Sept. 1st into

The Free Lance-Star

an afternoon paper with the advantages of both the former publications.
Advertisers can now reach both city and rural readers through the one medium at a lower proportionate than before.

The Free Lance-Star
Fredericksburg, Va.



Courtesy of Johnson Features

Mary Gardner
as
"The Petter"

The famous Beatrice Burton serials have won many friends for Johnson Features, Inc.

On a par with the high character of the stories are the photographic illustrations used in conjunction with them.

With his vast syndicate experience to stand him in good stead, Mr. Johnson naturally knew that it was one thing to secure the kind of illustrations he wanted, but that it was just as important that his clients be able to reproduce them in their papers to best advantage.

So Mr. Johnson quite naturally turned to Certified Dry Mats.

The reasons? Very simple.

They have found Certifieds to be the most economical to use; that with our mats they can give their clients the best kind of service; and that as for quality of reproduction Certifieds are in a class by themselves.

Certifieds will appeal to you in the same way, and for the same reasons.

Why not let us tell you how Certifieds can serve you. There's no obligation for getting the facts.

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue
New York, N.Y.

For wet mat printing with DRY MAT facility — use Certifieds
Made in the U. S. A.

]ESSMEN OFFER TO TEACH EMPLOYERS

nin's Trade Schools Thrown Open o "Increase Managerial Efficiency" .-Maj. Berry Re-elected President for Nineteenth Term

Ay publisher or employing printer or nf either who desires to take a course e technical trade schools operated by e nternational Printing Pressmen and stants' Union of North America may , as a result of a decision at the re- n thirty-first biennial convention held ressmen's Home, Tenn.

Je committee on officers' reports said: ire is much inefficiency in the man- eal conduct of newspaper and printing ns in America, and much of this is eto the complete lack of knowledge c the part of the owners of the busi- s as to the physical and mechanical qrements of the business. It would ood for us and good for the business very owner of every printing and paper office in America better appre- a d the responsibilities and the possi- les of the printing department. The c justify President Berry's recom- elation that our Technical Trade ools be opened to the owners and to esons and heirs of industry upon the r basis as our schools are open to e bers of our organization."

ther action by the convention in- ued:

nphatic denunciation of Communists nother un-American influences.

oard of directors to continue in full rority in the newspaper industry in e York City with unlimited power to ay out all the details embodied in the ract with the New York publishers.

outlaw newspaper strike in New c in 1923 was injected into the con- ion through the report of the pres- let, dealing with the continuation of rol of New York Newspaper Press- e's Union No. 2.

he committee on officers' report said "we will not now nor are we con- ing the question of a further regula- o in the work week. The industry is led to, and this international union, e judgment of your committee, should to it that it is given a rest and free- o from agitations that are totally out f une with logic."

he engineering department, it was an- ced, grants to more than 600 daily espapers in America free technical ice and advice in meeting the defects f peration. T. E. Dunwody, head of Technical Trade School development, it is the desire "to eliminate every te in industry."

was stated that no protest is made inst the introduction of labor saving ces because when their practicability stablished it is to the common inter- f all concerned to approach them and st in their establishment."

he patent department was considered. roposed subsidiary corporation will e authority to accept inventions from mbers, cause them to be patented, and e the article to be manufactured and o. the profits over and above the cost peration to go to the inventor.

resident George L. Berry in his report n emphasized the necessity of the or- ization maintaining vigilance against al strikes.

resident Berry was re-elected for nineteenth term, and endorsed for the nocratic nomination for President of United States.

Widows' and Orphans' home is to be blished, and nearby will be the billet he American Legion.

TO NEGOTIATE NEW SCALE

Members of the local union of news- ers, Scranton, Pa., recently met to ine their wage demands for the com- year. The scale of the Scranton swriters expires Oct. 1 and under the eement with the publishers the em- ers must get 30 days' notice on new ands. The new agreement will be otiated by the union's executive com- ee.

$5,000 REWARD!

NOTICE TO NEWSPAPER PUBLISHERS

No "permanent injunction" against the sale or use of The Playograph as manufactured and used since 1923 is in effect anywhere.

Please let that be distinctly understood.

The "permanent injunction" secured by the Star Ball Player Company against the Playograph Company and the Baseball Display Company applies only against the base-runner part of thirty Playographs manufactured only in 1922. These few Playographs affected by that injunction were recalled and changed, and not one of that type of Playograph is in existence today.

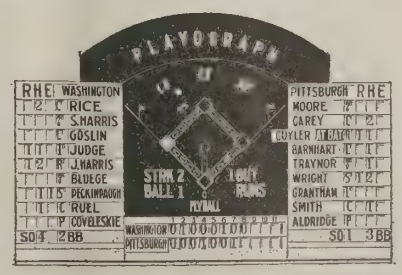
Therefore, the "perpetual injunction" has absolutely no bearing on the Playographs as marketed and used since 1923 to date.

That our patents fully protect all Playograph users is amply evidenced by the recent decision of the United States Federal Court, District of New Jersey (Honorable Judge Bodine) dismissing the suit of the Star Ball Player Company against the Playograph Company on the ground of non-infringement. This decision was rendered July 26, 1926, and will be supplied to anyone desiring it.

Our attorneys, Milans & Milans, Wash., D. C.; Moses & Nolte, N. Y. City; Heine Bradner & Laird, Newark, N. J., have been instructed to pay Five Thousand Dollars in cash to any one who can prove the statements herein made are misleading or untrue.

THE PLAYOGRAPH COMPANY

345-349 Henry Street
Orange, N. J.



LEO C. BAUM
President

"Watch the Ball"
The Slogan Made Famous by the Playograph

PRESS CONGRESS HOSTS TALK SHOP

(*Continued from page* 4)

but we must do it in such a way as to make life on the morrow more abundant, more beautiful. We can learn that judgment may be tempered with sympathy and understanding.

"Though our ideas do not reach 20,000,000 readers, we may learn the hopes, the fears, the troubles of these other nations and perchance our ideas, or judgments, no matter how few they reach, may be the right ideas and the right judgments and we may make life more abundant by their possession."

Dr. Williams declared that newspapers are more than a public square, more than a "second hand of history" telling of each incident of current history as it passes, more than a mere chronicler of truth.

"Sometimes," he declared, "newspapers become more than mere passive chroniclers—they become crusaders for truth.

"A newspaper is a business; but it is more than a business. It is one of those businesses that are touched with a public interest. And every good newspaper publisher realizes this truth—that the end of life is not business; rather the end of business is life."

Brief ceremonies were held in the morning at Trinity and St. Paul's churchyards, where wreaths were placed on the tombs of William Bradford, first publisher, and John Holt, first editor.

After visiting City Hall and the Stock Exchange, the delegates attended the luncheon; were taken on a sightseeing tour over uptown Manhattan; were guests at dinner in the Waldorf-Astoria of Karl A. Bickel, President of the United Press Associations; attended a performance at the Winter Garden as guests of Charles C. Capehart, President of Capehart & Carey, advertising agents, and after that attended supper as guests of Mr. and Mrs. Ogden Reid, followed by an inspection of the *New York Herald Tribune* plant.

At the luncheon given by R. Hoe & Co. addresses were made by H. R. Swartz, president; Francis H. Sisson, vice-president of the Guaranty Trust Co.; Dean Williams and James W. Brown.

"It is indeed interesting to survey the history of a movement which, only a quarter of a century ago, existed only in the imagination, or shall we say vision, of a human mind," said Mr. Swartz. "In the year 1904, in connection with the World's Exposition at St. Louis, there was gathered a group of journalists, many of whom, responding heartily to the spirit of the idea, came from distant lands; and these men, guided by the ideal of human brotherhood, spent days in earnest and sincere discussion of common problems. Intermittently during the following years other similar gatherings convened at different points. The great dominating idea of human brotherhood and international understanding was ever at the front. In 1915 at the San Francisco Exposition, the movement took permanent form in the organization and adoption of the name of the Press Congress of the World. The second session, held in Honolulu in 1921, was an occasion of outstanding inspiration. Reports of the proceedings were given prominence in the newspapers of the civilized world.

"Those who laid the foundations of this great movement were far sighted. It now appears that its services are vital to mankind. The world is confronted with problems which are acute and pressing. If we look squarely and fearlessly at conditions as they really are, we shall see jealousies, selfishness, hatred, fear and suspicions. Scarcely started on the road to recovery from the last great war, the world already echoes with rumors of the next one.

"But the picture is not entirely one of shadows. There is *ample* ground for optimistic outlook. Many of the outstanding leaders in thought and action in the civilized countries see the world exactly as it is; and are giving generously of their time in organized effort to save civilization from its most menacing curse.

"Their voices have been heard. Everything has been said, every angle covered, in the argument for a world at peace. In every civilized land aspirations for better international understanding and universal peace are taking more definite form every day.

"Fear, suspicion and hate are still rife in high places, and the high places are occupied by politicians, many of whom, alas, do not always use good judgment. But when they hear the voice of the people commanding them to settle international differences by some other means than arms and bloodshed, other means will then be found.

"Could the opportunity for service to mankind, thus presented to the Press Congress of the World be more clearly defined? And may I not add that the opportunity creates also a responsibility. In this great field of education there is *no single force or influence in existence* that can be expected to exert so great a power as the press. Indeed we cannot overrate the importance of journalism in the present-day world.

"My optimism with respect to the future well-being of the world is based, I believe, on solid ground. I am mindful of the many forces of intelligent, effective, organized effort that are unceasingly striving toward the ideal of a world at peace. The voice of the people of all civilized nations, crying out for peace on earth and good will among men, is becoming more audible every day. We know the people are ignorant of the vital facts, but we know also that they are ready and waiting to respond to a message that will point the way to deliverance from the bondage of fear and dread and apprehension that is bowing them down.

"It calls for a stupendous program and for men of high purpose and firm resolve, to carry it through, and my optimism is strengthened in the belief that the ideals which have been dominant in the growth of the Press Congress of the World have led its leaders to a dedication of their lives to the cause of this supreme service to mankind."

Thursday evening, J. L. Fearing, vice-president of the International Paper Company, entertained the party at dinner at the Ritz-Carlton and the visitors then attended the performance of George White's "Scandals" at the Apollo Theatre. Later the New York Times plant was visited and the editors were the guests at supper of the Times management.

Friday, M. Koenigsberg, president of the King Features Syndicate, tendered a luncheon at the Roosevelt Hotel.

RECEIVER NAMED

Fred M. Bushnell, a manufacturer and former postmaster at Mansfield, O., has been appointed receiver for the *Mansfield Journal* upon the application of the minority stockholders. The majority of stock in the Journal is owned by R. C. Hoiles, owner of the *Mansfield News*, who opposed the case in court. The Journal will continue to publish.

"HOW TO HOLD A JOB" TOLD TO NEOPHYTES

COURSE 2E-4, curriculum in Journalism; "How to Hold a Job"; sequel course to "How to Get a Job"; Prof. Notta Chance; class meets Thursday and Saturday. Specifications—Students must send proxies when not able to attend class.

Following is a sample of instructions:

After arriving at city room in mornings, tell city editor you slept late and are going out to breakfast.

If you come to work late, tell city editor you were out the night previous sleuthing. If he asks you for the story, tell him "it blew up."

If the city editor suggests you change the lead on your story, take issue with him. He will appreciate your interest.

Spell names the way they sound, especially in stories the managing editor is interested in. He will know who the names refer to.

In event of errors in stories you have written, always put the blame on the street man or the persons who telephoned story.

Always pad expense accounts. Employers expect that.

Read all personal letters and telegrams on city editor's desk. Also sit or recline on his desk. He likes company.

Don't cover unimportant assignments if a poker game or a ball game interfere.

Throw away stories if persons involved pays you to do so.

USING COMMUNITY REPORTERS

An innovation by the *San Antonio Light* is the employment of a number of community reporters, residing in the various neighborhoods of the city and suburbs of which they write. The Light recently inaugurated a "personal" column, intending to get in print the name of every San Antonian possible.

TEXAS GROUP TO ADVERT

With E. B. Miller, Plainview, as ident and H. B. Adams, Lockney, tary, an organization has been per to advertise nationally the Central portion of the Texas Panhandle, i ing Floyd, Hale, Lamb, Bailey, P Castro, Swisher, Briscoe and par Deaf Smith and Crosby Counties. name of the new organization is yet selected.

PAPER BARRED FROM MEX

The *El Paso El Continental*, S newspaper, has been barred from M on order of Alverto Tejeda, secret interior, because, according to Mexican Consul Rafael Aveleyra Paso, two "enemies of the govern of Mexico were working on the Salvador Urias and Prieto Laurens named as the alleged "enemies."

EDITOR & PUBLISHER'S MARKET will give exact statistical data on communities.

Only One Paper Really Covers Akron District!

National advertisers should bear mind that the economical way of rea ing the great Akron district, rut center of the world, is through the DOMINANT newspaper in this distr the

Akron Beacon Journ

Leading Other Northern Ohio Ne papers by Many Thousands in Circ tion in this District—Second in of Six Day Evening Newspapers 1925 Linage.

DAILY AVERAGE CIRCU TION FOR SIX MONTHS 51,973—GAIN of 4,647 OVE PREVIOUS SIX MONTHS

The Normal Season in Mia

23%
MORE CIRCULATIO

Herald July circulation figures year as compared with the s period for 1925 show a net incre of 23%—substantiating the con ued phenomenal growth of Mi and its market under normal c ditions—at a time when ne every reader is a bona fide resid

No other market in America is as healthy a state as the Mi market. No other market of greater possibilities to the natio advertiser.

The Miami Herald
"Florida's Most Important Newspa"
Frank B. Shutts, Publisher.

have you been following the remarkable growth of the Detroit Times

GROWING IN IMPORTANCE

The Inter-Mountain territory of Utah, Idaho, Western Wyoming and Eastern Nevada is rapidly developing and becoming more important to the advertiser whose merchandise has national distribution.

Don't overlook this rich section of the West.

The Salt Lake Tribune
THE S. C. BECKWITH SPECIAL AGENCY
—Sole Eastern Agents—
New York—Chicago—Detroit
St. Louis—Kansas City
Atlanta
M. C. MOGENSEN & CO., INC.
Pacific Coast Representatives
San Francisco—Los Angeles—Seattle

If Quality
of circulation is your first consideration

The Evening Star
With Sunday Morning Editions
Washington, D. C.
will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

N. Y. Office—110 E. 42nd St.
Dan A. Carroll
Chicago Office—Tower Building
J. E. Lutz

Free A booklet of facts, "Argentina as a m for American products." Mailed free on req

SELL YOU PRODUCT IN ARGENTIN

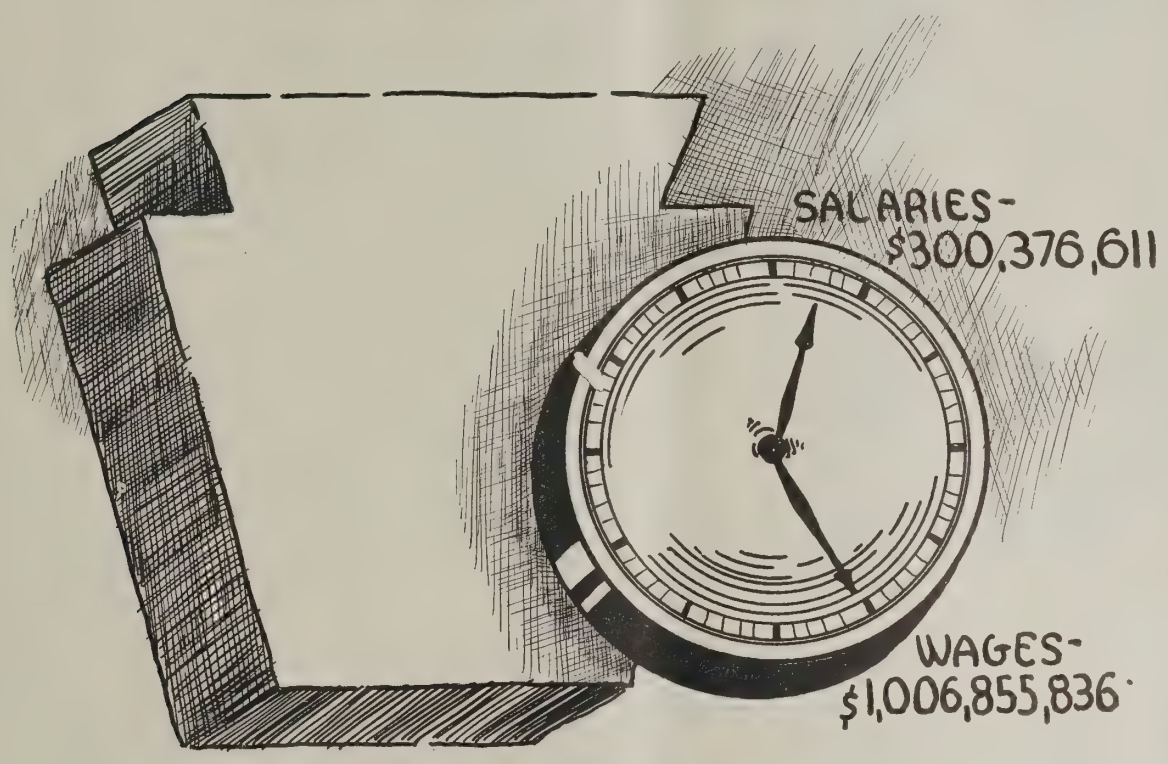
Through

LA PRENSA
OF
BUENOS AIRES

If you are interested in sales below Equator, where the business peak reached at the time of the summer sh in the U. S., write to

JOSHUA B. POWER
Exclusive Advertising Representativ
250 Park Avenue New Yo
"South America's Greatest Newspap"

The Barometer of Pennsylvania's Buying Power



The above figures taken from the latest U. S. Census Reports is a good indication of Pennsylvania's enormous Consumer buying power.

Furthermore these figures show that the salaried worker, including the large middle class, who are buyers of the better products, and the luxuries, is comparatively big in Pennsylvania.

These are a few of the many reasons why National Advertisers always place Pennsylvania on top of the list, and in order to reach this great class of buyers economically, choose the daily papers to cover the homes.

Advertise thru this group of daily newspapers listed below, and you will reach the majority of prosperous homes in the Keystone State.

	Circulation	2,500 lines	10,000 lines
**Allentown Call .....(M)	31,400	.10	.10
**Allentown Call .....(S)	22,349	.10	.10
††Beaver Falls Tribune.....(E)	6,553	.03	.03
††Bethlehem Globe Times.....(E)	13,272	.06	.06
††Bloomsburg Press .....(M)	7,673	.04	.04
**Chester Times .....(E)	18,295	.06	.06
††Coatesville Record .....(E)	6,783	.035	.03
**Connellsville Courier .....(E)	5,928	.02	.02
**Easton Express .....(E)	25,473	.08	.08
**Erie Times .....(E)	28,596	.08	.08
††Greensburg Tribune Review...(EM)	14,883	.05	.05
††Hazleton Plain Speaker.....(E) ††Hazleton Standard-Sentinel..(M)	19,852	.07	.06
**Mount Carmel Item .....(E)	4,307	.0285	.0285
**Oil City Derrick .....(M)	8,588	.04	.04
**Pottsville Republican and Morning Paper .....(EM)	15,346	.08	.07
**Scranton Times .....(E)	43,230	.13	.12
**Sharon Herald .....(E)	7,236	.0357	.0357
**Sunbury Daily Item .....(E)	5,224	.03	.03
**Washington Observer and Reporter .....(M&E)	17,589	.06	.06
††West Chester Local News .....(E)	11,860	.04	.04
**Wilkes-Barre Times-Leader ....(E)	26,204	.06	.06
††Williamsport Sun and Gazette & Bulletin.....(ME)	28,000	.09	.09
††York Dispatch .....(E)	19,632	.05	.05

**A. B. C. Publishers' Statement, March 31, 1926.
††Government Statement, March 31, 1926.

SCHLACHT PLANS NEW N. Y. SUNDAY STAR

Evening Paper to Be Edited and Operated Exclusively by Women to Begin Publication Oct. 3, Says Owner of Community Chain

Harry H. Schlacht, publisher of a chain of community newspapers in New York, will start publication of the Sunday Evening Star on Oct. 3. Shirley E. Rosenbluth, who has been associated with the Schlacht publications for a number of years will be editor.

An interesting feature of the new paper is the fact that it will be edited and operated exclusively by women. Even sports will be covered by women writers. Miss Rosenbluth is in her early twenties and has been with Mr. Schlacht since his entrance in the publishing business.

The Sunday Evening Star will be of tabloid size, 12 pages, and will feature late Sunday news. Its home will be temporarily in the building of the *East Side Home News*, 150 Delancey street, Mr. Schlacht's chief paper. New presses will soon be installed. No provisions have as yet been made for advertising rates.

Other Schlacht publications are: *Brooklyn Star, Bronx Times, Junior Citizen New York Club News, Coney Island Sun, and Political Digest.*

RADIO CO-OPERATION

Dealers in Jamestown, N. Y., Got Together to Buy Space in Dailies

Advertising co-operation among radio dealers as practiced in Jamestown, N. Y., through a local radio trades association, is being widely copied in other cities.

Working through an advertising committee this association purchased eight full pages and an equal number of two-column, ten-inch insertions to tell the story of radio's place in the home and the need of doing business with reputable dealers. The advertisements in alternate sizes appeared weekly.

Last winter season six of the full page announcements were bordered with the individual, two-column advertisements of each member of the association. The weekly assessment for each member was only $9.75.

AIR CHAOS MENACING RADIO ADVERTISING

(*Continued from page 3*)

tisers are losing their audiences because reception on their wave bands is becoming difficult. Advertisers are canny and they will withdraw from such stations.

"Beat notes and squeals, formerly confined to within 50 meters has been extended to 250 meters. At present there are only two stations in New York not bothered by 'cross-talk.' Rotten air conditions extend from 220 to 440 meters."

The withdrawal of newspaper free support is rather felt in broadcasting stations than admitted in most newspaper offices, although any observer of daily newspapers will note a tightening up in space given to radio, and the tightening is more pronounced than the usual summer dullness warrants.

Advertising is still appearing in the majority of radio programs. Such standbys as "Eveready Hour," Atwater Kent, and the Ipana Troubadours are generally mentioned by name in announcements of their entertainment. On the other hand, these names are being omitted from programs published by some papers which are following the advice sent out by the American Newspaper Publishers' Association that such mention is free publicity damaging to legitimate advertising returns. Thus an inspection of a diverse list of published programs will show that advertising matter has been eliminated by some papers and such phrases as "courtesy concert" or "good will program" have been substituted for the constant repetition of a trade name.

New York newspapers have been unable to co-operate in a stand against the program publicity practice. The Publishers' Association of New York City appointed Edwin S. Friendly, business manager of the *New York Sun*, as chairman of a committee to consider this problem.

"The committee met, discussed the matter and disbanded," Mr. Friendly said this week. "You will notice," he added, "we are still giving the advertisers credit in the Sun's columns. Other New York newspapers are also."

One way to cut waste space from the radio page, has been devised by F. L. Bragdon, radio editor of the New York Sun.

In a two-column box tabulation headed "Schedule of Out-of-Town Stations," some 50 or 60 stations are listed with their wave lengths in vertical columns. The horizontal space is divided into seven squares opposite each call letter to represent the hours from 6 o'clock in the evening until after 12. Stars used to indicate active periods of stations are then placed correctly after the station names. Changes are made daily as the active periods vary.

"I am able to save about a column and a half of space by this method," Mr. Bragdon explained.

"Certainly the tendency to cut down programs exists. Soon, I believe, programs will become a mere handful of type with emphasis placed on the features of each day.

"Radio programs have become less distinctive than they used to be. The increase in stations has scattered 'free talent' over a great number of microphones. Out of 30 features listed from one station for a day actually not four of them justify special display. Most items on radio programs today are not important enough to be listed. At some future date stations will have to find their own way to get their detailed programs before the public."

Others who look to "some future date" let their gaze fall on the not so distant time of around Jan. 1, 1927.

It is on that date that the Radio Corporation of America will formally take over the Broadcasting Company of America, Inc., recently purchased from the American Telephone and Telegraph Company.

What will happen then?

Present officials of the B. C. of A. have been notified to continue active sales efforts to get air time paid for by general advertisers at a rate of $4,000 an hour when all 17 stations are in the hook-up.

But the Radio Corporation of America also has other ideas. The R. C. A. deals in radio sets and radio parts on a large scale. Naturally the brains of this organization are very much concerned with the business of keeping the owner of a receiving set happy with what he dials from the ether. Who will buy a radio set when he hears only of tooth paste, applause cards, radio batteries, fly-chasing powders, chain grocery stores, and auto tires—sung and jazzed to him from his friend's loud speaker?

The R. C. A. has an editorial mind. There are current indications that it is going heavily into "sustaining programs," which are entertainments paid for by the station itself to keep everybody happy, the hook-up station owner, the advertiser and the listener. The sustaining programs are those made without any good will or name publicity announcements.

At the present moment the word is going the rounds of New York's rialto that R. C. A. is going to invest heavily in vaudeville talent to put amusement untainted by advertising into American homes.

Meanwhile following the automobile publicity trail radio editors are slashing free write-ups from the newspapers.

A typical example of increasing intelligence on radio pages is the question of Capt. Wood:

"Why should we give free support to this industry any longer when it means merely that we are cutting our own throats?"

Then he added by way of explan

"The advertiser who used to $500,000 annually in newspaper ad ing turns to the radio. Does he special fund to his appropriation purpose? He does not. He shaves his newspaper space and his new list. And he does this shaving because he believes he can get son for nothing in newspaper radio pr and adjacent columns."

(*In a subsequent article* Edi Publisher *will present an anal radio circulation.*)

SEEKING TRAFFIC REFOR

Duluth News Tribune Trying to L Accidents

With an increase in automobile of more than 100 per cent durin in Duluth, over 1925, the *Duluth Tribune*, through its managing Walter Hard, has launched an ex campaign to reduce the number o accidents. The campaign has tak form of a daily column with the ing head:

"Why the haste?
Drive Carefully,
Make Duluth safe."

The News Tribune is also pr an educational campaign for both ists and pedestrians which has approval of W. S. McCormick missioner of public safety.

Under the stock single colum the News Tribune lists daily, the killed this year; injured this yea dents this year. In closing, ar the number of accidents, deaths juries on the day of issue.

HEARST COMICS IN FILM

William Randolph Hearst, Cosmopolitan, will wholesale fo ing pictures his many comic stri tributed by King Features Sy Inc., New York. The popularity with Marion Davies in "Tillie the

DAILY PAPERS FROM OTHER CITIES
HOTALING'S NEWS STAND
BROADWAY AND 43RD ST.
NORTH END THE TIMES BUILDING

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway . . . Here is a mammoth news stand which sells newspapers from every city in the world. . . Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."
—*Boston Transcript, Oct. 29, 1921*

HOTALING'S NEWS AGENCY, 308 WEST 40th STREET, NEW YORK

Linage is a False Prophet

ALONE it will not impress the national advertiser. He seeks market outlets. He puts his advertising effort in the paper that best reaches and most intensively covers the widest market.

Let us help you show him why your paper is his best means of tying up with your market.

Our pithy copy woven into an illustrated and charted campaign will convince the advertiser that your paper is the inevitable index to your market.

"Tie Up With Your Market"

PUBLISHERS SPACE SELLING SERVICE
49 West 45th St. New York City
Copy • Layout • Art • Typography

S. A. PRESS STRESSING NEWS ENTERPRISE

Lima La Prensa Printed Daily Tabloid Aboard Ship During Tacna-Arica Negotiations, Returned U. P. Man Reports

News enterprise is one of the outstanding characteristics of South American journalism at the present time, Harry W. Frantz, staff correspondent of the United Press, told EDITOR & PUBLISHER this week. Mr. Frantz recently returned to this country after spending eleven months in South America covering the Tacna-Arica plebiscitary negotiations.



HARRY W. FRANZ

Frantz accompanied the American delegation to Arica last year and after service there visited Santiago, LaPaz and Lima.

"The most impressive tendency of the South American press is the encouragement of that quality known to North American editors as 'enterprise,'" Frantz said. "Individual excellence is highly rewarded and expense is not spared in any effort which will promote a journal's prestige. A remarkable journalistic enterprise connected with the plebiscite was the publication by *La Prensa* of Lima of a tabloid newspaper known as *La Voz del Sur* aboard the steamer Ucayali and later aboard the steamer Rimac, which vessels in turn served as headquarters of the Peruvian delegation in the Plebiscitary Commission. News was received by radio. The steamer was equipped with typesetting machinery and press. Editorship was entrusted to Luis Delgado of La Prensa's staff. More than 200 issues were published at sea.

"The important routine developments and all 'spot' breaks during eleven months of negotiations were covered by the four American representatives of press associations and syndicates," he said. "But the story was of such great political importance in South America that newspapers of Santiago, Valparaiso, Lima and LaPaz maintained their own special correspondents to supplement the agency reports and, when possible, to get first breaks on spot news. During critical periods La Prensa, the great daily of Buenos Aires, and other Argentina papers sent special writers, and Madrid, Rio de Janeiro, Panama, and European capitals were from time to time represented by itinerant correspondents.

"The attitude of a South American newspaperman toward a political news story is essentially different from that of a North American. The North American instinctively is seeking the hot bulletin lead. He maintains a close and continual contact when possible with his sources of information, and he would rather have a few paragraphs of direct 'quotes' from a prominent official than half a column of political analysis.

"The South American journalist as a rule has a bent for analysis. He enjoys politics for its own sake—as a theme not only for writing but for conversation. His stories are likely to be more comprehensive, and of a higher literary quality. Recently, increasing competition and the example set by United States agencies has caused an added premium on speed, and the South American news writer is adapting his methods to meet new conditions. It is fair to state that the South American journalist, because of his long background of political experience and his keener personal interest in his themes is better qualified than is a North American to write on political questions. Many of these journalists subsequently find their way to diplomatic careers or even to cabinet posts. In the face of such competition at Africa the United States correspondents who wrote for South American newspapers found that training in rapid handling of news and ability promptly establish and maintain official contacts were their chief assets.

"It would be difficult to overestimate the general high standards of journalism which prevail in the leading countries of South America," said Mr. Frantz.

"My conversations with many editors showed that the South American press is inclined more and more to free itself from political control. 'Independence' is the watchword everywhere, and the editors are accomplishing a genuine impartiality in their news columns, in most instances. Newspapers known to be subsidized by political interests appear to encounter increasing public disfavor."

Besides Frantz and Leon Kay of the United Press, other North American correspondents in Arica were Roger Cortesi of the Associated Press; Gerald Martin of the *Chicago Tribune*, and Claude S. Pike of the *Chicago Daily News*.

BUYS TIMBER TRACT

Canadian International Paper Company Gets 490 Square Miles

Canadian International Paper Company has purchased timber limits aggregating about 490 square miles from the Chaleur Bay Mills Company. These woodlands are on the Restigouche River, above Campbellton, and will form a reserve for the newsprint paper mill which International Paper Company intends to build in the vicinity.

The paper mill will be built and operated by New Brunswick International Paper Company and will use power from Grand Falls. Through its subsidiary, the Saint John River Power Company, the International Paper Company commenced work on August 10, on the construction of a hydro-electric plant at Grand Falls.

BUTTERICK BOND ISSUE

Public financing by the Butterick Publishing Company through the sale of $2,000,000 6½ per cent gold debentures is under negotiations. Halsey, Stuart & Co., Inc., will handle the financing. The Butterick Publishing Company is the largest producer of paper patterns and is one of the foremost magazine publishing houses in the world. It has operated at a profit every year since the organization of the present company in 1881.

VETERAN PRINTER RETIRES

Archie W. Tuthill, connected with the *Stafford* (Conn.) *Press* for 54 years, has retired. Mr. Tuthill served his apprenticeship in the office of the *Tolland County Press*, and began work for the Press in Oct., 1872, serving continuously since, most of the time as mechanical foreman.

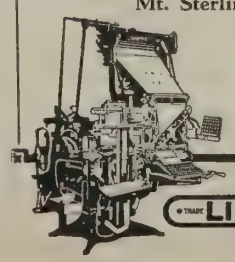
From the Linotype Mailbag

"Such service makes enthusiastic boosters"

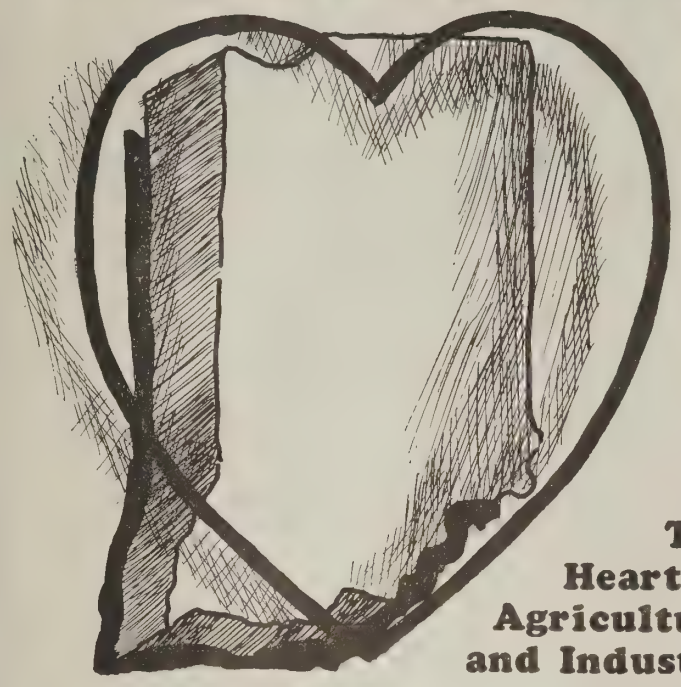
"First elevator jaw duplex rail received Sunday morning. We want to thank you for this prompt and efficient service. Such service makes enthusiastic boosters for the Linotype."

The Sentinel Democrat

Mt. Sterling, Kentucky.



INDIANA-



The Heart of Agriculture and Industry

The position of Indiana as a buying power is very strategic. Located in the very heart of the country's great farming area and possessing some of the nation's mightiest industries, besides possessing an abundance of Nature's valuable minerals, the people of Indiana have become rich and independent.

Hard times have been an unknown factor in Indiana for many years. Its people are great home owners. The automobile is no longer considered a luxury, as evidenced by the high registration in the State.

Indiana's people spend their money freely, and the daily newspapers are their source of information for their buying requirements. You will find it profitable to investigate this market.

The papers listed below have the facts. They will gladly send them to you.

		Circulation	Rate for 5,000 lines
**Columbus Republican	(E)	4,912	.03
††Connersville News-Examiner	(E)	4,681	.025
††Decatur Democrat	(E)	3,215	.025
**Fort Wayne Journal-Gazette	(M)	35,247	.08
**Fort Wayne Journal-Gazette	(S)	28,468	.08
**Fort Wayne News-Sentinel	(E)	43,365	.10
**Gary Evening Post-Tribune	(E)	15,514	.06
**Huntington Press	(M&S)	4,079	.025
††Indianapolis News	(E)	128,341	.25
**Lafayette Journal & Courier	(M) 7,878 (E) 13,583	21,461	.06
††La Porte Herald-Argus	(E)	6,726	.04
**Marion Chronicle	(E)	9,364	.04
†Shelbyville Democrat	(E)	4,012	.025
**South Bend News-Times	(M) 9,751 (E) 16,603	26,354	.07
**South Bend News-Times	(S)	24,500	.07
**South Bend Tribune	(S) 21,431 (E)	22,254	.06
††Terre Haute Tribune	(E&S)	23,442	.06

**A. B. C. Publishers' Statement, March 31, 1926.
†Government Statement, October 1, 1925.
††Government Statement, March 31, 1926.

EASTON (PA.) EXPRESS ABSORBS FREE PRESS

Judge Maxey Sells Latter to Contemporary at Reputed Price of $300,000—Express Now Alone in City

The *Easton* (Pa.) *Free Press* owned by Judge George W. Maxey of Scranton, was sold Friday, Aug. 28, to its evening contemporary, the *Easton Express* and merged with the latter publication the next day. The consideration involved was said to be $300,000. The name "Free Press" was not retained after the merger. The sale leaves the Express the only daily in Easton.

The older employes of the Free Press were retained by the Express. The surviving paper is published by the Easton Publishing Company, with John H. McGrath as editor.

Judge Maxey purchased the Free Press in company with Frank P. Wilson of New York City and J. L. Druck of Carbondale, Pa., about a year ago. Later Mr. Wilson and Mr. Druck retired from the management and Judge Maxey became sole owner.

The Free Press was established in 1865 and was the oldest paper in the Northampton county seat.

J. B. Shale of New York acted as broker in the sale.

"THUMBED OVER NEWS VALUES"

Heywood Broun, New York World, Objects to Papers "Hounding" I. Berlin

Heywood Broun, columnist for the *New York World*, registered objection in his column on Aug. 31, to "thumbed over news values." He wrote:

"I wish some professor of journalism or city editor would tell me just why it is essential that a full consignment of newsgathers should be sent to dog the footsteps of Irving Berlin and his wife every time they move from one spot to another. After the last encounter one of the papers said, 'Mr. Berlin refused to talk.' What, I wonder, is he expected to say?

"That his marriage was a legitimate matter of newspaper concern and curiosity I admit readily enough. But I fail to see just where news interest jogs him now. At least a half dozen times since the wedding the unfortunate composer has been badgered by the press until some such statement as 'We are very happy' has been wrung from him. It is hard to picture any one of the reporters galloping back to his office after such a triumph and shouting out, 'Drop everything and stop the presses! I've got the biggest story of the year. Irving Berlin says he is very happy!'

"When a man newly wed says he is happy I contend that isn't news. Even though it happens to be true it seems to me a fact too fragile for the headlines. In a civilization organized like ours no public man can hope to have his privacy wholly respected. But he has a right to demand that his own affairs shall not be constantly thumbed over after the first full flush of news value has departed from them."

WILL SEEK LAWS TO GUARD NEWS PROPERTY

(Continued from page 9)

have exclusive access to the official news of their government.

The third principal achievement of the commission was that of recommending both national legislation and international treaties protecting news transmitted by wireless so that agencies wishing to operate by this means of transmission may have their interests fully safeguarded. The measures taken are expected to encourage to the fullest possible extent the development of wireless news agencies.

A number of other recommendations were also made relative to lower press rates, especially a lower urgent press rate, and the improvement of cable, telegraph and telephone communications.

Still one other notable victory was that of the acceptance of a resolution asking all governments to transmit all press messages in the order in which they are received and absolutely without priority. This, moved by Mr. Howard also, was directed against certain practices that have prevailed in Europe whereby the official agency of a government was often given priority in the transmission of its messages.

Finally, the commission unanimously accepted the resolution submitted by the Associated Press recommending all governments to abolish the censorship in peace times as being something that is not only harmful to the press but to the governments themselves.

With the final success and adjournment of the commission, recognition was universal that the ends attained would never have been possible without the perfect organization and collaboration afforded by the League of Nations itself.

The commission met under the immediate direction of the Information Section of the League of Nations, of which Pierre Comert (French) and Arthur Bullard (American) are at the head. About them was grouped one of the most remarkable international staffs ever assembled, including J. Nogueira (Uruguayan); A. Pelt (Dutch); H. R. Cummings (English); E. Ganzoni (Swiss); F. Blondeel (Belgium) and Fetsura Furugaki (Japanese), all speaking both English and French.

This staff was constantly at the disposition of the commission, together with translators, stenographers and typists so that the machinery of the commission moved with all the perfection characteristic of all international commissions and conferences held under the auspices of the League.

An especial tribute is due to Mr. Comert, the head of the section, for the masterly and unfailing manner in which he sought and usually succeeded in finding a common basis for all differences of opinion and interest.

In addition, the Legal and the Transit and Communication sections of the League of Nations, under instructions from Sir Eric Drummond, placed at the disposition of the commission two lengthy documents which they had prepared in advance.

The first of these, drawn up by Manley Hudson, international law professor at Harvard and member of the League's legal staff, covered the whole present world-wide field of legislation on the question of the property right in news.

The second one, drawn up by Mr. Haas of the Transit section, covered the whole field of the St. Petersburg convention regarding telegraphic, telephonic and wireless messages. Both were of inestimable assistance to the commission.

During the course of the week all of the delegates were guests at luncheon of Sir Eric Drummond, general secretary of the League of Nations.

The commission is the first of three others that will be convoked later in preparation for the international press conference that is to be summoned next year under the auspices of the League as a result of the resolution of Senator Yanez, of Chile, proprietor of *La Nacion* of Santiago, and which was adopted by the 1925 League assembly.

The next commission will be composed of representatives of the official government press bureaus. Later there will be a commission composed purely of working professional journalists; and finally a fourth commission consisting of delegates of each of the above three commissions and also of the publishers.

Each commission will prepare the questions which it desires to be placed on the agenda of the world press conference next year.

The final act of the commission was the appointment of a liaison committee that will keep up contact with the League of Nations until the press conference is finally held. This commission is composed of Mr. Howard, chairman; Dr. Rod. Ludi of the Swiss Telegraph Agency, vice-chairman; André Glarner, Paris manager of the Exchange Telegraph, and M. Meynot, general director of the Havas agency, who served as president of the commission in a manner to draw out at the close a resolution of sincerest thanks and appreciation.

H. R. AITKEN

H. R. Aitken, who died Wednesday, Sept. 1, was buried Sept. 3. Mr. Aitken, who was sixty years old was advertising manager for the last five years of the *Nautical Gazette*. He died of heart disease.

BRANHAM LEASES NEW QUARTERS

The John M. Branham Company, publishers' representative, 344 Madison avenue, has leased space in the new Graybar building on Lexington avenue, New York.

Parkersburg, W. Va.
is growing rapidly

A new $5,000,000 rayon plant and other new industries are now being constructed there.

The city and suburban territory is covered by

The News
Morning and Sunday

with a circulation of 7,500 daily and 9,000 Sunday at only 3 cents a line.

Member A. B. C.

Represented nationally by the
DEVINE-MacQUOID CO., Inc.
New York Pittsburgh Chicago

MICHIGAN
is growing faster than any State in the Union.

Its increase in manufacturing products surpasses anything in the world.

BOOTH NEWSPAPERS
cover Michigan outside of Detroit—Eight principal cities with the only or leading Newspaper in its respective community.

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives
I. A. KLEIN, 50 East 42nd St., New York City
J. E. LUTZ, Tower Building, Chicago, Ill.

A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.

With a constantly increasing circulation, plus a constant growth in advertising lineage, the New York Evening Graphic offers the advertiser an extremely profitable opportunity.

Published by BERNARR MACFADDEN
NEW YORK
EVENING GRAPHIC
H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON
Newspaper Buildings
Plant Layouts
Production, Operation
120 West 42nd Street New York

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.

Member A. B. C.

URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representatives:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

Largest morning and Sunday circulation in the *Greatest Market* west of Chicago
170,000 Daily
390,000 Sunday
LOS ANGELES
Examiner

—Then, there's the classic example of the vacuum cleaner manufacturer who advertised widely, but not wisely

You know the story: the enormous appropriation; the wonderful copy; the great list of small towns; exactly the media to reach them; as perfect a six months' campaign as was ever conceived.

Yet it failed—and so, incidentally, did the manufacturer. The millions who could use the cleaners, and ought to, did not respond with orders. Money, effort and copy had all been in vain.

Why? Because this was an **electric** vacuum cleaner—and three-fourths of the towns in which the advertising appeared DID NOT USE ELECTRIC CURRENT. It was simply a case of not picking the territory—not carrying the research far enough.

Here's Where Editor & Publisher's

MARKET GUIDE

would have come in handy and spared the manufacturer all his expense, humiliation and bankruptcy. It would have told him which towns had electric current, and which had not.

And here's where Editor & Publisher's Market Guide makes itself absolutely invaluable and indispensable to the agency and the manufacturer in selecting territories where products will fit.

It accurately pictures the living and the trading conditions in each of the 1300 cities where daily newspapers are published. Throws the searchlight on all the facts and figures which every national advertiser must know in planning his publicity.

And Agencies realize this

For firm members, space buyers, account executives and research men of practically all the leading agencies which place 95% of all the current national newspaper advertising use Editor & Publisher's Market Guide religiously.

And National Advertisers realize it, too

For advertising or sales managers of close to a thousand of them just as religiously make use of its fresh, authentic, exclusive data in cooperating with their agencies or taking the initiative in going after new markets.

These Agencies and These National Advertisers

are as vitally concerned with MEDIA as they are with MARKETS. Hence Editor & Publisher's Market Guide rounds out and completes its service to them by supplementing its surveys of the key cities which annually spend billions on nationally advertised products with the stories of the daily newspapers which are read in their trading areas—in the same book—often on the same page—always in close juxtaposition to the surveys themselves.

Every publisher of a daily paper should tie up his paper with his market with a display ad in the one book which is consulted and used oftener than any other by the men who control the placing of newspaper space. Let us tell you the how of it—no obligations.

EDITOR & PUBLISHER SUITE 1700 Times Building, New York

A. B. C.
Charter Member

A. B. P.
Member

ANGUS McSWEEN

Veteran Washington Correspondent Dies After Heart Stroke

Angus McSween, 62, for 22 years Washington correspondent for the *Philadelphia North American* before it was merged with the *Philadelphia Public Ledger,* died Monday, Aug. 30, at his residence, Silver Spring, a Washington suburb. Death ensued as a result of a stroke of apoplexy.

McSween was born in Canada. He was formerly editor of the old *New York Morning Telegraph,* having begun his newspaper career in that city. Following his entry into the Washington newspaper field, he dabbled in national politics and subsequently became identified with the late President Roosevelt and the Bull Moose movement. In 1920 he was campaign manager for Hiram Johnson, when the Californian was a Presidential candidate. He was married twice. Besides his second wife, a daughter, Miss Doris McSween; a sister, Mrs. William Walker, of New York City, and a brother. Archibald McSween, of San Antonio, Tex., survive him. Funeral services were held Wednesday. Burial was at Glenwood Cemetery, Washington.

JOHN T. McCARTHY

Retired Managing Editor of Cincinnati Enquirer Dies in Washington

John T. McCarthy, 67, retired managing editor of the *Cincinnati Enquirer,* died Sunday, Aug. 29, at his Washington residence, 1842 Park road. Funeral services were held Tuesday.

McCarthy began his newspaper career as a cub reporter on the Enquirer. Born at Ironton, O., he received his education at private Catholic schools in Pennsylvania and forfeited an opportunity to attend college in order to take up newspaper work. He never worked on any other newspaper. As its city editor he gave former Gov. Cox, of Ohio, his first newspaper job. Cox and he became close friends.

From city editor McCarthy rose to managing editor and was sent in 1896 to assume charge of the Enquirer's New York Bureau. He held this position until 1914, when a nervous breakdown forced his retirement. He spent the remainder of his life at Washington.

WALTER S. MARSON

Advertising Manager of Montreal Star Dies at 67

Walter S. Marson, 67, advertising manager of the *Montreal Star* died Aug. 27 at his residence. The funeral was held at 2 p. m., Monday.

Walter Marson was born at Halifax, N. S., April 27, 1859, the youngest son of the late Capt. Walter Samuel Marson of H.M. 63rd Staffordshire Regiment.

Young Marson received his education in Dublin, and at the age of 17 he came to Canada. He started in business as a bookkeeper and accountant. He entered the services of the Montreal Star in 1880 and in 1896 was named advertising manager, a position he held until his death.

Mr. Marson's health began to fail a year ago. He relinquished his duties on the Star five months ago and went to Bermuda in an attempt to regain his health.

He was a member of the Engineers' Club of Montreal, the Beaconsfield Golf Club and the Canadian Club of Montreal.

Obituary

JOSEPH S. KERNS, 63, publisher of the *Hillsboro* (O.) *People's Press,* died at his home in that city a few days ago. He has been active in politics in Ohio for a number of years.

INGOLF W. NESS, 24, of the stereotyping department, *Aurora* (Ill.) *Beacon-News* and eight years employed on the paper, died Aug. 25 after 10 days' illness of pneumonia.

FRANK TIERMAN, 73, former editor of the *Fresno* (Cal.) *Expositor* and former publisher of the *Reedley* (Cal.) *Exponent,* father of Lloyd Tierman, publisher of the *Barstow* (Cal.) *Printer,* died at Barstow, Cal., Aug. 19.

THOMAS D. M. SLAVE, former editor of the *Oroville* (Cal.) *Mercury* and the *Hollister* (Cal.) *Bee,* and for eleven years head of the northern California department of the *Sacramento* (Cal.) *Union,* died in Sacramento, Aug. 16.

THOMAS J. COFFEY, 67, retired printer, native of Ohio, died recently in San Antonio, where he had resided for 30 years.

CHARLES H. EUSTIS, 82, for many years employed by Northampton, Mass., newspapers as a compositor, died recently in Los Angeles, Cal., where he had been living since his retirement 12 years ago.

JAMES F. CUSTER, 69, for 35 years editor of the *Cooper* (Tex.) *Delta Courier,* died recently in a hospital at Fort Worth. He had resided in that city for several years.

H. R. DEFUNIAK, special correspondent for the Associated Press and well known in newspaper circles of North Carolina, was found dead in his apartment at Southern Pines, N. C. Defuniak suffered from wounds received in the World War.

A. A. SILVERMAN, 45, night editor of the Associated Press, Cleveland, died of heart disease at his home in that city recently. He was born in Miles City, Mont., and had worked in Louisville and other cities. He is survived by his wife and two children.

MRS. MAIZIE ELIZABETH OLIVE, 42, wife of John A. Olive of the *San Antonio Evening News* copy desk, died in a San Antonio hospital Aug. 28.

C. CURTIS HOOVER

C. Curtis Hoover, 59, secretary-treasurer of the *Shamokin* (Pa.) *Daily News* died at his home there Aug. 30 from heart disease. He was a native of Ashland, Pa., and entered the newspaper business in Shamokin in 1902.

LEBANON PUBLISHER DIES

A. B. Schropp, aged 71 years, president and treasurer of the *Lebanon* (Pa.) *News,* died at his home there on Aug. 31 after an illness of a year. His widow, one son and two daughters survive.

U. S. NOT A SHYLOCK

So Norristown Publisher Declares in Pamphlet on Allied Debt

Ralph Beaver Strassburger, publisher of the *Norristown* (Pa.) *Times-Herald,* has issued a pamphlet entitled "Is America a Shylock?" in which he defends the attitude of the American government toward the European debt.

"It is an average American," he says, "looking at the facts dispassionately and without malice or prejudice that I have set forth here the plain story of the debts as they appear to the great mass of those Americans who go to make up American public opinion."

Mr. Strassburger, after pointing out that England herself was swayed by commercial motives in her unfriendly attitude toward the North in the American Civil War, proceeds to an analysis of the American loans to England, France and Italy during the World War and of the benefits which have accrued to those countries as a result of the loans. Those benefits consist, he says, of hundreds of thousands of miles of territory, commercial and trade advantages, a disarmed Germany and several billions of dollars in reparations. America, on the other hand, received neither territory nor other advantages, nor does she participate in any of the proceeds of the Dawes plan.

DEVELOPS CALENDAR PAGE

Special Stunt Pulls Business for Po... land (Me.) Express

D. R. Davis, advertising manager ... the *Portland* (Me.) *Morning Press-H... ald* and the *Portland Evening Expr...* has developed an advertising stunt cal... the "calendar page." It is run in b... papers the last day of each month.

Three-quarters of a page is squa... to represent a calendar, the spaces ... tween the numbers being given over ... advertisers.

COAST WEEKLIES MERGED

Consolidation of the two Dayt... Wash., papers, the *Columbia Chroni...* and the *Columbia County Dispatch,* w... effected Aug. 16, when B. M. Shick, ... Moscow, Idaho, purchased both plan... The Chronicle was owned by R. E. P... body and managed by Hugh O'Neil; t... Dispatch was edited and published ... R. P. Richardson.

DOMINANT!
in
Pinellas County, Florida
Daily News
ST. PETERSBURG'S PICTURE PAPER
Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall
America's Biggest Tabloid
Florida's Fastest
Growing Newspaper
To be assured of Complete Coverage—
USE THE NEWS
Represented by
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

Buffalo, The Wonder City of America
Buffalo—a Profitable Market for Advertisers
Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the
BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo Homes
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Tribune Tower Chicago, Ill.
Atlantic Bldg. Philadelphia
Waterman Bldg. Boston

Do you know what percentage of errors are made in your Composing Room?
We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.
It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.
Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.
When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.
Matrix Contrast Corp.
33 W. 42d St., New York City

Largest Evening Circulation in Largest Market
For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.
NEW YORK JOURNAL
America's Largest Evening Circulation and at 3c a copy



DO YOU NEED A TRAINED MAN?
The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.
If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.
NO CHARGE TO EMPLOYERS

The DES MOINES CAPITAL
Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.
It is the best Advertising buy in the midwest
O'Mara & Ormsbee
Special Representatives
The DES MOINES CAPITAL
Lafayette Young Publisher

FINANCIAL PAGE SHOULD DRAW ADVERTISING

(Continued from page 10.)

tional advertising from financial houses should do all in its power to create an adequate financial market.

An adequate financial market can be developed through popular financial topics, suitable charts, as well as the more technical tabulations necessary for the professional and occasional trader.

In the field of popular financial articles, many newspapers fall short altogether, but confining their efforts to a daily wire summary from New York. Such procedure is inadequate for the greater development of the local field for securities.

While newspaper publishers have been alert to capitalize the use of features to make their newspapers more attractive, they have been backward in making the financial page more readable. For a long time many financial pages have had tabulations set in agate and the financial news so edited down that the readability has been lessened.

It is possible to make the financial page more attractive mechanically. This problem is in the hands of the newspapers themselves. Of course, tabulations may have to be continued in agate because of space limitations and the number of tabulated figures carried; however, the whole financial appearance may be improved in keeping with tendency to improve the mechanical appearance of newspapers generally.

How well a selected list of newspapers is meeting requirements may be appreciated by an analysis of their respective financial pages. All the financial pages chosen for this comparison were issued on the same day, thereby having approximately the same problem of news selection and presentation. In studying this analysis it must be remembered that local news or news of peculiar local interest is a variant in all cases. Another variant is the policy of presenting certain special news on a particular day of the week. For example, it may happen that the *New York Herald Tribune* selects Friday for its bank stock quotations, while the *New York Times* may present this information on Saturday. In the comparisons made here, these variations have not been considered. The value of this study is to test how each newspaper is meeting its responsibility to the investing public and capitalizing its own opportunity to create a greater investment market by developing interest in securities of high grade in the recognized classifications.

This comparison was made for July 14, 1926. These papers in this comparison were selected principally for the strength and leadership of their financial pages.

The citations were made purely as an actual demonstration of facts as they are, without any implication or suggestion either of praise or criticism.

The papers represent both afternoon and morning fields, as well as a wide range of both location and appeal. Because of space limitations, many excellent financial pages had to be omitted from this study. It may be pointed out also that the *Wall Street Journal* and the *Chicago Journal of Commerce*, leaders in their respective fields, were not included because the purpose was to study how the newspaper of general circulation is meeting the problem of handling its financial news.

It is recognized that some error may have been made in the computations but the figures are believed to be approximately correct. The object of the study as may be implied was to show increased possibilities in service to the growing numbers of the investing public and possibilities of increased advertising revenue to the newspaper.

The interpretation of this chart is not necessary, as results shown indicate largely the ideas and policies of the various newspapers in regard to their respective problems of handling financial news.

The analysis of these various pages indicated a full appreciation of newspaper responsibility in regard to stock and market quotations, as was expected from wide casual observation prior to the making of the analysis. There was probably adequate space to rails, industrial corporations and public utilities; however, as is indicated by the figures there was a disproportionate amount of space given to new offerings. This latter fact may be seen clearly in the following tabulation showing percentages of space given to new offerings out of the total space given to financial news and information.

PERCENT OF INVESTMENT OFFERINGS NEWS AS TO TOTAL OF FINANCIAL NEWS

Name of Paper	*Percent*
New York Sun	.046
New York Times	.016
New York Herald	.046
Bo ton Globe	.051
Philadelphia Public Ledger	.020
Minneapolis Journal	.021
Chicago Daily News	.027
Chicago Herald-Examiner	.015
Chicago Tribune	.000
Kansas City Star	.020
New Orleans Times-Picayune	.015
San Francisco Chronicle	.092

It is believed that the foregoing table reflects the general policy of the newspapers under consideration, although it is realized that investment offerings vary from day to day in both number of specific offerings and in news value as interpreted in the interest of a particular city.

While it may be pointed out that only one day was taken for the comparison, it must be realized that one day's potential financial news was the same for all papers, barring purely news of local importance. If the percentages showing the relation of news on investment offerings to total financial news are incorrect, the general point is clearly made, however, that the percentages are generally low; in other words, that the newspapers are favoring stock and bond news for the professional trader and big investor rather than news on finance that will open and broaden the list of investors. It must be remembered that there are possibly one hundred to one the number of possible investors compared to the number of present large investors. The newspapers are catering to the large investor and professional trader, to the man versed in finance, rather than to the large numbers of small investors, who are now largely left to the wiles of the bucket shop and fake stock salesman. In thus cutting down educational articles on investment, the newspaper innocently enough, to be sure, not only is failing to give the public the maximum of service, but also is neglecting an opportunity to increase its advertising revenue by building up an investment market sufficiently inviting to make its pages attractive and profitable for well established investment houses to enter with the larger appeal to thousands of small but thrifty investors.

JUDGING ATTENTION VALUE OF COPY

Pasting Proof in Periodical Shows How It Stands Up in Competition, Says Woman Space Buyer—Tends To Sharpen Judgment

BY MARION STEVENS MCCREA

For the purpose of trying to gauge the attention-arresting values of individual pieces of display-advertising copy, I have worked out a plan which other buyers of advertising space may consider worth using.

I lightly paste each printed proof to an advertising page in the periodical in which my advertisement is to be published. Then I close and lay aside the periodical. As long afterward as is practicable, I take out my periodical and try to browse through it in as nearly the frame of mind of the average reader-prospect for my goods as I can summon.

This experiment often has entirely changed my opinion as to the attention-arresting qualities of pieces of copy. A proof which has looked most striking and capable of tempting the reader's eye to take in the whole of the text, when it came to my desk, has appeared commonplace and negligible after I have removed it from its folder or mounting, fitted it into its proposed space, forgotten about it, and then again come upon it casually in the midst of the other advertisements in my proposed medium.

The advertising proof which you hold in your hand has the "center of the stage" of your attention. Pasted in the magazine, the advertisement may be seen facing the same sort of competition against which it will have to hold its own in the finished form.

In testing out new copy, it is a safe rule to depend as little as possible upon the "mind's eye" in gauging its strength with relation to your competitors' copy.

I keep on file as many clipped pieces of my competitors' copy as I can gather, and often paste them, together with layouts of my own projected copy, in mediums of the class in which both commonly appear.

Tests of this sort will, I believe, prove a splendid sharpener of any advertiser's correctness of judgment in quickly visualizing the effect of a piece of copy in its final, published form and printed environment.

EDITOR & PUBLISHER classified advertisements sell odds and ends.

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

in Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"

"Starts the day in Detroit"

With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

NEW YORK STATE

Westchester County's

Fastest Growing Cities

Mount Vernon and New Rochelle and The Vicinity Towns

Are Covered Completely by

THE DAILY ARGUS

of

Mount Vernon

THE STANDARD STAR

of

New Rochelle

Both Members of A. B. C.

Westchester Newspapers, Inc.

Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

The Los Angeles Evening Herald consistently carries more paid advertising than any daily newspaper in the west

Representatives

New York	Chicago	San Francisco
Herb. W. Moloney	John H. Lederer	A. J. Norris Hill
604 Times Bldg.	910 Hearst Bldg.	710 Hearst Bldg.

FLORIDA

continues to be the fastest growing state in the Union.

TAMPA

is the recognized industrial center and the most substantial city in Florida.

THE TAMPA MORNING TRIBUNE

is the only morning and the only Sunday newspaper in Tampa, covering the entire rich, productive and populous territory of Southwest Florida, reaching a population of 713,943.

200,000 Daily Readers.
300,000 Sunday Readers.

Represented nationally by
The S. C. Beckwith Special Agency.

MERCHANT & EVANS CO.

PHILADELPHIA

Producers of

SPARTAN TYPE METAL

Since 1866

LINO • MONO • STERO
INTERTYPE
COMBINATION

Stocks in Principal Cities

first! in OHIO

13,126,090 Lines

Dispatch advertising record for the first seven months of 1926, exceeding other Columbus newspapers combined by 1,736,902 lines. For the first 6 months, Dispatch exceeded second largest Ohio newspaper by 2,047,726.

NET PAID CIRCULATION

CITY	55,812
SUBURBAN	26,973
COUNTRY	23,666
Total Daily Circulation	106,451

Columbus Dispatch

OHIO'S GREATEST HOME DAILY



Our Own World of Letters

By JAMES MELVIN LEE

FOR his September issue Hewitt H. Howland, editor of the *Century Magazine,* has drawn rather heavily on those who are, or have been, connected with the press. Florence Finch Kelly, who after newspaper experience in seven cities is now on the staff of the *New York Times,* in discussing "The Future of the Family" wants to know whether it is about to be sent to the rubbish heap. Gerald W. Johnson, who after giving up his chair of journalism on Chapel Hill has found his place in the *Baltimore Sun* heads his story "Sophocles in Georgia." He tells about the drama portrayed on the great gray face of Stone Mountain—a drama in which Gutzon Borglum is the chief actor. T. K. Hedrick, who got his newspaper experience on the *Chicago Daily News,* contributes the bit of verse entitled "Indentity." Parke Brown, whose first connection with the *Chicago Tribune* was in 1904, tells how George E. Brennan of Illinois does not like to see a good hand misplayed in the political game. Walter A. Dyer, for eight years managing editor of *Country Life,* has turned from old furniture and abandoned farms to "Ancient Books That Are Read for Their Aroma."

* * *

AMONG the books scheduled for publication during September by the University of North Carolina Press of Chapel Hill, N. C., is "The Country Newspaper" by Malcolm M. Willey. Professor Willey is connected with the Department of Sociology at Dartmouth College.

* * *

FIRST page, top of the column position, in *Scribner's Magazine* for September is given to "A Personal Portrait of Governor Al Smith" by James Kerney, editor of the *Trenton* (N. J.) *Times.* Kerney's book, "The Political Education of Woodrow Wilson" (The Century Company), was recently reviewed at some length in EDITOR & PUBLISHER and the lead in this Al Smith story is an incident in Wilson's life.

The event occurred in the Metropolitan Opera House on March 4, 1919, just before Wilson sailed back to France. On this occasion the speakers were presented by Governor Smith. After describing the speech which Smith made, Kerney prints this comment:

> As the applause died out, a well-meaning lady in an adjoining box exclaimed: "What a giant Al Smith would be if he only had a college education!" Whereupon I recalled that line of Arthur Brisbane's: "Think of what four years at Harvard might have done to Abraham Lincoln."

The take that has the most interest for members of the working press may be found in the paragraphs which describe Smith at the Gridiron dinner immediately after the Coolidge landslide. Both the President and the Governor were seated on the dais and both made speeches—but let Mr. Kerney do the reporting:

> The Washington newspaper correspondents are the pick of the land, and their dinners are not the softest spots in the lives of the speakers. It is no place to pull a bloomer. Senator Butler, of Massachusetts, manager of the Coolidge campaign, had attempted a shrewd New England shaft of humor. He said that one of the biggest contributions to the Republican victory was the Madison Square Garden convention of the Democrats. Then came a clever skit by members depiciting Al's rise, followed by the singing of "The Sidewalks of New York," and Smith was presented to the diners.
>
> "It is interesting to hear from the Republican national chairman that the Democrats had such a leading part in the recent election of the President, and it seems only fair that they should share in the rewards," was the opening remark of the governor of New York. "I shall be glad to send Mr. Butler a list of names of deserving Democrats who are sadly in need of offices just now." The shot told, and Al was given a mighty salvo of applause.

The rest of the story is continued in Scribner's for September. Kerney has covered it so well that it is no wonder that Robert Bridges, editor of Scribner's let it run for several pages.

* * *

EDGAR MELS who investigated the Daugherty case for the North American News Alliance contributes to *The Nation* for August 25 "Fate and the Ohio Ohio Gang."

* * *

CHARLES E. CARPENTER, who is president of the E. F. Houghton & Co., of Philadelphia, amuses himself with a house organ, *The Houghton Line*—a publication devoted to topics likely to interest those not afraid of an idea, so he says. He calls himself the "Near Editor." He publishes his magazine as often as he "has a spasm of thought of sufficient intensity." He frankly says that "the editorials are worth what one man thought (at the time he wrote them) and no more."

One of the most interesting departments of The Houghton Line, is that headed "Off the President's Bat." This, in the current issue, is devoted to the subject of advertising. President Carpenter is very positive in his assertion that advertising has made many men famous. By "advertising" he means "bought and paid for publicity."

But Near Editor Carpenter admits that there are those "who have the ability to obtain free and profitable publicity which in dollars and cents brings enormous returns to their pocketbooks." By way of illustration he prints the following:

> The late William Jennings Bryan was among that number. In spite of the fact that the press was aligned against him, he had the ability to obtain press notice that always made the Great Commoner a drawing card from the box office point of view. There is Henry Ford, the one man on Earth who can probably afford to pay for his publicity better than any other. He receives more free publicity than all the others of the present generation combined. And what is more the newspapers and periodicals that depend upon paid advertisements for their support, know that Ford pulls their leg for free notice and they cannot afford not to give it to him.

Especially pertinent to the subject is his comment about political publicity and commercial advertising:

> Publicity in a political campaign means getting the votes of the people for the candidate once. Business publicity aims at obtaining the lasting patronage of the people. For that reason there are many commercial advertising campaigns that fail, solely because they aim at no lasting effect.
>
> In other words, in business you must have publicity that produces an effect that stays, which reminds me of once when I visited a neighbor's house where there was a new baby boy. I was met in the hall by the baby's brother. "I hear you have a new baby brother who has just arrived. Does he intend to stay?" was what I said to the kid, for the want of something more sensible.
>
> "Yep! I guess he does! He has all his clothes off," is what the five-year-old retorted.
>
> And that's the way with commercial publicity. You must take all its clothes off; it must not be dressed up with superficiality, pretense, or deceit. It must have its clothes off if it intends to stay.

* * *

THE earliest known piece of printed literature to deal with printing and to appear in America came from the press of William Parks of Williamsburg, Va. In 1730 Parks printed a pamphlet of 15 pages entitled "Typographia, An Ode on Printing"—inscribed to the "Honorable William Gooch, Esq., His Majesty's Lieutenant-Governor, and Commander Chief of the Colony of Virginia."

The only known copy of this work one of the treasures of the John Cart Brown Library at Providence, R. I., b the Stone Printing and Manufacturi Company of Roanoke, Va., have issu an excellent facsimile. The "ode" is n a literary masterpiece, but it has consi erable historical value. One stanza w sufficiently indicate both contents a mode of treatment:

> Happy the Art, by which we learn
> The Gloss of Errors to detect,
> The Vice of Habits to correct,
> And sacred Truths, from Falsehood to D
> cern!
> By which we take a far-stretch'd View,
> And learn our Father's Virtues to pursue,
> Their Follies to eschew.
> And may that Art to latest Times proclaim
> Its PATRON'S Honorable Name.

William Parks was the founder journalism in two of the American co onies. In Maryland on Sept. 19, 172 Parks began publishing the *Maryla Gazette*—not to be confused with t

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World
Pulitzer Building, New York
Tribune Tower, Chicago

creating Impression!

nearly half the 2013 national advertisers using the Cleveland Plain Dealer in 1925 used it *exclusively.*

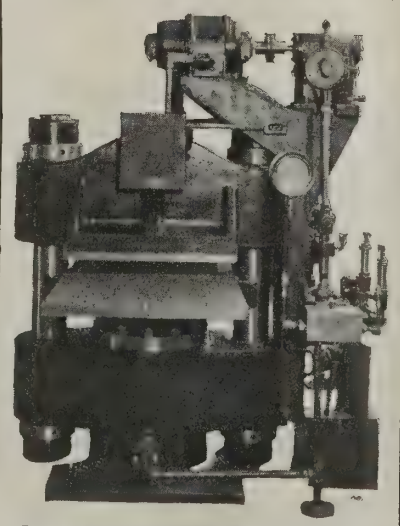
The Plain Dealer
ONE Medium — ONE Cost ALONE Will sell it

J. B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 360 N. Mich. Ave., Chicago

LARGEST WEEKDAY CIRCULATION in the City
The Item Tribune
NEW ORLEANS

The Great Empire of The Southwest
is literally spending millions of dollars.
The thoughts, actions and habits of Southwesterners are influenced by their
Weekly Newspapers
Our organization represents 325 weekly newspapers in Texas, Oklahoma and New Mexico, and we can furnish complete market information on this territory.
A letter to our Dallas office will bring you some very interesting figures.
The H. L. Grable Co.
"National Advertising Representatives of Weekly Newspapers"
TEXAS—OKLAHOMA—NEW MEXICO
NEW YORK, 25 East 26th St., Phone Ashland 9127
PHILADELPHIA, Widener Bldg., Phone Rittenhouse 9698
CHICAGO, 123 West Madison, Phone Central 3021
DALLAS, TEXAS, 606 Mercantile Bank Building

BIROTADRUCK



HYDRAULIC MATRICE PRESS
Direct Pressure Under Complete Control. Fast, Positive, Non-Vibrating Hydraulic Operation. The first successful hydraulic matrice moulding press to be introduced into this country.
Birotadruck Presses are now in operation on the plants of The New York Times (3 presses), New York Herald-Tribune (2 presses), Boston Globe, Cleveland Press and Dallas News.
AMERICAN BIROTADRUCK CO., Inc.
120 West 42d St., New York City

HALF A STATE COMPLETELY COVERED
at one Combination Rate
EVENING COURIER MORNING POST
Two Great Newspapers—Published at Camden, N. J.
National Representatives
STORY, BROOKS & FINLEY



1st in ALBANY NY for Over 73 Years
Complete coverage of the Albany, N.Y. Area at one cost
The Times-Union
Albany's Leading Newspaper
Verree & Conkling, Inc.
New York, Chicago, Detroit, San Francisco

Maryland Gazette started at the same place on Jan. 17, 1745 by Jonas Green, one of the greatest editors of his time. Parks, meeting with indifferent success in Maryland, went to Virginia where he started on August 6, 1736, the *Virginia Gazette* at Williamsburg—not to be confused with the *Virginia Gazette* started at the same place on January 3, 1751, by William Hunter.

At a time when the Dale case is attracting so much attention it is well to recall that Virginia, in its Declaration of Rights, (June 12, 1776) boldly asserted "that freedom of the press is one of the great bulwarks of liberty, and can never be restrained but by despotic governments."

* * *

ONE of the illustrations in the *National Geographic Magazine* for September is a reproduction of the beautiful colonial house at Athens, Ga., which was formerly the residence of Henry W. Grady. Grady is spoken of as "Georgia's best beloved journalist, who devoted his life to the advancement of the New South."

* * *

THE Pan American Union of Washington has issued in book form the proceedings of the First Pan American Congress of Journalists held April 7-13, 1926. The foreword is contributed by Dr. L. S. Rowe, chairman of the Executive Committee of the Congress.

This book needs no extensive notice in "Our Own World of Letters" because the addresses delivered at the Congress were reported in such detail in EDITOR & PUBLISHER. It does bring them together, however, in permanent form, and gives the translations of the addresses made by visiting journalists who spoke in Spanish or in Portuguese. In addition, it contains a few addresses which were not delivered in person. Numerous illustrations add an interest to the volume.

For those in North America, possibly the most valuable sections in the book are those describing the journalism conditions in the sister continent to the South. The addresses of Jorge Mitre of *La Nacion* and Maximo Soto Hall of *La Prensa* are especially illuminating, not only because of the high position held by these newspaper editors from Buenos Aires but for the influence of these journals in other countries. Frank B. Noyes, president of the Associated Press, made the remark that La Nacion "pays much the largest single assessment in our organization." Any mention of the addresses by newspaper editors from Buenos Aires would not be complete unless it recorded the high ideals set forth by Dr. Alejandro Bunge of *El Diario,* who spoke on the subject of "Newspaper Ethics." Indeed, one could not attend this Congress without being impressed by the high ethical note struck by many of the speakers.

Had not EDITOR & PUBLISHER covered this Congress so thoroughly, space would be found for comments about the addresses of Manual Garcia Pelaez, who spoke on behalf of *El Mercurio* of Valparaiso, the oldest Spanish language daily in the world; Dr. Carlos Cuadra Pasos, who expressed the sentiments of the delegates from the Central American Republics; Jose Juan Tablada of *El Universal,* Mexico, one of the speakers on "Newspaper Ethics"; Dr. Luis Miro Quesada of *El Comercio* of Lima, Peru, who spoke on behalf of the forums where readers set forth and discussed matters of general interest; Ernesto Montenegro of *El Mercurio* of Santiago, Chile, who thought that more attention to literary style should be paid in handling of news; Virgilio Rodriguez Beteta of *El Diario de Guatemala,* who paid a nice tribute to EDITOR & PUBLISHER; Raul Simon of *La Nacion* of Santiago, who discussed pensions for newspaper workers, etc.

While I am mentioning a publication of the Pan American Union I am justified in calling attention to the very useful and helpful books put out by the Union about the various countries in Central and South America. These booklets cost only five cents each.

* * *

THE late Stuart Sherman, literary editor of the *New York Herald Tribune,* first attracted public attention through a letter which he contributed to *The Nation.* This letter criticized somewhat severely the way English literature was being taught at Harvard University. Consequently, the editorial tribute to Mr. Sherman in the Nation for September, has an added interest. This tribute frankly admits that the newer Nation was inevitably out of sympathy with much of Sherman's critical campaign.

* * *

A FINE tribute to Henry James, not as a novelist but as a copy writer, will be found in the August issue of *Direct Reflections,* the house organ of the James F. Newcomb & Co., Inc. This tribute is in the article headed "The Witchery of Words."

The reason given why James would have made a good copywriter is that copy must always be, in the main, instinctive and imaginative, and its writer has great need to know about the habits, passions, and perversities of mankind. These qualities are all possessed, so the article asserts, by Henry James, who had a wonderful witchery of words. From a brief list of word combinations by James the following are taken:

New York, the youngest, the easiest, and the most good-humored of capitals.

A countenance almost chemically clean and dry.

She felt in italics and thought in capitals.

These three are sufficient to show that James could write good copy had he chosen the field of advertising instead of literature.

* * *

TO "Our Own World of Letters" have come several books which, while not dealing directly with journalism or with advertising, are of interest to those connected with the business office. A. Charles Babenroth, assistant professor of English at Columbia University, is the author of "Modern Business English" (Prentice-Hall Inc.). This volume covers the problems of sales letters, collection letters, adjustments, complaints, and other topics. Especially valuable is the discussion of news items in sales letters.

Somewhat similar both in subject matter and in mode of treatment is "Business Correspondence Handbook" (A. W. Shaw Company) edited by James H. Picken, lecturer in advertising at the School of Commerce of Northwestern University. This volume not only takes up monthly news letters to customers, but also emphasizes news of the day as talking points in business correspondence. It also mentions the research work done by newspapers and magazines.

* * *

AMONG recent books to reach my desk is "The Romance of the Amalgamated Press." This book will be reviewed in an early issue.

* * *

AT the luncheon which Rodman Wanamaker gave to the delegates to the Press Congress of the World in New York City on Wednesday, Sept. 1, there was distributed a very attractive booklet giving valuable matter about William Bradford, who started New York's first newspaper, the *Gazette,* on Nov. 8, 1725. It also contains facts about John Holt, another colonial printer of New York. Fascimiles of their newspapers are reproduced.

Especially striking is the reproduction of the first advertisement of A. T. Stewart. "This tiny piece of copy, over 100 years old, is the forerunner of the great pages of store news published today." The store which Stewart founded was taken over by John Wanamaker in 1896. Mention is made of the editorials which John Wanamaker daily inserted in his newspaper advertising. Copies of this booklet may be obtained upon application to Rodman Wanamaker, New York City.

* * *

G. PRATHER KNAPP, who on June 1, 1926, became editorial and business director of the Rand McNally Banking Publications, is the author of "How Banks Increase Their Business" (Rand McNally & Co.). One way that is outlined is of course newspaper advertising. The two of the chapters are entitled "Mapping Out the Bank's Advertising Program" and "Efficiency and Economy in the Bank's Newspaper Advertising."

The five essentials of good newspaper advertising are listed as follows:

The theme of the advertisement must be distinctive, interesting and meritorious.

The paper chosen must fully cover a desirable field.

The space used must be large enough and the insertions frequent enough to compare well with other advertising.

The language must be arresting or it will not be glanced at, interesting or it will not be read, clear or it will not be understood, real selling talk or it will not produce action.

The physical appearance of each advertisement must be at least as good as that of any other advertisement in the paper.

NEWS MAN ON RADIO TOUR

William H. Crawford, veteran newspaper man, left this week on a tour of the country on which he will talk from more than 103 radio stations.



42 Football Training Talks

a daily series by Bud Hoban, running seven weeks, beginning September 6th.

Baltimore Evening Sun
heads our order list.

The International Syndicate
Baltimore, Md.

E. F. S.
Editors' Feature Service

Over 70 independent newspapers throughout the country subscribe to this fine daily service as a protection against rising feature costs.

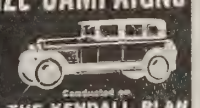
Six Pages Daily
Illustrations in Mat Form

Write or wire for samples, price and territory.

Editors' Feature Service, Inc.
1819 Broadway, New York
Allied with Johnson Features, Inc.

You can't buy classified success, but you can win it—as scores of our clients are winning it today

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building Philadelphia

AUTOMOBILE PRIZE CAMPAIGNS
Get the Circulation
Get the Money For It
Get It Quickly
Get It Right

Conducted on THE KENDALL PLAN

Contracts for
FALL and WINTER
CIRCULATION DRIVES
are being made
—NOW—
WIRE OR WRITE FOR DETAILS, REFERENCES OR SPECIMEN CONTRACT.

W. S. Kendall Company
104 NORTH BAILEY AVE.
LOUISVILLE, KENTUCKY

CIRCULATION BUILDING SUPREMACY

We opened 1926 with the greatest newspaper campaign ever conducted, and secured over $300,000 in prepaid subscriptions for The Cleveland Plain Dealer. We can attain similar success for you!

THOUSANDS OF NEW, PREPAID, BONA-FIDE HOME-DELIVERED SUBSCRIBERS SECURED IN TEN WEEKS' TIME

HOLLISTER'S
Circulation Organization
Wire or Write us at Exchange Bldg 717-718 Commercial LOS ANGELES

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation
LOUISVILLE KY

DENISON PAPER REBUILDING

Herald Erecting 2-Story Plant to Supplant Fire Razed Structure

The *Denison* (Tex.) *Herald,* whose plant was wrecked by fire Aug. 5, has in course of erection a two story office building which is expected to be completed in 60 days. The new plant will be modern and up-to-date in all its appointments. The building is of steel and reinforced concrete with face brick and stone trimmings and will cost approximately $45,000. New machinery, including a Duplex tubular press and five Intertype machines, will be included in the equipment, the total investment in building and equipment will probably approximate $85,000.

The fire caused damage estimated at $50,000 partly covered by insurance. It is thought to have started from defective wiring in the press room and stereotyping department.

Notwithstanding that the press and every typesetting machine was placed out of commission the Herald did not miss an issue, going to its subscribers with the usual news and advertising service. The feat was made possible through courtesies extended by local printing offices in tendering use of their machines, and the *Sherman Democrat* from whose press the Herald has been issued daily since the conflagration. The greatest inconvenience suffered was the delay in delivering the paper to subscribers.

The Herald is one of the oldest daily papers in north Texas, only recently celebrating its 37th anniversary. It carries the full leased wire service of the Associated Press.

MOVING DAILY'S PRESSES

The work of moving the presses of the *Salt Lake City Deseret News* to the paper's new building on Richards street, is under way. The paper is being printed on the presses of the *Salt Lake Tribune.*

HERE'S REAL "FAMILY PAPER"

The *Bellevue* (Wash.) *Lake Washington Reflector* can be classed as a regular family publication. It is published by W. E. LeHuque and his wife and printed by their nine children, the oldest of whom is Sylvia, 14. Mr. LeHuque writes editorials and manages the business department, Mrs. LeHuque writes all the news. Sylvia is the boss in the shop and also assistant manager. Under her are seven children, all of whom set type and print the paper which comes out three times a month. Thirteen year old Gloria is the champion type setter. The printer's devil is only 5 years old and can pi type like a veteran.

Supplies and Equipment

PRESS CONTROL

C-H *"Safest System in the World"*

For large and small plants

Cutler-Hammer Controllers for presses of every size and for every type of motor-driven machine.

Address all communications:

The CUTLER-HAMMER Mfg. Co.

Pioneer Manufacturers of Electric Control Apparatus

1203 St. Paul Avenue, Milwaukee, Wis.

CUTLER-HAMMER

Modern

Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.

TWO RIVERS, WIS.

Don't "Pig" Metal

It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER

Eliminates the Metal Furnace

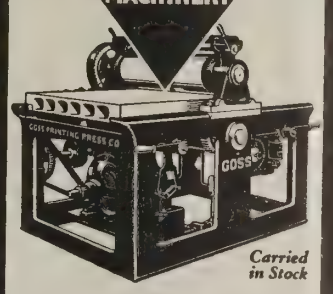
The Monomelt Co.

4509-19 Ravenswood Ave.

Chicago Illinois

World Bldg., New York City

GOSS STEREOTYPING MACHINERY



Carried in Stock

Some outstanding and exclusive features of The Goss *Combination Wet and Dry* Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Rebuilt GOSS & HOE PRESS BARGAINS

ALL TYPES

SEND for LIST

THE GOSS PRINTING PRESS CO.

CHICAGO – NEW YORK – LONDON

Hoe Quick-Lock-Up Flat Casting Mould

The throwing of a single Lever locks this Hoe Flat Casting Mould which is carefully designed and constructed for perfect Balance as well as Quality and Durability.

Made in three sizes—five, seven and eight columns.

If It's a Hoe, It's the Best.



R. HOE & CO., Inc.

7 South Dearborn Street, CHICAGO, ILL.

504-520 Grand St., N. Y. City

Also at DUNELLEN, N. J.

7 Water Street, BOSTON, MASS.

Sure of an Audience

The manufacturer of equipment or supplies reaches his clientele direct when he advertises in EDITOR & PUBLISHER. He knows that this salesman is a weekly caller upon the buyers of newspaper supplies.

Classified

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line

3 Times — .30 per line

ALL OTHER CLASSIFICATIONS (Cash with Order)

1 Time — .60 per line

4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 1841 Broadway, New York City.

Special Page and Edition Advertising Man—Can handle one or two good propositions in New Jersey, Eastern Pennsylvania or New York. Copyrighted ideas that build linage and establish permanent business. Let us talk it over. Interview anytime. Box A-775, Editor & Publisher.

BUSINESS OPPORTUNITIES

Appraisals

Appraisals—After more than a quarter century successful experience as owner, publisher, editor, and general manager of newspapers and magazines, and a careful study of newspaper and magazine making, I am familiar with physical and good will values. Should you desire an Appraisal, I shall be pleased to hear from you. J. B. Shale, Times Bldg., New York.

Brokers

Gratifying—Last week I sold for Judge Maxey of Scranton, Pa., The Free Press of Easton, Pa., to The Express, the logical buyer. Monday I received the following letter:

"Dear Mr. Shale:

"I enclose my check for your commission.

"One of the most gratifying things of this deal to me is the fact that you had a hand in it.

"With best wishes, I am,

"Sincerely yours,

"George W. Maxey."

Thanks Judge, I hope you will some day be governor of Pennsylvania. J. B. Shale, Times Bldg., New York.

The H. F. Henrichs Agency, Litchfield, Ill.; 1012 Times Building, New York; 1216 Hollingsworth Building, Los Angeles. Your desire to acquire a newspaper, or any dissatisfaction in the newspaper situation in your community, should be reported to this Agency for satisfactory solution.

Newspapers for Sale

Newspaper for sale — Prosperous Oklahoma weekly and daily in growing county seat of 5,500. Gross business over $36,000 yearly. Net return to owner over $1,075 monthly. Splendidly equipped shop. $15,000 required for first payment. Balance of $13,000 on liberal terms. References required. Best of reasons for selling. A.-781, Editor & Publisher.

Newspapers Wanted

Daily Wanted in Small City, with future. P. O. Box 382, Green P... Wis.

Employment—Equipment—Services

CIRCULATION

Promotion

irculation—When quick, additional circulation verage becomes necessary, remember that our enty years in this one line of endeavor is ur proof against experimenting. Write or re Pacific Coast Circulation Service, Bell ock, Cincinnati, Ohio.

irculation Builders—Blair & Austin, 1504 Cen- Ave., Reading, Penn. Originators of Sales-anship Club Campaigns.

uild Circulation—Try our "Opportunity Club" an. Sherman & Eckert, 353 Northampton reet, Easton, Penna.

Premiums

ets of Dishes at $1.00 and Up. A wonderful remium. The Albright China Co. - Palmyra, . J.

EDITORIAL

Syndicate Features

Is There a Person or Syndicate having the esire and the following and ability to sell to ewspapers distinctive first run fiction direct om an author who can give new and unusual o-operation. A-744, Editor & Publisher.

I want to get in touch with some big news-aper, syndicate or person to furnish a daily olumn of original humor. Address A-788, ditor & Publisher.

Lima, Peru, La Prensa and Glendale, Cal., Evening News are the new customers this week. or samples of a live, alert, up-to-date service rite The Graphic Syndicate, 25 City Hall lace, New York.

EMPLOYMENT

Help Wanted

Advertising Manager in Canada—Only daily in mall city in Ontario, Canada, wants man of haracter to take charge of local advertising. Must be effective copywriter and salesman. ield demands hard worker. Results will be ewarded. Write freely as replies will be held n strict confidence. A-777, Editor & Publisher.

Circulation Campaign Field Men wanted. Our rganization, handling the largest and most uccessful circulation campaigns in the United States, now enlarging present personnel, has penings for high-class men with circulation r contest experience. Must have excellent eferences. No floaters or boozers considered. Write or wire care Hollister Circulation Organ-zation, Ohio State Journal, Columbus, Ohio.

Competent Display Advertising Man, who can make layouts and write good copy, wanted at once. Must be a good salesman and of clean habits. All replies held in confidence. Give age, present position, experience, and, if possible, photograph in replying to Box A-784, Editor & Publisher.

Country Circulator wanted. Immediate problem, promotion Sunday edition. Metropolitan newspaper in city of 200,000, overnight from New York. Salary seventy-five dollars weekly. Opportunity for man wishing permanent position with splendid chance for promotion. Apply in writing giving experience, age, etc., The John Budd Company, 9 East 37th Street, New York City.

Experienced Reporter, who is a producer, wanted. Chance for advancement. Write, giving references, age, experience, salary expected, lodge, church, and other information. Blackwell Morning Tribune & Evening News. Blackwell, Okla.

Get a Job in Pennsylvania—Editors, reporters, advertising men, circulation men, printers, operators, foremen, pressmen and stereotypers wanted to register in our employment department. Send full information. Confidential. No charge for service. Pennsylvania Newspaper Publishers' Association, 317 Pine treet, Williamsport, Pa.

Large Metropolitan Newspaper has an opening for a high grade advertising salesman. Excellent opportunity for permanent connection to the man who can produce big linage. Will consider only men who have proven themselves capable of earning $5,000 a year. A-894, Editor & Publisher.

Night Editor to take charge of news room on morning paper. Will pay $40.00 to start. Want man who will develop into managing editor. State age, experience, church and lodge affiliations in first letter. A-789, Editor & Publisher.

Situations Wanted

Advertising Manager of twelve years' training on metropolitan and small city dailies; knows how to get business, national and local. Can furnish best of references as to character and ability to produce. Age 32, married. Any publisher who wants a dependable executive in the business office and can offer something of a future will find this man a worker with a knowledge of advertising and newspaper publishing that will increase revenues. A-766, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Advertising Manager—My record will interest any publisher of second or third paper convinced that his advertising linage can be materially increased. 15 years' experience on small and metropolitan papers. Capable executive who can organize and build all classes of advertising. Have the ability, knowledge and initiative to tackle the hard job and put it over. Available Sept. 15. Address Box A-891, Editor& Publisher.

Advertising Salesman—Ten years' on present paper and only reason for considering change is that it is impossible to advance further because of certain local conditions; twenty-three years' experience in newspaper work, 13 of which has been selling advertising of every character on metropolitan newspapers; present position is good as long as I desire to remain but must look out for future; Southern newspapers preferred; age 36, married, two children; Presbyterian; best of references as to integrity and ability; capable of managing local advertising manager's position. A-892, Editor & Publisher.

Active Editorial Head of leading daily in one of largest cities of New England would like similar position in Middle West. Address Accomplishment, A-893, Editor & Publisher.

Advertising Manager—33 years old, 11 years' experience, now employed on large metropolitan paper, desires to make connection with live paper in city of 30,000 population up. Can arrange interview either in New York or Philadelphia. Excellent references. A-785, Editor & Publisher.

Business Manager of wide experience and unbeatable record as organizer and business and circulation getter, seeks wider field with greater opportunity than he has at present. A-770, Editor & Publisher.

Business Manager or assistant to publisher. Successful record of seven years in newspaper work. Know sales, promotion, credits, accounting, and costs in all departments. Losses from bad debts less than one half of one per cent. What is your loss? A natural leader and can get things done profitably. My all 'round knowledge and experience will be invaluable to some busy executive. Now employed but have satisfactory reason for change. Let me give you additional information. Address A-762, Editor & Publisher.

Business Manager or Publisher's Assistant, now employed in permanent position, wants to make change for purely personal reasons. A university graduate, 38, married, and a graduate of the mechanical side. Thorough knowledge of production, circulation, advertising. Prefer city of 25,000 to 75,000. Will locate anywhere but in no rush. Want to be sure I will fit in the organization that employs me. A-779, Editor & Publisher.

Circulation Manager, with record of accomplishment. Know promotion, office routine, A. B. C. and mailing. A 1 reference. A-757, Editor & Publisher.

Classified Manager—Eight years' experience in north central big city. Know every branch of the work. Hard worker and capable. Will go anywhere. Married; Christian. A-761, Editor & Publisher.

Classified Manager, age 36, married, with a successful record of several years' executive experience, seeks permanent position with a progressive newspaper or publishing organization in any live community. Applicant possesses a capacity to handle the combined routine of the Classified and Phone Departments; also Sales Staff in addition to writing good copy, and form letters that sell. Still employed but anxious to respond to best inducements offered. Address: A-749, Editor & Publisher.

Classified Advertising Manager, with seven years' experience building classified advertising linage and revenue, now employed on leading New England daily, desires a new connection. Loyal, industrious service assured with plenty of proven promotion ideas. Unquestioned references furnished as to character and ability. Married and steady. Available September first to fifteenth. A-786, Editor & Publisher.

Desk, Makeup Man, 22. Experience: Associate editor newspaper having 155,000 circulation; news editor, tabloid; city editor, small city weekly. Good writer. A-748, Editor & Publisher.

Editorial Writer, Foreign Editor or Managing Editor, 30, University Graduate, Wilsonian Democrat. Best references. A-787, Editor & Publisher.

Editor or Managing Editor—Experienced and successful editor seeks position on smaller paper from three to eleven thousand circulation. West preferred. Married. Eight years editorial experience since completing college. References. A-780, Editor & Publisher.

Experienced Interviewer and Feature Writer; ambition, youth, college education. Position as reporter in any part of the country. A-890, Editor & Publisher.

Expert Rotary or Flat-Bed Pressman desires permanent position with well established newspaper near New York. Open shop. Best wages expected. Can supervise stereotyping department. Long experience and thoroughly reliable. Address A-724, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Feature Writer, theater book, art editor, reporter for daily or publishers. Two years newspaper experience. University Graduate. Wide reader. Magazine experience. Now on city daily. Woman with originality, ambition. Address Box A-769, Editor & Publisher.

Managing Editor—Varied experience on small and large dailies; now employed; seeks change. No territorial limitations. Will be at liberty on short notice. A-763, Editor & Publisher.

Managing Editor or Editor, now employed on leading New York state daily. Seeks connection in city of 100,000 to 150,000 middlewest preferred. Fifteen years experience. Able to handle and develop men. Glad to arrange conference. A-739, Editor & Publisher.

Mature Newspaper man, experienced in every phase of newspaper production with record as newspaper builder and as an effective editorial writer is open for engagement as business or general manager, or editorial writer on a substantial newspaper. Address Charles I. Stewart, President, W. S. Welsh Printing Company, Lexington, Ky.

Political Correspondent and editorial writer, Republican, wishes position on Eastern or Middle Western newspaper. A-768, Editor & Publisher.

Press Erector wants to get off road. Will consider permanent position as Pressroom Superintendent-Maintenance man. Available Sept. first. References. A-723, Editor & Publisher.

Reporter—Young man, 21, with two years' varied newspaper experience, proofreading, etc., seeks reportorial position on New England or New York State daily. Available September 27. A-758, Editor & Publisher.

Reporter-Desk-Sports editor: Want midwestern city up to 25,000. University graduate. Now employed. Moderate salary to start. A-778, Editor & Publisher.

Stereotyping Foreman with wide experience and thoroughly successful in working wet or dry mats, desires permanent connection. Moderate wage. Young man of settled habits. A-783 Editor & Publisher.

Two Young Executives, one the advertising manager of a newspaper in a city of 250,000 which gained a half million lines last year; the other, manager of the service department of one of the largest printing plants in the middle West, want to connect with the publisher of a newspaper in a town of 5,000 to 20,000, who would like to be relieved of the responsibility, and yet retain control.
These men are looking for an opportunity to acquire an interest in such a paper and offer their services at a fraction of their present salary to obtain this opportunity.
These men are both married, settled, and have the highest references. Both have had wide and varied experience in every department of a newspaper and the printing industry.
Would consider connecting with a trade journal or printing plant and if necessary could make a small investment. A-764, Editor & Publisher.

Web Pressman wishes a position to take charge of pressroom. Twenty years' experience. Best of references as to ability, etc. A-747, Editor & Publisher.

Where is the Publisher who wants an Editor with the zest of youth but with the sanity of experience?
I am twenty-six, eight years a New York daily reporter and editor, and now employed. I have college training and experience. Covering news fields ranging from the criminal courts to real estate and from sports to politics. Or what have you? A-782, Editor & Publisher.

MECHANICAL

Equipment for Sale

Complete Newspaper Plant for sale. Two tubular duplex presses with stereotype equipment; seven intertype machines; photographic and photo engraving departments located San Francisco; Wesel saw and planer and photo engraving plant, Miami, Florida. Whole or in part as is, where is. Address John W. Brodix, receiver. Vanderbilt Newspapers, Inc., 56 Twelfth street, San Francisco, Calif.

For Sale—Direct Current, 220 volt, 50 hp. Press Drive and control at a great bargain for delivery about Oct. 1. All in perfect condition and with an extra new armature which alone cost $550. For price and terms write The Zanesville Publishing Company, Zanesville, O.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Engraving Co., 114 E. 13th St., N. Y. City.

One 12-page Goss Monitor No. 762 Perfecting Press for sale; also a complete stereotyping outfit with mat roller. A real bargain if taken at once. Globe-News Publishing Co., Amarillo, Texas.

Photo-Engraving plant for sale. Ideal for one or two men. Miles Machinery Co., 409 W. 26th St., New York.

MECHANICAL

Equipment for Sale

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner, Fendler Branch, A. T. F. Co., New York City.

Thinking About Starting a Weekly? We have complete equipment of a country newspaper and job plant for sale. Bargain price. Moreau & Moreau, Flemington, N. J.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Equipment Wanted

All Kinds of Photo-Engraving, electrotyping and stereotyping equipment wanted. We pay cash. Miles Machinery Co., 409 W. 26th St., New York.

Newspaper Properties

Bought, Sold and Appraised.
All negotiations confidential.

PALMER, DEWITT & PALMER
350 Madison Ave., New York
Business Established in 1899.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

WE ARE MOVING

On September first into Springfield's newest and finest office building. Please note our new address:

509-511 Security Bldg.
44 Vernon St.

FERNALD'S EXCHANGE, INC.
SECURITY BLDG. SPRINGFIELD, MASS.

"PEP"

A Publisher writes: "Put us in touch with an advertising man who has some pep."

There are several advertising men represented under "Situations Wanted" in this issue. They demonstrate the first requisite of good salesmen—they believe in the product they sell; and they surely have "Pep."

DOLLAR $$ $$ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

A SURE fire method on increasing business by appealing to common sense is to play up the fact that merchandise costs more in college towns and urge that students buy their supplies before leaving for school in a few weeks.—George Deery.

The *Glendale* (Cal.) *Evening News* has just published a tabloid supplement to its regular edition, "Cook Book and Household Hints." This tabloid was published on the regular press, the type being set across the chase and folded in the center making a very attractive layout. Advertising from every angle of household goods was carried and the news matter was made up mostly of choice recipes to attract the housewife. Edition totaled 14 pages.—Hil. F. Best.

Plumbers will this fall and winter do more business than ever in fixing up private garages so that they can be heated. Devote a page to stories and ads on this proposition. Tell how a heated garage keeps radiators from being frozen. And let the ads on the page be the announcements of plumbers that want this sort of business.—Frank H. Williams.

Thirty-five union barber shops of Rockford, Ill., recently took full page space in Rockford newspapers to advertise the service standards of union operated shops. This may give advertising managers an idea on how to swing over the notoriously hard-to-get barber shops in other cities. Further space might be taken by the barbers to advertise the advantages of getting tonsorial work done early in the week and early in the day to avoid the week-end jams.—F. D. Hicks.

When a town is quite small it is sometimes possible to accept advertising from merchants in nearby larger towns. The *Turlock* (Cal.) *Daily Journal* is running a page entitled: "Modesto Specials for Tuesday and Wednesday" with dates. It carries seventeen small advertisements and an introduction boosting Modesto stores as compared with those in more distant places.—Fremont Kutnewsky.

This fall line up your music teachers and musical instrument dealers and sell them the idea of a special page to run four successive weeks on a certain day each week. Music teachers are eager to resume studies after the summer let-up. —L. E. Comey, Rutland, Vt.

This plan evokes a great variety of view points; pertinent discussion of local topics; no doubt is eagerly read and advertised by those whose articles are published. Prizes offered are a potent stimulus to contributers to submit the best they have.—James A. Patterson.

Both the *Long Beach* (Cal.) *Morning Sun* and the *Santa Ana* (Cal.) *Register* carried stories about strange things kept in bank safety deposit boxes. A few leading question to the custodian of the safety deposit department brings forth a wide range of experiences with those using the boxes for storing everything from letters to traveling bags.—Harold J. Ashe, Long Beach, Cal.

How many children will go to school for the first time in your city this fall? How many schools will they attend and how many teachers will instruct these beginners? What procedure is necessary for the enrollment of new pupils? Answers to these questions will make a story which will be read by every mother in your city.—L. C. Pratt.

The *Brownwood* (Tex.) *Bulletin* is printing once each week a story of one of the Sunday Schools of the city. Along with the story is a picture of the superintendent of the particular school described. An effort is made to make the description of interest to every member of the school—a sure enough news story, and not a bunch of statistics.—H. F. M. Brownwood, Tex.

One newspaper can work with the English Department of the city grade and high school and have an interesting feature every week. Talk over with the English instructors and have them select one theme—or story—every week from those submitted by their pupils and give it to you for publication. A thousand words can be the limit, and if the winner is kept secret until publication day, interest in your paper will be at high pitch. If you wish, offer a $3 or $5 prize to the winner.—Ralph Gibler, Huntington, Ind.

IOWA DAILY EXPANDS

The *Des Moines* (Ia.) *Register* & *Tribune* this week moved its editorial partments from the second floor of main building to its new Register Tribune Annex, formerly the Rogg bu ing on the corner of Eighth and Loc streets, completing the program of a per cent expansion in floor space beg several months ago.

MATS USED FOR DECORATION

Full-page newspaper mats are used the offices of the *Xenia* (O.) *Gazette* & *Republican* as decorative wainscot along the stairway leading from the bu ness office on the main floor to the e torial department and the office of R. Higgins, editor, on second floor. T mats are used as so many squares wall paper, stained green, shellacked surmounted with a heavy mahog moulding. The Gazette and Republi are published by the Chew Publish Company.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "H U N C H" PUBLISHED

A CITY story, replete with local interest, which was first used by the *Westfield* (Mass.) *Herald* some weeks ago as an original idea and has since been copied by Boston and Springfield dailies in localized form, is based on dogs' names as found on the license blank stubs at the city clerk's office. The feature which the reporter here played up in handling the story was that out of 900 dogs in the city, only three were named "Fido." The names that predominate, along with odd and trick names, such as a pair of hounds named "Is" and "Tis," with names of owners, give the story plenty of interest.—R. D. Fobes, Westfield, Mass.

"A Helping Hand," is the head over a little daily feature in one daily. Each day, the paper presents the case of someone in whose life readers might throw a little sunshine. One day, it is a case of orphans who would enjoy an auto ride, etc. Readers are requested to send in the facts on any cases that come to their attention. The feature is proving quite popular and is a real cheer spreader.—B. A. T.

The *Rockford* (Ill.) *Star* sends a reporter out to ask pedestrians what firms occupy the second or third floors above well known stores with the discovery that hardly anybody knows. Making one important building each day a considerable amount of reader interest has been aroused by the plan. The story includes a brief history of the building and the site upon which it is built.—F. D. Hicks.

The *Denver Post* devotes a page of the Sunday edition to the "Open Range" to which readers are invited to contribute 250-word editorials on any subject in which they are vitally interested. Offers prizes of $10 to the best, $5 to second best, and $1 each for the next five best.

No poetry wanted, no MSS. returned. Initials only will be printed, if requested. Judges are selected from among the ministers, teachers, and municipal officers of the city—different ones for each week.

How To Play GOLF
By JOHNNY FARRELL
Famous Teacher of That Game
24 LESSONS
Illustrated
For release daily
KING FEATURES SYNDICATE, Inc.
New York City

AGAIN
A Great Roosevelt Series
Weekly Release
Most Americans remember the late Colonel Roosevelt's vivid account of his adventures in Africa and South America. They have followed with lively interest the expedition which his sons, Theodore and Kermit, made to the remote Himalayas last summer. The latter have written an enthralling story of what befell them, and the Cosmos Syndicate is happy to offer the first newspaper rights. These articles will be fully illustrated.
COSMOS NEWSPAPER SYNDICATE INC
Covering the World
NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY
Herbert S. Houston, President and Editor-in-Chief
Myles F. Lasker, Vice-President and General Manager

BRIGGS Feature Pages
—can make new local lineage records for you. Our plan converts firms that have resisted every effort of your solicitors into regular advertisers in your paper.
Accounts developed under our plan are permanent, self-renewing. It involves absolutely no expense on your part.
THOS. W. BRIGGS CO.
Columbian Tower Bldg.
MEMPHIS TENN.

COMPLETE WIRE REPORTS FOR EVENING AND SUNDAY PAPERS
International News Service
"Get It FIRST but First Get It RIGHT"
63 Park Row
NEW YORK CITY

for six weeks!
The sure appeal of YOUTH, ROMANCE, ADVENTURE ACTION
in
MYRA
by
Mabel Greene
A serial written especially for newspapers. Supplied in 1000-word instalments, with daily synopsis and PHOTOGRAPHIC illustrations.
Released October 4
The McClure Newspaper Syndicate
373 Fourth Avenue, New York

The World's Greatest Newspaper Feature Service
Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.
4 page ready-print color comics.
Write for samples and rates
NEA SERVICE INC. 1200 W. 3RD STREET, CLEVELAND, OHIO

BY UNITED PRESS
AROUND THE WORLD AROUND THE CLOCK
UNITED PRESS ASSOCIATIONS
World Building New York

Facts About New England

No. 1 — New England Produces one-half the footwear made in the entire United States



More than 1000 factories employing upward of 125,000 skilled wage earners are busy all year 'round turning out one-half of the nation's footwear. About 500,000 pairs of shoes is the daily average, and the annual value in production is placed at approximately $500,000,000.

Here is only one of the many great staple important industries that keeps a great army of people busily at work all the year at high wages. This fact alone demonstrates the value of New England as a great buying power for advertisers anxious to cover a highly intensified productive territory at the lowest possible investment cost.

If you have never investigated the buying power of this concentrated area, write to the papers listed below. They have the facts at their finger tips, and are yours for the asking.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun .....(E)	5,845	.03	.03
**Boston Globe .....(M&E)	287,590	.50	.50
**Boston Globe .....(S)	332,282	.55	.55
*Boston Transcript ....(E)	38,807	.20	.20
**Boston Post .....(M)	377,443	.60	.60
**Boston Post .....(S)	349,596	.55	.55
Fall River Herald-News (E)	22,000	.06	.06
**Fitchburg Sentinel ...(E)	11,828	.06	.045
*Haverhill Gazette ....(E)	15,729	.065	.05
††Lynn Item .....(E)	16,699	.065	.05
††Lowell Courier-Citizen and Evening Leader ..(M&E)	21,918	.07	.07
**New Bedford Standard Mercury (M&E)	33,321	.10	.10
**New Bedford Sunday Standard (S)	28,806	.10	.10
**North Adams Transcript (E)	9,918	.0425	.035
††Pittsfield Eagle .....(E)	17,011	.05	.05
**Salem News .....(E)	21,398	.09	.07
††Taunton Gazette ....(E)	9,279	.05	.04
**Worcester Telegram-Gazette (M&E)	92,314	.28	.25
**Worcester Sunday Telegram (S)	51,096	.21	.18

NEW HAMPSHIRE—Population, 443,683

	Circulation	2,500 lines	10,000 lines
**Concord Monitor-Patriot (E)	5,215	.0375	.025
††Keene Sentinel .....(E)	3,887	.036	.023
**Manchester Union Leader (M&E)	29,368	.13	.10

RHODE ISLAND—Population, 604,397

††Newport Daily News..(E)	6,271	.0336	.0293
**Pawtucket Times .....(E)	27,849	.07	.07
**Providence Bulletin ..(E)	68,815	.18	(B).25
**Providence Journal ..(M)	36,416	.11	(B).25
**Providence Journal ..(S)	70,518	.18	.18
**Providence News ....(E)	29,123	.08	.08
**Providence Tribune....(E)	21,961	.10	.09
**Westerly Sun .....(E&S)	4,950	.025	.025
**Woonsocket Call ....(E)	14,503	.05	.05

VERMONT—Population, 352,428

**Barre Times .....(E)	7,112	.03	.025
††Bennington Banner ....(E)	3,144	.0125	.0125
Brattleboro Reformer ..(E)	3,370	.03	.0175
**Burlington Free Press (M)	13,071	.05	.05
**Rutland Herald .....(M)	11,038	.04	.04
††St. Johnsbury Caledonian-Record (E)	4,055	.03	.0175

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
**Bridgeport Post-Telegram (E&M)	42,743	.15	.15
**Bridgeport Post .....(S)	21,162	.10	.10
**Hartford Courant ....(M)	33,003	.08	.08
**Hartford Courant .....(S)	56,274	.11	.11
**Hartford Times .....(E)	53,121	.13	.13
**Middletown Press ....(E)	8,359	.0325	.03
††New Haven Register (E&S)	46,218	.14	.13
**New London Day.....(E)	12,054	.07	.045
††Norwich Bulletin ....(M)	12,724	.07	.05
**Norwalk Hour .....(E)	6,107	.04	.04
††South Norwalk Sentinel (E)	5,043	.04	.025
**Stamford Advocate ..(E)	10,329	.05	.04

**A. B. C. Publisher's Statement, March 31, 1926.

††Government Statement, March 31, 1926.

(B) Combination rate Daily Journal and Eve. Bulletin.

1 out of 3

families living in
the better districts
of Manhattan
is reached by
The New York Telegram.
The *Telegram* is
even stronger in the
very best sections
of this market,
particularly
Central Park West and
Columbia University,
where nearly
every other family
is reached.
In fact, 87 per cent
of the *Telegram's*
total circulation
in Manhattan is in
those districts where
the greatest
purchasing ability
is found.

THIS ISSUE: FORECAST BIG INCREASE IN ANNUAL AUTOMOBILE ADVERTISING

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1926

MEMBER A.B.C.

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

MEMBER A.B.P.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 16 | NEW YORK, SEPTEMBER 11, 1926 | By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign | 10c Per Copy

What Advertising Gain Will You Show This Fall?

To Duplicate the Advertising Success of The Chicago Tribune Use The Chicago Tribune's Newspaper Advertising Service

JOURNALISM LIBRARY
Not to be taken from this room

To share in the success of the Chicago Tribune, use one of its major forces for getting and holding business. Now one publisher in every town can secure the exclusive rights to The Chicago Tribune's Newspaper Advertising Service in mat form.

A New Lineage-Building Factor

Ten years ago the Chicago Tribune started to service its local advertisers with copy, illustrations and merchandising ideas. Its local lineage then was 5,582,211 lines. Last year it was 16,153,941 lines. Trebled in 10 short years! Will you let The Newspaper Advertising Service of the Chicago Tribune write a similar story for you?

This service contains reproductions of copy, artwork, illustrations, layout, merchandising ideas and complete advertisements, most of which have appeared or will soon appear in the Chicago Tribune—material that every newspaper advertiser wants and every advertising manager needs for the big gains his publisher expects of him this fall.

Already the Rockford Register-Gazette writes "Your service has been received and is paying us dividends." The South Haven (Mich.) Daily Tribune says "This looks like the finest thing for dailies ever produced"—and from the St. Louis Globe-Democrat, "I believe we can use it to excellent advantage."

Proven and Tested in the Columns of the Chicago Tribune

Twenty-eight artists and ten copy and merchandising men, retail advertising specialists of the highest calibre, are employed by the Tribune in the making of this service. Most newspaper advertising services are based on theory. Tribune Service is the only tested means of furnishing copy, illustrations and ideas that advertisers will use more generously and resultfully.

Forty pages of mats are shipped prepaid each month—more quantity, more completeness and more useability than ever offered a newspaper before. Mats come complete with type matter—exact reproductions of the proof sheets. A binder is furnished. There is no filing problem.

A Mat Service Produced by a Newspaper to Meet the Needs of All Newspapers

No one knows as much about a business as those who are in it. To solve your problems and bring your lineage gains a mat service for newspapers should be created by a newspaper. We give you nothing in this service that we ourselves do not or would not use. We include copy and illustrations which have been proven and tested through use by our advertisers. You get apparel illustrations that are authentic and like what your local merchants are showing, in prodigal quantity; a wonderful array of hand-lettering, borders and hand-set type (which means saving in the composing room); promotional campaigns and timely merchandised ads on any and every business in your town—all in the size and quantity you want!

Costs Nothing Because It More Than Pays for Itself —Classified Advertising Promotion Included Free

The Newspaper Advertising Service pays for itself because—

1. **It increases the volume of your advertising columns.**
2. **It increases the pulling power of your advertising columns.**

—Increased pulling power by reason of advertising scientifically prepared by Tribune experts, proven and tested beforehand in the Tribune; increased volume because of pulling power—advertising prestige—*dominance—PROFITS!*

And with this we include free each month the Classified Advertising Promotion of the Chicago Tribune—conceded to be the world's best—the promotion that developed the Tribune's immense total of 8,500,000 agate lines last year.

Inquire Today for the Rights to Your Town

Publishers in scores of towns took immediate advantage of our announcement a few weeks ago. The rights for your town may still be open. Sample proof sheets were sent you some time ago. Examine them again—remember you are buying in a rising market—ask yourself "What will my advertising gain be this fall?"—then write, or better still wire your acceptance or ask for further particulars.

Address *Newspaper Advertising Service of* **Chicago Tribune**

THE WORLD'S GREATEST NEWSPAPER



Deal with these 28 leading Iowa daily newspapers as with one publication. Uniform merchandising help over the entire state under our "Iowa plan."

Here is ideal set-up for *real selling*

In your next campaign you very likely plan to cover Iowa.

For it is no secret that Iowa is one of the very best paying markets.

You will be interested then in the most direct, most effective way of reaching Iowa buyers.

Through this association, you can cover all Iowa in one transaction if you wish. One order, one plate, one billing for these 28 leading Iowa daily newspapers.

Total circulation 571,151. Families in Iowa—550,000.

In addition, each of these Iowa daily newspapers offers uniform merchandising service that will add greatly to the effectiveness of your campaign.

Write to this office, confidentially, outlining what you wish to accomplish in Iowa. You will not be obligated in any way.

We will reply, showing how our "Iowa plan" can be adapted to fit *your* specific need.

It is never too early to start plans. Why not write to us *now?*

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

RADIO

IN THE WORLD'S
GREATEST MARKET

first

196,952

lines of Radio advertising were carried by the New York Herald Tribune during the first eight months of 1926. As in past years the Herald Tribune is **first** in volume of radio advertising carried by New York morning newspapers.

Visit the Herald Tribune booth
at the Radio World's Fair, Madison Square Garden, New York, Sept. 12th to 19th

NEW YORK
Herald Tribune

"In Philadelphia nearly everybody reads THE BULLETIN"

not just a slogan a *fact*

"In Philadelphia nearly everybody reads The Bulletin"

Net paid daily average for six months ending March 31, 1926:

533,169 copies a day

The circulation of The Bulletin is larger than that of any other Philadelphia newspaper, and the third largest in the United States.

The Evening Bulletin

PHILADELPHIA

America's third largest market

New York.....247 Park Avenue (Park-Lexington Building)
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Detroit.....C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco.....Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

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EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations. Member Associated Business Papers, Inc.

Vol. 59 | NEW YORK, SEPTEMBER 11, 1926 | No. 16

How Nation's Newspapers Are Fighting To Control Increasing Motor Traffic Perils

Fear Last Year's Frightful Toll of Life and Limb Is Being Duplicated in 1926—Random Survey of Safety Methods Employed by Editors in Various Cities—22,500 Killed Last Year

DESPITE everything that has been said and printed on the subject and multiplied effort to control the evil, the year's list of automobile casualties on city streets and country roads threatens to equal the ghastly total of last year when 22,500 perished and 675,000 were injured in the United States, according to the National Bureau of Casualty and Surety Underwriters.

Hundreds of newspapers have shown enterprise and high public spirit by crusades in various forms to insure greater safety for automobile riders and pedestrians, and the power of the newspaper to control such situations has been shown by instances of materially reduced casualty lists following intensive safety campaigns in a number of cities.

Study of the causes of motor accidents increasingly shows, according to editors who have been interviewed by EDITOR & PUBLISHER, that more than two-thirds of the victims are pedestrians who are struck down in the streets or on roads. "Jaywalking" is a prime cause, and the list of children who have been slain or injured by crossing streets against traffic regulations or while playing is one of the most pathetic phases of the year's statistical reports.

Contrary to popular belief the fatalities resulting from intoxication, bicycle riding, skidding, defective roads or poor lighting are not great in relation to the whole, but speeding and the inattention of drivers are leading causes. Death and injury resulting from collisions are common. Accidents involving collisions with steam or electric trains are numerous.

Every expert that has studied this progressing evil in American life is agreed that, following the installation of sensible legal traffic regulations for both city and country, and rigid enforcement of them, the educational work that newspapers may do is the leading solution of the safety problem.

In a review of this situation this week EDITOR & PUBLISHER found scores of newspapers actively engaged in promoting safety in their respective localities, many of them employing novel means. The following is a random survey of editorial methods employed to counteract the frightful waste of human life and materials through misuse of the automobile:

St. Louis (Mo.) *Star* recently began a city-wide search for careful motorists. Each day the newspaper awards ten dollars in gold to the most careful driver in the city. The honorable mention is naturally a general safety incentive, and the Safety Council and police executives have praised the Star for its enterprise. The Star was an original campaigner in the country for safe streets and has contributed many suggestions to the movement.

Speaking of the work done by the *Oklahoma Daily Oklahoman* and *Times*, Walter M. Harrison, their managing editor, this week said:

"Beginning in January and continuing until August, each month we attempted to make the new month a 'no-death' month. Starting in with the first day of the month and continuing until the first fatal accident of the month, we conducted a campaign of personal responsibility for every pedestrian and automobile driver. At the beginning of each new day we complimented everyone on going through the previous day without a fatal accident. The farther along in the month the campaign got without a fatality the more we played the story. We succeeded in getting through one month to the 23rd or 24th before a death occurred, and by that time we were using ribbon heads clear across the front page to tell the people that we were approaching our goal, a no-death month. Unfortunately, we were not able to go through an entire month, and it was my judgment that we had devoted so much effort and so much space to the campaign that it might better be abandoned and tried again another year.

"We pound constantly for strict observance of all traffic laws and are always encouraging the widening of all main traveled streets and the boulevarding of crosstown avenues on which the bulk of the travel is carried. Frankly, we have not seen any reduction in traffic accidents as the result of our campaign, but it is our belief that the only way to keep this monster from growing even beyond its present amazing size is to keep everlastingly at it, to drive home the safety talk at every fatal accident, and to try every new suggestion that anyone makes for the elimination of traffic accidents."

C. P. J. Mooney, editor of the *Memphis* (Tenn.) *Commercial Appeal*, described the situation in that city as follows: "For two years Memphis has had a safety council. We have had campaigns which have resulted in a lowering of the percentage of accidents. The safety council is part of the Chamber of Commerce. It is supported by the public and also largely by the public service corporations. But automobile accidents and fatalities are to be expected. This is an age of cheap life. The price of everything else has risen except human life. We may expect little else until the world forgets that Christendom was engaged in a business of organized and glorified killing for four years."

For the past six years *Detroit* (Mich.) *Free Press* has carried on a continuous campaign to improve street traffic conditions and hold down the toll of automobile fatalities. The Free Press began its crusade with a series of weekly articles designed to bring the police traffic division and the army of motorists to a better understanding.

Since the beginning the paper has made the traffic problem the subject of one of its most important weekly articles. It has given its support to citizens who sponsor the annual Safety Week drives and, through its monthly reports of street accidents and deaths, it has been able to do much toward curbing careless and intoxicated drivers.

The Free Press is given credit for the return of a permanent traffic court. Several years ago Judge Charles L. Bartlett sat continuously as traffic judge, and his drastic treatment of traffic law violators held the death rate low. The new law revising the recorder's court ordered the nine judges to rotate monthly and then Bartlett had the traffic bench but one month out of every nine. Some of the other judges adopted a lenient attitude and recklessness on the part of drivers increased. A series of editorials demanded the return of the permanent traffic court. The judges finally agreed. Bartlett has been sitting for three months and his prison terms have cut the traffic death rate in half.

The efforts of the Free Press are credited in Detroit with securing the installation of protected safety zones at all important street car stops on all of the local lines. More than 150 of these post type safety zones have been installed and five or six more are being added each week. The Free Press has inaugurated a number of brake test campaigns, and in one of them made arrangements with the different responsible service stations of the city to give free brake tests to all motorists and to issue safety certificates to all cars found with adequate brakes.

The appointment, this week, of Arthur T. Waterfall, vice-president of Dodge Brothers, as special police commissioner in charge of traffic, is the result of the campaign waged by the Free Press against an over-abundance of outside interference with the work of the police traffic division.

The Free Press with former Director of Traffic Harry H. Jackson plotted the present traffic loop of the downtown district which is designed to divert crosstown traffic from the heart of the city and thus reduce the traffic load on the main artery streets.

At the present time this paper is warring on the useless traffic signs disfiguring the streets without purpose, and is agitating the scrapping of dead regulations now in the traffic ordinance.

In an effort to end the abuse of park-

(*Continued on page* 40)

AUTOMOBILE ACCIDENTS AND CAUSES

ONE of the chief responsibilities of the modern newspaper is to educate the public in the matter of street safety and urge rational traffic control. The danger of the automobile is a public issue in every American city. Statistics seem to indicate that last year's ghastly death and injury roll will be equalled if not exceeded this year. Editor & Publisher here tells what some editors are doing in defense of their duty to the public. Following are incomplete statistics, furnished by the Automobile Chamber of Commerce for June, 1926, indicating the causes of automobile fatalities:

	June
Total motor fatalities reported	196
Total adult fatalities reported	102
Total child fatalities reported	57
Total not classified as to age	37

TYPES OF ACCIDENTS

Motor vehicle vs. pedestrian	86
Collisions between motor vehicles	16
Motor vehicles vs. electric railway	9
Motor vehicle at railroad crossing	2
Motor vehicle striking stationary object	6
Motor vehicle striking bicycle	6
Motor vehicle overturning	7

CAUSES OF FATALITIES

Where Physical Conditions Were a Major Factor

Fog, snow or rain	1
Skidding	2
Defect in vehicle	3
Too strong lights on vehicle	2
Poor street lighting	5
Defect in road	4
Confusion in dimming	1

Where Fault of Motorist Was a Major Factor

Too fast for conditions	15
Violating rules of road	15
Inattention	16
Inexperience	9
Confusion	8
Intoxication	9

Where Fault of Pedestrian Was a Major Factor

Adult jaywalking	13
Children coasting in street	—
Children crossing against traffic rules or playing in street	26
Pedestrians confused	9
Physical disability	1
Inattention	14
Fell	4

HIGH PRODUCTION COST INLAND PRESS TOPIC

Members of Middle West Association Will Seek Means of Meeting increasing Publishing Expenses at October Chicago Meeting

Means of meeting increasing costs of newspaper production will be sought by members of the Inland Daily Press Association at the annual October meeting to be held in Chicago Oct. 19-20. Detailed consideration of the subject will be presented by E. P. Adler, publisher of the *Davenport* (Ia.) *Times.*



WILLIAM SOUTHERN, JR.

The association maintains that while costs in other businesses have come down, the expenses of newspaper publishing have increased steadily in the last few years. Last year costs were the highest ever known, it is claimed, while now they are even higher than the peak year, 1920.

The question of newspaper consolidations will also be taken up with A. O. Linday, publisher of the *Quincy* (Ill.) *Whig,* in the chair. The following merger questions are listed:

Does a consolidation increase business? Is it worth while to buy out a competitor? Will buying a competitor invite somebody else to the field? Will two competing newspapers make better papers and more business for both?

Editorial, circulation, advertising and mechanical problems are also scheduled for consideration.

Stephen Bolles, of the *Janesville* (Wis.) *Gazette* will speak on news policy, taking up the questions whether or not newspapers are becoming mere press association and feature bulletins. He will also discuss the correct proportion of local and foreign news.

Other speakers and their subjects are: R. D. Rainey, *Decatur* (Ill.) *Review,* "Building a Bona Fide Circulation Requires the Use of Bona Fide Methods"; William Thomson, director of the Bureau of Advertising, American Newspaper Publishers Association, "Better Service to Advertisers Means Bigger Business for Newspapers"; James Powell, *Ottumwa* (Ia.) *Courier,* "Dealer Co-operation"; R. S. Chapman, *Rockford* (Ill.) *Star,* "Advertising Agency Questionnaires"; W. I. Goodland, *Racine* (Wis.) *Times-Call,* "Serving the National Advertiser"; C. E. Broughton, *Sheboygan* (Wis.) *Press,* "The Composing Room Deadline and Classified Copy"; R. V. DeBarry, *Lansing* (Mich.) *State Journal,* "Saving Money in the Press Room," "Advantages of an Open Shop," "Group Disability and Group Insurance."

William Southern, Jr., publisher of the *Independence* (Mo.) *Examiner,* is president of the Inland group.

PLAN NEW OREGON DAILY

The *Medford* (Ore.) *News,* a new morning daily, will begin publication on Oct. 1. The *Jackson County News,* a weekly, will be merged with it. At present Medford has only one daily, the *Mail-Tribune,* an afternoon newspaper. The Medford News will have United Press service. The incorporators are L. B. Tuttle, James W. Young, C. A. Swigart and Dan Bowerman.

VIRGINIA EDITOR STRICKEN

Louis Case Martin, editor of the *Farmville* (Va.) *Leader,* suffered a paralytic stroke at his desk Friday, Sept. 3, and he is not expected to live. He is one of the best known newspaper men in Virginia.

A. N. P. A. FORMS TRAFFIC DEPARTMENT TO SAFEGUARD PUBLISHER INTERESTS

W. J. Mathey, Formerly an Erie Railroad Executive Placed in Charge—Analysis of Rate Situation Now Being Made—Baggage Transportation on Docket

ESTABLISHMENT of the Traffic Department, first of two projected service improvements of the American Newspaper Publishers' Association, was announced this week by L. B. Palmer, association manager.



W. J. Mathey

W. J. Mathey, during the last year assistant general freight agent of the Erie Railroad Company, has been appointed manager of the new department, which will maintain offices in Room 605, 270 Madison Avenue, New York.

The second proposed addition in the A. N. P. A.'s expansion program, formation of a mechanical department, has not yet been organized.

An announcement from Mr. Palmer reads:

"The traffic department was created for the purpose of acting as a point of contact between the publishers and the various transportation companies and of safeguarding the interests of the publishers in the matter of their traffic relations with the carriers.

"Some of the principal activities of the department will be:

"1. To make a check of all rates paid by the members for transportation and accessorial services to the end that they will be no more than just and reasonable and that the newspapers will not be obliged to bear more than their fair share of the transportation bill of the country.

"2. To advise the members as to the most economical and satisfactory transportation routes to be employed.

"3. To assist the members in reducing the item of 'loss and damage' to the absolute minimum.

"4. To assist the members in arranging for expedited service and schedules on their newsprint, as well as on their outbound shipments in baggage service.

"The necessity of a Traffic Department to protect the interests of the newspapers has become more and more apparent since 1917 when the paper manufacturers, all of whom maintain their own traffic departments, to safeguard their own interests transferred traffic problems to the newspapers by changing the selling of their product from F. O. B. sidewalk or pressroom to F. O. B. mill.

"Since that time many irregularities and inconsistencies have crept into the rate structure to the disadvantage of the publisher, some, if not all, of which would have been avoided by properly directed concert of action of publishers such as this department makes possible.

"This department will not only protect the publishers' interests in the future but it is confidently believed will succeed in its program to correct such errors as have crept into the rate structure in the past.

"The Traffic Department is now engaged in making a thorough analysis of the entire rate situation preparatory to opening negotiations with the interested carriers looking to the removal of such inequalities and maladjustments as may be found to exist.

"Some of the pressing matters which will have early attention are:

"1. The question of newsprint rates to the South, particularly the readjustment which will probably follow as a result of the decision of the Interstate Commerce Commission in Docket No. 13494.

"2. Rates between so-called Official Classification Territory (which roughly speaking embraces the territory north of the Ohio and Potomac Rivers and east of the Mississippi River) which may be influenced by the result of the Eastern Class Rate Investigation, I. C. C. Docket No. 15879.

"3. The rumored realignment of rates soon to be undertaken by the Canadian roads respecting the Newsprint structure from Canadian mills to the United States.

"4. The problem of reasonable rates for transportation of newspapers in baggage service.

"The progress and development of these and other related matters will be carefully watched by the Traffic Department to the end that the interests of the membership may be fully protected.

"Summing up, the Traffic Department will be on the alert at all times to detect and oppose all proposals relating to rates, regulations, etc., which may prove detrimental to the newspaper industry."

Mr. Mathey, manager of the department, was born in Chicago, March 22, 1891. After leaving grammar school, he attended St. Cyril's College and DeLa-Salle Institute, being graduated from the latter in 1907. He entered the employ of the Erie Railroad Company in March, 1907, as stenographer in the Traffic Department and successively held various positions in the Rate and Tariff Departments of that company. July 1, 1925, he was appointed Chief of Tariff Bureau at New York. On Oct. 1, 1925, he was appointed Assistant General Freight Agent, which position he held until his recent appointment as Traffic Manager of the A. N. P. A.

POLICE RECORDS OPENED

The police blotter system, whereby names of all persons arrested will be available for inspection by reporters, will be inaugurated in Charlotte, N. C., following an investigation by Maj. W. R. Robertson, commissioner of public safety, which determined that arrest reports are public records. The investigation was made following a decision by the police department that the names of prominent men under arrest be protected. The matter of withholding any name is "a matter purely with the newspapers" Maj. Robertson stated.

STORE BUYS 44 PAGES

Declared to be the greatest amount of advertising ever used for any retail event in Texas, purchase of 44 full pages of space to appear in the Sunday editions of four newspapers was announced recently by E. P. Simmons, of the Chester L. Jones interests, which has just taken over the Sanger Bros. department stores in Dallas, Fort Worth and Waco. The 44 page advertisements were to boost the "Sanger Bros. reorganization sale."

THEN HE FAINTED

THE Fort Worth *Sunday Star-Telegram* and *Record-Telegram* has been conducting a slogan contest in which various advertisers ran their slogans, and readers were asked to compete for prizes, supplying the names of the firms advertising, identifying them through the slogans published in the various ads.

Among the advertisers was the distributor for Packard motor cars in that city.

One morning his phone rang, and here is the conversation that ensued:—

Lady's voice:—"What is the slogan of your car?"

Distributor:—"'Ask the man who owns one.'"

Lady:—"But I don't know any man who owns one."

BELL APPOINTED GOS N. Y. REPRESENTATIVE

Philadelphia Manager Promoted Press Company—Has Served Firm 27 Years—Brion and Arnold Assistants

Harvey D. Bell, for 27 years with t Goss Printing Press Company, was th week named manager of the New Yo



Harvey D. Bell

office of that company in the Candl Building, 220 W. 42nd street.

In addition to duties connected wi the New York office, Mr. Bell will be charge of the sales department coverir the Eastern states, including the seaboa states South and Eastern Canada.

Mr. Bell has been with the company various capacities, including superinten ing of installations, service and sales d partments continuously for 27 years, ar since 1911 has been sales representativ for Pennsylvania and the seaboard stat South with headquarters in Philadelphi

He will be assisted by Oscar P. Brio and Everett M. Arnold.

Mr. Brion was superintendent of th printing department of the *New Yor Times* several years ago, and, for number of years, until recently, trave ling representative in the service depar ment for the International Paper Com pany.

Mr. Arnold has been connected wit the sales department of the Goss Com pany's New York Office for the past fiv years.

Mr. Bell is succeeding the late R. I Thomas, whose sudden death occurre recently.

A Presidential vacation results largel in transferring the hard work of politica news gathering from the White House t White Pine Camp.—*Washington Star.*

AUTOMOBILE LINAGE UP 50 PERCENT IN 1926

Gradual Enlarging of Copy and Liberal Use of Full Newspaper Pages Has Marked Industry's Advertising—Wave of Optimism Prevails—No General Let-up in Schedules Foreseen

(*Special to* EDITOR & PUBLISHER)

DETROIT, Sept. 7.—America's motor industry continues pyramiding new records this year in an amazing fashion, both as to production and advertising. When the show season was on last January the makers who predicted a bigger volume of cars for 1926 were few. It was generally accepted that some of them were talking for mere publicity effect. Some of the foremost leaders in the industry were watching their steps as the year opened, with weather conditions generally pretty bad. It is no secret that some of the motor shows in the first few months of 1926 did not bring the returns expected. There was talk of slowing down, and for a time some of the factories did ease up a bit. Later on, with new models coming through, factories did cut production to give dealers time to get rid of what they had on hand.

Then the rush speeded up again. But it will slow down somewhat as the year advances and when 1926 passes out of the picture the volume above 1925 will not be staggering. It is a remarkable job that has been accomplished this year by the men in executive positions at the factories and the distributors and dealers out on the firing line. With the pitfalls of two slumps since the war ended charted up, and the easy going style of men content to slide along with the tide eliminated, those responsible for getting the dollars into the hands of the makers and merchandisers went about their work so well that today in a number of factories orders are well ahead of production.

There is a wave of optimism sweeping over the motor field today. Roam around here and it is prevalent, but not boisterously so. Weave out to the various cities and towns in this State and others West and South as far as the Mississippi and East to the Atlantic Ocean and the air is the same. Yet there has not seemed to be any specific boom on throughout the country.

While there has been a much greater effort at cooperation between the factories and the men selling cars, yet those who have been watching the situation feel that the third great prop that has helped put over the business has been the advertising. Last show time the makers began their campaigns in newspapers to give the early shows some pep and bang. And there were some results. There was not much spirit manifested, however, in January and February, nor into March. In some places sales for the two months were anywhere from 25 to 75 per cent. behind 1925. It was felt that the dealers never would have a chance to get anywhere near even with the 1925 figures. Then there followed a steady gradual climb as the makers and dealers plunged into big newspaper space.

In some sections of the country the increase in automobile display linage over 1925 for the first six months of this year was more than 60 per cent. The general average throughout the country for the year will probably be at least 50 per cent., which is a very remarkable story. There has been a gradual enlarging of copy. Page advertisements are no longer a novelty. Several times this year some of the larger papers in big centers have had in a Sunday issue within a few thousand lines of the total they carried in an entire show number a couple of years ago. When one considers what effort and work goes into a show number and then begins to figure out that nearly as much linage showed up and was printed without any special preparation, it shows how the newspapers today have prepared to meet the needs of the motor industry.

It is worth giving a brief analysis of results. It is generally admitted that there was practically no spring in a large area of the country. It was evident people were not in a buying mood as far as motor cars were concerned. Instead of retrenching on advertising expenses, cutting down production a great deal, mentally picturing an obscured horizon the reverse action followed. Advertising increased. Production continued along and the factories took care of the storage in many instances. Salesmen worked harder.

There was a certain psychology about picking up the big newspapers and finding scattered through the different sections various automobile advertisements. There were too many for the automobile departments so they found their way into the editorial, the sporting, the financial and other parts until motor car makers were telling their stories to all classes of individuals. Like a comet in the sky everyone does not see it the same night for divers reasons, but eventually the vast majority get a peek at it.

Then there were the new models brought out. These were put over by increased advertising. There was the usual talk about the survival of the fittest, but one does not find a lot of cars falling by the wayside this year. In fact, it is rather remarkable how some of them have come back. Newspaper men in different sections who keep tabs on copy in their own and rival papers have been watching the growing linage closely. Even they have been amazed.

General Motors wonderful year is being reflected by the large amount being turned back into advertising channels. Compared to a year ago and basing the averages sectionally, one finds that Buick is advertising about 75 per cent. heavier and Cadillac more than 100 per cent. Oakland with its new Pontiac has passed above 100 per cent. figures for this same time a year ago and Chevrolet has gone 200 and even more heavily in different sections. Oldsmobile is nearly 50 per cent. above last year's figures. Willys-Overland has passed the 100 per cent. increase and Chrysler is approaching it over 1925.

Studebaker is leading every other individual car in linage in many places throughout the country. The increase is greater than 100 per cent. Nash has jumped its total about 50 per cent. and will keep it there for the year. Dodge Brothers has now become a big advertising factor in the newspapers and compared to its previous schedules the 1926 figures looms up some 400 per cent. larger.

Then there is Reo with its full pages running consistently every other week throughout the country instead of intermittent campaigns in the past. Star has come back with a rush and is above 100 per cent. over 1925 figures. Hudson and Essex are up in the 100 per cent. class also. Hupmobile dropping its four and bringing out a six and an eight is producing 300 per cent more cars monthly now than a year ago, and for which its much larger newspaper advertising is responsible in a measure.

Outside of a denial wired to some of the branch managers by Edsel Ford, stating that there would be no changes or new models, no one seems to know for a certainty what Henry Ford is going to do. But it is generally admitted that he is not going to allow his motor prestige and profits to suffer too much. His cancelling the advertising program does not mean that it is irrevocable. He did something similar before and changed his mind. It is not so long to show time, and everyone knows that when the big national exhibitions are on, while the other makers are getting publicity in the automobile sections. Henry is generally featured on the front news pages. Just watch him.

It may not be noticeable to the general public but to newspaper men it must be evident that the newspapers are getting a good share of motor business by just watching how frequently the copy is appearing of various cars such as Paige, Jewett, Franklin, Jordan, Kissel, Marmon, Locomobile, Moon-Diana, Packard, Peerless, Pierce Arrow, Rickenbacker, Auburn, Chandler, Velie, Wills. And out of this number observant advertising men can recall that in the last couple of years there were some whose copy was rather spasmodic.

On the other hand the tire and truck copy is not setting the world afire anywhere. There is a general feeling among some of the tire people that the billboards and magazines are better mediums than the newspapers. That is not so very new. However, some of the executives will be looking for newspaper support in the near future when the Interstate Commerce Commission takes up the problem of regulating commercial vehicle transportation from State to State. Hearings are going on now throughout the country. But there has been no widespread magazine articles regarding them. Had it not been for the newspapers in the past the motor industry would have been burdened with red tape taxation which would have handicapped it seriously. Aside from that viewpoint, when one or two of the executives takes a notion to break away from the general trend and go back to the newspapers for quick results, others will follow, and wish that they had not been in the rear of the parade.

Is the advertising going to continue? That is what many newspaper men would like to know, particularly publishers. Looks so. New schedules are being prepared here and there. One hears of Marmon trying to work out some plan with its distributors, but undecided whether to make it a 50-50 plan or pay for it all. Kissel is investigating what the other fellows are doing and may go to a general cost per car basis. General Motors has had such a rush of business that it will continue rolling up the stories and adding to its prestige. Studebaker is going along with its weekly pages on a continuous schedule without interruption that appears to be the largest in the country.

John Willys has put the Whippet over, but intends to see that its sales do not cut into the Willys-Knight and Overland Six lines, and so he will increase the copy on all lines. Walter P. Chrysler now has four distinct classes which must get individual attention and that needs specific copy for each. Chandler has followed the plan of Chrysler's, dropping the name Maxwell, and Nash merging Ajax into his own name, so the slipping of Cleveland out of the picture by name and making it a small Chandler, is resulting in page copy now. Pierce Arrow tried out a sales contest covering the past few weeks, which was backed up by consistent advertising telling the world it was possible now to get one of those cars with all its reputation under $3,000. The results were astonishing, sales increases running as high as 300 per cent. and more in many places. It will continue. Peerless, stronger than ever under Mr. Ver Linden and his rejuvenated organization, is back in the picture stronger than ever through newspaper copy and the business will be kept up. Packard has awakened to the value of big copy and its dealers are now O. K.-ing full page and half page slices continuously. In some sections of the country Nash dealers report that they now have sold more cars than during the entire 12 months of 1925. And Nash's position on newspapers is too well-known to need any comment. Rickenbacker is now working out plans for a new campaign that may break any time. Paige Detroit has copy ready at all times in the hands of dealers that they may release while a new schedule is being made up. Velie is slipping out some full pages and six column copy to aid dealers paying for the total cost. The new Moon car is about ready to break into the limelight and that means more business. Auburn has had a splendid year and it is putting some of its surplus into advertising. The same is true of Gardner. Wills Sainte Claire is coming back rapidly and its appropriation is increasing.

With Labor Day and vacations out of the way, of course there will be no general letup in copy right away. The plan seemed to be among some of the big executives early in the year to plan a campaign to run through an entire 12 months and find out if keeping everlastingly at it was not the right way to sell cars the same as any other merchandise. They are finding out that this is so. And the linage will continue good the balance of the year with a tapering off around Thanksgiving to give time for a breath to plan for the 1927 shows.

EDGECOMBE GETS COMMUNITY SERVICE CUP



ABOVE is the EDITOR & PUBLISHER silver loving cup recently presented to Frank O. Edgecombe, editor of the *Geneva* (Neb.) *Signal*, as the prize for winning the National Editorial Association contest for the best community service.

Mr. Edgecombe was announced as winner of the contest at the N. E. A. national convention in Los Angeles in late June.

Last year the Geneva editor served as president of the N. E. A.

NEW AD BUREAU MEMBERS

The *Astoria* (Ore.) *Morning Astorian* and the *Centralia* (Wash.) *Chronicle* have become members of the Bureau of Advertising of the American Newspaper Publishers Association. The *Hoquiam* (Wash.) *Gray's Harbor Washingtonian* and the *Olympia* (Wash.) *Morning Olympan & Evenng Recorder* will become members effective Jan. 1, 1927.

BAILEY PROMOTION CHIEF

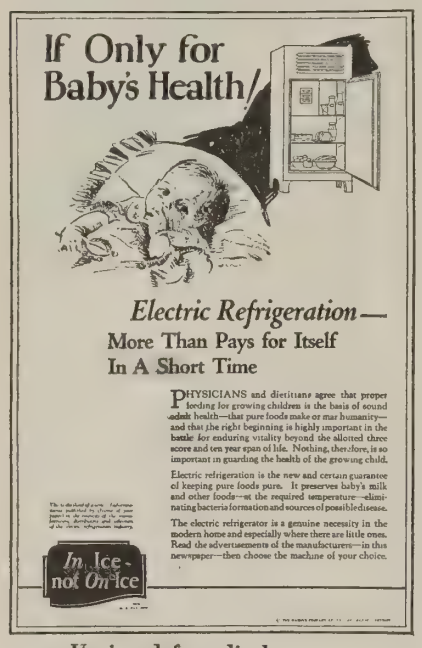
Truman Bailey has been made director of promotion for the *San Francisco Examiner*, succeeding J. R. Baker who now is connected with the Hearst general management in New York.

NIP THIS NEW FREE PUBLICITY SCHEME IN THE BUD, PUBLISHER ADVISES

Free Display Advertisements Broadcast from Detroit to Create Demand for Oil Burners and Electric Refrigerators—Publishers Offered Possible "Good Will" of Advertisers in Exchange

CREATE public interest in an industry and expect the advertising of that industry to flow into your newspaper! Maybe it will and maybe not!

This new theory is being experimented with by the *Detroit* (Mich.) *Free Press,*



Unsigned free display space

which is publishing, free of cost, display advertisements to command the attention of its readers to electric refrigeration and oil burning apparatus.

While the Free Press and several other newspapers, favor this new twist to free industrial publicity, the scheme is frowned upon by publishers who this week communicated with EDITOR & PUBLISHER.

Recently the Free Press ran a series of unsigned display spaces to advertise the advantages and alleged economies of mechanical home refrigeration and the use of oil burners to substitute for coal. Two of these display advertisements are reproduced in miniature on this page. They proclaim the virtues of these innovations without reservation, although it must be obvious that there is as much of a controversy in commercial circles today as to the merits of oil burning over coal as there has been in recent years concerning the merits of the air-cooled motor car over the water-cooled car, or alum baking powder, or similar trade disputes. However, it is claimed by the Free Press that its publication of these enticing free display notices in behalf of these industries has resulted in giving that paper favor from oil burning and mechanical refrigeration advertisers when they sought to place their branded articles before the consumers of Detroit.

Within the past two weeks the Warner Company, of Detroit, heretofore known as copywriters, but not well-known as advertising agents, broadcast to newspaper publishers proof sheets showing the Free Press free advertisements, seeking to induce publishers in general to print them on the theory that they, too, would be favored by the oil burner and refrigeration concerns, if and when they entered their cities with advertising schedules. A circular letter signed by the Warner company said: "We believe that in aiding the manufacturer in this manner, the newspaper renders a service that will be fully appreciated and for which it will be amply repaid. We believe that such a service will gain the advertiser's good will, and, incidently his business—far more effectively than by attempting to sell him ONLY on circulation, market and bulk of linage." The letter asserted that by this method the Detroit Free Press has "had more than its share of the business."

Of course, the Warner company will supply mats, and the usual press agent offerings to advance this valuable scheme for the oil burner and refrigeration interests. Whether the Warner company is being paid for getting this free publicity from newspapers, making liberal use of Detroit Free Press auspices, is not known, but the expense it is incurring to encourage publishers to print the free stuff would necessarily have to be recompensed in some form.

One publisher, who sent the Warner concern's letters and proofs to EDITOR & PUBLISHER, made the following comments: "It is bad enough when a newspaper opens its news columns to free advertising or propaganda, but it seems to me that it is about the limit when a newspaper gives its display space away. The writer cannot think of a more unethical procedure than this plan used by the Detroit Free Press, one of the leading newspapers of the country. It amounts to a rebate to the oil burner and electric refrigeration industries and it seems to be unfair competition to the competitors of the Free Press. This sort of thing should be nipped in the bud. It should not be extended to other newspapers. Newspapers must depend upon selling their space and if they are going to train advertisers to expect to receive advertising for nothing as an inducement to advertise, the whole fabric of the newspaper business could be eventually undermined. There is already too much space devoted to radio publicity, but if such newspapers as the Detroit Free Press encourages advertising agencies and manufacturers to



Agent asks free insertion of this valuable advertisement

resort to this sort of tactics, as indicated in this publicity, serious harm would be done to the newspaper business. Already, as you know, the question of co-operation with national advertisers has brought many abuses into the newspaper business.

"One newspaper extends co-operation to a national advertiser or agency that another newspaper cannot afford to extend. The metropolitan newspapers will do almost anything now to co-operate with national advertisers. This leads the national advertisers and agencies to expect similar co-operation from newspapers in small towns and the income of the newspapers in the small towns does not justify service bureaus and the extensive co-operation which the metropolitan newspapers find it possible to render.

"My first thought was to send this letter to the A. N. P. A., my second thought was that perhaps EDITOR & PUBLISHER might wish to go into this tendency in the newspaper business. If the publication of display advertising by a newspaper in order to promote an industry is possible in the case of electrical refrigeration and oil burners, why should not that same course be applied to all lines of industries in which the newspaper hopes to obtain national advertising, or in which a newspaper desires to outstrip its contemporaries in the volume of display advertising carried."

HEADS N. Y. STAFF

William Forte Named Chicago Daily News Correspondent

William Forte has been appointed New York correspondent of the *Chicago Daily News* to take the place made vacant by the recent death of George T. Briggs.



WILLIAM FORTE

Mr. Forte has been a member of the News staff for more than seven years, coming to that paper from the Chicago City News Bureau. For the past five years he has covered the Federal building in Chicago.

The new New York correspondent is a graduate of the University of Michigan, Class of 1916. After leaving college he entered newspaper work via City News in his home city, Chicago.

When the United States entered the war he joined the army but did not see service abroad. Upon his discharge he joined the Daily News staff.

NEW MORNING PAPER

Abilene (Tex.) News Succeeds Reporter—Under Same Ownership

The Abilene, Tex., Reporter Publishing Company, has begun publication of the *Abilene Morning News,* which has taken over circulation of the former *Morning Reporter,* early night edition of the *Daily Reporter,* afternoon paper. This will be augmented by local circulation for the new paper, the first issue of which was 16 pages and carried full Associated Press dispatches.

Max Bentley, former managing editor of the *Houston Chronicle* and more recently staff correspondent of the *Fort Worth Star-Telegram,* is managing editor of the News and the Reporter, while Frank Grimes, former editor and managing editor of the Reporter, is now editor of both papers.

BANK USING NEWSPAPERS

Members of the American Bankers' Association will consider the best forms of bank advertising in newspapers at the annual convention to be held in Los Angeles, Cal., Oct. 4-7.

NEW AIR MAIL EXTENSION

Postmaster General New this week fixed Sept. 15 as the date when service will be inaugurated on the extension to Atlanta of the Miami-Jacksonville contract air mail route.

DEFINES "PETTER"

A 16 year old high school girl won the *Chicago Evening American's* prize of $100 for submitting the best definition of the word, "petter." She is Miss Rosalie Sabath, daughter of a real estate dealer, living at 3415 West Adams street. Her definition was: "A petter is a philanderer with a propensity for pawing." The contest was held to stimulate interest in the new serial.

ELECTRIC FIRMS PLA CO-OPERATIVE DRIVE

All Branches of Industry Agree on Fi Year Continuing Campaign Using Newspapers and Other Mediums —Large Fund Planned

An expansive campaign of advertisi both national and local to broaden service of electricity to the people of United States and Canada is in prepa tion. This campaign will be an import phase of a joint-effort program of mar development by the electrical indust For the first time the various branches the industry—manufacturers, electric s vice companies, wholesalers, local elect leagues, appliance retailers and contr tors who wire houses—are co-operating build business.

The plan, which is on a five-year co tinuing basis, has just been approved a adopted by 250 representatives of all f tors in the industry at Camp Cooperati on Association Island in Lake Ontar This camp is conducted each Septemt by the Society for Electrical Develc ment whose headquarters are at 522 Fi Avenue, New York.

By advertising, radio talks, literatt and exhibits the movement will atten to give people such a clear conception the comfort and convenience they can g out of electricity that the increased use electric current and appliances will redt prices to the public while expanding t market for these commodities.

To carry out this plan, which was pr pared by the Society at the direction 140 electrical leagues all over the Unit States and Canada, a continental orga ization is forming with the Society as head and with 400 or more electri leagues as local chapters. The plan co templates no reduction of competiti among manufacturers and among dist butors, but is designed to make keen co petition constructive instead of destructi

To support the plan a large fund w be provided for both national use by t Society and local use by the chapt leagues, each of which will operate wi the freedom of action that a state has relation to the federal government—it c initiate any activities it wishes so lo as it carries out carefully the defin national policies.

In the advertising campaign the Socie will handle national space, assisting t local leagues in local programs whe such assistance is needed to make it co form to the main plan.

An important novelty in the big pl is that the electrical industry is linking non-electrical retail distributors such department stores which now sell mo than 25 per cent of the country's ele trical appliances. These also will ha the benefit of the co-operative work. The stores will be included as members of t chapters along with the local power co pany, the contractor-dealers and t strictly electrical dealers of the region.

The finances behind this huge but fle ible plan will come from special fun set up by groups of manufacturers a from membership fees both national a local, those of each classification bei divided on a 50-50 basis.

NEW OWNERS MEET STAFF

Executives of Reorganized Los Angel News Hosts at Banquet

More than 200 employes of the *L Angeles* (Cal.) *Illustrated News* we recently the guests of their new e ployers at a banquet given at the Cha ber of Commerce Building. The affa was by way of celebrating the purcha of the newspaper property by the origi stockholders of the concern.

Testimonials to the loyalty of t newspaper's workers, and plans for t future were outlined by the officers. B. Andrews, vice-president of the ne publishing company, was toastmast Speakers at the banquet included: H. Granlee, business manager; Elias J Boddy, editor and publisher; and W liam Oliphant, president.

C. H. CLARK, HARTFORD COURANT EDITOR, DIES

Noted Journalist Had Served 55 Years on Same Paper—Was Director of Associated Press from 1910 Until His Death—Publishers and Men High in Public Life Mourn His Passing

CHARLES HOPKINS CLARK, 78, veteran editor and publisher of the *Hartford* (Conn.) *Courant,* and since 1910 a director of the Associated Press, died at 8:22 o'clock Sunday evening at his home in Hartford after an illness of several months. The direct cause of his death was cerebral hemorrhage.

Mr. Clark had been in failing health for a number of years but continued at his desk daily to direct the affairs of the paper. Last January he suffered a cerebral hemorrhage and it was not believed that he would recover, but his vitality was such that he rallied and in a few weeks was able to sit in his chair at home and receive friends. In July Mr. Clark went to his summer home at Madison but returned after a brief stay. From his weakened condition it was known that there was no hope for his eventual recovery.

One of the oldest working journalists in the country, Charles Hopkins Clark had devoted all his active life to the service of a single newspaper, with which he was associated for 55 years.

He was born in Hartford, April 1, 1848 the son of Ezra and Mary (Hopkins) Clark. His father was for two terms a Representative in Congress. He was of early Colonial descent, his first American ancestor having been Lieutenant William Clark, who came from England and settled at Dorchester, Mass., in 1636, and from whom Charles Hopkins Clark was in the seventh generation. He was late in completing his academic education, not being graduated from Yale until 1871, when he was twenty-three years old, but his education was exceptionally thorough.

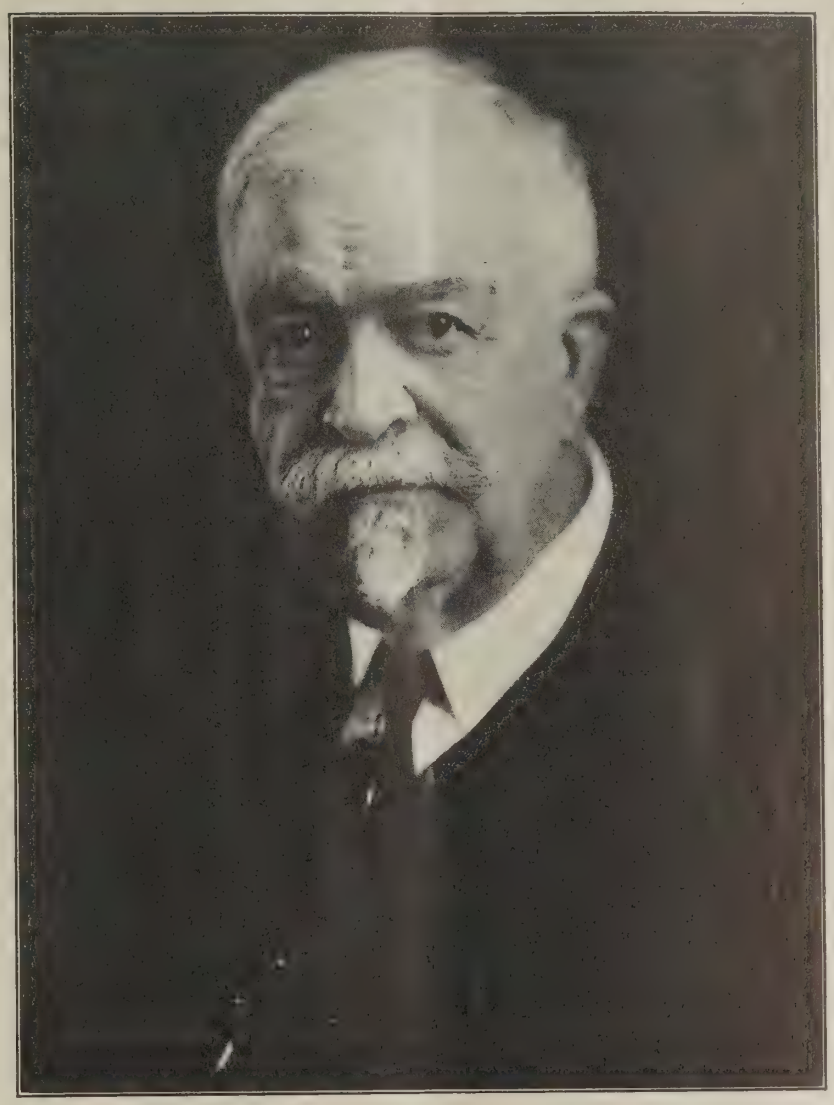
He had been out of college only a few months when one evening he entered the office of the Hartford Courant and asked for a job. General Joseph R. Hawley and Charles Dudley Warner were then the editors, assisted by Stephen A. Hubbard, who made up the forms and sent the paper to press. There was also an editor of telegraphic news and usually a reporter of local news who assisted in the office as a general utility man. But on this evening the reporter was absent without leave, so that the office was 20 per cent short handed. It was the day of the great Chicago fire. In a few minutes Clark was seated at a desk with a map of Chicago before him, tracing the advance of the fire and editing the dispatches as they came in.

In an article written for EDITOR & PUBLISHER, March 9, 1918, Mr. Clark told in his own way how he became associated with the Courant.

"Soon after leaving college I heard that there was to be a competitive examination in Chicago for a position as teacher in the high school there, and I went out—and came back again," he wrote. "I was handsomely beaten by a woman competitor.

"When I came home, uncertain what to do, I applied by chance to the Courant for an opportunity to work, and happened to hit on the right day. The most useful man on the very small force then employed was away on a spree and the proprietors themselves were having to work overtime. They took me on 'temporarily' and I have been here ever since. Under the circumstances I cannot condemn 'wine and women as strenuously as some others do, for I owe them my life job. How much the youth of Chicago of that period lost for lack of my influence, and what would have been the status of the city today had I been allowed to steer its susceptible boys into manhood, must be left to the broad but barren field of conjecture."

For a time he filled the place of the missing reporter, and then step by step advanced to more responsible duties. After ten years General Hawley went to the United States Senate and Clark took



Charles Hopkins Clark

up his work on the paper, especially that relating to state and national politics, Warner preferring to occupy himself with literary work and criticism. Then in 1890 Hubbard died and Warner and Clark were left at the head of the paper with Clark as editor-in-chief. In the fall of 1900 Warner died and Clark was left in sole command.

The training which he received under Hawley and Warner in his early years was of the most thorough and scholarly kind. He adapted himself to the revolutionary changes which the years brought into all departments of newspaper making and thus made the staid Courant one of the most enterprising and progressive of papers, though always retaining the literary impress which Warner and others had given to it.

In 1910 the editor of the Courant was elected a director of the Associated Press and afterward he became a member of the executive committee of the board which places he held at the time of his death. The affairs of the news-gathering organization had his constant attention from 1910 until a few months before his death. He was never too busy to carry on a voluminous correspondence in connection with his directorship in the association; he attended every meeting of the board, when it was physically possible for him to reach New York.

His loyalty to the Associated Press was only second to that given the Courant, if there can be any second place where the loyalty is 100 per cent. in both cases. Mr. Clark was not only loyal to the Associated Press himself, but he also insisted that everybody in the newsgathering end of the Courant be loyal. He emphasized the idea that his newspaper was not merely a receiving station for Associated Press news—not simply a user of the A. P. service—but that the Courant was full partner in the Associated Press.

It was also in 1910 that Mr. Clark became a fellow of the Corporation of Yale University and he attended as closely to the duties he had undertaken for his alma mater as though he had no other interests. Throughout his life Mr. Clark was devoted to the university at New Haven and identified himself generously with its every undertaking. While at college he formed associations and friendships which never were broken save by death. Until the last he corresponded with surviving classmates and conspicuous on his desk after he had left the office for the last time were notices from his class secretary, Rev. Charles H. Peck of Broad Brook.

Mr. Clark was active nearly half a century in Republican party affairs and always kept the Courant stalwartly Republican. He began attending Republican national conventions as a reporter with the Connecticut delegation in 1888 when Benjamin Harrison was nominated at Chicago from a field of 14 candidates, and attended every national convention since. In the last five, beginning with that at Chicago in 1908 which first nominated William Howard Taft, Mr. Clark went as a delegate-at-large from Connecticut.

The Courant editor was a friend of many presidents. He had met Mr Taft as a fellow member of the Skull and Bones at Yale a quarter of a century before the latter became President. Mr. Clark also enjoyed the acquaintanceship of President Roosevelt, and President McKinley before him. He had been a warm friend of President Coolidge long before the latter became President.

As an editor Mr. Clark was tolerant and respected the views of those who differed with him.

The kindly acts of Mr. Clark where Courant men were concerned, were many, but his good deeds were done quietly and few knew of them except the beneficiaries themselves. A man who was loyal to the Courant was sure of a lifelong friend in Mr. Clark. The man who tried to undermine a loyal Courant man with the editor of the paper found cold comfort. One day, the story goes, a man entered Mr. Clark's office, which was always open to the public, and there were no formalities connected with seeing the head of the paper, to make complaint against one of the reporters. Mr. Clark heard the man through. From his knowledge of the reporter, feeling confident that he was not at fault and that the caller simply wanted to do him an injury, he looked up and said: "There are two ways out of this office; one is the door and the other the window."

On another occasion, a man employed by the Courant in its news department, had failed to appreciate what had been done for him in his time of affliction, and had become a steady cause of worry, so irregular—or, perhaps it should be said so regular—had he become in certain habits, it was suggested to Mr. Clark that the thing to do was to discharge the man and some employers would have said: "Go ahead; don't bother me about it."

This particular employer simply asked: "What is he going to do, if we let him go?"

And the man stayed—but mended his ways.

The Courant editor was an extensive traveler in almost all parts of the world and was an occasional contributor of scholarly articles to *The North American Review* and other magazines. He was a director of the Connecticut Mutual Life Insurance Company, the Phoenix Fire Insurance Company, the Collins Company, of Hartford, and of the Connecticut Reformatory; a trustee of the Wadsworth Athenæum, the Watkinson Library, the Hartford Public Library and the Good Will Club, of Hartford.

Mr. Clark was a member of the Century, Yale and University Clubs of New York, the Hartford Club of Hartford

COOLIDGE PAYS TRIBUTE TO HARTFORD EDITOR

PRESIDENT COOLIDGE paid tribute to Charles Hopkins Clark in the following telegram sent to Mrs. Clark, Monday:

"The death of your husband, my friend, Charles Hopkins Clark, I feel as a great loss. He held one of the high places in the journalism of our country. His newspaper always stood for high ideals in the social and political life of the nation. For many years his great ability as an editor was a distinct influence in guiding the public mind in accordance with principles that were sound and ethics that were high. He always represented the best that there is in American life. I trust that your knowledge that you have the sympathy of the nation may comfort you in your time of bereavement."

and the Graduates' Club of New Haven. In 1910 he received the degree of Litt.D. from Trinity College. He was twice married; first, in 1873, to Miss Ellen Root, daughter of Elisha K. Root, president of the Colt Firearms Company, who died in 1895; and second, in 1899, to Miss Matilda Colt Root, sister of his former wife.

Mr. Clark is survived by his wife and two children, Horace B. Clark, secretary of the Courant Company and Mary Hopkins Clark, wife of Henry K. W. Welch.

Immediately when news of his death became known, telegrams of condolence from editors, publishers, and men in public life paying high tribute to the deceased Courant editor poured in upon his family.

Funeral services were held at 1:30 o'clock Wednesday at the Asylum Hill Congregational Church. Burial was at Spring Grove Cemetery.

The following were honorary bearers: Judge Edward B. Bennett of Hartford; Charles F. Brooker of Ansonia, chairman of the board of the American Brass Company; ex-Mayor Louis R. Cheney, Henry H. Conland, treasurer, and Edward M. Day, a director, of the Hartford Courant Company, all of Hartford; Dr. Frederic S. Dennis of Norfolk and New York, professor emeritus of surgery, Cornell University Medical College; ex-Governor Marcus H. Holcomb of Southington; United States Senator George P. McLean of Simsbury; James Lee Loomis of Granby, president of the Connecticut Mutual Life Insurance Company; Lawyer Howard Mansfield of New York; Edward Milligan of Hartford, president of the Phoenix Insurance Company; Frank B. Noyes of Washington, D. C., president of the Associated Press; Adolph S. Ochs, publisher of the *New York Times;* Colonel Norris G. Osborn, editor of the *New Haven Journal-Courier;* Judge John H. Perry of Southport, former speaker of the Connecticut House of Representatives; J. Henry Roraback, chairman of the Republican state central committee; Melville E. Stone, counselor of the Associated Press; and Archibald A. Welch, president of the Phoenix Mutual Life Insurance Company.

Men long associated with Mr. Clark at the Courant were the active bearers, Harry I. Horton, editorial writer; Frederick W. Turner, superintendent of the mechanical department; Bertrand H. Turner, foreman of the composing room; Theodore C. Wallen, assistant managing editor; Walter S. G. Harris, assistant secretary, and John Sudarsky, office manager.

"DON'T FIGHT, ADVERTISE"

Sir Charles Higham Handling British Anti-Strike Campaign

Large business interests in England are advertising to the striking coal miners, urging them to go back to work.

The campaign was planned by Sir Charles Higham, British advertising agent, and it is said that $50,000 a month has been spent in newspaper advertising in the last two months.

This week the *New York Evening Journal* commented on the news as follows:

"The late Joseph Pulitzer is said to have advised certain quarrelsome individuals, 'Don't fight, ADVERTISE.'

"Business men in England, their business hurt by the long coal strike, raised $100,000, and told Sir Charles Higham, advertising expert, to use it persuading British coal miners to go back to work.

"Our Government might try that advertising plan on bootleggers. Everything else has failed."

OFFICIAL ATTACKS EDITOR

Dean Brua, county clerk of Rice county, Kansas, attacked Paul Jones, editor of the *Lyons* (Kan.) *Daily News* recently, when they met on the steps of the courthouse. Jones, in a series of newspaper articles, has been demanding an investigation of county affairs. Jones refused to prosecute.

VETERAN COURANT EDITOR HONORED IN TRIBUTES BY FRIENDS

LEADERS in public life and representative newspaper publishers and editors paid tribute to the character of Charles Hopkins Clark, editor of the *Courant.*

Among these expressions were the following:

FRANK B. NOYES, publisher of the *Washington Star,* and president of the Associated Press:

"In the death of Charles Hopkins Clark the country has lost a really great journalist, Hartford one of its first citizens and the Associated Press one of its wisest advisers. I have known him well for many years, respected and admired his great qualities of mind and heart and held him in tender affection as a dear friend whose passing is a keen sorrow to me."

ADOLPH S. OCHS, publisher of the *New York Times*: "In the death of Charles Hopkins Clark the country loses one of its foremost citizens, a true patriot, a wide counselor, a courageous leader, a type of the best American manhood. He was a man of the broadest sympathies and intelligent appreciation of human problems and perplexities, of scholarly attainments and had an intimate knowlege of the political and economic questions of the world.

"His genial nature and warm-hearted friendship affectionately attached to him men of diverse opinions and predilections. He was a practitioner of the highest standards of journalism, an honor to the profession and a noble inspiration to his contemporaries. He was, for many years, a most useful member of the board of directors of the Associated Press and of its executive board. He goes to his rest crowned with a record of great and distinguished public service and with the respect and admiration of all who knew him. His life and works will be treasured memories. I have a sense of keen personal bereavement and I mourn with his family and associates, for I have lost a dear and good friend."

KENT COOPER, general manager of the Associated Press: "Charles Hopkins Clark was the personification of the word loyalty; loyal in all things to which he adhered he had almost a superloyalty for his friends. There abided in him genuine affection for those who were fortunate enough to be associated with him. No man devoted himself more loyally to a duty than Mr. Clark devoted to the responsibilities of serving as a director of the Associated Press. For that reason he will be greatly missed by his fellow directors and by the management of this organization."

OGDEN REID, publisher, *New York Herald Tribune*: "Charles Hopkins Clark was an editor of force and individuality. He brought the strength of the older school of American journalists to the conditions of modern publication and newsgathering. His unfailing interest in the expansion of the Associated Press and his contribution of character and judgment thereto won him the highest regard from his fellow-newspapermen. He served his community, his state and the country and his death will be universally regretted."

ROBERT MCLEAN, *Philadelphia Bulletin*: "The death of Charles Hopkins Clark is a great personal loss and sorrow to all of us who have known him and loved him. It is the passing of a newspaper publisher whose high ideals and lovable qualities made a lasting impression on those who came in contact with him during his long and useful life."

EDWARD PAGE MITCHELL, former editor, *New York Sun*: "Grief for the loss of a noble veteran and a great leader in American journalism of the best sort and personal sympathy from a coeval whose dates in the profession correspond almost exactly with Mr. Clark."

STUART H. PERRY, publisher, *Adrian* (Mich.) *Telegram*: "The death of Charles Hopkins Clark is to me a personal bereavement, for through long association with him on the directorate of the Associated Press I had come to love him as well as to admire his character and ability. He will be missed not only by all who have worked with him and enjoyed the benefits of his wise counsel, high ideals and charming personality, but by the public that he served so well and by the publishers throughout the country, among whom he occupied so honored and distinguished a position."

ARTHUR TWINING HADLEY, president emeritus, Yale University: "Charles Hopkins Clark was one of the warmest hearted men that ever lived. He knew how to make friends and to keep them. Sympathetic contact with others was the ruling passion of his life, and the greatest source of his power."

DWIGHT W. MORROW, of J. P. Morgan & Co.: "The death of Charles Hopkins Clark will bring a sense of loss to a great number of people, old and young, all over the United States. His honesty, his courage and his intelligence made him a great newspaper man. His vigorous personality and dominant will made him a stout enemy and also tenacious friend. He loved his friends and his friends loved him. They will be poorer without him and richer because he was a part of their lives."

NICHOLAS MURRAY BUTLER, president, Columbia University: "His great ability, his grasp on public questions, his courage, his instinct for the right side of a disputed issue and his exceptional power of convincing statement, all united to make him a great journalist and a great citizen. His was a rich and deep personality whose passing leaves a void which will not be filled."

WILLIAM HOWARD TAFT, Chief Justice of the United States: "His going creates a real void in the life of those who were privileged to know him and to appreciate his friendship and in the community where he had been a tower of strength for forty years."

COMMUNITY ADVERTISING

To Ask Legislation in 34 States Legalizing Public Funds

Appointment of a legislative committee whose duty it will be to prepare an enabling act for introduction into some 34 states, granting authority to municipalities to appropriate funds from municipal revenues for community advertising, has been announced by Charles F. Hatfield, St. Louis, president of the American Community Advertising department of the International Advertising Association. The selection of the committee is in accordance with the action of the association at the annual convention of the World Ad Clubs in Philadelphia last June. The committee consists of:

Martin Keet, secretary of the Sunbury, Pa., Chamber of Commerce, who spoke at the Philadelphia convention on legislative enactment to aid community advertising, chairman: Dr. Leonard P. Fox, research manager of the Pennsylvania State Chamber of Commerce; George T. Armitage, Honolulu; H. J. Gray, Grand Rapids, Mich.; Dowell Livesay, Denver, Col.; Claude Simpson, Roswell, N. Mex., and E. B. Walker, Fitchburg, Mass.

WATER DAMAGES PRESSROOM

Water stood 30 inches deep in the press room of the *Galesburg* (Ill.) *Evening Mail* Sept. 1, following a cloudburst in the district, saturating the new motor drive equipment for the main press, delaying publication and causing damage to 47 rolls of paper on that floor. Seven tons of paper were discarded and the day following the downpour the Mail was limited to 12 pages.

NEW DAILY IN TEXAS

James M. Bird, publisher of the *McAllen* (Tex.) *Telegram,* has started publication of the *Harlingen* (Tex.) *Globe.*

PAPER'S STAFF JAILE FOR ALLEGED LIBEL

Governor of Mexican State Tal Summary Action After Court Had Released Men for Lack of Evidence

By JULIO TRENS

MEXICO CITY, Sept. 1.—All of members of the editorial, mechanical a business staff of *El Correo del Cent* published in the city of Leon, Guanaju have been imprisoned by order of G ernor Enrique Colunga in connect with a suit for libel recently institu by the State Executive against the ne paper. The prisoners were taken fr Leon, fifty miles to the state capital a were confined in the historic Castle Granaditas.

During the recent gubernatorial ca paign in the state of Guanajuato, Correo del Centro, an independent, position paper, made several atta against Governor Colunga, who was r ning for re-election. Suit for libel w started against the paper by the G ernor and Manuel S. Vazquez, the m aging editor, was arrested. He was f lowed by Arturo Cisneros Peña, w was likewise promptly jailed.

The two editors were brought bef Judges Agapito Pozo and Ildefor Quirox, respectively, and were discharg by the court for lack of evidence. G ernor Colunga then took the matter of the hands of the Leon courts and tained from Judge Federico Carrion, the penal court in the state capital, order for the third editor, Octavio H nandez; Romulo Mendivil, the busin manager; Ruben S. Estrada, the linoty operator; Adres Gutierrez, linotype prentice, and Laon Rayas, the office b He also started criminal proceedin against Judge Pozo.

The newspaper is a member of t Associated Press of the Mexican Sta and this body is endeavoring to obt action against Governor Colunga. R mulo Mendivil is a member of the E tors' Association of the Federal Distri and Ruben S. Estrada is a member the Linotype Union. Both organizatio are now active in behalf of their asso ates. The Federation of Graphic A and the Confederacion Regional Obre Mexicana are also active.

STATE A. P. GROUPS MEET

Cummins of Wilmington News Hea Maryland-Delaware Members

More complete coverage of local ter tory was decided upon at a meeting the Associated Press representatives Maryland and Delaware, held in Sal bury, Md., Saturday night, Sept. Through a budget, subscribed by t papers of the territory, it is proposed cover all of the towns where there a not now correspondents, also to cover t Maryland Legislature in detail.

The group formed the Maryland a Delaware Associated Press Associatio Albert W. Cummins, editor of the *W mington Morning News,* was elect president; Ralph O. Brown, in charge the Baltimore office, secretary. Jose B. Finan, of the *Cumberland* (Md.) *Ev ning Times,* was re-elected the distri member of the Eastern Division Adviso Board.

The chief feature of the meeting was banquet at which F. P. Adkins, pu lisher, and Charles J. Truitt and A. Truitt, editor and business manager the *Salisbury Evening Times,* we hosts.

It was decided to hold the next mee ing in Wilmington.

PRICE SCHOOL OPENS OCT. 7

The Charles Morris Price School Advertising and Journalism, conducte under the direction of the Poor Richa Club of Philadelphia, will open for th school year Oct. 7. The school is bein given splendid support by the adverti ing leaders of Philadelphia.

ADVERTISING BUILDING OIL BURNER INDUSTRY

Automatic Burner Companies Making Increased Use of Newspaper Space—Infant Industry Has Grown in Six Years to $100,000,000 Giant

CONSIDERABLE talk these days centers around "modernization of home heating appliances." Some there are who believe the epoch of the coal shovel and the ash barrel is already ancient history. They are the manufacturers of automatic oil burners and they are now purchasing newspaper space on a national scale to teach home owners the newest way of fighting next winter's cold waves.

Among the largest and most consistent newspaper advertising campaigns conducted by an oil burner manufacturer is that of the May Oil Burner Corporation, Baltimore, Md., of which B. R. Canfield is advertising manager.

This concern is now running in excess of a 10,000 line contract in morning and evening newspapers in Boston, New York, Philadelphia, Baltimore, Washington, New Orleans, St. Louis and Cleveland. In addition it is helping to pay for dealer tie-up advertising in dailies in smaller cities throughout the east and middle west. The present fall campaign consists of a series of 42-line teaser advertisements, followed by some 840 line insertions, dramatizing the quietness of the "Quiet May."

Noisiness of the earlier type of oil burners has caused consumer resistance which the May Oil Burner Corporation is seeking to break down by advertising. The copy in this campaign, and the schedules and media, were all prepared by N. W. Ayer & Son, New York.

A more sentimental angle is taken by the Caloroil Burner Corporation, New York. G. H. Rittenhouse, director of sales, has placed his company's advertising problem in the hands of Charles W. Hoyt, Inc., New York advertising agency. The copy prepared stresses the comforts of using oil burners, comforts for the young baby in his morning tub, the young wife relieved of the worry of a balky fire and "trips to a dirty cellar."

This firm is spending approximately $18,000 this fall in newspaper space along the eastern coast. In addition to this appropriation it has agreed to pay dollar for dollar with all local dealers who wish to place copy in their home town newspapers. There are about 65 Caloroil dealers in that many eastern cities.

The bulk of the company's advertising began appearing Sept. 9, in the *Richmond Times-Dispatch, Philadelphia Morning Public Ledger* and *Evening Public Ledger, Washington Star, Baltimore Sun, Boston Transcript* and *New York Herald Tribune*. The schedule calls for 1000-line contracts with copy appearing usually weekly throughout September and in some cities to the middle of October.

Another big user of newspaper space is the Williams Oil-O-Matic Heating Corporation, of Bloomington, Ill. Since the early days of its history, this company has relied almost exclusively on newspaper advertising to reach consumers, starting in a small way using Chicago dailies, and gradually expanding its list. F. D. Chamberlain is advertising manager.

It is doubtful if Williams Oil-O-Matic manufactured more than 200 burners in 1920. In 1924 their output was fixed at 9,000. In 1925 their production schedule called for 20,000 burners, but fell short of that due to production difficulties. Their production schedule for 1926 is said to be for 50,000 burners.

These figures are more or less typical of what is going on throughout the entire oil burner field. During the last six or eight years the industry has grown from an infant to a giant industry with annual sales of nearly $100,000,000.

Each year shows an increase in the amount of money spent for oil burners for both domestic and industrial use. Many manufacturers show an increase, within a very few years, of several hundred per cent, some several thousand per cent. One concern shows an increase, between 1921 and 1924, of 4,500 per cent, and another, an increase of 6,000 per cent. Directly in line with this growth in the sale of burners is a similar growth in the sale of all the auxiliary equipment used in manufacturing and installing burners; for example, one tank manufacturer shows an increase of 228 per cent, from 1921 to 1924, in his sales of tanks for domestic use alone.

H. O. Raymond, of the advertising department of the W. B. Wilde Company, reported to EDITOR & PUBLISHER that his concern is concentrating the bulk of its advertising allowance in newspapers, supplemented by direct mail. Magazine space, radio broadcasting and some billboard showings are also on the schedule. The W. B. Wilde Company manufactures the Hart Oil Burner.

The Henry L. Doherty Company, New York, is working on a new device to be called the Doherty Gas Oil Burner, which, however, will not be ready for consumer advertising until next summer. Then the advertising department expects to go heavily into newspaper space.

In addition to accepting paid advertising at regular rates, newspapers are supporting the growing industry in other ways. The *Boston Evening American and Daily Advertiser* last month began publishing a series of six advertisements stressing the advantages and comforts to home owners through the use of oil heating installations. This series was originated by the Boston daily, it is claimed, and has no connection with the free publicity hand-out ad copy being supplied other dailies by an advertising agency. The latter copy is described on another page of this issue.

The oil burner manufacturers have reached the stage of development where they have their national association, and already there is some talk of co-operative consumer advertising. It is called the American Oil Burner Association and is managed by Leod D. Becker with offices at 350 Madison avenue, New York.

Insufficient funds limit the co-operative advertising efforts at the present time. The association is getting out pamphlets and other literature to appeal to architects, builders, and apartment house and hotel owners.

The industry is growing by leaps and bounds, and Mr. Becker believes it will not be long before some co-operative advertising will be placed on a large scale.

Approximately 520 manufacturers are making oil burners of all types.

Quantity production marks only one phase of the increase in the domestic burner field. The increase in the number and kinds of companies entering the domestic burner manufacturing field is of significance to the oil burner industry. With many years of manufacturing traditions in other fields, large organizations, amply financed, are beginning to develop and manufacture oil burning equipment.

Among such nationally known companies which are now manufacturing domestic burners are: The Standard Oil Company of New York; the Wayne Tank and Pump Company; Gilbert and Barker Manufacturing Company, a subsidiary of the Standard Oil Company of New Jersey; Bethlehem Ship Building Corporation; Sunstrand Adding Machine Company; Henry L. Doherty & Co.; the Timken-Detroit Axel Company; the Gulf Refining Company. Several other firms of similar size and standing have oil burners in developmental stages, which will soon be placed on the market. The entrance of these companies into the field gives much needed stability to the industry and insures its perpetuation.

Following are estimates on the production of some of the leading burner firms, based on figures given by the manufacturers and checked with manufacturers of auxiliary equipment used with these burners, who have a fairly accurate check on output:

Oil-O-Matic	12,000
Nokol	7,000
Kleen Heet	6,000
Johnson	5,000
Ray	5,000
A. B. C.	3,500
Baker	2,500
Electrol	2,500
Aetna	2,500
Hart	2,500
Hardinge	2,000

Many other companies' production figures came close to the 2,000 mark during 1925, and should a 1926 schedule be made they would appear as important producers, while the figures of those listed here would show substantial increases.

The estimate for burners installed in homes at the end of 1925 was 686,000, and the official estimate shows that there should be at least 220,000 domestic installations made during 1926. It must be understood that this estimate covered not only automatic and forced draft furnace burners, but also the less expensive natural draft burner used in cook stoves, heating stoves, etc. Estimates also indicate that at the close of this year there will have been 18,000 commercial (hotels, apartments, office buildings) installations made during the previous twelve months, also 8,000 industrial burners totaling for the year 246,000 installations.



Young Mr. Chub *is fussy!*

WHEN Young Mr. Chub has his bath, he wants things *right*. His bathroom and nursery must be *warm*. He's fussy.

So is his mother. She has to worry about the temperature of the rooms. But what a relief it is to have a Caloroil Burner in the cellar. She can have whatever temperature she wants in a jiffy. And she can have uniform warmth day after day, regardless of weather changes. Never is the house as hot as an oven one hour, cold as an ice-box the next.

Caloroil thinks for you

PUT Caloroil in your cellar and put heating off your mind. Take perfect warmth for granted—"Balanced temperature" thinks for you, day and night. Caloroil turns on when room temperature falls to 70° —shuts off at 72° (or whatever other temperature you want it set for, day or night).

Caloroil can settle any doubts you have about owning an oil burner. And Caloroil offers a liberal deferred payment plan.

Send for Caloroil Book

IT TELLS why every particle of oil *is burned* . . . why Caloroil is *clean heat* . . . *is noiseless heat* . . . publishes testimonials from Caloroil users who have *cut large slices from their fuel bills* . . . shows how Caloroil can be installed in any furnace *economically*.

70° ON ▲ 72° OFF
"BALANCED TEMPERATURE"
Caloroil *has it*

Please send me your free book telling how Caloroil makes heating as simple and efficient as electric lighting.
Name .....
Street .....
City ..... State .....

Caloroil 70°-72°

The "BALANCED TEMPERATURE" *Oil Burner*

Listed as standard by Underwriters' Laboratories *Member, American Oil Burner Assn.* © 1926

Keeping the kiddies warm this coming winter is one slant taken by an oil burner manufacturer whose newspaper copy is reproduced above. Many different appeals are being used by concerns now trying to reach the public through the daily press.

REFRIGERATOR TIE-UP DRIVE

Electrical Society Distributing Mats to Dealers

The Society for Electrical Development, New York, has prepared newspaper mats on electric refrigeration in four-column and five-column sizes to be used by dealers in tie-up campaigns.

Firms joining in the campaign are: Servel Corporations; Delco Light Company (Frigidaire); Kelvinator Corporation; Copeland Products, Inc.; Nizer Corporation, and General Electric Company.

TO ADVERTISE OKLAHOMA

Oklahomans, Inc. is planning a drive to start Sept. 20 to obtain 50,000 members and a fund of $675,000 to advertise Oklahoma nationally and within the state. **N. R. Graham**, of Tulsa, is president.

GILDED FIFTH AVENUE SEEN AS SYMBOL OF AMERICA'S SPENDING AGE

Western Newspaper Man Finds Luxury of Metropolis Transcends Ancient Glories—Leveling Process of Modern Fashion Operates Through Advertising

By IRVING BRANT

TO one who has just driven an automobile from San Francisco to the Hudson River, avoiding the cities and receiving impressions direct from the countryside, America still retains some of that simplicity which dates from the time of homespun and the open hearth. But there is nothing homespun about the great cities. In them is the spending power of America, the lavishness of unprecedented wealth, the ostentation of social rivalry and the recklessness of the material, industrial age.

All that the smaller cities dream of being, New York is. Wealth and the display of wealth center here. The riches of America pour into the concavity of New York like sunrays into a burning glass, and money is spent with the concentrated fervor of the sunbeam focused to a fiery point.

The titanic display of wealth and luxury in New York needs no somber background to set it off, but the contrast is furnished nevertheless. Second avenue is back of Fifth avenue. New York wears broadcloth over burlap.

To walk down Fifth avenue, at this date in early September, is to encounter all the allurements that human genius can devise to extract the winged dollar from its uneasy resting place. To stroll through the motor palaces about Columbus Circle is to strike that phase of American psychology which stratifies the population into the one-car family, the three-car family and the nine-car family. Three motor cars in Maine, three in New York and three in Florida are not merely the minimum ambition of a well-ordered American family: they are the natural concomitant of the country house, the town house and the winter residence, without which no real family life can be said to exist.

Fifth avenue, then, is a symbol of the age. It satisfies and stimulates the spending urge. Its overpowering beauty, transcending the dreams of silken Samarcand and ruby-laden India, is a soporific to the sense of touch. Nowhere else in the United States, except at the ringside of a prize fight, is there so vast, so universal an appeal to that state of mind in which a twenty-dollar gold piece looks like a plugged nickel.

In the realm of fashion, Paris proposes but New York disposes. The old-fashioned Englishman, as everybody knows, gets up in the morning and remarks: "It's a fine day. Let's go out and kill something." The New York woman remarks: "My but I'm tired. Let's go spend something."

I wandered into the most reserved and richest looking fur shop in Fifth avenue and stunned the proprietor by asking:

"Do people ever buy furs here on the installment plan?"

"My God, no!" he replied. "They do that in Sixth avenue."

I let him know that my interest was only hypothetical, and asked what he had in a really high grade ladies' fur—the best in stock—again explaining that my interest was hypothetical.

"The best we have," he answered, with the air of making change for a dime, "is something in a mink or broadtail, about $4,000 or $5,000."

"What makes people buy them?" I asked, indicating the general array of priceless garments. "What is the real basis of your business?"

"The real basis of my business," replied the shop-keeper, "is that the people have so much money they don't know how to spend it."

The advertising manager of one of the larger exclusive shops told me that his establishment was advertising higher priced goods this fall than had been its custom.

"We are acting," he said, "on the theory that there is more money to be spent this year than ever before."

Perhaps he was wrong. What he really meant is that the people never were freer in spending for luxuries.

I strolled up and down Fifth avenue, looking at the shops and looking at shoppers.

The simplest street dress, today, is a glorious creation of chiffon or silk which would have passed for a ballgown a few years ago. The shoppers one and all look as if their entire wardrobe had been bought within the hour. Go into an office where girls are working for small salaries, and there is that same rustle and shimmer of costly fabrics, ever and always topped by the permanent wave.

As flowering plants tempt the bee and hummingbird with showy petals, so the windows use the brilliant sheen of silk and the glitter of spangled velvet to entice the human eye. For a single window displaying the quiet richness of wines and browns there are a dozen gleaming with the colors of the rainbow.

Clothes and jewels, jewels and furs, make up the endless array.

The old-fashioned jewelry store, with its large display of watches and marble clocks, its trays of rings and shelves of table silver, has sunk to oblivion in the age of luxury. The jeweler today could furnish a house with everything up to a four-post bed in jade and ivory. His shop is a blend of the Palace of Versailles and a Flemish monastery. He has golden clocks a quarter of an inch thick and fifteen inches in circumference. Bracelets, amulets, circlets, tiaras, pendants, lavallieres, ear rings—nothing is lacking but the nose ring to testify to the universality of the human craving for bodily adornment.

The jeweler encroaches upon the house furnisher, the couturier borrows from the jeweler and wages a death struggle with the furrier. "Velvet on gowns," says one Fifth avenue house, "is the mark of Paris elegance." Velvet is also the cloth of cloths for the display of jewels, and the American woman buys a gown compounded of velvet and pearl, velvet and brilliants, velvet and sequins or some other light-reflecting armor. The maker of cloth coats, witnessing the ever-mounting vogue of fur, first essays a bit of fur trimming, then a fur border, and now the windows are full of coats, ranking as cloth and made by the cloth houses, which display more than 50 per cent fur.

The fur houses, not to lose their share of early season trade, offer pre-season discounts, and for a deposit of 10 per cent will hold any fur garment until November 1 free of extra charge.

What in the meantime is happening around the block? The Sixth avenue furrier, in his dingy store beneath the elevated, announces in somewhat larger lettering that a deposit of $5 will hold the most expensive fur in his stock. So the New York shopgirl will go to work next winter in Hudson seal or silver muskrat, and the last instalment will be paid in the fall of 1928, just after she puts down her first deposit on a caracul or white ermine wrap.

This is the time of the year when, in the old days, mother went downtown and bought school clothes for little Willie—a pair of stout shoes, two or three pair of heavy black stockings and perhaps, if he absolutely had to have it, a new suit.

I stopped before a Fifth avenue window which displayed an ideal outfit for a boy of thirteen years. It centered in a large brassbound trunk. Not for the pupil of the public school was that window arranged, but for the youthful traveler to a boys' boarding school upstate, in the Appalachians, or in Switzerland. Again there was the assumption, founded on fact, that this is a spending age and the possession of eleven neckties is prerequisite to an education.

I wish that somebody would compute the cost of serving a patron who does not buy, in one of the more elaborate shops for women. It is not a mere matter of taking the time of a clerk who would be paid anyway. With an easy chair for each patron, and liberal space for the display of goods, the showing of wares to a single person involves a considerable amount of rent money and may require the services of half a dozen people.

For instance: "If you drive your own car," reads a statement by a Fifth avenue shopman, "one of a corps of uniformed chauffeurs will drive it to our private garage and return your car when wanted at our shop.

There you have for one person a chauffeur, clerks and mannequins, and perhaps ten minutes of friendly chat from the proprietor, besides the double rental. Somebody has to pay for it, and the failure of a patron to make a purchase may be an actual item of several dollars in the expense account. Service and rentals form a staggering proportion of the cost of business and of the extravagance of modern life.

The fashion of liberal spending has long been cultivated in the theater, but it remained for the season of 1926 to see $100 charged for a single seat on the opening night of a revue. How much of the cost of the theater is due to the feeling that one must be seen in the most expensive section? I told a friend that I intended to see a certain show.

"Don't go there," he admonished. "The seats are in the hands of speculators and they are getting $10 apiece."

I bought my ticket at the box office and paid $1.10 for a very satisfactory seat.

The excessive spending of money is governed by vanity, fear and artifice, from the 50-cent tip with the 30-cent taxi fare to the $12,000-a-year apartment in which no man knows his neighbors but merely knows that his neighbors know he is paying $12,000 a year. Yet there is something democratic about it all. The priceless ballgown worn three or four times goes from mistress to maid, from maid to secondhand store, and from secondhand store to the ball room of the courtesan. The most exclusive Parisian frock is copied at half its original cost, and the New York copy is copied again, with or without permission, until half the girls who ride in the *Times* building elevator are gowned in the modes of Patou, Jenny, Mannasse and Charlaine.

The pirating of models may not be ethical, but it serves a social purpose, leveling society up where others would level it down. I fear, too, that it is quite extensive. The variety of articles displayed in one window so impressed me that I stopped to jot their names on a slip of paper. At once a uniformed curbman stepped up and said in a hard, cold voice: "This shop don't allow any copying of its models."

I showed him that what I had on the paper was my own handwriting, the worst that has been seen since Horace Greeley died, but he continued to mistake it for a sketch of the Paris frocks and repeated that I could do no copying. So I merely thanked him for the compliment and went on. The real pirates probably sketch on their cuffs and fume at the size of their laundry bills.

If one were to choose a symbol of the universal love of luxury and luxuriant display, I think the chosen symbol might well be the most familiar object in the sight of men—the stocking.

If Charles II lived in New York today he would modify his fashion-setting remark that he had no use for a leg unless it was in a green stocking. The solitary requirement today is that the stocking be of silk. From Duchess to dishwasher, from ten-cent store cler down to the merest debutante, the si stocking is the *sine qua non* of feminin apparel. Whatever be the fluctuatio of the knee line, the silk stocking goes forever.

What lies back of this gigantic expe diture, this vast and repeated turn-ove this concentration of spending pow and the lavishness of material objects t wards which it is directed?

Beyond question, it is advertising. A vertising moves the wheels of fashio Advertising directs the inevitable outflo of money from the wealthy and stimu lates the impulse to rival or excel. A vertising tells the working girl that sh too can wear clothes of silk, chiffon, ve vet and fur. Advertising has created th great American anomaly—a society i which no stenographer is too poor fo gowns that in another age would hav excited the envy of a queen.

Back of the advertising, of course, human nature, but if one would unde stand human nature in reference to mo ern extravagance let him study the a vertising appeal.

First, consider the appeal directed t ward those who, as the Fifth aven shopkeeper said, "have more money tha they know what to do with." Price lis are used, not to put forward bargain but as assurance of quality and exclusiv ness. The advertising appeal stirs th senses with suggestions of social rivalr and the voluptuousness of rich appare The girl "must appear well in her set The boy must have "swagger togs. The family must be known by the nun ber of its motor cars and the length wheelbase.

The advertising which makes this a peal does not originate the envy and r valry of society, but responds to it, ju as it responds to something quite diffe ent when it appeals to the person of sma means. Here the price tag denotes bargain. The purchaser is told how t save money while spending it.

In short, advertising makes the societ girl want what she can have, and tel the working girl how she can have wha she wants.

How the great world of fashion bow before the little word "Paris!" Frock for madame! Frocks for mademoiselle though madame and mademoiselle are bu plain mistress and miss in their nativ lexicon.

What makes Paris the shibboleth o the fashionable, or fashion-selling, world Is it Parisian superiority? Is it the de sire for exclusiveness? Or is it the valu of having a social arbiter whose wor cannot be challenged?

Superiority and exclusiveness bot break down under the challenge of th copyist. A Fifth avenue house announce that it will "present a continuous strea of those models of the great Parisia dressmakers most distinguished for thei beauty of line. In our own shop, w will copy and copy them perfectly." S too, the department stores buy model to copy them, and others less scrupulou copy without buying.

But it is the voice of a dictator, th voice of the goddess of fashion, whic declares through its New York oracle that "nasturtium shades are a new colo Paris is showing in autumn hats." Wha can an American mademoiselle do whe she is advised to buy pajamas with "French silhouette" and "many-hued Rus sian colorings"? And in sports clothe "the old things based on English model are passe! France has come into he own in sport things." In the face o such utterances, protest is mute. Th court of last resort has spoken.

What will come of it all?

Shall we be optimistic over the busines outlook or pessimistic over the stat of the human soul? And if unduly in clined toward pessimism, may we no ask whether there was less rivalry, les envy and fewer tears in the days of the crinoline gown, the tandem coach an the mansion on the hill? Was there a that time any such leveler of the rank of society as the present universal crav ing for luxury and its satisfaction through the power of advertising?

DON'T GIVE THE PUBLIC ALL IT WANTS!

'Give It What It Doesn't Expect, Instead," Is Editorial Philosophy of Claude MacKay, Part Owner of Sydney Guardian—He Tells of Circulation Building in Australia

By PHILIP SCHUYLER

A NEGATION of the generally accepted theory of newspaper circulation building is the editorial philosophy of Claude MacKay, one of the owners of the *Sydney* (Australia) *Guardian* and *Smith's Weekly*, who is visiting this country with Miss Beryl Mills, winner of "most representative girl" contest conducted by the Guardian.

"Don't give the public all it wants. Give it what it doesn't expect, instead," he declared in an interview in New York this week.

The MacKay philosophy is good for the pragmatic reason that it works. In just three years, the Guardian has jumped from scratch to a circulation net paid of about 154,000. Sydney is a city of 1,000,000 and there are only a little more than 5,000,000 people in all the country.

Of course, those who believe that the only way to build mass circulation quickly is to give the public what it wants will contend that crowd psychology in Australia must differ radically from that of this country.

Mr. MacKay agrees that is true. Australians in the mass, he says, are more skeptical and less emotional than the large numbers who thrive on sensationalism of the racy sort in this country. But a large section of the American press will agree with Mr. MacKay that solid circulation can be built quickly here also when a newspaper shows some restraint, when, in the words of the Australian editor, the people are not given all they want.

"We like to keep just a step ahead of our readers," Mr. MacKay explained. "We reason that restraint is strength and sob sister gushiness a weakness.

"A newspaper, after all, has a public responsibility. It must do more than merely give the public news and take the public's money. A newspaper has a service to perform, and chiefly that is to edify its readers rather than debase them."

Thus the Guardian in its short history has withheld the animalism that is seemingly in such great public demand everywhere, and, to build its big circulation speedily has given the unexpected instead.

"It's just another way of expressing enterprise," Mr. MacKay continued. "We are always trying to do things the other papers haven't thought of doing.

"Not long ago, for instance, there was a railway strike in Queensland, a state of Australia. For five weeks transportation in this state was at a stand-still. The Guardian was the only daily to go west of Queensland. We used fast motors to carry our papers to Burke, southwest of Queensland, and from there chartered two airplanes which were flown over a 1,000-mile circuit supplying a district with news that otherwise would have been isolated.

"Then again, when there was a railway smash 300 miles from Sydney, we did what the other papers did not think of doing. A news flash telling of the accident came into our office at midnight. We immediately sent staff writers and cameramen in a fast car to the airdrome. As soon as it was light enough they flew to the scene. By a little after four o'clock we had a complete story with pictures, beating all our competition."

The Guardian has indeed found airplanes so useful that Mr. MacKay recently placed an order in England for a ship to be used by the newspaper exclusively. It will be used primarily to carry daily editions of the paper from Sydney to Camberra, a distance of 250 miles. After next March Camberra will be the state capital, and executives of the Guardian want their paper on the breakfast tables of all state officials.

The contest which culminated in the selection of Miss Mills as Australia's most representative girl was also the "unexpected" in the Australian newspaper world, and Mr. MacKay believes it differs from anything that has ever been done in this country.

It wasn't a mere beauty contest such as many newspapers foster in America to the glory of naked limbs and the boardwalks of Atlantic City. Nor was it a popularity contest, dependent upon coupon votes clipped from the paper.

If it is at all possible to judge "the most representative girl" of a country, Miss Mills has been so judged. After initiating the contest, the Guardian immediately placed it in more capable hands, a committee made up of leading artists, sculptors, doctors, educationalists, and athletic groups. A strict vote was insisted upon. The winning girl was to be tested on her health as well as her beauty, her brains as well as her face, and her athletic ability as well as her figure.

Some 8,000 girls from all over Australia entered the contest, and Miss Mills who lives at Perth, 3,000 miles from Sydney, was named the winner. The prize is the present visit to this country.

Another similar contest which will end next year has already been started, and the "educational tour" now being offered as a prize, will take the winner through England, Ireland, Scotland and France.

This year's contest cost about $30,000, Mr. MacKay has estimated. But he considers the gains made in circulation well worth the price. On the day the winner was announced, 275,000 copies of the Guadian were sold, showing the widespread interest in the event, and as a result of the whole contest it has been figured that about 20,000 new readers have been added to the list. The Guardian figures every subscriber is worth $5 to the paper, and so the satisfaction expressed by Mr. MacKay can be understood.

Such promotion and distribution enterprise has put the Guardian in many new hands and editorial excellence has kept it there.

"The life-blood of a newspaper is its news, we believe," Mr. MacKay said, "and therefore our most highly paid men are the news writers and the news getters, the men who actually make the paper bright and reliable. To get the very best men we could in Australia, we raised the rates paid to reporters 200 per cent. Unless a man is worth at the very least $75 a week, he does not belong on our pay roll. Several reporters on our staff are paid $10,000 a year. One sports writer gets that much.

"We insist on brightness, but not at the expense of reliability. The fundamental of a newspaper is its reliability. We differ from some other Australian papers with the same idea, in that we believe that we don't have to be dull to be reliable. With the exception of the headlines, therefore, which are copied rather after the *London Daily Mail*, we follow the American style of news presentation. We agree with the newspapers of this country that in this present era of rush and hurry newspaper readers want to get their news quickly and easily. The narrative style of news writing has become passé with us as it has long ago with you."

As a visitor to this country, Mr. MacKay was not inclined to criticize American newspapers too harshly. There was one thing, however, he could not understand, and that was the "thumbed over news values represented by the lengthy play given to Valentino's death.

"We believe in getting the news, giving it out, and passing on immediately to something else," he explained. "This business of having Pola Negri weeping her way from Los Angeles to New York and from New York back to Los Angeles would not go at all in Australia. Here is where the difference in the two crowd psychologies is best exemplified, perhaps.

"Americans, it seems, are great believers, while the Australians are apt to be more cynical. In our country the American sob-sister stories would be taken as comedy. The Australian easily gets the idea that he is having his leg pulled, and resents any lack of restraint.

"You know, perhaps, that story of the American who was showing the Australian Niagara Falls. The American was telling the visitor of the billions of gallons of water flowing over the precipice, expecting him to be astounded by the array of figures he had marshalled for his benefit. Instead, the Australian dryly remarked:

"'Well, what's to stop it?'

"If Miss Negri was in love with Valentino, our public would take it for granted that she would be affected by his death. They would begin to smell something wrong, if we gave big play to the obvious, thinking we were trying to fool them in some way.

"By and large the public everywhere is more intelligent than editors generally seem to believe.

"That is the chief reason we have for not being a party paper. Such a paper makes much of the obvious virtues of its own particular party and suppresses all its faults. In so doing, instead of leading the people, I believe a party paper is only stultifying itself.

"Of course a newspaper should have its own standards. A newspaper ought to be big enough for that. But then you can see the good in all sides and the faults in all sides.

"Then a newspaper becomes, what I think it should be, a vent for all sorts of opinions, a forum where every point of view will be given a hearing.

"Suppression is the mother of revolt. Let everyone have his say, and, if what is being preached is unsound and poisonous, the quickest way to kill it is to report it."

The three year history of the newspaper with these ideals, and the eight year story of Smith's Weekly, the paper that preceded it, forms a romantic chapter in Australian journalism.

Mr. MacKay as a young man started newspaper work as a reporter for a small country paper in Victoria, Australia. After about 16 years as a working journalist on Australian dailies, he became the house author for a musical comedy house in Sydney. Later his services were required by the government in raising war loans. While he was working in this capacity, Mr. MacKay met Sir Joynton Smith, who was then Lord Mayor of Sydney. Sir Joynton took an interest in the young newspaper man.

"What do you intend to do eventually?", he asked him during this time.

"I want to be a newspaper proprietor," Mr. MacKay replied, because he had made up his mind he would never reenter newspaper work unless he could come back at the very top.

Eight years ago the former Lord Mayor of Sydney again came to Mr. MacKay and asked him if he still wanted to be the publisher of a paper. When Mr. MacKay answered in the affirmative, Sir Joynton wanted to know how much it would cost.

"I haven't the faintest idea," Mr. MacKay replied.

"Do you think £20,000 will do?" Sir Joynton asked.

"That ought to do," Mr. MacKay decided.

Thereupon Sir Joynton Smith agreed to finance a paper for Mr. MacKay and his friend, Clyde Packer, with the understanding he would give both men an interest in the paper if it succeeded.

Mr. MacKay had been far too optimistic in his cost estimate. Smith's Weekly was founded and immediately lost about $500,000. In fact two years passed before it had its first winning week.

When Smith's Weekly really began to pay, the good angel who had paid the bills in the early stormy days, called the two men who had furnished the work to his office to fulfill the promise of an interest in the paper. Neither of the men expected more than a small percentage in the property. They were amazed when Sir Joynton made them both equal partners with himself.

The Guardian was established three years ago, when Mr. MacKay and his partners decided that it was foolish for the big plant they had built up to publish the weekly paper should lie idle any of the time.

At the very start the partners had high ideals for their daily paper. They wanted the most modern press equipment and so presses were purchased in the United States. They wanted their paper to be individual, and instead of subscribing to any news agency, built up the Guardian's own cable service.

In the first month they lost $100,000. In the first year the total loss was $500,000. During the last two years, however, the Guardian has been steadily gaining, and now with a big volume of paid advertising the sign posts point to "Easy Street."

Among the advertisers making use of both the Guardian and Smith's Weekly are many American manufacturers, according to Mr. MacKay.

"Australians purchase about $125,000,000 worth of American commodities each year," he said, "and the Americans are spending less than a million dollars a year in our country for advertising. It is obvious, therefore, that the surface has barely been scratched. The biggest American advertisers in the Australian market are the automobile advertisers. We buy more American automobiles than all the countries of Europe put together.

"As far as our papers are concerned, we believe that the quickest way to get an advertiser into the paper is to get the people talking about it. If your paper is going ahead, the advertisers want to come along with you. If your paper is the sort that is only a good blind to doze behind, no one wants to put money into it. But if it is lively and wide awake, the difficulty is to keep them out."

Because of their enterprise, these two young Australian publications claim to have many "firsts" to their credit. They claim:

To be the first in Australia to run news on page 1.

To be the first in Australia to accept display advertising in the American manner.

To be the first newspaper in Australia to operate a broadcasting station.

HOW AUSTRALIA HAS SOLVED RADIO MESS

THE radio situation has been satisfactorily met in Australia. There the receiver rather than the broadcaster pays for the entertainment and news furnished over the air.

Every owner of a receiving set pays an annual license fee of $6. Of this sum the government keeps $1 and the remainder is divided among the broadcasting stations.

The Guardian is allotted $60,000 a year to operate its station. All political propaganda is barred, the broadcasts being limited to news, market and weather reports, and entertainment.

BAB-O ADVERTISING PLACED ON A "PAY AS YOU GO" BASIS

Newspaper Space Increases In Fixed Ratio To Sales Making Cleaning Product "Pay Its Own Freight"—Agency's Plan Analyzed

By HAMMOND EDWARD FRANKLIN

A NOVEL plan for making a new product "pay its own freight" as it goes is being used by the B. T. Babbitt Company of New York City in introducing Bab-O, a new specialty for the bathroom, tile, enamel, porcelain, etc.

When a company with a varied line perfects and launches a new item, it faces not only the problem of getting dealers to stock it, but also of getting actual popular demand at a time when the consumer has many matters clamoring for his attention. Should the company make the product take care of the cost of advertising or should an investment be made for two or three years in advertising until the product is well established?

From a strictly dollars and cents basis any corporation naturally would prefer to have a leader take care of its own advertising cost and show a net profit. Often this is not possible. The market may be highly competitive. A huge amount of education may be needed before the public will act. Hence, it is often as wise to make a capital investment in the market as it is in the physical plant and in due time pays handsomely.

However, the B. T. Babbitt Company wanted to make this new item stand on its own legs and automatically take care of the advertising cost. The company also was willing to have the advertising expand as rapidly as actual sales warranted.

Bab-O is a safe scratchless product especially for the bathroom, porcelain and enamel. Hence, the slogan, "A wipe and it's bright" was adopted.

The agency and the company's sales manager decided upon a flat amount per case—less than a dollar—to be put into advertising and to be spent only as the cases were sold to dealers. A complete series of small and large advertisements were worked up.

Various cities in charge of company district managers were picked for attack. Wherever possible, the strongest local evening newspaper was told frankly what the company wanted to do and that the amount of advertising would depend entirely upon distribution and volume. The paper's co-operation was enlisted. The company's salesman calls on the dealer to whom he tries to sell at least a case. He shows the proof of the advertising, explaining that copy will be released only after there is adequate distribution. With every case, the dealer is given 48 samples to hand out to help get demand going. The orders all are billed through jobbers.

A thorough merchandising job is done first—then the agency issues a schedule which is based on the money available from sales. This makes the schedule vary for every city, a vast amount of detail for the agency.

City by city, the sale of Bab-O has been extended quickly and widely since last year so that now the company feels justified in doing a certain amount of national advertising in women's magazines, but still puts the bulk of its effort in intensive local newspaper advertising.

At present campaigns are running in about 100 cities. In all cases, where feasible, the company ships in carload lots.

"We believe strongly in getting the manufacturer to base his appropriation on a small amount per unit," stated the Peck Advertising Agency, New York City. "When we obtain an account, often the first thing we do is to base the expenditure on an economic basis.

"We ask a manufacturer what he feels he can afford to spend per pair of shoes or per case for advertising. If he thinks our figure is too high or vice versa, the exact amount is adjusted until it is thought to be mutually right. We start with that as a basis and keep within it.

"Then, as sales grow, the expenditure for advertising automatically keeps pace without any argument or difficulty, with everybody pleased. Over a period of time, the appropriation may become greater than it would have been on any other basis, such as setting aside an arbitrary amount per year.

"For example, one of our clients, who in 1922 allotted 3c per unit for advertising, this year has a total appropriation six times that of the first year, based on increase in sales. The advertising appropriation has taken care of itself. Each month the 3c per unit is deducted and put aside for advertising. In my opinion this approach to the question of an advertising expenditure is much more satisfactory in many cases, both to the agent, who has every incentive to get an increase, and to the manufacturer, who wants to keep his expenditures within reason."

A broadside, "Bab-O-Grams," is delivered to grocers where salesmen are going to work.

The series of copy is an excellent example of how much may be obtained from fairly small space. The name, "Bab-O for the bathroom," fairly leaps out of the page to meet the reader. "A wipe and it's bright" appears frequently.

Hand-lettering is used copiously. Copy is tipped in at odd angles. Clean-cut, simple (for the sake of clean printing) drawings of bathrooms are included. Single column advertisements of only 50 and 100 lines almost dance with life.

Fifty lines single column has been claimed by advocates of the Golden proportion measurements to be the ideal single column size. It is the correct shape and it often gets a better break on position than a large advertisement at the top of the page or bottom of column.

By applying white space and introducing "queer" futuristic borders, the eye is captured and the message delivered to it in next to no time. Yet no piece of copy is just like any other of the series, although the trademark and story are put across with equal vigor by each. Any advertiser who is puzzled at how to use 50 lines to advantage need not be discouraged after he notes how Babbitt has succeeded in doing so.

Vigorous local advertising preceded by thorough merchandising, and by making the advertising pay its way! Bab-O may be added to the large list of current newspaper advertising successes.



Single column advertisements for Bab-O, examples of which are shown above, although only 50 and 100 lines almost dance with life.

CHESTER (PA.) TIMES FIFTY YEARS OLD

Celebrates Anniversary with Big Special Edition, Including 72-Page Rotogravure Section

The *Chester* (Pa.) *Times* observed its 50th anniversary Sept. 7, by publishing a 92-page special edition containing a rotogravure section of 72 pages, the first ever published in Delaware county. Charles R. Long and Frank C. Wallace are the editor and publisher.

The Times pledged itself as follows in an editorial on the anniversary:

"In beginning a new half century of service to the community the owners and editors of this paper pledge themselves anew to maintain the high principles of journalism for which the Times always has stood. As it was in the beginning, so will it ever be the aim of our organization to support any movement that is for public good and to decry anything that is harmful; to print news as it finds it, without fear or favor; to espouse what is beneficial; to expose what is shameful. We believe that our readers are entitled to know facts and it shall be our aim to see that they get them. More than this no newspaper can accomplish."

Major John Hodgson, who sponsored the launching of the Times 50 years ago, stated in his leading editorial just what sort of a publication he intended to run.

"The extent of our promise is," he wrote, "to please ourself. If we do that we shall accomplish a great deal. It is the greatest nonsense in the world to try to please everybody; and the editor who promises to please his patrons has seen but little of the world.

Further on the Major had this to say:

"—we shall not bow to 'rings,' 'cliques,' 'factions,' or parties in the advocation of any measure that we do not conscientiously believe calculated to advance the public good. In all matters public or secular we shall aim strictly at the truth."

And the present owners this week added this comment:

"Here is a paragraph fashioned according to what always has been the top rung on the ladder of decent journalistic tradition. It is the intention of the present editors of the Times to stick religiously to that principle."

STATE "SLEEPER" LAW SLEEPS AGAIN

No Suits Brought Against Political Candidates in Wisconsin for Not Filing Newspaper Stock Connections

The provision of the corrupt practices act of Wisconsin, injected into that state's political campaign after having lain dormant for 15 years, to frighten a few editors and candidates, is destined to pass into oblivion again.

No member of any political camp came forth to grasp the opportunity to bring suits to compel disqualification of any of the candidates or to exact the penalty of the law from the editors who unknowingly had violated the act.

After a few of the candidates had used the act for political thunder against their rivals, interest in the sensation died. Editors resumed the comfort of their swivel chairs. Candidates who owned stock in newspapers and had failed to file statements of their ownership with county clerks breathed freely again.

Of course, a few of the men in the race for state offices belatedly filed the necessary statements. Nine Socialist candidates, soon after the act was unearthed, hastened to the county clerk of Milwaukee county, and recorded the extent of their ownership in the *Milwaukee Leader*.

The act, if it had been invoked in prosecution of the editors and candidates for office would have made the former liable to fines and imprisonment ranging from $25 and thirty days in jail to $1,000 and three years in the state's prison, and the latter to disqualification from office.

CIRCULATION MEN MEET

California Group Gathers in Long Beach to Plan Program

Circulation managers from leading papers throughout southern California met at the Hotel Virginia, Long Beach, Cal., Sept. 2, preparatory to the annual convention of the Newspaper Circulation Managers to be held in San Francisco, Oct. 18 and 19.

A similar meeting will be held in the northern part of California by the members in that part of the state.

At the Long Beach meeting newspaper circulation problems were discussed. Ed Pugh, circulation manager of the *Long Beach* (Cal.) *Press-Telegram*, had charge of the program.

Circulation men in attendance were: Charles A. Fay, *San Pedro Pilot;* Ed Pugh, Long Beach Press-Telegram; O. K. Williams, *Pomona Bulletin;* A. E. Greenleaf, Long Beach Press-Telegram; R. J. Corrigan, *Los Angeles Examiner;* W. V. O'Farrell, *San Diego Union and Tribune;* Roscoe Searles, *Hollywood Citizen;* K. O. A. Thayer, *San Bernardino Sun;* L. O. Hammond, *Redlands Daily Facts;* H. P. Yehling, *Los Angeles Times;* W. McKay, *Santa Ana Register;* V. G. Sodler, *Long Beach Sun;* O. S. Crockett, Long Beach Press-Telegram and James W. Berry, *Los Angeles Times.*

OPENS GOOD ROADS BUREAU

The *Kansas City Journal-Post* on Sept. 1, announced the establishment of the Journal-Post Good Roads and Tour club to furnish road information and extend courtesies to Kansas City motorists and tourists and to promote construction of good roads. The club is managed by J. Frank Smith, for seven years manager of the Good Roads Asociation of Greater Kansas City. The club's first activity will be to work out a plan whereby visiting tourists will be exempt from arrest for minor traffic violations.

ADVERTISING COURSE IN N. Y.

The Advertising Club of New York will open its annual course in advertising and selling Oct. 14. Paul Cornell, vice-president of Hommann, Tarcher & Cornell, is chairman of the course committee.

PARISIAN PRESS SHOCKED BY PUBLICITY IN HIGH-LIFE MURDER CASE

Court Record with Sordid Details Printed with Enthusiasm but Editors Later Revolt—Sympathy for the Socially Prominent Principals

By O. W. RIEGEL

PARIS, Sept. 2.—This time it is France that has been outraged by the scandal-mongers.

The recently concluded Lancel murder case provided the scandal, which Parisian newspapers published with great enthusiasm. The public read the reports, talked about them, and rushed to the courtroom for a glimpse of the principals.

Now the Parisian press bemoans the passionate interest shown in the trial throughout the length and breadth of France.

The simple and sordid fact of the case was that M. Lancel shot to death his wife's lover. Other husbands have killed "the other man" before, just as cleanly and efficiently as M. Lancel, only there was less talk about it.

Social prominence made a difference in the Lancel case. The victim had been a prominent sportsman; M. Lancel is a wealthy leather manufacturer; Mme. Lancel is reputedly beautiful.

The trial therefore became a social and sporting event of great importance, and news of Abd el Krim and the latest revolution in Portugal was pushed back to page two in order to provide front page space for pictures and stenographic reports of the trial.

The case had scarcely been concluded (M. Lancel was acquitted), when certain Paris journals indignantly attacked the extent and intensity of popular interest in the trial.

"Now that the emotion caused by the trial has abated," M. Albert Chenevier declared in a front-page *Quotidien* article entitled "The Publicity Scandal,'" "it is time to pass judgment on the passionate zeal of the feminine public which came to hear the unbeautiful crime.

"What so many think should be stated: in these courtrooms jammed with the curious, attracted by a taste for murder and the savor of clandestine love; in these feverish eyes which scrutinize the face of the accused and the witnesses to feed on their emotions, to find in their expressions a reflection of libertinage suddenly stained with blood, is a scandal which must be stopped.

"Will it be believed that two little girls from 14 to 15 years of age were in the audience? What an outlook upon the world and life is given to these children at an age when impressions form character!

"It is well in this case to recall the remarks of a judge, who, upon taking his chair to preside in a particularly scabious case recently, saw that the courtroom was crowded with women.

"When court opened, the judge, with perfect courtesy, addressed the audience as follows: 'The debates about to begin are of such a nature that I request all honest women to leave.'

"There was a long silence. No one moved.

"The judge then turned to the court police.

"'Now,' he ordered, 'turn out the others.'

"It is to be regretted that in the present case the judge did not act like his predecessor.

"Custom, of course, is responsible. It is the practice to open sensational court proceedings to a curious public eager for this kind of scandal. But it is a detestable practice.

"Moralists and sociologists have observed the force of the imitative instinct. Proceedings such as those of the Lancel case are forceful object lessons in adultery and violent murder.

"If the judges do not think they have the power to stop the practice, why doesn't the Minister of Justice call their attention to the fact that in trials following crimes of passion, secrecy is a homage which must be paid to good morals?"

Other papers, notably *l'Oeuvre, Le Petit Bleu,* and several weekly publications, joined the protest, but it should be noted that criticism was rarely aimed directly at the policy of the newspapers, whose ample accounts and clear photographs are chiefly blamed for the widespread interest in the case.

Some newspapers vaguely hinted at equal guilt, but not one of them came out flatly against the policy of the press. In America, on the other hand, newspapers have frequently avowed their sin in public and sworn to follow the path of virtue—within the limits of expediency, certainly.

What the outcome will be in France is a question. The Parisian press jealously guards its freedom, yet there have been several instances recently of a voluntary change of policy in regard to sensationalism.

The softening tendency has shown itself in spite of the growing ambitions of business managers. French business offices have not been blind to the success of American popular dailies that exploit crime and scandal. What is more, sensationalism itself has long flourished in France along with other native flora.

It need hardly be added that any move toward regulation or censorship of the press would be met with boos and hisses. Very few would have the courage to suggest it. Yet another Lancel case will undoubtedly revive the old protest against flaunting the soiled linen of French society.

NEWSBOY WELFARE BIG RESPONSIBILITY OF NEWSPAPER PUBLISHERS

Bad Influence to Which Boys May Be Subjected Worthy of Deepest Study, Virginia Editor Declares

By LOUIS F. JORDAN

Editor, *Waynesboro* (Va.) *Valley Virginian*

"TO find out how much work and what kind of work is beneficial to the young is a modern educational problem."

This statement from a social worker several years ago might find its companion remark in the assertion: "What is the truth regarding the moral influence of newsboy service?" Both statements provoke one to thought, but, unfortunately, an answer to the latter, if present statistics are reliable, is not so easy as might first appear.

Interest in the welfare of our youth has been on the increase in the past decade. A survey of this field from the historic tenderness of Judge Lindsay to the American scene today, with its countless juvenile courts and welfare institutions, reveals much that is of value in the handling of youth's problems; but in the sphere of newspaper circulation through thousands of boys in the United States, there is still much to be said, still much to be done in order to determine accurately, the influence of this occupation on the newsboy and what corrective measures, if any, are needed to elevate him in those things which make for better manhood.

Leaving aside the question of statistics, it would be of interest to the newspaper profession generally, to hear something from the men who are in a daily position to see the practical workings of the system in vogue all over the United States of circulating the daily paper, in large measure, by the means of boy carriers and boy salesmen on the streets of the great cities.

Some disreputable statements have been made on this subject. No less a person than Mr. Scott Nearing once said: "Whatever the cause, the effect is the same. The professional newsboy is the embryo criminal." This will be found in a little book bearing the title "The Newsboy at Night in Philadelphia." Another writer a few years ago asserted that 63 per cent of the inmates of the House of Refuge in New York have been street traders (newsboys) and asks: "If the majority of such have begun their so-called criminal careers, which end invariably in the state penitentiary, why do we permit children to trade on our streets?"

In 1911 there was a Federal inquiry into the question of the relationship of *occupation* to *delinquency,* which was based on the Juvenile court records of seven of our largest cities. "It included," says a summary of the proceedings, "children 16 years of age and under and reported that 58.6 per cent, or nearly three-fifths of all the working delinquents up to 12 come from among the newsboys. What we *do* want to know, and what we must know before statistics of this class are of any real value is: How many wage-earning boys are there? How many are newsboys? How many in each group are delinquent and how many are non-delinquent?"

Whether the newspaper today is encouraging in as large measure as it should, home responsibility and thrift as an important phase of education, remains a question of some doubt and might be considered by the press of the country to much profit. Such a survey of the newsboy field will not only add glory to the profession of journalism but it will add much to the making of better men of the boys now engaged in the business of carrying or selling newspapers all over the United States.

Reverting for a moment to Mr. Nearing's unpleasant indictment, we find that his remarks were prompted by a request from the National Child Labor Committee in 1910. At that time the opinion was sought of juvenile court judges, superintendents of boys' reformatories, and others qualified to speak with authority on the subject. The information sought was: "The character of newsboys and the moral influence of their work."

Statistics, so far as can be found, are neither abundant, authoritative, nor sufficiently recent to be of material advantage at the present time. They are of value for several reasons. They reveal, from the standpoint of what may be called Police Figures, an unwholesome state with respect to newsboys. They show further that those entrusted with child welfare have been engaged in a sincere way, to learn something about the status of the newsboy as well as the status of the youth engaged in other spheres of industrial activity.

As well known to newspapermen, the investigations have not been without a response from the various legislatures of the states. A compilation of state law from a number of commonwealths would make interesting reading as to the attitude of the lawmaker toward the newsboy. The trend has been plainly toward *some* restriction. There has, as yet, been no manifest hardship either against the newsboy or the newspaper, but (and here is something of timely interest), like all other reform movements, it is plainly the duty of the newspaper profession to be active in obtaining a truthful tabulation of the condition of newsboys they employ. Heretofore, the tabulation has been a one-sided, though sincere affair, conducted by the law-enforcing and law-enacting powers of the government. Is the American citizen today in possession of the important facts he is entitled to know on the subject? Is the censure laid, in a measure, at the door of the American newspaper as to its influence on the newsboy, a just and deserved censure? Are newsboys, considering their tender years, as a rule, subjected to vicious influences in the large cities?

A number of questions similar to those propounded come readily to mind. The average newsboy, one naturally imagines, resorts to this means of livelihood because his family's financial status demands it. The poor of the cities are compelled to have their children perform many tasks which are distasteful, but made necessary by circumstances.

Many of our finest American figures have been newsboys. On its face, it does not seem that a newsboy is subjected to more vicious evils than the well-to-do and the pampered youths of the cities who run as they will, after school hours and at all other hours, in large measure. The truth *is* that the young fellow who is brought up on the pennies he obtains through the sales of newspapers, learns not only the value of the dollar when he gets it, but that he learns in the best possible school in the world, how to stand up and take care of himself and fight for a living.

There is something picturesque to most of us in the American newsboy. Often when we have just thrown a newspaper in the scrap basket we will stop on the street and patronize a little urchin whose appealing face beckons us to lessen his *stack* and send him on to his next prospect. Herein, of course, lies a pleasant field for the newspaper itself. Can it not institute some means for bettering the conditions of these boys? Can it not formulate, if it has failed in the past to do so, some system whereby the newsboys will receive a little better supervision; a little warmer place in the heart of the newspaper management itself?

There is no attempt here to write a constructive article on the newsboy. The thoughts come at random and are intended more to invite discussion by those who are in a better position to give us an insight into what is, at least, a most interesting and appealing subject.

EDITOR & PUBLISHER CALENDAR

Sept. 12-13—Texas Press Association, convention, Galveston, Tex.
Sept. 13-18—International Typographical Union, annual convention, Colorado Springs, Col.
Sept. 13-14—New York State Dailies, Advertising Departmental, meeting, Schenectady, N. Y.
Sept. 13—Texas Circulation Managers Assn., 13th annual convention, Fort Worth, Tex.
Sept. 14—Interstate Circulation Managers Association, meeting, Hotel Walt Whitman, Camden, N. J.
Sept. 14-18—Press Congress of the World, meetings in Geneva and Lausanne.
Sept. 17-18—United Typothetae, District 4, meeting, Lynchburg, Va.
Sept. 20-23—Financial Advertisers Assn., annual convention, Detroit, Mich.
Sept. 20-23—Advertising Specialty Assn., annual convention, Hotel Sherman, Chicago.

ALBRIGHT PLANS A DAILY

Ernest G. Albright, publisher of the *Ponca City Kay County Times,* will begin publication of a new morning paper there some time in September. The paper will carry a full leased wire report.

A. P. DIRECTORS TO MEET OCT. 6

Directors of the Associated Press will hold their next meeting at New York headquarters, Oct. 6.

PUFF, PUFF, PUFF INDUSTRY THRIVING IN SOPHISTICATED GOTHAM

Twenty-Dollar Adjectives Stream Recklessly From Typewriter Keys to Weave Golden Haloes for "Subscribers" Who Buy Magazines in Large Quantities

By BENJAMIN DE KAY

Writers: short business articles; commission to those qualifying; drawing account; large earnings. The *Commercial Reporter,* 5 Columbus Circle.

ANSWERING the above advertisement, which appeared in the issue of the *New York Times* of Auugst 23, gave me my first intimate knowledge of the "puff" industry prevailing more or less successfully in New York City, New Jersey and in other outlying towns.

And it is puff, puff, puff all the way through, for most of the editors of the so-called business magazines which are being printed by the dozens in New York do not hesitate to tell you, "You understand this is a puff sheet"

I called on my first prospect. What I sought was some part-time or full-time work as a newspaper man with many years' experience in and around New York. And that is just what they wanted—lots of experience

Calling on the above magazine I found without much effort, that I qualified. In fact almost anyone can qualify if he can write at all. They must have writers.

"I guess we can use you," said the editor of this magazine. "Here's the proposition:

"We hand you leads. You write them up. And when the person or company you write about buys the magazine we pay you commission."

That sounded fine. But I wanted more information.

"Where do you get these leads?" I asked.

"Why we clip newspaper stories, magazine items and advertisements."

"Do I interview the prospect?" I asked.

"Of course not. You are not supposed to interview them. You just write the story from the clipping. We do the rest."

"Well, how do you do it?"

"After you write the story, about 300 words or more, if the man or company is very big, we call them on the wire and tell them what you wrote. We ask whether he wants to have any corrections made or to make suggestions. He is usually so tickled with what he has heard his only question is, 'Where did you get those things to say about me?'

"Our salesman will tell him that our reporter got the information, and, of course if it is all right it will appear in our next issue. Then the salesman will ask whether he would like to have a few copies of the magazine to distribute to his friends and clients, say about 400 or 500 copies. He'll probably say that that is to many but he'll take anywheres from 50 to 200."

"What do I get for it?"

With great pomp the editor informed me that I would get 10 per cent of the selling price of the magazine, which is thirty-five cents, and that if I also make the sale I will get 25 per cent.

"How much can I earn doing this kind of work?"

"Well, we have one fellow here that has gotten as much as $48 a week. Yes, and one of our regular writers got as much as $52."

"That isn't very much," I said, "considering the fact I must write about 20 stories a day."

"We think it is pretty good pay. And if you write and sell the story both you get more."

And so that is the way a comparatively new business is thriving in New York.

What kind of grandiose material do the "puff writers" grind out?

Here is a typical sample from the *Commercial Reporter* for August:

"FINANCIAL EXPERT HAS OPTIMISTIC OUTLOOK

"Lecturer, economist and above all one of the present day's leading international finance experts, Mr. ——— ———, of Blank & Co., has always enjoyed the responsible position of being one of the stabilizing personalities in the realms of international monetary transactions.

"When we consider that in the course of the last decade the world has, as it were, 'grown smaller' as far as international relations are concerned and that due to the ever increasing closeness of all the financial and industrial markets of the world, it is not at all surprising that it has become generally acknowledged that the world is in greater need of such men as Mr. ——— ——— than ever before in the history of commerce and industry.

"The coming conditions are inevitable. We are beginning to be more and more dependent upon one another in all phases of endeavor. Slowly but surely this change is making itself felt and is apparent in the unprecedented activity in foreign securities. It is practically a situation that will require for its safe guidance experienced advice and leadership as can be supplied by such men as Mr. ——— ———. Men who have devoted a lifetime of study to the problems of world wide finance."

The article carried a one column cut of the subject.

The masthead of the Commercial Reporter notifies subscribers that "change of address must reach us ten days in advance of next date of issue" but does not carry the regular date of issue.

Below this statement is the following:

"By Law: The Publisher shall not be responsible for statements or opinions advanced in papers or printed publication. (B2. Par. 30.)"

There is no mention of entry as second class matter, but "Copyright 1926" and "All Rights Reserved" lines are displayed.

The next publication on my list to try was the *National Business Review,* 1819 Broadway. I found the identical condition there, with the possible exception that, having been in business somewhat longer than the Commercial Reporter the offices were somewhat more elaborate.

This publication was ready to pay me 10 per cent commission for all articles bought by the person written about. After a week in the office they would also permit me to attempt to sell the story, thereby increasing my commission to 25 per cent.

The man I talked to pulled out a copy of his publication, a magazine printed on high grade paper and giving all the evidence of being a high class, and important publication. He then showed me a story and explained the process of writing and selling it and the fact that the writer who rewrote an ad received $7.50 for his 300 word story.

The editor of this magazine also showed me a badly mutilated magazine from which he had clipped items for rewrites. The job, he assured me, with my experience would be simple. He explained that there was very little information contained in the flat items of the magazine and therefore it would be necessary for me to say a lot of nice things about a man I knew nothing about, and then fill in his name and address and to be sure that he had a phone so that he could be called and told about the write-up.

In looking over the magazine it could be easily seen that among those picked for write-ups were many whose vanity could easily be touched. The success of the man means nothing to the editor of the magazine. In fact, the man might be the owner of a small tailoring establishment who has placed an ad in a local paper.

The magazine, to make itself pretentious in appearance does carry stories of some of the bigger men in industry, possibly with the idea of making an appearance. It is doubtful whether a man, who probably appeared in the public press innumerable times, would be interested in a story in a magazine of which he knows nothing about.

Some of the magazines carry names which bear a great resemblance to those of national prominence. When a prospective client is called on the phone he may confuse the true name of the bigger magazines and believes himself picked out because of the fact that he is possibly becoming prominent in his line of endeavor.

The National Business Review, which has a name similar to others in the magazine field, has an office in Philadelphia. I was informed at their New York office that should I get a story big enough coming from Philadelphia they would use it, for they could make the sale from the local office there.

They also informed me that should a story warrant it they would call Washnigton or any other distant city with the hope that a sale could be made.

The magazines, I found, are located in various parts of New York. Several taking the slant of Wall Street reporting sheets, are located in that section of the city. These are used mostly to puff up a stock, if they are with the company, or take a reverse attitude if there is nothing in it for them using the other method.

There are also many, the writer has been informed, thriving in Jersey City.

When one answers an advertisement in any of the metropolitan papers he will find the office crowded with ex-newspapermen, free lance writers, and men who seek part-time jobs. They are asked whether they have any prospects who would like to get some publicity. Some of the writers may have one or two, or perhaps more. He will write them up and the salesman will get busy. If he has no more prospects, or if he finds the work odious from the ethical standpoint of a newspaperman, he quits.

Either the following Sunday or Monday will find another advertisement in the paper asking for writers. From the number of ads that have appeared it is unquestionable that a man taking one of these jobs finds, very quickly, that it is not what he is seeking.

The offices of the magazines are in some cases rather pretentious. In some of the smaller offices the sides of the rooms are lined with wall desks, each having a typewriter. A typewriter and a clipping from some magazine or newspaper are the tools of this craft.

Trade papers are found to be most prolific in producing lead material for this type of publication. If it is a clothing ad, then the story run is about the success of the head of the firm, generally without knowledge of the financial standing of the firm. Rich or poor, the head of a concern which advertises, in the estimation of the editor of one of these so-called business magazines, must be good copy.

A story appearing in these magazines, puffing a man, should certainly help his credit. That is, if his creditors are among the non-reading class of this magazine in which his history is listed.

NEW ROTO SUPPLEMENT

A literary supplement in rotagravure, in addition to the regular eight-page picture supplement in rotagravure, is now being published on Sundays by *La Prensa,* of Buenos Aires. This supplement consists of eight full size pages, and takes the place of the literary supplement that has been printed for many years by the usual method. The first edition with the new supplement was published Aug. 8.

When a landlord has a room that is too small for a hall bedroom he rents it for a night club.—*James J. Montague in New York Herald Tribune.*

BUSINESS GREW WITH MODEL HOME STUNT

Raleigh Times Got Whole Town Talking When It Went Into House Building With Local Woman's Club—Accounts Obtained

Good results were obtained this ye by the *Raleigh* (N. C.) *Times,* when went into the model home building bu ness together with the local women's cl

"The undertaking turned out to be ve satisfactory," John A. Park, publish told EDITOR & PUBLISHER this week.

"The chief value of the project was the intense interest aroused on the pa of the woman's club members and th husbands about building and beautifyi their homes. We had a series of lectur arranged and the inspection week was tremendous success in the point of atten ance.

"Some very satisfactory advertising a counts were obtained and advertising the part of the contractors and mater houses has been good business for t Times."

In addition to the fact that procee were in excess of the actual investme involved in the building project, the new paper got big promotion value out of t manner in which the enterprise was co ducted.

The Times got the whole town talki about the romance of home buildi Every possible tie-up stunt was used. series of "model home recipes" was ev run, immediately following the openi of the house. The townspeople, in fa were given a liberal education by th daily paper in modern home constructio household science, and landscape garde ing. From the early days when the quo tion of site selection was being discuss until the house was finally sold at auctio the paper carried a running story on ho building which was a good feature fr the circulation viewpoint.

DAILY TO START SEPT. 14

Plant of New Scranton (Pa.) Sun Readiness and Staff Engaged

The first issue of the Scranton Su that city's new afternoon newspaper, scheduled to make its appearance on Se 14. The Sun's plant has been finished a all of the machinery has already been p to a thorough test.

It is understood the new journal ai to start with around 12,000 circulatio canvassers having been at work for t past six weeks.

Joseph Hosie, formerly foreman at t *Scranton Republican* plant is to be charge of the Sun's composing room wi John Kilcullen, also formerly with t Republican as assistant. The Sun w have a full United Press report. W. Pattison, former manager of the Repub can, is to act in the same capacity at t Sun.

TO SELL N. Y. MARKET

Publishers Will Discuss Plans Schenectady Meet Sept. 13-14

Plans for selling the New York sta market and the newspapers which cov that market will be discussed at the sem annual meeting of the advertising depar ment of the New York State Publishe Association to be held at the Hotel Va Curler, Schenectady, N. Y., Sept. 13-1

The association is composed of adve tising managers of New York state new papers outside of New York City. It w founded a year ago as a clearing house f selling and promotion ideas.

Officers are L. S. Chubbuck, *Watertow Standard,* president; L. G. Speide *Mount Vernon Argus,* vice-president; a R. C. Harris, *Utica Press,* secretary.

40,000 NON-UNION PRINTERS

There are between 30,000 and 40,0 non-union printers in the United State according to a recent issue of the *Typ graphical Journal.*

Win the Detroit Radio Market

By Employing an Accepted Radio Medium—The News



Perhaps no other newspaper anywhere has so complete an interest for radio listeners as The Detroit News in Detroit, for this paper was the first in America to broadcast regular radio programs. This initiative and the subsequent splendid programs broadcast daily by WWJ have won for the News a radio audience depending on it for all the interesting developments in the radio world. Over 20,000 letters were received by The Detroit News radio department during the first half of this year, not to mention the thousands of letters submitted to other departments for reply which came in response to special features broadcast via WWJ. Such voluntary response plus the wonderful coverage of The News—the most thorough in any city of Detroit's size or larger—point the way to radio advertising success. Grasp it.

Radio Advertisers Choose News

During the first 6 months of 1926 The News led the second medium in radio advertising by 184,772 lines as shown below

News	**288,946 Lines**
Second Medium	**104,174 "**
News Lead	**184,772 "**

The Detroit News

Detroit's HOME Newspaper

EDITOR INVOLVED IN COAST SLAYING

Death of Alleged Bootlegger During Raid Being Investigated by State and Federal Authorities

George A. Seeley, editor of the *Orting* (Wash.) *Oracle* and pastor of the Free Methodist Church of that city continues publication of his weekly paper while state and federal authorities engage in a battle to determine whether or not charges of first degree murder shall be preferred against him and three federal prohibition agents for the killing of Emil Matsumoto, moonshiner, Aug. 30.

Seeley had discovered the location of a still near Orting and informed the three prohibition agents of its existence. He had accompanied them on the raid and before it was over Matsumoto had been killed while trying to escape.

Seeley was taken to the Pierce county jail in Tacoma and held there on a first degree murder charge without bail. The other men were arrested in Tacoma and brought to Seattle under federal orders. Later the case was ordered changed from state to federal jurisdiction and the men released on their personal recognizance.

According to James W. Selden, prosecuting attorney of Pierce county vigorous prosecution of the four men will follow the removal to federal court and on the other hand Assistant United States Attorney C. T. McKinney said he doubted if the raiders ever would be prosecuted for murder, declaring they were justified and fired in self defense after being, themselves, fired upon.

PAPER COMPANY EXPANDS

Inland Empire Adds $350,000 Capital —Cowles Named Trustee

W. H. Cowles, publisher of the *Spokane Spokesman-Review,* was elected a trustee of the Inland Empire Paper Company to succeed John E. Alexander, of Port Edwards, Wis., at the annual meeting held recently at the plant, Millwood, Wash.

It was also decided to increase the capital stock by $350,000, making a total of $2,000,000. The new stock is preferred and half the capital stock is now common and half preferred.

Plans for expansion, which will be carried out immediately, were decided upon and include addition of a third digester, a 500-horsepower boiler, additional grinders and an additional paper machine. Production will be increased from 2,800 tons to 5,000 tons per month when these improvements have been completed.

PROFESSOR WRITING NEWS

Prof. James Taft Hatfield of the department of German of Northwestern University is sending stories about conditions in Germany to the *Chicago Daily News.*

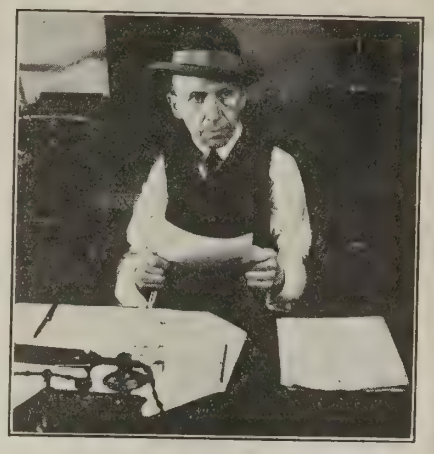
ARKANSAS DAILY ADDS TO STAFF

Important additions to the staff of the Pine Bluff (Ark.) Daily Graphic were announced this week by George H. Adams publisher, who also reported prosperous conditions in his territory. S. R. Bowen, formerly of the *Memphis Commercial Appeal,* is the new classified manager, and C. V. Radic, formerly of the *Fairmont* (W. Va.) *Times,* has taken charge of the circulation department. Leroy Pope, from the sports department, *St. Louis Times,* has been made managing editor, while James Thomasson has joined the reportorial staff.

NEW TYPE FOR AD COPY

A new type called the Garamond, particularly adapted for advertising composition, was announced this week by the Intertype Corporation, New York. It is described as "a rendition of the early showings of the types made by Claude Garamond in the 16th century."

JOURNALISTIC TRICKSTER



Frank Power

NEWSPAPERS all over the world were tricked by Frank Power, British newspaper man, who built up a sensational story on the finding of Kitchener's body, later declared a fraud by British government officials.

Power went so far as to bring a coffin from Norway, in which, he said, Kitchener's remains would be found. The coffin was opened and found to be empty, but not before newspapers had given thousands of columns of valuable space to spread the hoax.

"SWEET ADD-A-LINE"

Columnists In Aggressive Co-operative Drive to Fill Space

The following "Sweet Add-a-line" symposium has been running the gauntlet of the columns:

Is it hard to write columns? Well rather.
It isn't all skittles and bliss.
The quatrains especially bother—
They are seldom as easy as this.
—John D. Well, Buffalo News.

Which accounts in a way for the habit,
And it surely is nothing amiss,
When we see a four-liner we grab it
And tack on another like this.
—Chas. Leedy, Youngstown Telegram.

We thank you, dear colyuming brother,
for saving us labor and fret.
Behold! We have written another,
And, happily, the end is not yet.
—Ted Robinson, Cleveland Plain Dealer.

Let me get in while it's going,
I can tack on a verse, and I will.
Just look at the way it is growing
And notice the space it can fill.
—Edgar A. Guest, Detroit Free Press.

When the mail offers nothing but drivel
And the ones you rely on don't please,
It is then that you twitch in your swivel
And thank Heaven for fillers like these.
—Walter Winchell, New York Graphic.

MAGEE TO SPEAK

Carl Magee, editor of the *Albuquerque* (N. M.) *State Tribune,* will be the honor guest and speaker at a special joint meeting of the Advertising Men's Post of the American Legion and the Advertising Council of the Chicago Association of Commerce, Monday, at 12:15, Sherman Hotel. His subject will be "The Freedom of the Press."

ADVERTISING RULES

Paul S. Armstrong, assistant general manager of the California Fruit Growers' Exchange, contributed five simple rules to be followed in advertising in the current number of the *Adcrafter,* Detroit. They are:

1—Be truthful. Truth builds confidence.

2—Be specific in all claims.

3—Make your copy straightforward and dignified. The purpose of advertising is not to entertain, but to sell.

4—Tell enough to prove your case.

5—Consider the customer's point of view, instead of your own.

TO EXPLORE ABYSSINIA

Chicago Daily News Co-operating in Field Museum Expedition

To unearth the past and present secrets of the Queen of Sheba's ancient empire, the *Chicago Daily News* has joined with the Chicago Field Museum of Natural History in sending a scientific expedition into remote Abyssinia.

The expedition left Chicago last Sunday to spend at least six months on the vast Abyssinian plateau, which is one of the little known lands of the earth. Covering the expedition for the Daily News is Jack Baum, special writer, while two of his companions are expert photographers and one an artist.

Baum is taking along a short-wave radio outfit, so it is possible that the first news ever wirelessed out of Abyssinia will tell readers of the Daily News about new discoveries on the same day they are found.

Dr. Wilfred Osgood, curator of the department of zoology of the Field Museum, will be commander-in-chief of the expedition.

Ras Tafari, prince regent and the present ruler, has officially welcomed members of the expedition to his country by letter.

U. P. EXHIBIT AT FAIR

The United Press showed visitors to the recent Wisconsin State Fair how printer machines operate at a booth maintained inside the fair grounds by the news service in conjunction with Marquette University School of Journalism.

CIRCULATORS GROUP TO DISCUSS CRIME NEWS

Interstate Association Will Consider Sales Value of Sensational Murder Trials at Camden Meet, Sept. 14

Sales value connected with sensational murder investigations, such as the Hall-Mills case in New Brunswick will be considered by the Interstate Circulation Managers Association at its fall meeting to be held at the Hotel Walt Whitman, Camden, N. J., Sept. 14.

The subject will be opened by an address by C. L. Stretch, circulation manager of the *Philadelphia Bulletin,* who has been assigned to answer the question "Are Lasting Results Obtained from Sensational Murder Trial Reports."

L. P. Rutherford, *Wilmington* (Del.) *Every Evening,* association president, will preside at the sessions. John H. J. Kuntz, *Lancaster* (Pa.) *Intelligencer-News Journal* is secretary-treasurer of the group.

Other speakers will include: K. F. Channon, *Audubon* (N. J.) *Dealer;* J. J. Carr, *Beverly* (N. J.) *Dealer;* Joseph B. Taylor, *West Chester* (Pa.) *Local News;* F. M. Hetrick, *Altoona* (Pa.) *Mirror;* W. B. Wilson, *Washington* (Pa.) *Observer and Reporter;* B. C. Still, *Baltimore Sun;* Vattier Snyder, *Pittsburg* (Pa.) *Chronicle-Telegraph;* and W. D. Miller, *Washington* (D. C.) *Post.* H. C. Lee, *Philadelphia Inquirer,* and R. L. McLean, *Philadelphia Bulletin.*

Jacksonville's and Florida's

BUILDING ACTIVITIES bring BUYING ACTIVITIES—an increased buying power that may be directed to your benefit. Circulation takes care of that.

JACKSONVILLE'S BUILDING PERMITS FOR FIRST 8 MONTHS, 1925-1926.

	1926	1925
January	$1,383,555	$374,467
February	1,436,530	404,620
March	1,516,203	642,592
April	2,088,100	654,384
May	2,103,185	724,154
June	2,197,109	802,803
July	2,253,415	802,806
August	2,720,590	1,177,363
Totals	$15,698,687	$5,583,269

BUILDING PERMITS FOR PRINCIPAL FLORIDA CITIES AUGUST, 1926.

Jacksonville	$2,720,590
Miami	2,088,025
Coral Gables	1,615,000
Tampa	1,314,518
Orlando	1,012,356
St. Petersburg	881,000
Miami Beach	447,110
West Palm Beach	438,924
Winter Park	301,000
Winter Haven	283,600
Lakeland	170,935
Clearwater	142,920
DeLand	124,150
Sarasota	121,721
St. Augustine	120,040

The Florida Times-Union

JACKSONVILLE

Four Suburban Rotogravure Sections of The New York Times

A fourth tabloid suburban rotogravure section, published with the Sunday edition of The New York Times, will be inaugurated September 12. It will contain 16 pages of pictures of interest to the section of New York City north of 110th Street—the Bronx, Harlem, Morningside-Washington Heights—and will be distributed only in that territory.

Sixteen-page tabloid suburban rotogravure sections are now issued with the Sunday edition of The Times, in addition to the regular full-size rotogravure section, and distributed where specified, as follows:

	Net Paid Circulation
1. **Westchester and Connecticut Section—in Westchester, Putnam, Dutchess and Rockland Counties and Connecticut**	59,000
2. **New Jersey Section—throughout New Jersey**	78,000
out Long Island	92,000
4. **Bronx, Harlem and Washington Heights—first issue Sunday,**	
3. **Brooklyn and Long Island Section—in Brooklyn and through- September 12, in territory north of 110th Street, Bronx, Harlem, Morningside-Washington Heights**	63,000
	292,000

Each suburban section contains local pictures—social affairs, groups of familiar faces, civic bodies, sports, current events, and offers the advertiser a medium which has intense local interest together with the prestige of The New York Times.

The New York Times prints a greater volume of rotogravure advertising than any other newspaper in the world, publishing 631,902 agate lines of rotogravure advertising in eight months this year, a gain of 107,936 lines over the corresponding period of 1925 and 301,738 lines more than the second New York newspaper with rotogravure sections.

Net paid circulation of the Sunday edition of The Times is in excess of 600,000. Total net paid circulation of the four suburban rotogravure sections is 292,000 copies.

Advertising Rates
Suburban Rotogravure Sections

	Per Agate Line
Any one section	$ .40
Any two sections	.75
Any three sections	1.10
All four sections	1.50

Mechanical Requirements

Size of page—5 columns wide
Width of column—12 ems pica
206 lines to a column
1030 lines to a page

[*Advertising forms close 12 days in advance of publication.*]

U. S. PRESS CONGRESS DELEGATION MEETS ABOARD S.S. CARMANIA

Glass Named Member of Geneva Resolutions Committee at First Mid-Sea Meeting—M. Koenigsberg Upholds Reportorial Power as Peacemaker in Farewell Speech

(*By Wireless to* EDITOR & PUBLISHER)

ABOARD S. S. Carmania, Sept. 9.—North American delegates to the Press Congress of the World in Geneva Sept. 14-18 held their first meeting in mid-Atlantic yesterday, with President Walter Williams presiding, assisted by J. W. Brown, publisher of EDITOR & PUBLISHER, secretary of the congress.

Frank P. Glass former editorial director of the *St. Louis Star,* was elected a member of the Geneva resolutions committee to represent the United States, and Joe Mitchel Chapell, special newspaper writer, was made chairman of a committee to suggest resolutions.

All members of the delegation are enjoying the voyage despite a strong head sea and stiff breezes. Many publishers are becoming ship sportsmen, taking up deck tennis, quoits, and shuffle board games.

Capt. F. G. Brown reported today that the ship would dock in Havre at noon Sunday, Sept. 12. The delegates will proceed first to Lausanne, arriving there Monday and in Geneva, Tuesday.

Departure on the S. S. Carmania was without incident, following a busy three days of entertainment in New York. The final luncheon to the delegates was given Sept. 3 by M. Koenigsberg president of the International News Service. Mr. Koenigsberg in an address to the group urged the American police reporter as a substitute for an international police force in achieving world peace.

Mr. Koenigsberg said:

"You are going to the theatre, indeed, to the very center of the stage of international peace conferences. On every hand you will hear discussions of the struggle to lead the world into some sort of international compact to assure peace on earth.

"I believe it is agreed that in the search that is being made for a method to assure peace between the nations of the earth no program has yet been evolved that does not include a central authority —an agency to avert clashes between national ideals and to compose differences between conflicting national interests. I believe it is also agreed that such an authority could not function without the power to apply force. Therefore, after all, the quest is for an international police force.

"I want to enlist your sympathy for my proposal that the surest, quickest, safest and most far-reaching method to establish world peace is to substitute for an interenational policeman the American police reporter.

"By this I mean that the ideals of the American police reporters, if adopted by the press of all the world and applied to the operation of news services and newspapers throughout the world, would make unnecessary any other struggle to avert international misunderstanding.

"I think we all share the belief that international conflicts are made possible only by international misunderstandings. The great yearning of those who wish to establish world peace is for an assurance of the truth to avert international misunderstandings.

"No one can always secure and determine what is the truth. But we can always get the facts. If a man says something it is a fact that he said it though what he says may not be the truth; though what he says he may think is the truth or may deliberately misrepresent. But because we know that he said it and we know who said it we are in position to judge for ourselves whether or not he is authorized and competent to speak for a group, a government or a national frame of mind.

"The ideals of the American police reporter, if adopted by the press of all the world and applied to the operation of news services and newspapers throughout the world, would bring the facts and only the plain, unvarnished, untarnished facts, to all people.

"American journalism, perhaps alone in the world, has traditionally abhorred the fashion of mixing propaganda with information. The anchor of this admirable and salutary policy has been the unwritten law instilled in every American editorial room into the minds of its reporters from journalistic infancy, that with every statement of fact or alleged fact should go the source of an authority for that statement.

"As you well know, the American police reporter seeks only the facts. When he gets the facts he not only presents them truthfully, but he tells where he got them. That leaves no loophole through which can wriggle the insidious, insinuating, anonymous but often diabolically effective influence of politics, self-interest and conspiracy.

"In international journalism facts can be made facts and kept facts only so long as they deal with straightforward statements assigned to the source responsible for them.

"I believe that if this principle, which American newspapers apply to the simple items of local and domestic affairs in their columns, will be religiously enforced in the publication of international news, it will do more than treaties, leagues or any other political systems toward establishing lasting understandings and substantial harmony between the many and different races, creeds and countries.

"American journalism has been the American salvation. We have had our wounds and we have sterilized and healed them with the sunlight of truth and the fresh air of free argument. Our internal conflicts have thus usually healed themselves. The rest of the world would do well to adopt our newspaper ideals and follow our newspaper methods. Centuries of secret entanglements and an ancient cobweb of international intrigue could be wiped away by clean, clear-cut American newspaper methods and the Old World would profit by a vigorous house-cleaning through it.

"With all the facts constantly before the eyes of all the world I believe the world will reach an understanding and a common point of contact for the settlement of differences other than war. And I recommend to American newspapermen, the protagonists of fact-reporting, that they present this hopeful cure to the editors of all other civilized nations."

The modern jam, composed of motor cars, jells much quicker than the old variety.—*Milwaukee Journal.*

245,990

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

August, 1926

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of August, 1926, was 189,419.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

GEORGE F. BABBITT

Noted Boston Editorial Writer and Paragrapher Dead

George Franklin Babbitt, for 25 years an editorial writer of the *Boston* (Mass.) *Herald,* died at North Scituate, Sept. 5, in his 75th year. Mr. Babbitt started his newspaper career on the *Boston Post* as a reporter after being graduated from Harvard. During Horace Greeley's time, he was active in the formation of the Newspaper Paragraphers' Association. In his days he was considered as the most famous paragrapher in the country. He had contributed to many papers, notably the Boston Herald, for the past 16 years, since his retirement from active work in 1909.

NEW S. C. PLANT

The *Statesville* (N. C.) *Landmark and Daily,* of which Pegram A. Bryant is publisher, is to have a new $21,000 home in the near future. Plans were recently made for a modern newspaper building to be erected thereon, and conditional contracts have been let for the building and equipment. Work will begin within the next ten days.

KANSAS WEEKLIES MERGE

The *Clayton* (Kan.) *News* and the *Clayton Citizen,* weekly newspapers, have been combined under the name of the *Clayton News.* M. C. Johnson is president and J. A. Wikoff, vice-president of the News company.

OELWEIN REGISTER'S SURVEY

The *Oelwein* (Ia.) *Register* has issued a four-page survey of its territory for distribution among national advertisers and advertising agencies.

There are too many wrecks in a one-track mind.—*Columbia Record.*

$500 PRIZE CONTEST LAUNCHED BY BUREAU

A. N. P. A. Subsidiary Seeks to Obtain Ideas on Best Methods to Advertise Newspaper Advertising—Opens Sept. 20

A $500 prize contest seeking ideas on advertising newspaper advertising was announced this week by the Bureau of Advertising of the American Newspaper Publishers Association, of which William A. Thomson is director. The contest opens Sept. 20 and closes Nov. 30.

The bureau has invited all persons who believe they can write good advertising copy to take part in the competition. Prizes are offered for the three best advertisements submitted to be divided as follows: first prize $300; second prize, $150; and third prize $50.

In addition to the prizes the bureau reserves the privilege of buying at $5 each 40 or more advertisements that do not win any of the leading prizes. Copy submitted must deal with the value of newspaper advertising to the national advertiser and must not exceed 200 words, it was announced.

BENNY IN HOSPITAL

Elmer Benny, of the New England sales organization of the Ludlow Typograph Company, is in a Springfield, Mass., hospital recovering from a fractured skull, received as the result of a fall. Until three years ago he was in the Ohio Valley district for Ludlow, and previous to that was business manager of the *Bayonne* (N. J.) *Daily Times.*

SATURDAY COMIC SECTION

The *Jefferson* (Ind.) *Evening News* recently added a four-page comic section to its Saturday edition.

The INDIANAPOLIS NEWS

The Indianapolis News has all three: Circulation leadership, editorial preeminence and advertising dominance. By any standard it is Indiana's greatest newspaper and supreme advertising medium. It has been for 56 years.

Dan A. Carroll, 110 E. 42nd, NEW YORK

J. E. Lutz, Tower Bldg., CHICAGO

Frank T. Carroll, *Advertising Director*

Something to tie to



IN THE language of the old river-man, "something to tie to" meant a rock or tree that was solidly enough planted to hold the boat against all the power of wind and current. "Something to tie to" meant stability to trust.

This simple phrase has become current in our language. It has not lost its meaning. *And nowhere in all the rush of American life is "something to tie to" more important than in the choice of a newspaper.*

PUBLISHING has undergone many changes. Favorite journals have disappeared. Ownership has changed again and again. New money has brought new voices to be heard. "Who speaks?" is a fair question when any newspaper utters an opinion.

In this shifting scene, steadfastness, which has been a principle of Scripps-Howard journalism since its beginning in 1879, is valued more than ever by the readers of these newspapers. *Scripps-Howard fearlessness, honesty of opinion and independence of control furnish something for the public to tie to.*



SCRIPPS-HOWARD

HERE is the most potent reason why Scripps-Howard newspapers enjoy the confidence of more than a million and a half families in twenty-four cities. *They are dependable; they can be counted upon for accurate news and for sane and constructive liberalism in policy.*

The highest reward of journalism is the respect and confidence of newspaper readers. This, the Scripps-Howard organization values above all else.

SCRIPPS-HOWARD NEWSPAPERS

MEMBERS AUDIT BUREAU OF CIRCULATIONS

Cleveland (Ohio) - - -	Press	Denver (Colo.) - - -	Express
Baltimore (Md.) - - - -	Post	Toledo (Ohio) - - -	News-Bee
Pittsburgh (Pa.) - - -	Press	Columbus (Ohio) - - -	Citizen
San Francisco (Calif) - -	News	Akron (Ohio) - -	Times-Press
Washington (D. C.) - - -	News	Birmingham (Ala.) - - -	Post
Cincinnati (Ohio) - - -	Post	Memphis (Tenn.) - - -	Press
Indianapolis (Ind.) - - -	Times	Houston (Texas) - - -	Press

MEMBERS OF THE UNITED PRESS

Youngstown (Ohio) -	Telegram
Ft. Worth (Texas) - - -	Press
Oklahoma City (Okla.) -	News
Evansville (Ind.) - - -	Press
Knoxville (Tenn.) - - -	News
El Paso (Texas) - - - -	Post
San Diego (Calif.) - - -	Sun
Terre Haute (Ind.) - - -	Post
Covington (Ky.) -	Kentucky Post*
Albuquerque (N. Mex.)	State-Tribune

** Kentucky edition of the Cincinatti Post.*

ALLIED NEWSPAPERS, Inc.
National Representatives
250 Park Avenue, New York, N. Y.
Chicago Seattle Cleveland
San Francisco Detroit Los Angeles

ABOLITION OF 2% CASH DISCOUNT URGED BY PRESS FIELD MANAGERS

Abuse of System by Agencies Cause for Action, Bemis Declares —Uniform Billing Invoice for Publishers Proposed

By NORMAN J. RADDER

FIELD managers of state press associations openly declared war on the present two per cent. cash discount to advertising agencies at their recent annual meeting in St. Paul, when they passed a resolution approving abolition of the system.



BEN H. READ

Abuse of the privilege by agencies was given as the chief cause for the action.

Edwin A. Bemis, president of the field manager's group discussed the resolution in the following statement to EDITOR & PUBLISHER:

"Believing that the 2 per cent discount privilege had become so badly abused that the newspapers throughout the country had come to a point where they deemed it advisable to discontinue it, the state press field men, in their annual meeting at St. Paul, Aug. 25-30, passed a resolution pledging their support to the abolishment of the 2 per cent discount idea.

"This move on the part of the field men was made after a very deliberate discussion of that particular problem, and was taken only in the interest of better business methods and a better relationship between the newspaper industry and the advertising agencies.

"In many cases the 2 per cent has been, and is being, deducted when remittances reach the publishers from 30 days to several months late.

"The 2 per cent idea was originated for the specific purpose of encouraging early settlement of accounts and to obviate extra billing and book-keeping costs, but through the past years it has developed into nothing more than an added commission for obtaining the business.

"In allowing 15 per cent discount, the regular agency commission, editors generally feel that they are paying all that should be required as commission for the advertising.

"The movement in no way involves the integrity, or credit standing of the agencies, but is but a notice to all users of newspaper space that the publishers are abandoning the idea of an additional discount. While this may be cause for a condition of slower settlement from home agencies, yet there is little doubt but that the agencies which stand high with the publishers will continue to make early settlements."

The resolution passed by the field men follows:

"Resolved that we pledge our co-operation with efforts now under way or that may be attempted by the newspapers of the country to dispense with the 2 per cent cash discount now being taken by advertising agencies."

The jumble and maze of billing invoices now used by publishers cries for standardization, George W. Cushing, of McKinney, Marsh & Cushing, Detroit, told the convention. Mr. Cushing's agency handled Ford advertising and the experience he related was based on his agency's relation with 10,000 daily and weekly papers.

The convention, in an attempt to bring some semblance of order out of the chaos of billing methods, passed a resolution advocating a uniform invoice for weekly newspapers. Herman Roe, president of the National Editorial Association, and Herbert Hotaling, secretary, who were in attendance at the field managers' convention, promised the co-operation of the N. E. A. for the uniform invoice plan.

Detroit, Mich.,_____ 192

THE BLANK PUBLISHING CO.

Publishers of

THE NAME OF YOUR PAPER
ADDITIONAL PAPERS OR EDITIONS (if any)

Slogan can be set here

Address of Agency or Advertiser
can be used in Open
Faced Envelope

Month of_____ Advertiser_____

Date	Description	Edition	Lines Inches	Rate	Gross	Net

DUE A Cash Discount of 2% will be allowed on current charges if paid by 15th of month 15th

Proposed standard billing invoice

Plates will be made of the standard form and these plates will be distributed to field managers and state vice-presidents of the N. E. A.

In suggesting a uniform invoice, Mr. Cushing said:

"This suggested invoice is no more complete or practical than many now in use, but the majority of publishers are using forms that lack the essentials necessary for the advertiser or agency properly to pass them for payment.

"Some invoices carry so little information that it is almost impossible to recognize the publication or the advertiser, thus causing delay, expense of handling, and sometimes inability to pay at all.

Mr. Cushing declared that all invoices should carry the following information:

1. Town, state and date.
2. Name of the paper or papers published. (Name of publisher is not necessary, but may be included if desired.)
3. Name of advertiser or agency.
4. Date of insertion.
5. Edition (if more than one is printed.)
6. Number of lines or inches.
7. Rate, gross and net.
8. Agency terms and cash discount dates.
9. Description of ad is often necessary.
10. Checking proof informaton.

Mr. Cushing recommended a size 6¼ by 10½ or 6¼ by 7, both of which would cut without waste.

While the more flagrant cases of carelessness in billing were found among invoices of weekly newspapers, yet Mr. Cushing's exhibit showed that dailies are by no means perfect in this regard.

The forms suggested by Mr. Cushing carried a provision allowing for a 2 per cent cash discount. The convention voted to cut this out of the standard form to be distributed by the N. E. A.

In its 5-day session, the conventi discussed advertising, rates, local a national differentials, state associatio rate books, free circulation, subscripti trade acceptances, printing as a preferr claim, the financing of the field secretar and extension of the field manager pla

Dissatisfaction with the Americ Press Association as the representati of the weekly paper in the national fie was expressed in the following resol tion:

"Resolved, that we are not in syr pathy with many of the policies a practices of the American Press Ass ciation, believing that same are not co ducive to the permanent development national advertising in the country press

Promotion of the country newspap as a medium for national advertisi could best be carried out by its ow organization—the National Editori Association—in the opinion of the co vention. With this in view a resoluti was passed which reads in part:

" * * * We further recomme that the N. E. A. give a thorough i vestigation to the plan of issuing national advertising rate book to inclu all the weekly papers of the nation."

In connection with the activities of t N. E. A. in the national advertising fiel the convention urged the association "undertake the establishment of a pl of guaranteed circulation statements f weekly newspapers and to confer wi the Audit Bureau of Circulation" in a attempt to find a way to guarantee circ lation of small papers.

All officers were re-elected as follows Edwin A. Bemis, Littleton, Col., pres dent; Len W. Feighner, Nashville, Mich vice-president; and Ole Buck, Harva Neb., secretary-treasurer.

The directors are Ben H. Read Los Angeles; G. L. Caswell of Ame Iowa, and O. W. Little, Alma, Kan.

In addition to those mentioned, oth field managers in attendance at the co vention were Sam S. Haislet of Minn apolis, Fred Kennedy of Seattle, E. Tucker of Ames, Iowa, and J. Hubbard of Columbia, Mo.

The next convention will be in Kans City.

Our Customers Write Our Ads

Bloomington, Ind., Evening World Says—

"We print *over 4,000 papers* of clear, sharp print on our DUPLEX TUBULAR press in 12 minutes *without the least trouble.*"

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

The DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

thoroughly and alone — COVER — *the Oklahoma City Market*

Circulation 140,000 daily. But that's only a part of the story—Not just any 140,000, but 140,000 prosperous families concentrated largely in Oklahoma City and its trading territory—140,000 of the most progressive, straight thinking families in Oklahoma—140,000 who believe in and respond to the advertising appearing in Oklahoma's largest morning and largest evening newspapers.

Circulation Daily 140,000
Sunday 83,000

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Detroit Atlanta San Francisco

The Best Buy in Buffalo Today

(Black and White *or* Roto)

Daily and Sunday, seven days a week, over one-half of all the newspaper readers in the Buffalo market territory call the Buffalo Times *"My Paper."*

Circulation and local advertising volume prove it!

Compare the rates.

BUFFALO TIMES

NORMAN E. MACK, Editor & Publisher

New York
Detroit

National Representatives
VERREE & CONKLIN, INC.

Chicago
San Francisco



Our Own World of Letters

By JAMES MELVIN LEE

THE editorial "Valentino and Yellow Journalism" occupies a page in *The Nation* for September 8. Its opening paragraph is an "attention-arrester" that "grips the reader" as the following quotation will show:

> Public sobbing, onion-produced tears, and peach-colored extras made the illness and death of Rudolph Valentino a startling and hideous orgy of sentimentalism. Lines of the curious eleven blocks long waited in the rain to see his body; women screamed and fought for a glimpse of him. Was this demonstration a revelation of "the American mind" or was it a phenomenon of publicity produced by the press?

Nothing is said in the editorial about the small amount of newspaper space devoted to the passing of Charles William Eliot of Harvard, but the way interest was created in Valentino is thus described:

> While Valentino was dying the newspapers made him into a colossus by the simple device of featuring everything about him; his breathing, his temperature, his ex-wives, and his bracelet. They could probably create a similar interest in any tolerably famous person whom they sought to exploit. They have done it at various times with Dempsey, Helen Wills, Harry Thaw, Gerald Chapman, and Calvin Coolidge. Only last month the papers of Los Angeles performed a similar feat with Aimee Semple McPherson. The mob likes familiarity.

Details are then given of how one paper in particular covered the death, not only in its news columns but also on its editorial page.

The concluding note struck in the editorial warns against censorship which would prevent such sensationalism because at the same time it might destroy many a pioneer of social idealism. The remedy suggested by The Nation is that "we must trust to a growing intelligence in the reading public to demand more accurate, honest news."

* * *

WHEN E. W. Howe, in 1911, retired from the active management of the *Globe* of Atchison, Kan., he found himself without a paper—for him it was almost like being without a country. And so he started a little monthly to which he gave his name. It soon became a favorite with exchange editors because of its cryptic comment on all sorts of topics.

From his contributions to his monthly Mr. Howe has brought a number together in "Ventures in Common Sense" (Alfred A. Knopf). To the new edition an introduction has been contributed by H. L. Mencken. The topics treated include women, religion, politics, business, literature, fools, professors, and—last but not least, as the country weekly would say—newspapers.

Most of us will agree with the indignation expressed about these topics except where Mr. Howe comments about the press. Commenting about editors in general, Mr. Howe says:

> Editors formerly poor are now rich and powerful; and instead of being dishonest men, they reek with virtue. They are not only good men; they are too good; they demand a perfection in business that they do not equal in their own business offices. It is absurd to say that these powerful, rich and intelligent editors are corrupt. They are as honorable in their dealings as other business men; but their greatness and power have turned their heads, and they have become insolent in demanding that the people dance attendance on their excessive virtue measures, and give freely to their too-liberal plans for community and social betterment.

Immediately following these remarks about editors in general Mr. Howe prints the following about one editor in particular—the big editor who has acquired a big circulation, a big advertising patronage, a big building, and a big fortune:

> Being rich himself, he advocates all sorts of public improvements, that they may become monuments to his memory; as the preacher insists on building a new and unnecessary church as evidence of his activity. The big editor is more insolent with his power than the rich are with their money, and pursues his enemies with a viciousness that will in time, I hope, be prohibited. He is the patron of all other visionary ladies and gents, and joins them in private consultations about the slowness of the people, and their lack of proper enthusiasm. Although always praising The People in print, the big editor really feels superior to them, and harshly criticizes them in his private conferences with fellow uplifters.

Mr. Howe frankly confesses that his publication is at times one of indignation. During one of these fits of indignation he penned the following about the press:

> The newspapers exaggerate the poverty of the poor and the riches of the rich; they exaggerate the importance of the Old Flag; they exaggerate the importance of our schools and churches, the patriotism of old soldiers, and the importance of a Free Press. In advocating truth, they are untruthful; in advocating justice, they are unjust; in teaching fairness, they are unfair; in their eagerness to attack wrong, they accuse honest men of wrongdoing; in fighting demagogues, they become demagogues; in sympathizing with the poor, they are unjust with those who have worked their way out of poverty, and are the best friends of the poor; in their devotion to the public, they often demand so much as to become enemies of the public.

The sage of Potatoe Hill Farm certainly does not believe in sugar-coating the pills which he gives to fellow editors. Sometimes Mr. Howe suffers from indigestion, but in spite of that fact he is one of the finest fellows we have ever met. His little monthly never goes unopened.

* * *

THE September issue of *The Iowa Journalist* gives, relatively speaking, considerable space to "The Best Weekly in the United States"—the *Walton* (N. Y). *Reporter*. The title was awarded by the National Editorial Association. The Reporter is a great weekly—and no one knows it better than myself. I was once connected with a newspaper in an adjoining county and so I know of its excellence from first-hand experience.

This August issue also passes along a bouquet to EDITOR & PUBLISHER for "its leadership in the fight to enable George R. Dale of Muncie, Ind., to carry his libel case to the United States supreme court." The bouquet is tied with this string:

> Until this case is settled right, the newspapers of the United States have not won the fight for freedom which was begun by William Bradford in Pennsylvania and continued by John Peter Zenger in New York.

Publishers of community weeklies will be interested in the article, "A Study of News Evaluations," based upon a survey of 31 respective weekly newspapers in Iowa and Illinois. The weeklies selected represented every type from the least to the most prosperous.

The Iowa Journalist is published by the School of Journalism of the University of Iowa, Iowa City, Iowa.

* * *

MERLE THORPE, editor of *The Nation's Business* at Washington, is the author of the pamphlet, "Fringe Markets," based upon his address before the National Industrial Advertisers' Association of Philadelphia, June 23, 1926.

A popular fallacy about advertising is thus set forth:

> A Harvard professor calls advertising simply "puffing" and a direct charge on the consumer which spells waste in large letters.
>
> A jewelry clerk told a customer in my hearing the other day that Rogers' silver cost more than another just-as-good brand because Rogers spent $7,500 for a single page of advertising!
>
> My own experience with a hat salesman was similar. This clerk showed me a hat which he said was the best value on the market. I asked him why it was better than a Knox.
>
> "Because," he said, "this manufacturer puts his money into the hat instead of into advertising."

How should this fallacious argument against advertising be met? Here is the answer of Mr. Thorpe:

> It is the ignorance of advertising on the part of the public that has caused Congress, the public's representatives, to place a tax on mass selling. No one would think of taxing mass production.
>
> In the old days a man made his goods and went out and peddled them. As he prospered he hired a man to do the peddling. It would take several million peddlers today to sell the output of American factories.
>
> Advertising has taken the place, in much more economic fashion, of those million peddlers.
>
> We know there are wastes in advertising, just as there are wastes in manufacturing, in transportation, in retailing. But advertising on the whole is a necessary tool in this age of mass production and we should not be ashamed of that tool.

Copies of the booklet for those who want to know other interesting facts about the "fringe market" may be had upon application to Merle Thorpe, The Nation's Business, Washington, D. C.

* * *

A RECENT issue of *Commerce Reports*, the official government publication, contains an article on "An American Daily Newspaper for Shanghai" by Julean Arnold, commercial attaché of Shanghai, China. This paper, according to Mr. Arnold, is to be owned and edited by American citizens who have resided in China for several years and who have been identified with the development of American commercial and other interests in China. The title of the paper has not yet been selected, but the publishing company has been incorporated as "The American Publishing Company."

Details about the paper are thus given by Mr. Arnold:

> Attention is called in the prospectus to the fact that although Shanghai has one of the largest American populations of any city outside of the United States, it is the only important city in the Far East without an American newspaper. The statement is made that Shanghai has American schools, clubs, churches, shipping, banking, insurance, and mercantile firms, and that obviously it should have a newspaper under American control and management which will present American opinion and point of view on the many local and international problems which arise. This is of importance, states the prospectus, not only to Americans but to Chinese and nationals of other countries who want to know American opinion, for "without an organ to lead, express, and interpret the opinion the American community must remain inarticulate and play a minor or negligible part in the affairs of Shanghai, and in view of the readjustments which are being made in China this is a situation fraught with danger."

He then goes on to say that the chief policy of the proposed newspaper will be the exchange of news between America and China. The equipment will be purchased in America. An analysis of Shanghai as a newspaper field shows a foreign population of about forty thousand of which more than one half are English reading. Of the Chinese population of 2,000,000 it is said that about 50,000 can read English. It is planned to staff the paper, so far as it is possible, with American trained men.

PHOTO ILLUSTRATORS UNITE

Eight New York photographic illustrators have formed an association called Photographic Illustrators, Inc., designed to increase the use of this form of illustration in advertising copy. Organizations participating are the Fab Studio, Inc., Alfred Cheney Johnston, Mua Studios, Steichen, Oliver C. Underhill, Underwood and Underwood, H. William and Winemiller and Miller, Inc.

K. C. STAR STARTS ROTO

The *Kansas City Star* has started a Sunday rotogravure section.

CIRCULATION BUILDING SUPREMACY

We opened 1926 with the greatest newspaper campaign ever conducted, and secured over $300,000 in prepaid subscriptions for The Cleveland Plain Dealer. We can attain similar success for you!

THOUSANDS OF NEW, PREPAID, BONA-FIDE HOME-DELIVERED SUBSCRIBERS SECURED IN TEN WEEKS' TIME

HOLLISTER'S
Circulation Organization

Wire or Write us at 717-718 Commercial Exchange Bldg. LOS ANGELES

THE PEOPLE OF ARGENTINA PREFER PICTURES

LA PRENSA

OF BUENOS AIRES

was the *first* newspaper in South America to buy and install a Rotogravure plant in order to satisfy this preference. The success of the supplement was such that it became immediately necessary to order a second large Rotogravure press.

Your advertisement in La Prensa's 8 page Rotogravure Section is assured of an average net paid circulation of **290,000** a larger audience than that reached by any other publication in the country. Every advertising campaign in Argentina should be based on the producing power of

LA PRENSA

JOSHUA B. POWERS
Exclusive Advertising Representative
250 PARK AVENUE, NEW YORK

FREE A booklet of facts, "Argentina as a Market for American Products" mailed free on request.

"South America's Greatest Newspaper"



As many faces as you need in standard, interchangeable magazines, ready for use on either type of Linotypes:

SINGLE DISTRIBUTION
OR
MULTIPLE DISTRIBUTION

Mergenthaler Linotype Company

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Representatives in the Principal Cities of the World

Linotyped in the Cloister Family

SINGLE DISTRIBUTION

One, two or three interchangeable main magazines

MODEL 8
without auxiliary magazine

MODEL 14
with auxiliary magazine

Also built as Display Linotypes
MODEL 21—without auxiliary
MODEL 22—with auxiliary

MULTIPLE DISTRIBUTION

Two interchangeable main magazines

MODEL 25
without auxiliary magazines

MODEL 26
with two auxiliary magazines

Faces from all magazines mixed in the same line

S20.26.8-F

An Industria

A New Conce

OUR engineering policy is based upon the conviction that delay machinery, whatever its price, or permit its machinery to deteri

Our machines, therefore, are built wholly regardless of the cost of th respects they are the best the metallurgical and engineering sciences

Not only do we build our machines so well that they need the r happen to require. For this purpose our service department is ope inspects regularly every Wood Machine in use, without cost to its ow

These practices have borne such good fruit, that we are now ab our guarantee the time limit and m Machine remains in the hands of i and its owner is permanently insur

Moreover, he is entitled to ha time the benefit of the oversight of and maintenance, wherever he ma

Although the foregoing policies are in a them sufficient to discharge the entire duty o to supply the machinery upon which the s right to expect the manufacturer to forecast t entitled to demand that a part of his earning productive and economical machinery for th

Belief in this has led us to establish a phenomena involved in the work of producin tion, improving quality, reducing operating co are not content to have our establishment reg to be valued for the daily service it renders a of permanent practical worth to the newspap

HENRY A.
P

WOOD NEWSPAPER M
501 Fifth Av

INSTALLATION

ESTABLISHED 1848

Brooklyn Daily Times

TIMES PLAZA BROOKLYN, N. Y.

August 24th, 1926

Wood Newspaper Machinery Corporation,
501 Fifth Avenue,
New York City.

Gentlemen:

We want to congratulate you heartily on the rapid and successful installation of our new Double Junior Autoplate equipment.

The dismantling of the old equipment began at one o'clock Sunday morning, July 4th, and the new equipment was turning out plates at four o'clock Monday afternoon, July 5th. The new equipment took its place on the floor of our foundry on the same location previously occupied by the old machinery.

We want you to know that we appreciate this splendid cooperation, and do not know how any installation could have been completed more rapidly or more successfully.

Very truly yours,

Fremont C. Peck,
Publisher.

FCP/JBL

INNOVATION

ion of Service

blication are so costly that no newspaper can afford to use inferior

rials, workmanship and engineering skill that go into them. In all three duce in a modernly equipped and scientifically administered plant.

m of attention, but we furnish instantly such service as they may operating twenty-four hours a day. Furthermore, our field force

nounce a policy that is new in industry. We have eliminated from perpetual. So long as a Wood nal purchaser, this warranty holds inst defective construction.

nout cost during the whole of that rvice department in its operation the United States or Canada.

of prevailing practice, we do not consider facturer to those who depend upon him f their business depends. They have the anical requirements of the future; and are voted to the development of even more

laboratory for investigating the physical wspaper, with a view to increasing produc- lessening working space and waste. We erely as a business enterprise; we wish it s contribution of new thoughts and tools try.

E WOOD

NERY CORPORATION
ew York

MAINTENANCE

Elzey Roberts. Publisher
T. L. Ryan, General Manager Frank W. Taylor, Jr., Managing Editor

THE ST. LOUIS STAR

Star Building Star Square

August 17, 1926.

Wood Newspaper Machinery Corp.,
501 Fifth Avenue,
New York City.

Gentlemen:

You certainly did take quick action on our telegram that reached you at 4:15 P. M. Tuesday, August 10th, telling you of a serious break-down in one of our Junior Autoplates and requesting that you send us two gears by aeroplane mail. The gears arrived in our office Wednesday morning, August 11th, about 11 A. M.

This is the kind of service that will make your already great firm greater.

Very truly yours,

THE ST. LOUIS STAR,

T. L. Ryan,
General Manager

TLRyan.
MB

EDITORIAL



Behold, I send you forth as sheep in the midst of wolves: be ye therefore wise as serpents, and harmless as doves.—St. Matthew; X, 16.

ADVICE TO MR. COOLIDGE

THE time has come firmly to advise President Coolidge to discontinue his "spokesman" conferences with the press. All political questions aside, Mr. Coolidge should do this in the interest of the press and the orderly processes of public opinion. "Unofficial spokesman" diplomacy may be a clever political device, but it is very damaging to the newspapers.

No one will dispute the statement that the incident of the past week was harmful to the reputation of the press for accuracy of statement. The people of the United States believe Mr. Coolidge tells the truth and when he asserts that the newspapers have misquoted the "unofficial spokesman" the burden of responsibility falls on the press. As a newspaper's chief asset is the confidence of the reading public a Presidential repudiation of a published statement of fact may be regarded as of incalculable harm. The mischief that is being done in the field of public opinion by these "unofficial" announcements, which within a few days are "officially" denied, may be very great indeed.

It may be said that the newspaper reader of discernment has been able to discover for himself that the "unofficial spokesman" is indeed the President himself, but the answer to that suggestion is that the rank and file of readers are not abstract thinkers and that the flow of denials from the White House during the past two years or more must have very materially shaken public confidence in the reliability of the newspapers and their political representatives.

On Friday, one week ago, Mr. Coolidge talked to the newspaper men at White Pine Camp as the "unofficial spokesman" and all accounts agree that he discussed the international armament situation. The page one headline that the *New York Herald Tribune* put over Carter Field's story read, "President Warns Europe to Cut Arms or See U. S. Build Biggest Air Fleet." Mr. Field's lead read as follows: "President Coolidge today served notice on the world that unless there is an armament limitation agreement the United States will go ahead with the development of naval aviation even to the point predicted by Secretary of the Navy Wilbur, which would make America lead the world in this branch." As this vitally important account proceeds the reader is informed that it is based upon remarks made by the "official spokesman" of the White House. We have compared the account with other accounts and find them in general agreement. So the "spokesman" must have offered some substantial ground for these important assertions.

Three days later, after these threatening statements had been broadcast over the world, and the European newspapers had quoted their diplomats in strong and in instances even war-like interviews, Mr. Coolidge called the correspondents around him and with some show of anger repudiated the newspaper accounts, saying that his armament program had been misinterpreted. Herald Tribune did not publish this denial but *New York Times* said: "Mr. Coolidge expressed amazement that his attitude could have been misinterpreted," adding that he seeks reduction rather than increase in American armaments and those of other powers.

If this were an isolated instance it might be regarded as unfortunate and be quickly forgotten, but "unofficial spokesman" diplomacy has become so insistent and absurd, and we think destructive, that it is subject matter for the jokesmiths. To conserve the dignity of the office, as well as do justice to the press and the people, we feel that Mr. Coolidge should discontinue the practice and if he feels that he cannot speak on any subject with full authority for publication in quotation marks he should remain silent. The present system makes only for misunderstanding and confusion worse confused.

There are plenty of precedents for Mr. Coolidge if he decides to discontinue his "unofficial" conferences. President Wilson came to the decision and stopped talking. President Roosevelt's administration was seriously marred by his occasional strenuous repudiations of interviews for diplomacy's sake and the disagreeable business finally resulted in the brandishing of the short and ugly epithet. Perhaps a President should never be quoted. Perhaps a President should speak plainly to the people through the press on all subjects, and stand behind his statements. But certainly, pride and honor and many practical considerations, should prevent any President from speaking unofficially and repudiating his remarks when it is diplomatically expedient to do so.

In the circumstances, EDITOR & PUBLISHER advises Mr. Coolidge to dump the "unofficial spokesman" into some convenient Adirondack lake and return to Washington free of his destructive influences. We are no judge of the temper of the newspaper men of this country if this opinion does not reflect the popular professional view.

Buoyant youth is valued in newspaper offices because of its sublime vision of possibilities—don't discourage it!

CHARLES HOPKINS CLARK

THE flood of tributes from prominent people that poured into newspaper columns following the death of Charles Hopkins Clark, editor of *Hartford* (Conn.) *Courant,* indicated the high position that this newspaper man had established for himself through his works. It reflected the respect in which the aged editor was held, both locally and throughout the nation. Mr. Coolidge expressed the general view of the profession when he wrote of Mr. Clark: "He always represented the best that there is in American life."

In his quiet way Mr. Clark went about his duties in his home city and became identified with the most powerful factors of the local and state society. Melville E. Stone, who knew him intimately for more than 30 years, they being drawn together in the Associated Press enterprise, found him to be a man of sturdy character who felt that the responsibility of journalism was real and sought to execute a public trust with honor and credit. Mr. Clark was an able editor and good citizen.

The smaller the head the higher the hat.

AUTOMOBILE SAFETY

THE American newspaper is conceded to be the backbone of the fight to enforce traffic regulations that safeguard the people against the growing menace of automobile accidents. The annual toll of life and limb on the streets of the cities and roads of the country has taken on the proportions of a national horror. The condition creates a responsibility that cannot be evaded by any editor. Newspapers in hundreds of cities are using their finest talents to solve this vast new problem of American life. EDITOR & PUBLISHER seeks to shed light on the subject in this issue. We have made merely a random survey of the field, but find editors fighting automobile abuses in many cities. We shall appreciate word from any editor who has an idea to offer to the crying need for improved safety methods.

The automobile has contributed to the American public an incalculable measure of happiness, freedom, health, interest and practical service. It has changed the whole mode of life and vastly improved it. But so serious are the results of abuse of the automobile that its beneficence is being overshadowed and unless the horror of 22,500 fatalities in a single year is curbed, outraged public opinion will react against it, threatening alike desirable pursuits of the public and the automobile industry.

EDITOR & PUBLISHER'S suggestion to editors is to study the most advanced methods in traffic regulation and apply them to meet local conditions. Nothing is more certain to bring the reward of reader gratitude.

SUCCESS OBSERVATIONS

IT will not be disputed by newspaper executives o experience that Walter G. Bryan is an authorit on efficient methods in the advertising and busines offices. Mr. Bryan, we find in reviewing the transcrip of the proceedings of the Association of Newspape Advertising Executives, at Philadelphia, made a address fairly bristling with valuable technical infor mation which, through some mischance, appears t have been overlooked by the trade press. Here ar some of his observations:

Last year American newspapers wasted 300,000,00 pounds of newsprint, with a cash value o $12,000,000—unconscious waste! The amount o white paper turned out at the mills and the amoun turned out as finished newspaper product shows loss of about ten per cent. Of this, fifty per cen should be saved. The average newspaper executive i mistaken when he claims that his news print waste i "only about four per cent." Checked, it will be foun to be nearer ten per cent. If a newspaper's wrapper transit white, press room white, printed, bale an core total more than four per cent of the whol there is unnecessary waste. If free copies, returns over-runs, allowances, office copies, etc., exceed 1 pe cent daily and 1½ per cent on Sunday there is in efficiency.

Concerning classified advertising Mr. Bryan said "If the classified advertising rate is not as high as th foreign advertising rate, the paper is not efficientl managed." Classified linage now exceeds foreign an "stands to eventually outstrip local display." On on newspaper five girls made 50,552 telephone calls in year, secured 37,434 advertisements, 85,899 insertions and increased revenue $118,062.05 at a cost of les than four per cent.

Classified pages should yield 14 lines to the inch not 12 as usually happens. About 30,000,000 line of space with a cash value of $5,000,000 is lost an nually through failure to attend to this seemingl small detail. In the Hearst Organization Mr. Brya worked for a year and a half to get the 12-er standard adopted and clipping off the half em save three per cent on an annual newsprint bill o $20,000,000.

Some newspapers are satisfied when they collect 9 per cent of their classified accounts, but one news paper in Los Angeles succeeds in collecting 99 pe cent on a classified business of about 10,000,000 line per year. If more than ten per cent of classifie accounts are on a newspaper's books after the tent of the succeeding month the collection system shoul be shaken up.

Concerning subscriptions Mr. Bryan told of the ex perience of the old *Chicago Record Herald,* whe 23,852 new subscribers were put on in eleven month at a cost of only 42.2 each, by telephone solicitatio a crew of girls doing the work. This was less ex pensive and more effective than the work of a cre of bell ringers, who were offering free sets of dishe

Mr. Bryan advocated promotion. "Practice wha your advertising solicitors are preaching to the mer chants of your city," he said, adding that not 50 news papers in America are advertising consistently and per sistently.

He advocated spending five per cent of th revenue derived from classified and display advertisin for promotion.

In reference to rates, he said: "The most efficien way to increase linage is to increase rates. Thi applies to both classified and display. I speak fro 20 years' experience, without a single failure on tha score. If your newspaper is not operating on thi effective method of growth, it is not efficient. . . Henry Beverage of the *Portland Press Herald* i one year raised classified rates twice and gaine 200,000 lines, while his competitor lost. And h brought the net per line up until it exceeded bot local and foreign."

Philadelphia's Sesqui-Centennial is the most conspicuous sacrifice to ineffective press agentry that we can cite, but its promoters are still sold on "free stuff" which doesn't get printed and are broadcasting to editors a silly certificate of appreciation for "conspicuous service in assisting the directors by bringing the message before the public."

PERSONAL

JOHN C. SHAFFER, publisher of the *Chicago Evening Post,* accompanied by his wife, returned this week from Colorado where they spent the summer on their ranch, Ken-Carroll, near Denver.

John Stewart Bryan, publisher of the *Richmond* (Va.) *News--Leader* and president of the American Newspaper Publishers' Association is visiting friends in Belfast, Ireland.

Henry Justin Smith, managing editor, *Chicago Daily News,* has just returned from a trip to Europe ,and is writing a series of articles about Paris for the News.

R. C. Whinery, editor of the *Tonkawa* (Okla.) *News,* suffered painful injuries in an automobile accident recently.

IN THE BUSINESSS OFFICE

CLIFFORD H. HOUSE, local display advertising manager, *San Francisco Examiner,* has gone on a trip to Europe.

R. C. Caravati, of the advertising department, *Richmond* (Va.) *Times-Dispatch,* has resigned, to join the Virginia State Chamber of Commerce.

Jeff Barnette, formerly with the *Houston Chronicle,* has joined the business staff of the *Houston Press.*

P. W. Walsh, national advertising manager of the *Montgomery* (Ala.) *Advertiser,* was a visitor in New York this week.

Howard Welsh, for many years advertising manager of the *San Francisco Bulletin,* has joined the *San Francisco Chronicle* display department.

Frank E. Rutledge, formerly Brooklyn sales manager for Brown and Bigelow, has joined the *New York Evening Graphic* as a member of the national advertising department.

IN THE EDITORIAL ROOMS

CHARLES R. CORBIN, assistant managing editor, *Toledo Blade,* is acting managing editor during the vacation of William F. Hedrick.

Howard White, society editor, *New York Herald* Tribune has gone on a two-weeks' tour of the Adirondack and White mountains.

D. H. Bancroft, for several years oil editor of the *Shreveport* (La.) *Times,* has been named night managing editor of the *El Dorado* (Ark.) *Daily News,* and assumed that position on Sept. 1. Alex. H. Washburn has been promoted to managing editor of the Daily News and Evening Times, and Robert Hays has been named city editor.

L. M. Benedict, Columbus correspondent for the *Akron* (O.) *Beacon Journal* and the *Springfield Sun,* has resigned and will become associated with Myers Y. Cooper of Cincinnati, Republican candidate for governor of Ohio.

Beverly W. Smith has joined the staff of the *New York Herald Tribune.*

W. Clark Harrington, a reporter on the *Springfield* (Mass.) *Union,* recently had two musical compositions, "My Little Brown Shack and You" and "Lantern of Gold" published by the Harden Music Company, Inc.

Jerry McWilliams, of the *Newark Evening News* staff, has returned after a tour through the New England States.

George Flory, formerly police reporter for the *Chicago Evening American,* has resigned to enter the bond business.

Harley A. Grantham, editor of the *De Witt* (Ia.) *Observer,* is author of "Tag Ends" a collection of his writings which first appeared in a column conducted by him in a Cedar Rapids, Ia., daily.

James Copeland has joined the Orange staff of the *Newark Star-Eagle,* succeeding Frank J. Porter, who has resigned to become a professor of English and mathematics at Seton Hall, South Orange, N. J.

Harland Rohm is the newly appointed golf writer of the *Chicago Tribune,* taking the place made vacant by the resignation of Morrow Krum.

Paul N. Gottlieb, for years political editor of the old *Philadelphia North American,* is now executive clerk in the Department of the City Treasurer.

Frank Ridgeway, agricultural editor, *Chicago Tribune,* has been touring the northwest reporting crop conditions for the Tribune.

Ben S. Hibbs, former director of the department of journalism, K. S. T. C., Hays, Kan., has taken charge of the *Goodland* (Kan.) *News-Republic.*

Hubert C. Tillery, state editor of the *Richmond* (Va.) *Times-Dispatch,* has been ill for the last several weeks and will have to undergo an operation.

Philip Kinsley, staff reporter, *Chicago Tribune,* is in Tekamah, Neb., wiring stories on the bread and water treatment afforded bootleggers there.

Edward Lynett, Jr., who has been serving on the staff of the *Scranton* (Pa.) *Times* during the summer vacation, is planning to resume his studies at Holy Cross University.

Leland H. Reese, staff reporter of the *Chicago Daily News,* obtained an interview with President Plutarco Calles of Mexico this week.

A. J. O'Malley, city editor of the *Scranton* (Pa.) *Times,* has left on a six weeks' trip through the west. He will attend the convention of printers in Colorado Springs while away.

Arthur Sears Henning, Washington correspondent of the Chicago Tribune, has been covering the New Hampshire election during the past ten days.

James S. Gibbons has resigned as editor and manager of the *Scranton Sunday Dispatch.* For the time being John Durkan, former mayor of Scranton is serving as manager of the publication.

Albert S. Keshen of the University of Missouri school of journalism has joined the staff of the *Elizabeth* (N. J.) *Times* as suburban reporter.

Howard Cushman, formerly reporter for the *Buffalo Evening News,* has resigned to become manager of radio station WGR of the Federal.

James Kennedy, city editor of the *Newark Star-Eagle,* has returned from a two weeks' vacation.

Curtis Vinson has resigned as staff correspondent of the *Dallas News* and on Sept. 1 became director of publicity, Texas Agricultural and Mechanical College, College Station, Tex.

Miss Sylvia Ragon, a graduate of the University of Missouri school of journalism has joined the staff of the *Jeffersonville* (Ind.) *Evening News.*

Joseph A. Bush, head of the *Newark Star-Eagle's* Orange, N. J., bureau, is sojourning with his family at Cape Cod.

FOLKS WORTH KNOWING

CLARENCE E. WATKINS, editor and owner of the *Chillicothe* (Mo.) *Constitution,* is also president of the Northwest Missouri Press Association and a director of the Missouri Associated Dailies.



Clarence Watkins

Educated in the Chillicothe public schools, Mr. Watkins at 10 began newspaper work as carrier boy for the paper he now publishes. His uncle, William L. Watkins was then the owner of that paper. On the death of his uncle in 1912, the newspaper became the property of James E. Watkins, a successful attorney of Chillicothe and father of the present owner. The elder Mr. Watkins depended largely on his son for the successful management of the newspaper, and upon the death of his father C. E. Watkins assumed control, in January 1923.

Under his supervision, the Constitution has grown rapidly and has prospered. Many extensive improvements have been made in the plant, including the installation of a high speed web perfecting newspaper press.

W. W. Jermane, chief of the *Seattle Times* Washington bureau, spoke on "Experiences of a Correspondent in Washington" recently in Seattle.

HOLDING NEW POSTS

JOHN L. BRADFORD, from night editor, *Salem* (Mass.) *News,* to city staff, *Montreal Star.*

George W. Shaw, from copy desk, *Springfield* (Mass.) *Union,* to copy desk, *Hartford* (Conn.) *Times.*

Irwin F. Harrison, from city editor, *Sioux City* (Ia.) *Tribune,* to *Omaha* (Neb.) *World Herald* staff.

CHANGES OF OWNERSHIP

M. T. PAEHNE, Kansas newspaperman, more recently of Oklahoma and Texas, has purchased the *Burdette* (Kan.) *News* from E. Ray, of Garfield.

C. C. Charles, who recently sold the *Pilger* (Neb.) *Herald,* has purchased the *Ponca Nebraska Journal-Leader,* from E. B. Kingsbury who has been its editor the last 24 years. Mr. Kingsbury plans to retire.

H. W. Haislet has sold his *St. James* (Minn.) *Independent* to E. M. Cupper-

(*Continued on page* 28)

Central Press Service
Used in 47 States

with additional clients in Canada, Mexico, Central America, Panama, Porto Rico, Cuba, Hawaii, Philippines, China and France.

What further evidence need be given of the world wide scope of America's fastest growing news mat and feature service?

Now over four hundred subscribers with five hundred as the goal set for January 1, 1927. Hadn't you better

Investigate—

The Central Press Association

V. V. McNitt, President — Central Press Bldg., Cleveland — H. A. McNitt, Editor and Manager

In Making Your Plans for the Fall

Do Not Fail to Consider These

METROPOLITAN
Weekly Winners

STEPHEN LEACOCK
A. A. MILNE
PINNACLE FICTION
ZENITH FICTION
EXPLOIT and ADVENTURE
PRE-EMINENT ARTICLES

JUVENILE

SECKATARY HAWKINS STORY
HAWKINS CLUB PAGE

WEEKLY COMICS

ELLA CINDERS COLOR PAGE
By Bill Conselman and Charlie Plumb

DOWN THE ROAD
By Frank Beck

DICKEY'S DOGS
By Robert L. Dickey

Metropolitan Newspaper Service

Maximilian Elser, Jr. General Manager — *Earl J. Hadley* Associate

150 Nassau St. New York City

(*Continued from page* 27)

null of St. Paul, who took charge Sept. 1. The Independent was established by Mr. Haislet in 1914. He is a brother of Sam Haislet, field secretary of the Minnesota Editorial Association.

W. F. McQuitty has sold the *Alexis* (Ill.) *Argus* to Don McKelvey, who has been employed in the Argus shop.

Homer B. Gaston, for the last eight years editor of the *Richmond* (Ill.) *Gazette,* has purchased the *Antioch* (Ill.) *News* from John Horan and assumed management. He recently sold the Gazette.

Stanton Hudson, formerly publisher of the *Fort Scott* (Kan.) *Bourbon County News,* has purchased the stock of Dr. J. G. Sandidge and O. B. Strong in the *Mulberry Independent* and is now in charge.

The F. W. Hughes estate has sold the *Postville* (Ia.) *Herald* to William Klingbell, who founded the paper, which he sold two years ago to the late Mr. Hughes.

MARRIED

STANLEY N. TREW, foreman of the composing room, *Lethbridge* (Alta.) *Herald,* to Miss Dora Nimmons recently.

Billy F. James, of the *Kansas City Star* staff, to Miss Lucille Grace of Kansas City, last week.

Richard B. Dolbeare, son of Harris Dolbeare, publisher of the *Wakefield* (Mass.) *Daily Item,* to Miss Alice Preston at the Congregational Church, Wakefield, last week.

Marguerite Leah Breton, of the advertising department, *Springfield* (Mass.) *Union,* to Edward Joseph Cook, Jr., of Springfield, in Chicopee, Mass., Labor Day.

Emerson Reck, assistant sporting editor, *Springfield* (O.) *Daily News,* to Miss Hazel January, Sept. 6. With his bride he has left for Fremont, Neb., where he will direct publicity and act as instructor in journalism at Midland College.

Charles W. Pratt, editor of the *Pratt* (Kan.) *Daily Tribune,* to Miss Beulah Heldstrom of McPherson, Kan., recently.

Miss Ella May Margaret Anderson, bookkeeper, *Jamestown* (N. Y.) *Journal,* to Roy William Bader, linotype operator, *Jamestown Evening Post.*

John Leonard O'Neill, composing room employe of the *Boston* (Mass.) *Transcript,* to Miss Anna Elizabeth Bloomer of Malden in that city, Sept. 4.

Willis F. Forbes, city editor of the *Sioux City* (Ia.) *Journal* to Miss Myrtle Lillian Gleason of Sioux City, Aug. 28 at LeMars, Ia.

WITH THE SPECIALS

POWERS & STONE, INC., publishers representatives, New York, have been named to represent the *Poughkeepsie* (N. Y.) *Eagle News* in the national field.

Edwin S. Wells, Jr., is a new member of the Ford-Parsons Newspaper representatives company in the Wrigley Building, Chicago. Mr. Wells is the son of Edwin S. Wells, a well known Chicago advertising man who has been a member of the *Chicago Daily News'* advertising staff for many years.

SPECIAL EDITIONS

ELGIN (Ill.) COURIER-NEWS, 42-page Old Timers' edition, Aug. 30.

Marshfield (Wis.) *Daily News,* special Fair edition, Sept. 1.

Excelsior Springs (Mo.) *Standard,* 38-page National Resort Number, Aug. 29.

Massillon (O.) *Evening Independent,* Centennial section in rotogravure celebrating city's 100th anniversary, Sept. 4.

ON THE MECHANICAL SIDE

SPOKANE FALLS Typographical Union No. 193 recently celebrated its 40th anniversary. H. W. Greenberg, only living member who was among the seven organizers of the union, was one of those present. About 200 attended.

Everett Beckwith has resigned from the press room force of the *Batavia* (N. Y.) *News* to enter a business school. He has been succeeded by Robert Susat.

NEW PLANTS AND EQUIPMENT

JEFFERSONVILLE (Ind.) EVENING NEWS has just installed a new Linotype.

Shipment has been made to the *Los Angeles* (Cal.) *Record* of four Goss high speed press units, a color unit and one pair of folders.

NEW PUBLICATIONS

A. MATHIAS has begun publication of the *Cleo Springs* (Okla.) *Major County News* in a plant he recently purchased.

Mayfield (Wash.) *Record* published its first issue August 20. F. J. Oeltjen is editor and publisher.

SCHOOLS

H. BABCOCK, professor of English and journalism and editor of the *Virginia Gazette,* has resigned his position at the College of William and Mary, at Williamsburg, Va., to accept a similar one at the University of South Carolina. The Virginia Gazette, the South's oldest journal and the first newspaper in the United States to publish the Declaration of Independence, was revived and published by Professor Babcock in connection with his classes in journalism.

Evening courses in advertising will be continued this fall at the Northwestern University School of Commerce in Wieboldt hall on the lake front. The subjects offered include principles of advertising, advertising copy writing, advanced advertising copy writing, typography, advertising campaigns, direct-by-mail selling, general psychology and advertising psychology.

ASSOCIATIONS

CITY PRESS CLUB of Chicago were to hold a combination dinner-dance, theatrical and swimming party Sept. 11, at which "Red" Grange, football star, was to be the honor guest.

E. E. Beard, former president of the WASHINGTON PRESS ASSOCIATION has joined the state department of efficiency at Olympia.

First fall meeting of the DAYTON ADVERTISING CLUB will be held Sept. 15.

The annual convention of the WESTERN DAILY NEWSPAPER ADVERTISING MANAGERS ASSOCIATION OF CANADA was held at Banff, Aug. 16 and 17. Newspapers from every part of Canada from Victoria to Winnipeg were represented. H. Save, of the *Regina Leader,* was elected president for next year.

DALLAS ADVERTISING LEAGUE, at a meeting celebrating the 21st anniversary of *Holland's Magazine,* Dallas, was addressed by Col. F. P. Holland, publisher.

Kansas editor-golfers will hold their annual fall tournament at Arkansas City, Kan., Thursday, Friday and Saturday, Oct. 21-23, as guests of Arkansas City newspapermen and the Chamber of Commerce. W. R. Kercher, Topeka, editor of the Southwest Bell publication, is president and Angelo Scott, *Iola Register* editor, is secretary-treasurer of the Editorial Golf Association.

J. F. Halladay, secretary of the SOUTH DAKOTA PRESS ASSOCIATION, has prepared a newspaper exhibit for the State Fair being held at Huron, Sept. 9-13. Editors of the state were asked to submit two copies of their paper for display. The exhibit was mounted by Charles D. Byrne, editor of publications, South Dakota State College, Brookings.

James M. Yard spoke on "Advertising in China" at the Sept. 8, luncheon meeting of the BALTIMORE ADVERTISING CLUB.

The Kansas City chapter of the MISSOURI WRITER'S GUILD, INC. has organized a speakers' bureau among its members to meet the great demand for speakers. Clarence N. Cook is president. Another feature the chapter has installed is a manuscript bureau, where for a small fee, criticisms are made of manuscripts.

Members of the BOSTON NEWSPAPER GOLFERS' ASSOCIATION held a tournament last week at the Tedesco course at Swampscott. The winners for the day were: In Class A, Burt Whitman, of the *Herald,* 88-7-81; F. E. Drummond, *Post,* 102-20-82; W. A. Grimes, *American,* 93-10-83; J. A. Dipesa, *Italian News,* 106-22-84. In Class B, J. R. Kelley, *Post,* 115-13-102; M. G. Starke, *Post,* 122-10-112.

CHAMPAIGN (Ill.) ADVERTISING AND SELLING CLUB will begin its fall season Sept. 28 in the Beardsley hotel with Edward H. Stafford, president, presiding. Plans for the year provide for the appearance once a month of an out-of-town expert and the club will be conducted on a purely professional basis with membership restricted to actual advertising men. University of Illinois students studying advertising will be admitted.

W. G. Weagant of the *Chicago Herald and Examiner* won the gold medal in the qualifying round of the CHICAGO PRESS GOLF CLUB'S annual championship at Edgewater golf club this week. Second place was shared by J. H. Forrest of the *Chicago Evening American,* Harry Munzell of the Herald and Examiner and Fuller McGants of the American. Fred Lewis of the *Chicago Daily News* and Ernest L. Heitkamp of the American were tied for third.

FLASHES

It appears that the President cannot even escape the White House Spokesman when he is on his vacation.—*Dayton News.*

Clerk—You wish a birthday gift for your daughter? How about a dainty garter purse?

Father—No: it would be unwise for her to carry her money in plain sight.—*Capper's Weekly.*

A high pitched voice on the radio is said to have put out a fire; it has often put a quiet, loving soul out of his apartment.—*New York Evening World.*

Peggy Joyce will wed her fifth husband just as soon as his wife gives consent.—*Florence* (Ala.) *Herald.*

One does not need to ask if the hosiery mill which closed its doors was making them of silk or cotton.—*Dayton* (O.) *Daily News.*

An Oklahoma City woman who tried to shoot her husband's "lady friend" had bad aim and shot hubby instead. If she can't be given credit with a hit she is at least entitled to a sacrifice.—*Wichita Eagle.*

When it came time to return to America, Miss Ederle weakened and took a boat.—*Detroit News.*

Pretty often it takes more elbows than brains to push to the front.—*Bartlesville* (Okla.) *Enterprise.*

Aren't the Hoosiers the inconsistent folks, though? They praise their literary men and women and then shove an editor into jail for telling the truth.—*John R. Wolf in Milwaukee Journal.*

Another thing about naughty movies that offends people is that they never are as naughty as the advertising promises.—*Muskogee Phoenix.*

While it may have been a typographical error, the statement of an exchange that a man was "blinded by a flask of lightning" is entirely plausible.—*Florence* (Ala.) *Herald.*

Largest morning and Sunday circulation in the Greatest Market west of Chicago
170,000 Daily
390,000 Sunday
LOS ANGELES Examiner

Distinctive Advertising
Set on the Ludlow

Call the honor roll of America's greatest newspapers—there you will almost invariably find Ludlows.

It's the ability of this system to furnish unlimited quantities of display in the most modern faces from 6 to 60 point bold, extended and full-flowing italic included, that has made it the unanimous choice of papers which appreciate good composition.

That the Ludlow has saved them time and money as well, are added advantages. To know the Ludlow is to realize why it is the simplest, most practical system of setting display composition. Let us show you.



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
New York: 63 Park Row
Boston: 261 Franklin Street
LUDLOW QUALITY COMPOSITION

Suppose There Were No Editor & Publisher's

MARKET GUIDE?

It is inconceivable that any national newspaper campaign ever be entered into without first consulting just such a compendium of vital market statistics as is to be found in the Market Guide exclusively—between the covers of one book.

Suppose an Agency or a National Advertiser did not know about Editor & Publisher's Market Guide, or a copy of the book were not available?

To get the information which it alone contains—information that is supremely essential in determining upon trading areas to be reached, copy to be used and media to be employed—there are but two other courses to be pursued.

One is to buy any number of books, costing $8, $15, $25 or $100 each; none of them complete in itself; all of them filled with a vast amount of unrelated and irrelevant facts, from which the essential data must be laboriously dug.

The other is to send out several thousand questionnaires, replies from any considerable portion of which can be secured only after repeated follow-ups.

In either event, the material obtained will be undigested, un-edited, unverified, unreliable—biassed, probably, in many cases.

Think of the time and money involved.

But in Editor & Publisher's Incomparable Market Guide

all this material is already gathered, first hand, for the Advertising Agency and the National Advertiser; it is presented in just the right form; verified by checking and re-checking; edited by experts; confined exclusively to the facts needed in visualizing the exact trading conditions in each market under survey—facts which make easy decisions on both copy and media. IT IS READY TO BE USED.

The 1926 edition of the Market Guide will be published early in November, as part of the service of EDITOR & PUBLISHER to the advertising agency, the national advertiser and the daily newspaper publisher—a service which goes hand in hand with all the other big things EDITOR & PUBLISHER is continually doing for all three of these classes of its readers, whose larger interests are so closely intertwined and interdependent.

Note that the Market Guide is as much of a service to the daily newspaper publisher as it is to the advertising agency and the national advertiser.

For it presents an unrivalled opportunity to the publisher of the daily newspaper to get across the story of his paper to the men who buy space and influence the choice of media AT THE VERY MOMENT they are studying the potential buying power of the readers of his paper. That the Market Guide is an active, energetic, consistent builder of national linage in the local newspaper is indicated by the fact that so many of the daily newspapers, not only have display advertisements year after year in the Market Guide, but *increase their space.* That tells the story, does it not? Want to know more about it? No obligations. But be quick—as the forms close early in October.

EDITOR & PUBLISHER

A. B. C.
Charter Member

SUITE 1700 Times Building, New York

A. B. P.
Member

CLASSIFIED ADVERTISING

New York World Claims Largest Telephone Switchboard Equipment—Brooklyn Eagle Makes Bid for Second Place—Introducing Small Towners to a Classified Page



WHAT Frank MacCabe, classified manager, claims is the largest newspaper telephone switchboard equipment in the world, has been installed by the *New York World,* and went into operation this week.

In a room on the fourth floor of the Pulitzer Building, measuring 50 by 26 feet, 40 telephone "positions" constitute the visible portion of this huge installation. It is the invisible elements of it that make it notable among telephone rooms.

Both walls and floors, by means of cork insulation, have been so deadened that an ordinary conversation cannot be heard beyond a few inches of the speakers.

The installation consists of forty "positions," each attended by a skilled ad-taker. Each operator sits in front of a miniature switchboard of her own, termed a "monitor," each one of which contains 202 separate apparatus units, 80 tiny lights to indicate incoming calls, 240 individual wires, totaling length of half a mile, and 833 separate soldered connections.

In each of the four corners of the room is a larger, or supervisor's monitor. These four supervisors can instantly pick up any conversation from any other monitor in the room, and all calls requiring any discussion whatever beyond the actual taking down of the advertisement itself is immediately picked up by a supervisor and handled without interrupting the routine work of the ad-taker.

In turn, all 40 monitors are interlocked, so that an incoming call is registered at 40 positions. The instant it is picked up by any one operator the light goes out on the other 39 boards. Thus has "busy wire" been reduced to a minimum.

Designed by the engineering department of the New York Telephone Company and built by the Western Electric Company, it required five months to complete the manufacture and installation of the system, which is primarily served by 43 trunk lines connecting with local and long-distance lines. Large as it is, the new installation is regarded as only an initial unit, and it has been so planned that both the floor area devoted to it and its wire capacity may be doubled as the demand for increased service arises.

Last year the World received 848,166 insertions of classified advertisements, of which 577,259 were received over the telephone or nearly 2,000 every working day of the year, Mr. MacCabe said.

During the first eight months of this year the World has printed 1,273,796 classified advertisements, of which 629,398 have come over the telephone wires.

A close second place for classified telephone installations is claimed by the *Brooklyn Eagle,* of which Chester Nolan is classified manager.

The chief distinction of the Eagle's installation is that it has direct trunk line connection. It has 20 positions, which are not divided by partitions, Mr. Nolan reasoning that the walls simply caused discomfort to the operators.

The Eagle's new system went into operation this week.

Introducing small towners to the classified page has been well accomplished by Frank M. Keffer, owner of the *Van Nuys* (Cal.) *News,* a semi-weekly, which ran a total of 3,599 inches of classified advertising during the first three months of this year.

"When I determined to put over a classified page, I took the back page of the News, got a good head for it, and went out and canvassed nearly everyone I met on the street," stated Keffer. "Many conversations brought to light this or that article that a resident had for sale, or wanted to purchase. I stuck the advertisements in, in some instances without the advertiser's knowledge."

The first week the paper had a half column of classified ads. Most weekly publishers would have presumed that the saturation point had been reached, but not Keffer. He realized that the classified page would only be effective if it were made big enough to be a regularly read part of the News; that every additional advertisement would give cumulative pulling power to every other advertisement.

Almost from the first issue the advertisements sold themselves to the people. Most of them, being farmers, were not in the habit of making their wants known through the medium of the printed word; they needed an introduction to the classified page; but once they realized its power, they kept on speaking terms with it. It provided the farmers with a medium of barter.

Mr. Keffer says: "The smallest weekly can make the classified advertising section a regular feature, but he must show what it will do. He must make a demonstration, even if he derives no revenue from the page for six months. It will prove the greatest feature he can run in his paper."

The *Spokane Chronicle* recently sold a member of its local chamber of commerce's membership team space on its classified page to save him shoe leather in making rounds. This was the ad:

"WANTED—At least 1 live person to join the Spokane Chamber of Commerce by next Tuesday. Apply in person, 722 Peyton Bldg., or call Main 1448."

The member obtained his quota easily.

The *Seattle* (Wash.) *Post-Intelligencer* changed its classified charges from a line basis to a word rate, Sept. 1.

The *Boston* (Mass.) *Herald-Traveler* has opened a new classified ad office at 264 Washington street.

James A. Doherty, classified advertising manager of the *Providence* (R. I.) *Journal,* is spending his vacation in Montreal.

W. J. Oldham, formerly of the *San Francisco Call's* classified department, now is classified manager for the *San Francisco Chronicle.*

Clyde Reid, classified salesman, *San Francisco Examiner,* has been transferred to their local display department.

Few want ads ever brought better results than one run in the *Mitchell* (S. D.) *Republican* by Chris Steiber recently. He spent 25 cents and advertised for five inches of rain. And then it rained for 17 hours and the radio announcer said it was worth a million dollars an hour to the state. Seventeen million dollars! No so bad for 25 cents, what?

URGED TO PAY BILLS

Local business and professional men sponsored a full page advertisement published in the *Duluth Herald,* Sept. 6, urging prompt payment of bills. The copy carried the slogan: "Pay August Bills Now—They Become Delinquent After the 10th." The copy showed the bad social and business effects of a poor credit standing.

ADDS AUTO SECTION

The *Spokane Chronicle* has inaugurated a weekly automobile section, published as the second section of Thursday evening's paper.

18 INTERTYPES

are being used by



No Standardized Intertype has ever become obsolete

Prize Contest to Advertise Newspaper Advertising

¶ To develop the best and newest thought concerning the value of newspaper advertising to national advertisers, the Bureau of Advertising, American Newspaper Publishers Association, is conducting a prize contest.

¶ The Bureau invites all persons who think they can write good advertisements setting forth the advantages of national newspaper advertising to take part in the competition.

The prizes offered for the three best advertisements submitted are:

First prize	**$300**
Second prize	**$150**
Third Prize	**$50**

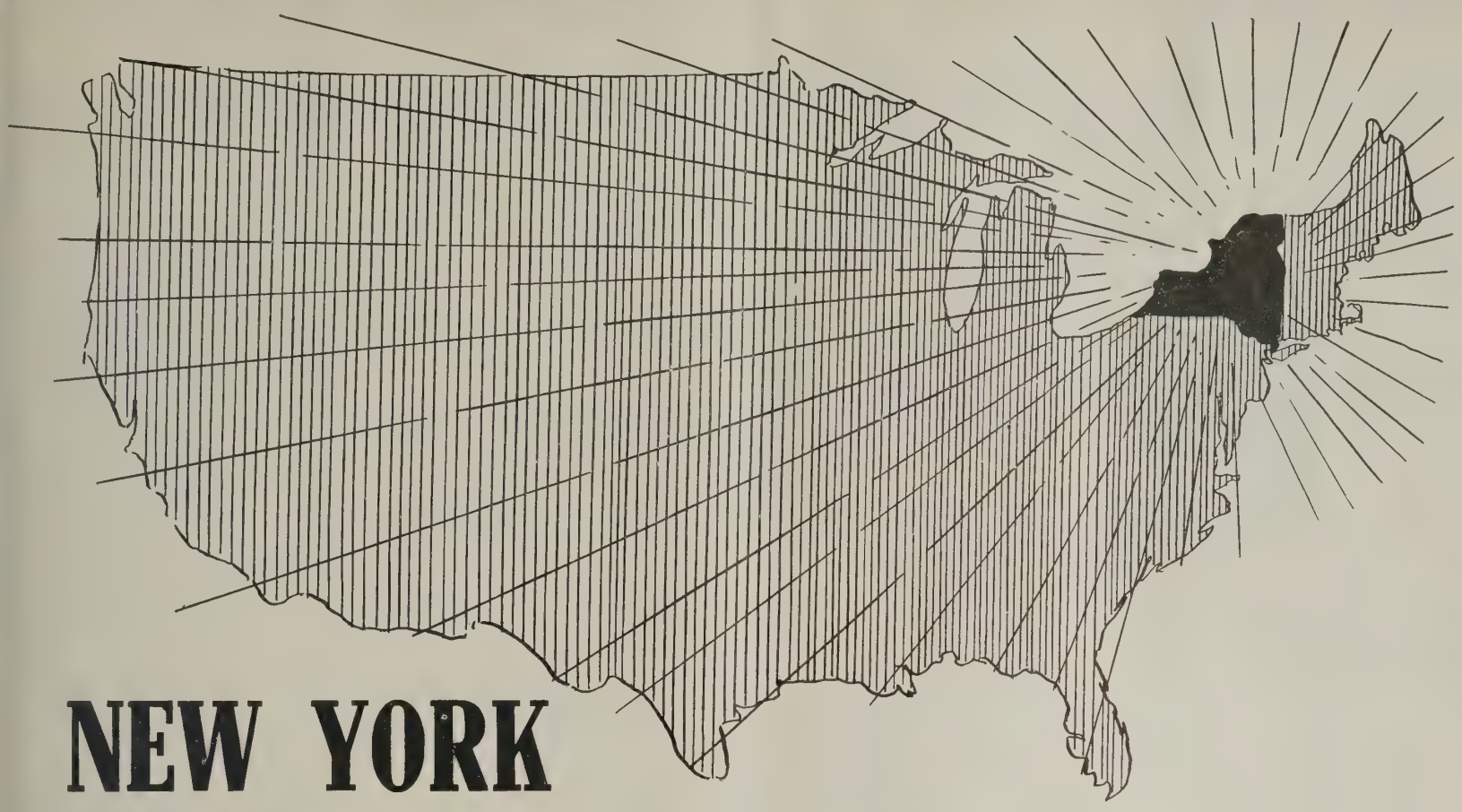
¶ In addition to these, the Bureau reserves the privilege of buying at $5.00 each, forty or more advertisements that do not win any of the leading prizes.

¶ All advertisements submitted must deal with the value of newspaper advertising to the *national* advertiser. No advertisement is to exceed 200 words in length.

The Contest Opens September 20 and closes November 30

A circular giving full details can be obtained by addressing

PRIZE CONTEST
BUREAU OF ADVERTISING
American Newspaper
Publishers Association
270 Madison Ave., New York, N. Y.



NEW YORK STATE

The Financial and Commercial Fabric of the Nation

Just as Paris dominates France; London the British Empire—so does New York State dominate the United States.

A State possessing the greatest wealth—commercial enterprises of international magnitude and reputation—industries employing millions of wage earners—great farming areas whose annual farm crops in value vie with the leading agricultural states in the Union.

Where can you find a greater buying power? The Empire State is your major market. You can't afford to stay away from it. These papers listed below can tell you why—

	Circulation	2,500 Lines	10,000 Lines
**Albany Evening News (E)	34,444	.10	.10
**Albany Knickerbocker Press (M)	34,018	.11	.11
**Albany Knickerbocker Press (S)	56,924	.16	.16
**Amsterdam Recorder-Democrat (E)	7,810	.04	.04
††Auburn Citizen (E)	6,389	.065	.055
**Brooklyn Daily Eagle (E)	73,764	.22	.22
**Brooklyn Daily Eagle (S)	84,997	.22	.22
***Buffalo Courier-Express (M)	116,000	.22	.22
***Buffalo Courier-Express (S)	155,000	.30	.30
**Buffalo Evening News (E)	138,294	.25	.25
Buffalo Evening Times (E)	115,000	.21	.21
Buffalo Sunday Times (S)	135,000	.21	.21
††Corning Evening Leader (E)	9,339	.05	.05
**Elmira Star-Gazette Advertiser (E&M)	33,487	.11	.11
**Freeport Daily Review (E)	7,991	.05	.05
††Geneva Daily Times (E)	5,040	.04	.04
**Gloversville Leader Republican (E)	7,238	.035	.035
††Ithaca Journal-News (E)	7,751	.05	.05
**Jamestown Morning Post (M)	11,722	.04	.035
**Middletown Times-Press (E)	7,127	.04	.04

	Circulation	2,500 Lines	10,000 Lines
**Mount Vernon Daily Argus (E)	10,437	.05	.05
**Newburgh Daily News (E)	12,132	.06	.06
**New Rochelle Standard-Star (E)	8,598	.04	.04
**The Sun, New York (E)	257,067	.60	.56
**New York Times (M)	356,471	.80	.784
**New York Times (S)	610,041	1.00	.98
††New York Herald-Tribune (S)	345,484	.693	.672
††New York World (M)	287,632	.595	.58
††New York World (S)	532,929	.595	.58
††New York Evening World (E)	294,442	.595	.58
**Niagara Falls Gazette (E)	20,629	.07	.07
**Port Chester Item (E)	4,732	.03	.03
**Poughkeepsie Star and Enterprise (E)	12,824	.06	.06
††Rochester Times-Union (E)	70,406	.21	.20
††Syracuse Journal (E)	65,326	.16	.16
**Troy Record (M&E)	22,679	.06	.06
**Watertown Standard (E)	17,617	.07	.07
**Watertown Times (E)	17,334	.08	.08

** A. B. C. Statement, March 31, 1926.
†† Government Statement, March 31, 1926.
*** Merged as Buffalo Courier-Express, June 14, 1926.

DE MAR, PHILADELPHIA CARTOONIST, DIES

Drew Daily Cartoon for Record for 23 Years—Succumbed Following Operation—Outlined Career in Radio Talk

John L. De Mar, 61, for many years cartoonist of the *Philadelphia Record,* died last Sunday at his home in Penfield, Pa. Burial was in Philadelphia Thursday.



J. L. De Mar

By a peculiar twist of fate, Mr. De Mar, who was one of the foremost American cartoonists, wrote his own obituary. In a talk over the radio a short time before he was taken ill, he told the story of his life which, in many ways, was an exceptional one. Incidentally, at the time of his radio address he gave some interesting sidelights into the business of "cartooning." Mr. De Mar said, in part, in his last public talk:

"What talent I possess in drawing was, I suppose, inherited. My father was an architect and builder. My first essay at art was when, at the age of 6, my school teacher offered a prize for the best drawing by any of her pupils. My attempt won the prize—a Barlow knife.

"I spent my youth in Kansas, where, as a farmer, I drew pictures on barns. Later, as a railroader, I knocked off sketches on freight cars. As a drug clerk, I decorated prescriptions. While I was a hotel clerk I drew a picture on the hotel register. It represented a man riding a mule, and holding just out of the animal's reach an ear of corn tied to a sunflower stalk—an inducement for the mule to travel.

"A wealthy Texan saw this masterpiece, and said that when he returned to Texas he would have it printed in a newspaper.

"At last the picture was printed with my name upon it. Since that time I have seen my first cartoon—varied a little in detail, perhaps, but essentially the same a hundred times signed by other artists. It's worn threadbare now.

"At 21 I came back to Philadelphia, longing to find an occupation in which I could make use of my knack for drawing. I was handicapped by the lack of an art school education, but the manager of the twentieth place I visited engaged me to draw maps for three dollars a week. Later I graduated to the art department of the Philadelphia Record, where I have been ever since, drawing a daily cartoon since.

In the last 30 or 40 years the cartoon has undergone a remarkable change. It is no longer a bitter, savage attack on your adversary—it must be not brutal, but ingenious and humorous.

"The old-time cartoonist picked up an ugly weapon and viciously struck at his victim. I don't believe in that method. I prefer to throw my missile around the barn and still hit the fellow I am aiming at; and his anger is swallowed up in his admiration of the trick."

In its issue of last Monday, at the time announcement was made of Mr. De Mar's death, the Philadelphia Record paid glowing tribute to the cartoonist.

Mr. De Mar was born in Philadelphia September 22, 1865. He went to the Philadelphia Record in 1892 as a member of its art department. In 1903 he became its regular cartoonist. His art work was unique and attracted favorable comment in all parts of the country. His art was noted for its faculty of "hitting the mark," but never was it in bad humor. His last cartoon appeared August 28, a few days before he was taken to Hahnemann Hospital for an operation. A widow and a young son survive him.

WALTER PULITZER

Nephew of New York World Founder Dies in Buffalo

Walter Pulitzer, of 121 West Thirty-ninth street, New York, author and former publisher of several magazines, died in Buffalo last Saturday. He was forty-eight years old.

Mr. Pulitzer was a well known figure in literary circles ten or fifteen years ago. He organized the Pulitzer Publishing Company in 1911, which had no connection with the *New York World* and the *St. Louis Post-Dispatch.* He had previously promoted the *American Chess Magazine,* and had been editor of the *American Tidbits,* The Pulitzer Publishing Company published *Satire,* and later Mr. Pulitzer brought out *Pulitzer's Magazine, The Welcome Guest* and *Pulitzer's Review.* In 1917 he founded a weekly syndicate service called "Pulitzer's Pertinent Paragraphs."

Mr. Pulitzer was the son of Albert Pulitzer who published the *New York Journal* before it was purchased by William Randolph Hearst, and the nephew of Joseph Pulitzer, founder of the World. Ralph and Joseph Pulitzer, sons of Joseph Pulitzer, who now publish the World and the Post-Dispatch, were his cousins.

HENRY J. HATFIELD

Managing Editor of New York Morning Telegraph Died Sept. 7

Henry J. Hatfield, managing editor of the *New York Morning Telegraph,* died Sept. 7, following a year's illness.

Mr. Hatfield was born in Boston 46 years ago. While a high school student he joined the staff of the old *Boston Traveler* and remained with that paper until the *Boston American* was started. He attended Boston University while doing reportorial work on the American. He resigned to attend Dartmouth College, where he won a scholarship.

Twenty years ago he came to New York and was employed by the New York City News Association. Subsequently he worked on the *New York Times,* the *Daily News* and the *New York American.*

For several years Mr. Hatfield was in the United States Secret Service under Chief William J. Flynn.

FRANK L. McGRATH

Advertising Manager of Buffalo Times Dies of Heart Attack

Frank L. McGrath, advertising manager of the *Buffalo Evening and Sunday Times* for the past 15 years, died suddenly of heart disease on Sept. 3 at his summer home at Prospect Beach, Ont. Mr. McGrath, who apparently had been in excellent health, was stricken and died before medical aid could be had.

He was born at Cleveland in 1869. He obtained employment as a boy with the *Buffalo Commercial,* joining the circulation department of the Times in 1886 and remaining with that newspaper for 40 years, in various capacities. He was a member of the Greater Buffalo Advertising Club, the Knights of Columbus and other organizations. He is survived by his widow, two sons and two daughters.

CHARLES W. ARMOR

Charles W. Armor, 58, newspaperman of Pittsburgh, died at his home there Sept. 1. At the time of his death he was a member of the editorial staff of the *Gazette-Times.* Mr. Armor joined the staff of the old *Pittsburgh Times* in 1897 and when the Times and Gazette were merged in 1906, Armor went with the Gazette-Times. Since then he served successively as reporter, city editor, Sunday editor and at the time of his death he was literary editor. Mr. Armor was the first writer on golf in Western Pennsylvania. He was a director of the Pittsburgh Press Club. His widow and five children survive.

Obituary

Jacob L. Isenberg, 77, who took part in the stampede into the Cherokee Strip in Oklahoma, and established the first daily newspaper in that territory at Enid, Okla., died recently at his home in Los Angeles, where he had resided for 15 years.

Frank Buell Moore, 62, for more than a score of years connected with the circulation department of the *Peoria* (Ill.) *Star,* died Aug. 29 in his home after a lingering illness. The widow, a daughter, a son, and two brothers survive.

Patrick Sarsfield Egan, 60, sporting editor of the old *Pittsburgh Times,* died suddenly Sept. 3. One daughter and one son, Pierce Egan, financial editor of the *Gazette Times,* survive.

Wesley A. Garrad, 87, father of P. C. Garrad, automobile editor of the *Columbus* (O.) *Dispatch,* died at his home in Marsville, O., a few days ago.

Mrs. Kate Richville, 54, for 15 years society editor of Seattle papers, died at the home of her daughter, Aug. 28 after a long illness.

Frank Fockele, 82, veteran Kansas newspaperman, who was connected with the *Le Roy* (Kan.) *Reporter* since 1880, died at his home Aug. 31. He had been ill since May. Mr. Fockele was born in Westphalia, Germany, in 1843 and came to the United States in 1864, coming soon to Kansas where he worked on newspapers. In 1880 he formed a partnership with B. Frank Smythe who had bought the Le Roy Reporter and later bought out his partner. His son, Flock Fockele, is now editor of the paper.

Samuel Wilbur Chaddock, 57, for many years an editorial writer on the *Detroit News,* died at his home in Ottawa, Kan., recently, following a stroke of paralysis.

Mrs. E. S. Wenis, wife of the city editor of the *Chillicothe* (O.) *Scioto Gazette,* died at her home in that city this week.

Charles Alexander Burnham, formerly on the staff of the *Boston* (Mass.) *Transcript* for 45 years, died at Pasadena, Cal., last week where he had gone because of failing health.

Miss Kathryn Hayden, for 11 years linotype operator on the *Butler* (Mo.) *Democrat,* died at Warrensburg, Mo., while on a visit to her parents.

Maurice J. Gonder, former advertising manager of the *Niagara Falls* (Ont.) *Review,* was drowned while swimming at Port Dalhousie, Ont. He had retired from active management of the newspaper advertising department several years ago.

John C. Christopher, a captain in the A. E. F., former editor of the *Red Oak* (Ia.) *Express,* died Aug. 29 in a government hospital at Denver, Col., as the result of tuberculosis, contracted in overseas service. He left Red Oak five years ago when his health failed. His wife survives.

Helen E. Dively, 26, reporter on the *Baxter Springs* (Kan.) *Daily Citizen* for several years, died at the home of her parents in Baxter Springs, recently.

Mrs. M. F. Blair, mother of Mrs Frank Hussey of the *Chicago Evening Post,* died last week in Chicago. She is survived by a son, T. E. Blair, and Mrs Hussey.

SHERMAN LEFT ESTATE TO WIFE

Stuart Pratt Sherman, literary editor of the *New York Herald Tribune,* who died Aug. 25, left the bulk of his estate estimated at "more than $10,000" to his wife, Mrs. Ruth Mears Sherman.

MEXICAN UNION ELECTS

Novaro Named Secretary-General of Syndicate of Editors

Luis Novaro was elected secretary general of the Syndicate of Editors and Employes of the Press of the Federal District, Mexico, at the recent annual election held in Mexico City.

He is a member of the staff of *El Universal Grafico.* Other members of the central committee were Santiago R. de la Vega, of *El Universal,* secretary of the exterior; Everardo Flores, of *Excelsior,* secretary of the interior; Emilio J. de Parraga, of Excelsior, recording secretary, and Manuel de Riquer, of El Universal, secretary-treasurer.

The newspaper staffs are well unionized in Mexico at the present time and the national body, the Federation of Graphic Arts, including all employes from news boys to managing editors, is one of the strongest and influential in the Republic. The Secretary-General is the means of communication between the Central Committee and the members of the Union, the presiding officer being selected at each meeting.

The papers which are now being published daily in the Mexican capital are Excelsior and El Universal, in the morning; *El Imparcial* and *Dia Español* at noon, and El Universal Grafico and *El Sol* in the afternoon. An English weekly, *The Mexico News,* has been published regularly since the first of the year.

JAPAN TO CUT CABLE RATES

Dispatches from Tokio Sept. 6 indicated that the Japanese department of communications would agree to a 20-cent per word rate for cables between America and Japan, provided all cable and wireless companies accept. The American Radio Corporation has offered a 10 cent word rate between the two countries.

Editor & Publisher classified ads sell the odds and ends.

When a service reaches the point where it is serving over three hundred newspapers with absolute satisfaction by giving them, their advertisers and agencies, the greatest possible cooperation with their checking requirements, it logically follows that such a service should have some definite appeal as a solution to other publishers' checking proof problems. The proof of such appeal could easily be demonstrated by the two months' trial test that we offer all newspaper publishers.

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St. CHICAGO

79 Madison Ave. NEW YORK

WHAT'S WHAT IN THE FEATURE FIELD

Right Wing Company Started in New York to Handle Amateur Sports—McNaught's Takes Over "The Fun Shop" Puzzle Page Being Offered by King

HERBERT REED ("Right Wing"), recently sports writer for Universal ervice, now on the staff of the *New Yorker*, has ¶ arted the Right Wing Company, 0 Madison ve., New York, handle amateur port features. W. P. Sarver, for te past nine ars with Asso- ated News- pers, is general nager, retain- ig his present sition. The st product of te new company a polo feature. daily column and football coverage e promised.



W. P. Sarver

Both Reed and Sarver are veteran New rk newspapermen. Reed began his reer with the old *New York Evening n* and was for many years with the *w York Evening Post*, where he be- me widely known under his pen name "Right Wing." Sarver was at one tne sports editor of the New York n and was also make-up editor of the *New York Mail*.

McNaught Syndicate, Inc., this week ned a contract with Maxson Foxhall dell to handle his feature "The Fun op," following expiration of Judell's ntract with the George Matthews lams Service, Oct. 2.

Herbert Corey has written "A Life Gene Tunney" for Associated News- pers, Inc., New York.

A puzzle page, edited by Leo Rae Ax- l, is now being offered by King Features ndicate, Inc., New York.

The New York World Syndicate and New York World News Service plan move to new and larger quarters in Pulitzer Building, Sept. 15. Floor ce has been doubled, and according to B. Knapp, syndicate manager, mechani- facilities have been increased.

. B. Wallach has been appointed gen- l manager of the Harland H. Allan iture Service, New York. Mr. Wal- h has been with this service as assistant tor for more than a year. He was duated from Harvard with the class 1925.

A new fashion service signed by "Daré" been taken over by Associated News- ers, Inc., New York.

"Around the Radio Dial," new daily ture, has been added to the list of dio Service, Chicago.

Barry Payne, creator of "Otto Watt" the "Jimtown Weekly" for Associated tors, Chicago, will be married Sept. to Miss Marian Walker in Riverside, l

Second serial rights to "Summer helors" by Warner Fabian have been ained by King Features Syndicate, ., New York.

Eastern interests of the Eugene Mc- n Syndicate, San Francisco, have been en over by the McClure Newspaper dicate, Inc., New York.

"The Secret Studio" by Hazel Living- n is the latest serial offering announced Knig Features Syndicate, Inc., New k.

Walter Scott and Harlowe R. Hoyt creators of a new strip called "Dramatic Events of Bible History," to be distributed by Publishers' Syndicate, Chicago.

Betty Brainard, feature writer for Associated Newspapers, Inc., New York, has gone to Seattle, Wash., her home city, on a visit.

Publishers' Syndicate, Chicago, is now handling the editorial paragraphs of Robert Quillen.

Frank King, *Chicago Tribune* cartoonist, creator of the "Gasoline Alley" strip, has published a new sketch book for children, entitled "Skeezix at the Circus."

McClure Newspaper Syndicate put out Rudolph Valentino's book of 50 poems and the story of why he considered himself a failure at love.

Joe Archibald, creator of "Why Boys Leave Home" and a three-column daily sports cartoon has joined the McClure Newspaper Syndicate.

TEXAS CIRCULATORS MEETING SEPT. 13

Methods of Increasing Sunday Sales to Be Considered at 13th Annual Convention in Fort Worth—Many Speakers

Methods for increasing Sunday sales will be treated by three speakers addressing the 13th annual convention of the Texas Circulation Managers' Association to be held in Fort Worth, Sept. 13. L. J. Hagood, *Houston Post-Dispatch*, is association president, and H. E. Murphree, *Houston Chronicle*, secretary-treasurer.

Harold Hough, of the *Fort Worth Star Telegram* and *Record Telegram*, will talk on the effect of a rotogravure section on Sunday sales; W. D. Wolf, *Waco News Tribune*, on establishing Sunday auto routes; and William Armor, *San Antonio Express and News*, on promoting Sunday circulation through dealers and independent carriers.

Other speakers will include C. C. Moore, *Austin American and Statesman*, "University Students as Carriers"; Walter Golden, *Galveston Tribune*, "Office Controlled City Carriers"; A. Cohen, *El Paso Times and Herald*, "Maintaining Circulation Without Rate Reduction"; W. P. Allen, *Laredo Times*, "Promoting Circulation in Mexico"; Herbert Peters, *Corpus Christi Times*, "Country Agents' Collections"; and R. P. McIntyre, *Corsicana Sun*, "How to Handle Oil Field Circulation."

J. R. Yerka, Fort Worth Star Telegram, "Selling Baseball Editions in Residential Sections"; A. B. Harris, *Dallas Times Herald*, "Sample Copies"; E. C. White, Houston Post-Dispatch, "Direct Mail Promotion"; R. R. Russell, *Wichita Falls Times*, "Handling R.F.D. Circulation"; A. T. Lawson, *Dallas Dispatch*, "Street Sales Promotion"; H. Nogle, *Dallas Journal*, "Cost of Obtaining Evening Paper Subscribers"; E. C. Davis, *Beaumont Enterprise and Journal*, "Sub-Stations—Are They Beneficial"; W. Dyer, *Houston Press*, "Promoting City Circulation"; and Jack Estes, *Dallas News*, "Methods of Increasing Country Agents' Circulations."

DAILY MOVES SERVICE OFFICE

Within a few days the public service office of the Chicago Tribune will move from its present location at 11 South Dearborn street to the corner of Madison and Dearborn streets, the Tribune building, where its business office in the loop is located. The capacity for service will be greatly enlarged.

Famous Features Syndicate, Inc.

OFFERS

Smashing Fiction Hit!

Romance! Adventure! Perils! Escapes! Temptations! Triumphs!

"JOY"

By BARBARA WEBB

The thrilling love story of a real, live American Girl. 60 Instalments—Synopses all written—Specially posed photographs

AND PROMOTION WORK ALL DONE

Wire for Promotion Book and Territory

"My Story"

By CHARLOTTE MILLS

Daughter of Slain Woman in Hall-Mills Murder Mystery

THIS STORY SOLD IN FOLLOWING CITIES

New York	Providence
Albany	Buffalo
Baltimore	Philadelphia
Rochester	Pittsburgh
Cleveland	New Britain
Camden	Newark
Boston	Dubuque
Washington	Windsor, Canada
Syracuse	Chicago
Milwaukee	Scranton
Greenville	New Haven

18 instalments

Wire for Territory

"MY HONEYMOON DIARY"

By "PEACHES" BROWNING

While not claiming any great literary merit for this story we do claim and can prove from past performance that the story pulls and holds circulation.

18 instalments
1000 words each
Intimate photographs

Territory Going Fast

Wire Now

Famous Features Syndicate, Inc.

1819 BROADWAY **NEW YORK, N. Y.**

WITH THE GENERAL ADVERTISERS

United States Fisheries Association Planning National Drive—Coldak Using Large Newspaper Space—Chandler-Cleveland Appoints Sid Black

THE United States Fisheries Associations will discuss plans for a national advertising campaign at the annual convention to be held at the Bellevue-Stratford Hotel, Philadelphia, Sept. 15-18, E. H. Cooley, association manager, announced this week.

An investment of about $155,000 annually for the next three years will probably be made, he said. About $90,000 has already been pledged toward the first year's campaign.

"This campaign," Mr. Cooley said, "is the first ever attempted by the fishing industry as a whole. Local campaigns have been in progress in various cities and private concerns have spent hundreds of thousands of dollars in advertising their product. But never before has the entire industry—representing fresh fish of all kinds—subscribed collectively to a fund for this purpose."

The Coldak Corporation, makers of electrical refrigerators, is planning a large space newspaper advertising campaign in eastern and middle western cities in which it has distribution, John W. Welles, advertising manager, informed EDITOR & PUBLISHER this week. The drive is scheduled to run the balance of this year. Supporting the newspaper list is a trade paper campaign in three large papers of the electrical field and in five architectural magazines.

Sid Black, vice-president of the Cleveland-Chandler Motor Corporation, Cleveland, O., has been placed in full charge of sales, service and advertising. H. W. Fortey is in charge of sales promotion; R. A. Lammers heads the advertising department, and J. T. Nicholson is service manager.

George W. Hopkins, formerly vice-president in charge of sales of the Coral Gables Corporation, is head of the new Coral Gables Sales Corporation which will have the exclusive sale of properties of the Coral Gables Securities Corporation, and the Coral Gables Resale Corporation.

Miami, Fla., has appropriated more than $500,000 for an advertising campaign. Details have not yet been worked out, but it is understood a large part of the sum will be used in newspapers.

Copeland Electric Refrigerator is advertising consistently in newspapers in some 92 cities, with an expenditure of approximately $15,000 a month.

Apple men of the Pacific Northwest are forming a corporation to advertise and merchandise boxed apples.

David Lampe has joined the executive staff of Lansburgh & Brother, Washington, D. C. He was formerly associated with the Hub, Baltimore, Md., department store, as advertising manager.

George B. Whitson has resigned as advertising manager of Rice-Stix Dry Goods Company, St. Louis, to become advertising manager of Elmer Richards Company, Chicago, effective Sept. 20.

ADVERTISING AGENCY AFFAIRS

Three Newspapermen Join Staff of Roche Advertising Agency, Chicago —New Firm in Dayton, O.—Ford Becomes Vice-President of Richmond Company

THE Roche Advertising Agency, Straus Building, Chicago, has recently added three former newspaper men to the staff. They include Morgan W. Gibney who has worked on Chicago and Detroit newspapers, Rockwell Stephens, formerly of the *Chicago Daily News,* and Morrow Krum, who has been on the staff of the *Chicago Tribune* for the past ten years.

J. P. Roche is president of the Agency and M. F. Williamson, vice president. Among the accounts they are handling are the Studebaker Automobile Company of South Bend, Ind.; Chicago Tribune; Chero-Cola of Columbus, O., and Kling Bros. of Chicago.

A new general advertising agency has been formed in Dayton, O., under the name of the Advertising Laboratories, Inc. Incorporators are H. M. Tucker, Clara Tucker, D. S. Randolph, J. J. Quigley and W. E. Grenell.

Clarence Ford, Jr., for the last six years financial advertising solicitor for the *Richmond* (Va.) *Times-Dispatch,* has resigned to become vice-president of the Freeman Advertising Agency, Inc., of Richmond. He will take charge of the department of this agency which specializes in local advertising.

Since its re-organization in June, 1925, the Freeman Advertising Agency has been headed by Raymond Hall, and associated with him are J. Errett Hall and E. Earle Hickerson, the latter in charge of the Tampa, Fla., branch.

A. H. Syverson, head of the Syverson-Kelly Advertising agency, Spokane, Wash., was named recently a member of the international committee on publicity of the Kiwanis clubs.

Arthur S. Roberts, who for four years was senior manager in the advertising department of Lever Brothers, Ltd., London, England, has joined the Joseph Katz Company, advertising agency, Baltimore, Md.

Announcement is made by K. L. Hamman of the affiliation of Crossley & Failing, Inc., of Portland, Oregon, with the Johnston-Ayres Company, L. S. Gillham Company and K. L. Hamman-Advertising, Inc. Crossley & Failing, Inc., will continue to operate under the same name as do the agencies in San Francisco, Los Angeles, Salt Lake City and Oakland.

Sam Lebensburger, of the Lebensburger Advertising Counselors, Dayton, O., has been made president of the Dayton Junior Chamber of Commerce.

The Caples Company has moved its offices to the First National Bank Building, Tampa, Fla. Marvin S. Knight is manager.

G. B. Cabanis has joined the staff of Albert Frank & Co., New York.

Greater Merchandising Service offered, than any other Milwaukee paper.

THE MILWAUKEE LEADER

"Unawed by influence and Unbribed by Gain"

Advertising Representatives

FRALICK & BATES

Chicago, New York, Atlanta, Los Angeles

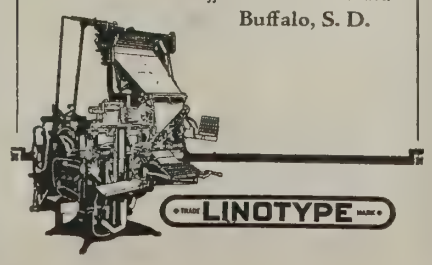
From the Linotype Mailbag

"50 miles from a railroad"

"I wish to thank you for the quick service rendered in supplying a part to my Linotype.

"Buffalo is 50 miles from a railroad, and when the second elevator cam lever broke Tuesday, July 6, a telegram was dispatched from Bowman, N. D. (nearest railway point), at noon on that day, and the part was received in Buffalo before noon on Thursday, July 8. I call this real service."

Buffalo Times-Herald
Buffalo, S. D.



TRADE LINOTYPE MARK

TRADE LINOTYPE MARK

6½ pt. Ionic No. 5

COMBINES

The word count of 6 point and the legibility of 8 point

The British delegation of trade-union representatives, who came here on Tuesday at the invitation of "The London Daily Mail" to study reasons for the disparity between the high wages and prosperous living conditions of the American worker and their own lower wage standards, gained considerable light in a tour of several industrial establishments in Brooklyn yesterday.

They had been curious to know how it was that the average wage of the American toiler virtually doubled that of his British brother, and how it was possible for industries here to offer such fat envelopes to their employees and at the same time compete successfully in world markets.

American More Productive

After a study of the Brooklyn Edison plant and the factory methods of the Mergenthaler Linotype Company in Brooklyn, the delegates remarked that one of the vital reasons for the disparity was that the American worker was capable of producing and actually did produce more than the British toiler in a given time.

This he was enabled to do, they learned, because of the high standards of efficiency obtaining here, mass-production methods, the utter perfection of organization for which the American industrialist seems always to be striving, and labor-saving devices evident on every hand.

The comments of the delegates were voiced by Sir Percival Phillips, special correspondent of "The Daily Mail"; Fenton MacPherson, of the same newspaper, and William Mosses, J. P., who had a prominent part in the British Labor Ministry during the war.

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

WOMEN IN ADVERTISING AND JOURNALISM

Elsie McCormick Aims Only to "Cheer Exhausted Business Men"—Miss Stewart Jumps from Secretary to Society Desk—Bonus Awarded Ishbel Ross

AFTER a brilliant newspaper career, Elsie McCormick, feature writer of ıe *New York World,* has now decided ıat her only aim is "to cheer the exausted business man."



Elsie McCormick

"I'd rather write a feature or a short tory with a few laughs in it than to be eft alone for an hour in the mint," she aid this week.

"Although it had no background of old lace or Oriental color, one of my nost interesting assignments was a reent series for the World called 'Twelve Hours With People You Read About.' For three months I camped among Goiaths of Wall Street, finding out from hem how they liked their oatmeal, what ind of razors they used, and the truth bout their daily dozens. It was necssary during the assignment to murder few private secretaries, but their loss vas everybody else's gain.

"My first downward step was taken at he age of eleven, when the city editor of the *San Francisco Daily News* gave ne a column he didn't particularly want nd told me to fill it each week with tems from the local schools. Until then here was some hope of salvation. But ifter I had seen my jottings printed, and n the presence of my open-mouthed chool mates had measured the nine nches that I had retailed for 35 cents an nch, nothing short of carbolic acid could have kept me out of the newspaper busiiess.

"Through the years that I attended Oakland High School and the University of California, I kept a thin stream of copy trickling through the San Francisco and East Bay newspapers. Then, after graduated, somebody carelessly left open the front door of the *Oakland Post.* came in and took a desk.

"Since then I've roved and roamed all over the meridians of longitude. I've parked my powder-puff and galoshes in the headquarters of the Interchurch World Movement, the *China Press* of Shanghai and the Sunday Department of the New York World. I've been in 27 foreign countries and on five continents, covering everything from a victory procession in Rome to a devil dance in the Lama Temple at Peking.

"One of the nosegays in my garden of good times is the day that I crashed the gate into the Fourth Plenary Session of the Peace Conference. I passed the outer guards on my vaccination certificate, and then entered the inner chamber by the simple process of ducking under the major domo's arm when he opened the door to let someone out.

"Also pressed with lavender is my memory of the day on which I interviewed the Confucian Duke, descendant in the seventy-seventh generation of China's greatest sage. I travelled through Shantung in a trainful of unfumigated Chinese soldiers and then changed to a prematurely born laundry-wagon that was cozily tired with studded iron rims.

"All the way on this gruelling trip, I was planning out questions sufficiently grave and philosophical to fit in with the dignity of so exalted a person. But the questions, it happened, were never asked. The Confucian Duke turned out to be two years old."

Miss McCormick in private life is Mrs. Marshall L. Dunn.

"I am," she explained, "one of these modern women who sail under two flags."

Ishbel Ross, staff member of the *New York Herald Tribune,* whose work in reporting the Hall-Mills case in New Jersey was so highly commended by Col. Henry W. Sackett, libel law expert, has been awarded a substantial bonus by the Herald Tribune.

Miss Jean Stewart, for the last two years secretary to M. W. Dickey, managing editor of the *Springfield* (Mass.) *Union,* has been made social editor, succeeding Mrs. R. K. Winans, who has joined the staff of the *Toledo* (O.) *News Bee.*

Mrs. Zell Hart Deming, owner of the *Warren* (O.) *Tribune-Chronicle,* has returned to Warren from an extended European tour.

Miss Hazel Ross, formerly of the *New York Evening Graphic,* who has been ill for a year, has joined the staff of the *Des Moines Register,* writing Sunday features.

Miss Virginia Farrar and Miss Bertha Fedberg are new staff members of the *Chicago Daily News.* The former is doing women's sports, while the latter is on the reportorial staff.

Miss Gladys Estus has joined the staff of the *Columbus* (Kan.) *Daily Advocate.*

Miss Dorothy Faye, feature writer on the *Chicago Evening Post* has returned after a ten weeks' trip to Europe.

Miss Mary Doherty ("The Chaperon") of the *Chicago Evening American* has returned from an extended vacation spent on the New England coast.

NEW EDITOR OF "BOOKS"

Irita Van Doren Succeeds Stuart Sherman for N. Y. Herald Tribune

Irita Van Doren has been appointed to succeed Stuart Sherman in the editorship of "Books," weekly literary supplement of the *New York Herald Tribune.*

In announcing the appointment, Ogden Reid, editor, said:

"Our aim is to preserve the spirit which guided the original planning of the magazine.

"No one is better qualified to do this than Mrs. Van Doren, who worked with Mr. Sherman during the period of his editorship.

"Mrs. Van Doren will enlist the services of distinguished writers and experts in this country and abroad."

DAILY OPENS NEW PLANT

The new building of the *Salamanca* (N. Y.) *Republican Press* was formerly opened last week and was visited by hundreds of residents of that city. A special souvenir edition was issued on the day of the opening. The new plant represents an investment of $90,000.

Consolidation

Easton (Pa.) Community Becomes another one-paper region

The EASTON EXPRESS announces to its friends and space-buyers the purchase of the good will and property of the Easton Free Press, effective August 28.

This is another consolidation that will simplify and economize.

The EXPRESS is now the only daily newspaper in the prosperous industrial and college community of Easton and Phillipsburg, with an immediate trading population exceeding 65,000. Easton is the county seat of the fourth industrial county of Pennsylvania and the trading center for Northampton and Bucks Counties, Pa., as well as for Warren and Hunterdon Counties, New Jersey. There is a surrounding trading community of some 110,000 additional population, including such towns as Nazareth and Bangor, Pa., Washington, Hackettstown, Belvidere and other communities of Western New Jersey.

As Hugh Moore, President of the Dixie Drinking Cup Corporation and President of the Easton Board of Trade, remarked prior to the consolidation of the two papers: "Few papers in America published in cities of the size of Easton have such a strong regional circulation."

The additional circulation gained through this consolidation of the Free Press enables us to guarantee 33,000 net paid—the largest circulation in the Lehigh Valley.

EASTON EXPRESS

Easton, Pa.

Howland & Howland Representatives

New York Philadelphia Chicago

BUILDING NEWSPAPER CIRCULATION

Postal Official Suggests Ways of Improving Newspaper Mail Service—Greeting Newcomers to a Small Town—How San Franciscan Advises New Carrier Boys

SEVERAL suggestions for improving newspaper mail service were recently offered by A. M. Vincent, assistant superintendent of mails in the Buffalo, N. Y. post office. They follow:

"Circulation managers should endeavor to make up as many direct state and route sacks as possible. This will in most instances advance the dispatch and delivery of your papers.

"You should study the routing which papers should follow and keep in touch with the post office employe whose business it is to see that newspapers are correctly and promptly handled.

"Frequently your issue is ready too late to make certain important trains through the post office, and in such cases it is often practical to arrange with the post office to allow you to take your papers direct to the station and there have them weighed and placed on the proper train. This plan, of course, requires the making up of sacks to directs and routes. Several of our Buffalo papers avail themselves of this time-saving plan. Wherever railway mail service transfer clerks are located this method may be followed by arranging with the post office.

"Wrapping: Whenever envelopes are used it is necessary to show on the envelope the name of the publication together with the fact that the paper is entered as second class mail matter.

"Folding: Publications should be folded to a size not greater than 9 x 12 inches. The type used in addressing not smaller than long primer.

"Illegal Enclosures: It is not permissible to enclose circulars and handbills in second class matter.

"Supplements: Should bear the full name of the publication preceded by the words,—"Supplement to (name of publication). The date must correspond to the date of the publication itself. Maps, diagrams and illustrations are permissible inclosures when forming a necessary part of a publication. In all cases the added matter must be germane to the publication.

"Weight: The weight allowable to be placed in sacks is 125 pounds.

"Permissible writing: The name, figures, bills, receipts, date subscription expires are permissible inclosures and may be either printed or written.

"Coupons: Order forms for detachment and subsequent use when they constitute only an incidental feature may form a part of an advertisement.

"News Agents: Are persons including newsboys engaged as dealers or sellers, but must not restrict themselves to advancing the interests of any particular paper.

"Outside mail: Papers for outside delivery must be addressed in bold type on wrapper of mail packages as follows: 'U. S. mail for outside delivery at publishers' risk.'

"Lotteries: When employing schemes to stimulate circulation, wherein prizes are distributed, you should be careful that the element of chance does not enter into the plan. Such are lotteries and render your paper unmailable. In the case of ties, it is necessary that each person tied, must receive the equal of the prize, the same prize—it is not permissible to divide the prize equally among those tied. It is not permissible to prescribe that the first correct solution in, wins, as the element of chance enters into such plans. The following may usually be employed in your schemes without encountering the element of chance. Puzzles, limericks, best names for some products or merchandise, the best essay or story setting forth the reasons why the particular product is better or best. Bear in mind that when merit, skill, excellence or worth decide who is successful, then your plan is apt to be acceptable. When in doubt always consult the post office, they will help you with valuable suggestions. The post office is interested in the schemes appearing in papers going through the mails. Frequently lottery schemes appear in so-called street editions only and not in those papers prepared for mail subscribers.

"Box holders on rural routes: It is permissible to address mail,—Box Holder, Route No. 39, Buffalo, N. Y. and have same delivered to each box located on a given route. At present it is not permissible to prepare a package unaddressed papers, furnish the rural carrier with a list of your subscribers and have copies delivered to such subscribers only. However, the post office is liberalizing its service constantly and some day you may be able to so prepare your papers for rural delivery. The question has been asked, and all I can say is that to this time, no permission has been granted to dispatch papers as outlined."

A circulation building tip for small town newspapers is practiced by the *Waxahachie* (Tex.) *Daily Light*. Whenever a new family moves to town a Daily Light reporter interviews its members. The story he obtains is run under the standing box head "Our Newest Citizen" and tells briefly where the family came from, the names of the children, the business of the father, etc.

The *Brooklyn Times*, Edward S. Dobson, circulation manager, has initiated a circulation building contest to send the most popular policeman, fireman and mail carrier in Brooklyn as its guests to the Dempsey-Tunney fight in Philadelphia. Coupons are being printed in the paper each day and readers are being invited to name their favorites in the respective branches.

New carriers for the *San Francisco Call* are given the following advice by A. G. Williams, circulation manager:

"Always deliver your papers promptly. Collect your route on the first day of each month. Pay your Call bill always before the 10th of the month. Always come to all your meetings at the Call office. Your route list must be neat and correct. Return it the next day after getting it. Give perfect service every day. Give all subscribers your phone number. Make friends out of your customers. Keep your cap in your hand while talking to your subscribers. Try to keep your hands and face clean while on your route. Write and tell us how you like your route."

L. J. Hoffman, circulation manager, *St. Louis Star*, this week wrote to this department:

"Circulation managers throughout the United States are constantly discussing features that will induce the vacationist to read his newspaper away from home as well as at home.

"The Star tried this summer, a new style of approach to the reader instead of as in former years of suggesting that the subscriber take the Star with him or her on vacation to keep up with the world events. We have found from experience, the majority don't want to keep up with the trials and tribulations of the world but want to get off where they can throw off from their minds any worries that may be caused by some news story. So the Star suggested to them the funny side of life and all of the office vacation copy used by the St. Louis Star this year has been along that line. Special copy was prepared using the comic strip characters and suggesting to the readers their desire to accompany them on their trip and help to brighten any dull moments that might occur during the stay away from home. This has met with the popular approval of the readers and as a result our vacation mail list has increased many times over previous summer totals."

The *Terre Haute Post* is offering school children an opportunity to earn their school supplies, promising a pen and pencil outfit in a leather case free to boys and girls obtaining three new subscribers.

James J. Allerdice, circulation director of the *Brooklyn Eagle*, arranged an outing for the Eagle's 200 route boys held last week at Coney Island. Details were in charge of Thomas M. Cleary.

The *Denver Post* held a "Juvenile Frontier Day" Sept. 6. Every child 15 years old and under was admitted free by presenting coupons previously published in the Post.

The *Denver Post* jumped at the opportunity for service offered when the Western Union announced Sept. 1, it would no longer furnish the correct time to those telephoning for it.

This box was immediately published under the heading "Ask the Post, We Know Everything":

"Service, more service, and still more service is what we are here for. Our first ambition is to be 'the servant of all' the people.'

"The telephone company has stopped telling you the time when you call up; the city is unable to give you the time any longer, when you ask for it, owing to the crowded condition of the city's telephone lines, and the telegraph companies have also stopped telling you the time.

"But the Post, the old standby, bless goodness, is still willing to carry the load so if you want to know the time, day or night, ask the Post.

"We are here to serve the people, all of the people, all of the time."

As a reward to the 50 newsboys showing the greatest increase in their routes the *Seattle Star* took them as their guests on a trip to Victoria, B. C., Aug. 29. The boys left at 9 A. M., were served lunch eon and dinner aboard the boat and returned to Seattle late the same evening.

Make Your Title A Mark of Pride with

Hardened Steel Newspaper Heads

—they last forever

A. J. SOSSNER
361 West Broadway
New York

Leadership in New York

For the first eight months in 1926 The Sun published 10,273,562 lines of advertising, or a gain of more than 1,500,000 lines over the corresponding period in 1925.

The Sun published 924,086 lines more than the second New York evening newspaper published in the first eight months of 1926.

The Sun
280 Broadway New York



EAD APPOINTED N. E. A. WESTERN MANAGER

oup Launches Policy of Naming Regional Field Managers—State Vice-Presidents Announced by Roe

o co-ordinate its activities more efively, the National Editorial Assoion this year has adopted a new plan, t of appointing irict managers o will direct practical rk of the oup in their tions, and will port to the in office.



BEN H. READ

he first of the tional directors be named by esident Herrn Roe is Ben Read, manag- director of Southern lifornia Edial Association, who will have charge the Western division, which includes states of California, Washington, egon, Utah, Idaho, Arizona, New xico and Nevada. Mr. Read's office l remain as heretofore at 515 Ameri- Bank Building, Los Angeles.

President Roe also announced the comte list of state vice-presidents of the tional Editorial Association this week. They are:

labama—Marcy B. Darnall, *Florence Herald.*
rizona—Wesley Knorpp, *Phoenix Republican.*
rkansas—W. H. Plank, *Bentonville Record.*
alifornia—Timothy Brownhill, *Puente Journ-*

olorado—George C. McCormick, *H. Collins ress-Courier.*
onnecicut—John E. Hersam, *New Canaan ertiser.*
elaware—Theo. Townsend, *Milford Chron-*

lorida—John C. Lochner, *Clermont Florida lisher.*
eorgia—G. S. Chapman, *Sandersville Prog-*

daho—Henry C. Dworshak, *Burley Bulletin.*
llinois—Paul Goddard, *Washington Reporter.*
ndiana—John D. DePrez, *Shelbyville Demo-*

owa—C. M. Richards, *Toledo Chronicle-mocrat.*
ansas—O. W. Little, *Alma Enterprise.*
entucky—J. Curtis Alcock, *Danville Mes-ger.*
ouisiana—D. E. Gallagher, *The Southern nter,* 625 Audubon Bldg., New Orleans.
laine—Chas. H. Fogg, *Houlton Times.*
aryland—George C. Rhoderick, Jr., *Middlen Valley Register.*
assachusetts—Gardner E. Campbell, *Wakeld Item.*
ichigan—M. H. De Foe, *Charlotte Republn.*
innesota—E. K. Whiting, *Owatonna Jour-Chronicle.*
ississippi—L. H. Bowen, *Brookhaven Times.*
issouri—J. S. Hubbard, *Columbia Missouri blisher.*
ontana—H. O. Woare, *Chester Reporter.*
ebraska—H. D. Leggett, *Ord. Quiz.*
evada—Harold P. Hale, *Elko Independent.*
ew Hampshire—Chas. G. Jenness, *Rochester rrier.*
ew Jersey—Richard C. Anzer, *Union City dson News.*
ew Mexico—J. G. Greaves, *Portales News.*
ew York—C. G. Clarke, *Perry Record.*
orth Carolina—J. A. Sharpe, *Lumberton besonian.*
orth Dakota—M. I. Forkner, *Langdon Reblican.*
hio—C. R. Callaghan, *Bellevue Gazette.*
klahoma—N. A. Nichols, *El Reno American.*
regon—Hal E. Hoss, *Oregon City Enterse.*
ennsylvania—Marion S. Schock, *Selinsgrove nes.*
hode Island—Jonathan F. Comstock, *Crann News.*
outh Carolina—Robert Latham, *Charleston ws and Courier.*
outh Dakota—E. B. Oddy, *Woonsocket News.*
ennessee—Hugh J. Doak, *Manchester Times.*
exas—Mrs. Lee J. Rountree, *Bryan Eagle.*
tah—Chas. England, *Logan Journal.*
ermont—Harry E. Parker, *Bradford United nion.*
irginia—Paul Scarborough, *Franklin Tidester News.*
ashington—E. L. Wheeler, *Waitsburg Times.*
est Virginia—R. H. Pritchard, *Weston mocrat.*
isconsin—Louis H. Zimmerman, *Burlington tandard-Democrat.*
yoming—R. H. Alcorn, *Rawlins Republican.*

EMERGENCY MAT MAKING

Burlington Free Press Used Steam When Rolling Table Didn't Work

What do you do when the motor of your rolling table refuses to work?

David W. Howe, assistant manager of the *Burlington* (Vt.) *Free Press,* was forced to find an answer to this question in a recent emergency.

"When our rolling table failed to work," he explained, "we took our compressed air steam-table, and, by letting the platen down with all the force and rapidity possible, we were able to get enough impression to make good mats. This was done with 120 pounds of compressed air pressure."

Mr. Howe declared he did not recommend dispensing with the rolling table, but suggests his trick is a handy tip in an emergency.

AD TIPS

Caples Company, 225 East Erie street, Chicago. Issuing contracts on Baltimore and Ohio railway.

Nelson Chesman & Co., 1127 Pine street, St. Louis. Will conduct a campaign of advertising for circulation in English dailies for the St. Louis German daily.

Conover-Mooney Company, 111 West Monroe street, Chicago. Placing orders on Hoffman Heater company, Louisville, Ky., in some Ohio papers.

Lawrence Fertig Company, Inc., 183 Madison avenue, New York. Now placing accounts for the Pansin Engineering Company, Newark, N. J., to advertise their Octacone, loud speaker and Dunlap & Ware, Eastern distributor "White Rouge."

Albert Frank & Co., 14 Stone street, New York. Placing accounts for Charles Freshman Company, manufacturers of Freshman Masterpiece and other radio apparatus, Hall & Ruckel, Inc., Brooklyn, manufacturers of X-Bazin and Sozodont and the Ownmore Company, developers of Mountain Lake, N. J.

Charles C. Green Advertising Agency, Real Estate Trust Building, Philadelphia. Placing account for the Christiana Ferry Company, Wilmington, Delaware.

Green, Fulton and Cunningham, 360 North Michigan avenue, Chicago. Placing copy on Electrical Research Laboratories, Chicago. (Erla Radio.)

Lord and Thomas and Logan, 400 North Michigan avenue, Chicago. Placing copy for Pines Winterfront company, Chicago.

MacMartin Advertising Agency, Inc., 500 Security Building, Minneapolis. Will place account for the Anderson Lumber Company, Bayport, Minnesota, manufacturers of window frames.

Newell-Emmett Company, Inc., 116 West 32nd Street, New York, has been selected as advertising counsel for an Association composed of a majority of the large soap manufacturers of the country, which has formulated plans for the promotion of soap and glycerine.

Irvin F. Paschall, Inc., McCormick building, Chicago, has secured the account of the Heit-Miller-Lau Company, Fort Wayne, Ind., makers of "Mary Wayne" box candies and dime candy bars.

U. S. Advertising Corporation, Home Bank Building, Toledo, Ohio. Issuing contracts generally to newspapers on Willys-Overland company, Cleveland.

Warner Company, 721 Lafayette building, Detroit. Has prepared a special promotion campaign for The Detroit Free Press, designed to educate people to the advantages of electrical refrigeration and oil burner heating.

NS

The Psychology of Crime

Ten Weekly Articles

By DAVID SEABURY

Author of "Unmasking Our Minds"

FIRST PUBLICATION

Why Jealousy Leads to Crime
Wealth and Wild Youth
Girl Gangsters and Gunmen
The Sins of the Fathers
Can a Good Man Become Bad, etc.

The O'Dell Newspaper Service

Fifty-Five Fifth Avenue New York City

Imperial METAL



For Better Plates

Try Using the Plus Plan

PERHAPS nine-tenths of the delays in the stereotyping department are due to cold shots, sinks or other flaws in plates that call for second castings.

Most of these troubles are traced to metal difficulties and can be eliminated. Give your stereotyping department the finest metal you can obtain—Imperial Type Metal—then see to it that that metal is served by the Plus metal to keep it in A-1 condition.

That's the way to make your stereotyping department one of the smoothest running departments in your plant. When you use the Plus Plan you can count on plates being delivered on the second, moderate operating cost and no run-overs.

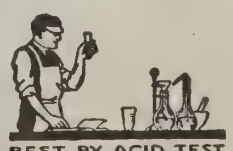
The Plus Plan is an efficient trouble remover. It's efficient, economical and dependable. Prove it to your own satisfaction.

IMPERIAL TYPE METAL CO.

Manufacturing the following metals:

LINOTYPE MONOTYPE INTERTYPE STEREOTYPE
ELROD LUDLOW LINOGRAPH THOMPSON

Philadelphia Cleveland New York Chicago



BEST BY ACID TEST
TRADE MARK REG.

CELOTEX USES RELIGIOUS APPEAL TO MOOCH FREE SPACE

ECHO HAUNTING CHURCH FOR 28 YEARS BANISHED BY SCIENCE



Felt Cloth on Which Echo Refused to Bounce. Bulletin Board Heralding Echo's Death.

Exterior of Haunted Church Which Won 28 Year Battle With Mysterious Voice.

A mysterious, tantalizing echo, which has haunted the First Congregational church of Clinton, Mass., for twenty eight years, has been banished.

Every device known to architecture was tried over a period of more than a quarter of a century, but in vain. Parishioners left and went to other churches because they could not hear the pastor's sermons.

Science came to the rescue when a Boston acoustic engineer gambled $5,000 that he could remove the echo by acousti-celotex, a new sound absorbing material. If he failed, it would cost the church nothing. If the echo was routed, he was to get $5,000. He won. The church sent out a bulletin: "Our Famous Echo is Gone. Come to Church Next Sunday and See for Yourself." The Rev. Nathan H. Gist, the pastor, preached on this occasion the first sermon which the parishioners were able to hear in 28 years.

When the church was opened twenty-eight years ago, it was discovered that a noisy echo had taken lodgings in the rafters. Organ tuners found it impossible to tune the organ, as the echo, intercepting each chord, would fling it back with much the same force that had blown it from the pipes. The mocking little voice from the rafters prevented parishioners from hearing the sermons. The Rev. W. W. Jordan, the pastor, nearly ruined his voice trying to foil the mimicking echo. It took him twenty years of ceaseless study and patient practicing in the church before he was able to even partially overcome the eerie voice, which was so loud that people in the fourth pew could not hear him. Many of the flock left and went to other churches.

During these twenty-eight years every known means of exterminating echoes was tried, but to no avail. Wires were strung from the rafters to intercept the vibrations of the echo, but the dexterous voice continued to mimic the pastor and the music. An enormous felt cloth was hung over the back wall for the echo to bounce against, but this, too, failed. Then a mammoth sounding board was erected above the pulpit, but this had no effect on the tantalizing echo. During more than a quarter of a century suggestions poured in to the pastor and expert advice was sought continuously, but all the devices failed to banish the haunting voice.

About two months ago it was decided to remodel the church. It was then that a Boston acoustic engineer told the pastor that he could drive out the echo of twenty-eight years from the edifice. He was F. E. Berry, Jr., who was so confident that he could solve the quarter of a century problem that he agreed to take a gamble on it. He would charge the church nothing, if he failed, but would demand $5,000 if he drove the echo out. It was so agreed, and the acoustic engineer started to work.

More than 10,000 square feet of "acousti-celotex" board, a sound absorbing material made from the tough fibres of sugar cane after all the juice has been extracted, pressed into perforated one foot squares seven eighths of an inch thick, were placed on the ceiling of the auditorium to absorb the echo. Tests were made and the mimicking voice no longer sent out its tantalizing vibrations.

Scientists and architects have played tag with echo for centuries. They have tried to outwit it by building auditoriums on certain "perfect" proportions. But it is only within the past few years that they have learned that absorbent wall and ceiling surfaces are more effective in silencing an echo than the intricacies of architectural design.

The acousti-celotex which has vanished the echo in the Clinton church is made from the felted fibres of sugar cane. This vegetable material, full of tiny connecting air pockets, is sound absorbent, but its efficiency has been greatly increased by drilling the surface full of tiny holes, which adds 150 percent to its absorbing area. Four hundred holes, ½ inch in diameter are drilled into each of the foot square blocks of Celotex, with which the ceiling of the church has been covered.

CELOTEX is the brand name of a building material. To spell the name with a lower-case "c" is the trick of a press agent. Observe, in the above reproduction of a matrice sent broadcast last week as "news," how this advertised product seeks charity publicity in the newspaper press.

The company that manufactures Celotex is a heavy user of paid magazine space, but has evidently been advised by some agent that newspaper editors are a little weak in their attics and will publish a slick story and free picture as editorial matter and never notice the lower-case "c". As in this instance, nothing could be better than a puffed-up yarn about a church.

A press agent or advertising agent has been paid, directly or indirectly, to impose this graft on newspapers. Newspaper editors who print it earn only the contempt of the craft, and likely enough the advertiser himself since he must realize that the trick of getting his brand name repeated five times in news space is a trick to which only an inferior intelligence would yield. There is less of this sort of mooching than when EDITOR & PUBLISHER began its expose of commercial space grafting two years ago, but the space grafter is a hopeful soul.

HALF A STATE
COMPLETELY COVERED
at one Combination Rate
EVENING COURIER MORNING POST
Two Great Newspapers—Published at Camden, N. J.
National Representatives
STORY, BROOKS & FINLEY



PLANS SPANISH DAILY FOR LOS ANGELES

I. E. Lozano, Publisher of La Prensa at San Antonio Leaves for Coast to Organize Plant and Staff

Ignacio E. Lozano, owner and publisher of the *San Antonio* (Tex.) *La Prensa,* morning paper, left this week with several members of his organization for Los Angeles, Cal., where, some time between Sept. 16 and 20, he plans to start publication of *La Opinion,* a seven-day morning Spanish daily.



IGNACIO E. LOZANO

Mr. Lozano said he was installing his own plant at Los Angeles, to include, at the start, a Goss rotary press and three type-setting machines. He will personally spend some time getting the new publication going, before returning to La Prensa. He asserted he intends to use either United News or Universal Service for the Los Angeles paper. La Prensa has just started use of Universal printer service.

Accompanying Mr. Lozano to Los Angeles was Alexandre Jouffray, advertising manager of La Prensa, who will organize La Opinion's advertising department, which will be left in charge of Francisco Olivares, Jr., who also is going from San Antonio. A. F. Cantu, who has represented La Prensa in the Brownsville, Tex., section, and who will be manager of La Opinion, was in Mr. Lozano's party, as was Miguel Arce, editorial writer of La Prensa, who is to be editor of La Opinion.

At the age of 39 Mr. Lozano is launching his second major newspaper venture after having built La Prensa, in less than 14 years, to its present position. The paper now employs, according to the publisher, 76 persons. It is housed in its own three-story building. It has just announced inauguration of a "Border Edition," a 9 p. m. "bulldog," pre-dated.

Still Gaining!

The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.

The net paid average for the American was 57,503.

You need these papers to cover Baltimore, they reach more than half the City.

Sold separately or in combination.

THE BALTIMORE NEWS
and
Baltimore American

ANNOUNCEMENT

To National Advertisers and Advertising Agencies

The National Advertising Departments of
New York Evening Journal
Baltimore Evening News
Baltimore American
Washington Evening Times
Washington Herald
Atlanta Evening Georgian
Atlanta Sunday American
are combined with offices in New York—Chicago—Detroit

New York Office:
W. G. HOBSON, *Eastern Manager*
2 Columbus Circle
Telephone: Circle 5400

Chicago Office:
F. E. CRAWFORD
Western Manager
913 Hearst Bldg.

Detroit Office:
FRANKLIN PAYNE
Representative
1351 Book Bldg.

All under direction of:
JAMES C. DAYTON, Publisher
NEW YORK EVENING JOURNAL

Flapper Fanny



Courtesy of NEA Service, Inc.

One of the many features which has made the NEA so popular is none other than friend Flapper Fanny.

Of course, she's particular about her appearance, and so are her sponsors, too. 33 years of experience have taught the NEA Service, Inc., that only the best should be offered to newspaper publishers—the best talent and materials that are to be had.

It was therefore quite natural that the NEA chose Certified Dry Mats as the medium for distributing their services. Extensive use of other dry mats preceded their adoption of Certifieds.

In fact where publishers and stereotypers COMPARE our dry mats with others the verdict is almost invariably with Certifieds.

Our policy of having one standard size; of making only one quality of newspaper mat—the best that we know how—and of maintaining one price, has already won several hundred of your fellow publishers.

Please bear in mind that thickness and thinness of our mats do not affect the quality and hence do not influence the price.

¶ *We leave it to you to judge Certified Quality and that is why we repeat — COMPARE.*

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue
New York, N. Y.

For wet mat printing with DRY MAT facility—use Certifieds

Made in the U. S. A.

WATERLOO TRIBUNE MARKS ENTRY INTO NEW HOME WITH 68-PAGE EDITION



THE newly remodeled home of the *Waterloo* (Ia.) *Tribune* was opened ast week and celebrated at an open-house hich occupied the week-end and pre-ded publication on Sunday of a 68-page ew Home edition, replete with descrip-ons of the building and a history of ie paper and community.

The Tribune building has a 60-foot rontage on East Third street and 150 long Lafayette, with a reserve ground pace of 60x60 feet for future extensions. he building is three stories high with sub-basement. It is built of brick with rick and tile retaining walls, extending hrough the first and second floor land-ngs.

The main entrance is on Lafayette reet, the doorway opening upon a stair-ay leading to either side to the sub-asement wherein the press room is ocated. Along the main floor lobby at ie left is the commercial printing department. On the opposite side is the business office and along the north of the building the advertising department. The office of Harry Shaw, vice-president and treasurer of the company, is at the northeast corner.

To the rear of the lobby is the information desk and classified department. The news room is on the second floor to the right of the stairway and William Reed, president and editor of the Tribune, has his office in the northeast corner of this floor. The composing room is on the left with the matrix-making department to the rear, connecting directly with the stereotyping department in the sub-basement. The presses are on the East Third street side of the sub-basement and the circulation department is there, too.

A file room, directors' assembly and women employes' room occupy the third floor, all of them large, well equipped rooms.

DAILY PRAISES ADVERTISER'S EDITORIAL PRINTED IN DISPLAY SPACE

THE following discussion of editorials in advertisements appeared in the ept. 6 issue of the *Tulsa* (Okla.) *Vorld*:

"EDITORIAL ADVERTISEMENTS

"Editorials in advertisements are not ew. Twenty years ago, to seek no fur-ier and to rely altogether on personal nowledge, a firm in Kansas City be-ime famous and its ad writer renowned, hrough the use of this device in a small isplay in the same position in a certain ewspaper day after day.

"Recently this practice is being re-imed to a greater extent. Just now iere comes to attention one such appear-ig in the *San Antonio Light*, over the rm name of a realty concern. It does omething more than call attention to the articular firm; it impresses one—and ithin the circulation of that paper must ttract much more than ordinary at-ntion and create good will. Let us ote:

"'If in the opinion of the people the istribution and modification of the con-itutional powers are in any particular rong, let them be corrected by an mendment in the way the constitution rovides, but let there be no change by surpation, for though this in one instance ay be the instrument of good, it is the ustomary weapon by which a free gov-rnment is destroyed. The precedent ust always greatly overbalance in per-anent evil, the partial or transient bene-t the use can at any time yield.

"'—From WASHINGTON'S farewell ad-ress.

"'Do not allow the selfish self-seeking faction to change or nullify the constitution under the pretext of public protection.

"'CHARLES E. HUGHES, in a recent speech before the American Bar Association, said this country was being turned into a bureaucracy—millions of bogus laws under the pretext of public protection.

"'I say, drive these presumptuous persecutors and petty pretenders to princedom or perdition.

"'I say—Take your hefty hands off of my shoulder.

"'I say—Take your uninvited opinion off of my mind.

"'I refuse—to accept your sugar-coated tyranny.

"'I refuse—to submit to your polite peonage.

"'I refuse—to partake of your pernicious paternalism.

"'I refuse—to be truant to the trust reposed in me as a sovereign citizen of this great republic.

* * *

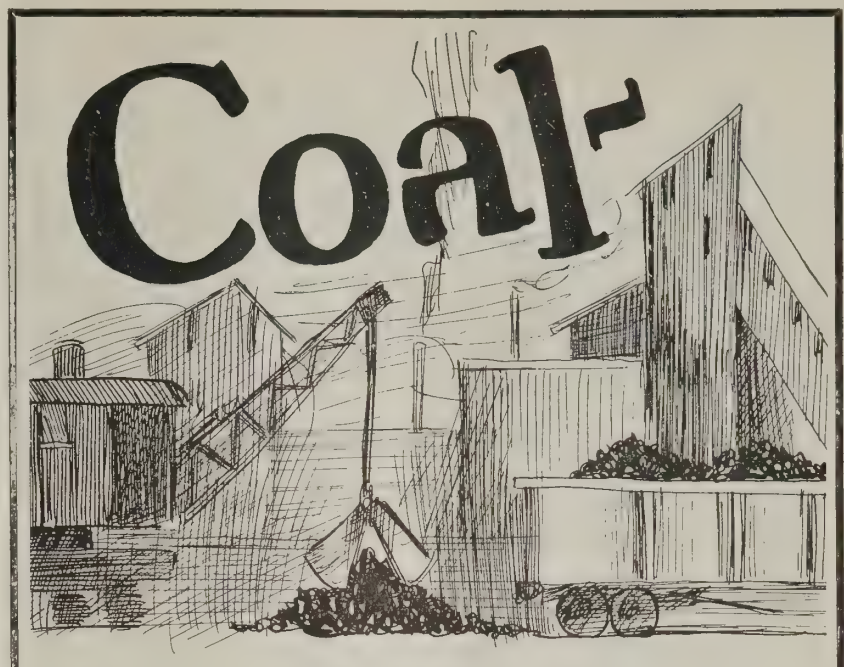
"'As between preachment and parchment I choose the parchment.

"'The Constitution is my paper, my party, my laws, my liberty, my bulwark.'"

* * *

"When business concerns quite generally merge their business interests with the welfare of the country it may happen that there will not be so much room for the demagogue and the insincere reformer.

"The subject is worth thinking about."



An Important Industry in

ILLINOIS—

How many people know that Illinois is the third coal producing state in the United States?

It is an important industry representing investments of millions of dollars' worth of machinery and equipment, and employing skilled labor at good wages.

Illinois is a compact unified market with high standards of living, economic independence and buying power. Situated in the very heart of the country's most fertile and prosperous valley, it offers a market of unlimited possibilities to the National Advertiser. Consult the papers listed below. They are ready to assist you.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Aurora Beacon-News .....(E)	18,694	.06	.06
†Chicago Herald & Examiner....(M)-	385,276	.55	.55
†Chicago Herald & Examiner.....(S)	1,153,360	1.10	1.10
†Chicago Daily Journal .....(E)	123,771	.26	.24
**Evanston News Index .....(E)	6,729	.04	.04
**Freeport Journal-Standard .....(E)	9,613	.045	.045
**Joliet Herald News .....(E)	19,591	.06	.06
††Mattoon Journal Gazette .....(E)	5,712	.03	.03
**Moline Dispatch .....(E)	11,556	.045	.045
**Monmouth Daily Review Atlas..(E)	5,416	.035	.035
**Peoria Star .....(S) 22,497..(E)	29,874	.085	.07
Rock Island Argus .....(E)	11,248	.045	.045
**Waukegan Daily Sun .....(E)	5,213	.03	.03

**A. B. C. Statement, March 31, 1926
†Government Statement, March 31, 1926
††Government Statement, September 30, 1925

HOW NATION'S PRESS FIGHTS MOTOR PERIL

(*Continued from page* 3)

ing privileges and thus clear the streets to permit the movement of more traffic lines the Free Press is urging the establishment of a larger auto pound and the use of more tow wagons as the tagging system has failed, and impounding cars is the only method feared by drivers.

In Albany the *Knickerbocker Press* and *Albany Evening News* last year made an independent survey of traffic congestion and traffic accidents in that city. The survey, illustrated by diagrams, photographs and charts, and supported by cartoons and editorials, amply demonstrated continuous economic loss to the city and unnecessary hazard to its citizens. This effort was followed by a semi-official survey under the direction of a citizen's traffic committee, appointed by the late Mayor Hackett, who pledged that the recommendations of the committee would be followed by the administration. Automatic control lights have been installed at principal intersections in Albany's business section during the summer and the city's traffic ordinance has been modified to eliminate traffic congestion, establish one way streets and minimize parking time. A jaywalking ordinance has been passed and a general campaign of traffic education has marked the summer program in the city's playgrounds.

The city administration which succeeded Mayor Hackett, at his death, has, however, rejected one of the most important items of the traffic committee's program—installation of the boulevard stop system on designated through streets as complementary to the central control system. In some cases flicker lights have been substituted for the boulevard stop system recommended. On this point the Press Company's publications have taken vigorous issue with the administration as a matter of economy, efficiency and coordination of a general system.

The experience of Albany has been that of other cities where radical revision of traffic and parking rules has been undertaken. Immediate inroads have been attempted upon parking provisions in the interests of particular sections before the new ordinance has been enforced.

Albany has made substantial progress, but the result is unsatisfactory and the traffic issue will figure in the coming municipal elections.

The *San Francisco* (Cal.) *Call* has contributed conspicuously to a campaign of San Francisco and other California newspapers to lessen automobile fatalities. The Call has not been content to warn motorists, advocate elimination of dangerous grade crossings, "play up" traffic accidents and fatalities and scold responsible authorities when bad conditions have continued or grown worse. It has taken the initiative on at least two occasions by organizing movements to bring about safer driving and safer walking, and the results have been gratifying.

Three years ago The Call had made more than 25,000 heavy tin emblems for the radiator of the automobile, in red and white, which proclaimed the driver of every car displaying such emblem to be a member of The Call's Safe Drivers' Club.

These emblems were given to every automobile owner who called, wrote or telephoned for one. The campaign to enroll members was turned over to a feature writer and the campaign was played up for weeks. Every emblem was called for and used.

More important, for many days there was not one automobile fatality in or near San Francisco, whereas before the inauguration of The Call's drive there had been several every month

Last year, at a time when a good many pedestrians were being run down while crossing crowded streets, The Call put on a "Don't Jaywalk" crusade. Several hundred heavy metal signs, in yellow, were wired to electroliers throughout the downtown section of San Francisco. The conspicuous feature of this sign was a traffic policeman holding up his right hand, giving the "stop" signal.

The signs were put up for the duration of Traffic Week, but after the week had gone by the police department requested that they be continued in place. It was the testimony of traffic officers that The Call's emblem was doing more to curb jaywalking than their combined efforts, plus constant warnings, plus frequent accidents.

At the request of the California Development Association, whose women's division has been engaged for months in a Statewide drive to induce safe driving. The Call's signs have been lent to other cities having Traffic Week demonstrations. At the present time they are up in Santa Cruz, a seaside city, where a Traffic Week celebration is soon to be held.

Use of the signs has been requested by other cities, and while they carry the name of The San Francisco Call, communities not reached by The Call are glad to use them.

The Safe Drivers' Club emblems and the "Don't Jaywalk" signs were rather expensive, but, in addition to doing real good, they are credited with having made many new friends for its paper.

San Francisco Chronicle for several years has carried on an aggressive campaign in the joint interest of the motorist and pedestrian to reduce accidents and obtain better regulation of traffic. It recently assisted in securing the appointment of a non-political traffic commission which will conduct a survey and arrive at a broad program of regulation. The Chronicle is now urging that measures to check jaywalking be taken, so that the pedestrian accident hazard may be considerably lessened. The Chronicle has made independent checks in the principal thoroughfares of violators of traffic regulations, publishing the license numbers of offenders. Has secured the adoption of the "boulevard stop" plan and is insisting upon its enforcement. It has brought about the establishment of safety zones on the principal motor ways in the outlying sections of the city and is constantly studying other proposals having for their purpose the reduction of automobile fatalities and a smoother flow of traffic through the city's arteries.

At Boston a very vigorous motor vehicle registrar furnishes the newspaper with so much crusading for safety on the highways that no newspaper is competing with him. The Boston papers print his many speeches and statements.

All four Cincinnati newspapers have made energetic efforts in recent months to curb automobile fatalities. Each newspaper keeps an individual record of fatalities and each news story in which a fatality is reported states the number of automobile deaths since January 1.

The *Cincinnati Post* carries a large black face figure at the head of its stories, the number being changed with each fatality.

Recently, the *Enquirer* has made a special grade-crossing campaign to eliminate some of the more dangerous grade crossings. Through daily picture features and black face stories, each grade crossing was pictured and its dangers described. City officials have taken their cue from these articles and a general grade crossing survey was made by members of the Junior Chamber of Commerce for the city. Plans now are being made to seek bond issues for elimination of these crossings at the rate of four or five yearly, until all of the more dangerous crossings have been eliminated. The *Commercial* has also been active.

The Junior Chamber survey, which is a novel idea that could be tried to advantage in any city, gave the city officials some highly interesting facts about the various grade crossings and their degree of danger, as compared with other crossings.

The *Times-Star* is devoting much time and effort to reduce automobile fatalities. Led by Moses Strauss, managing editor, who formed the first local safety committee, traffic problems relating to safety of pedestrians and motorists were studied with the result that the number of deaths have been reduced, while many other large American cities show increases over last year's figures. The safety committee was fostered by the Cincinnati Automobile Club and was composed of two divisions—automobile owners and non-owners—from 48 different civic and other organizations.

The paper is publishing each week an investigation report and map showing how one fatality occurred and what is needed to correct the situation. Fred Burns, automobile editor, has started a column of safety recommendations. City officials answer all queries and have taken immediate action on a number of suggestions received and published by the paper in its weekly Autoists' Section.

Managing Editor Strauss was elected a trustee of the Cincinnati Auto Club about a year ago. He was named to the Hoover Safety Conference from Ohio by Governor Donahey because of his accomplishments in Cincinnati in safety work. Mr. Burns recently completed a tour of the northwest and Canada, where he collected material on safety regulations in other cities as the basis for a series of articles applied to the situation at Cincinnati.

For several years the *Chicago Tribune* has maintained a careful daily record, running through the year, of automobile fatalities in Chicago and Cook County. This mounting annual figure has been used in the newspaper's campaign for safety. But with 15 or 20 per cent. annual increase in the number of motorcars in the Chicago population area little, if any, improvement has been achieved. The Tribune is now campaigning for the widening of important highways radiating from Chicago from the present 18 feet to 40 feet. Up to today the Tribune's published figures show that 552 persons have been killed in Cook County (coroner's district) since January 1, in motor car and truck accidents. The number includes those in automobiles killed by collisions with trains at grade-crossings. The total is considerably over two a day on the average.

For more than two years *Minneapolis* (Minn.) *Journal* has campaigned editorially for enactment of a driver's license law in Minnesota. The measure failed of passage in the last Legislature, due largely to opposition in the rural districts, where it was feared a license requirement would work undue hardship on the farmer. Since then, however, there has been a marked change of sentiment. A large section of the rural press is now joining in the demand for licensing. The farmers themselves are beginning to see that the bother of taking out licenses is not nearly so great as the bother of dodging reckless drivers. There is a good prospect now for passage of a license law at next winter's session of the Legislature. The Journal has also made it a practice continually to call attention editorially to typical instances of carelessness and dangerous driving practices.

The *Springfield* (Mass.) *Union*, cooperating with the Safety Council of the Chamber of Commerce, is promoting safe highway traffic as well as safety operation in industries and safety measures in the homes. It is at present conducting a campaign to induce young bicycle riders to be more careful. The youngsters are enrolling in a safety league. The Union gives many columns monthly to reports, drives, slogans, and safety pleas of the Council, preferring to back a civic campaign rather than conduct a newspaper campaign. Springfield achieved remarkable results for a long time in keeping down auto accidents in which persons were injured or killed, but this year the record has not been so good. Lenient police and judicial methods are being blamed.

A campaign for safe driving was ended recently by the *Syracuse* (N. Y.) *Herald* after a month's crusade. More than one-quarter of the 60,000 automobile owners in Onondaga County had enrolled in the Herald's "Safe Driving Club" when the campaign closed. One of the best staff men was detailed to handle the daily banner stories which induced 15,000 motorists to pledge themselves to drive more carefully on the streets of Syracuse and the country highways. Pledge cards were distributed personally and printed in every edition during the month. Accompanying the thirty columns of news matter which appeared during the drive were daily lessons for the automobile operator. The lessons directed attention to all the common factors of traffic accidents, cautioned avoidance of them and gave hints for the car pilot. Especially posed photographs picturing these common accident causes accompanied each story. Diagrams also were used. Members of a theatrical stock company consented to pose. The Safety Council of the Chamber of Commerce co-operated with the newspaper. Each driver who enrolled was given a green and white button to be attached to his radiator. The button designated him as a member of the Safe Driving Club. The demand for the buttons continued after the campaign was over. Public officials, school heads and prominent citizens joined the Herald in the plea for reduction in the number of fatalities.

The *Spokane* (Wash.) *Spokesman Reviews* policy is to back the efforts of the city authorities in enforcing motor laws. The establishment of stop signs on entering arterial highways is reducing the

RECORDS CONFUSE STORK

A MEMPHIS newspaper which prints a daily vital statistic's column has delegated to the head office boy the duty of getting this material on one of his morning copy runs.

Through a mistake on the part of the health bureau, the wrong address was given the parents of a new baby, and the proud father asked for a correction.

The office boy corrected it in this fashion:

"Due to a mistake on the record books a girl was born to J——— G——— and Hazel ——— Aug. 16 at 1529 Madison street, instead of 563 North Sixth street."

FOR PROMPT SERVICE

TYPE

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HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

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BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

mber of accidents. Groups of civilians d deputies periodically hold up at ints on main highways all motor cars ith dazzling headlights. One warning given. After that a stiff fine results. ditorial comment on police court pro-edings is freely given, and this has a iffening effect on the authorities.

Spokane judges deal severely with vio-tions of city regulations.

Carrying out a campaign inaugurated d promoted by the *Los Angeles* (Cal.) *vening Herald* that city has completed o and is constructing sixteen pedestrian nnels located at the busiest traffic cor-rs in the residential district of the city. hey are designed to afford school chil-en and others an opportunity of cross-g without danger from vehicular traffic. he expense of this safety campaign is eing borne by a $350,000 bond issue. he two tunnels now in operation have oved so successful and so popular that e city is already preparing to widen e scope of this safety effort and in all obability not less than 50 of these destrian tunnels will be completed and operation by January 1, 1928. In ad-tion to this Los Angeles is networked ith safety surface crossings which are arked by painted lines on the pavement d before crossing which every auto-obile must come to a dead stop if any destrian is in the act of crossing as hicle approaches. This also is the re-lt of the Evening Herald's campaign r pedestrian safety. Since Los Angeles s put this system into operation many her cities have followed the example.

The *Kansas City* (Mo.) *Journal Post* s been a medium through which the ansas City Safety Council has brought uch educational matter to the attention the public. The Journal-Post has en persistent in publishing sketches of oper methods of driving, arm signals d so forth. The paper also gives much blicity to the proceedings in traffic urt and recently ran photographs of reless drivers and speeders in leg chains the municipal farm. Fatalities at Kan-s City have passed last year's record r the period. In each fatality story e Journal-Post calls attention in a box the total fatalities for the year, with e warning "be careful." The Journal-ost Road and Tour Bureau also gives tention to safety education.

Oakland (Cal.) *Post Enquirer* is co-erating with the Safety Council, com-sed of 3,200 citizens empowered to re-rt traffic violations to the police, and ith the police, with results as follows: per cent decrease in accidents at in-rsections, with enforcement of new oulevard stop ordinance; 7,335 arrests in e first six months this year for traffic olations as compared with 4,521 for the ntire year 1925; boulevard stop, brake spection and traffic signal weeks are pported with generous publicity; deaths ring the first six months this year to-lled 37, compared with last year's 32 r the same period. In proportion to e increased number of cars this repre-nts a decrease.

The *Milwaukee* (Wis.) *Journal* does ot advocate sporadic campaigns to pro-ote street and highway safety, but ather persistent day in and day out de-fense of safety laws and measures. It was a factor, for example, in getting a bill through the Legislature providing jail terms instead of fines for intoxicated drivers. When the law was silent on jail sentences the Journal constantly advocated jail terms as the only effective means of combating this menace. Now an offender rarely, if ever, escapes without a term in the work house. The Journal was instrumental in establishing Milwaukee's arterial highway system. This includes breaking the bottle neck at street intersections by providing for double lanes of traffic. Buses must stop within, not outside, safety zones. The paper is now pressing for the passage of a drivers' license law. The Journal devotes a column to touring and automobile news in which articles on safety figure prominently.

For some months the four Portland, Ore., daily newspapers have been cooperating with the Mayor and Police Bureau in an effort to reduce traffic accidents, proceeding on the theory that frequent and prominent publicity will help instill caution in the minds of motorists and pedestrians.

The *Portland News* has just discontinued a daily "crash box" in which were listed the names and addresses of persons killed, injured or present at accidents.

The *St. Louis* (Mo.) *Globe Democrat's* policy is to give prominence to automobile fatalities and to support, both in its news and editorial columns, the work of the local Safety Council.

The *Rochester* (N. Y.) *Democrat and Chronicle and Herald*, pushed vigorously in both news and editorial columns for the making of East Avenue, beautiful residential thoroughfare, an "arterial highway," and it is likely that at an early date practically every main thoroughfare here will be "arterial," which means that every vehicle coming into such a thoroughfare will first have to come to a dead stop. These papers have also carried an average of an editorial a week treating of some phase of street safety. The monthly accident figures from the Police Traffic Bureau are published.

The *Syracuse* (N. Y.) *Herald* has done commendable work with regard to street safety. One of its regular features is illustrated perils of motor traffic.

While there has been no general promotion of "safety first" drives by the Hearst newspapers, many individual papers of the organization have taken militant steps toward campaigning against reckless automobile driving, EDITOR & PUBLISHER was told at the New York executive offices. There it was said that Hearst newspapers in the western states were leading in a unique drive which provides that automobile owners be sworn in as deputies to arrest themselves and offenders against themselves.

The *Kansas City Star* last Sunday began an intensive campaign to prevent motor car accidents, with school beginning the next Tuesday, it printed pictures of the children killed by motorists this year with this caption stop, look and listen. Underneath were the lines "This Is Not A Pleasant Picture To Print, But The Number of Deaths In Kansas City From Motor Car Accidents Makes It Necessary."

Last year there were 77 deaths; already this year 46 persons have been killed.

In addition there was a first page interview with the Chief of Police, the Safety Council Director, the judges of the Municipal Courts, all of whom declared war on speeding motorists and demanded protection for the children. Every day since the Star has kept up the fight.

N. Y. WORLD ADDS TO COMICS

The *New York World* increased its Sunday comic section to eight pages with the issue of Sept. 12. The new pages include "Nize Baby" by Milt Gross, "Who's Zoo," by Tom Dibble, Jr., and "Drowsy Dick," by E. J. King.

RADIO "COLUMN" IN CHICAGO

The *Chicago Daily News* inaugurated this week its new contributor's radio air "column" from its radio station WMAQ. The "air line" will be broadcast four evenings a week and will include contributions from radio fans which are thought worthy of being broadcast. Keith Preston, literary editor and conductor of the humorous contributors' column, "Hit or Miss" in the Daily News, will conduct the new radio "column."

It is said to be difficult for flappers to make up their minds. Yet they get plenty of practise on their faces.—*James J. Montague in New York Herald Tribune.*

TO NEGOTIATE SCALE

Conferences are to start in Scranton, Pa., soon on the wage demands submitted by the printers recently. The printers are seeking a wage increase, a seven hour day and paid vacations for all men who have worked at the newspapers for a certain period. The agreement between the Scranton printers and employers expires the last of this month.

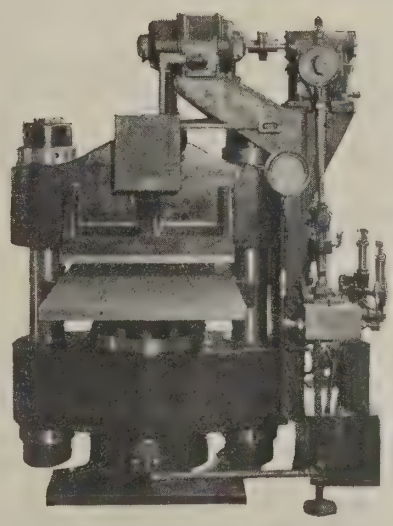
COWLES GROUP EXPANDS

The Pacific Northwest Farm Trio, published by the Cowles Publishing Company, publishers of the *Spokane Spokesman-Review*, has purchased the *Western Farmer* of Portland, Ore., and consolidated it with the trio, which is composed of the *Washington Farmer*, the *Oregon Farmer* and the *Idaho Farmer*. The subscription list of the Western Farmer has been divided among these three publications. Publication office of the trio continues in Spokane with branch offices in Seattle, Boise and Portland.

You can't buy classified success, but you can win it—as scores of our clients are winning it today

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International Classified Advertising Counsellors
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Direct Pressure Under Complete Control. Fast, Positive, Non-Vibrating Hydraulic Operation. The first successful hydraulic matrice moulding press to be introduced into this country.
Birotadruck Presses are now in operation on the plants of The New York Times (3 presses), New York Herald-Tribune (2 presses), Boston Globe, Cleveland Press and Dallas News.
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continues to be the fastest growing state in the Union.
TAMPA
is the recognized industrial center and the most substantial city in Florida.
THE TAMPA MORNING TRIBUNE
is the only morning and the only Sunday newspaper in Tampa, covering the entire rich, productive and populous territory of Southwest Florida, reaching a population of 713,943.
200,000 Daily Readers.
300,000 Sunday Readers.
Represented nationally by
The S. C. Beckwith Special Agency.

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
Cline-Westinghouse Double Motor-Drive with full automatic push button control
is used by
CHICAGO TRIBUNE
Chicago, Ill.
Ask them about it.
CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

The World
These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.
The Evening World
Pulitzer Building, New York
Tribune Tower, Chicago

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
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Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.
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nearly half the 2013 national advertisers using the Cleveland Plain Dealer in 1925 used it *exclusively.*
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ONE Medium—ONE Cost ALONE Will sell it
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Woodward & Kelly, 360 N. Mich. Ave., Chicago

CITY EDITOR RUNS OWN JOURNALISM SCHOOL ON SMALL TOWN DAILY

Little Time Available for Individual Instruction in Spelling or Writing Leads, But Weekly Critical Meetings and General Attention Help

By GORDON MAC QUARRIE
City Editor, *Superior* (Wis.) *Telegram*

WHILE the day of instruction from the city editor for the cub on the large newspaper has been over for a long time, hundreds of city editors on small papers still have this problem on their hands. On papers from 10,000 to even high as 40,000 circulation, the city editor is not only the responsible person for all local news, but he must, in addition, be continually developing reporters from raw material.

It has ever been this way and it will also be the same until that bright day when the journalistic millennium arrives and reporters, city editors, et al, shall receive their just due in wages. The fact is that reporters on the smaller papers are not paid enough and are therefore, always using the smaller paper as a stepping stone to the paper in the bigger city. The task of keeping typewriter desks occupied with something more than mere high school boys with a knowledge of typing falls upon the city editor.

The city editors have always risen to the occasion, God bless them. They are usually willing to tackle anything in the news game from instructing a dense-headed cub to running the whole paper without assistance from anyone. Their job, then, is to insert in the folds of young reporters' cerebrums certain salient useful facts and knowledge concerning what is probably the most difficult thing about a newspaper—reporting.

Whether or not the current method in vogue in small towns of engaging raw youths with great ambitions to pound out words and represent the newspapers with its public is commendable and profitable is no affair of ours here. I speak for the work-ridden city editors of the nation who have one or four of these lads on their hands and, poor devils, must stop in the midst of an important piece of work and show the fellows how to write a lead or spell a word.

We city editors, then, are faced with brutal facts, not theories. Maybe we would like to dash into the front office some particularly awful day and tell the old man he's either got to pay more to his reporters or the local work is going to pot. We did it once ourselves and the old man said "let 'er go."

Through one particularly turbulent year where changes were occurring constantly, with the usual result in mistakes, poor work and general grief for everyone and the city editor in particular, I resolved, finally to do something. I had been doing something all along—in an unsystematic way. But I resolved to produce a school of journalism in my own office that would handle from one to four or five greenhorns and within two or three months, providing the patient was the right material in the first place, produce a reporter who, at least, would inspire a grain of confidence in the customers on his run and turn in a fairly decent sheetful of copy.

Books on journalism—the libraries are full of them—were a great aid. The young man wanting to get along will drink these in avidly and it is surprising the amount of practical knowledge they contain. After a few weeks of absorption from books a cub listens to what you say intelligently. He is rather thrilled, too, to learn that the book knowledge he has acquired has made such a hit with the city editor. A sympathetic desk man working with the city editor can accomplish miracles. He can be one of the instructors in the school and the city editor can be principal. The experienced reporters can also be instructors and the managing editor ought to be a professor emeritus, at least, if he has the proper sympathy for his crew.

Conferences—one on each Monday—with all the local staff gathered in the society editor's office are wonderful aids. The city editor may keep a slip of paper on which to jot down ideas that come to him as he looks over the copy that comes from his cubs. On Monday this slip of paper is the basis for the discussion. The little, unimportant and often annoying matters come up and are threshed out. Without jotting them down they are forgotten and recur everlastingly until the man handling the copy recommends that the neglected cub responsible for them be discharged. The conferences should be friendly chats. If there are any bawlings out coming, administer them in private. There never yet was a reporter worth his salt that could be bulldozed by a husky managing editor or cocky city editor.

Carbon copies—the reporters may keep copies of their work and then compare it with the final product as corrected or rewritten in the paper. Many editors resort to this method.

Learning by watching—how many cubs have never had a fair chance because they were thrown the first day into the maelstrom. The sad part of this is that the more capable ones always meet their end in this fashion. The bedeviled city editor looks 'em over on their first Monday morning and a grain of hope rises in his breast. He decides the person is smart enough to start right in and do the job with little or no breaking in with an experienced man. The result is a defeated, discouraged cub and a disappointed, often angry city editor. The dumb-looking ones often come out a lot better. They don't impress the boss so favorably and have a chance to bathe their tummies in the frigid waters of small city newspaper work before being thrown off the dock.

Reading—but all the good reporters are omnivorous readers anyway. Encouraging the cubs to soak up everything in the other newspapers that are on the exchange desk helps to round out their way of writing. They run across suggestions in every story.

Sympathy—this is the big thing. Sometimes nothing else will do but an emphatic order from a city editor. In most cases sympathy with the problem of the cub will get the best results. Too many small papers are struggling along full of mistakes and rotten news stories because a maniacal city editor, poor cuss, knows not which way to turn to get results and resorts in his despair to sarcasm and cussing. This person is the city editor of fiction—the hard boiled city editor. The good city editor may be hard boiled—but he doesn't show it.

FILES $100,000 SUIT

Oklahoma Oil Man Claims Blackwell Papers Libelled Him

Ed Tippett, drilling contractor of Blackwell, Okla., has filed suit in the district court against C. Robert Bellatti, editor and publisher of the *Blackwell Morning Tribune* and the *Blackwell Evening News* and both papers asking $100,000 damages for an article appearing in the Evening News of Aug. 2. The article concerns an alleged liquor party in which several prominent Blackwell residents were mentioned as having taken part.

Tippett alleges his character was damaged by the publication of the article. He claims they were maliciously composed and published by Mr. Bellatti and that reports were sent out over the Associated Press wire to other towns in the state for the purpose of injuring him.

SUNBERRY ON WIRE CIRCUIT

The *Sunberry* (Pa.) *Daily* this week started using the leased wire report of the Associated Press.

GERMAN DAILY AMERICANIZING

Americanization of a German newspaper without departing from use of the mother tongue is being worked out by the *New Jersey Freie Zeitung*, published in Newark, N. J. The typical German make-up and method of news selection has been replaced by more modern American practice. The paper this year passed into the hands of William C. Fiedler and Fred J. Hartman. J. Douglas Gessford, formerly with the *Bergen* (N. J.) *Record*, is general manager of the new organization.

BELLIGERENT COP OUSTED

Assault on a photographer of the *Chicago Daily News* coupled with other misdemeanors led to the dismissal this week of Policeman Getzel Horwitz of the Chicago police force, by the police trial board.

DOMINANT!
in
Pinellas County, Florida
Daily News
ST. PETERSBURG'S PICTURE PAPER
Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall
America's Biggest Tabloid
Florida's Fastest
Growing Newspaper
To be assured of Complete Coverage—
USE THE NEWS
Represented by
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

DO YOU NEED A TRAINED MAN?
The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.
If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.
NO CHARGE TO EMPLOYERS

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined*.
THE PITTSBURGH PRESS
A Scripps-Howard Newspaper
Member of the A. B. C.

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION
An organization specializing solely in newspaper building design, manufacturing and production problems.
S. P. WESTON
Newspaper Buildings
Plant Layouts
Production, Operation
120 West 42nd Street New York

If Quality
of circulation is your first consideration
The Evening Star
With Sunday Morning Editions
Washington, D. C.
will have your preference—same as it has the preference of practically everyone in the National Capital.
The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.
N. Y. Office—110 E. 42nd St.
Dan A. Carroll
Chicago Office—Tower Building
J. E. Lutz

Largest Evening Circulation in Largest Market
For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.
NEW YORK JOURNAL
America's Largest Evening Circulation and at 3c a copy

Peoria
The Try-Out City
THE PEORIA JOURNAL Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

ONG BEACH COMMUNITY ADVERTISING TAPPED LOS ANGELES' TOURIST FLOW

15,000 Municipal Fund Spent in Two Dailies to Herald Smaller City's Attractions—Business Increased, Strict Check-Up Revealed

By HAROLD J. ASHE

OES community advertising pay? Officers, directors and members of te Long Beach (Cal.) Chamber of Commerce are generally agreed that it es, following the findings of an exhaus-e survey made to ascertain the re-lts of such publicity.

Practically every line of business en-



Attractive copy used in Long Beach campaign

avor, which could be used as a bar-neter, was queried as to its business ring the six month period of Nov. 1 April 30 inclusive in 1925-26, during e period the advertising campaign was ing conducted, and also as to business r the similar period in 1924-25, at which ne there was no such advertising. The iversal report was that a material gain volume of business was enjoyed.

The advertising campaign was launched ter it had been carefully planned out several advertising experts, and was nducted under the direction of a Long ach advertising agency, which had won e right to conduct the campaign through mpetitive bidding.

Among the reports filed with the amber of Commerce were the follow-g:

The Catalina Island Company, opera-ng steamships to Catalina Island, a rely pleasure resort enterprise, reported increase of 4½ per cent during the x months in 1925-26 over the previous ar's six-month period.

The leading urban transportation com-ny carried 3,258,159 passengers during e first six month period, while 4,212,118 were handled during the period of the advertising campaign, a gain of more than 900,000 passengers.

The city's largest storage and transfer company handled more outgoing than incoming furniture shipments during the first period and the incoming and outgoing shipments were about evenly divided during the second period.

The city library reported a gain of 27,836 in books circulated during the 1925-26 period, while theatre managers also reported an increase in business.

Retail stores also felt the effect of the community advertising program. Four department stores and one men's wear store reported. One showed a gain of 28 per cent, another 12.78 per cent, a third, 5 per cent, and the remaining two each 15 per cent.

In the check of office building tenants, only those buildings in operation during both periods were covered. Several new buildings were erected during the second period and drew heavily upon the older buildings' rentals and yet those reporting showed a 10 per cent gain in tenants.

During the 1924-25 period bank clearings were $177,063,100, while in 1925-26 they had climbed to $189,488,854, a gain of more than $12,000,000. One building and loan association reported a gain of $129,443 in assets, and another $255,047.

As the quickest response to the community advertising was expected to be felt from the transients and tourists making Los Angeles their headquarters, it is significant to note that these expectations were mirrored in the results felt by the hotels, which reported a 30 per cent gain in guests. This is again strikingly illustrated in the business report of the Long Beach Amusement League, made up of concessioners on the Pike, the ocean-front amusement zone. The Silver Spray Pier, the one section where an accurate check could be kept on all business large and small, had a volume 20 per cent greater during the 1925-26 period than the 1924-25 six-months.

Unlike many community advertising campaigns, that conducted at Long Beach did not use local mediums. Neither did it employ newspapers in the East. In fact, it confined its appropriation to two papers in Los Angeles, the *Times* and the *Examiner*.

Other larger advertising programs by various California and Southern California organizations were depended upon to bring tourists and permanent residents to the Pacific Coast. Therefore, all the Long Beach campaign was intended to do was to bring a certain per cent of these newly arrived people to Long Beach from Los Angeles, which city is chosen by most easterners as their first port of call.

The campaign fund of about $15,000 was paid out of the city treasury, and disbursed through the publicity department of the Chamber of Commerce. The campaign included 40 eighty-inch display ads appearing in the two Los Angeles morning papers and is estimated to have had a total number of impressions in excess of 22,000,000. The campaign inaugurated the first of November, 1925, was concluded July 1, 1926, running eight months in all.

The accompanying advertisement, run during the Christmas holidays, is typical of the copy used throughout the series of 40 ads. All ads were profusely illustrated, with comparatively little descriptive matter, and that designed merely to intrigue the interest of the reader, and inspire him to "clip the coupon."

Radio played a part in the advertising as can be seen in this ad. Readers were urged to tune in on KFON, the *Press-Telegram* broadcasting station. Underneath this suggestion was printed pertinent facts concerning the city.

To all those mailing the coupon, which was a part of every ad, literature was mailed by the Chamber of Commerce publicity department.

Significant is the report of the Eberle & Riggleman Economic Service of Los Angeles, which says:

"Since the first of the year there has been a tendency for business to increase in Long Beach and San Diego, while Los Angeles, Fresno, Santa Barbara, Pasadena and San Bernardino show a relatively steady position. In Bakersfield and Phoenix there is a slight tendency for business to decrease."

While the Long Beach Chamber of Commerce Journal adds that "It is reasonable to believe that the municipal advertising campaign conducted in the interest of Long Beach has played a part in bringing about this increase in business."

Since the signal success attained by Long Beach has been made public, no less than half a dozen other southern California cities have launched similar community advertising campaigns, with marked degrees of success. In most instances these campaigns have also employed Los Angeles papers exclusively as their mediums.

HUGHITT GOLF CHAMP

E. F. Hughitt, golf editor of the *Buffalo Evening News*, won the annual golf tournament of the Press Club of that city last week. His score for nine hole round in 38, close to par, taking top honors and the club championship. Trophies worth $150 were donated for the occasion.

NEW A. P. MEMBER ELECTED

The *Perry* (Okla.) *Journal* has been elected to membership in the Associated Press.

A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.

With a constantly increasing circulation, plus a constant growth in advertising lineage, the New York Evening Graphic offers the advertiser an extremely profitable opportunity

Published by BERNARR MACFADDEN

NEW YORK
EVENING GRAPHIC

H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

The Normal Season in Miami

23%
MORE CIRCULATION

Herald July circulation figures this year as compared with the same period for 1925 show a net increase of 23%—substantiating the continued phenomenal growth of Miami and its market under normal conditions—at a time when nearly every reader is a bona fide resident.

No other market in America is in as healthy a state as the Miami market. No other market offers greater possibilities to the national advertiser.

The Miami Herald
"Florida's Most Important Newspaper"
Frank B. Shutts, Publisher.

Regional Advertising
at
Regional Rates
in
The Christian Science Monitor
An International Daily Newspaper
Publishing SELECTED ADVERTISING
ATLANTIC, CENTRAL and PACIFIC Editions
Rates and Circulation Data Supplied on Request

ADVERTISING OFFICES

Boston	New York	Kansas City
Philadelphia	London	San Francisco
Chicago	Paris	Los Angeles
Cleveland	Florence	Seattle
Detroit		Portland

"Buy What You Can Use"

MICHIGAN
is growing faster than any State in the Union.

Its increase in manufacturing products surpasses anything in the world.

BOOTH NEWSPAPERS
cover Michigan outside of Detroit—Eight principal cities with the only or leading Newspaper in its respective community.

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives
I. A. KLEIN, 50 East 42nd St., New York City
J. E. LUTZ, Tower Building, Chicago, Ill.

Do you know what percentage of errors are made in your Composing Room?

We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.

Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.

When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.

Matrix Contrast Corp.
33 W. 42d St., New York City

The Los Angeles EVENING HERALD consistently carries more paid-advertising than any daily newspaper in the west

Representatives

New York	Chicago	San Francisco
Herb. W. Moloney	John H. Lederer	A. J. Norris Hill
604 Times Bldg.	910 Hearst Bldg.	710 Hearst Bldg.

first! in OHIO

13,126,090 Lines

Dispatch advertising record for the first seven months of 1926, exceeding other Columbus newspapers combined by 1,736,902 lines. For the first 6 months, Dispatch exceeded second largest Ohio newspaper by 2,047,726.

NET PAID CIRCULATION

CITY	55,812
SUBURBAN	26,973
COUNTRY	23,666
Total Daily Circulation	106,451

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

WHAT THEY ARE SAYING

"MOST of us may be likened to a radiocasting station, as we are constantly sending out messages, with no exact knowledge of just how far away they are being received. It, therefore, behooves us to put on a consistently excellent program."—*Christian Science Monitor.*

* * *

SMALL TOWN FIELD CHANGING

"THE newspaper business is not overdone in small towns as it was formerly. Time was when it was not unusual to see three papers in a town of 2,000. I remember when Macon, Mo., for instance, had four papers, and the town was not as prosperous as it is now. Now it has only two papers, and both get fair rates on advertising."—Omar D. Gray, Editor, *Sturgeon* (Mo.) *Leader.*

* * *

CRIME NEWS MUST BE TOLD

"A COMMON criticism aimed at the press by religious people is on the score of over-emphasis of crime news. The hero worship of criminals, which thoughtful people so justly criticize, cannot be classed as information in a strict analysis of news values, but is really a vicious form of entertainment for the morbid. On the other hand, the publication of facts of crime and the actual details thereof are essentially information and very important information at that. Present day civilization must face the facts and it is the duty of the newspapers to present them, placing the emphasis of importance where their most conscientious judgment tells them it belongs."—Walter A. Strong, publisher, *Chicago Daily News.*

* * *

A DANGEROUS OFFER

"DOUBLE CHECKS for instilling propaganda relating to advertised products into free-lance articles may appear alluring to the writer, but forward-looking journalists should be counseled to close their ears against the siren call. Such offers are bound to become known to the editors and it can be seen that the writer who even submits an article featuring the product which seeks publicity in this manner subjects himself to suspicion, and may find himself 'blacklisted.' If the writer has succeeded in 'putting over' such an article and is later found out, so much the worse for his future chances with the chagrined editor. Leave such offers alone; they are dangerous."—Editorial, *The Author and Journalist.*

AFFIRMS SOUTH'S PROSPERITY

Cashman, Vicksburg (Miss.) Post Publisher, Visits New York

Another affirmation of the South's prosperity was made this week by Louis P. Cashman, publisher of the *Vicksburg* (Miss.) *Post,* who was in New York on a vacation trip with Mrs. Cashman.

"The South has all the natural resources necessary for its development; what is needed most at the present time is more population," Mr. Cashman said.

The coast section of Mississippi is booming as a resort section; he declared all parts of the state are reporting good business.

Mr. Cashman's paper recently staged a "Treasure Hunt" in Vicksburg as a local advertising stunt, in which nearly all of the city's merchants participated. The firms donated a large prize list. On the day of the hunt, all copies of the Post were numbered. Numbers picked at random were placed on the prizes, each merchant prominently displaying the prizes he had donated in his store. Readers of the Post then went from store to store comparing the number on their paper with the numbers on the prizes. Holders of corresponding numbers won the prizes.

"This stunt was a tremendous success, and hundreds of people visited the stores," the Vicksburg publisher said. "Of course, it is a lottery, but a fine scheme for use in city circulated papers.

Mr. and Mrs. Cashman will visit Montreal and Chicago before returning to Vicksburg.

MONROVIA NEWS OPENS HOME

The *Monrovia* (Cal.) *News* made the furnishing of California election returns Aug. 31, the occasion for holding open house, welcoming the public to its new building completed a year ago this time. Refreshments were served.

NEW OIL TOWN WEEKLY

W. D. Riser, former editor of the *Big Lake* (Tex.) *News,* is launching a new weekly, the *Upton County Record,* at McCamey, a new Texas oil town.

Sell any mechanical cast-off in EDITOR & PUBLISHER classified columns.

J. A. PARK, S.N.P.A. CHIEF, TOURING SOUTH

Publisher of Raleigh Times Heading "Better Paper" Drive—Will Visit Publishers as Far South as Galveston, Tex—Left Sept. 8

John A. Park, publisher of the *Raleigh* (N. C.) *Times,* and president of the Southern Newspaper Publishers Association, left Raleigh Sept. 8, to tour the southern states in the interests of the S. N. P. A. One of the chief purposes of the trip is for the betterment of southern newspapers. Mr. Park will also discuss with publishers plans for defense of the agency-federal trade commission suit, which, if successful, would have the effect of eliminating advertising agencies.



JOHN A. PARK

Other plans which will receive the attention of the president include:

Modification of libel laws.

Standardization of business records and reports for comparison and interchanging of information.

Progress toward a higher standard of mechanical equipment, management, and employes.

Newspaper "clinics" in every state for intimate discussion of operations.

Commemoration of the association's silver anniversary in the summer of 1927 with an appropriate convention program.

Before leaving on his trip Mr. Park said:

"Persistent efforts to make better newspapers of 200 active dailies in 14 southern states will be the dominant policy of the Southern Newspaper Publishers Association during the year.

"I am consulting all directors and officers regarding the year's program, exchanging ideas and establishing lines of activity. Selling the south to southern newspapermen is a past performance now as evidenced by the extensive national advertising campaign that starts Sept. 1 in a large number of publications. The campaign was instigated and financed by southern newspaper publishers."

Mr. Park's itinerary follows:

September 8—Greensboro, September 9—Spartanburg, Greenville and Atlanta; September 10—Birmingham and Meridian. September 11—New Orleans. September 12—Houston and Galveston; September 13—Galveston and Houston; September 14—Dallas and Fort Worth; September 15—Oklahoma City. September 16—Fort Smith, Little Rock and Memphis. September 17—Memphis, Clarksville and Louisville. September 18—Charleston, W. Va., Clifton Forge, Va., and Lynchburg.

NEW YORK STATE

Westchester County's

Fastest Growing Cities

Mount Vernon and New Rochelle and The Vicinity Towns

Are Covered Completely by

THE DAILY ARGUS

of

Mount Vernon

THE STANDARD STAR

of

New Rochelle

Both Members of A. B. C.

Westchester Newspapers, Inc.

Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

GROWING IN IMPORTANCE

The Inter-Mountain territory of Utah, Idaho, Western Wyoming and Eastern Nevada is rapidly developing and becoming more important to the advertiser whose merchandise has national distribution.

Don't overlook this rich section of the West.

The Salt Lake Tribune

THE S. C. BECKWITH SPECIAL AGENCY

—Sole Eastern Agents—
New York—Chicago—Detroit
St. Louis—Kansas City
Atlanta

M. C. MOGENSEN & CO., INC.
Pacific Coast Representatives
San Francisco—Los Angeles—Seattle

MERCHANT & EVANS CO.

PHILADELPHIA

Producers of

SPARTAN TYPE METAL

Since 1866

LINO • MONO • STERO
INTERTYPE
COMBINATION

Stocks in Principal Cities



have
you been
following the
remarkable
growth
of the
Detroit Times

Parkersburg, W. Va.

is growing rapidly

A new $5,000,000 rayon plant and other new industries are now being constructed there.

The city and suburban territory is covered by

The News

Morning and Sunday

with a circulation of 7,500 daily and 9,000 Sunday at only 3 cents a line.

Member A. B. C.

Represented nationally by the
DEVINE-MacQUOID CO., Inc.
New York Pittsburgh Chicago

THE WELFARE COMMITTEE

of the

INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

'EN AND PENCIL CLUB OCCUPIES NEW HOME

hiladelphia Newspaper Organization Now Housed in Its Own $43,500 Clubhouse — Miss Philadelphia Present at Housewarming

The key that had unlocked the front oor of the Pen and Pencil Club of hiladelphia since May 13, 1894, jingled 1 the cobbles of a dark alley when Uncle Jimmy" Campbell, president and arter member, threw it away on uesday night, Aug. 31.

With a gold key a few minutes later



Pen and Pencil Club

iss Philadelphia, beauty contest winner, ilocked the front door of the club's new ome and its members crowded within. dream of nearly 35 years had been alized.

The Pen and Pencil Club, organized ec. 13, 1891, recently purchased its new ome for $43 500. It is a 3-story brick ilding at 1023 Spruce street within a ock of the old quarters at 1026 Walnut reet which the club had leased since ay, 1894, and affords more space and mfort for its members.

The housewarming Tuesday night was e third in the history of the organiza-on. The club's first home was in three per floors of a building at 133 South leventh street. The walls of the top oor were papered with "show bills" of e days when lurid ink was of more im-rtance than artistic effect.

Increasing its membership the club oved to other leased quarters at 1026 alnut street on May 13, 1894, where it mained until its removal last Thursday.

Frequently there were dinners in honor distinguished guests. Among these ests were President McKinley, Mark anna, Victor Herbert, "Gentleman Jim" orbett, and Robert Mantell. On one casion the four honor guests of a din-r were Henry Irving, Ellen Terry, hn Sullivan and Lottie Collins who ng her then famous "Ta Ra Ra Ra oom-de-a" song.

Publishers and owners of Philadelphia ewspapers often were the club's honor guests. Among those of earlier days were George W. Childs of the *Public Ledger,* Col. A. K. McClure of the *Times,* Col, James Elverson, Sr., of the *Inquirer,* William A. Singerly of the *Record* and Morton McMichael of the *North American.* Later Cyrus H. K. Curtis was an honor guest.

At the new home there was dancing, vaudeville and music by well known artists and one short speech by Ed Hoban, newspaper reporter, whose father was a charter member of the club.

Some of the charter members who still are engaged in the newspaper business are: Dan Patton of the *Evening Public Ledger,* Harry R. Nason, Sr., of the Inquirer, George A. Brennan of the Inquirer, and Henry Starr Richardson of the *Evening Star.*

PINKHAM PUTS OVER BIG PUBLICITY STUNT

Contest With Airplane Trips to California as Prizes Won Large Space in News Columns—Four Winners Named

A hasty decision by a woman to make a transcontinental flight was recently developed into one of the biggest free publicity stunts ever attempted by a nationally known advertiser. It was a scheme which would make the most professional of publicity experts envious. For several days Boston papers and other devoted columns upon columns of space under the guise of news to what was indirectly a huge advertisement for a woman's medicine.

Miss Lydia Pinkham Grove, granddaughter of Lydia Pinkham, known for her famous medicine, was visiting on the Pacific coast with relatives and friends. Miss Grove decided hastily to make a return trip by airplane, being the first woman to fly across the continent.

On her arrival in Salem, Mass., the Lydia Pinkham Laboratories took charge of all affairs, and the scheme was born. It was decided to run a contest for two college students, the prize winners to fly from Boston to Los Angeles. The company enlisted the aid of a Boston newspaper and the merry stunt was on its way. Other papers took interest and the front pages were soon telling the story of the contest. Reports said that thousands of letters were received from many states within the short space of three days. Because of the great interest displayed in the contest it was decided to extend the number of winners to four—two boys and two girls.

The letters were to state why the contestants desired to muke such a trip. The winners' letters were in a pleading vein and had effect.

The party started from Salem early Sept 7, with a huge banner "Lydia Pinkham Grove's Transcontinental Flight" displayed prominently. Some 25 automobiles paraded through the most crowded sections of Salem, Lynn, Revere and Chelsea on their way to Boston. Here several mayors of nearby cities, a governor's representative and presidents of Chambers of commerce made speeches, presented flowers and wished the contestants godspeed. Hundreds of students and other prominent business men were also on hand to share in the ceremonies.

Arthur Pinkham, directing head of the company, further added a purse of $500 to each of the boy winners to help defray their expenses. The girls left Boston by plane, while the young men left on the 20th Century Limited. They are to meet in California and will be entertained by civic and movie officials there. The boys will fly back to their homes, and the girls will return by train.

It is estimated the cost will run into thousands of dollars for the company, but it is conceded that it is very cheap advertising even at that price.

WHAT OUR READERS SAY

EDITOR NEEDS HELP

To Editor & Publisher:—Editor & Publisher has been of remarkable value in calling attention of publishers to the issues involved in my contempt case and your efforts will eventually serve to clarify the situation.

Ordinarily the political, feudal and factional disturbances of a comparatively small community would be of no particular interest to the public at large, but since the larger issues in this case are so definitely woven into the fabric of Muncie's community life, conditions here assume an importance they otherwise would not have.

The danger in my case lies in the possibility of forgetfulness. The processes of the courts grind away while we beat the bushes for something new. Just now I am confronted with the actual mechanics of this business, which cannot be brushed aside or solved by rhetoric or published opinions concerning judicial censorship.

My lawyer, Mr. Rooker, is a good lawyer. Thus far he has used practically every dollar that has been raised from various sources. Part of it went for deposits. The first gun will be fired at Washington, Sept. 27, the attorney-general of the state of Indiana having been cited to appear before the Supreme Court of the United States on that date to show cause that the judgment should be affirmed. Rooker says he will need more money. I haven't got it. It seems to me that if publishers in general have any serious intent of participating they ought to get on the job at once. September 27 is only three weeks away. Can you suggest anything? I could have got a pardon, but refused to consider such a thing, preferring to stand fire and send the Indiana decision to the scrap heap, where it belongs.

Thanking you for your interest, I am.

Very truly yours,

Geo. R. Dale.

Muncie, Ind.

in Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"

"Starts the day in Detroit"

With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

Buffalo, The Wonder City of America

Buffalo—a Profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y. — Tribune Tower Chicago, Ill.
Atlantic Bldg. Philadelphia — Waterman Bldg. Boston

E. F. S.

Editors' Feature Service

Over 70 independent newspapers throughout the country subscribe to this fine daily service as a protection against rising feature costs.

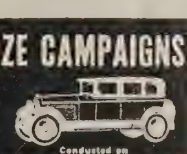
Six Pages Daily
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Write or wire for samples, price and territory.

Editors' Feature Service, Inc.
1819 Broadway, New York
Allied with Johnson Features, Inc.

AUTOMOBILE PRIZE CAMPAIGNS

Get the Circulation
Get the Money For It
Get it Quickly
Get it Right



Conducted on THE KENDALL PLAN

Contracts for
FALL and WINTER
CIRCULATION DRIVES
are being made
—NOW—
WIRE OR WRITE FOR DETAILS, REFERENCES OR SPECIMEN CONTRACT.

W. S. Kendall Company
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LOUISVILLE, KENTUCKY



GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS. MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation
LOUISVILLE KY

42 Football Training Talks

a daily series by Bud Hoban, running seven weeks, beginning September 6th.

Baltimore Evening Sun
heads our order list.

The International Syndicate
Baltimore, Md.

FARMERS' DISPATCH SUSPENDS

St. Paul Dailies Drop Publication of Agricultural Paper

The *St. Paul Dispatch* on Aug. 26, announced the suspension of the *Farmers' Dispatch,* published since 1868 by the Dispatch Printing Company and its predecessors. The subscription lists have been taken over by *Farm Life* of Spencer, Ind.

"The St. Paul Dispatch, the *St. Paul Pioneer Press* and the Sunday St. Paul Pioneer Press have grown so rapidly during the past few years that the Dispatch Printing Company has finally found it necessary to devote all its energy and attention to them, and to turn over to another publishing house, experienced in that field, the task of serving the readers of the Farmers' Dispatch," the formal announcement said.

The Farmers' Dispatch was the oldest farm paper in the Northwest.

50 YEARS ON NEWSPAPERS

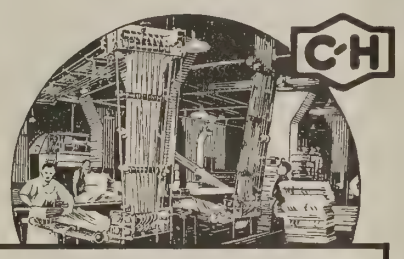
George A. Fairfield, Northwest editor on the *St. Paul Dispatch and Pioneer Press,* on August 31, terminated his day's work at the office by announcing that that concluded for him 50 years of unbroken service in the newspaper field. Mr. Fairfield started his newspaper career Aug. 31, 1876, on the old *South Bend* (Ind.) *Register* as a cub, and since that time has run the gamut of newspaper work from cellar to attic.

PUBLICITY HURT INDIAN GUIDE

The unfavorable publicity received by Fred Beauvais, Indian guide, through the James A. Stillman divorce actions, has caused him to lose money and makes people shun his services as a guide, he alleged in a $500,000 libel suit filed against James A. Stillman in New York this week.

Supplies and Equipment

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE
GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON



Newspaper Conveyors

take the papers in a steady stream, as fast as the presses can deliver them, up, overhead, around corners, through a ceiling or a wall to wherever they're wanted for mailing or delivery. Eliminating waste and delay by their speedy, dependable operation they are profitable equipment for papers large or small. Newspaper plants from London to Tokio have been using them for years.

Let us tell you how you can speed deliveries from your presses.

The CUTLER-HAMMER Mfg. Co.
Pioneer Mfrs. of Electric Control Apparatus
1203 St. Paul Avenue
MILWAUKEE, WISCONSIN
CUTLER-HAMMER

Don't "Pig" Metal
It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT
SLUG FEEDER
Eliminates the Metal Furnace
The Monomelt Co.
4509-19 Ravenswood Ave.
Chicago Illinois
World Bldg., New York City

GOSS
STEREOTYPING MACHINERY
Carried in Stock



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

GOSS 24 and 28-page presses good for black or color work, also Goss Sextuple.

HOE Pony Quadruple, Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.

DUPLEX Metropolitan Quadruple stereotype presses—print up to 32 pages.

Available For Early Delivery

WALTER SCOTT & COMPANY
Main Office & Factory.....Plainfield, N. J.
New York Office..Brokaw Bldg., 1457 Broadway
Chicago Office.....Monadnock Block

Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

A copy of EDITOR & PUBLISHER reaches practically every Publisher and his executives. Your advertisement in its columns is a salesman every present—backed by the prestige gained and maintained by this publication in every newspaper office.

Hoe Combined Saw Table and Mono-Rail Trimmer



This Machine combines the advantages of the Hoe Pedestal Saw Table and the Hoe Mono-Rail Trimmer.

The Trimmer is supplied with either Style "A" Cutter Head for trimming Wood Blocks or Style "B" for extra heavy cutting on Zinc or Copper. The Hoe Patented Mono-Rail principle allows the Operator to follow the work beyond the Cutter Head permitting more speed and greater accuracy in trimming Wood or Metal Blocks of varied sizes.

IF IT'S A HOE, IT'S THE BEST

R. HOE & CO., INC., 504 Grand Street, New York, N. Y.
7 So. Dearborn Street, CHICAGO, ILL. 7 Water Street, BOSTON, MASS.

Classified

EDITOR & PUBLISHER
Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)
1 Time — .40 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS
(Cash with Order)
1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line p insertion as earned by frequency of insertic Special rates quoted for 13, 26 and 52 insertio The Editor & Publisher reserves the right classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE

ADVERTISING

General Promotion

Advertising Promotion—If you want mc business, communicate with the Internatio Publications Service, Incorporated, Suite 10 1841 Broadway, New York City.

BUSINESS OPPORTUNITIE

Brokers

Big Bargain for Quick Buyer—Populati 15,000; circulation 2100; gross business arou $25,000; plant modern and adequate; pr $14,000; initial payment only $5,000. J. Shale, Times Bldg., New York.

The H. F. Henrichs Agency, Litchfield, I 1012 Times Building, New York; 1216 H lingsworth Building, Los Angeles. Your des to acquire a newspaper, or any dissatisfacti in the newspaper situation in your communi should be reported to this Agency for sat factory solution.

Newspapers Wanted

Daily Wanted in Small City, with futu P. O. Box 382, Green Bay, Wis.

CIRCULATION

Promotion

Circulation—When quick, additional circulat coverage becomes necessary, remember that twenty years in this one line of endeavor your proof against experimenting. Write wire Pacific Coast Circulation Service, I Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 C tre Ave., Reading, Penn. Originators of Sal manship Club Campaigns.

Build Circulation—Try our "Opportunity Clu Plan. Sherman & Eckert, 353 Northampt Street, Easton, Penna.

Premiums

Publishers-Circulation Managers. We offer special new dinner set that can be used at price that will attract circulation, yet pay promotion cost. The Albright China Co., I myra, N. J.

EDITORIAL

Syndicate Features

I want to get in touch with some big new paper, syndicate or person to furnish a da column of original humor. Address A-7 Editor & Publisher.

The Scranton Sun and Los Angeles News the new customers this week. For samples a live, alert, up-to-date service, write T Graphic Syndicate, 25 City Hall Place, N York.

EMPLOYMENT

Help Wanted

Advertising Manager in Canada—Only daily small city in Ontario, Canada, wants man character to take charge of local advertisi Must be effective copywriter and salesma Field demands hard worker. Results will rewarded. Write freely as replies will be h in strict confidence. A-777, Editor & Publish

Advertising Solicitor and Copy Writer want for daily in city of 18,000 in central New Yo Want capable, reliable man, steady habits, perienced in business, good personality, init tive, energy. Pay $40.00 week and bon References required, full statement of expe ence. If possible send photograph. A-9 Editor & Publisher.

Employment—Equipment—Services

EMPLOYMENT

Help Wanted

dvertising Salesman Wanted; must be experi- nced, good appearance, good reputation. Per- anent position with old established newspaper Tennessee city, 25,000. No fancy salaries, ut city growing rapidly, and excellent oppor- nity, steady advancement. Tell all first let- r. Address Box A-896, Editor & Publisher.

dvertising Solicitor, experienced, must be able write selling copy. Submit full qualifica- ons in first letter, age, salary, references, etc. Write Mr. Beem, Waterloo Tribune, Waterloo, owa.

dvertisement Writer and Solicitor wanted by outhern morning paper. Man must be able write first-class advertisements for retail tores, and sell his own copy to the stores. ermanent position. Salary $50.00 per week start, quick advancement if deserved. Ad- ress A-903, Editor & Publisher.

dvertising Solicitors—Wanted, for a large ewspaper property in a city of one-million in- abitants, advertising solicitors who have had xperience in difficult selling. We don't want en who have been on successful papers, they re usually soft. We want men who accept hard fight as the ordinary proposition. Write Box A-922, Editor & Publisher, stating what ou are now doing and what salary you would ant.

irculation Campaign Field Men wanted. Our rganization, handling the largest and most uccessful circulation campaigns in the United tates, now enlarging present personnel, has penings for high-class men with circulation r contest experience. Must have excellent eferences. No floaters or boozers considered. rite or wire care Hollister Circulation Organ- zation, Ohio State Journal, Columbus, Ohio.

irculation—Middle West newspaper, 11,000 cir- ulation wants assistant to circulation manager. Must have experience in building carrier circu- ation that holds. No premiums or contests. A-920, Editor & Publisher.

irculation: Want to get in touch with young an with some experience in circulation work, referably both in office and on country circu- ation, but who does not assume to know all bout it, but is anxious to work up. Paper bout 20,000 circulation in north central State. ddress A-907, Editor & Publisher, stating age, xperience and starting salary required.

ity Editor wanted by morning newspaper ith over 11,000 circulation. Must be young, illing to settle in progressive mid-west city of 0,000; have reportorial and executive ability; ep enough to organize and get the best out f his staff; and be able to adapt the latest nd best in modern newspaper making to local onditions. Salary $55, starting at $40. Write A-919, Editor & Publisher.

ity Editor Wanted: Who is not afraid to work ng hours, who is capable of producing lots of opy himself and also handling reporters on oth papers. Write, stating age, lodge, church ffiliations, single or married, education, ex- erience and reference. Position will pay $40 right man. Evening News and Morning ribune. Blackwell, Okla.

opy writer, experienced. We want a copy riter for our advertising department to write mpaigns for regular advertisers, prepare lay- uts and copy for our solicitors to sell to non- dvertisers. Morning and evening combination aper in Pennsylvania city of 45,000. Write etails, past experience, present position, refer- nces, salary expected. Also submit samples of y-outs and copy. A-895, Editor & Publisher.

lassified Advertising Solicitor wanted, pref- rably one who desires an opportunity to de- elop classified advertising in a newspaper of 0,000 circulation. Small salary to start but be increased as the business increases. Write ox A-902, Editor & Publisher.

lumorist Wanted—Capable of writing Comic trip Copy for a Flapper or Family Strip in operation with a cartoonist with snappy tech- ique. Will split proceeds. Send samples of opy. A-906, Editor & Publisher.

EMPLOYMENT

Help Wanted

Experienced Sports Editor wanted. Wire R. S. Tofflemire, Cedar Rapids, Iowa, Republican.

Night Editor to take charge of news room on morning paper. Will pay $40.00 to start. Want man who will develop into managing editor. State age, experience, church and lodge affiliations in first letter. A-789, Editor & Publisher.

Reporter—Weekly wants outside man. State all in first letter. A-911, Editor & Publisher.

Salesman who thoroughly understands editorial problems wanted to sell editorial service to newspapers and magazines; a sound, sensible man, rather than salesmanship school type. Product to be sold is unique and there is no competition. Easy to sell to thoughtful editors, hard to sell to others. Salary and commission. Man employed will spend most of time traveling. Give complete information in first letter. Address A-905, Editor & Publisher.

Solicitor—Weekly has fine field for advertising solicitor. Commission. Reference. A-912, Editor & Publisher.

Situations Wanted

Advertising Manager—Can take charge of staff and produce results. At liberty Sept. 15. $75. A-898, Editor & Publisher.

Advertising Manager—Business builder seeks new connection. Any location. Any size paper. Write me. A-915, Editor & Publisher.

Advertising Man. 12 years' practical training in all branches of newspaper advertising, seeks connection with growing paper, preferably in Pacific Coast territory. Competent executive, consistent business builder. Would buy interest under favorable conditions. Best of references. Make me a proposition. C. E. Kirk, Sioux City, Ia.

Advertising Man desires connection with live newspaper or other organization. Fifteen years' copy and layout experience. A-916, Editor & Publisher.

Advertising Manager with record of accomplishments and unusual constructive and creative experience on morning and evening newspapers published in cities of 50,000 to 500,000, population, seeks the advertising management of newspaper in need of the services he is competent to render. Is willing to buy an interest. Has $10,000 cash. For particulars address A-917, Editor & Publisher.

Business Manager of wide experience and unbeatable record as organizer and business and circulation getter, seeks wider field with greater opportunity than he has at present. A-770, Editor & Publisher.

Business Manager or assistant to publisher. Successful record of seven years in newspaper work. Know sales, promotion, credits, accounting, and costs in all departments. Losses from bad debts less than one half of one per cent. What is your loss? A natural leader and can get things done profitably. My all 'round knowledge and experience will be invaluable to some busy executive. Now employed but have satisfactory reason for change. Let me give you additional information. Address A-762, Editor & Publisher.

Business Manager—Can act as assistant to publisher. Know how to get results from each department. Age 32. Fifteen years in business. References. A-899, Editor & Publisher.

Business Manager or assistant to Publisher. Accountant, College education. An analyst who believes in maximum results with minimum expense. Knows costs and can find the leaks. Thorough knowledge in circulation, promotion, advertising and credits. A-921, Editor & Publisher.

Circulation Manager, with record of accomplishment. Know promotion, office routine, A. B. C. and mailing. A 1 reference. A-757, Editor & Publisher.

Circulation and Promotion Manager. Fast, clean promotion manager, specialty home delivery installation and building. Well versed circulation executive. Trained in Hearst and Scripps Howard organizations; excellent references. Salary $5,720. Located Atlantic Seaboard. Conference and go anywhere in U. S. Address Circulator, Box 203, Palmyra, N. J.

Circulation Manager—Mr. Publisher, are you in need of a circulation manager who can get results? Have made 100% gain in one year on paper now connected—within one year. Desire change on account climate. Best of references. Nineteen years' experience. Settled. Have family. A-901, Editor & Publisher.

Circulation Builder—Newsdealers, newsboys and home delivery expert wants position on established evening newspaper in town over 100,000 population. At present employed, but can make myself available in thirty days. A-900, Editor & Publisher.

City Editor—Fifteen years' experience. Can come on two weeks' notice. $60. A-897, Editor & Publisher.

Classified Manager—Eight years' experience in north central big city. Know every branch of the work. Hard worker and capable. Will go anywhere. Married; Christian. A-761, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Classified Manager, with 6 years' experience in management of full department in newspaper of 40,000 circulation, in city of 200,000 population; can show record of steady, permanent growth of volume and can prove my ability to promote increased classified patronage for any good newspaper. Familiar with Smith system and acquainted with sound methods of promoting business that sticks; can manage detail and bookkeeping. If your newspaper needs a live, hard-working classified executive to build up that department don't fail to write me now. A-910, Editor & Publisher.

Editorial Cartoonist, well known to publishers as a creative producer, formerly staff cartoonist on two New York papers, seeks opening where his forceful individuality can win and hold circulation.

This man can be relied upon to do his own thinking; to interpret the panorama of events vividly, intelligently; to challenge national recognition of a paper's editorial policies.

At present earning $9,000 yearly but would make substantial sacrifice for a place with independent, alert organization. Address, Box A-746, Editor & Publisher.

Editorial Writer, Foreign Editor or Managing Editor, 30, University Graduate, Wilsonian Democrat. Best references. A-787, Editor & Publisher.

Editor or Managing Editor—Experienced and successful editor seeks position on smaller paper from three to eleven thousand circulation. West preferred. Married. Eight years editorial experience since completing college. References. A-780, Editor & Publisher.

Editor—Now completing 15 years' engagement as researcher, writer and editor for I. N. Phelps Stoke's Iconography of Manhattan Island, desires responsible new position in New York City as editor of magazine, encyclopedia, or book of local history or biography. Skilled organizer and executive; American, Christian, university graduate. Address, Thomas W. Hotchkiss, Box 248, Peekskill, N. Y.

Experienced Interviewer and Feature Writer; ambition, youth, college education. Position as reporter in any part of the country. A-890, Editor & Publisher.

Feature Writer, theater book, art editor, reporter for daily or publishers. Two years newspaper experience. University Graduate. Wide reader. Magazine experience. Now on city daily. Woman with originality, ambition. Address Box A-769, Editor & Publisher.

Managing Editor—Varied experience on small and large dailies; now employed; seeks change. No territorial limitations. Will be at liberty on short notice. A-763, Editor & Publisher.

Mature Newspaper man, experienced in every phase of newspaper production with record as newspaper builder and as an effective editorial writer is open for engagement as business or general manager, or editorial writer on a substantial newspaper. Address Charles I. Stewart, President, W. S. Welsh Printing Company, Lexington, Ky.

Mechanical Superintendent or Foreman of composing room wants to get located with good paper. Good reason for wanting to change present position. Best references as to character and ability. A-914, Editor & Publisher.

Political Correspondent and editorial writer, Republican, wishes position on Eastern or Middle Western newspaper. A-768, Editor & Publisher.

Press Erector, thoroughly reliable, with expert knowledge of tubular and semi-cylindrical press work, wishes to get on as working mechanical superintendent with newspaper plant, or will consider erecting any make of presses. Box A-909, Editor & Publisher.

Reporter-Desk-Sports editor: Want midwestern city up to 25,000. University graduate. Now employed. Moderate salary to start. A-778, Editor & Publisher.

Reporter-Desk Position. Young man, six years' experience reporting, feature writing, sports, copy reader, news editor, city editor. University education. Opportunity for advancement first consideration. Immediately available. References. A-904, Editor & Publisher.

Reporter—Journalism school graduate; writes clear and forceful English; lots of imagination. Will devote myself wholeheartedly to the work. Willing to start low salary. O. Henry Goodman, 221 New Lots Ave., Brooklyn, New York.

Where is the Publisher who wants an Editor with the zest of youth but with the sanity of experience?
I am twenty-six, eight years a New York daily reporter and editor, and now employed. I have college training and experience covering news fields ranging from the criminal courts to real estate and from sports to politics. Or what have you? A-782, Editor & Publisher.

MECHANICAL

Equipment for Sale

Complete Newspaper Plant for sale. Two tubular duplex presses with stereotype equipment; seven intertype machines; photographic and photo engraving departments located San Francisco; Wesel saw and planer and photo engraving plant, Miami, Florida. Whole or in part as is, where is. Address John W. Brodix, receiver. Vanderbilt Newspapers, Inc., 56 Twelfth street, San Francisco, Calif.

Cox Duplex Perfecting Press cheap for quick sale. Midway Driller, Taft, Calif.

For Sale—Direct Current, 220 volt, 50 hp. Press Drive and control at a great bargain for delivery about Oct. 1. All in perfect condition and with an extra new armature which alone cost $550. For price and terms write The Zanesville Publishing Company, Zanesville, O.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Engraving Co., 114 E. 13th St., N. Y. City.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner, Fendler Branch, A. T. F. Co., New York City.

Photo-Engraving plant for sale. Ideal for one or two men. Miles Machinery Co., 409 W. 26th St., New York.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Equipment Wanted

All Kinds of Photo-Engraving, electrotyping and stereotyping equipment wanted. We pay cash. Miles Machinery Co., 409 W. 26th St., New York.

For Sale—Miscellaneous

Camera, Graflex, 5x7; lens f4.5, B&L Ic Tessar; perfect condition, not old, has plate magazine; $100. (Listed over $200.) Dana, 1416 20th St., Washington.

Newspaper Properties

Bought, Sold and Appraised.
All negotiations confidential.

PALMER, DEWITT & PALMER

350 Madison Ave., New York
Business Established in 1899.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

WE ARE MOVING

On September first into Springfield's newest and finest office building. Please note our new address:

509-511 Security Bldg.
44 Vernon St.

FERNALD'S EXCHANGE, INC.
SECURITY BLDG. SPRINGFIELD, MASS.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

ON Sept. 1 the Western Union announced that it would no longer give time reports to telephone calls. Telephone companies had previously discontinued the practice, leaving the public in Wabash, Ind., without any place to get the correct time over telephone. As soon as wire announcement of the Western Union action had been received, the *Plain Dealer* had a third Western Union clock placed in its office and announced that correct time reports would be given anyone calling the office for them. The clock was placed directly over the telephone switchboard in order that the switchboard operator could answer the time queries. We expect it to be the cheapest advertising we ever got.—E. W. H., Wabash, Ind.

"Brighten Your House Over Sunday with Flowers," and "When You Stay at Home, Make it More Cheerful with Flowers," or "Make Your Home a Flower Garden for Sunday!" Write a small piece of copy around these headlines, paste a proof of a flower cut over the top, and letter-in the florist's name below. Then take these layouts and sell your florist a series of Friday ads for several weeks to come. This has been done and you can do it, too!—Ralph Gibler, Huntington, Ind.

Each Wednesday afternoon, the *Louisville Times* carries a "Truth Campaign" page, paid for by the Louisville retail druggists. The page advertisement features the importance of the retail druggist to the community in the text and carries the names of all the retail druggists and wholesalers or manufacturing co-operating in the campaign in parallel columns along each side of the page and at the bottom. This form of co-operative advertising may be applied profitably to other trades with a message to put over to the public. Very few merchants in town could afford to "stay out" on a proposition of this kind.—D. F., Brooklyn, N. Y.

Papers which charge for memorial notices can increase advertising receipts by listing deaths and a week before first anniversary calling attention of relatives to the policy of running brief memorials. —D. T. M.

"Fall is just around the corner," warn nine Rockford cleaners and dyers in a half page group advertisement in the *Rockford* (Ill.) *Morning Star,* stressing the timely need for cleaning, pressing, repairing and remodeling of clothes and the cleaning and dyeing of rugs, draperies and blankets.—F. D. H., Rockford, Ill.

The idea of having Christmas cards individualized through the use of pictures of homes which are designed by artists to look as though they were covered by snow, or through the use of other individual designs, is growing. Cash in on this fact by getting local printers and artists to come in on a page this fall devoted to ads of concerns which are equipped to turn out individualized Christmas cards for local people.—Frank H. Williams.

Your weekly and semi-weekly auction houses which depend almost entirely on classified space should take display space whenever they have the contents of some outstanding residence, a big estate, hotel, or other property in which there is more than usual interest. A little attention and cultivation on the part of the advertising solicitor may educate the auctioneer to the frequent use of display space so that more people will attend the auction and better prices will be obtained for the material offered.—C. M. L., Seattle, Wash.

Does one of the banks in your city operate a real estate department? A bank in Huntington, Ind., has a regular real estate department with a realtor at its head. It is a consistent advertiser in the newspaper. Suggest such a department to your banker as a means of handling the bank's real estate and developing new business and more customers. Then get the advertising. About five inches every day can be obtained in this way. Use a layout in making the sale!—Ralph Gibler, Huntington, Ind.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "H U N C H" PUBLISHED

THE state of Massachusetts recently passed a new firearm law. It is now practically impossible to purchase a revolver in that state. Two of the largest mail order houses in the country have taken revolvers from their catalogues. What is the situation in your state and is the firearm menace a real one there? Here is a good feature story with but little trouble.—C. E. Pellissier, Boston.

To enliven interest in the newspaper, run each day a number of views by a certain class of readers. Have your doctors tell why they read your newspaper, and what they like best therein. They may, incidentally, have suggestions as to possible improvements, which should help the publisher in making future changes. On another day grocers' comments might be given, then butchers', and so on. Photos might accompany readers' observations. The women should not be overlooked. People naturally would look forward to the paper, watching particularly for comments of readers representing the class they are most interested in. On the whole, the observations would give the publisher an interesting sidelight on his newspaper.—Frank V. Faulhaber.

Garages are always a good source of news as well as good will maker. Have a mechanic give an interview on "Why Cars Go Wrong." If the story is hooked up with a local name, it carries more interest than columns of clipped motor news.—R. Buckingham, Austin, Minn.

The *Denver Post* recently inaugurated a popular contest. Groups of pictures, taken in nearby National parks, are run in each Sunday's auto section. Prizes are given for the best limericks written around the scenes depicted.—M. S. M., Denver.

The *Little Rock* (Ark.) *Arkansas Gazette* has a Sunday column on the editorial page entitled "The Arkansas Traveler," in which miscellaneous paragraphs, written by Fletcher Shinault, are published. Mr. Shinault has been traveling over the state of Arkansas for The Gazette for several months and furnishing daily feature stories. The items used in the Sunday column are odds and ends and interesting comments.—R. S. West.

Interview club women and welfare agencies on Rupert Hughes' recently-advanced theory that children, especially of the poor, should be taken away from their parents and "placed in great paradises where they will have all advantages, care being assumed by the state." This made a warmly interesting yarn for the *Denver Post* recently.—M. S. M., Denver.

Daily play is given by the *Lawton* (Okla.) *Constitution* to interviews with two leading business men of the city stating their views regarding business prospects for the winter.—R. N. Swanson.

COMPLETE WIRE REPORTS FOR EVENING AND SUNDAY PAPERS

International News Service

"Get It FIRST but First Get It RIGHT"

63 Park Row
NEW YORK CITY

SOLVING THE LOCAL LINEAGE PROBLEM

The most prominent newspapers in all parts of America are using Briggs Feature Pages *regularly.* The Briggs plan develops new Business, new accounts in your local field. Not "one-shot" advertisers, but steady, profitable repeaters.

Our representative will tell you all about it—no obligation.

Just drop us a line.

THOS. W. BRIGGS CO.
Columbian Mutual Tower Bldg.
MEMPHIS, TENN.

MYRA

Her migration to New York from her small-town middle-western home—

Her struggles—

Her tribulations—

Her triumphs and disasters—leading to a climax unescapable, but entirely satisfying, from a chronicle of life and its compromises which will prove most fascinating to your readers.

A fiction story of real life today
By MABEL GREENE

Especially written for and offered for serial publication by

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

How To Play GOLF
By JOHNNY FARRELL
Famous Teacher of That Game

24 LESSONS
Illustrated

For release daily

KING FEATURES SYNDICATE, Inc.
New York City

The World's Greatest Newspaper Feature Service

Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

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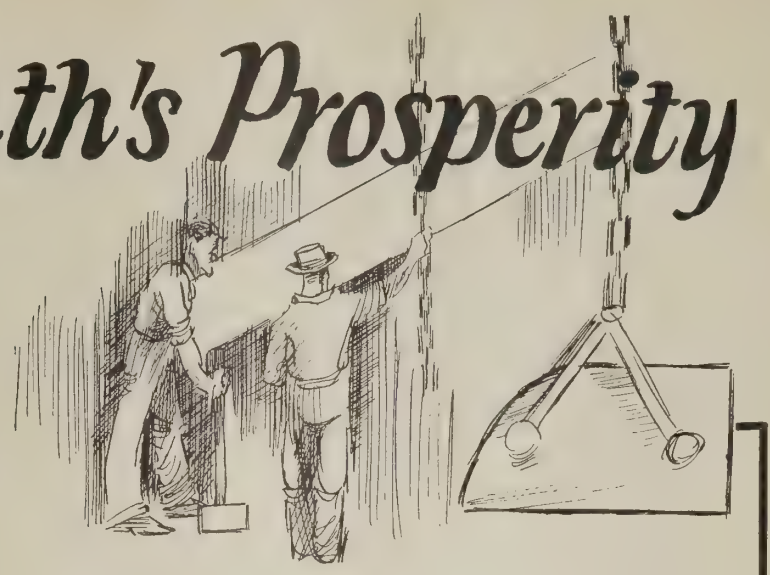
AGAIN
A Great Roosevelt Series
Weekly Release

Most Americans remember the late Colonel Roosevelt's vivid account of his adventures in Africa and South America. They have followed with lively interest the expedition which his sons, Theodore and Kermit, made to the remote Himalayas last summer. The latter have written an enthralling story of what befell them, and the Cosmos Syndicate is happy to offer the first newspaper rights. These articles will be fully illustrated.

COSMOS NEWSPAPER SYNDICATE INC.
Covering the World
NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY

Herbert S. Houston, President and Editor-in-Chief
Myles F. Lasker, Vice-President and General Manager

Why The South's Prosperity first— LABOR



Labor has been one of the factors that has brought about the South's Prosperity. The Southern worker, in the majority, is of Anglo-Saxon extraction, possessing a latent technical skill which makes him adaptable to any industry. He is a sober, industrious employee, who earns good wages, and lives very comfortably in a community that breeds contentment.

The Universal use of the English language is the greatest protection against labor troubles in this territory. The latest statistics show that of the total population in the entire area the percentage of native whites runs well over 60% of the population—with a negligible factor averaging less than 2% foreign born—the negro being attracted by the high wages paid by the new growing industries has become an important part of the South's great army of wage earners.

Greater income means greater buying power. Take advantage of the New South's prosperity—Establish your product in this market. Let these newspapers listed below help you.

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
*Birmingham Age-Herald ....(M)	34,994	.09	.09
*Birmingham Age-Herald ....(S)	50,699	.11	.11
*Mobile News-Item ....(E)	11,993	.05	.05
*Mobile Register ....(M)	20,427	.08	.08
*Mobile Register ....(S)	32,096	.10	.10
FLORIDA			
*Daytona Beach News....(ES)	6,302	.04	.04
*Florida Times-Union (M) 49,903....(S)	59,239	.12(S.15)	.12(S.15)
*Lakeland Ledger ....(E)	5,173	.03	.03
*Miami Herald ....(M)	48,108	.11	.11
*Miami Herald ....(S)	60,006	.12	.12
*Orlando Reporter-Star ....(E)	8,502	.06	.06
*Orlando Sentinel ....(M&S)	10,655	.06	.06
*Pensacola News and Journal....(E&M)	9,805	.07	.07
†St. Augustine Record....(E&S)	3,382	.04	.04
†St. Petersburg Independent....(E)	11,917	.055	.055
*Tampa Times ....(E)	23,325	.08	.08
†Tampa Tribune (M) 34,841....(S)	53,762	.10(.14S)	.10(.14S)
*West Palm Beach Post....(M)	12,243	.06	.06
GEORGIA			
*Augusta Herald ....(E)	14,246	.05	.05
*Augusta Herald ....(S)	14,547	.05	.05
*Macon Telegraph ....(M)	24,035	.08	.08
*Macon Telegraph ....(S)	24,439	.08	.08
**Savannah Morning News (M), 21,015.(S)	22,204	.06(.07S)	.06(.07S)
KENTUCKY			
*The Lexington Leader....(E)	19,640	.06	.06
*The Lexington Leader....(S)	19,531	.06	.06
*Paducah Sun ....(E)	9,256	.04	.04

	Circulation	2,500 Lines	10,000 Lines
NORTH CAROLINA			
†Greensboro Daily News....(M)	27,485	.08	.07
†Greensboro Daily News....(S)	31,505	.09	.08
*Salisbury Post ....(E)	7,188	.04	.04
†Winston-Salem Journal ....(M)	13,702	.05	.05
†Winston-Salem Journal ....(S)	13,720	.05	.05
*Winston-Salem Sentinel ....(E)	18,259	.07	.07
SOUTH CAROLINA			
*Columbia State ....(M)	23,186	.07	.07
*Columbia State ....(S)	24,870	.07	.07
*Greenville News ....(M)	21,648	.075	.07
*Spartanburg Journal ....(E)	4,613 }	.05	.05
*Spartanburg Herald (M) 6,860....(S)	9,856 }		
TENNESSEE			
*Chattanooga Times ....(M)	29,184	.10	.10
*Chattanooga Times ....(S)	28,942	.10	.10
*Memphis Commercial Appeal....(M)	100,934	.18	.18
*Memphis Commercial Appeal....(S)	129,219	.21	.21
*Nashville Banner ....(E)	54,519	.11	.11
*Nashville Banner ....(S)	56,007	.12	.12
VIRGINIA			
*Danville Register and Bee....(M&E)	14,313	.06	.06
*Danville Bee and Register....(E&S)	9,065	.09	.07
*Newport News Times-Herald ....(E)	7,968 }	.05	.05
*Newport News Daily Press....(S&M)	5,413 }		
*Roanoke Times & World News...(M&E)	25,772	.08	.08
*Roanoke Times ....(S)	16,076	.07	.07
*Staunton News-Leader (M), Leader..(E)	6,855	.035	.035

* A. B. C. Statement, March 31, 1926.
† Government Statement, March 31, 1926.

Your National Staff

FIRE!

A general alarm—entire business section threatened—page one scrapped and presses waiting for the "lead" from the men inside the ropes..... Here it comes, scribbled on copy paper, rushed in by a panting messenger boy—a big exclusive story.

No strange phenomenon this, on an enterprising newspaper, but suppose, if it isn't too hard a job, that this same story and all the other stories from the rest of the staff representing the utmost in brain and leg work an energetic newspaper can produce, *were sent to the opposition paper, too!*

Absurd? Of course! Whoever heard of sharing a local staff!

But what about your National staff?

Furnishing a newspaper with a national staff of writers whose writings no local competitor can reprint has been the policy of the Consolidated Press from its beginning.

This service is yours: leased wires, field and staff force, world-encircling facilities, all belong to you.

The writers are as much a part of your paper as your own reporters. Their stories bear no label, carry no stamp of standardization. They cannot be shared by your competitor.

Such is the service, unique in American journalism, rendered to the newspapers holding the franchise of The Consolidated Press Association.

o o o

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Third Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Bulletin Building	19 Rue d'Antin

THIS ISSUE: OCHS DESCRIBES JOURNALISM'S BESETTING SIN IN INTERVIEW.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1926

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

MEMBER A.B.C.

MEMBER A.B.P.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 17 **NEW YORK, SEPTEMBER 18, 1926** By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign **10c Per Copy**

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Carrying More Than 50% of Lever Brothers Company Advertising

FROM 50% to 100% in The Chicago Daily News—never less than half—is an approved rule to govern the placing of your Chicago advertising.

Then in corresponding measure you do business in Chicago's fundamental market, through the family newspaper in which advertising is assuredly profitable.

The advertising of Lever Brothers Company in The Chicago Daily News—placed by the J. Walter Thompson Company—totaled 62,591 agate lines in the first seven months of 1926. This was well over the 50% share of their total Chicago newspaper advertising.

Advertising Representatives:

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J. B. Woodward
110 E. 42d St.

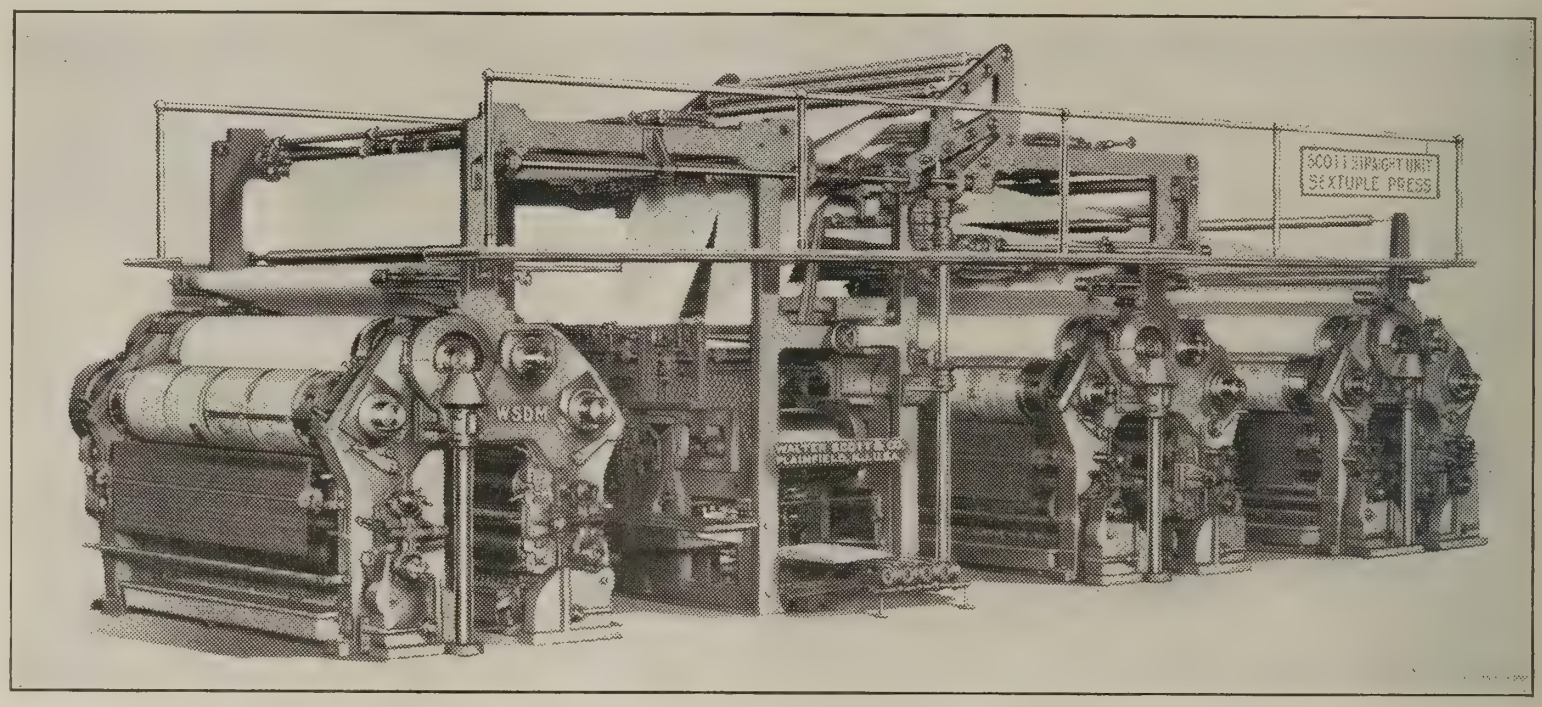
DETROIT
Woodward & Kelly
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CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

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C. Geo. Krogness
253 First National Bank Bldg.

THE CHICAGO DAILY NEWS

First in Chicago



Scott Mezzanine-Type "*Straight-Unit*" Sextuple Press Consisting of 3 Under-Fed Units and 2 Heavy Duty 64 Page Folders

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Scott *"Straight-Unit"* and *"Multi-Unit"* Presses have been designed and constructed not only to improve newspaper printing but also to better the conditions under which your pressmen work.

While higher speeds have been attained, production increased and work of higher quality has been turned out, safety and accessibility have always been considered. Scott Presses are built to make the work of the pressmen easier, more pleasant and less dangerous.

To Protect Your Pressmen install—

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Cylinder Speed—400 r. p. m.

WALTER SCOTT & COMPANY

Main Office and Factory - - - - Plainfield, New Jersey, U. S. A.
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Cable Address: WALTSCOTT NEW YORK

"Sunpaper" Isn't Just a Slogan---

¶ It's a fact that Baltimoreans say "Sunpaper" instead of "newspaper."

¶ Saying "Sunpaper" comes so naturally to a Baltimorean, born and bred, that he or she never gives the origin of the word another thought.

¶ Newcomers to the city get that habit almost before they've learned their way around town. They don't have to know their way around town or to the corner newsstand to get a Sunpaper.

¶ For to practically every worthwhile home in Baltimore—to every home you want to reach—the Sunpapers are delivered Morning, Evening and Sunday by that smooth-running organization of real business men—the Sun Carriers.

Average Net Paid Circulation for Month of August, 1926

Daily (M.&E.) . . 245,990
Sunday 189,419

A Gain of 12,270 Daily and 5,818 Sunday Over August, 1925

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

C. GEORGE KROGNESS
First National Bank Bldg.
San Francisco

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"

The Bulletin's Growth
is the
Romance of Philadelphia



THAT the people of Philadelphia Camden and vicinity appreciate the efforts of The Bulletin to give them all the news of the day as fairly, as exactly and impartially as it can be laid before them, is attested not only by the fact that the name of The Bulletin has become as a household word among them, but that its circulation reaches far beyond the highest point ever attained by a Philadelphia newspaper.

When The Bulletin passed to its present management thirty years ago, its daily circulation was less than 5,000 copies. Today it exceeds 533,000 copies daily—a copy for nearly every one of the 550,000 homes in the Philadelphia-Camden retail trading area—America's third largest market.

This evening, and every evening, The Bulletin is read in more than 533,000 homes—nearly every home in and around Philadelphia and Camden.

The population of the Philadelphia-Camden trading area is over 3,000,000 people. U.S. Census figures give the size of the average family as 5.4 persons. Divide this into the total population and the answer will show you plainly that through one newspaper—The Bulletin—your advertisement will reach "nearly everybody."

New York—247 Park Avenue, Park-Lexington Building
Chicago—Verree & Conklin, Inc.. 28 East Jackson Boulevard
Detroit—C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

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EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations. Member Associated Business Papers, Inc.

Vol. 59 NEW YORK, SEPTEMBER 18, 1926 No. 17

Press' Sacrifice of Quality for Quantity Is Making a Poor Bargain, Ochs Says

Smaller Papers With Quality Circulations and Higher Rates Would Shut Door to Huge Present Day Wastes, N. Y. Times Publisher Believes—"Leadership" Often Embarrassing

By PHILIP SCHUYLER

ECONOMIC waste in newspaper publishing and advertising as it is practiced in America today occupies Adolph S. Ochs' thoughts as he celebrates the 75th anniversary of the *New York Times* and his 30th anniversary as publisher of that paper.

"Newspapers are sacrificing quality for quantity and are losers in the bargain," he said in an exclusive EDITOR & PUBLISHER interview this week. "And advertisers spending huge sums for space are putting the responsibility of filling it in the hands of small salaried clerks."

"It is not wholly an asset for the Times, I believe, to be leader in circulation and advertising," he said.

I had called on Mr. Ochs for a different kind of a story. I wanted to know how he had achieved success, the danger signals he had heeded, the opportunities he had seized, and the problems he solved.

But this Tennessee printer who had come to New York in 1896, with $75,000, much of it borrowed, and had made a weakling paper into a giant and his own fortune to boot, waved these questions aside to the end of the interview and launched first into the problems he felt he faced today.

Before him on his desk in his luxurious private office in the Times Annex was an advance copy of his paper's 75th anniversary supplement to be issued with the Sunday edition of Sept. 19. During the interview, Mr. Ochs turned the leaves of this supplement, pausing now and again to ejaculate, "See this," "See that," or "Isn't this interesting?"

Finally, he reached page 34 on which are printed two charts showing increases in circulation and linage in the 30 years of Ochs' control and furnishing unusual statistics on the gross income and expenditures of the Times of the present day. The gross income is listed as $25,000,000. There is no indebtedness of any character.

"We printed these statistics against the judgment of many in the Times organization," Mr. Ochs said. "They advised me that such publicity might be embarrassing in some directions. Nevertheless, there they are, let the consequences be what they may. They tell the story of what the Times is today. My personality I do not wish exploited."

Pitted against this story of figures, Mr. Ochs, however, drew an entirely different word picture.

"The Times is embarrassed by its gains in circulation and advertising," he said.

"A newspaper of the character of the New York Times with 100,000 circulation is worth a better advertising rate than we now have for nearly 400,000. A newspaper maintaining a position of circulation or advertising supremacy is tempted to sacrifice character and rates to preserve its leadership. The battle of linage figures is a ridiculous procedure all around. It is not the whole truth, for in one case single advertisers may use many pages at a time, whereas some newspapers would not tolerate such a practice. We are all talking too much about quantity and not enough about quality. It is the besetting sin of our business.

"When a newspaper boasts about its immense advertising linage, does the publisher tell the income he derived from this business? Never! He merely cites the number of lines published.

"Does he ever divulge his circulation income? No. He simply tells the number of copies that were sold.

"How little thought is being given today by the advertisers as to the class of people they are making their appeal to!

"Certainly it seems that there is not sufficient thought given to this question. Much money is wasted in newspaper advertising and in consequence newspapers have grown enormous in size. The production costs are steadily increasing, and it is increasingly difficult to keep the income ahead. We on the Times, for instance, are committed to meet a daily expense of $60,000, which is an increase of more than $6,000 a day over the average daily expense a year ago—in other words, an increase of expenditure of about 13 per cent, which was barely covered by the increased income. Of this increased expense, a good proportion was incurred in the mechanical department, only a small part of it being due to increased production. It is interesting to know that for the year ending June 30, the Times had an expense of nearly one and three-quarter millions for the mere cost of transportation in distributing the Times, that is post office, railroad and city distribution.

"There must be a limitation to size, and we have endeavored to do something in that direction on the Times. We give preference to advertising carrying information. In some cases advertising in a newspaper may be more interesting to a greater number of readers than the news of the day. That is when the copy conveys information. The time may come when we will not have room in the Times for poster advertising. So-called trade mark or billboard advertising may be good for the advertisers, but is of little value, except for income, to the news attractiveness of a newspaper.

"Perhaps half the money that is spent in advertising is wasted. I know it will be considered rank heresy on my part to say this, but it is true, because some of it is not done intelligently. Advertising is not only an art, but a science.

"For example, an advertiser will buy space in a newspaper. He pays $1,800 or more for a page in the Times, let us say. Then he has a small salaried clerk write the copy. Another advertiser sets aside a large advertising appropriation, and then sends 'mats,' not taking the time and little extra expense to supply an electrotype that will give him a sharp and clear impression.

"The intelligent advertiser understands this point of view. He sees the waste in it. Years ago, Robert C. Ogden, of the John Wanamaker store, told me he considered that advertising was the most important part of their business. The best thought of the store was given to it, he said, because the advertising speaks with the authority of responsibility and must inform if it is to influence the reader. The copy, as well as the display, therefore, is of the highest importance.

"Higher prices for advertising will benefit the advertiser as well as the publisher, and will correct, in a measure, the present wasteful, uneconomic condition. Rates should be high enough so the advertiser will realize that he cannot afford to spend his money in advertising that is uninteresting, uninformative and uneconomic.

"The same distorted quantitative view of advertising applies to circulation. A publisher too often adds something new to his paper in the hope of attracting new readers, which matter may be of no interest and even unattractive to his old readers. He perhaps does not count the cost of the increase in bulk of his product and probably overestimates the value of readers obtained by this new attraction.

"Some day I intend to deliver an address in vindication of the newspaper reader, and show that he is not wholly responsible for the vulgar, sensational, vapid publications that make an appeal to the mindless.

"If the New York Times did not publish one line of advertising and printed in the Times only the news we now give, there would be many who would pay $100 a copy for our paper if it could not be



First home of *New York Times*, established just 75 years ago, was at 113 Nassau Street, a shabby building contrasting with its present 14-story palatial plant in West 43rd Street.

had for less, because of the value to them of the information contained therein. Can you imagine many willing to pay a dollar or even 25 cents a copy for the vaudeville features of some publications? The public would not pay the price of producing such publications; they buy simply because it costs little or nothing."

The economic waste involved in the large bulk of present day American newspapers likewise bothers the publisher of the Times.

"Each copy of the Sunday Times last week weighed three and one-half pounds. It will weigh four pounds this Sunday; costing in white paper and transportation from 15 to 20 cents a copy, and we receive from 4 to 7 cents a copy."

This problem reminded Mr. Ochs of a luncheon he attended 25 years ago given by the proprietors of the *London Times*. He was asked then what he thought of the London paper; what he would do if he were made publisher of it. After hesitating, Mr. Ochs finally ventured the suggestion that the London Times might well split its edition into three sections to be sold separately, one being devoted to news, another to parliamentary affairs, and the third to financial. A penny (2 cents) might be charged for each section and the persons then paying 3 pennies might continue to take all sections, and new circulation could be had for the separate sections.

"I'm afraid they would only take the news section," the proprietor of the London Times replied to his New York colleague, thus confessing that perhaps he was giving something the reader did not want.

"Yet today," Mr. Ochs continued, "I sometimes believe the same idea might be a solution of our present problem.

"Meanwhile we are wasting large sums of money. It costs about $400,000 a year in excess of income for white paper and transportation for the foreign and eighth zone circulation of the Times alone."

Despite his desire to continue disparaging the success of the Times as far as its circulation and advertising supremacy are concerned, Mr. Ochs was pressed for his own personal success story.

"Millions of men could have done what I have done," he began, and his tone convinced that his assertion was not mere false modesty.

"I am no genius, or visionary. It just happened that no mistake was made in the selection of the Times' fundamental policy, which is to print all the news that's fit to print.

"There is too much of a tendency to set me up on a high pedestal, and I fear dizziness. I have many requests to tell my story. There is no story to tell, unless it is simply that I stuck closely to one idea; concentrated on something I had learned in the hard school of experience.

"Back in the days when I was a printer's devil in Knoxville I made myself useful in every way possible in the printing office, and learned much. I had good health and was industrious and ambitious.

"While the other boys used to run out of the shop as soon as the day's work was done, I stayed to learn to set type. I used to like to help others for the selfish reason that in helping them I was helping myself to learn more about the printing trade. Thus they used to call on me to help in various departments, and there was pleasure in doing so.

"You know how copy is placed face down on the hook. When there was bad copy, which meant hard and slow work, it somehow became known and there was "Soldiering." I didn't object to difficult copy. I always tried to do what was in hand with the best of my ability.

"Opportunities come to every man. Ninety-nine out of a hundred men, however, are always *seeking* opportunities instead of preparing for them. What good is opportunity if you are not prepared for it?"

Mr. Ochs did see the reason behind the question and was prepared when in 1896 he received a telegram from a friend, which read: "Come to New York. The opportunity of your life lies before you."

The friend referred to the business managership of the old *New York Mercury*, which he believed he could obtain for his friend at a high salary. The

NEW YORK M. E.'S DAUGHTER MEETS COOLIDGE



Little Jean Hunter Tennant, two-year-old daughter of J. H. Tennant, managing editor of the *New York Evening World* was photographed with President Coolidge when she visited him at Paul Smith's last week.

Mercury, however, was committed to free silver, while Mr. Ochs favored a gold standard. In 1878, when 20 years old, he had purchased the Chattanooga Times for $250 by assuming its debt of $1,500. He was honestly and earnestly advocating the gold standard in the South and did not propose to change his principles simply for a better job.

On his 38th birthday, he received a telegram from another friend, who advised him he thought Mr. Ochs could gain control of the New York Times.

While Mr. Ochs was considering this proposition, he was in Chicago and confided to his friend Herman H. Kohlsaat, then publisher of the *Chicago Times-Herald*, who encouraged him to go to it as the opportunity of his life.

"I don't think I'm a big enough man for the job," Mr. Ochs said to Mr. Kohlsaat.

"Dont tell anybody and they'll never find out," the latter rejoined.

In the spring of 1896, the New York Times Publishing Company came to grief, and to extricate it from its difficulties, it was placed in the hands of a receiver. Various futile plans of reorganization had been considered when Mr. Ochs was invited to offer a plan and undertake its operation. The plan under which Mr. Ochs became the publisher and controlling owner is concisely told in Elmer Davis's History of the New York Times, and cannot be better given than in his words. As Mr. Davis puts it:

"A new organization, The New York Times Company, was formed, with a capital of 10,000 shares of par value of $100. Two thousand of these shares were traded in for the 10,000 shares of the old company. The holders of the outstanding obligations of the Times, amounting to some $300,000, received in exchange an equal amount of 5 per cent bonds of the new company; and perhaps the most exacting part of the financing of the reorganization was accomplished when $200,000 more of these bonds were sold at par, to provide that operating capital the lack of which had been so severely felt in past years. As a persuasive, 15 shares of stock were offered to each purchaser of a $1,000 bond. Mr. Ochs himself, scraping together all the money he had or could borrow, bought $75,000 of these bonds, receiving with them 1,125 shares of stock. Of the remaining capital stock of the company 3,876 shares were put into escrow, to be delivered to Mr. Ochs whenever the paper had earned and paid expenses for a period of three consecutive years. Thus he would have—and within less than four years did have—5,001 of the 10,000 shares and $75,000 in bonds, the whole acquired by the payment of $75,000 for the bonds and by his personal services. That $75,000 was the financial investment, and the only investment, aside from his own labors, which the controlling stockholder of the Times made for his majority interest.

"The company thus organized bought the Times at public sale on Aug. 13, 1896. The receivership was terminated by court order; on Aug. 18, 1896, the property was formally transferred to the reorganized company, with Mr. Ochs as publisher in unrestricted control; and the saddest chapter in the history of the Times was closed."

At the end of three years and 10 months, the 3,876 shares were delivered to Mr. Ochs which, with what he already owned, gave him the majority of 51 per cent. In 1899, for the first time in many years, the paper had earned and paid its expenses.

But for the first ten months, the newspaper that now holds such a commanding place in America's journalistic field was like the bad copy the printers leave face downwards on their hooks. It was losing money heavily.

"The Times had been offered to several well known newspaper men in New York journalism," Mr. Ochs continued. "They excused themselves gracefully. They didn't believe the paper could ever he brought back to life. But they all had other kinds of newspapers in mind. In those days so-called yellow journalism was at its height.

"The idea for building up the Times was that there was a clientele in New York sufficient to support the newspaper which offered a decent and dignified presentation of the daily news of the world. There might be 30,000 or even 50,000. The present circulation was way beyond my dreams.

"News is simply the happenings and occurrences of each day, and to this should be added its honest interpretation. It is information on affairs of the world, politics of the day, literature, science, art, business, real estate, law, the courts, deaths, births, marriages. It is not crusading, it is not entertainment per se.

"When we took over the Times we were committed to one well-defined idea—print the news. Later, when we could afford it, we never thought what it would cost. If it was news we had to have it, that was all.

"Some people think that the thing to do when managing a losing property is simply to reduce the expenses. We prefer to turn the problem the other way round. We wish to make income run ahead of expenses. When you cut expenses you dampen enthusiasm, which is fatal; the better way is to put your energies into keeping your income ahead of your expenses.

"Sometimes I think we might have done well with the *Philadelphia Public Ledger* which was sold to Mr. Curtis in 1912. At the time, however, it seemed better to concentrate on the one thing—to make the New York Times. It required all my time, attention and resources.

"One policy never regretted was, not to buy an evening paper in New York and make it the evening edition of the Times. There have been a great many temptations to do this. Probably every evening newspaper that has been sold in New York since 1896 has been offered to us. The offers have been refused. It seems to me that the publisher of a morning and evening newspaper in the same city competes with himself.

"I prefer to stick to one job, the New York Times. And there is no ambition to make it a national newspaper. Rather we want it to be a New York newspaper full of news of national interest, and there is a decided difference between the two if you stop to think about it. In other words what we want to do is publish a newspaper for the metropolitan district of New York and its environs, believing that that sort of newspaper is of interest all over the country.

"The Times today is not a perfect newspaper. Possibly it never will be. Some of its critics say it is too dull, the stories are too long. But a story can never be too long to the persons who are interested in it. It is not expected that a person will read the Times from front to back page. But if a man spends eight hours of a day in work and eight hours in sleep, how can he better spend two of the remaining eight hours than by reading an informative newspaper? The clerk, the housewife, the banker, the business man, the lawyer, doctor, teacher, preacher, adult, child, all will find information interesting and useful to them in the Times. Stories can be long and not be dull. Many people have told me they read the dispatch by Edwin L. James from Geneva the other day, telling of Germany's admittance to the League of Nations, with tears in their eyes.

"I believe we are safe in saying that there is no other newspaper in the world

MRS. THOMAS NEW HEAD OF MORNING TELEGRAPH



MRS. E. R. THOMAS was elect president of the Hermis Pr Corporation, owners of the *New Yo Morning Telegraph-Running Horse* a meeting of the directors of the corp ration Sept. 13.

Mrs. Thomas began taking an acti interest in the affairs of the paper, f lowing the death of her husband abo three months ago. She succeeds Rufus Trimble as the president of the corpo tion. E. S. Fentress and Charles March, Texas publishers who had be supervising the property for Mr. Thom at the time of his death have withdra

Other directors elected were: Jose H. Dodshon; Roy Tolleson, H. Work; and A. Borenfeld.

Mr. Tolleson is vice-president of t company.

No staff changes are contemplated director of the paper declared.

whose columns are as free and open f expression of diverse opinions as the N York Times. We lean backwards occasion to give a hearing to those wi whom we differ.

"And we have proved beyond all dou that there is a demand for news in itself that news is a legitimate commodity whi can be honestly purveyed so that the pr cess may be remunerative."

Mr. Ochs flicked over the pages of t beautiful anniversary supplement, print in rotogravure, that lay on the desk befo him. This section is 64 pages and giv a succinct, sketchy history of the Tim from 1851 to the present day. All adve tisers in its pages have been in busine 75 years or more.

PICTURELESS REVOLUTION

Spanish Revolt Unproductive Fro Photographic Viewpoint

Spain's recent revolution was pictur less as well as bloodless, according to t Madrid representative of the Wide Wor Photo Service.

"There is absolutely nothing we ca photograph," the representative notifie his Paris office. "You can be sure there are news pictures to be got we wi get them, but, believe me, there is n revolution, even such as there was whe Primo de Rivera formed the directora in 1923."

AD GROUP PICKS CRAWFORD

Waco Man Is Managing Director o $500,000 Texas Campaign

W. V. Crawford has resigned as sale and advertising manager of Sanger Bro at Waco to become managing director o the $500,000 Advertise Texas campaign. This campaign was launched by th Tenth District Associated Advertisin Clubs of the World, of which Mr. Craw ford formerly was president.

The Advertise Texas Committee is t maintain headquarters at Waco.

OCHS' CAREER FROM PRINTER'S DEVIL TO FAMOUS PUBLISHER

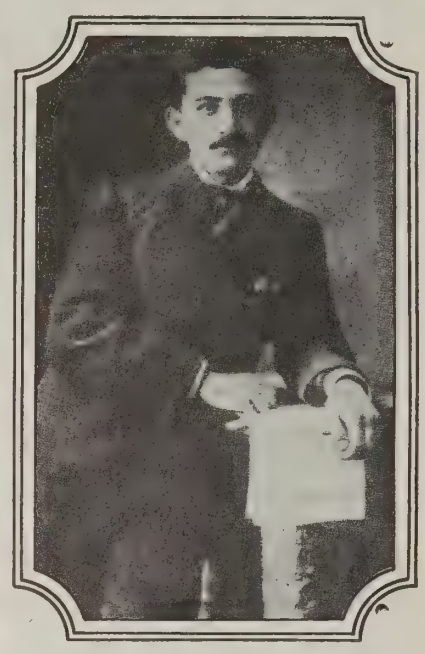
First Authentic Narrative of His Extraordinary Rise to Power and Wealth Through Native Genius —Borrowed $250 to Buy Chattanooga Times—Control of Times for $75,000

By JAMES MELVIN LEE

Director Department of Journalism, New York University, and Author of "History of American Journalism"







When Mr. Ochs donned cap and gown at New York University last spring. His escort is Dr. James Melvin Lee. Speaker Nicholas Longworth is the smiling figure following. Insert is from a photograph made shortly before Mr. Ochs purchased *New York Times*. (Left) Mr. Ochs as a 13-year-old printer's devil. (Right) Mr. Ochs as publisher of *Chattanooga Times*.

JOHN BURROUGHS while fishing along his favorite trout stream in the foothills of the Catskills once met another member of the tribe of Walton. The latter, seeing the string of speckled beauties caught by Mr. Burroughs, requested the secret of his success.

"For one thing," replied Mr. Burroughs, "my heart just now is not in my Riverby Study on the Hudson, but on my hook. In the next place, I have fished this stream for its entire length and know where are the pools that are fed by cool springs. There's where I cast my line. You've the wrong kind of bait. Trout and suckers have different tastes."

The success of Adolph S. Ochs in the newspaper field may be explained, in part at least, by the principles so succinctly set forth by Mr. Burroughs. Even when he was sweeping out the back office of a little paper in Knoxville, Tenn., or when he was delivering papers on a hard route in the same city, he had his heart in his work. Prosperity has brought much to him, but it has never won him from his first love. In the language of the New England housewife, he has kept to his knitting. His heart has ever been with the type and with his presses.

In the second place, Mr. Ochs knows the newspaper stream. Even now he can go over his old route in Knoxville and tell just where he left papers. Incidentally he has never forgotten the meanest man on his list. He has often wiped his hands on the typical towel of the back office after a hard day's work at the case. He has been on the street on all sorts of assignments. Many a time he has trailed his heels while waiting for an advertiser to see him. He knows the cares and worries of meeting a weekly payroll when he had to go out to collect the funds to meet this obligation. From personal experience he knows what constitutes an honest day's work in the newspaper business. This knowledge enabled him, when he took over the *New York Times* in 1896, to know that the composing room was "heavily, even ruinously, overmanned." Consequently he took the matter up with Union officials with the result that the payroll of the composing room became a thousand dollars a week less without any loss of efficiency.

Always Mr. Ochs has been a discriminating publisher. He knew the type of leader he wanted, and went after him with the right kind of bait. In discussing the success of Mr. Ochs with Melville E. Stone of the Associated Press at the Lotos Club recently, I heard Mr. Stone put the matter rather epigrammatically when he said, "Ochs early discovered that decency meant dollars." I sincerely hope that Mr. Stone puts this clever line in his note of congratulation to the Times on its seventy-fifth anniversary. Mr. Ochs, however, puts it a little differently when he says, "All I have done is to vindicate the reading taste of New York."

When Mr. Ochs was thinking of buying the Times he talked the matter over with his friend, Herman H. Kohlsaat, the publisher of the *Chicago Times Herald* to whom he confessed that he hardly thought himself big enough for the undertaking. Immediately came this rejoinder from Kohlsaat, "Don't tell anybody and they'll never find it out."

Whether it was the influence of this remark by Kohlsaat, or whether it was some other reason, Mr. Ochs has said very little about himself. For that reason it has been extremely difficult to get material for a little personality sketch. To use his own words, "I have enough fame to live up to now without having any more." But the New York Times is celebrating this week its seventy-fifth anniversary. A few weeks ago Mr. Ochs celebrated his thirtieth anniversary as its publisher. A few facts about him, therefore, are in my opinion, "fit to print."

His father, Julius Ochs, was a captain in the Union army while his mother's brother saw service in the Confederate army. To get the date of birth recorded at once it may be said that Mr. Ochs was born in Cincinnati, O., March 12, 1858. His father, making the journey in a covered wagon, removed to Knoxville, Tenn. The son, it may be remarked in passing, recently went over the same route in a "covered car" and thus gratified one of his boyhood ambitions. But that is another story. At Knoxville, Adolph, while a boy of eleven, secured his first newspaper job. William Rule, the present editor of the *Knoxville Journal*, thus tells me the details:

I began the publication of the *Knoxville Chronicle*, a six day paper, in the spring of 1870. One forenoon there came to my office a lad who had seen about 12 summers. I asked him if there was anything I could do for him. He said he wanted to work. Asked what sort of work his reply was, in substance, anything he might be entrusted to do. That was my first meeting with Adolph S. Ochs. He was given a sort of roustabout job, sweeping floors, sent on chores and so on. When he finished a job to which he had been assigned, he did not sit down and wait for something else to do, but asked for something else he might be doing. Soon he was given the additional job of carrier boy for the delivery of the morning paper to local subscribers. In that respect he proved himself a "Johnny on the spot." With unbroken regularity, rain or shine, regardless of cold or heat, he stood as a boy faithful on his job. His next step was at the printer's case learning the art of all arts, printing.

My next question was whether Mr. Rule in those days ever dreamed that his printer's devil would become the great newspaper publisher he is today. Here is Editor Rule's reply.

I know of no other or better way of answering that question than by giving you a copy of a brief note given him when he left Knoxville to go to Chattanooga, of which this is a copy:

"Adolph S. Ochs has been in my employ for more than two years. I have found him honest, zealous, reliable and trustworthy. He is quick to comprehend and faithful to execute whatever he may be entrusted with. He is endowed with an intellect capable of reaching the highest point in mental achievement. He is a very meritorious young man. As such I cordially recommend him to all with whom he may come in contact.

"October 4, 1875.

"Wm. Rule, Editor, Knoxville Chronicle."

Adolph S. Ochs has more than once impressed me that he had something in and about him that was in the nature of bringing dead things to life. Still a minor in age, with a very small amount of money in his pocket, he left Knoxville, went to Chattanooga to try his hand in the matter of resurrecting the *Chattanooga Times*, which was then awaiting burial. He soon brought this paper to life and it became his own; he made for it a place in the front rank of southern newspapers. Ochs it was that saved it, and in doing so shares the credit of making Chattanooga the growing and prosperous city that it is.

The progress in Chattanooga, however, was not quite so rapid as the reply of Editor Rule would seem to indicate. Before Mr. Ochs became connected with the Times he was associated with the business manager of the *Knoxville Tribune* in an attempt to establish the *Chattanooga Daily Dispatch*. The Dispatch, which was started in 1877, was not successful and, in 1878, Mr. Ochs, who was made its receiver, liquidated its debts and consolidated it with the Chattanooga Times. Two months after the consolidation, July 1, 1878, the Times became the property of Mr. Ochs.

Editor Rule remarks that when Mr. Ochs went to Chatanooga he had very little money. As near as I can make out, when he bought the Times he did not have any. Unable to raise ready cash,

Mr. Ochs was able to get a friend to endorse a note for $300. This note was discounted at the bank and a payment of $250 was made for the Times. Debts, amounting to $1,500, were assumed by Mr. Ochs. From that day to this Mr. Ochs has been the sole proprietor of the Chattanooga Times.

Mr. Ochs frankly admits that the Chattanooga Times at the time of his purchase fell far short of what a daily newspaper should be. It contained no telegraph news and had a distribution of only 250 copies a day—"printed on a one-man-press." Today the Times is one of the most valuable newspaper properties in the South. Its building, erected in 1892, is one of the architectural attractions of the city. Brief space must be found for the side trip which Mr. Ochs made in 1875 from Knoxville to Louisville. In the latter city he found work for a few months in the job printing department of the *Louisville Courier Journal.* Returning to Knoxville in 1876, he became associated with the *Tribune* of that city, first as assistant to the foreman of the composing room, then as a reporter, and finally as assistant to the business manager. Just before he obtained control of the Times of Chattanooga, he published "the best directory that city had ever had."

The two most important decisions a man is said to make may be found in his choice of a lifework and his choice of a life partner. Mr. Ochs had made the former choice, but not the latter. In spite or his "nothing to say" on this topic, I don't believe he will deny what follows. The scene shifts from Chattanooga back to Cincinnati—the home of that great teacher, the Rev. Dr. Isaac M. Wise, beloved and revered by all who knew him. He had known both Julius and Bertha Ochs when they lived in Cincinnati and naturally when the son visited his birthplace he called on Dr. Wise to pay his respects. There he met the talented daughter, Effie. Here is where a horseshoe brought great luck to Mr. Ochs. He possessed the shoes of the famous racehorse, "Harry Bassett," who had defeated on the turf another distinguished horse by the name of "Longfellow." To the daughter Mr. Ochs told the story of these shoes. She became interested and when he left she had the promise of one of them.

Such was the beginning of the romance, the climax of which may be found in this item which appeared in the *Cincinnati Times-Star* of Feb. 28, 1883—furnished by the present editor, Hulbert Taft:

> A social event of more than passing interest occurred at two o'clock this afternoon at the Jewish Temple, corner of Eighth and Plum Streets. Parties to the occasion were Mr. Adolph S. Ochs of Chattanooga and Miss Effie Wise. Mr. Ochs is the editor and publisher of the Chattanooga Times.
>
> He is one of the most popular society gentlemen of that city. Miss Wise is the beautiful and accomplished daughter of Dr. and Mrs. Isaac M. Wise of this city. After the wedding the bridal banquet will be served at the Hexters hotel. In the evening the happy pair will go East returning home by way of Chicago.

It may be mentioned in passing that the first gift of Mr. Ochs to his bride was a beautiful horse. Both were very fond of riding and after their marriage they could often be seen riding together around the lovely country near Chattanooga. Such was the romance of the horseshoe.

But the romance was not ended. They still have their sign language when too far apart to converse openly. I first noticed it when I saw Mrs. Ochs enter a box at a luncheon of the Associated Press. Mr. Ochs was at the speakers' table. But what followed is too personal to print, but it warms the heart.

Of the three children of Mr. and Mrs. Ochs two died in infancy. The third, Iphigne, was married Nov. 7, 1917, to Arthur Hays Sulzberger, now Vice President of the New York Times. Her marriage, it may be said in passing, received a much more extended notice in the press than did that of her father.

The brief and somewhat stereotyped marriage notice printed about Mr. Ochs in the Cincinnati Times-Star was accurate in its assertion about his popularity in Chattanooga. In 1890 he had entertained Harry Alloway, a member of the Wall Street staff of the New York Times. The latter had remarked incidentally that the New York Times offered the greatest opportunity in American journalism. Six years later it was Alloway who sent Mr. Ochs a telegram containing information that an opportunity existed of purchasing the New York Times without an actual expenditure of very much cash.

But before I go on with what came from that telegram I want to bring in the first connection Mr. Ochs had with the Associated Press. At that particular time "Mel" Stone did not have time to grace the Lotos Club, nor any other club. He was fighting a pitched battle with the old United Press. Mr. Ochs had organized the Southern Associated Press which had an exchange of news with the parent organization in Chicago. He was the secretary of the Southern Associated when it had its meeting in Atlanta, Ga., in 1894, the meeting at which the organization voted to sever its connection with the Associated and unite its forces with the old United Press. So far as I have been able to learn, Mr. Ochs was the only member of the Board of Directors to cast a dissenting vote. Mr. Stone, who had left Chicago to go to Atlanta, had been unable to prevent the break. It was at this meeting in Atlanta that Mr. Stone first met Mr. Ochs.

What happened after the break can best be told by a story which appeared in the *New York World*, Dec. 13, 1894, under the headline, "Editor Ochs, Wheel-Horse of the Southern Organization, Cuts Loose from It and Joins the Associated Press":

> Adolph S. Ochs, publisher and proprietor of the Chattanooga Daily Times, the leading morning newspaper in East Tennessee, North Georgia and North Alabama, has signed a ninety-year contract with the Associated Press and withdrawn from the Southern Associated Press. The Southern Associated Press owes its existence almost to him.
>
> Mr. Ochs gives up his membership in the Southern Associated Press because of the recent alliance with the United Press and the cancellation of the contract with the Associated Press. The Southern Associated Press, he says, as now conducted, is simply an auxiliary of the United Press, and hence he was put in the position of choosing between the two organizations. Of course, he chose the Associated.

Mention has already been made of how Mr. Ochs had talked over with Herman H. Kohlsaat the possible purchase of the New York Times. He also talked the matter over with Mr. Stone, who gave him a very intimate note to Spencer Trask, the New York banker who was holding the bag for the New York Times then almost on the rocks financially. This note from Stone is intensely interesting, but if it is ever released for publication it will have to come from Mr. Ochs.

To boil down a long story, Mr. Ochs came to New York and effected a new organization, the New York Times Company, with a capital of 10,000 shares of $100 each par value. Two thousand of these shares were exchanged for 10,000 shares of the old company. Financial obligations of the Times, which were something like $300,000, were taken care of with an equal amount of five per cent bonds of the new company. Two hundred thousand dollars more of these bonds sold at par, provided the operating capital. Fifteen shares of stock went as a bonus with every $1,000 bond thus sold. Mr. Ochs, borrowing all the money that he could, purchased seventy-five of these $1,000 bonds and received with them 1,125 shares of stock. Of the capital stock remaining with the company, 3,876 shares "were put into escrow," to be handed over to Mr. Ochs when he had made the paper meet expenses for three consecutive years. In other words, Mr. Ochs secured the control of the Times through an outlay of $75,000 cash. One reason given for the financial straits of the Times when Mr. Alloway sent his tip to Mr. Ochs may be found in the heavy assessments the Times had to pay the old United Press.

Of the present financial condition of the Times or the mercantile rating of Mr. Ochs, I do not need to speak. But in those early days when he first came to New York he had to carry a tremendous load. One who worked with him at the time once remarked that the lower rounds of the ladder on which Mr. Ochs climbed to succes bent and creaked under the weight. "But all of us who knew the facts had confidence that Mr. Ochs had selected a ladder that would hold. With each step up the ladder the load became less and less."

At the Newspaper Club of New York I was talking recently with one who had worked on the Times at this particular period. I asked him what most impressed him about Mr. Ochs in those early days. Immediately came the reply, "His personal interest in the younger employes."

This interest has not diminished w the passing of the years, nor with the crease in the number of employes. who tells Mr. Ochs that his Times is foremost newspaper in the world or t he is the greatest newspaper publisher America will not get very much o response. But let one show an inte in the glee club, the band, or some ot employe organization connected with Times and one has the ear of Mr. O

Possibly one reason why Mr. Ochs kept so young in spirit in spite of heavy burdens is his interest in yo Mr. Ochs, for example, was a member the Religious School Committee of Te ple Emanu-El before he became one the trustees. He was elected a trustee Temple Emanu-El on Jan. 17, 1916, is at present a member of the Memb ship and Law and Legislation C mittee.

I imagine that Mr. Ochs must have ceived most of his education from daily perusal of the papers he has p lished. Only for a brief period was able to attend the public school. W he obtained control of the New Y Times one of his first orders was t workers should read the paper. Thro this means what might be called ne paper focus was given to the produc of the paper. Frankly one cannot r the New York Times for 30 years w out getting a fairly liberal educat Contact with leaders in all phases human endeavor may have contrib some. Breadth of vision undoubte came from extensive travel. Long a ciation with men like Charles R. Mil so many years editor of the Times, n also be a factor. Financial success later years has brought an intin knowledge of economics and fina Then, too, one must not forget what Cincinnati Times-Star said about daughter of Dr. Isaac M. Wise. quiet force in the home unquestion shows itself in the Ochs of today.

Academic honors have been rece heaped upon Mr. Ochs. They have c from Yale, Columbia, and New Y University. The biblical assertion a a prophet not being without honor in his own country has not been true his case. But of these academic ho the one that must have touched his h was that coming from the University Chattanooga. Here is the tribute was paid to him when he received honorary degree from the University the city where he first achieved ne paper success:

> Adolph S. Ochs, directing genius of the g est newspaper in the world, this college ho itself in honoring you today. Classro libraries and laboratories are not the only tinguishing features of an educational institu In a very real sense the reporters who sen your office news from the ends of the earth, editors who organize and present the mat to the public, and all of the skillful men women who help with the mechanical feat of a newspaper are truly workers in a g educational organization.
>
> You and your colleagues have been crea of educational values. Your slogan, "All news that's fit to print," has set a stan which every newspaper should adopt. Your sistence that the interpretation of news s not be controlled by advertisers or other po ful groups has shown your moral courage well as your love for truth. Thoughtful may differ with you, but they will always spect and honor you.
>
> Your love for humanity at home and ac the seas, your ideals of community serv evidenced so often by your leadership difficult undertakings, your joy in brin benefits to others, have endeared you to m tudes who do not know you. But today you with your personal friends, in the presence men and women who admired you in the d of your early struggles and have rejoiced your great achievements. You are also in presence of a younger generation which been inspired by your sterling virtues. success which they have brought to you, and the modesty with which you have carried y honors.
>
> In conferring this degree the University Chattanooga is acting in behalf of your neigh and fellow-townsmen. If they had higher ho in their power to bestow they would award th

These words by the president of University of Chattanooga, Arlo Ay Brown, go so much into detail that I not need space for elaboration. I n add, however, that the finest tribut have seen of Mr. Ochs came from of my old teachers, later president of University of Chattanooga and now head of the Methodist Book Concern

(*Continued on page* 46)

FOUR SHORT PARAGRAPHS TOLD OF OCHS' DEPARTURE FROM KNOXVILLE IN 1875

By DEWEY M. OWENS

ON Aug. 18, 1926, Adolph S. Ochs, publisher of the *New York Times,* was presented with various tokens of esteem by his employes and fellow workers. Among these was a silver printer's stick, the gift of the employes of the New York Times composing room.

Perhaps when Mr. Ochs received this token of appreciation, his mind went back to another day when a young compositor received a volume of Tom Hood's poems from the force of another composing room. That day was more than 50 years ago, and the scene was the then struggling little town of Knoxville, Tenn. The young printer was none other than Adolph Ochs himself. The gift of the book of poems was the heartfelt tribute of his fellow workers to a young man going out in the world to make his fortune.

Four short paragraphs in the personal columns of the *Knoxville Chronicle* of Oct. 13, 1875, tell the story of Ochs' departure from Knoxville. They follow:

"Mr. Adolph Ochs, for some years past an attache of the Chronicle office, leaves on the western bound train today, on a protracted visit to Louisville, Ky., and other points.

"On yesterday evening the compositors and attaches of the office presented him with an elegantly bound volume of Tom Hood's poems, as a token of their regard for him.

"And last night he complimented the 'force' with a sumptious repast of oysters served up in 'Nich's' best style, which was enjoyed hugely by all participating.

"Mr. Ochs carries with him the well wishes of all connected with this office, and we would recommend him to all with whom he may come in contact, as a young man well worthy of their confidence and esteem."

These paragraphs were printed without a head. They were sandwiched in between many other brief items, telling of the comings and goings of Knoxville citizens. They were the conventional pat on the back for the home town boy about to leave to seek his fortunes in the great outside world. For Ochs was leaving Knoxville for good. He had worked around the Chronicle office and learned all it could teach him. He was seeking other fields.

Strangely enough, the man who wrote the paragraphs telling of Ochs' departure is still alive. He is none other than Capt. William Rule, the 87-year old editor of the *Knoxville Journal.* Capt. Rule has never forgotten Mr. Ochs. His proudest moments are when he relates the triumphs of his one time protege. An autographed portrait of Mr. Ochs hangs in Capt. Rule's office.

And Mr. Ochs has never forgotten Capt. Rule. Whenever he returns to Knoxville for a day or two it is to call on Capt. Rule. Never a May 10, Capt. Rule's birthday, arrives, but Mr. Ochs wires flowers. And Mr. Ochs still treasures the letter of recommendation from Capt. Rule he carried away from Knoxville.

WILLIAMS MAKES PLEA FOR CRUSADING PRESS

Iresident of Press Congress Says "Mission of New Journalism" Is to Denounce Evil—Honorary World Council Created at Geneva Meet

(*By Cable to* Editor & Publisher)

(ENEVA, Sept. 15.—A stirring plea for more crusaders among newsjpers was made by Dean Walter Wilms, in his address opening sessions of te Press Congress of the World here isterday.

"It is for the Press Congress of the 'orld and other organizations and for ilividual journalists everywhere," he sid, "to denounce the evil and low and cwardly in their profession, to encourge and promote the good, to be crusders on occasion as well as recorders, cer holding to the journalistic faith."

Today a resolution demanding freedom the press in all nations of the world as adopted.

The constitution of the organization as amended to provide establishment of te World Press Council. This is a grely honorary body with Mr. Williams imed as president, Robert Bell of New Zaland, vice-president, and Wallace 'dell, *Tarrytown* (N. Y.) *News,* and rmer president of the National Edirial Association, secretary and treaser. The council is made up of an exutive committee of seven members, d a governing committee of 21, repreating important newspapers in many untries.

Following is the full text of President 'illiams' address:

The Press Congress of the World was ganized in San Francisco in 1915. The cond meeting, planned for 1918 in dney, Australia, but interfered with by te world war, was held in 1921 in Honolu, Hawaii. The third meeting is the esent one. The success of this meeting d the work done since the Honolulu sembly is in largest measure due to te unselfish, generous and far-sighted forts of the Secretary-Treasurer of the ngress, James Wright Brown, publher of Editor & Publisher, New ork. As president, I wish to bear rnest testimony to his invaluable servi to this Congress and to the profession journalism.

The object of the Congress is to "adnce by conference, discussion and ited effort the cause of journalism in ery honorable way." "Workers in every partment of journalism, in every countr," so reads the Congress constitution, ho are engaged in promoting the high- standards and largest welfare of the ess are eligible to membership." Fields d interests of the Congress, as fields and erests of journalism, are world-wide.

The Congress is an outgrowth of the reasing professional spirt among jourrlists, a growing desire for closer comrleship and for consideration of probns and principles common to journalin everywhere. Before its organization i 1915 the way had been pointed to ch an association by international confences and societies meeting in Switzerld, France, England, Germany, Holld, Belgium, Italy, the United States, d elsewhere. This Congress seeks to splement, not to supplant, other jourrlistic organizations which have similar ofessional purpose and to co-operate th them in every possible way. Though urnalism manifests itself in different ys in different lands, the fundamental nciples of journalism are the same in ery land. All who are members of the h profession are, because of that memrship, close akin. The common calling ould—does give to those engaged in an abiding sense of comradeship, and digation of brotherhood.

The Congress agenda, prepared under te direction of the Governing Committ, provides for reports of ad interim committees upon the Freedom of the ess, News Communications, Journalic Ethics and Standards of Practice, erchange of Journalists, Promotion of the Welfare of Journalists, Journalistic Education, and Journalistic Organizations, and discussion thereupon. Other discussions, as the Congress may wish, will of course be included.

I recommend that provisions be made to continue with ample authority these and other needful ad interim committees. To aid the work of the present meeting, I recommend the appointment of committees upon (a) Credentials, (b) Rules of Procedure, (c) Constitution, (d) Resolutions, (e) Nominations.

The effective organization of the Congress might be improved by having its membership composed of journalistic associations represented by delegates rather than, as at present, including also individual journalists. This suggestion, which comes to the President from several delegates, is referred to the appropriate committee.

Whether or not regional conferences should be held, whether the Congress should meet at stated times, and the adequate financing of the activities of the Congress are questions which also should have most careful consideration and decision.

Vital to the profession of journalism is freedom. Its very life depends upon liberty to speak the truth. Hard-fought have been the battles for this liberty, nor has freedom of the press been yet attained in full measure anywhere. No country is wholly free from offensive and unnecessary interference with press liberty. Not a new political doctrine is announced by reactionary dictators today but ancient tyranny in modern dress. Again and again has this right of the freeman to speak his thoughts been attacked and denied, disastrously always to the people and to the press. Slowly journalism is being freed—has been freed—from shackles of censorship and control, tyranny and bondage. Reaction comes and some gained ground is lost, but the battle renewed brings progress and victory. Freedom, essential to the press but more essential to the public, is more nearly realized. The principle of freedom for journalism, which includes responsibility for the wise exercise of the freedom, was stated by the great English law writer, Blackstone:

"The liberty of the press is indeed essential to the notion of a free state," said he. "But this consists in laying no previous restraints upon publication and not in freedom from censure for criminal matter when published.

"Every free man has an undoubted right to lay what sentiments he pleases before the public; to forbid this is to destroy the freedom of the press; but if he publishes what is improper, mischievous, or illegal, he must take the consequences of his own temerity.

"To subject the press to the restrictive power of a licensor is to subject all freedom of sentiment to the prejudices of one man and to make him the arbitrary and infallible judge of all controverted points in learning, religion, and government.

"No restraint is laid, or should be laid, upon freedom of thought and of inquiry. The dissemination or making public of bad sentiments destructive of the ends of society is a crime which society corrects."

And John Milton, world poet, in his noble plea for unlicensed printing, defended thus the freedom of the press:

"Give me the liberty to know, to utter and to argue freely according to conscience, above all liberties.

"And though all the winds of doctrine were let loose to play upon the earth, so Truth be in the field, we do injuriously, by licensing and prohibiting, to misdoubt her strength. Let her and Falsehood grapple; whoever knew Truth put to the worse in a free and open encounter?"

Thus with prophets in all lands.

"I wholly disapprove of what you say," declared Voltaire, "and will defend to the death your right to say it."

"This is the slave's lot," said Euripides, "to bear a bondman's tongue."

Freedom to speak the truth needs to be insisted upon, defended whenever attacked, and demanded whenever denied, hastened whenever delayed, and, whenever attained, accepted as an obligation that carries high responsibility.

"There is none ever fear the truth should be heard
Save those whom the truth would indict."

Journalism should keep open house for every wholesome truth while the doors of its sheltering space are closed to the falsehoods, expressed or implied, which are destructive of domestic or world welfare and peace.

Let us seek the creation of a public opinion which will make possible genuine liberty for the press everywhere, while at the same time we hold ourselves and our pressmen responsible for the wise exercise of the tremendous power which such liberty gives.

I commend to you the adoption of a deliverance upon this vital question that will denounce denial of liberty and give

(*Continued on page* 47)

INTERNATIONAL ORGANIZED PRESS IS HOPE OF WORLD UNDERSTANDING

THE need for journalistic organization was the topic discussed by Casper S. Yost, editor of the editorial page, *St. Louis Globe-Democrat,* and past president, American Society of Newspaper Editors, at the Geneva-Lausanne meeting of the Press Congress of the World this week.

"Nothing in modern life is more fruitful of progress than organized action," he said. "And yet, curiously enough, that calling or profession which does more than all others to make public organization most effective, has been slowest to apply it to its own advancement.

"Perhaps the reason for this is that journalism is peculiarly an individualistic enterprise, and that it is so often in some sort of antagonism to others of its own kind. Journalism is constantly contending for something, or against something, and it therefore exists in an atmosphere of contention that is, or has been, a bar to professional co-operation. But in the last fifty years there has been developing, gradually and imperceptibly, a change in the form, the ideals, the principles and the spirit of journalism, that has been slowly altering the attitude of its practitioners toward one another, and toward their profession.

"This change is due in part to the growth of the business of journalism as a separate and distinct department. Whatever the rivalries of business it tends to the recognition of common interests of a national nature, and, in time, to the realization that these interests can often be best promoted by co-operation or organized action. Publishers, as such, being more directly and urgently concerned in the material welfare of their publications than are their editors, however much the editors may have that welfare at heart, have been quicker to perceive the advantages of the collective consideration of common problems, and to come together for this purpose. Perhaps the strongest influence to this end has been the labor unions of the printing crafts. Labor combinations have made employer combinations almost essential to the business conduct of the press. But this has been only one of many inducements to organization by newspaper publishers. Publishers, for these reasons, were organized, in America at least, long before editors, as distinguished from publishers, thought of organization as an aid to the profession of journalism.

"Another cause of the changes referred to has been the development of a broader conception of editorial responsibilities to the public. For the great part of the three centuries of its existence journalism had been almost wholly a personal or partisan agency, devoted solely to personal or partisan ends. But there has been developing within recent years, the conviction that whatever the personal or partisan interests involved the press is first and foremost an instrument of public service, and that its primary function is to supply dependable information and opinion to the public it serves. This conception not only enlarges the horizons of journalism, and not only places it upon broader and firmer foundations, but it necessitates a different ideal of public obligation and public duty. Moreover, it gives a higher dignity to the profession of journalism and places it upon a moral plan comparable with the best agencies of human service and teaching.

"Such a conception of the functions of journalism demands the creation of elevated standards of practice which can only be established by organized effort. And it is obvious that the *profession* of journalism, which is something distinct from the *business* of journalism, must be promoted by the profession itself, and not by the business. In America it had been noticed that the publishers, in their organization, concentrated their attention upon business affairs—the price of paper, the development of mechanical facilities, the rates of postage, the questions of labor—leaving the editorial or professional end to shift for itself. It became necessary, therefore, for the editors themselves to organize separately for the promotion and advancement of journalism as a profession; not in opposition to the publishers, but, on the contrary, to support their efforts to make better newspapers by the establishment of better principles, methods and standards of editorial administration. Out of this necessity was born the American Society of Newspaper Editors.

Mr. Yost then told the aims of the Society and read its Canons.

"Nothing can do so much to promote international understanding as an understanding press, and nothing can contribute so much to an understanding press as the contacts and associations of international meetings and organizations for the promotion of the press," he said in closing "The journalist who is most useful to his country is he who knows what he is talking about. And this is particularly true when he is discussing international affairs, wherein the knowledge of his readers is probably least, and their opinions most likely to err, unless they have accurate information and capable guidance from the press. I have no use for the journalist who does not regard the interests and welfare of his own country as paramount, and there must always, in the nature of things, be difference of interests and of policies that are conflicting. But it is nevertheless true that most of the international differences that often agitate the press and the public grow out of misunderstandings rather than out of actual conflict of interest, and it is the duty of good Journalism to endeavor to clear away these misunderstandings and reveal the truth without prejudice. Moreover, when there are real conflicts of interest the editor can do more for the promotion of sound public opinion and sound judgment if he can present the facts in the situation from his own knowledge. Therefore such a gathering as this, should contribute to a greater, and better journalism for advancement of human welfare and promotion of human peace."

MUST PRINT IN CITY TO BE LEGAL PAPER

Monrovia (Cal.) Post, Printed in Pasadena Post Plant, Not a Legal Newspaper, Supreme Court Rules In Deciding Appeal

A newspaper must be printed in the town in which it circulates to be considered a legal newspaper, the Supreme Court of California decided Sept 8, in deciding an appeal by the *Monrovia Daily News* from a lower court ruling that the *Monrovia Evening Post* was a legal paper.

The issue was raised in Monrovia when the Post lost a competitive bid for the city printing on the grounds that it was not a newspaper of general circulation. It filed its petition in the Superior Court of Los Angeles county asking that it be declared a newspaper of general circulation. The request was granted by the court.

C. C. Howard, owner and publisher of the News, appeared in the action through his attorneys, Walter F. Dunn and John A. H. Sturgeon, of Monrovia and Harland G. Palmer, and protested the entry of such an order.

The court stated that the uncontradicted testimony showed that the Monrovia Evening Post is a newspaper in which the literary part of the work is done in Monrovia, where an office is maintained, but that "all the mechanical portion of making-up and issuing the paper, however, including the stereotype plates, typesetting and press work are done in the city of Pasadena in the office and shop of the *Pasadena Evening Post* in conjunction with which paper, the Monrovia Evening Post is regularly issued and circulated."

After citing the state law in regard to publication of official notices, the decision said:

"The word 'published' as used in this section, shall mean and be construed to mean, that such a newspaper of general circulation shall have been issued from the place where it is printed.

"It is the clear intention of the legislature to require a newspaper of general circulation to be both printed and published in the city, town or county where it seeks the patronage of such legal notices.

"The last section specifically holds that it is 'printed' where the mechanical work of producing the paper, to wit, the operation of typesetting and impressing the types upon the paper, is performed.

"The Monrovia Evening Post is printed where the typesetting and mechanical part of the work is performed. The mechanical work is done in Pasadena and not at Monrovia. It necessarily follows that the Monrovia Evening Post is printed and published at Pasadena and not at Monrovia.

"It may have been a matter of excellent business economy to print and publish the Monrovia Evening Post in conjunction with the Pasadena Evening Post at its shops in Pasadena, but certainly according to the clear letter of the statute, it is neither printed nor published at Monrovia, and is, therefore, not a newspaper of general circulation within the city of Monrovia, nor qualified to print legal notices which are required to be published in a newspaper of general circulation circulated within that particular city."

REACHES CENTURY MARK

Morristown (N. J.) Jerseyman to Issue Centennial Number, Oct. 4

The *Morristown* (N. J.) *Jerseyman* will reach its 100th birthday on Oct. 4.

The event will be marked by publication of Centennial Edition, which will chronicle the history of the state, county and city. The general manager of the paper is Alva Lamberton.

The Jerseyman is the second oldest newspaper in New Jersey.

WILL ATTEND OXFORD

Two Members of Cincinnati Times-Star Staff to Study Abroad

Two members of the *Cincinnati Times-Star* editorial staff will attend Oxford University, England, this fall.



A. H. Berding



Joseph Sagmaster

Andrue H. Berding, who is editor of the Times-Star Saturday magazine, and also radio editor, will attend Brasenose College, Oxford, and Joseph Sagmaster, on the news staff, will attend Lincoln College. Sagmaster is Rhodes scholar from Ohio.

This will be Berding's first year at Oxford, and Sagmaster's second. Sagmaster has been working at the Times-Star during the summer. Berding will work for a Master of Arts degree, and Sagmaster for a Bachelor of Literature.

Both young men will leave on the *Carmania*, Oct. 2, from New York. Berding will write a weekly London column for the Times-Star editorial page while he is away.

ST. LOUIS STAR MARKS FORTIETH YEAR

Publishes 96-Page Issue Sept. 8 Carrying 560 Columns of Advertising—Thirteen Years Under Present Ownership

The *St. Louis Star* observed its fortieth anniversary on Wednesday, Sept. 8. by issuing a 96-page newspaper, claimed to be the largest daily issue ever published in St. Louis. The paper contained 560 columns of paid advertising. As an example of the Star's progress during the thirteen years since it passed into its present ownership, the Star stated that the advertising revenue of this single issue was approximately equal to the advertising revenue for the whole three-months' period from June 1 to September 1, 1913, which was immediately after the purchase of the newspaper by the late John C. Roberts.

The 96-page paper contained more than 3,000 advertisements.

The present ownership of the Star began on May 13,1913, when the paper was purchased by John C. Roberts, vice-president of the International Shoe Company, the outgrowth of the Roberts, Johnson & Rand Shoe Company, which he founded. The first president of the company formed when Mr. Roberts purchased the Star was Edward S. Lewis, who was succeeded by the former's son, Elzey Roberts, who has been president continually since, coming into the direction of the paper eleven years ago. The entire capital stock of the company is owned by Elzey Roberts, his brother, John C. Jr., and their mother, Mrs. Anna Roberts.

John C. Roberts died April 27, 1924, at his home in St. Louis County.

ANNIVERSARY IN JAMESTOWN

Morning Post Was 25 Years Old Sept. 1—Continuous Management

The *Jamestown* (N. Y.) *Morning Post* was 25 years old Sept. 2.

Cyrus E. Jones, Arthur C. Wade and Ralph Sheldon, of Jamestown; Robert K. Beach, then of Chicago, and Edward L. Allen, of Buffalo were the five original stockholders.

The executive management of the paper has been in the hands of Mr. Allen as editor, and Mr. Beach, as business manager, throughout the quarter of a century. Mr. Sheldon is the present president. Mr. Jones sold his interest to Mr. Sheldon in 1904. Mr. Wade died in 1914.

In the 25 years the population of Jamestown has doubled, and the circulation of the *Morning Post* has quadrupled, Mr. Sheldon stated.

FRIGIDAIRE COMPANY PLANS WINTER DRIVE

Makers of Electric Ice Box Will Continue Advertising Through Cold Season Using List of 1,850 Daily Newspapers

The Frigidaire Corporation plans to continue its present advertising campaign, which is being carried in 1,850 daily newspapers, well into the fall and winter, according to E. G. Biechler, president and general manager. This organization has been a continuous and heavy user of newspaper space for more than a year.

"Our business has been highly gratifying," said Mr. Biechler. "We have satisfied ourselves that the public will buy Frigidaire in the winter months as well as during the summer and there will be no slackening of sales and advertising effort on our part. We know that it is summer in the kitchen the whole year round and that food spoils in December the same as it does in June. That is why there will be no let-up in the Frigidaire advertising campaign."

This particular manufacturer of electric refrigerators claims to have sold more electric refrigerators than all of its two hundred-odd competitors combined. Mr. Biechler attributes a considerable degree of credit for the company's record to newspaper advertising.

"In August Frigidaire announced drastic price reductions affecting all models. The news of the price cut was carried in large space in all daily papers on the Frigidaire list with a dealer tie-up. The sales results were remarkable," Biechler said. "Sales offices the next day all over the country were thronged with interested visitors; many new prospects were obtained and more household Frigidaires were sold on that date than any previous day in the history of the business.

"Frigidaire advertising will be continued for the remainder of the year in most of the magazines, trade and class publications that have been used in the past, with perhaps a few additions where the market seems to justify their use.

"The Frigidaire Corporation is now in the midst of an expansion project to be completed by the end of the present year which will enable it to double its production. With its additional manufacturing facilities it will be in position to turn out 600,000 electric refrigerator units in 1927."

CHICAGO NEWS IN LIBEL SUIT

States Attorney and His Assistant Ask $50,000 Damages Each

Two suits for alleged libel each for $50,000, have been filed against the *Chicago Daily News* by Charles A. McDonald, special State's Attorney, and his assistant, James C. O'Brien.

McDonald and O'Brien are investigating vote frauds and the machine-gun slaying of William H. McSwiggin, young assistant State's Attorney.

The alleged libel concerns the McSwiggin slaying. McDonald had said, "we think we know who killed McSwiggin."

"Sure he knows, but what has he done about it?" Anthony McSwiggin, father of the slain prosecutor, was quoted by the Daily News.

DAILY REPRINTS FLOWER SERIES

The *Milwaukee Journal* has published in book form a series of articles on Wisconsin wild flowers which were printed daily on its editorial page. The author is Matt Clohisy, of the Journal staff.

APPEALS FOR DELAY I A.B.C. RATE DISPUTE

Williams, Newspaper Committee Secretary, Urges Clague to Postpone Final Action Until After October Meet

An appeal for delay of final action the Audit Bureau of Circulations on t question of newspapers supplying th advertising rates along with circulati figures was made last week by T. Williams, publisher of the *Pittsbur Gazette Times* and *Pittsburgh Chroni Telegraph*, and secretary of the bureau newspaper advisory committee.

In a letter addressed to Stanley Clagu bureau director, Mr. Williams declar it was the opinion of his committee th the whole affair should be "thorough threshed out in convention" before t proposal goes into effect, because, he sa there is a substantial difference of opini among newspaper members on the su ject.

The bureau's recommendation was have been effective with the next aud the closing date of which was Sept. It is entirely optional with the publishe whether or not they supply their adve tising rates. The A. B. C. convention to be held in Chicago, Oct. 21-22.

Mr. Clague informed Editor & Pu lisher by telegraph that the commu cation from Mr. Williams would be pr sented to the directorate on Sept. 17, c claring no comment could be made pr to that date.

Mr. Williams' letter to Mr. Clag follows:

"The members of the A. B. C. New paper Advisory Committee have giv careful consideration individually and correspondence to objections that ha arisen from the bureau's proposal to pu lish rate cards along with circulati reports.

"In view of the opposition among new paper publishers and also because of t substantial difference of opinion amo newspaper members on this subject, t members of the Newspaper Advisc Committee recommend to you and t board of directors that nothing be dc in this matter until after the whole qu tion has been thoroughly threshed out the annual convention.

"We believe that this course will b serve the present and future interests the bureau and afford an opportunity thoroughly iron out all differences opinion."

FRAUD AD RULING

Newspaper Advertising Covered Mail Laws, Judge Says

Newspaper advertising is covered the federal statute relating to mail frau Judge Xen Hicks has held in Unit States district court at Knoxville, Ten during the trial of S. R. Rambo on charge of using the mails to defra Counsel for the defense had sought directed verdict of acquittal and amo other contentions declared there is no ing in the statute covering the use newspapers.

"The statute provides that no pamphl writing, letter or advertisement be s through the mails to aid in a fraudul scheme," Judge Hicks explained in ov ruling the motion. "Newspaper advert ing, which is the cheapest way I know get publicity, is advertising. If the st ute did not cover the use of newspap it would throw a wide field open. The is nothing in the statute to show th proof must be introduced indicating th addresses of mail were defrauded. T statute is not limited to the defend placing something in the mails. If places or causes to be placed in the ma anything used to further a fraudul scheme he is covered by the statute. the whole, without expressing any opini in the case, I overrule the motion th the case be decided without going to jury."

NEWSPAPER WORD-ORGY PUFFS DEMPSEY BOUT

60,000 Words a Day Streaming from Camps of Two Pugs—Press Spending Half a Million to Garner Every Detail—600 News Men Will Cover Philadelphia Fight—"Important Event" Says Landis

By PHILIP SCHUYLER

ATLANTIC CITY, N. J., Sept. 15.—Newspapers are going plain loco over the Dempsey-Tunney heavyweight championship bout. They are scattering a trail of gold coin and golden adjectives that will end in a spending spree at the Sesquicentennial stadium in Philadelphia, Sept. 23, surpassed in ring and newspaper history only by the Reno fight of 16 years ago.

A half million dollars is a conservative estimate of the reportorial bill the press will pay to furnish fight fans with a bumper crop of information on the conditioning of two fighting giants and their final contest. An estimate of the total wordage at this time is impossible, but sports writers say they are sending about 60,000 words a day now from the training camps in Atlantic City and Stroudsburg, Pa.

In response to this outpouring from newspaper cash drawers and the imaginative minds of boxing chroniclers, Frank E. Jones, assistant manager for Jack Dempsey, with whom I talked on Tuesday of this week, was able to say that already more than a million dollars had been paid in for seats by fans planning to come to Philadelphia from all over the country.

Some 100 newspaper men, including boxing writers from San Francisco and Los Angeles, are responsible for the 60,000 words which this week were being sent out daily by wire from Atlantic City, Stroudsburg, and Philadelphia on the fight. About half that number have covered the two camps throughout the entire training period of two months. There will be 600 newspaper men at the actual bout.

In addition to regular writers, the newspapers, through the syndicates, have engaged the services of experts in the sport to furnish them with daily yarns about everything and nothing the champion and his challenger do.

"Benny" Leonard, retired lightweight champion, and Jimmy DeForest, trainer, are putting their names over stories copyrighted by the *New York World* and the North American Newspaper Alliance. Leonard actually writes most of his copy himself, although it appears in the World as dictated to a member of the sporting staff. His stories are edited by Ned Brown, of the World, and a veteran fight reporter. This one expert fills two columns daily, and by Wednesday of this week he said he had sent out a total of 18 columns.

"Tommy" Gibbons, the prize fighter, visited the training camps Tuesday with his Boswell, who has started to furnish newspaper clients of the Bell Syndicate, New York, with "inside dope." King Features Syndicate, Inc., presents the bylines of the fight principles themselves. King claims a large list of papers taking this service.

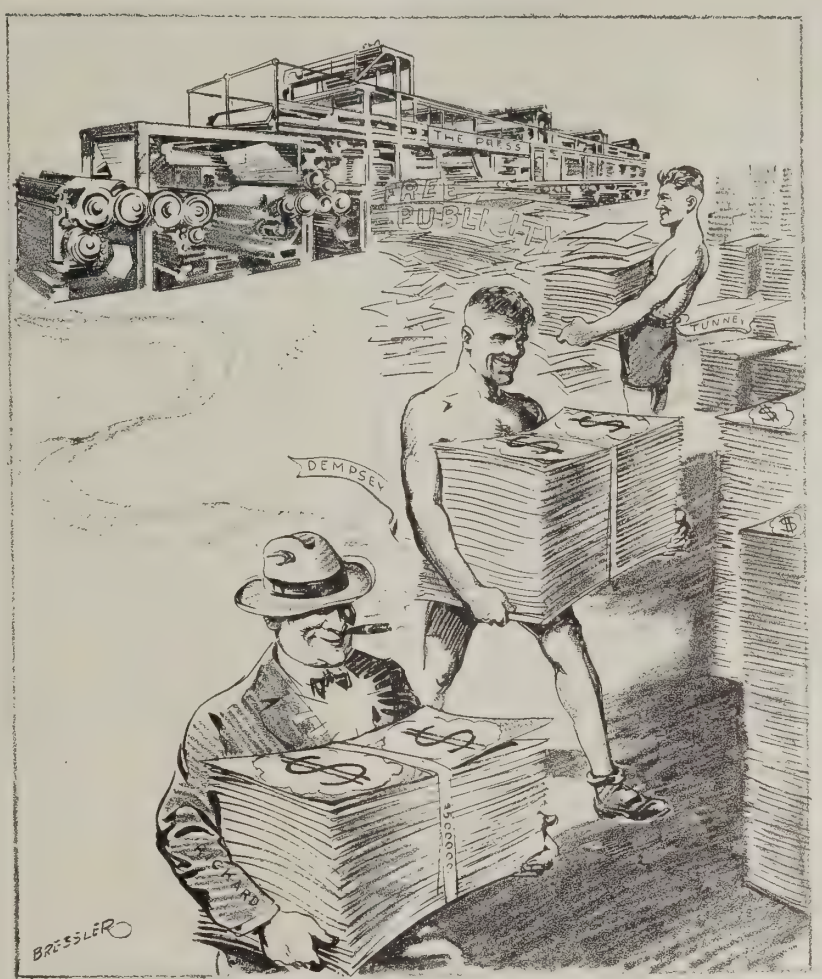
Stories under the name of Jack Kearns, former manager of Jack Dempsey, who is handled by the Christy Walsh Syndicate, and by Gus Wilson, Dempsey's trainer and Lou Fink, Gene Tunney's trainer, add to the geyser of words. Other "big names" will report the fight.

With the exception of the aforementioned Reno engagement, newspapers never before have so extended themselves in covering a heavyweight championship and the uninitiated immediately asks the question:

What is it all about? Why is this commercial exhibit considered such an important date in the journalistic year?

"We are meeting a legitimate reader-demand," Tommy Laird, covering the business for six Scripps-Howard newspapers on the Pacific coast, said this week.

"Naturally a percentage of the fight fan crowd is created by newspaper ballyhoo. There are always some suckers who will fall for side show posters and the linguistic attainments of the barkers. But there is also a boxing public so great and so insistent it cannot be denied the space being given it in newspaper columns."



Pugilism's own Bureau of Engraving

Drawn for EDITOR & PUBLISHER by Harry Bressler

Benny Leonard, himself a figure of no little importance in the sporting world, pointed out that the fight game is so firmly planted in American life that it has survived all attempts to weed it out.

"Blue law hypocrites have tried harder to kill boxing than they ever tried to put prohibition across and boxing would not be downed," Leonard said to the writer this week.

Ned Brown of New York World has been reporting fights for 25 years.

"If this or any fight is over press-agented by the newspapers, the blame must be shared equally by the public and by the press," he said. "Keen competition among newspapers tends to cause over-play of a story of this kind. One paper will sign Dempsey for the use of his name over a fight feature. The opposition immediately becomes afraid it will lose out on circulation and signs up another prize fight expert to play against the billboard publicity being given Dempsey by the rival. And the public really wants it's fight news, whoever writes it."

Judge Kenesaw Mountain Landis, as "baseball czar," might well be jealous of the space which is cutting into the press support regularly given professional baseball and denounce the prize fight orgy. I happened to meet him on the train to Atlantic City this week, and he justified the play of the heavyweight championship instead of condemning it.

"Don't you think a great deal of space and money is being wasted by the newspapers in playing up this Dempsey-Tunney fight," I asked the Judge.

"I do not," Judge Landis thundered back, and he slapped fist against palm to emphasize his negative.

"A heavyweight championship is a great event in the affairs of this country and it is only being given its due by the press."

In general the sports writers maintain that this "important event in the affairs of this country" is on the level. Neither Dempsey nor Tunney were made fighters by the notice given them by newspapers, and according to trained boxing critics questioned they are the logical white contenders for the championship.

Meanwhile writers are discussing learnedly and lengthily every possible phase of the fight. There always has to be some hokum to feature in an affair of this kind, they say. Sixteen years ago Jim Jeffries was "the hope of the white race." Then it was Firpo, "the wild bull of the pampas." In this contest the ballyhoo is brain against brawn. Tunney reads Shakespeare and talks about his lucubrations. He creates publicity for himself easily. Dempsey, truly a giant, radiates physical power, and inspires the newspaper men to work overtime at their mills. Both fighters are also good showmen.

I called at Dempsey's headquarters at the Atlantic City dog track. He has quit his public work-outs now, but is still receiving the sports writers. At about 3.30 of an afternoon, Dempsey begins his public training, which lasts about three-quarters of an hour. He comes out from his headquarters followed by his conditioner, his manager, and his ten sparring partners. He punches the bag for a while. Then maybe he shadow boxes, and afterwards takes on some fighters for about 5 rounds.

All this was watched carefully by about 50 newspaper men Sept. 13, for example. They saw how Dempsey looked. Was he in good condition or poor? Did he hurt his partner? They sought answers to these questions.

After the three-quarters of an hour, the fifty newspaper correspondents left the dog track to write their stories. Joe Meyers, publicity man for Dempsey, has fixed up press headquarters at the Atlantic Hotel, which is near the telegraph office. From the training headquarters itself wire facilities are poor. There are not even telephones. At the Atlantic Hotel or the Ambassador Hotel, where most of the newspaper men are stopping, the writers filed their 1,200 or 1,600 words to their newspapers.

Every one of these boxing writers has his own way of getting copy. All are master space fillers. And the editors, particularly in New York and Philadelphia are letting the copy run.

It was nothing for Metropolitan newspapers to devote a full page to the fight, a week before the actual battle. There were "expert" stories full of wise guesses as to the result and often open tipping for the gambling fraternity. There were extravagant displays of feature stories and pictures galore. No newspaper attempted to conceal its zeal and excitement, with the possible exception of the *New York Sun*. This paper played down the story and ran after reports from the training camps the editorial advice in bold face type, "Don't bet on fights."

I didn't visit the Tunney camp. I was told, however, that the procedure there was very similar to the daily drill at the Atlantic City dog track, except that it was carried out in a different atmosphere. The Glenbrook Country Club is Tunney's training quarters. The distinction between dog track and country club is obvious.

Press association officials say virtually their entire circuits will be opened up to serve newspapers with round-by-round stories of the fight. Some 25 Associated Press members arranged for wire connections to broadcasting stations to report the fight over the air. A score of United Press clients also planned to broadcast.

A difficulty developed late this week when it was reported Tex Rickard had signed "exclusive" broadcasting rights, serving notice on newspapers that broadcasting from press association reports would be an infringement of his property rights. On Sept. 23 a United Press dispatch from Philadelphia said that any unauthorized broadcasting would be met with heavy damage suits. Broadcasting a fight represented tangible property, Rickard held, and declared he was taking steps to protect his interests.

This year the photographers, from New York at least, are being cared for more efficiently than usual. In the past it has been common practise to give the cameramen simply a blanket pass allowing them to rove about the stadium to take snaps from whatever vantage point the police, the ushers, or the fans permitted them. This year a committee of New York newspaper and syndicate photographers have arranged with Tex Richard for a special stand capable of holding 13, and the picture story of the fight will be prominently played everywhere.

Telephoto in its present stage of development will be used for the first time for fight coverage. The American Telephone and Telegraph Company has installed one of its wire picture sending machines in Philadelphia, and has agreed to serve the newspaper cameramen in order of their arrival at the A. T. & T. offices. The telephoto circuit can transmit pictures to New York, Chicago, and San Francisco.

An idea of the importance placed on the picture angle of this fight is the order issued by John H. Tennant, man-

(*Continued on page* 38)

JUDGE IS DEFEATED WHO JAILED EDITOR

Californian Denied Nomination on Contempt Issue and Fight to Free Humboldt Editor Is Hotly Resumed

EUREKA, Cal., Sept. 10.—Superior Judge Denver Sevier, who several months ago sentenced Alfred Lindsley, editor of the *Humboldt News,* to serve 1,000 days in the county jail or pay a fine of $2,000 on a charge of contempt of court, was nosed out for the nomination to the superior court bench in the recent election. Judge Sevier ran fifth in a field of seven candidates with four to be nominated.

S. F. Metzler, Lindsley's attorney, received a majority of more than 300 votes over three other candidates in the race for district attorney.

Eureka's "jailed editor" was the issue of the campaign. Now the fight has been resumed to secure freedom for Mr. Lindsley.

Judge Sevier now has under consideration arguments on a motion to modify judgment, submitted yesterday. If the point raised in favor of the editor wins, he will be released immediately, after having served about 200 days.

Lindsley edited his paper from his prison cell for a few weeks at first, but the battle for "freedom of the press" was too greatly handicapped under these circumstances and a group of interested fellow citizens took over the paper. T. P. Magilligan, former San Francisco newspaper man, was installed as editor and publisher to carry on the fight for Lindsley's liberty and the right "to comment on and criticize the acts of public officials."

Prohibition and enforcement constituted the bone of contention that led up to Lindsley's imprisonment and became the issue with Lindsley's case that resulted in the turning out of office of three of the officials involved in the editor's jail sentence.

In a series of articles attacking the alleged "czaristic" methods of prohibition enforcement, Lindsley criticized District Attorney A. W. Hill's employment of a large staff as a dry squad.

Judge Sevier, holding that the district attorney is an "officer of the court," construed Lindsley's criticism of that official as constructive contempt. Four editorials in the Humboldt News were adjudged in contempt and Lindsley was fined $500 on four counts of contempt.

Failing to pay the fine, he was sentenced to serve one day in jail for each $2 of the aggregate fine of $2,000.

With Lindsley's incarceration made an election issue and Lindsley's paper leading the fight in what is conceded was the hottest campaign ever waged in Humboldt county, the jailed editor's friends emerged victorious at the August primary.

Eighty per cent of the registered vote of the county cast ballots at the primary with the campaign cry of the News, "turn out the county courthouse clique."

TEXAS PUBLISHERS MEET

Labor, Newsprint and Freight Rates Chief Program Topics

GALVESTON, Tex., Sept. 14.—Labor conditions, newsprint supply and freight rates comprised the chief topics of discussion at the summer meeting here at Hotel Galvez for the past two days of the Texas Publishers' Association.

Commissioner G. J. Palmer of the *Houston Chronicle,* active business representative of the organization, presented a comprehensive report covering operations since the mid-winter meeting. Mr. Palmer has recently represented several members of the organization in making new labor contracts and adjusting scales. The purchase of newsprint from foreign mills with delivery through Gulf ports was recommended, although the domestic mills are to be considered as the principal source of supply.

Greetings from the Southern Newspaper Publishers' Association were conveyed in an address by President John A. Park of the *Raleigh* (N. C.) *Times.* Mr. Park commended the fine work of the Texas association and offered the full co-operation of his organization.

At the conclusion of Mr. Park's remarks, Commissioner Palmer stated that he would recommend that every Texas daily newspaper which could qualify, should join the S. N. P. A. The campaign of advertising being conducted by the S. N. P. A. to "Sell the South Through Newspapers" was also commended by many of the Texas publishers, most of them supporting the fund for paid advertising in national publications.

Officers of the Texas Association are: Frank Huntress, *San Antonio Express and News,* president; W. C. Mayborn, *Houston Press,* vice president; A. E. Clarkson, secretary-treasurer and G. J. Palmer, special commissioner. Mr. Palmer handles the business activities of the group.

The next meeting will be held in February at some inland city.

PROXY FIGHT LOOMS AT A.B.C. MEET

Clague and New York Newspaper Members Asking Those Unable to Attend to Appoint Agents to Cast Votes in Chicago, Oct. 21

Considerable discussion of the advertising rate listing plan adopted by the directors will probably take place at the 13th annual convention of the Audit Bureau of Circulations at the Hotel La Salle, Chicago, Oct. 21-22, the official notice of which was issued by Stanley Clague, managing director, last week. Mr. Clague, however, did not mention the possibility of such discussion in his announcement.

Directors at a recent meeting decided to permit publishers to submit their advertising rates to the bureau to be issued with the regular A. B. C. reports, specifying the new service was optional. Shortly afterwards a resolution objecting to the action of the board was passed by the A. B. C. newspaper members in New York.

Headed by Fred A. Walker, managing director of the *New York Evening Telegram,* the New York members have sent out proxies, calling for votes of protest against the action of the board and for a stand for reduced rates to newspaper members for the A. B. C. auditing service.

A proxy form is also included in the announcement sent out by Mr. Clague, who wrote:

"Too much care cannot be exercised in the selection of proxies. Please bear in mind that no proxy can be recorded after the opening of the convention at 10 a. m. Oct. 21.

"To facilitate the work of recording proxies, it is most necessary to dispatch them in plenty of time to reach the office of the bureau before Oct. 20."

To meet the desire of some members to be represented by directors, Mr. Clague listed names of the senior board members in each division as follows:

F. R. Davis, advertiser; Walter Hine, advertising agent; Walter A. Strong, publisher, *Chicago Daily News,* newspaper; Stanley R. Latshaw, magazine; B. Kirk Rankin, farm paper; and E. R. Shaw, business publication.

The proxy forms of the New York members suggest as agents Mr. Walker, J. F. Bresnahan, business manager, *New York World,* and E. G. Martin, business manager, *Brooklyn Eagle.*

TO EDIT OHIO PAPER

Horace W. Karr, formerly of Los Angeles and Dayton, O., has been chosen editor of the *Tribune,* the new paper to be started at Pomeroy, O. The Tribune succeeds the *Daily News* which was taken over by the Meigs Publishing Company.

LEAVITT SCORES TAX ON ADVERTISING

Secretary of A.N.A. Suggests Billboard Taxation May Spread to Other Media and Urges United Attack at Springfield Meet

Attempts to tax advertising were scored by Robert K. Leavitt, secretary of the Association of National Advertisers, speaking before the Western Massachusetts Group of National Advertisers, which met in Springfield, Sept. 13. He pointed out that one state, Connecticut, had already succeeded in taxing billboard advertising, and suggested that should the principle of advertising taxation once gain any foothold, it might spread to newspapers, magazines and other media.

"Taxation of advertising is absolutely unsound," said Mr. Leavitt, "and establishment of the principle should be fought by representatives of all media.

"Advertising is the lubricant for the machine of distribution and to tax it is simply to throw grit into that machine. As advertising men all know, advertising decreases costs to the consumer, because it makes for large volume production and quantity distribution."

Connecticut has placed a tax of three cents a square foot on billboard advertising. One municipality, Mr. Leavitt said, had placed a tax of 10 cents a square foot on the same medium. High postal rates, the A. N. A. secretary asserted, were tantamount to taxation of direct mail advertising.

EDITOR & PUBLISHER CALENDAR

Sept. 20-23—Financial Advertisers Assn., annual convention, Detroit, Mich.
Sept. 20-23—Advertising Specialty Assn., annual convention, Hotel Sherman, Chicago.
Sept. 20-22—Georgia Press Assn., annual convention, Louisville, Ga.
Sept. 21-22—National Publishers' Assn., annual convention, Shawnee-on-the-Delaware, Pa.
Sept. 23-25—Missouri Press Assn., annual convention and boat trip, Cape Girardeau, Mo.
Sept. 23-25—Tri-State Editorial Assn., annual convention, Sioux City, Ia.
Sept. 30-Oct. 1—Illinois Press Assn., Champaign-Urbana, Ill.

"We do not support these two med over any other," he said, "but we belie there should be co-operation between a publishers, agency, and advertising me to attack the principle of advertising ta ation."

N. Y. BUSINESS BUREAU ACTIVE

The New York Better Business Bure has opened a new department to invest gate complaints and prepare cases f people who believe they have been vi tims of real estate frauds. The acti followed a series of articles on la sharks published by *New York Wor*

Circulation

THE average Daily and Sunday circulation of the Florida Times-Union for August, 1926 shows an increase of more than 15% over August, 1925.

The Florida Times-Union

JACKSONVILLE, FLA.

1045 COLUMNS

A new high record of advertising in a single issue of The New York Times

The New York Times last Sunday (September 12) printed 309,320 agate lines of advertising (1045 columns). The edition consisted of 240 pages and 13 sections. This was the greatest volume of advertising ever printed in any single regular issue of a New York newspaper.

The high quality of the advertising in this and in all editions of The Times is even more significant than the great volume. The strict censorship of The Times, excluding the fraudulent and questionable, has established the highest standards for its columns, and has gained the confidence of The Times great number of intelligent, substantial readers.

In eight months this year The Times published 19,178,154 agate lines of advertising, a gain of 1,844,100 lines over the corresponding period of last year and an excess of 7,113,648 lines over the second New York newspaper.

The average net paid daily and Sunday circulation of The New York Times exceeds 390,000 copies and is larger than that of any other standard sized New York morning newspaper. The Times circulation is more than 360,000 copies daily and over 600,000 on Sunday.

Today, after steadfastly rejecting all of the sensational expedients which make for rapid increases in circulation, The Times stands at the head of standard size New York morning dailies. . . It is probably the most stable and solid journalistic foundation in the United States.

CHRISTIAN SCIENCE MONITOR

Every self-respecting newspaper in the United States has reason to congratulate The New York Times on the work of the past three decades in demonstrating that success need not depend on methods flippant, cynical or unworthy; that it may find its ultimate under the guidance of truth, of fairness and of good taste.

BROOKLYN DAILY EAGLE

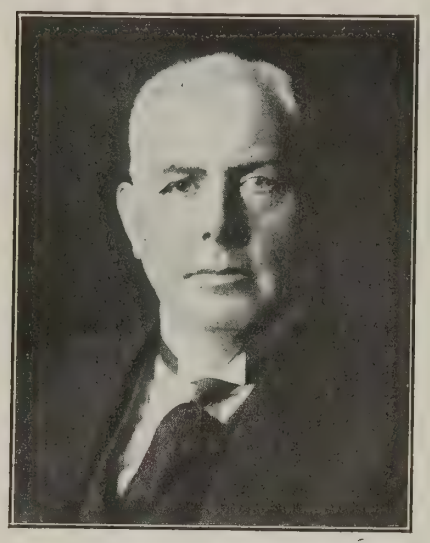
On September 19 The New York Times commemorates its seventy-fifth anniversary by issuing a 64-page rotogravure tabloid section as a part of the Sunday edition. It will be illustrated and will constitute a vivid panorama of seventy-five eventful years of world progress.

The New York Times

LONDON DAILY MAIL EDITOR RESIGNS

T. M. Marlowe Had Served More Than 25 Years—Resignation Said to Hinge on Difference of Opinion with Rothermere on Anti-U. S. Policy

Thomas M. Marlowe this week resigned as editor of the *London Daily Mail*, Lord Rothermere's leading newspaper. He will



T. M. Marlowe

retain the chairmanship of the Associated Newspapers, Ltd., publishers of the Daily Mail and allied papers.

The reasons for Mr. Marlowe's resignation are not given, but the *London Times* says it will inevitably be connected with the incident which occurred in August when Lord Rothermere in an article published in the Sunday Pictorial dissociated himself from the policy adopted by the Daily Mail in respect to allied debts and America.

Mr. Marlowe was only 31 when he was appointed editor of the Daily Mail and he filled the position for more than twenty-five years. The London Times pays a tribute to the "sturdy independence and remarkable common sense and sanity of judgment" he brought to his difficult task.

The Daily Mail published in July a series of violent attacks on the United States in connection with the war debt collection controversy.

For several days, it featured what it called "cold facts," the heading on one occasion being the word "Usury," with the letters US standing out in larger type than the rest. The paper also published a cartoon depicting Uncle Sam as "Uncle Shylock."

Another Rothermere paper, the *Evening News*, on July 20, commended editorially the Daily Mail for its stand.

Then on Aug. 8 Lord Rothermere in his Sunday Pictorial, another widely circulated paper, printed an article, which he also cabled to this country, in which he repudiated the Daily Mail campaign, saying: "The opinions are those of the editor and his staff; they are not mine."

Lord Rothermere's action created a sensation in British newspaper circles, where the resignation of Mr. Marlowe was regarded as an inevitable sequel.

MELLETT CAUSE JUST CARL MAGEE SAYS

"Fighting Editor" of New Mexico Makes Plea for Free Press in Chicago—Tells Results of His Crusade

Carl Magee, editor of the *Albuquerque* (N. M.) *State-Tribune*, this week made an impassioned plea for freedom of the press in a talk before a joint meeting of the Advertising Men's post of the American Legion and the advertising council of the Chicago Association of Commerce. Magee used as his text a sentence from Milton's "aeropagitica," for "Speech for the Liberty of Unlicensed Printing":

"Give me liberty to know, to utter and to argue freely according to my conscience, above all other liberties."

"If we editors are not free to tell of the official conduct of those in public life and if public sentiment will not support us, then how can people ever learn enough to correct the abuses of government?" Magee asked in the course of his talk.

He found cause for alarm in the death recently of Editor Don Mellett of the *Canton* (O.) *Daily News*, and in the contempt case against Editor George R. Dale of Muncie, Ind.

Of the Ohio editor he said: "Don Mellett was right in his charges of corruption. But he had to die in order that the people of the United States might know the corrupt alliances that are being made.

"Can we profit by Canton and by Indiana? We can if we support the liberty of the press in matters of public concern. I have no interest in private scandal.

"My belief in the very simple theory that men in public offices should be honest got me into all the trouble I have been in," he said.

Speaking before the Advertising Club of St. Louis on Sept. 8, Mr. Magee summed up the results of his fight in New Mexico as follows:

"Today Leahy is retired to private life. I met him in a hotel lobby and he attacked me, and in the melee an innocent bystander was killed, to my lasting regret.

"As I look back on it, Fall is disgraced at his ranch in Three Rivers, Leahy is in private life, and free speech is enthroned in New Mexico. It was a worthwhile fight. Don't be angered at newspapers when they differ with you. Don't take your advertising out in an attempt to do the same things Fall and Leahy tried to do by sending me to the penitentiary. Remember that newspapers are your bulwark."

RUSSIAN PRESS FREE WITHIN SOVIET ORDER

Can Criticize and Suggest Reforms, Journalism Instructor Reports After Month's Survey with Eddy Commission

The present Russian press system has no parallel in the world, Samuel Cahan, former newspaper man and instructor of journalism at Syracuse University declared this week upon his return from a month's tour of that country with the Sherwood Eddy Commission.

"It is a free press, but in an entirely different sense than we are accustomed to think of a free press," he said. "It is free *within the social order*, that is, it is a Soviet press, pledged to the Soviet idea but not limited in its activity within the party. The distinction is seen in comparing it with the Italian press under Mussolini. There the newspapers are ostensibly privately owned, but they dare not publish anything which the Dictator opposes, and they dare not criticise him. The Russian press is government owned, but is free to criticise officials of the party, and suggest reforms. As yet, however, it does make a difference who does the criticising.

"The Russian press is one of the strongest pillars of the Soviet government. Nearly every city has its daily paper, and there are many weeklies. Most of the news is informative; there are no 'features,' comic strips, or sensations. Of course local news is covered as it is covered here, but a great fire, a murder, or a scandal is not considered big news. Industrial, political and educational topics take first place.

"If Rudolph Valentino had died in Russia there would not have been the disgraceful spectacle of newspaper hysteria.

"The feuilleton is highly developed, and the dailies carry many of these personal essay-like articles by staff writers."

No advertising is carried by the Russian papers, Mr. Cahan said, theatrical notices are carried as news, since it is the opinion of the editors that the theatre is of educational benefit to the people.

The price for a Russian paper is five copecks, about two and one-half cents.

The most powerful newspaper in Russia, he declared, is *Isvestia* (The News) of Moscow. It is a morning paper having a circulation of about 350,000. Although the Russian papers have fewer pages than U. S. contemporaries, they equal them in news content because no space is devoted to advertising.

Mr. Cahan, who lived in Russia before the Revolution, made, at the request of the Eddy Commission, a special survey of the Russian press and its relation to the present social order. He is a newspaperman with five years experience on the *Syracuse* (N. Y.) *Post-Standard*. Last year he joined the journalism faculty at Syracuse University.

The Eddy commission, headed by Sherwood Eddy, writer and lecturer, was unofficial and composed of business men, educators, and writers. It reported Russia to be on a firm governmental basis and recommended U. S. recognition.

COLLINS PROMOTED

Milwaukee Journal's Promotion Chief Now Advertising Manager

Thomas P. Collins, for a number of years manager of the promotion and service department of the *Milwaukee Journal*, has been appointed advertising manager of the Journal. He assumed his new duties Sept. 15.

Before he entered the service of the Journal Mr. Collins had been advertising manager of the three large department stores of the Edward Schuster Company, in Milwaukee.

Mr. Collins is a native of Chicago and attended Loyola University in that city.

For some time he was advertising manager of the L. Klein department store of Chicago.

WESTERN DISTRIBUTING CENTER

One million people (over 200,000 prosperous families), twelve thousand dealers and more than one hundred and fifty wholesalers in the four states of Utah, Idaho, Wyoming and Nevada form the Inter-Mountain market of which Salt Lake City is the center.

A paved highway two hundred miles in length, interurban lines and two steam roads serving the territory from Idaho to one hundred miles south has wiped out distance and made the shopping trade area of Salt Lake City greater in extent than a mere suburban district.

The advertiser with adequate distribution finds but one paper necessary in his expansion plans—

The Salt Lake Tribune

The S. C. Beckwith Special Agency
—Sole Eastern Agents—
New York Chicago Detroit
St. Louis Kansas City Atlanta

M. C. Mogensen & Co., Inc.
Pacific Coast Representatives
San Francisco Los Angeles
Seattle

CERTIFIED DRY MATS CERTIFIED DRY MATS CERTIFIED DRY MATS

Scripps-Howard newspapers are *good citizens* of their communities. Scripps-Howard is the hall-mark of news accuracy, sane and constructive liberalism, editorial tolerance and political independence.

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York

TULSA WORLD STARTS EVENING EDITION

Morning Paper Now Seven Day Publication—Rand News Editor of P. M. Issue—$500,000 Plant Expansion Under Way

(*By Telegraph to* EDITOR & PUBLISHER)

TULSA, Okla., Sept. 14.—The *Tulsa Daily World* today celebrated its 21st birthday by adding five evening editions to the six morning editions it already published, thus becoming an all-day newspaper, morning, evening and Sunday.

Addition of the evening editions marked another step in the expansion program undertaken last spring by Eugene Lorton, owner and publisher. A four-story addition to the paper's five-story building now is under construction and new mechanical equipment, including several new type setting machines and two octuple presses, is being installed. Various departments have been given new and larger quarters.

The news and display advertising departments are housed now on the third floor, the composing room and stereotyping department on the second, the circulation, accounting and classified advertising on the first, and the pressroom and paper storage in the basement. Nearly $500,000 are being expended in the expansion.

The executive personnel of the morning and evening editions of the World will remain virtually the same as it has been for the morning editions, with a number of additions.

Eugene Lorton heads the organization as publisher. Thomas A. Latta remains as editor of the morning paper and Otis Lorton, brother of the owner, takes the same position on the evening side. F. O. Larson, business manager; N. G. Henthorne, treasurer; B. A. Bridgewater, managing editor, L. W. McFetridge, circulation manager; and R. A. Justus, advertising manager, will serve both morning and evening editions. W. J. Rand, who has been city editor of the world, will act as news and city editor of the evening editions and Harold Davis assistant to Rand, will be promoted to city editor of the morning papers.

AD SOLICITOR ARRESTED

Earl J. Sanderson, was recently arrested in Kansas City and held under $12,000 bond on a charge of attempting to collect on an order for advertising in a program for an alleged annual convention of the Sheriffs' and Peace Officers' Association. The arrest was the outcome of an investigation by the local Better Business Bureau.

PRIZE CONTEST LIVELY

Washington Star Adds to Advertising Bureau's Prize Offer

A lively response was reported this week to the prize contest to advertise newspaper advertising announced in EDITOR & PUBLISHER last week by the Bureau of Advertising of the American Newspaper Publishers' Association. William A. Thomson, director of the bureau, on Thursday, said: "The responses during the first week have been unusually interesting. Newspapers everywhere have taken hold of the idea and are using their own individual plans to popularize it. The *Washington* (D. C.) *Star* has invited Washington advertising writers to participate and has announced that it will offer an additional prize of $100 to any writer in that city who wins one of the leading prizes. Newspapers in Boston and several of the other larger cities have sent special invitations to members of the local advertising club to participate.

"Some of the leading agency men have written in announcing that they have a desire to compete for the prizes and many newspapers have sent in for batches of 50 and 100 circulars giving details for distribution in their cities."

BOSTON HERALD AGREES

Believes President's Unofficial Spokesman Should Be Discarded

The following editorial appeared this week in the *Boston Herald:* "EDITOR & PUBLISHER addresses its leader this week to President Coolidge. It asks him on his return to Washington to put an end to the so-called 'unofficial spokesman,' or to the practice of saying things to newspaper representatives upon which he cannot himself be quoted, and on which his office evidently feels free to issue a denial in case the popular interpretation is not exactly as he intended it.

"This is good advice. The present situation is insincere. It is the President who says these things. He should either stand for them, or not say them. The latter course is the natural one.

"While the practice has grown out of Mr. Coolidge's desire to be helpful to the press, he is under no obligation to maintain it. Other Presidents have not been so agreeable to the visiting journalists. He has his official channels for communicating with the American people, in Congressional messages, in public speeches, even in radio talks. There is such a thing as saying too much. While Mr. Coolidge, of all men, seems the least liable to err on this score, there is an evident danger, growing out of the existing situation.

"While we are glad to print what he says in his capacity as unofficial spokesman, we think the general welfare would be served by a discontinuance of the practice, and by his limiting the expressions of his opinions to those not infrequent occasions on which he can clearly assume responsibility."

PAPERS TO AID U. S.

11 Dailies to Broadcast Department of Agriculture Features

Approximately 100 broadcasting stations, representing every section of the country, will lend their facilities regularly to the United States Department of Agriculture, starting Oct. 4. The broadcasting schedule of the Radio Service includes 20 special program features each week, covering the full range of interests reached by all bureaus of the department. The newspaper broadcasting stations follow:

WWJ—*Detroit News.*
KSL—*Salt Lake City* (Utah) *Tribune.*
WMAK—*Buffalo* (N. Y.) *Times.*
WSB—*Atlanta* (Ga.) *Journal.*
WMC—*Memphis* (Tenn.) *Commercial Appeal.*
KFOA—*Seattle* (Wash.) *Daily Times.*
WBAP—*Fort Worth* (Tex.) *Star-Telegram.*
WEBH—*Chicago* (Ill.) *Herald & Examiner.*
WHEC—*Rochester* (N. Y.) *Journal-Post Express.*
WSMB—*New Orleans* (La.) *Item-Tribune.*
KWCR—*Cedar Rapids* (Ia.) *Republican.*

America's Complete Newspaper
New York Herald Tribune

WEEKLIES WIN PRAISE FROM A.A.A.A. CHIEF

James O'Shaughnessy Calls Country Papers "Corner Stone" of American Journalism—Urges Them to Unite in Boston Address

Country weeklies were called "the cornerstone of American journalism" this week by James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, addressing the Massachusetts Press Association, Inc., meeting in Boston, Sept. 13. W. D. Allen, publisher of the *Brookline* (Mass.) *Chronicle,* and association president, presided.



JAMES O'SHAUGHNESSY

"The weekly in a small town talks to its readers more intimately and confidentially than any other medium," Mr. O'Shaughnessy said.

The agency association official urged weeklies in every state to join their state press associations, suggesting work that could be accomplished by them if they acted co-operatively.

"State associations made up of weeklies should issue lists to advertising agencies, giving the names, circulations, and advertising rates of their member newspapers," Mr. O'Shaughnessy continued. "At the present time, no man on earth can show me a complete list of weekly newspapers published in the United States.

"The state lists of weekly papers should carry a flat advertising rate that will yield a good net profit to the publishers. Agencies do not want a money losing rate, nor does the honest advertiser. The reason I suggest a flat rate is b cause it makes for easy bookkeeping. do not mean by a flat rate that you sho not charge more for preferred position for amusement and political advertisin

Mr. O'Shaughnessy advised publish of weeklies to have a fixed billing date increase the accounting efficiency in th offices.

WRITING "RADIO LETTERS"

Chicago Daily News Foreign Men R porting for Paper's Radio Station

"Behind the scenes" stories fro foreign capitals will be broadcast to Ch cagoans in a series of chatty letters fro members of the *Chicago Daily Ne* foreign staff.

Hal O'Flaherty, chief of the forei corps, introduced the series ov WMQA, the News radio station, Se 14. He sketched the plan of the seri called "Intimate Views of Foreign Cap tals," and read a letter from Jo Gunther in which the writer told so of the unusual bits of life he encou tered recently in the Near East. T letters will be broadcast each Tuesda evening.

Members of the foreign staff who w contribute to the series are: Pa Wright, now living on the Yangtse riv in China; Junius B. Wood, war corre pondent, who will write about his tr across Russia on a railroad untravel by an American for three years; Edg Ansel Mowrer, who will picture pos war Germany; Paul Scott Mowre Negley Farson, Hiram Kelly Moderwe and A. R. Decker.

CELEBRATES 66TH YEAR

The *Fostoria* (O.) *Daily Review* cel brated its 66th anniversary Aug. 2 T. T. Rosendale is president and Edmo M. Hopkins, editor.

If the police continue to investigate th Mellett murder case much longer, the will soon convert it into a hopelessly i soluable mystery.—*Asheville Times.*

Guessing About Buffalo is a Thing of the Past

Buyers of advertising had to guess in the days when Buffalo had six daily newspapers, with over-lapping and duplication that never could be figured with any certainty.

Now there is one big, strong morning newspaper. The Buffalo Courier-Express, alone in its field, giving a one-shot coverage that is definite and absolute, leaving nothing to conjecture or guesswork.

Also there is a metropolitan Sunday paper, The Buffalo Sunday Courier-Express, which will tell your story to the largest audience reached by any newspaper in New York State outside of New York City.

Courier BUFFALO EXPRESS
Buffalo's Two Newspapers

Lorenzen & Thompson, Incorporated
Publishers' Direct Representatives
Chicago New York San Francisco Seattle

THE WORLD'S GREATEST NEWSPAP

LA NA

BUENO

The leading morning newspap
with the Associated Press. For exa
Associated Press members in the mo

NEW YORK CITY	**Population**	**5,62**
CHICAGO	"	**2,7**
BUENOS AIRES	"	**1,92**
PHILADELPHIA .	"	**1,82**

LA NACION is the ONLY morn
is a member of the Associated Press

Each day LA NACION receives
Press.

In addition, it has its own corres
don, Paris, Rome, Madrid, Berlin.

Speaking of the 1200 Associat
American Congress of Journalists at
Mr. Frank B. Noyes, President of t

"LA NACION OF BUENOS AIRES
GLE ASSESSMENT IN OUR ORGA

LA NACION has the **largest** c
America and is the ONLY newspape
and AUDITED circulation along the
carried more display advertising, loc
any other Argentine newspaper.

BRIEF, BUT WHAT A WALLOP!

AUTOMATIC oil burner manufacturers are gloating over the free space they are obtaining from newspapers. Witness the following item in a recent edition of the *Nokol News*, dealer organ of the American Nokol Company, Chicago:

"E. W. Carr, Inc., continues to hold the record for free publicity. When the big ads announcing the new Silent Nokol appeared in New Orleans, every paper agreed to use an article on this great advance in home heating comfort. One through error neglected to include this article.

"Mr. Carr gives the following report—brief, but what a wallop:

"'Reran 1500 line advertisement of May 31st on June 26th—No charge—account failure to run publicity with first advertisement.'"

NEW PAGE SIZE BEING TRIED IN NEWARK

Ledger, Under L. T. Russell, Now in 12-Em Six-Column Pages, 18½ Inches Deep—Publisher Claims Many Advantages

A new page size of 12-em six-column pages, 18½ inches deep, has been adopted by the *Newark* (N. J.) *Ledger* of which L. T. Russell is publisher. It is one-third larger than the usual tabloid, and one-third smaller than the standard newspaper.



L. T. Russell

Mechanical changes necessitated by the change were designed by D. J. Scott, president of the Walter Scott Printing Press Company. Plans submitted by Mr. Scott showed that by reducing the blanket slots in the printing cylinders, changing the angle of the clips and plate bevels, and using three-point column rules and dry mats, the Ledger could obtain a 12-em six-column page, with two such pages on one plate.

This left a very narrow margin plus the objectionable three-point column rule. A type face with a side shoulder because of its fatness, making the three-point rule look about as well as the point rule with lean body type, therefore added to the other mechan changes.

"We believe this to be a happy dium," Mr. Russell said. "It gives large advertisers ample space for display, and at the same time prov position for all advertisers, there b no advertisement in the Ledger in ex of a two-column width with any o advertisement above it.

"The mechanical difference is not only place where the new Ledger i variance with the other tabloids. news treatment in handling Associ Press, general local news and sports the same as in the standard size pap except that it is more abbreviated. first page is devoted to spot news tures, and the last page to spot s pictures, while two corresponding in pages are devoted to overflow pict of a general nature. The double t in the center given over to pictures the other tabloids is reserved for a partment store advertiser who has oc pied it since the first issue.

"The first ten to fourteen pages devoted to general A. P. and local ne with pages two and three each made in exactly the style of page one in standard papers, while the six back pa beginning with the sport picture p are devoted to sports. Ten to twe pages in the center of the paper filled with that character of reading m ter, illustrations, women's features, tion, cartoons, comics, overflow pictu etc., that comprise most of the reg tion tabloids.

"Our treatment of the *Sunday Led* follows that of the daily in a gene way, but in the matter of departme it is 'sectionized' along the lines of general Sunday newspaper. We have bitrarily split the Ledger into four s tions, the first and last pages of e section being devoted to layout pictu while the center double truck of e section is sold in a single advertisem giving us four double truck ads on S day, every one of which has been used from the first issue, with the dem double our possible supply."

NEW ST. LOUIS M. E.

William L. Bradley has been advan to managing editor of the *St. Lo Times*. He has been with the pa three years, coming from the *Kan City Journal-Post*. W. C. Guempel, f mer Associated Press man, is the n city editor. R. C. Schroeder rema head of the copy desk.

NEW ABERDEEN WORLD PLAN

Final plans for the erection of a t story building for the *Aberdeen* (Wash *Daily World* are completed and co struction is to be started this month.

Many newspaper publishers do not yet realize that the checking proof service we offer is *complete* to the last detail. They cannot understand how we can take a few complete copies each day and from them make an accurate and prompt distribution of checking proofs to their agencies and advertisers, at the same time relieving the publisher's office of all detail work and quite some expense. And yet, that is exactly the service we offer.

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St.
CHICAGO

79 Madison Ave.
NEW YORK

TRADE LINOTYPE MARK

6½ pt. Ionic No. 5

COMBINES WORD COUNT AND LEGIBILITY

WORD COUNT
of 6 point

The British delegation of trade-union representatives, who came here on Tuesday at the invitation of "The London Daily Mail" to study reasons for the disparity between the high wages and prosperous living conditions of the American worker and their own lower wage standards, gained considerable light in a tour of several industrial establishments in Brooklyn yesterday.

They were curious to know how it was that the average wage of the American toiler virtually doubled that of his British brother, and how it was possible for industries here to offer such fat envelopes to their employees and at the same time compete successfully in world markets.

American More Productive

After a study of the Brooklyn Edison plant and the factory methods of the Mergenthaler Linotype Company in Brooklyn, the delegates remarked that one of the vital reasons for the disparity was that the American worker was capable of producing and actually did produce more than the British toiler in a given time.

This he was enabled to do, they learned, because of the high standards of efficiency obtaining here, mass-production methods, the utter perfection of organization for which the American industrialist seems always to be striving, and labor-saving devices evident on every hand.

The comments of the delegates were voiced by Sir Percival Phillips, special correspondent of "The Daily Mail"; Fenton MacPherson, of the same newspaper, and William Mosses, J. P., who had a prominent part in the British Labor Ministry during the war.

Mr. MacPherson also noted that the welfare facilities offered by the American plant were much more elaborate than in England and that equipment and quarters were more beneficial. This was evidently the result, he observed, of the frequent scrapping of plants here to make way for expansion and development. His countrymen are

6 Point No. 2 with Bold Face No. 1.
Set on 7 point slug

LEGIBILITY
6½ Point Ionic No. 5 with Bold Face No. 2.

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6½ Point Ionic No. 5 with Bold Face No. 2.
Set on 7 point slug

LEGIBILITY
8 Point No. 2 with Bold Face No. 1.

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American More Productive

After a study of the Brooklyn Edison plant and the factory methods of the Mergenthaler Linotype Company in Brooklyn, the delegates remarked that one of the vital reasons for the disparity was that the American worker was capable of producing and actually did produce more than the British toiler in a given time.

This he was enabled to do, they learned, because of the high standards of efficiency obtaining here, mass-production methods, the utter perfection of organization for which the American industrialist seems always to be striving, and labor-saving devices evident on every hand.

The comments of the delegates were voiced by Sir Percival Phillips, special correspondent of "The Daily Mail"; Fenton MacPherson, of the same newspaper, and William Mosses, J. P., who had a prominent part in the British Labor Ministry during the war.

Set solid

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Composed on the Linotype, display in Cloister Bold except for enlarged title line

930.26.6-P

HOWARD RETURNS FROM GENEVA MEETING



Roy Howard, chairman of the board of the Scripps-Howard Newspapers, photographed with his family on board the Majestic on his return from abroad this week. While in Europe he attended the sessions of Press Service Conference held under the auspices of the League of Nations at Geneva. In the picture are (l. to r.) Roy Howard, Jr., Mrs. Howard, Jane Howard and Mr. Howard

ARBITRATION PLAN HIT BY NEW TYPO CHIEF

President-Elect Howard of International Union Opposes Agreement Ratified by A. N. P. A.—Convention Opens

(By Telegraph to EDITOR & PUBLISHER*)*

COLORADO SPRINGS, COL., Sept 16—President-elect Charles P. Howard of the International Typographical Union, now in convention here, in an invitation speech today before the conference opposed the proposed arbitration agreement, which was ratified last spring by the American Newspaper Publishers Association.

As Howard is not a delegate it was his only chance to air his views before the convention. Delegates are split over the arbitration agreement but it is expected to win by a small majority, when the final vote is taken probably tomorrow. Delegates have been in session since Monday. Howard wants arbitration made a local optional problem. He is leader of the progressive faction.

Howard, who takes office Nov. 1, pleaded with delegates to do nothing that would embarrass the incoming administration and indicated that he would abolish the policies of President James Lynch in the maintenance of the Bureau of Education, and statistical and publicity departments. The other four members of the executive council are Lynch supporters however, and claim Howard will not be given free hand.

A proposal to allow residents of the Printers' Home to vote was rejected, when Lynch in a powerful speech pleaded with the delegates not to allow the entrance of politics into the home.

There are 325 delegates and 2500 visitors attending the convention.

Bids for the 1927 International were placed before the convention by Indianapolis, Cincinnati and Charleston, S. C.

The need of using publicity to get before the public was urged by Walter W. Barrett, field delegate and representative of the Board of Governors of the International Allied Printing Trades Council. He pointed out that printer's ink was the chief sales argument of all big manufacturers, that the printers were needed to put this publicity before the public, and yet with this condition; the printers' union was among the last to realize the potency of the weapon in their hands, in furthering the interest of union labor and the printing crafts. He outlined his work which is prompting the use of the union label.

Restoration of 1920 postal rate on second class matter was urged by the Mailers Trade District Union, an affiliated branch of the I. T. U. in the adoption of a vigorous resolution which not only called for a return to the old regime on the ground that 300,000 members of the Allied Printing Trades are adversely affected by increased postal rates, but also took occasion to score the alleged villification methods of the so-called progressive branch.

The Mailers offered to withdraw if President-Elect Howard so desired, with equities in properties and funds of the I. T. U., but expressed hope they would be allowed to retain their membership. This action was taken just before the start of the big convention. Charles L. Smith, president of the Mailers is vice-president of the I. T. U.

Administration forces shut down on several proposals emanating from the progressives when the laws committee, which recommended unfavorable action, was upheld in the convention by a substantial majority, one vote being 183-117. Among suggestions voted down was one prohibiting union printers from working in a composing room who engage in active work in any other trade or profession from which they receive remuneration of any kind. Nor did the delegates like the idea of giving the foreman of newspaper composing rooms or assistant sole authority to dictate to employes therein as to styles of composition or makeup or faces of type to be used.

Another important step was vetoing of a suggestion to deprive members who joined the I. T. U, subsequent to Jan. 1, 1920, after having reached 50 years, of greater mortuary benefits than $75 and taking all benefits away from suspended members who die within 3 months after reinstatement.

It was also decided that foreign printers must continue to pay a registration fee of $10.

Notable features of the convention, included visits to the Union Printers' Home, and presentation of the bronze statute of the "Makeup Man," gift of J. David Stern, publisher of the *Camden* (N. J.) *Courier and Morning Post.* The presentation was made by Pierre De Rohan, assistant editor of these papers, President J. M. Lynch of the I. T. U. responding with a short speech of acceptance.

Alleged irregularity in election resulted in the unseating of Victor H. Manley of San Bernardino, Cal., after two roll calls.

SULPHUR, OKLA., MERGER

The *Sulphur* (Okla.) *Times* has bought out its only competitor, the *Sulphur Democrat,* and will consolidate the two publications.

POCOCK SUCCEEDS McGRATH

Harry E. Pocock, formerly assistant advertising manager, and director of foreign advertising, of the *Buffalo Times,* has been named advertising manager of the Evening and Sunday Times, succeeding Frank L. McGrath, who died recently.

CHANGES TO SEMI-WEEKLY

The *Ridgewood* (N. J.) *Herald* on Sept. 14, changed from a weekly published every Thursday to a semi-weekly appearing Tuesdays and Fridays.

REPORTER FINDS WITNESS

Gladys Calvert, reporter for the *New York Mirror,* discovered the witness whose testimony led to the indictment of Henry Stevens this week in the Hall-Mills murder story. The witness was Mrs. Mary Demarest.

CALIFORNIA FACTS
(The Statistical Magazine)
ALL ABOUT CALIFORNIA OPPORTUNITIES
AUTHORITIVE, unbiased "Facts Only"
concerning INDUSTRIAL, Financial,
Commercial & Agricultural CALIFORNIA.
Get yours while they last. Mail name with 25c coin to "California Facts," P.O. Drawer H.1, Hollywood Station, Los Angeles, Calif.

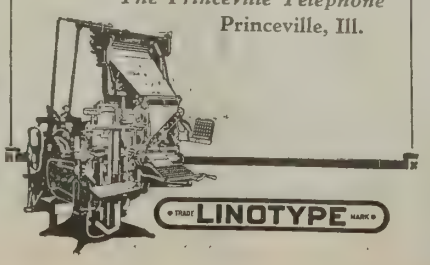
From the Linotype Mailbag

Appreciates "Prompt Service"

We received the star wheel order this morning in the first mail, and in a short time had our machine running.

We appreciate the prompt service we received, and wish to thank you for your attention to the matter. Believe that such prompt delivery merits a "thank you."

The Princeville Telephone
Princeville, Ill.



FREE! FREE! FREE!

Old-Time Dodger of Testimonials about the New Book
(Now on the Press)

"TRAIL BLAZERS of ADVERTISING"

By CHALMERS LOWELL PANCOAST

Better than a Novel—Colorful Romance and Thrilling Adventure of Old-Time Advertising—A Book Everybody Will Read

Revised and Enlarged from Serial Which Appeared in EDITOR & PUBLISHER

Send for Free Dodger—or
ORDER YOUR COPY NOW—DIRECT FROM THE AUTHOR!

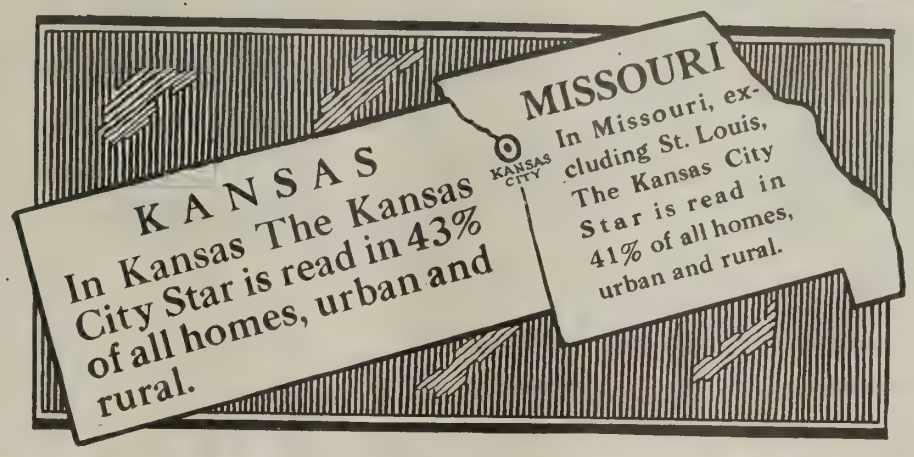
—Limited—
First Edition—
Autographed—
And Numbered
(A Book Worth $5.00)
at $2.50 per copy
(15c additional for postage)
This special price only on orders in Advance of Publication.

To Chalmers Lowell Pancoast,
614 W. 157th St.,
New York City.

Please send to the address below.....
.....copies of the Limited, First Edition of "Trail Blazers of Advertising," signed by the author (As soon as it is off press), for which I enclose $.....
at the rate of $2.50 per copy. (Add 15c for postage.)

Name .....
(Print)
Street .....
City..... State.....

One Whale of a Buy



911,000 Circulation ~

$1.35 a Line

25% Discount

DAILY STAR AND WEEKLY STAR COMBINATION
911,000 Circulation

Open Rate, per line	$1.53¾
Quarter Pages (532 lines), per line	1.44⅜
Full Pages (2,128 lines), per line	1.35

SUNDAY STAR and WEEKLY STAR COMBINATION
700,000 Circulation

Open Rate, per line	$1.35¾
Quarter Pages, per line	1.26⅜
Full Pages, per line	1.17

THAT is the new discount rate for advertising in The Kansas City Star and The Weekly Kansas City Star. Five Hundred Thousand daily circulation and Four Hundred Thousand circulation in The Weekly Star. Total circulation more than 911,000—and headed straight for the million mark!

See the complete table of rates for the Daily and Weekly Star and Sunday and Weekly Star in column to the left.

Here is the lowest daily newspaper rate in the world combined with the lowest farm paper rate in the world—*less a special discount of 25%!*

Here is a territory which produces three thousand million dollars annually in basic wealth—from the soil—wheat, corn, cattle, hogs, sheep, oil, lead, zinc. The richest producing territory in the world! Three thousand million dollars' spending power every year!

The Kansas City Star—Daily and Weekly or Sunday and Weekly—reaches more than 42% of *all the families both urban and rural* in Kansas and Missouri, exclusive of St. Louis.

Here is the only city and trade territory between the Atlantic and Pacific where both the urban and rural market—*the complete market*—can be covered *adequately* at a low daily newspaper rate!

Would you like to know more about this three thousand million dollar market? Would you like to know how many dealers there are in every town and county who should sell your product?

Write today for The Kansas City Star's Market Survey. It will be sent free of charge and postpaid.

THE KANSAS CITY STAR

The Weekly Kansas City Star

New York Office, 15 East 40th Street Chicago Office, 1418 Century Bldg.

BOOSTING BEAUTY HAS ITS DRAWBACKS REPORTER FINDS AT ATLANTIC CITY

"I Have a Pain in My Neck—It Must Be You" Is Stock Rejoinder of Miss Petrograd to Perspiring Press Agent —And the Editor Said It Was a Vacation!

I HAVE been in a lot of trouble, and I don't want any more. Therefore I have urged the editor not to give me a by-line on this story, or, if he must have a by-line, to make it Anonymous or something like that.

I have just returned from Atlantic City. Got in on the 1:35 train, and it is about 2 o'clock now. My grief is fresh in my mind. I am in an ill humor —and who wouldn't be?

Because beauty and brains are not on speaking terms. I went to Atlantic City to press agent a beauty. She is beautiful. No mistake about that. She walked pretty, and everywhere she got a big hand.

Perhaps some of my readers know how it is. Somebody says:

"Well, well. Let's get up a beauty contest. It will go over big."

I am assigned to get it up.

I do get it up. I write forty, more or less, stories, all about the flood of entries, when there aren't any. I get the Rotary Club and the Kiwanis Club and the Hod Carriers' Union all hopped up. I write a story a day. Though I grow weary of the task, there is the possibility that I may get to go to Atlantic City with Miss Petrograd. (N. B. Petrograd is just a stall—anonymous, so to speak).

We get some entries. We get some more. We hire a hall and we have us a grand contest.

I fall out with everybody except the winner, and we drink a root beer and plot against the paper's management for ways and means for getting to Atlantic City.

We fling a big dance.

Success! Success! We are going to Atlantic City.

When I think about my young and callow enthusiasm over the prospect of going to Atlantic City to press agent Miss Petrograd, I am amazed at my own ingenuousness.

At Atlantic City everybody is grand to us—downright grand. But my beauty shows symptoms of becoming unruly. She is such a pretty little thing, I hate to hurt her feelings.

I say to her, "For Heaven's sake, Petrograd, come out of the Ostermoor. It's time to step out on the Old Herringbone and strut. Let somebody know you're here."

"What am I?" comes Petro's drowsy voice. "What am I that I should step out on the Boardwalk and strut? Am I a trained seal?"

"You may be a seal, my dear," I breathe through the keyhole, "but you're not trained much."

After everybody else has been putting the prettiest foot foremost for two or three hours, Pete gets up.

"Now listen," I tell her. "Don't overlook anything. The judges are laying for you. You can't help being beautiful, but try to be intelligent, too."

"There's a pain in my neck," Miss Pete rejoins. "It must be you caused it."

Once she wins a cup.

"Hooray," I ejaculated. "Now is the time to be intelligent."

De Wolf Hopper hands her the cup. He starts a conversation. What an opportunity!

"What are you going to put in it, my dear," he asks her.

"Tell him 'dreams' or something," I whisper out loud. I display agony. Miss Petrograd registers dumbness. She giggles.

Everywhere she goes she giggles.

I am fed up on giggles.

I slave; I work like a dog; I plead; I have corns on my knees from pleading.

I find everybody from the home town and gang them up to set up the demonstration when Miss Petrograd struts by. Does she know it? She does not.

She arrives late for everything. She passes up the chaperon and vanishes. She falls for the wise crackers from Jersey.

She has a wonderful time.

I work —— hard.

I burn the midnight electricity pounding the coffee mill to get the story back home. I fight to get it filed.

Tomorrow morning, I tell myself the while, I shall start hammering on Miss Petrograd's door, and the daily grind will be on again.

"Now listen, Sweetheart," I coo. "Try to be intelligent today. Don't high hat everybody. He might be a judge. Besides I have just sent in a story about how sweet everybody is to everybody else."

"My neck still pains me," Pete says. "And why should I be sweet to this gang of stenographers and switchboard experts? They don't have a thing on me. I've got a date. I think I shall pass up the roller chair parade."

Well, it's all over now. I'm back home now—back to covering the court house and the Kiwanis Club.

Those boys have no beauty to speak of, and I love them for that.

I am going to work on the good old job and rest up. The editor boys called my trip a vacation.

Wow!

BUYS KLAN PAPER'S PLANT

The *Centerville* (Ia.) *Iowegian & Citizen* recently purchased the plant of the *Centerville Southern Iowa American* at a mortgage foreclosure sale. The American was a Ku Klux Klan daily.

SCRANTON SUN LAUNCHED

New Evening Daily Starts with 28-Page Issue Sept. 14

The first edition of the *Scranton* (Pa.) *Sun* made its appearance on Sept. 14. It consisted of 28 pages well filled with local advertising. The Sun management announced that it was starting with between 15,000 and 18,000 circulation.



W. J. Pattison

It announced in the lead editorial that it will be Republican in politics, but that it will be under obligations to no faction in the party and that it will not hesitate to express itself whenever candidates deemed detrimental to the party are nominated.

Mark Edgar is editor of the *Sun* with W. J. Pattison business manager. Mrs. Mark Edgar is society editor. Hi Antrim is sporting editor and William Ives correspondent editor.

HAZELTON DAILIES MERGE

Both to Continue But One Plant W Be Scrapped

The *Hazleton* (Pa.) *Plain Speak* afternoon paper, published by John Dershuck and the *Standard Sentin* morning paper, Henry Walser, publish were merged this week and both a being published under one ownersh from the plant of the Standard Sentin

Each paper has retained its identit At an early date a Goss 48-page pre and other new equipment will be i stalled.

WOLFE JOINS WALES

William Wolfe, for the past three yea vice-president of the *State Island A vance,* has joined Franklin E. Wales, pu lishers' representative of Chicago, and t firm name has been changed to Wales Wolfe.

CORRECTION

The new evening edition of t *Winston-Salem* (N. C.) *Journal,* mor ing paper, launched two weeks ago, called the *Evening Star* instead of t *Evening Journal* as reported in Edit & Publisher Sept. 4. Owen Moon publisher of the two papers.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

Over 3,000 cities and towns have streets paved with portland cement concrete

Horse-and-Buggy Pavements Won't Do

Property owners in many towns and cities whose streets swarm with motor traffic are still wasting their money on horse-and-buggy "pavements" of bygone days.

These rough, bumpy streets are directly responsible for broken springs, cut tires, greater depreciation of cars, physical discomfort, loss of time, and many accidents involving loss of life or limb.

And the heavy expense of trying to keep worn-out, dangerous, horse-and-buggy streets in repair, added to their original cost, amounts to more than enough to pay for true, even, non-skid concrete pavement that has the maintenance built in.

So in the long run you are paying for concrete streets. Why not get them?

All of the facts are in our free booklet on "Concrete Streets." Ask for your copy

PORTLAND CEMENT ASSOCIATION

A National Organization to Improve and Extend the Uses of Concrete

Atlanta	Denver	Lincoln, Nebr.	Oklahoma City	Salt Lake City
Birmingham	Des Moines	Los Angeles	Parkersburg	San Francisco
Boston	Detroit	Milwaukee	Philadelphia	Seattle
Chicago	Indianapolis	Minneapolis	Pittsburgh	St. Louis
Columbus	Jacksonville	Nashville	Portland, Oreg.	Vancouver, B. C.
Dallas	Kansas City	New Orleans	Richmond, Va.	Washington, D. C.
		New York		



Under the "Iowa plan," these 28 leading Iowa daily newspapers offer uniform merchandising help. Endorsed by the leading jobbers of the state.

Now you can cover all Iowa—*with one order*

Combined circulation of these dailies 571,151
Total number of families in Iowa 550,000

There is no argument about the desirability of this Iowa market. It is a well known fact that—year in and year out—it is one of the most responsive sales areas in the country.

High average wealth, high ideals, high living standards make it so. Iowa people are indeed preferred prospects for your goods.

And now it is made easier than ever for you to reach Iowa buyers. Through their favorite reading material—their own daily newspapers.

This association consists of 28 leading Iowa daily newspapers, with remarkably good coverage of the state. You may deal with them, if you wish, as with one publication. One order, one plate, one billing.

You will note that the combined circulation of this group outnumbers the families of the state. It reaches the cream of Iowa buyers, urban and rural.

Uniform marketing cooperation throughout the state, adapted to the particular needs of **your** merchandise.

More complete details upon request.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

HOW TO ENHANCE SPACE VALUES

Mears Gives Five Steps to Improve Advertising—Favorable Experience of Majority of Big Stores Cited at Annual Advertising Study

Twenty-seven business and advertising executives of daily newspapers attended the annual Newspaper Advertising Study conducted by Charles W. Mears in Cleveland on Sept. 7 and 8, and were guests at a Mid-day club luncheon of W. G. Chandler, president of the Scripps-Howard Central Group on Wednesday.

Amos Parrish, department store counselor, presented the advertising needs of retail merchants. Roy O. Eastman, research specialist, outlined what a survey of the market should cover and the benefits to merchants and newspapers of a survey that accurately portrays the conditions existing in any particular territory.

Mr. Mears presented a report covering the newspaper advertising activities of 200 of the largest department stores, together with a summary of store attitudes toward rate increases, returns per dollar of advertising expense, and newspaper relations in various particulars. Although the stores have experimented in many directions and are still experimenting, he said, they have never found a substitute for newspaper advertising, because the newspaper holds a unique place in our everyday life. Contrary to casual comment, less than one-fourth of the 200 big stores reported diminishing returns from newspaper advertising.

As steps toward making newspaper advertising more valuable to both merchants and newspapers, Mr. Mears suggested five steps. Most newspapers can improve their makeup. Newspapers and merchants together can improve the typographical composition of advertisements. Merchants need to learn the value of marginal white space left blank, of unity within each advertisement, and of pleasing proportions in the rectangles of less-than-page advertisements. "The form of a thing makes all the difference in the world," Mr. Mears said. "Just as there are human Venuses and human hogsheads, so there are inanimate forms that are variously beautiful, indifferent and positively ugly and simply cannot be otherwise. To know the formula by means of which every less-than-page advertisement can have the benefit of beautiful proportions is to have a key to increased advertising effectiveness. Today newspaper advertisers are using countless shapes and forms without a single definite guiding principle. That is now totally unnecessary."

Those present at the Study were: R. K. Aderhold, *Columbus* (O.) *Citizen;* W. E. Anderman, Advertising Manager, *Detroit* (Mich.) *Times;* Ray Arnold, Manager Local Advertising, *Milwaukee* (Wis.) *Journal;* Wm. E. Bryan, Promotion, *Scripps Howard Central Group;* W. G. Chandler, President, *Scripps Howard Central Group;* J. J. Connors, Advertising Manager, *Albany* (N. Y.) *Knickerbocker Press;* Chas. C. Curtis, Advertising Manager, *Allentown* (Pa.) *Call;* Ralph B. Cushing, Assistant Publisher and Advertising Manager, *Wheeling* (W. Va.) *News and Wheeling Intelligencer;* W. A. Frease, Assistant General Manager, *Canton* (O.) *Repository;* L. E. Herman, Business Manager, *Akron* (O.) *Times-Press;* E. C. Hillweg, Assistant to President, *Minneapolis* (Minn.) *Tribune;* L. B. Krob, Business Manager, *Springfield* (O.) *Daily Sun;* Robt. H. McAuliffe, National Advertising Manager, *South Bend* (Ind.) *News-Times.* E. H. Maloney, Advertising Manager, *Daily Journal Co.,* Peoria; John C. Scott, Advertising Manager, *Cleveland* (O.) *Times;* Ward C. Mayborn, General Business Manager, *Scripps Howard Southwestern Group;* Wm. A. Mayborn, Business Manager, *Indianapolis* (Ind.) *Times;* Jos. F. Melia, Advertising Manager, *Buffalo* (N. Y.) *Evening News;* J. F. Pollock, Business Manager, *Toledo* (O.) *News-Bee;* Walter Rompel, Local Advertising Manager, *Chicago* (Ill.) *American;* Frank W. Rostock, Business Manager, *Cincinnati* (O.) *Post;* W. J. Sylvester, Local Advertising Manager, *Cleveland* (O.) *Press;* M. W. Thompson, Advertising Manager, *St. Paul* (Minn.) *Daily News;* M. R. Thomas, Advertising Manager, *Columbus* (O.) *Citizen;* G. C. Waldron, *Columbus* (O.) *Citizen;* John T. Watters, Business Manager, *Youngstown* (O.) *Telegram,* and E. A. Bathelmeh, business manager, *Daily Reporter,* Dover, Ohio.

BRAVED FLOOD FOR STORY

Kansas City Journal-Post Men Pushed Handcar Through Water

Newspaper enterprise was shown by the *Kansas City Journal-Post* Sept. 13 and 14 in handling news and pictures from the flood swept area of Southwest Kansas. Two full pages of photographs, the first in the city, obtained in the flood area by Pat Murphy, Journal-Post photographer, and sent 156 miles into Kansas City by airplane, appeared in the Journal Sept. 14.

Wayne Parker, Journal reporter, and the photographer, Murphy, left for the flood area by train at 8 o'clock the morning of Sept. 12, arriving in Ottawa at 1 o'clock. They found that the relief train, scheduled to go 40 miles into the flood area, would not attempt the trip. Parker and Murphy obtained a handcar from the Santa Fe and engaged three section hands to operate it. Because of the depth of the water in many places, the newspaper men had to get off the car and push it.

Arriving in Burlington, Kan., they found they had been protected on the story by C. P. Puffer, of the advertising staff of the Journal-Post staff and formerly a reporter. Harry Clough, Journal-Post regular correspondent in Burlington, also arrived on the scene. Puffer had engaged a commercial photographer. His pictures and those obtained by Murphy were placed in a plane piloted by Harry Crewsdon, commercial aviator. After two unsuccessful attempts, he finally pulled out of the mud and was on the way to Kansas City. Because of the low visibility he had to make the entire trip at 100 to 150 feet.

Crewsdon was met at the Flying Field in Kansas City and the plates were out in time for a large flood picture to appear in the Post the afternoon of Sept. 13.

The Journal-Post started a relief fund for flood victims with a donation of $500 by Walter S. Dickey, owner and editor.

GOLDEN NEW TEXAS CIRCULATORS' CHIEF

Galveston Tribune Man Named President at Fort Worth Meet —Bus Legislation Discussed

Walter Golden, circulation manager of the *Galveston Tribune,* was elected president and San Antonio was selected as the next convention city by the Texas Circulation Managers' Association, at the annual meeting held in Fort Worth, Monday. R. R. Russell, *Wichita Falls Times,* was chosen vice-president, and H. E. Murphree *Houston Chronicle* was re-elected secretary-treasurer.

Several new members were enrolled. Golden presided in the absence of L. J. Hagood, who has just left the position of country circulation manager, *Houston Post-Dispatch,* to join the *Indianapolis Times* as circulation manager.

In discussing effect of a rotogravure section on Sunday circulation Harold Hough of the *Fort Worth Star Telegram,* said his paper which long ago abandoned rotogravure, found that increased circulation did not nearly justify its $130,000 annual cost. Murphree declared rotogravure had increased the Houston Chronicle's Sunday sales, but he was not prepared to recommend addition of the section. The Houston Post-Dispatch is just inaugurating Sunday rotogravure, according to C. W. S. Lenett, circulation manager.

Profitable use of boy promotion c- clusively, with no other solicitors, v- told by H. Noggle, *Dallas Journal,* n discussing "Cost of Obtaining Subscr- tions on an Evening Newspaper."

"Office Controlled City Carriers" v- Golden's topic. It was declared that e Galveston Tribune is perhaps the o- paper represented in the Association us- this method, under which collectors a- not the carrier boys collect from s- scribers.

In other discussions, it was brought it that, while giving premiums with s- scriptions is losing popularity, the pr- tice still is considered practical by sc- papers for editions seeking rural circu- tion.

After hearing Walter H. Beck, st- legislator-elect regarding a bill t- would make motor bus lines comm- carriers, subject to the same regulations s- railroads, the Association endorsed e measure, but later discussion develo- possible sources of dissatisfaction un- the proposed plan. It was declared t- under contracts with newspapers cert- bus lines now facilitate transportation n- newspapers, whereas if the proposed re- lations make buses handle packages, i- same as railroads do, express movem- of papers might be delayed when the n- departing bus is already loaded to c- pacity. Appointment of a committee w- authorized to confer with Beck and u- provision for movement of newspapers n- the first bus after the papers have b- laid down at the bus line.

Harold Hough, Ft. Worth Star-Te- gram, precided at a luncheon given t- the Fort Worth club by the Star-Te- gram and *Record-Telegram.* Hough w- host again at a beefsteak supper, a- which the circulators repaired to e- Texas hotel for an evening's inform- entertainment.

"U" PAPER ELECTED TO A. P.

The *Norman* (Okla.) *Daily,* publis- by students of Oklahoma University, s- been elected to membership in the As- ciated Press.

Managing Editors

How often have you complained, "Newspapers are becoming mere press association bulletins?"

"SIX-PLY COVERAGE" will help correct this. Covering all New York spot news of special interest in your territory it will outscore your opposition consistently.

At a cost as attractive to small papers as to large ones, it places an experienced reportorial staff at your disposal and makes available the five other types of service most in demand from us by 123 papers. Write or wire today for prices and details.

N. Y. Allied Press Bureau

Times Building, New York, N. Y.



An Important

Announcement

On Tuesday September 14th

The Tulsa World

OKLAHOMA'S GREATEST NEWSPAPER

Began Publishing An All Day Newspaper

Morning — Evening — Sunday Morning

Heretofore the Tulsa World published only morning and Sunday morning editions. On September 14th new evening editions were added with entirely new make-up of news, editorials and features, making them entirely different from the morning editions.

By supplementing the Tulsa Morning World with complete evening editions the World is in a position to render a greater service to its advertisers and the people of Tulsa and its Magic Empire, the rich market unit of eastern Oklahoma.

TULSA DAILY WORLD

Advertising Representatives

BRYANT, GRIFFITH & BRUNSON
9 East 41st St., New York
201 Devonshire St., Boston
Walton Bldg., Atlanta, Ga.

FORD-PARSONS COMPANY
306 Michigan Ave., Chicago
58 Sutter St., San Francisco

DAVIES & DILLON
707 Land Bank Bldg.
Kansas City, Mo.

NEWSPAPER MAKERS AT WORK



William D. Sullivan

WILLIAM D. SULLIVAN has just stepped into the important position as managing editor of the *Boston Globe* after serving 37 years as city editor of that paper. This is a record for Boston if not for the country. The promotion came along in the course of events following the policy of the late Gen. Charles H. Taylor, of advancing the men who built up the paper.

Mr. Sullivan has been on the Globe for 43 years. While at Harvard he had a yearning for newspaper work, and as a junior did some work for the *Boston Star,* long out of the picture. Then he became Globe correspondent in his senior year, and so well did he cover the job that when he got his degree in June, 1883, he hustled right over the Globe and that very day became a reporter.

In 1884 he took charge of the baseball department and shortly afterward became sporting editor. In those days John L. Sullivan, Ike Weir, the Belfast Spider, Jake Kilrain, George La Blanche, the Marine, Joe Goss, and some other pugilists well known at that time used to frequent the old sporting room at the rear of the fourth floor with some of their friends, and Mr. Sullivan had the job of seeing to it that they did not get obstreperous. It was a time when there was real fighting and Boston had the champions in most of the classes.

Mr. Sullivan naturally had an interest in Harvard athletics. And so he began writing articles on sporting activities in connection with the college under the pen name of "Featherweight." From that start it brought him intimately in touch with Crimson sports particularly rowing and football that never has been allowed to die out. He has known all the famous coaches of Harvard and Yale particularly well among them the Storrows, Haughton, Fisher, Camp, Cook and others. And the crew and football men for two generations have been his friends.

When there was a race at New London Mr. Sullivan used to go there and spend some days watching the practice. Then he would write his impressions of the crews before the race. When it was over his story told clearly just why the winner finished first and the loser trailed leaving others to give the descriptive high lights.

This sort of work, by the way, was outside of his regular job as city editor. His sporting editor job ended back in 1889 when the late Charles A. Montague, who astonished Bostonians by duplicating all the feats of Washington Irving Bishop famed as a mind reader, even to driving a coach and four horses blindfolded, became ill and died. There was no quibling as to his successor and Mr. Sullivan just moved a few doors away into the city room.

Under the direction of Mr. Fowle, just retired as managing editor, and Mr. Sullivan, there has been developed on the Globe a highly efficient group of news gathers. Mr. Sullivan taught his men that first of all they must not exaggerate. Also that they must be sure to try to get both sides of every story and give the under-dog a chance. George M. Dimond, for years assistant city editor, now advanced to the position of city editor, started doing minor news items and finally found himself assisting Mr. Sullivan. It proved a splendid combination and these two directed the work of unraveling many apparent mysterious crimes in New England. One of the outstanding of these was the identification of the man who threw the bomb in Russell Sage's office in New York. This man was a near neighbor of Mr. Sullivan at Somerville. On that occasion a New York reporter came to Boston with a clue, but Sullivan and his men beat the visitor to it.

On June 12, 1923 the Globe family had Mr. Sullivan as a guest of honor at Young's hotel to mark his 40 years on the editorial staff of the *Boston Globe.* At that time he heard many good things said about his regime and himself. His associates got out a special edition of the paper for the occasion and presented him with a special gift of silver.

In appearance Mr. Sullivan does not look unlike a minister. He has a soft soothing voice. He is not one of the explosive type on the heels of his men all the time. In fact, he does not have to be. He backs his men up to the limit and this accounts for the fact that in his 37 years as city editor there has not been half a dozen men dropped from the staff.

Away back some 40 years ago he was one of the founders of the Newspaper Club, an organization that is second in age only to the Gridiron Club of Washington. He served in all its executive positions and has helped guide it along through all the years as a representative group of newspaper men.

Probably no newspaper man in Boston, has a wider acquaintance with people in prominent positions. When they come to the Globe office they find the open door policy, and need no card to gain an interview with Mr. Sullivan.

COWLES SUCCEEDS LARGE

Son of Des Moines Register & Tribune Publisher Named News Editor

The *Des Moines* (Ia.) *Register* this week announced several changes in the personnel of its editorial department. Gardner Cowles, Jr., son of the publisher of the Register and the *Evening Tribune* will be news editor of the Register in direct charge of the staff of the paper.

He succeeds Rex Large, associate managing editor of the Register, who has resigned to enter the theatrical business in New York City. Cowles has been a member of the reporting staff of the Evening Tribune and was for six months city editor of the Register. Lately he has been in the business department of t Register and Tribune organization.

Wayne Weishaar, who first joined t Register and Tribune in 1912, will the new city editor. Weishaar beg newspaper work on the old *Des Moin News.* At the end of the war for fi years he was a reporter on the Eveni Tribune and for a year was with Asso ated Press in New York City.

Weishaar succeeds Oval Quist, wl becomes head of the telegraph and cab desk. James Hanrahan, former secreta to the late Senator A. B. Cummins, h joined the reporting staff of the Registe

JAPAN PRESS DEMAND LOWER CABLE RATES

Greater Interchange of News Will Lea to Better Understanding Newspaper Association Holds at Annual Meet

Cheaper press tolls on cablegrams an radiograms from foreign countries wa the principal subject of discussion at th fourteenth annual convention of the Japa Newspaper Association, held recently a Sapporo. Every speaker took the oppor tunity to denounce the present high toll and urged that the rate be lowered so tha a greater amount of news may be ex changed between Japan and the rest o the world. All declared that this free in terchange of news and views will lea to a better understanding and help towar eradicating the false ideas which hav been engendered in the past.

Viscount Kiyoura, president of the as sociation, and representatives of the lead ing newspapers in Japan attended th meeting. The following resolution wa adopted unanimously:

"Foreign press telegraph rates in Japar are so high that it is vitally necessary t lower them and place them on a par wit those of foreign countries. The press rates in Japan's colonies should be low ered to the rate obtaining in Japar Proper."

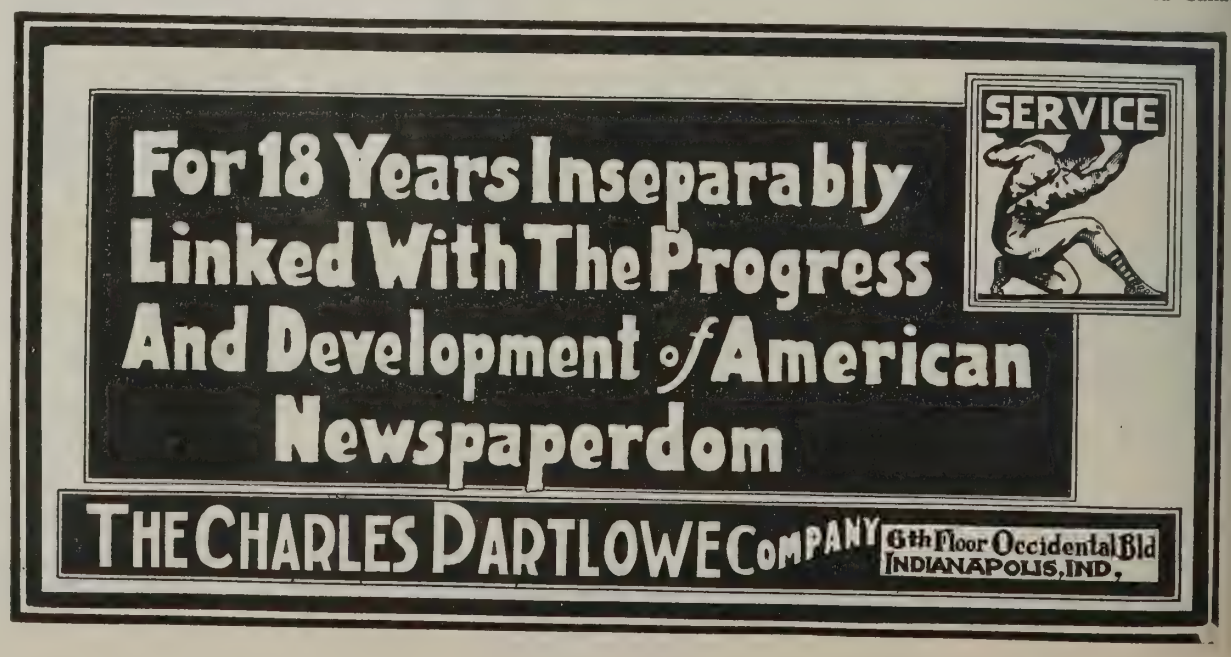
NEWSPRINT FIRM EXPANDS

G. H. Mead Company, Inc., Building New Mill—N. Y. Office Opened

The G. H. Mead Company, Inc., newsprint distributors with headquarters in Dayton, O., has opened a New York office at 366 Madison avenue, with Thomas Coolidge Fowler in charge.

A new mill in which this firm is interested is under construction at Beaupre, 20 miles east of Quebec, Mr. Fowler said. This mill of the St. Anne Paper Company will be in production in April, 1927. with a daily newsprint capacity of 250 tons.

The Mead company now serves publishers with more than 1,600 tons of newsprint daily from five producing companies in the United States and Canada.



Growing Popularity Is Only Half The Story!

August, 1925 - - - 99,300 circulation
August, 1926 - - - 123,821 circulation

Five months' average, April to August, 1925..... 102,096
" " " " " " 1926..... 120,490

AN increase of 25% in average daily net paid circulation in a year's time is beyond a shadow of doubt, an indication of increasing popularity.

But that's only half the story!

Even more significant is the increase of 111,638 agate lines of local advertising for June, July and August, 1926, over the same period a year ago. For the local advertiser is a canny fellow with his nose to the grindstone and his eye on just one thing —RESULTS!

(During the same period both the Daily and Sunday American showed substantial gains in both circulation and advertising lineage.)

THE BALTIMORE NEWS now covers considerably more than half the homes of Baltimore. You can buy this coverage with the Baltimore News alone without being forced to take a Morning paper of largely duplicating circulation. *The Baltimore News in the evening covers more than half the city!*

THE BALTIMORE NEWS

THE BALTIMORE AMERICAN THE SUNDAY AMERICAN

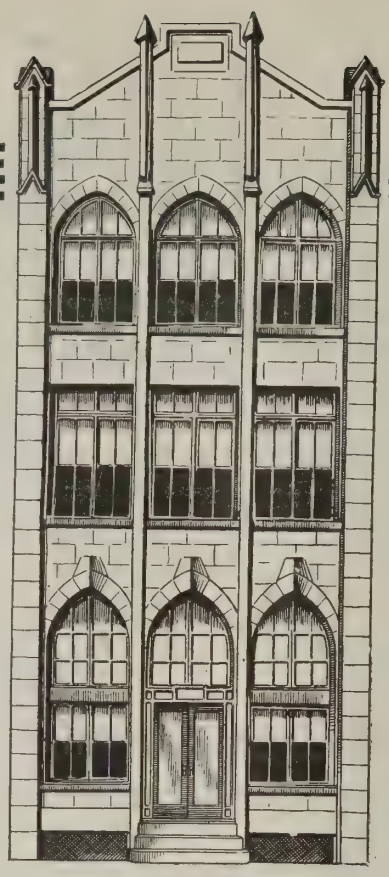
BALTIMORE, MD.

National Representatives

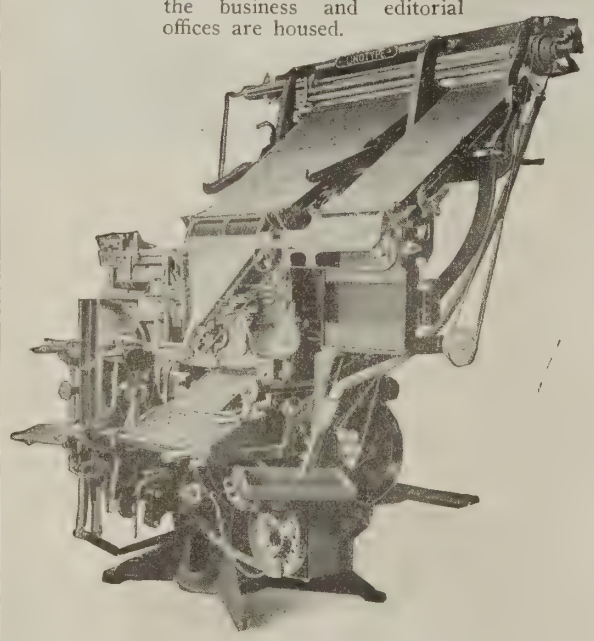
W. G. Hobson, 2 Columbus Circle, New York

P. E. Crawford, 913 Hearst Bldg., Chicago

Both under direction of James Dayton, New York Journal



The above illustration shows the front of the New Ledger home at 80 Bank Street, where the business and editorial offices are housed.



This illustration shows one of our new latest model multiple magazine linotypes, this being one of a battery of sixteen running double shift on the Ledger. Electric Heat.

The News
Presents New
A One Hundred Per
For Both Rea

SIX COLUMN



PAGE TWO THE NEWARK LEDGER, MONDAY, AUGUST 30, 1926.

POLA FAINTS AT "RUDY'S" BIER

CASKET OPENED FOR STAR AFTER 3,000-MILE TRIP

$3,500,000 Bank Merger Her

Cruelty to Canine Pets Is Decried

Pen Threatens

'Tiger' Says He May Write Again on Debt

LOVE OF FINERY BRINGS WOE TO HUMBLE HOME

In Merger

LATEST NEWARK DEAL LINKS 3 FINANCE FIRMS

Autos Cause Two Deaths Many Injured

Doctor Orders Trudy to Bed She Collapses

Petition Asks Abolition of Conscription

Mellon Visit Spurs League Talk Abroad

Jersey Man Found Dead; Police Probe

Fonck, Aide, Again Agree Not to Agree

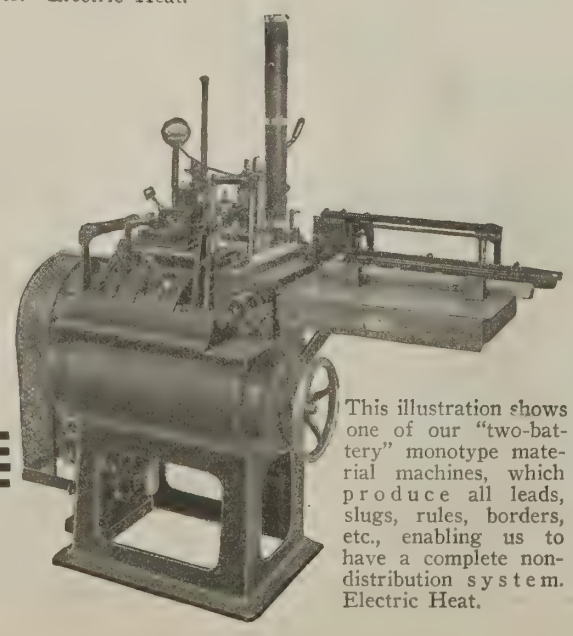
Seek Author After Wife Leaps from Car

Adam, Eve, in Museum

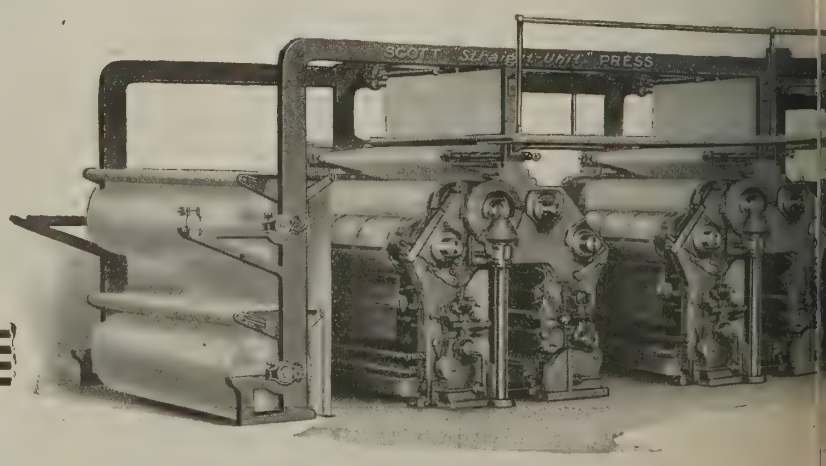
Germany Turns From Beer and Coffee to Cocoa

Gambling Dens of Monte Carlo Show Huge Gain

This illustration shows the six-column 260-line deep Ledger page, which is one-third larger than the "baby tabloid" and one-third smaller than the standard size page.



This illustration shows one of our "two-battery" monotype material machines, which produce all leads, slugs, rules, borders, etc., enabling us to have a complete non-distribution system. Electric Heat.



The illustration shows The Scott Underfed Octuple Press, consisting of column Ledger pages at a speed of 48,000 per hour. This is the largest

x Ledger
l Novel "SIX"
t Practical Tabloid
d Advertiser

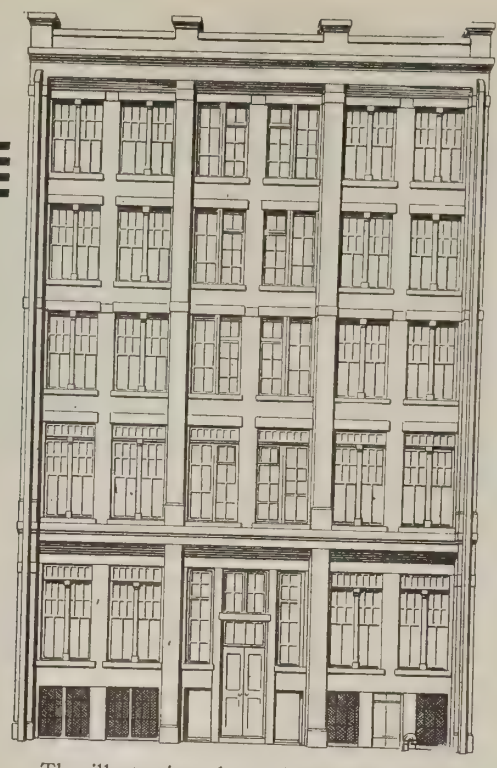
THE NEW Newark Ledger in 12-em six-column pages, 18½ inches deep, in our judgment, cures all the defects and eliminates all the handicaps of the "baby tabloid" on the one hand and the blanket sheet standard page on the other. This size page is the result of a long study and analysis of how to meet the present day reader demands in the face of numerous new competitions, and at the same time save the utility value of the standard size page for large display advertising.

The advertiser is trying to buy "reader-audience" and thereby establish a "customer-contact," and this cannot be done if numerous advertisements are packed upon top of one another running in a newspaper with numerous "sections" on weekdays—hence the magazine form of tabloid in the six-column size with the same picture make-up as the "baby tabloid."

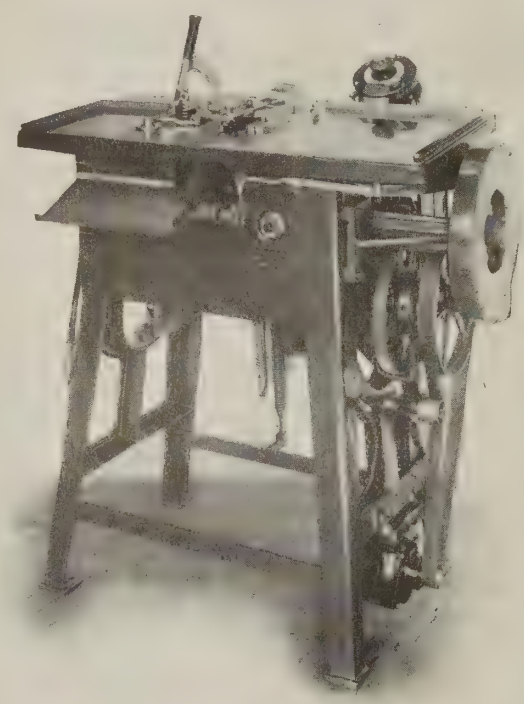
The Ledger's news treatment of Associated Press, local and sport news is the same as in the standard size paper, except for greater brevity, and pages two and three are made up in the same style as page "one" in the standard size paper, while the first and last pages are devoted to pictures after the fashion of the small tabloid, but the center double truck is reserved and regularly used for large display advertisements.

The Ledger was changed over to a five-column 17½ inch depth page last April in advance of our new equipment in response to a pressure for a tabloid picture paper in Newark that appeared to make further delay unwise. This change, without any circulation promotion whatever, has already resulted in a circulation increase of nearly fifty per cent in six months. Elsewhere in this issue will be found the story of the Why and How for the unique six-column 260-line depth page.

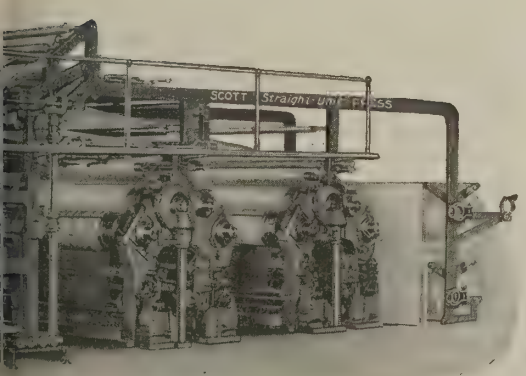
MEMBER OF ASSOCIATED PRESS—A. B. C.—A. N. P. A.
L. T. RUSSELL, *Publisher*



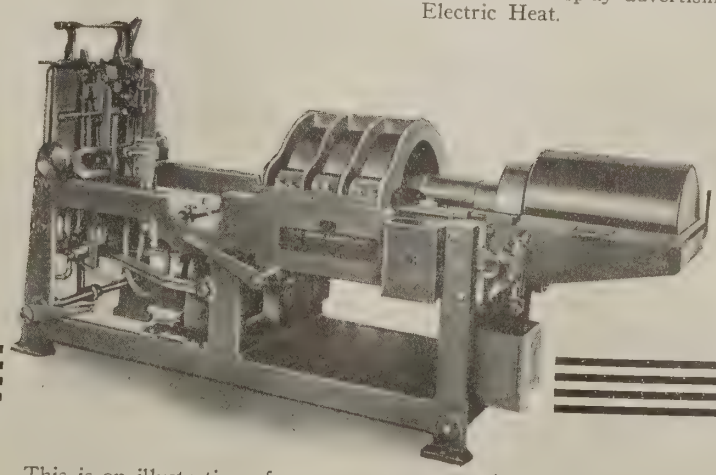
The illustration above shows the Campbell Street frontage of the Ledger's new home, in which all the manufacturing, receiving, delivering, etc., is done. The building runs through from Campbell Street to Bank Street and has a floor space of 35,000 square feet. Heated throughout by Oil-O-Matic.



This is an illustration of one of our "two-battery" Ludlow typographs just installed, which, together with our special linotypes, produce all the display advertising in the Ledger. Electric Heat.



two Folders capable of producing 64 six-er unit in square inches in use in America.



This is an illustration of our new pony auto plate made by the Wood Newspaper Machine Corporation.

EDITORIAL



Let the words of my mouth and the meditation of my heart, be acceptable in thy sight, O Lord, my strength, and my redeemer.—Psalms; XIX, 14.

MARSHALL BALLARD'S ACTION

SOME newspaper men may not agree with the method, but none can gainsay the effectiveness of Marshall Ballard's "direct action" to prevent an inconvenient and expensive street car strike in New Orleans, a few weeks ago. The company and its men were deadlocked and a strike seemed inevitable. The editor of the *Item-Tribune* knew the situation and regarded it as absurd. A little horse-sense was all that was needed to effect a reconciliation of the warring elements. Mr. Ballard decided that he would take a hand and by telephone he assembled the leaders of the men, their employers and the city's Commission Council and left his office to appear before them. Those who know Marshall Ballard can easily picture him at this conference. He would tell a good story. His smile would put the rival elements in good humor. Then he would pour out common sense, tell both sides to the controversy what asses they were making of themselves, point the futility of a deadlock on a minor issue and thus genially knock their heads together. That is what this editor did. The labor war was settled, then and there, and later Marshall Ballard received from the carmen a resolution of thanks. It was a good job for the disputants, the city and the newspapers.

One half-baked magazine commentor, reviewing these circumstances, says: "Most big-city editors would have 'played' the street-car strike to sell papers." Sell papers, bare of advertising? Encourage a transportation strike to create a heavy loss for the newspapers and the merchants of the city? Mr. Ballard acted for the public interest, but if he or any other big-city editor would consider only the selfish motive the last object would be to "sell papers" on account of a street car strike.

No better proof of the fact that great newspapers are founded on great individual characters has ever been offered than in the narrative of Adolph S. Ochs' career on other pages of this issue of Editor & Publisher.

JUDGE ON CONTEMPT

"THE freedom of the press is the most essential element in American liberty, and I fear the tendency on the part of some representatives of the judiciary to assume a too autocratic policy, muzzling the press at every turn, is a menace to the God-given rights of the people."

What radical enemy of the sacred ermine said this, do you suppose? Hold your breath—Frederick W. Houser, judge of the Appellate Court of California.

Judge Houser, in a statement recently published in his state, told of 20 years on the bench during which he had found newspaper men "willing at all times to co-operate in the interests of law, order and justice," and to respect the authority of the court. In view of his personal experience he said: "Only where deliberate malice on the part of a newspaper editor is shown, or in an instance where a grave injustice is being done, should any judge invoke the contempt penalty."

Excellent, but as the judge on the bench decides what is malice and what is justice, with himself as complainant and the newspaper man as defendant, why is it not a good plan to remove the case to another jurisdiction of equal rank and procure a decision from a judge who has no personal interest? If a citizen has a right to demand impartial jury trial, through the well-established principle of change of venue, why should he be denied when the charge is contempt of court and the presiding judge is pressing the complaint? We agree that an essential element in American liberty is involved.

Judge Houser made his remarks during a campaign in Humboldt county which resulted in the defeat, on the contempt issue, of the judge who recently sentenced to jail the editor of the *Humboldt News*. The incident indicates how the people feel regarding an autocratic judiciary.

Oil burner promoter who compelled a newspaper to re-run his advertising because a free publicity puff was "left out" is efficient at his job but slightly indiscreet in publishing his gloat for the wondering world to read.

PUGILISM AND PRESS

IN every normal person there is an instinctive energy which asserts the individual's superior powers, real or imagined. Absence of this instinct creates a blighted sense of inferiority, sometimes with serious mental and physical results. Exaggeration of the power instinct in man may have equally abnormal and harmful effects, but it sometimes characterizes the genius.

Assertion of physical superiority is a primitive instinct which man shares with the beast. As humanity slowly evolves from the savage state the insistent demand for recognition of power takes higher forms and there are satisfying outlets for the urge in the creation of wealth, social dominance, artisanship, leadership of every description. Any position in life that permits man to strut among his fellows represents sublimation of the primitive instinct which causes dogs and cats and healthy boys to bite and scratch and punch each other as a means of claiming mastery.

That the mass of humanity has not sufficiently evolved from the savage state to have lost instinctive love of dominance through physical force, although it may be vicariously expressed through champions, is at present conspicuously demonstrated by absorbed public interest in a prize fight. The Niagara of publicity that the daily newspapers of the country are offering to this event is the evidence. With pages of words and illustrations, transmitted by the most modern means of communication, with no thought of expense in the enterprise, American editorship is giving the reading public opportunity for complete saturation of the most primitive power instinct, and to the mass it is apparently as enjoyable as a mid-Summer bath in the sea.

Moralists meanwhile challenge the right of the newspapers to cater to the "low taste" of the reading public. They regard it as a throw-back to savagery. The fight and the excited, exaggerated and in instances synthetic newspaper promotion that forces it upon public attention, is viewed by reformers and indeed a very large number of sincere and thoughtful people as one of the most degrading spectacles of modern times. Behind the gaudy curtains the reporters are describing a foxy coterie of promoters and thick-necked principals will, in a few hours, satisfy their power instinct by raking in fortunes that the average man in normal pursuits may vainly strive for during a life-time.

From the purely commercial aspect it is a doubtful enterprise for the newspapers. It yields only temporary circulation, at terrific expense. In no true sense can the newspaper be charged with interest in this fight for selfish gain. The truth of the matter is that the fight is exploited in the press in exaggerated form to satisfy an important public demand. It classes with "entertainment feature," rather than "news."

The power instinct in man is vicariously gratified by this fight. As they gather for their noon-day meal working men, clerks, professional men, students, groups representative of every walk of life, learnedly discuss the prowess of the respective champions and make wagers on the result of the combat. They all *talk big*. When they are on the winning side of the controversy they are the heroes of their groups. To the psychologist this boastful talk, this doubling up of arms to illustrate the champion's blows, this excited battle of words represents an outlet for repressed emotions present in some degree in every human being, surviving the gradual climb of man from the cave. Furthermore it is valuable leaven for the wearisome humdrum of life. It compensates an infinite variety of what the modern psycho-analyst calls inferiority complexes. It is a temporary relief from the fear that beset everyone. While the puny ribbon counter clerk is in the attitude of Dempsey in the ring, he fancies himself a giant and fear of losing his job on Saturday fades from his mind. There is relief from the tedium in the lives of the untold millions who do not personally encounter many thrills, but satisfy the natural combat and power instincts by newspaper reports of the adventures of pugilists, speeders, explorers and daredevils who stand out in heroic mold in the minds of the legions of dull plodders.

In the view of advanced people who idealize civilization the prize fight is a degrading spectacle and the newspaper that reflects it realistically is a harmful social influence. To the practical editor, who bases his calculations upon well-established knowledge of the instinctive cravings of the mass of society, it is an event which offers opportunity for entertainment which is no higher or lower than the mental level of the great mass that craves it. To the psychologist the fight interest is an index of social development and among the least of the evil influences of the day with some positive elements of public benefit.

If you can't write a headline for it, it isn't news.

A GALLANT FIGHT

FOR more than six months the *New York Evening World* has been carrying on a notable crusade against crooked lawyers who, for years, have swarmed around the courts of the metropolis, victimizing scared and ignorant blunderers who have run afoul of the law and preying on criminal life with an instinct for viciousness that exceeds that of the clients. It has taken courage to make the fight, but the Evening World has kept it up day after day with first page revelations that have shocked respectable members of the community.

The crusade has brought about a number of needed reforms. One result is that an infamous bonding system is being reformed. Teeth have been put in criminal laws. Age old political mischief in relation to paroling prisoners has been stopped and only recently a law has gone into effect which provides life sentence for the habitual criminal.

Grateful readers of the Evening World have contributed thousands of communications expressing appreciation of this wholesale raid upon predatory lawyers and incompetent, or worse, public officials, but we have seen no resolution of thanks from the American Bar Association or the New York Bar Association. This fact is interesting and amusing for of all the critics of the newspaper press none are so persistent as the legal profession. The Evening World has demonstrated to a nicety that no house in professional America so aches for a clean-sweeping broom as does the domicile of the law. To hundreds of thousands, perhaps millions, of citizens, the legal system in this country spells injustice. All honor to a newspaper that has the courage and patriotism to fight that monstrous evil.

When an employe begins to use a newspaper as a stepping stone to some outside job the time has come to take the step.

NAILING A FALSE REPORT

FOR more than a year advertising interests rival to the newspaper have been circulating an underground report that department store space is not "pulling" as it did some years ago. Charles Mears, at his interesting advertising study conducted at Cleveland last week, revealed an authoritative report on the experience of 200 big department stores with newspaper advertising, finding an overwhelming proportion satisfied with results. We do not know what the complaints of the dissatisfied minority were based on, but it is apparent that if the majority of department stores find true values in newspaper advertising those who do not get satisfactory results might well look into their advertising methods to discover the sources of relatively poor success. Mr. Mears' report is valuable as it nails a destructive false rumor.

The wise publisher listens to all critics and wiseacres and goes about his business.

PERSONAL

WILLIAM MAXWELL AITKEN, Lord Beaverbrook, prominent Brit-h publisher, recently visited Portland, [e., on his steam yacht Miramichi, com-g from Canada where he has been ijoying a vacation. Accompanying him e Lady Beaverbrook, and their daugh-r, the Honorable Janet Aitken.

James M. Cox, publisher of the News ague of Ohio papers and the *Miami ily News,* with Mrs. Cox, returned is week from a tour of Europe.

S. B. Williams, vice-president of the neva (N. Y.) *Daily Times,* has re-ned from a vacation spent in mountain mbing in Washington.

John D. Bogart, publisher and editor the *Brockton* (Mass.) *Times,* has re-ned from a two weeks' vacation.

IN THE BUSINESS OFFICE

W. LAMONT, who has been con-nected with the national advertising partment of the *St. Louis Post-Dis-ch* in that city has been transferred the paper's Chicago office.

Walter H. Whitney, assistant business nager, *Quincy* (Mass.) *Patriot Led-*, is on his annual vacation.

Edward Gans, former general manager he *Fall River* (Mass.) *Herald* before *Fall River Evening News* was con-dated with the Herald, has left Fall er to become general manager of the aha (Neb.) *News.*

oseph Gesas has become assistant ertising manager of the *Burbank* l.) *Review.*

William Shields has been promoted to e manager of the *Brockton* (Mass.) *erprise* from superintendent of the posing room.

ohn A. Smith, for 20 years display rtising solicitor on the *Dayton* (O.) *ald,* has joined the Business Review of the Herald and Journal.

dward L. Hill, formerly assistant to president of the *St. Louis Globe-ocrat* and more recently with the son Company has been made general manager of the Kieselhorst Piano pany, St. Louis.

anklin D. Schurz, assistant to the dent of the *South Bend Tribune,* returned from a vacation at Lake waska, N. Y.

arles L. Fuller is the new treasurer he *Brockton* (Mass.) *Enterprise,* wing the death of his father and ler of the paper, A. H. Fuller.

W. Rich, brother of Endicott Rich, editor of the *New York Herald ne,* has joined the advertising staff e Herald Tribune.

N THE EDITORIAL ROOMS

PHEN DALTON, city editor of he *Brockton* (Mass.) *Enterprise* 18 and later managing editor of the *n Telegram,* has returned to the prise as assistant to Editor S. n Rich.

rold Goff, managing editor of the *Lake City Deseret News,* has been ted a member of the new Ameri-ution Committee of the Salt Lake Chamber of Commerce.

E. Calkins, formerly of the *Chicago ne* and Pacific and Atlantic Photos, returned to the *Rockford* (Ill) *ng Star* after spending a vacation old newspaper friends in the east. ncidently covering the New York ne to Mille Gade Corson, channel ner, for his paper.

lliam S. Allen, telegraph editor of *tchburg* (Mass.) *Sentinel,* is con-ng from a major operation.

h H. Soper, editor of the *Owaton-* Minn.) *Journal-Chronicle,* was grand cheminot of La Société des mmes et 8 Chevaux at the "grand nade" of the Minnesota "40 and 8" connection with the state Ameri-egion convention at Mankato.

k J. Williams, of Douglaston Park, L. I., special writer, attached to the financial office of the *New York Evening Post,* will leave Sept. 19, on a four weeks' trip to cover the American Bankers Association convention in Los Angeles and the Investment Bankers Association Convention in Quebec, Canada.

Capt. Thomas L. Haskell, veteran marine reporter of the *Portland* (Me.) *Press-Herald,* was slightly injured when he was knocked down by an auto truck recently.

Moulton Cobb, formerly of Cameron, Tex., has become city editor of the *Bryan* (Tex.) *Eagle,* succeeding F. D. Cuykendall, who has gone to Childress, Tex.

Larry Toole, who resigned from the *San Francisco Examiner* a month ago, is publishing "Game and Gossip" a resort paper at Del Monte, Cal.

Edwin Rose has succeeded Ben H. Stevenson as managing editor of the *Klamath Falls* (Ore.) *News.*

C. F. Lake, editor of the *Coulee City* (Wash.) *Dispatch,* is the new editor of the *Republic News-Miner,* succeeding Truman Brownlow.

Ellis O. Custer has succeeded Guy Stewart as editor of the *Tuckahoe* (N. Y.) *Eastchester Citizen-Bulletin.*

Prince M. Carlisle, former newspaperman in New Bedford, has joined the reportorial staff of the *Brockton* (Mass.) *Enterprise* as city hall reporter.

Lorin L. Arnold of the *Brockton* (Mass.) *Enterprise* staff and Mrs. Arnold have returned from a three weeks' vacation in Maine.

Lawrence Salter has joined the *Sioux City* (Ia.) *Journal* staff, succeeding Paul Weaver who has resumed his studies at the University of Iowa.

T. E. Brooks, formerly news editor of the *Altoona* (Pa.) *Tribune,* has been named managing editor of the *Rome* (Ga.) *News-Tribune,* succeeding R. H. Clagett resigned.

John Sweeney, city editor of the *Paterson* (N. J.) *Morning Call,* has returned after a three weeks' stay at Atlantic City.

Willard Keefe, formerly of the *Brooklyn Times,* is now doing "Night Clubs" for the *New York Morning Telegraph.*

Walter J. Fenton of the *New York Times,* and Mrs. Fenton are parents of a son born last week. Mrs. Fenton was Anne Dixon before her marriage, and a member of the *New York World* staff.

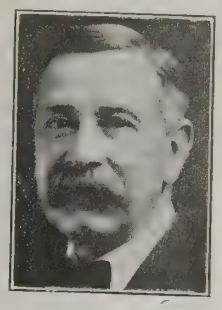
HOLDING NEW POSTS

JOHN J. CONLAN, from *Hollywood* (Cal.) *Press-Post,* to advertising staff, *Hollywood Citizen.*

Richard O. Gruver, from *New York American,* to staff, *Hartsdale* (N. Y.) *Herald.*

FOLKS WORTH KNOWING

TO James A. Robinson, member of the staff of the *Durham* (N. C.) *Morning Herald,* goes the distinction of being the oldest living member of the North Carolina Press Association, in point of membership, although not in age. He joined the association in 1874 and has served as president, vice-president, secretary, historian, poet and executive committeeman.



JAMES A. ROBINSON

Writing for the Morning Herald, Mr. Robinson is known as "Old Hurrygraph" and has created a large public for himself throughout the South.

At 15, he started in the business as printer's devil in the office of the *Piedmont Virginian,* receiving $10 a month as pay. Since then he has worked as journeyman printer for the *Milton Chronicle,* publisher of of the *Oxford Torchlight,* publisher of the *Winston Leader* and *Goldsboro Argus,* and editor of the *Charlotte Daily Chronicle.*

Mr. Robinson founded the *Winston Leader* in 1879 and also the *Durham Daily Sun* in 1888, which he published continuously for 23 years.

Daniel Hickey, from city hall reporter, *Brockton* (Mass.) *Enterprise,* to staff *Shoe Retailer Magazine.*

David McCord, from staff, *Springfield* (Ill.) *State Register,* to editorial staff, *Fitchburg* (Mass.) *Sentinel.*

George Davis, from managing editor, *Guthrie* (Okla.) *Leader,* to editor, *Stillwater* (Okla.) *Democrat.*

Sam Behler, from press foreman, *Kansas City Star,* to *Chicago Herald-Examiner* composing room.

John P. Brady, from *Brockton* (Mass.) *Enterprise,* to editorial staff, *Bridgeport* (Conn.) *Telegram.*

CHANGES OF OWNERSHIP

ELMA (Wash.) CHRONICLE, has been purchased by Roy Rosenthal from Frank Jacobs. Mr. Rosenthal is also editor and publisher of the *Montesano Vidette.*

Palo Alto (Ia.) *Reporter,* has been leased by C. F. Mayne to Warner Bros., who took possession, Sept. 1.

Arlington (S. D.) *Sun,* has been acquired by H. A. Sturges, who a few months ago sold his *Beresford* (S. D.) *Republic* and planned to retire.

(*Continued on page* 30)

Four Out Of Five

new illustrated news mat and feature services offered during the past year have already withdrawn from the field, unable to stand the tremendous cost of the production of a daily news mat service.

Central Press

would have to go too were it not for the more than FOUR HUNDRED newspapers from coast to coast who recognize in Central Press the biggest value in the syndicate market today and by their loyal support make possible its continued growth and expansion.

Seventeen years old—and the fastest growing service in America, specializing in the achievement of its promises.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Editor and Manager

THE ELLA CINDERS COLORED COMIC PAGE

Is Certainly Off to a Good Start

Starting with the first release of Sept. 19 the page has *already* been taken by papers on each coast, on the lakes, on the gulf and in between.

In page or strip (each independent, but each feeding into the other), ELLA IS A DEAD SURE WINNER.

ASK ANY USER

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager — *Earl J. Hadley, Associate*

150 Nassau St., New York City

(*Continued from page 29*)

Jesus N. Jiminez, has leased from B. the Hoyos and become the managing editor of the *Oxnard* (Cal.) *La Voz de la Colonia,* the only Spanish language newspaper in Ventura county.

Mark E. Moe, for the past year connected with the *Rainier* (Ore.) *Review,* has purchased the *Vernonia* (Ore.) *Eagle.*

Mrs. Florence Canaday, has bought from Guy Hughes the *Halfway* (Ore.) *Pine Valley Herald.*

Lester Ingold of McPherson, has bought the interests of Marion Krehbiel and Aubrey Hale in the *Hillsboro* (Kan.) *Star.* He will be associated with Theodore Harms in publication of the paper.

O. A. Porter, who has just established the *Jefferson County Standard,* a weekly at Jefferson City, Tenn., has also purchased the *Dandridge Star,* another weekly.

H. G. Hull of Tyler, has leased the *Forney* (Tex.) *Messenger* from W. L. Rohde.

Ed Gaston, former editor of the *Okemah* (Okla.) *Leader,* has purchased the *Weleetka* (Okla.) *American.*

Don H. Philips, has bought from Mr. and Mrs. Sam Lewis the *Calaveras* (Cal.) *Weekly Citizen.*

J. M. McCune, has bought from the Greene estate the *Colusa* (Cal.) *Sun.*

Monterey Park (Cal.) *Tribune,* has been bought by C. C. Meginnes of San Gabriel and C. E. Sievers of Los Angeles. M. G. Watkins was the former owner.

F. J. Wheeler of Walla Walla, Wash., has bought from Twiford, Kingsford & Kingston the *Millon* (Ore.) *Eagle.*

Ben H. Lyle is the new owner and editor of the *Ulysses* (Kan.) *Grant County Republican.*

Walt Neibarger, formerly with the *Eskridge* (Kan.) *Independent* and the *Manhattan* (Kan.) *Daily Mercury,* has bought the *Tonganoxie Mirror* of B. C. Williams.

MARRIED

EMERSON G. SMITH, city editor of the *Ponca City* (Okla.) *News,* to Miss Lillian Bell, society editor of the News, in Salina, Kan., recently.

Carroll P. Streeter, farm editor of the *Cedar Rapids* (Ia.) *Evening Gazette* to Miss Beulah K. Swihart of Newton, Ia., Sept. 4.

Wilbur Walter Johnson, advertising manager of the *Appleton* (Wis.) *Post-Crescent,* to Miss Bonnie Cox of Champaign, Ill., at the home of the bride's parents, Sept. 7.

J. D. Gortatowsky, manager of King Features Syndicate, Inc., to Miss Sadye Overand, of Covington, Ky., in New York, Sept. 13. They have sailed for Europe where they will spend their honeymoon.

Richard Brooks Dolbeare, son of Harris M. Dolbeare, publisher of the *Wakefield* (Mass.) *Daily Item,* to Miss Alice Elizabeth Preston of Wakefield, in Wakefield, Sept. 1.

SPECIAL EDITIONS

GUATEMALA (Domingo) DIARIO DE GUATEMALA, special Progress edition of eight sections, Aug. 15.

Corpus Christi (Tex.) *Caller,* 114-page special edition commemorating the opening of the new port of Corpus Christi.

Ada (Okla.) *Evening News,* 56-page Fashion edition, Sept. 12.

Norristown (Pa.) *Times Herald,* 76-page Sesqui-Centennial edition, Sept. 14.

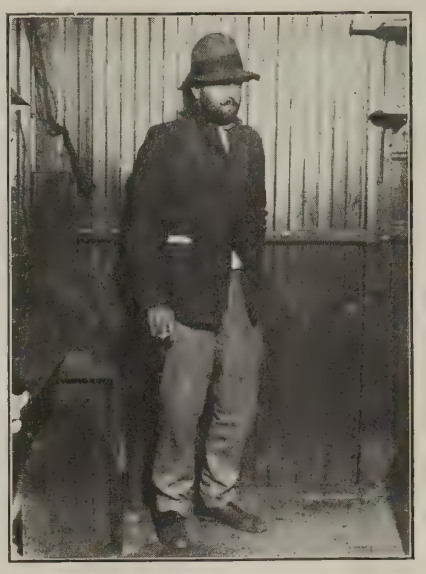
Port Angeles (Wash.) *Evening News,* 76-page Industrial edition, Sept. 7.

Los Angeles Evening Express, Welcome Home to the Fleet edition, Sept. 1.

New Bern (Ind.) *Adams County Witness,* 120-page magazine style Souvenir edition, Sept. 3.

Ketchikan, (Alaska) *Chronicle,* 48-page special Fisheries edition.

POSED AS TRAMP TO ENTER SOMERVILLE, N. J., JAIL



Unshorn and unkempt, Henry M. Paynter, reporter for the *New York Daily Mirror,* posed as a drunken tramp to gain entrance to the Somerville, N. J., jail, to discover whether Henry Carpender and Willie Stevens, held without bail in the Hall-Mills slaying, are being accorded any unusual privileges by authorities. After creating a disturbance on the street, he was sent to the jail for 10 days by a local judge. The photograph shows him in his tramp disguise.

Owatonna (Minn.) *Journal-Chronicle,* fourth annual Steele county fair and Southern Minnesota exposition section, Sept. 3.

WITH THE SPECIALS

BRIDGETON (N. J.) Evening News has appointed New Jersey Newspapers, Inc., Harvey C. Wood, president, as its national representatives.

M. C. Mogenson & Co. national newspaper advertising representatives, have just been appointed by E. B. Ault, publisher of the *Seattle* (Wash.) *Union-Record* to represent that newspaper nationally.

PRESS ASSOCIATION NOTES

E. A. AYERS, has been appointed Boston correspondent for the Associated Press to succeed F. E. Williamson, resigned. Mr. Ayers first joined the A. P. in 1920 at the New York office, later becoming the night editor. Since 1922 he has been in charge of the bureau at Harrisburg, Pa.

Don Q. Riddle, formerly with the United Press at New York and abroad, more recently in charge of Baylor University department of journalism, has joined the Country Club Estates, Houston, as advertising manager.

Clyde Knox has resigned as head of the Associated Press Bureau in Toledo to read copy on the *Toledo Blade* rim.

NEW PLANTS AND EQUIPMENT

DODGE CITY (Kan.) DAILY GLOBE, has moved into a new home.

Edmonton (Alta.) *Journal* is preparing for the erection of a five-unit Hoe balcony type press. Three units were shipped the last week in August.

Washougal (Wash.) *Record* has installed a new typesetting machine.

Toledo (Wash.) *Observer,* has a new linotype.

Taylor (Tex.) *Daily Press,* which soon will move into a new home, has also purchased new printing machinery.

Recent shipments from the New York plant of R. Hoe & Co., Inc., include a standard-pattern unit-type sextuple press to the *Schnectady Union Star* and a 16-page double width intaglio press with a double magazine type folder.

NEW PUBLICATIONS

N. E. PHILIPS is starting a new weekly at Live Oak, Cal., called the *Reporter.*

The *Cleo Springs* (Okla.) *Review,* has started publication, with Al Mathis editor and publisher.

J. E. Davies, has started the publication of the *Tribune,* a weekly, at Walport, Ore.

ASSOCIATIONS

DANVILLE (Ill.) ADVERTISING CLUB opened its fall season with George K. Logan, newly elected president, in charge of the meeting. Miss Phyllis E. Taylor, Chicago, production manager for the Standard Corporation, was speaker at the first luncheon meeting. Three such meetings will be held each month, with the monthly sessions the first Monday night of each month.

More than 300 members of CROSSCUP-PISHON POST, AMERICAN LEGION, composed of Boston advertising men, held their annual outing at Swampscott Sept. 11. Besides field sports and a golf tournament, a dinner followed by a ball comprised the entertainment.

Third annual convention of the WINDOW DISPLAY ADVERTISING ASSOCIATION will be held at the Hotel Pennsylvania, New York, Oct. 5 to 7 inclusive.

DAVENPORT (Ia.) ADVERTISERS' CLUB has announced a church emphasis advertising campaign which will be financed by a $5,000 budget and conducted along lines adopted last year. The Rev. B. F. Martin, member of the club, announced the project this week and will again be in charge of the work.

A pictorial history of Tulsa will be one of the features of the special souvenir program for the Seventh District Advertising Clubs of the INTERNATIONAL ADVERTISING ASSOCIATION convention to be held in Tulsa Oct. 10-12. Clubs from Kansas, Missouri, Arkansas, Louisiana and Texas comprise the district.

Meetings of the WESTCHESTER COUNTY WEEKLIES, ASSOCIATED, will be resumed on Monday, Sept. 20, at White Swan Inn, White Plains, N. Y. President Thomas M. Kennett, of the *Pelham Sun,* will preside.

Fall convention of the UTAH STATE PRESS ASSOCIATION will be held at the Western Newspaper Union building in Salt Lake City, Oct. 8 and 9. Prizes for excellence in newspaper production will be awarded on the advice of a special committee. Four business meetings will be held.

Mid-winter meeting of the OZARK PRESS ASSOCIATION will be held in Joplin, Mo., the second week in March. The annual election of officers will be held then. F. L. Stufflebaum is president.

C. H. McNay, editor of the *Butler* (MO.) *Republican Press* and president of the CENTRAL MISSOURI PRESS ASSOCIATION announces the mid-winter meeting of that organization will be held in February. The time and place will be announced later.

SCHOOLS

FRANK O. MARTIN, formerly of Texas A. & M. College, has been appointed head of the department of journalism at Trinity University, Waxahachie, Tex. Martin has worked on the *Dallas News* and other papers.

The Missouri Student, a new publication of the school of journalism, University of Missouri, has made its appearance. It is an 8-page weekly financed by the board of curators of the university. Each student receives a free copy. Fred May, St. Joseph, is editor, Fletcher Hubbard, Columbia, son of S. Hubbard, executive secretary, Missouri Press Association, associate editor with Jean Bradshaw, chairman of the board of control and Franklin Boyer, St. Joseph, Sara Ann Wheeler, Columbia, John McCune, Bowling Green, and William Ziegler, Mississippi, members.

FLASHES

The schoolboy who wonders why he has to study decimal fractions gets the answer when figuring baseball percentages.—*Indianapolis Star.*

Advertising accorded a Philadelphia woman who held 13 spades in a bridge game led to seven offers of matrimony. They probably thought they could get her hand in marriage.—*Little Rock, Arkansas Gazette.*

"Maniac, refused loan, bombed Pittsburgh bank." Our banker will please take note.—*Asheville Times.*

Headline writing will become a joy in 1928 if Al and Cal are the opposing candidates.—*John R. Wolf, in Milwaukee Journal.*

Calling it a "world series" must impress the world as an example of typical American modesty.—*Baltimore Sun.*

One satisfied advertiser writes: "I had a gas stove to sell and sent an ad to the paper. The stove was sold several hours before the paper was printed."—*New York American.*

A Frenchman is attempting to prove that Adam was a Frenchman. Judging by the swiftness of his fall, he might have been their first Premier.—*Punch.*

And sometimes when a candidate is fairly itching for office the people accommodatingly scratch him.—*Savannah News.*

In Denver a man recently claimed to be Napoleon, but a clever report quickly proved that he was an imposter.—*Florence* (Ala.) *Herald.*

With twenty wives with him in his exile Abd-el-Krim hardly will miss the war in Morocco.—*Cincinnati Enquirer.*

The Girl in the Second Cabin

By E. J. RATH

New Serial in 30 Daily Installments

Sprightly Romance
By the Author of
"THE NERVOUS WRECK"



LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, P.

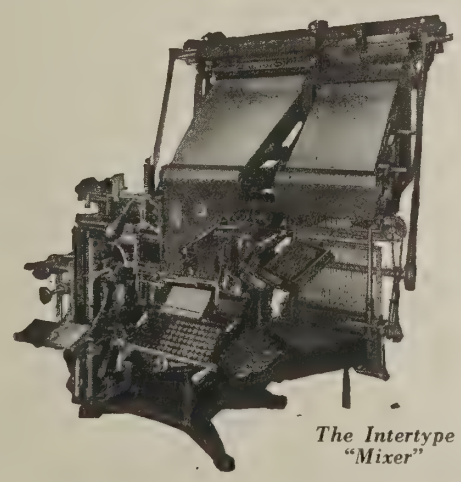
NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE

4 Stops in 64 Hours

On a New Intertype "Mixer"

HERE'S another letter about the wonderful distributor mechanism on the Intertype "Mixer"—

> "For the eight regular eight-hour night shifts ending this morning (July 20), the 'Mixer' distributor stopped but four times, an average of once in sixteen hours. In two of these stops the natural friction of new matrices simply exceeded the belt pull, slipping it off, the mats dropping properly after replacing the belt. So really we have had *only two matrices in eight days that stopped the distributor,* and they were at channel entrances, no stops whatever occurring in the distributor box itself or in the shifting mechanism."—*Decatur (Illinois) Herald.*



The Intertype "Mixer"

Fewer distributor stops—time saved—more production! All due to a typical Intertype simplification of an important mechanism. In another mechanism—the escapement on the three-magazine Intertype—910 moving parts were eliminated. More time saved in the composing room!

There are more than thirty profit-making Intertype features.

Write for "Profit-Making Intertype Features" and other Intertype literature. If you wish to see our near-by sales representative, please so state.

Standardized
INTERTYPE
TRADE MARK

INTERTYPE CORPORATION, 1440-A BROADWAY, at 40th Street, NEW YORK

CHICAGO MEMPHIS SAN FRANCISCO BOSTON LOS ANGELES TORONTO

INTERTYPE LIMITED—LONDON, ENGLAND

BUILDING NEWSPAPER CIRCULATION

"No Money; No Paper" Policy of Washington (Pa.) Observer—Making Use of Students as They Return to School—German Paper Advertises for Circulation in English Dailies

"NO money; no paper" is the policy followed by the *Washington* (Pa.) *Observer,* which, according to W. P. Wilson, circulation manager, has enabled his paper to maintain a mail circulation of 8,000 on a 100 per cent cash in advance basis.

"Two weeks before a subscription expires the subscriber receives a circular calling his attention to his expiration date," Mr. Wilson explained. "If his cash and order to continue the paper are not in our office upon the day of expiration his paper is discontinued and the name taken from the mailing galley. No subscriber receives more than two papers after his paper expires and very often it is stopped on the exact date. We seldom receive a complaint because the paper was discontinued but we do get many letters commending our system of quitting the paper upon its expiration.

"In marking the mailing lists for expirations no attention is given the name, but the blue pencil falls heavily without fear or favor on the date that is no longer alive. These 'Expired' subscribers, however, are not forgotten and in order to get them back into the cash in advance list again a letter reaches them, and this followed by another if the first is not successful. If the letters fail a solicitor will call in due time and in this way but few are lost.

"A newspaper, to demand a clean cash in advance list, must be well balanced for the field in which it circulates. It must contain the world news as well as cover its local field."

The *Rockford* (Ill) *Morning Star* has hit upon a good-will builder and editorial aid in the form of a Junior Star Press Club consisting of high school boys interested in journalism who are called upon to aid the Star in editorial work, particularly in news of the schools, athletics and in boys' outside activities. By getting a certain number of inches of news printed in a specified time the boys are open to the privileges of the club which include a long motor bus trip through several states each year, camping trips, dramatic activities, singing groups and the like. The club has also proved a good source for future full-time editors.

Another instance of good school student cultivation is shown in the success of the Junior Pantagraph, established three months ago for readers of the *Bloomington* (Ill.) *Pantagraph* between the ages of 6 to 14. Interest has been so marked that announcement has been made of the organization of a new "newspaper," the High School Pantagraph, which made its initial appearance Sept. 13 for readers of 14 to 18 years of age. The Junior Newspaper has enrolled 3,500 grade school pupils with weekly registration increasing until 75 towns and cities in the Pantagraph area are now included. More than 1,000 youthful readers have won their club emblem. The High School Pantagraph will be organized along the same lines, for literary and artistic endeavor of Central Illinois high school pupils.

The *Westliche Post,* a German language daily newspaper in St. Louis, is now using 200-agate line copy in English language daily newspapers in Nebraska and Iowa, as a circulation builder and with excellent results. The purpose of the campaign of five insertions is to solicit the subscriptions of the German-reading public of those states who for years had been reading the *Omaha Daily Tribune,* which recently was converted into a thrice-weekly publication.

"Keep on Reading a German Daily Newspaper," stated the advertisements, adding that the Westliche Post is the only American daily and Sunday printed in the German language, west and southwest of Chicago. It pointed out that the Westliche Post carries full Associated Press news, and suggested that the readers of German should read the daily news in the language they understand best. A coupon requesting free sample copies appeared at the bottom of the advertisements.

It is believed that this is the first time that a German-language newspaper has ever advertised in an English language newspaper for subscriptions. The campaign is being handled by Nelson Chesman & Co., St. Louis, and the following papers are being used:

Nebraska: *Grand Island Independent, Beatrice Sun, Columbus Telegraph, Fremont Tribune, Hastings Tribune, Lincoln State Journal, Kearney Hub, Nebraska City Press, Scott's Bluff Star Herald.*

Iowa: *Des Moines Register, Council Bluffs Non-Pareil.*

Three hundred newsboys who serve the *Atlantic City Daily Press, Sunday Press* and *Evening Union,* got a thrill the other day when they met Jack Dempsey, world's heavyweight boxing champion.

The occasion was a boxing tournament staged under the direction of Lloyd Lippincott, circulation manager for the Press-Union Company, in which all the boys participated. Victors in the various classes were awarded watches and Jack Dempsey was called upon to make the presentations. The champion had been amused by the newsy bouts which were staged on the grounds where he is training for his battle with Gene Tunney

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The *Salt Lake City Deseret News,* oldest intermountain newspaper, is conducting a subscription contest in which 12 automobiles will be given away, ranging from Packards to Chevrolets, inclusive. Other prizes will include eight radio sets and cash. The contest began Sept. 7 and closes Nov. 20. No Salt Lake City newspaper has conducted a campaign of this kind for many years.

The *Wallingford Hill Outlook,* a small community newspaper in the Pacific northwest has community writers for as well as readers of its weekly edition. Red news boxes are placed in strategic locations and the public is urged to deposit news tips in them. The boxes plainly labelled and flashy in color are placed in drug stores, women's shops, grocery stores and other places of business.

Regular features which appear in the *Chicago Daily News* are being promoted through the medium of a novel contest, "The Parade of the Features," in which 556 cash prizes totaling $3,000 will be awarded. Twenty-four important features, selected as fairly representative of all the features appearing in the News, are being taken in turn from their usual positions and "paraded" on page 1. Large cash prizes are offered for the best letters commenting on the various features

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L. A. Morris, circulation manager, of the *Chattanooga Times,* has just installed Read-Wyl-U-Ryd boxes in a street cars in Chattanooga. This has increased the street sales about 20 per cent, he states.

The Times is also using travel accident insurance policies in circulation promotion.

TO PROBE CIRCULATION

A newspaper circulation clinic is scheduled to form part of the program of the convention of the Association of National Advertisers to be held in Atlantic City, Nov. 8-9-10. Publishers will be called on to explain methods used in gaining readers, and to tell of the class of readers in their territoires. In previous conventions, the advertisers have discussed magazine and agricultural paper circulations.

"LADDIE BOY" AT SESQUI

The statue of "Laddie Boy" the late President Harding's Airdale, cast from 19,314 pennies contributed by newsboys in all parts of the country is now being exhibited at the Sesqui-Centennial Exposition.

OHIO WEEKLY NOW DAILY

The *Pomeroy* (O.) *Tribune,* formerly a weekly, began publishing as a daily with an Associated Press membership Sept. 13. Theodore Ebersbach is publisher.

The Advertisers' Weekly

in its issue of September 4, 1926

refers to "the interesting fact that in the ranks of distinctly class evening papers the *Boston Transcript* is practically the only survivor of its kind among the large cities of the country. . . .

"Nevertheless the *Transcript* has not only gone on in its unique career but has steadily increased in prominence and prosperity, a monument to the influence of Boston's discriminating public as well as to the high intelligence of the paper's management."

Bearing out this statement the Transcript's gain for the first eight months of 1926 was:

142,357 lines of Local Advertising
246,350 lines of National Advertising

A Quality Article Endures

Boston Evening Transcript

Established 1830

Highest Ratio of BUYERS to Readers

National Advertising Representatives

CHARLES H. EDDY CO.
Boston New York Chicago

R. J. BIDWELL CO.
San Francisco Los Angeles

A SIMPLE MATTER OF ARITHMETIC

A GOOD PRODUCT

plus — Sales Effort
plus — A Rich Market
plus — Thorough Coverage
plus — Intelligent Advertising

Equals—INCREASED BUSINESS for YOU!

Mr. Manufacturer:

You have the product and the ability to make the sales effort

WEST TEXAS is one of the richest PRIMARY MARKETS OF THE NATION

THE FORT WORTH STAR-TELEGRAM AND RECORD-TELEGRAM

offers a thorough coverage of this market with net paid circulation

OVER 120,000 DAILY OR SUNDAY

reaching over 1,000 towns throughout West Texas, with more circulation in that area than any other three or four papers combined.

THE RESOURCES OF WEST TEXAS are more diversified than you will find in any other territory. The MAJOR industries include cotton, grain, livestock, feedstuffs, wool, oil, etc. The production of this market puts approximately A BILLION AND A HALF DOLLARS INTO CIRCULATION EACH YEAR.

Quoting
Salesmanagement,
July 10, 1926.

FT. WORTH, TEXAS

Best wheat and oat crops in years insure good late summer business in Ft. Worth section. Estimated value of the crops is $60,000,000, which will be in circulation by August 1. Building permits in Ft. Worth for first six months of 1926 exceed entire year of 1925. Oil developments described as "feverish," due to opening of new fields, demand for gasoline and high price of crude oil. W. E. Connell, president First National Bank, writes, "Taking it all around, I have not seen business conditions as good in this territory for several years as they are at this time." Sales managers should develop this territory intensively this summer and fall.

SOLVE THIS PROBLEM OF ARITHMETIC by planning your advertising and sales campaigns to include WEST TEXAS and of course, the

FORT WORTH STAR-TELEGRAM (EVENING)

Fort Worth Record-Telegram (MORNING)

FORT WORTH STAR-TELEGRAM

and Fort Worth Record

(SUNDAY)

Largest Circulation in the South

AMON G. CARTER
President and Publisher

Charter Member
AUDIT BUREAU OF CIRCULATIONS

A. L. SHUMAN
Vice-President and Adv. Director

WITH THE GENERAL ADVERTISERS

Ralph Starr Butler Named Advertising Manager of Postum Cereal Company, Inc.—Frigidaire Corporation Formed—"Kid Boots" Candy on Market

RALPH STARR BUTLER has been appointed advertising manager of the Postum Cereal Company, Inc., it was announced this week. He will join the organization Sept. 20, making his headquarters in the main office of the company, the Postum Building, 250 Park avenue, New York.

Mr. Butler has served as vice-president of the Association of National Advertisers. He was formerly associated with the United States Rubber Company and more recently was advertising manager of the Devoe & Raynolds Company, Inc., New York. At one time he was teacher of advertising and marketing in New York University.

Due to the consolidation of Igleheart Brothers, Inc., Evansville, Ind., with the Postum Cereal Company, Inc., the advertising activities are being combined under the direction of the advertising department of the Postum Cereal Company, New York.

Coincident with this new arrangement, the advertising agency of Young & Rubicam, New York City, will assume the placing of the Igleheart Brothers advertising.

All business placed prior to this date by the Mitchell-Faust Advertising Company, Chicago, for insertion in issues dated not later than March 31, 1927, will be handled by that agency and billing should be made to the Mitchell-Faust Advertising Company.

A new General Motors subsidiary, Frigidaire Corporation, has been incorporated under the laws of Delaware, to take over distribution and sale of electric refrigerators manufactured by the Delco-Light Company. This subsidiary has been created to segregate the electric refrigerator from the electric light plant business of the Delco-Light Company.

Permanent officers and directors of Frigidaire Corporation will be practically the same as those of the Delco-Light Company, which is headed by E. G. Biechler, president and general manager, with headquarters at Dayton.

"Tremendous growth of the electric refrigerator industry and encouraging prospects for the future of this business, makes separation of the two enterprises desirable," said A. P. Sloan, Jr., president of General Motors.

The Delco-Light Company will continue to manufacture and sell electric farm light and power plants and water pressure systems.

Frigidaire and Delco-Light manufacturing operations are to be completely separated under the plan announced. Delco-Light will be provided with new factory space, leaving Frigidaire the present plants with 53 acres of floor space in use and under construction. When new buildings are completed Frigidaire will have a capacity of 50,000 electric refrigerators a month.

Newspaper schedules will be released within the next few weeks by Edwards, Ewing & Jones, New York advertising agency, for "Kid Boots," a new candy bar manufactured by Minter Brothers.

The name of the F. Mayer Boot & Shoe Company has been changed to F. Mayer Shoe Company, effective as of September 1, 1926.

The change of name does not affect the company in any other way whatsoever. It will remain under the same management and conduct its affairs in the same manner as heretofore. Olson and Enzinger, Inc., of Milwaukee, will continue to handle the advertising.

Newspapers in eastern cities are being used by the Flako Products Corporation of New Brunswick, N. J., manufacturer of Flako pie crust and jiffy gems. The account is handled by Edwards, Ewing & Jones, New York.

The account of Ferranti, Inc., manufacturer of radio transformers, is now being handled by Evans Kip & Hackett, Inc., New York advertising agency.

The National Tea Company reports sales of $34,641,427 in the eight months ended Aug. 31, against $30,033,464 during the same period last year.

LIBRARIANS TO MEET

Movies of Public Ledger Library to Be Shown at Atlantic City

The Special Libraries Association will hold its eighteenth annual conference at Atlantic City, Oct. 4 to 7.

William Alcott, librarian of the *Boston Globe* and chairman of the Newspaper Group has arranged an unusually interesting program, one of the main features of which will be a motion picture showing the library of the *Philadelphia Public Ledger*, in action. Efficiency under high pressure in a newspaper library will be demonstrated. Joseph F. Kwapil, librarian of the Ledger, will be present to answer any questions that may be aske

The Advertising Group, of whi Frederick A. Mooney, librarian of t Dennison Manufacturing Company, chairman, also has arranged a progra of interest.

The conference of the Special Libr ries Association is being held jointly wi American Libraries Association whi joint conference has been linked with t Sesqui-Centennial Exposition. An e hibit at the Sesqui shows library pro ress and its influence during the pa 50 years in America.

Daniel N. Handy, librarian of the I surance Library Association, Bost Mass., is president of Special Librari Association.

A New and Distinctive Typeface

LUDLOW CAMEO

This beautiful new typeface was designed and the punches were cut in our own plant by our own type designers and punch cutters.

Among the striking features of Cameo are the following:

1. Its strength and character as a quality typeface.

2. Its unusual luminosity resulting from striking contrasts in weight of related elements.

3. It is strictly new. In general outline it is based on Ludlow Caslon, modified to meet the requirements of a shaded letter of this type. Its Caslon influence together with its other striking features combine in giving to Ludlow Cameo its attractiveness, distinctiveness and strength.

Ludlow Typograph Co.

2032 Clybourn Avenue, Chicago, Illinois

San Francisco: Hearst Building, 5 Third Street
Atlanta: Palmer Building, 41 Marietta Street

New York: World Building, 63 Park Row
Boston: Cummings Building, 261 Franklin Street

This Advertisement was set in the following Ludlow typefaces: 24 and 36 point Cameo, 6 and 14 point Caslon Light with Elrod rule borders.

"All The News That's Fit To Print"



The new home of The New York Times which has in the pressroom 60 Hoe 16-Page Press Units, the majority of them superspeed.

1851—1926

THE NEW YORK TIMES is celebrating its Seventy-Fifth Anniversary, seventy-five years of achievement that have made it one of the most dominant newspapers of the world.

It is fitting that a newspaper of such eminence should demand the best of machinery for the production of its daily output and in The Times pressroom there are sixty Hoe 16-Page Press Units, the majority of them of Superspeed design.

The Sunday Rotogravure Supplement of The Times is renowned the world over for its excellence as a work of intaglio printing as well as for its excellence as a newspaper supplement. This supplement is produced on twelve Hoe Intaglio Presses.

Hoe machines are printing today the great majority of the prominent daily newspapers and magazines throughout the world

R. HOE & CO., INC. NEW YORK & LONDON

NEW YORK LONDON DUNELLEN CHICAGO BOSTON

ADVERTISING AGENCY AFFAIRS

A.A.A.A. to Fete Publishers Attending Chicago Conventions in October—Seemeyer Made Production Manager of Fred M. Randall Company—Kiernan Adds to Radio Department

INVITATIONS will be issued shortly from offices of the American Association of Advertising Agencies, inviting publisher members of the Audit Bureau of Circulations to attend a luncheon to be given in Chicago, Oct. 21. Henry D. Sulcer, president of the Vanderhoof Company, Chicago, will preside at the luncheon, and Roy Durstine, of Barton, Durstine & Osborn, New York, and association president, will be one of the speakers.

Theodore Seemeyer, Jr., has been appointed assistant production manager of the Fred M. Randall Company, New York.

John K. Rich, formerly connected with Blackett & Sample, Inc., Chicago advertising agency, has recently joined Joseph Richards Company, Inc., advertising agency of New York. Mr. Rich at one time was advertising manager of Wilson Brothers, Chicago, haberdashery manufacturer.

Hugh M. Smith has been named head of the radio department of Frank Kiernan & Co., of New York. Mr. Smith during his 17 years in advertising and merchandising has specialized in the electrical and radio field.

He has directed the advertising campaigns for the Weston Instant-Change Radio Plug, manufactured by the Weston Electrical Instrument Company, Newark, N. J., and for "Amperite," manufactured by the Radiall Company of New York.

J. R. McKinney has joined the McLain-Simpers Organization, Philadelphia, as art director. He was formerly with Van Name & Hills, Inc., New York.

Francis Odone has been named copy chief of Bissell & Land, Inc., Pittsburgh advertising agency.

J. V. LaCaerra, has joined the Chicago staff of the H. E. Lesan Advertising Agency, Inc., as space buyer. For a number of years he was with the Charles F. W. Nichols Company.

Miss Josephine Newton, recently with the advertising department of the Brandeis Stores, Omaha, Neb., has joined the copy department of the Stanley H. Jack Company, Inc., Omaha advertising agency.

The Kenyon Company, Boston agency, announces the appointment of Kenneth Nixon as account executive. Mr. Nixon was for several years engaged in advertising work for the Hearst organization.

Harold Cabot, formerly production manager of the Edison Electric Illuminating Company, Boston, has joined the Smith Endicott Company, Boston advertising agency.

Louis Louchard, formerly one of the proprietors of the Godbold Advertising Agency, Dallas, has returned to that city as advertising manager of E. M. Kahn & Co., after five years spent in Los Angeles.

Francis W. Orchard, who has been a member of the western advertising department of the Butterick Publishing Company, has joined the St. Louis office of the Gardner Advertising Company.

Frank P. Gibbs of the Britt-Schiele Advertising Company spoke on "Romance in Business," at the meeting of the Junior Advertising Club of St. Louis on Sept. 14.

Miss Liberty Cahrman, formerly on the advertising staff of R. H. Macy & Co., New York, has joined the Hicks Advertising Agency, New York, as an account executive.

IMPORTANT NEWSPAPER SALES IN BRITAIN

Westminister Gazette Company Buys Brantford Group—Allied Newspapers, Inc., Adds to Holdings

Control of the Bradford and District Newspaper Company, proprietors of the *Yorkshire* (England) *Observer*, the *Bradford Daily Telegraph*, etc., has been acquired by the Westminster Press, London, of which Sir Charles Starmer is managing director, and which owns the *Westminster Gazette* and other newspapers.

The controlling shares of the company were transferred at a board meeting on Sept. 2, but it is stated that there will be little change in the personnel or policy of the papers.

Allied Newspapers Limited, which already own newspapers in London, Manchester, Sheffield, Newcastle-upon-Tyne and Glasgow have now completed the purchase of the *North-Eastern Daily Gazette* and its associated journals at Middlesbrough.

Sir William Berry and his co-directors on Allied (Northern) Newspapers, Limited, have paid £479,705, of which £279,705 is in cash and the balance of £200,000 in first mortgage debentures. There will probably be a public issue of preference shares.

AD TIPS

George Batten Company, Inc., 383 Madison avenue, New York. Placing account of the Sanka Coffee Corporation, New York.

Buchanan-Thomas Advertising Company, 412 South 19th street, Omaha, Nebr. Handling account for the McGraw Machine Company, Lincoln, Nebr., manufacturers "Lincoln" folding camp furniture.

Frank M. Comrie Company, 2104 Straus Building, Chicago. Now handling account for the Tuthill Spring Company, Chicago, manufacturer of springs.

Churchill-Hall, Inc., 50 Union Square, New York. Placing account of Wm. E. Wright & Sons Company, Orange, N. J., manufacturers of bias fold tape.

Evans, Kip & Hackett, Inc., 247 Park avenue, New York. Will place account for Ferranti, Inc., New York, makers of radio transformers.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Has secured accounts of Coudurier, Fructus & Descher, silk manufacturers of Paris, Lyons and New York, and Levi & Seligman, Inc., knitted silk manufacturers.

H. B. Humphrey Company, 331 Boylston street, Boston. Placing account of the Stedman Products Company, South Braintree, Massachusetts, manufacturers Stedman Naturized Flooring.

Lord & Thomas and Logan, Inc., 1151 So. Broadway, Los Angeles. Placing account of J. E. Espey Company, Pasadena, Cal., manufacturers "Espey's Fragrant" cream.

Lord & Thomas and Logan, Inc., 400 North Michigan avenue, Chicago. Placing account of Robt. A. Johnston Company, Milwaukee, manufacturers Johnston's chocolates.

Manternach Company, Inc., 55 Allyn street, Hartford, Conn. Placing account for the Togatowel Company, Inc., Bethel, Conn., manufacturers Toga towels.

Martin-Gessner, Inc., Pere Marquette Building, New Orleans. Has secured account of the Dunbar-Dukate Company, New Orleans, packers of original Dunbar shrimp.

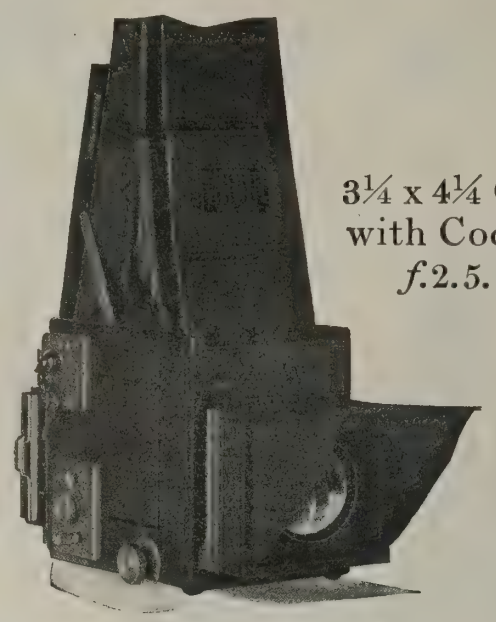
Victor H. Morgan Company, Union Trust Building, Cleveland. Placing special advertising for the Ohio Power Co. and the Ohio Public Service Co.

O'Connell-Ingalls Advertising Agency, 100 Boylston street, Boston. Placing account for Bird & Son, Inc., East Walpole, Massachusetts, manufacturers floor covering and roofing.

Joseph Richards Company, 247 Park avenue, New York, Placing account for the Burnee Corporation, manufacturers of Nedick's Orange Drink.

Suedhoff-Ross Company, Inc., Shoaff Building, Fort Wayne, Ind. Handling account for the Ovelmo Company, Fort Wayne, Manufacturers "Ovelmo," remedies.

BRIGHTEN THE PAGE WITH GRAFLEX PICTURES



3¼ x 4¼ Graflex, Series C, with Cooke Anastigmat *f*.2.5. Price $260.

Football games don't wait for good weather and now press photographers needn't.

The new Graflex

has three times the lens speed of the fastest previous model. Its big Cooke Anastigmat *f*.2.5 can pass enough light for action pictures on dull days, even in rain!

Exciting games and other important events often occur in bad weather. Nevertheless, the new Graflex can get clear, bold views that might add distinction—possibly circulation—to your paper.

Give your camera men the Graflex, Series C, and watch their picture output improve.

Graflex cameras are now made by

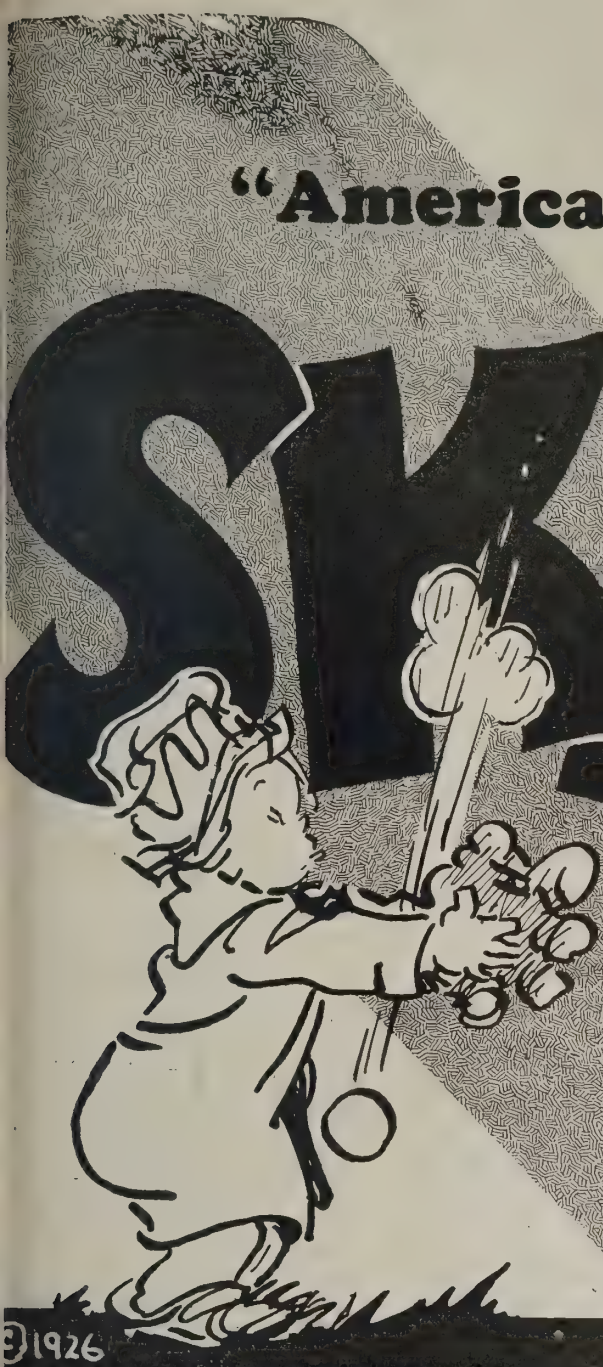
THE FOLMER GRAFLEX CORPORATION
ROCHESTER, N. Y.

For sale by

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

"America's Circulation Wow"

SKIPPY!



A New Sunday Comic Page in Colors by PERCY CROSBY

©1926
KING FEATURES SYNDICATE, Inc.

The most lovable kid comic page ever drawn

KING FEATURES SYNDICATE
M. KOENIGSBERG, PRESIDENT
241 West 58th Street New York City

CRIME NEWS FAILS TO HOLD CIRCULATION

Speakers at Interstate Meeting in Camden Cite Cases to Prove Contention—Hetrick of Altoona New Director

Sensational play of murder stories and crime news in general creates only temporary circulation, speakers declared addressing the fall meeting of the Interstate Circulation Managers Association held in Camden, N. J., Sept. 14.

Forty-five circulators attending elected F. M. Hetrick, *Altoona* (Pa.) *Mirror,* association director to fill the unexpired term of the late A. C. Finley, *Atlantic City Press,* and selected Williamsport, Pa., for the 10th annual convention to be held in March next year.

P. Rutherford, *Wilmington* (Del.) *Every Evening,* and association president, presided. J. H. Kuntz, *Lancaster* (Pa.) *Intelligencer-News Journal,* is secretary.

C. L. Stretch, of the *Philadelphia Bulletin,* stated that sales invariably increase during sensational murder trials, even though no special effort is made by the paper to play up the trials. He cited the Marshall murder case in Philadelphia. The day Marshall confessed to the murder the Bulletin sold about 56,000 extra copies, he said. Within three days, however, this additional sale had dropped to but 16,000 copies. Other interesting cases, he said, sold many extras, but the circulation was not permanent by any means. This subject was also discussed by Mr. Hetrick, W. M. Shipman, *Passaic* (N. J.) *Herald;* W. D. Miller, *Washington (D. C.) Post,* and Howard Lee, *Philadelphia* (Pa.) *Inquirer.*

Two New Jersey newsdealers gave talks on "What Will Induce Carriers and Dealers to Employ Efforts to Build Circulation with out waiting for the Office to Hand them the Business?" The newsdealers were K. F. Channon, Audubon, N. J., and J. J. Carr, Beverly, N. J. Mr. Channon represents the *Camden Courier & Post* exclusively in the town of Audubon, and Mr. Carr represents all papers in Beverly, N. J. Both men make it a point to approach all newcomers in the town and endeavor to get their subscriptions. Both dealers, however, favor the trained canvasser for a systematic house-to-house canvass. Mr. Channon pays his delivery boys on the sliding scale; adds a bonus for new serves, and docks for lost subscribers.

Joseph B. Taylor, *West Chester* (Pa.) *Local News,* spoke on the subject, "How Can Frequent Changes in Carrier Boys Be Prevented?" He favored and emphasized office efficiency, parental cooperation, personal contact with the boys, pep meetings, campaigns and cash bonuses. Howard Zimmerman, *Pottsville* (Pa.) *Republican;* Lloyd Lippincott and Samuel Brown, Atlantic City Press Union also spoke on the subject.

Mr. Hetrick presented the topic, "Cutting Circulation and Newsprint Waste." He stated that on the Mirror they use left-over copies for wrapping purposes, and that paper left on cores is cut up and padded, then sold for scratch pads; some is also sold in large sheets to housewives for home use. Harry W. Cullis, *Chester* (Pa.) *Times,* also told of using tear sheets for advertisers instead of giving them a copy of the paper.

"How Can a Subscription List Be Put on a Cash in Advance Basis?" was to have been presented by W. B. Wilson, *Washington* (Pa.) *Observer and Reporter,* but he was unable to attend, and sent a prepared paper which was read by C. H. Forrest, *Harrisburg* (Pa.) *Telegraph.* Mr. Wilson stated that the best way to put a subscription list on a cash in advance basis is to publish an interesting and attractive newspaper so that first of all the subscribers will not want to do without it. Next, simply announce that all subscriptions must be paid in advance by using a series of letters, and then cut off all those in arrears, following them later by personal solicitation. Others who spoke on the subject were F. A. Dittus, *Baltimore* (Md.) *Sun;* J. H. Kuntz, Lancaster (Pa.) Intelligencer-News Journal and W. D. Miller, Washington (D. C.) Post.

Immediately following the noon luncheon, Hon. John B. Kates, a member of the Delaware River Bridge commission, addressed the members on the present day tendency of newspapers to play up crime and sordid stories day after day.

The first topic of the afternoon session was presented by B. C. Still, Baltimore (Md.) Sun on "How Can a Road Man Be Trained to Represent the Policy of the Paper, Avoiding Extravagances Both in Statements and Expenditures?" Mr. Still stated that on his paper a new road man is given at least five weeks' training before he is assigned to his territory. Expense accounts are checked carefully, and false statements as to the policy of the newspaper jeopardizes the position of the road man.

"Delivery of Newspapers to Individual Customers by Automobile," presented by W. D. Miller, Washington Post, brought forth much discussion from those present. Any such delivery is very expensive, whether on rural routes or in cities, it was stated. Factors entering into any decision on such delivery are such as the type of people residing in that territory, condition of the roads, volume of advertising carried, weather conditions, collections and delivery reliability.

The concluding discussions were in the form of Round Table Talks. These talks were led by H. C. Lee, Philadelphia Inquirer on morning papers, and R. L. McLean, Philadelphia (Pa.) Bulletin on evening papers.

LIBEL VICTORY AFFIRMED

The Supreme Court of Oregon has ordered dismissed a libel suit for $60,000, brought against the *Portland Telegram* by O. W. Eastham. The Telegram had already won a judgment in the Multnomah County circuit court, and this finding was sustained by the higher tribunal. The Telegram had charged in a news story that Eastham had agreed, for a consideration, to suppress certain initiative petitions.

NEW TEXAS PLANT

Marshall (Tex.) *News and Messenger* have moved into a new home, three doors from the former location. A new press has been installed with two new linotypes.

PRESS GUSHES WORDS TO PROMOTE BIG FIGHT

(*Continued from page* 9)

aging editor of the *New York Evening World,* that he will use two complete pages of pictures the afternoon after the fight. With a standard size paper going so heavily into the pictorial side of the battle, imagination runs wild, conjecturing what the tabloids will do.

Among the 100 newspaper men who are at the camps doing the advance work, stirring up public interest in the fight, in addition to those already mentioned, are such well known sports page figures as Joe Williams, NEA Service, Inc.; Robert Edgren, Ed Van Every and Vincent Treanor, New York Evening World; Joe Gordan and Sam Hall, *New York American;* Sid Mercer and Frank O'Neil, *New York Journal;* Harry Newman and Marshall Hunt, *New York Daily News;* Murray Lewin, *New York Mirror;* "Scoop" Gleason, *San Francisco Call;* Charlie Dunkley, Chicago office of the Associated Press; Mark Kelly, *Los Angeles Examiner;* Harry Cross, *New York Herald Tribune;* James Dawson, *New York Times;* Jack Kofoed, *New York Evening Post;* Wilbur Wood, *New York Sun;* Sam Taub, *New York Telegram;* Frank Mencke, King Features Syndicate; Gordon MacKay, *Philadelphia Inquirer;* Lou Jaffe, *Philadelphia Ledger;* "Dick" Kane, *Philadelphia Record;* Robert Ripley, cartoonist for Associated Newspapers; Westbrook Pegler, *Chicago Tribune,* and Franklin Grant, Universal Service.

In Atlantic City there is a certain amount of entertaining for newspaper correspondents, but no favors are asked. Jack Dempsey on Sept. 7, gave a banquet to the writers at the Ambassador Hotel, as an example. It was worth while attending. At the conclusion, Dempsey made a pretty speech in which he asserted gravely:

"The pen is certainly mightier than the boxing glove."

PASTOR OWNS TWO PAPERS

Rev. W. L. Torbert, pastor of the E. church, Dexter, Kan., and a veter Kansas newspaperman, has purchased l second newspaper, the *Arcadia Journ* A year ago he bought the *Dexter Tribu* which he is now editing. Paul Torb is to be editor of the Journal.

AD MEN PLAY GOLF

Delmore Faber, of the Boston Sto Milwaukee, won low gross score in t Milwaukee Advertising Club's ann handicap tournament recently. The cl held its first fall meeting Sept. 9, at t Milwaukee Athletic Club. A. M. Cand of the National Enameling and Stam ing Company, was the speaker.

The more time we give to the questi of debt settlement, the more we lose i terest in Europe.—*Savannah News.*

The Los Angeles EVENING HERALD consistently carries more paid-- advertising than any daily newspaper in the west

Representatives

New York: Herb. W. Moloney, 604 Times Bldg. Chicago: John H. Lederer, 910 Hearst Bldg. San Francisco: A. J. Norris Hill, 710 Hearst Bldg.

Do you know what percentage of errors are made in your Composing Room?

We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.

Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.

When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.

Matrix Contrast Corp.
33 W. 42nd St., New York City

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined*.

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.



Do the Fall months just ahead promise big revenue for your classified medium? They do for our many clients!

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building Philadelphia

The Normal Season in Miami

23%
MORE CIRCULATION

Herald July circulation figures this year as compared with the same period for 1925 show a net increase of 23%—substantiating the continued phenomenal growth of Miami and its market under normal conditions—at a time when nearly every reader is a bona fide resident.

No other market in America is in as healthy a state as the Miami market. No other market offers greater possibilities to the national advertiser.

The Miami Herald
"Florida's Most Important Newspaper"
Frank B. Shutts, Publisher.

1st in ALBANY N Y for Over 73 Years

The most potent sales force in the Albany N. Y. Area

The Times-Union
Albany's Leading Newspaper

CLASSIFIED ADVERTISING

New York Dailies Protect Readers from Fraudulent Advertising—William Metz Made Classified Manager of New York Evening Graphic—"Join Classified Group," Says Williams

WILLIAM METZ, formerly of the *New York American,* has been appointed classified advertising manager of the *New York Evening Graphic,* effective, Sept. 18.



WILLIAM METZ

On Sept. 14 a dinner was given him by members of the New York American staff, headed by W. E. Kernahan, manager of display classified advertising, at the Advertising Club of New York.

Mr. Metz has completed 31 years of continuous service in the classified department of the American. Fifteen of the "old timers" on the American gave Metz the surprise dinner and a gold watch to signify their esteem and friendship over a period of years as well as their good wishes for him in his new venture.

On the American Mr. Metz devoted many years to building up the resort and travel classifications.

Classified advertising managers of New York newspapers work fast in cleaning their columns of fraudulent advertising. Quick work was made of an attempt to victimize a New York *Herald Tribune* advertiser last week when detectives arrested Harry Comi, of Union City, N. J., on a charge of attempted grand larceny. The arrest grew out of a reply to a want ad inserted in the Herald Tribune by Robert Parsons, a gardener, of Brooklyn.

When Comi came to Parsons' home with an offer to get him a position as gardener in a Mount Kisco home if he would turn over $1,000 to him, Parsons grew suspicious and notified L. L. Heaton, manager of the Herald Tribune classified advertising department. Mr. Heaton informed the police and two detectives were assigned to go with Parsons to his rendezvous with Comi. Comi was arrested and found to have a police record.

Magistrate George W. Simpson this week praised the *New York World* for its systematic efforts to present fakers and swindlers from using its columns. In holding an alleged want-ad faker for the grand Jury, the Magistrate said:

"The World, a paper of high standing in this community, was founded by the late Joseph Pulitzer, whose policy was fair play to all still is being carried out. This newspaper has established a Bureau of Accuracy and Fair Play to protect its readers and others. The case before us is a splendid example of its good faith and its effort to protect the public in a fair and unbiased manner. I want to assure The World of my co-operation in its endeavors to keep its columns clear of fake advertisers."

Members of the Southern Newspaper Publishers Association requesting Cranston Williams, manager, to suggest first steps for cleaning up their classified advertising columns and to help them with plans for building up their classifications are urged by him to join the Association of Newspaper Classified Managers Association.

Many of your worries will then be eliminated and the groundwork started for successful classified advertising departments," Williams wrote in the current association bulletin.

In view of the fact that many classified ads are old-timers and repeaters and rob the classified columns of some of their interest, a Northwest paper has made a column for newcomers among the classified ads. Fresh interest is therefore created in the classified ads under the heading "New To-day."

The *Thursday Island* (Australia) *Daily Pilot,* printed on 6x12 brown paper is said to be the smallest newspaper in the world.

JURY RAPS NEWSPAPERS

Baltimore Body Would Have Them Barred From Prisons

Newspapers in the hands of prison convicts are just so many "textbooks of crime," and penal institutions that permit them to circulate among prisoners are providing the equipment for potential "criminal laboratories," according to a report made Sept. 10, by the penitentiary committee of the May term grand jury for Baltimore.

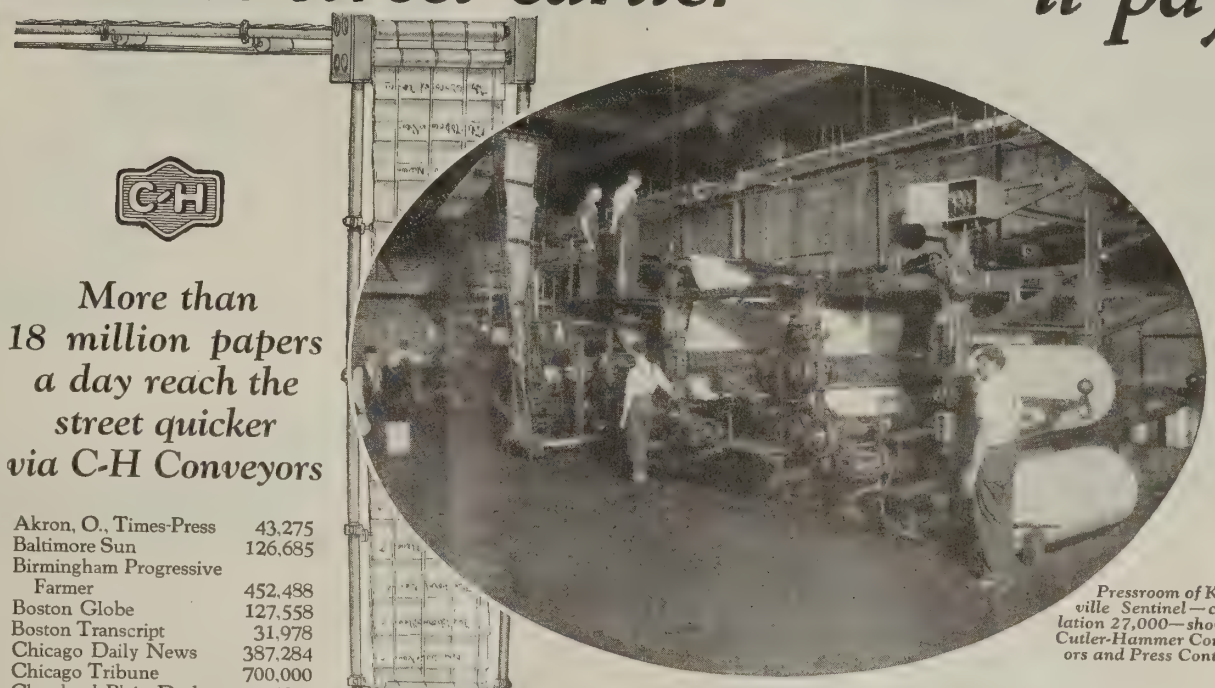
The committeemen held that the effect on prisoners of the newspapers and their columns of crime news was to harden the inveterate law-breaker and teach new tricks to the novice behind the bars.

It was recommended that newspapers be barred from the Maryland Penitentiary "as a part of the punishment" meted out to violators of the law. The jury's report is viewed humorously by many people.

N. Y. GRAPHIC ADDS TO STAFF

J. Bain Thompson, for the past 15 years with the Benjamin & Kentnor Company, special representatives, and Edwin T. Burke, formerly with the *New York Automotive Daily News,* have joined the national advertising staff of the *New York Evening Graphic.* George T. Mainardy has been named to represent the staff in Philadelphia and the South.

Hit the street earlier — it pays



Pressroom of Knoxville Sentinel—circulation 27,000—showing Cutler-Hammer Conveyors and Press Control.

C-H

More than 18 million papers a day reach the street quicker via C-H Conveyors

Akron, O., Times-Press	43,275
Baltimore Sun	126,685
Birmingham Progressive Farmer	452,488
Boston Globe	127,558
Boston Transcript	31,978
Chicago Daily News	387,284
Chicago Tribune	700,000
Cleveland Plain Dealer	199,628
Columbus Dispatch	103,526
Danville, Ill., News	21,432
Charleston, W. Va. Mail	13,133
Kansas City Journal	145,778
Kenosha News	9,450
London, Eng., Daily Mail	
Milwaukee Journal	132,813
Montreal Gazette	31,798
New York World	309,386
Palm Beach, Florida, Post	8,519
Philadelphia Bulletin	520,072
Philadelphia Inquirer	287,157
Philadelphia Public Ledger	128,594
Pittsburgh Post	141,962
St. Louis Globe-Democrat	226,579
San Francisco Examiner	172,293
Sioux City Journal	8,054
Sydney, Australia, Bulletin	
Toronto Mail and Empire	114,767
Tokio, Japan, Asahi	

And hundreds of otners.

Circulation based on January, 1926, Standard Rate and Data.

A total of more than 18,000,000 papers are handled every day by C-H Conveyors

You can do it with C-H Conveyors

Not hours, or minutes, but *seconds* frequently make the difference between stale news and a "scoop"—especially where the story is "big" and the competition keen.

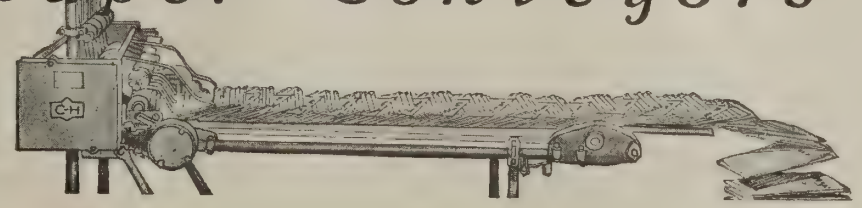
You can push the "dead line" ahead—yet your papers will reach the street earlier via C-H Conveyors. Carrying them in a steady stream, just as fast as the presses can deliver, C-H Conveyors take the papers up, overhead, around corners, through a ceiling or a wall and lay them down in counted piles, just where you want them—on the delivery or mailing tables.

C-H Conveyors eliminate the press-to-street "bottle neck" in newspaper production. They prevent waste, eliminate labor and SAVE TIME. Papers, large and small, from London to Tokio, are using them. Write for particulars today.

The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1203 St. Paul Avenue
MILWAUKEE, WIS.

CUTLER HAMMER

Newspaper Conveyors



Cutler-Hammer Automatic Control for newspaper presses, job presses of every description and for all motor-driven equipment of the printing plant, speeds production, saves time and labor and soon more than pays for itself in increased production. Write for descriptive literature today.

WOMEN IN ADVERTISING AND JOURNALISM

Josephine Van de Grift Thrilled by Balloon Race Assignment—Kansas Newspaper Made by Women—Miss Neal Elected to Texas Senate

THRILLS from a balloon ride she once had linger in the memory of Josephine Van de Grift, columnist and feature writer for the *Akron* (O.) *Beacon Journal.*

"My most thrilling assignment took



Josephine Van de Grift

place in Akron when I went on a balloon race with Ward Van Orman who this year won the international race," she said. "This race was only to Youngtown but I dare say after a certain height is reached details make very little difference. As luck would have it we came down just at dusk on the links of a country club where they were just serving dinner.

"Another interesting assignment once took me up into the cranberry bog where Charles Garland had retired after refusing his inheritance of a million dollars. I spent a day and a night there, read some of Garland's very excellent poetry, had some discussions with him about the fourth dimension, spent the night in one-half of the made-over chicken coop, made a couple of warm friends whom I still have, and got the plot for a story as yet unwritten.

"Then I went down to Ormond Beach, Florida, to interview John D. Rockefeller on how rich men may guard the wealth which they hand on to their sons. I met Mr. Rockefeller coming home from church and his responses to my queries were that it was a nice day and he didn't care to be interviewed. He gave me a bright new dime and also gave one to my mother.

"I went into newspaper work because I didn't seem to be having much luck giving music lessons. I stayed in it through the indulgence of various managing editors. The first three years or so I spent with the Beacon Journal and then I went to New York to be with NEA Service, Inc. I spent a couple of years with them and then I returned to Akron where I have been more than happy.

"My ambitions are to get thin, write stories as good as Katherine Mansfield's and keep my small daughter as happy as possible."

The *Salina* (Kan.) *Journal* is almost a woman-made institution. Women virtually run the paper, occupying most of the executive and important positions in the city room and business department. What few men there are in the city room take orders from a woman city editor. Miss Dorethea Smith is the editor. She also is a news writer of ability. A star reporter is Miss Nellie Talkington, who covers one of the principal news runs and also the main business section of Salina.

Miss Mary Jean Bailey handles features and writes the stories that drift into the office in addition to assisting with proof during the rush.

The music and society editor is Miss Marion Steck. Although the Salina Journal is a Republican paper, Miss Steck is an active Democrat and won the party nomination for Recorder of Deeds in a recent primary contest.

In the business department a woman is in charge of the city carriers and supervises subscription collections. Another woman is in charge of the country mail, handles collections and checks the mailing list.

Of the ten linotype operators, four are women. During the last few years, two women advanced to the position of treasurer of the company, but left their positions when they resigned to marry. A man now handles the money sack.

Miss Margie Neal of Carthage, Texas' first woman state senator-elect, is one of the few of her sex to own and publish newspapers in Texas. Miss Neal's paper is the *East Texas Register.*

Miss Mary Louise Page, society editor of the *South Bend Tribune,* has returned from vacation.

The *Kansas City Journal and Post* has added to its business staff as manager of merchandising and promotion, Miss A. J. Lambkin of the Ferry-Hanly Advertising Company, Kansas City.

Twenty-four applications were received by the League of Advertising Women for the Advertising Memorial Scholarships to be awarded to two young women of the metropolitan area probably at the first dinner meeting of the season a week from Tuesday. Thirteen of the applications will be presented to the judges for consideration next week. Eleven failed to qualify in the preliminary examination.

The scholarships provide for a year's course in advertising at New York University.

COAST SCRIPPS GROUP BUYS UTAH PAPERS

Provo Daily Herald and Springville Herald, a Weekly, Added to String—New Corporation Organized to Take Control

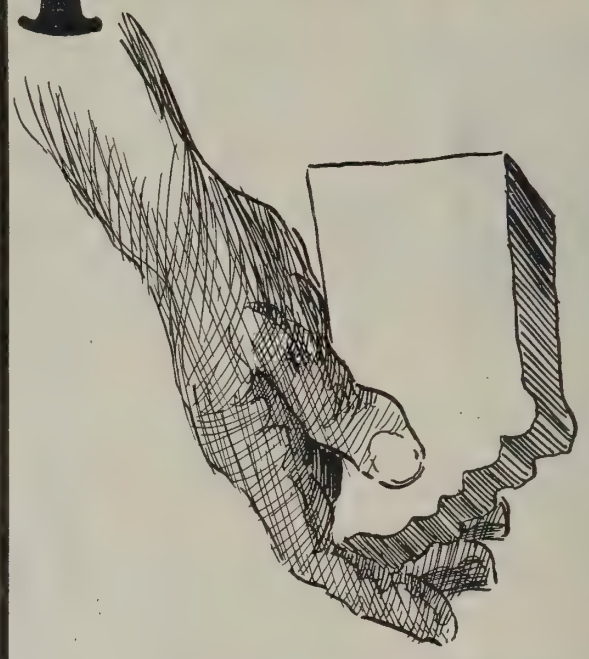
(*By Telegraph to* Editor & Publisher)

Provo, Utah, Sept. 15.—W. H. Hornibrook, owner and publisher of the *Provo Evening Herald,* afternoon daily, and the *Springville Herald,* weekly newspaper of Springville, has sold both newspapers to the James G. Scripps newspaper interests, according to the announcement made last night by Mr. Hornibrook.

The Herald Corporation was organized to take over and publish the two papers. Stockholders will include Mrs. Josephine S. Scripps, of Miramar, Cal., B. H. Canfield, Los Angeles, Leroy Sanders, Seattle, J. W. Curtis, Oakland, H. B. R. Briggs, Los Angeles, E. C. Rodgers, San Luis Obispo, N. Gunnar Rasmussen, Provo, and other local persons.

The purchase price was not stated. Officers of the Herald Corporation announced there would be no change of policy, nor of management except that N. Gunnar Rasmussen would succeed Mr. Hornibrook as editor of the Evening Herald.

Indiana~



A Compact, Unified Market —of Great Wealth and Diversified Buying Power

No national advertiser can go wrong in selecting Indiana as one of his important markets.

Here you have a State 36,354 square miles in area inhabited by over 3,000,000 people, with a total estimated wealth of over $9,000,000,000.

Indiana possesses all the natural advantages of location—lying in the heart of the richest industrial and agricultural valley in the world, possessing an abundance of nature's mineral wealth from which some of the largest industries in the world send forth their manufactured products all over the world.

It is inhabited by a class of people who are highly intelligent, industrious, who live exceptionally well and spend their money freely.

Indiana is truly a compact unified market that every advertiser will find it worth while to cultivate. The newspapers listed below can give you valuable information on it. Write for it, there is no obligation.

	Circulation	Rate for 5,000 lines
**Columbus Republican (E)	4,912	.03
††Connersville News-Examiner (E)	4,681	.025
††Decatur Democrat (E)	3,215	.025
**Fort Wayne Journal-Gazette (M)	35,247	.08
**Fort Wayne Journal-Gazette (S)	28,468	.08
**Fort Wayne News Sentinel (E)	43,365	.10
**Gary Evening Post-Tribune (E)	15,514	.06
**Huntington Press (M&S)	4,079	.025
††Indianapolis News (E)	128,341	.25
**Lafayette Journal & Courier.. (M) 7,878 (E) 13.583	21,461	.06
††La Porte Herald-Argus (E)	6,726	.04
**Marion Chronicle (E)	9,364	.04
†Shelbyville Democrat (E)	4,012	.025
**South Bend News-Times.. (M) 9,751 (E) 16,603	26,354	.07
**South Bend News-Times (S)	24,500	.07
**South Bend Tribune..(S) 21,431....(E)	22,254	.06
††Terre Haute Tribune (E&S)	23,442	.06

**A. B. C. Publishers' Statement, March 31, 1926.
†Government Statement, October 1, 1925.
††Government Statement, March 31, 1926.

All Advertising, Like All Gaul Is Divided Into Three Parts—

1. **Market Visualization**
2. **Getting the facts to make the copy fit the market**
3. **The choice of media that most effectively cover the market.**

In All National Newspaper Advertising

EDITOR & PUBLISHER'S

MARKET GUIDE

renders an absolutely essential service to national advertisers and advertising agencies with respect to all three of these vital functions of national campaigning. A service so complete, so authentic, so efficient, that hundreds upon hundreds of sales and advertising executives and agency space-buying controllers have written to us that they cannot think of a single respect in which the Market Guide can be improved upon. "Let it alone—it is perfect" is the burden of their cry.

In a word, this service consists of massing together

from 50 to 500 facts and sets of figures which reveal the exact trading conditions in each of the 1400 American and Canadian cities where daily newspapers are published—fresh, first-hand, thoroughly dependable, laboriously gathered from original sources, checked and digested by trained experts.

The choice of media is as vital to a campaign's success as the choice of markets

Hence, to round out and complete its service to national advertisers, Editor & Publisher's Market Guide gives the publisher of each daily newspaper in the United States and Canada an opportunity to display, in close juxtaposition to the market survey of his own city, the story of his newspaper, in his own words.

Wideawake publishers everywhere are eagerly availing themselves—by mail and by wire—of this unequaled opportunity to show how thoroughly they cover their markets.

There is still time for YOU, Mr. Publisher, to get YOUR story into the 1926 Market Guide, which will appear early in November, and the forms of which will close very shortly. If you have not already reserved your space, attend to it at once. Full particulars, at no obligations to you, will be gladly furnished.

EDITOR & PUBLISHER

A. B. C.
Charter Member

SUITE 1700 Times Building, New York

A. B. P.
Member



Our Own World of Letters

By JAMES MELVIN LEE

THE Amalgamated Press of England, as every reader of this department knows is something quite different from the American Associated Press. It is the organization which Alfred Harmsworth, Lord Northcliffe, brought forth to finance and to promote his numerous periodicals, other than those that might strictly be called newspapers. It began with his pioneer periodical, *Answers to Correspondents*, and now includes all the publishing enterprises which are discussed in "The Romance of the Amalgamated Press" (London, the Amalgamated Press Ltd.), compiled by George Dilnot.

Sir George A. Sutton, the present chairman of the Amalgamated Press, opens the volume with a personal tribute to the late Viscount Northcliffe. To the latter he gives credit for being "the first editor and proprietor to make generous payment to editorial assistants and contributors not merely an occasional whim but a settled policy." Such generous, open-handed treatment of associates, from chief leader-writer down to office boy, has, according to Sir Sutton, "immensely benefited all workers in Journalism."

The opening chapter develops more in detail the theme given in the foreword. In speaking of what has already appeared in print about Northcliffe, Mr. Dilnot says:

> In books, in magazines and newspaper articles, the Amalgamated Press and its founder have been painted many times. The colors have been splashed freely, but invariably in the wrong places and often the wrong colors. Even to many of those intimately associated with this great organization in its later stages the full details of the manner in which it won its way to swift and vast success are not fully realized.

In discussing the scope and influence of the hundred or more publications issued by the Amalgamated Press this comment is made:

> It gains its readers almost from the cradle, and they are held till they reach the grave. Consider that among the hundred or so publications that are issued by the Amalgamated Press an appeal is made to every taste and every age. From the child not yet able to read, but able to appreciate wholesome fun in pictures, to the scholar who consults the educational books issued in parts by the firm, there is no age or class that is missed.

One of the most interesting chapters in the book is that telling how Answers was founded in a tiny room on the first floor of 26, Paternoster Square, on June 2, 1888. This chapter shows how Answers has been the corner stone for the structure of the Amalgamated Press. Northcliffe's nose for news early showed itself in his management of *Answers*, as the following quotation will show:

> One day a young free lance—one Max Pemberton—was walking in Fleet Street when he was accosted by a friend. Pemberton answered the inevitable inquiry with a shrug of his shoulders. "Oh, I'm just off to the British Museum to dig out an article on ———." His friend laughed. "Is that it? You don't need to go to the museum for articles. Come with me and I'll show you where to get articles."
>
> That expressive Americanism, "live stuff," had probably not then reached this country. But Max Pemberton's friend knew what it was, all the same. He explained to Pemberton that the great mass of people were interested in things that were happening about them. There was romance in every phase of life. Why not write about things as they were, not as they had been?
>
> Mr. Max Pemberton's friend was Alfred Harmsworth, and indirectly out of that conversation was born "Mr. Answers." For some time later, when Pemberton was a member of the staff, he was told by the editor at one of the weekly conferences: "There are hundreds of things in life which are known, yet not known, to us. I should say if a smart journalist would give himself up and devote his energies to expeditions and to research, he might write us an entertaining series." The first article was, "A Day with a Hansom-Cab," in which the writer actually undertook every detail of a driver's work. Thereafter he was chased over London by detectives; he took a ride on one of the old underground engines; he spent a night in a haunted house; he acted as a "super" at Drury Lane; he slept on the Embankment at night; he made personal investigation of life and wrote of its queer aspects.

Religious journalism has not been successful—financially at least—in America. But in England Northcliffe made it pay cash dividends. The first religious group was the *Sunday Companion* which for two years waged an up-hill fight before the ledger showed the balance on the right side. Once the Sunday Companion was no longer carried in red ink there followed *Sunday Stories* and then the *Sunday Circle* "which was quickly seized upon by Christian and social workers as their own special organ." Of the religious group this point is made:

> While dealing with these definitely religious weeklies one point needs particular emphasis. They enjoy the lowest "returns" of any class of paper. People do not parade their religion or their more serious reading, and consequently papers like the Sunday Companion are not bought casually, but are ordered; they go straight from the news agent to the home, without any speculative pause on bookstall or counter.

What surprises one, as the pages of this volume are turned, is the large number of publications designed to appeal primarily to children. "There are now 13 of these annuals issued from The Fleetway House. All have wonderful sales." Of the children's periodicals possibly the best known is *My Magazine*. From this periodical came *The Children's Newspaper*, the first issue of which was a record in newspaper circulation. It is no child's play to put out this sheet. Proof of this may be found in the following:

> On the staff of the Children's Newspaper are some of the best-known writers and scientists of the day, men and women well versed in every lore and traveled in all lands. It picks up its news in every corner of the busy world, in the homes of the people, in laboratories, and country lanes. It has taken its place literally as a great educational factor, for teachers in almost all the schools are using it.

"The Romance of the Amalgamated Press" tells not only about the periodicals themselves, but also how they are edited and produced. It describes the various publishing plants, the paper mills, and the forest reserves controlled by the Amalgamated Press.

The volume is copiously illustrated with cuts of those who are behind the Amalgamated and with prints of homes and plants, etc. The book itself shows what can be produced by the Amalgamated Press—beautifully printed, well illustrated, and artistically bound. Facts and figures are dramatized so that even the lay reader can understand the immense amount of paper and ink that are consumed annually by the various periodicals of the Amalgamated Press.

* * *

H. F. HARRINGTON, director of the Medill School of Journalism at Northwestern University, chats in *The Kiwanis Magazine* for August about the education and preparation of a journalist. According to Professor Harrington, the American newspaper is no longer a town gossip engaged in peddling the news of the neighborhood. "It has become a great broadcasting station, receiving and sending out news of greater import which overleaps the petty boundaries of geography."

Professor Harrington quotes the remarks Whitelaw Reid once made at New York University on the subject of training for journalism. He then passes on to the dream that Joseph Pulitzer of the *World* had for his school to bear his name. He quotes this remark of Pulitzer by way of answer to critics of technical courses in journalism:

> Perhaps the critics can name some great editor, born full winged like Mercury, the messenger of the gods. I know none. The highest position that occurs to me which a man in a republic can fill by simple fact of birth is that of an idiot. Is there any other position for which a man does not demand and receive training—training in schools and colleges?

The rest of the article is more specific and deals with the work that is being done in the school that bears the name of the distinguished founder of the *Chicago Tribune*.

COLUMBIA'S AD COURSE

The winter session for evening classes in advertising, offered by the Extension Department of Columbia University, will open on September 22. Courses will be offered in the principles of advertising, copy art, psychology, merchandising, direct mail, layouts and mechanics.

If Quality

of circulation is your first consideration

The Evening Star

With Sunday Morning Edition

Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is honest circulation—both quality and quantity—the kind that counts most with advertisers.

N. Y. Office—110 E. 42nd St.
Dan A. Carroll

Chicago Office—Tower Building
J. E. Lutz

Use the

COMBINATION RATE

OF

The Gazette Times

(Morning and Sunday)

AND

Chronicle Telegraph

(Evening)

in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.

Member A. B. C.

URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representatives:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
120 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

GROWING IN IMPORTANCE

The Inter-Mountain territory of Utah, Idaho, Western Wyoming and Eastern Nevada is rapidly developing and becoming more important to the advertiser whose merchandise has national distribution.

Don't overlook this rich section of the West.

The Salt Lake Tribune

THE S. C. BECKWITH SPECIAL AGENCY
—Sole Eastern Agents—
New York—Chicago—Detroit
St. Louis—Kansas City
Atlanta
M. C. MOGENSEN & CO., INC.
Pacific Coast Representatives
San Francisco—Los Angeles—Seattle

Still Gaining!

The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.

The net paid average for the American was 57,503.

You need these papers to cover Baltimore, they reach more than half the City.

Sold separately or in combination.

THE BALTIMORE NEWS

and

Baltimore American

ANNOUNCEMENT

To National Advertisers and Advertising Agencies

The National Advertising Departments of
New York Evening Journal
Baltimore Evening News
Baltimore American
Washington Evening Times
Washington Herald
Atlanta Evening Georgian
Atlanta Sunday American
are combined with offices in New York—Chicago—Detroit

New York Office:
W. G. HOBSON, *Eastern Manager*
2 Columbus Circle
Telephone: Circle 5400

Chicago Office: F. E. CRAWFORD, *Western Manager*, 913 Hearst Bldg.
Detroit Office: FRANKLIN PAYNE, *Representative*, 1351 Book Bldg.

All under direction of:
JAMES C. DAYTON, Publisher
NEW YORK EVENING JOURNAL

DOMINANT!

in

Pinellas County, Florida

Daily News

ST. PETERSBURG'S PICTURE PAPER

Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall

America's Biggest Tabloid
Florida's Fastest Growing Newspaper

To be assured of Complete Coverage—
USE THE NEWS

Represented by

GEORGE B. DAVID COMPANY

NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

in Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"

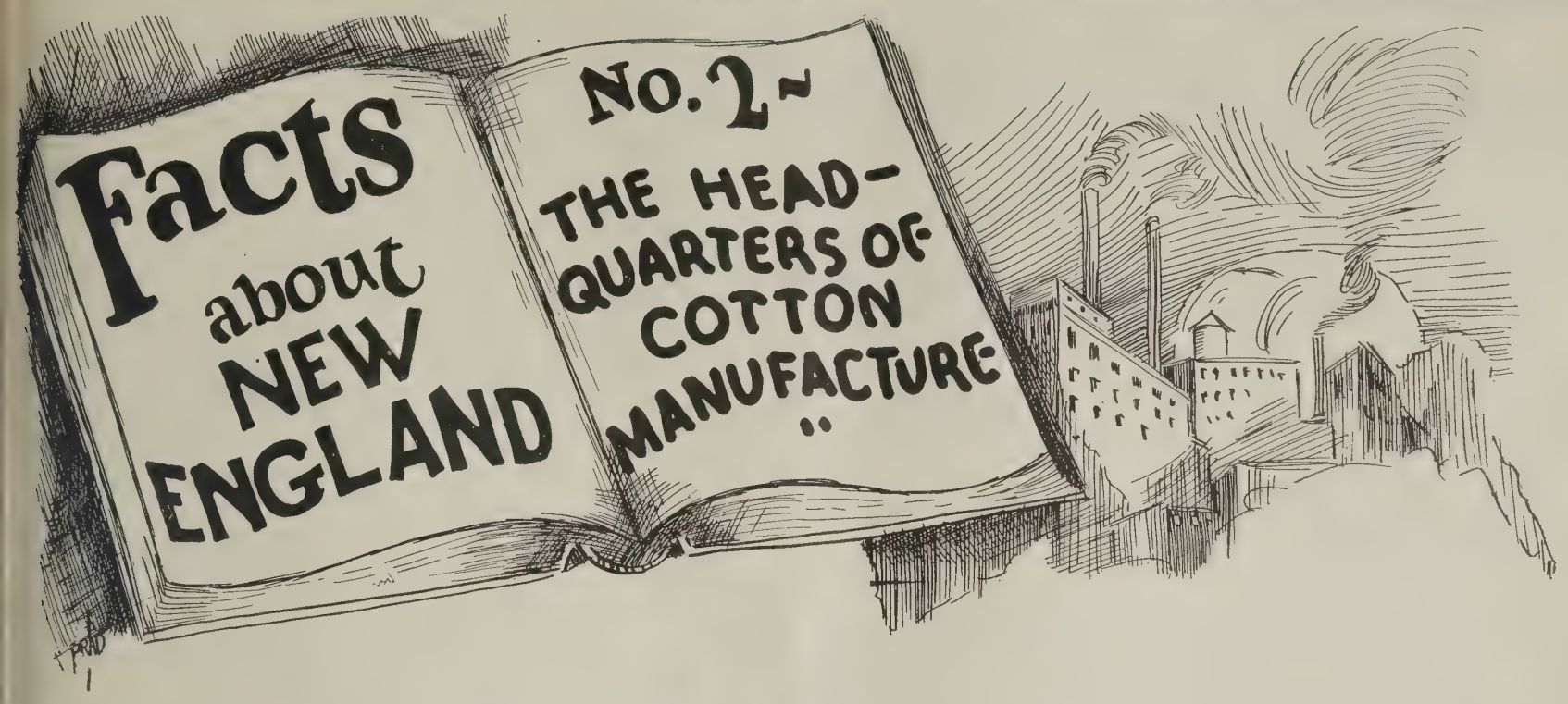
"Starts the day in Detroit"

With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

LARGEST WEEKDAY CIRCULATION *in the City*

The Item Tribune

NEW ORLEANS



New England is still the great cotton manufacturing center of the country.

18,786,000 cotton spindles or one-half of the total of spindles in the United States are to be found in this concentrated area.

This industry employs a great army of workers all year round, whose earning power runs into the hundreds of millions. They alone as a class are great potential buyers—who look to the daily newspapers for their daily wants.

The New England Market can be covered quickly and economically. The papers listed below will tell you how.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun .....(E)	5,845	.03	.03
**Boston Globe .....(M&E)	287,590	.50	.50
**Boston Globe .....(S)	332,282	.55	.55
**Boston Transcript ....(E)	35,391	.20	.20
**Boston Post .....(M)	377,443	.60	.60
**Boston Post .....(S)	349,596	.55	.55
Fall River Herald-News (E)	22,000	.06	.06
**Fitchburg Sentinel ....(E)	11,828	.06	.045
**Haverhill Gazette ....(E)	16,187	.065	.05
††Lynn Item .....(E)	16,699	.065	.05
††Lowell Courier-Citizen and Evening Leader ..(M&E)	21,918	.07	.07
**New Bedford Standard Mercury (M&E)	33,321	.10	.10
**New Bedford Sunday Standard (S)	28,806	.10	.10
**North Adams Transcript (E)	9,918	.0425	.035
††Pittsfield Eagle .....(E)	17,011	.05	.05
**Salem News .....(E)	21,398	.09	.07
††Taunton Gazette .....(E)	9,279	.05	.04
**Worcester Telegram-Gazette (M&E)	92,314	.28	.25
**Worcester Sunday Telegram (S)	51,096	.21	.18

NEW HAMPSHIRE—Population, 443,683

	Circulation	2,500 lines	10,000 lines
**Concord Monitor-Patriot (E)	5,215	.0375	.025
††Keene Sentinel .....(E)	3,887	.036	.023
**Manchester Union Leader (M&E)	29,368	.13	.10

RHODE ISLAND—Population, 604,397

††Newport Daily News...(E)	6,271	.0336	.0293
**Pawtucket Times .....(E)	27,849	.07	.07
**Providence Bulletin ...(E)	68,815	.18	(B).25
**Providence Journal ...(M)	36,416	.11	(B).25
**Providence Journal ...(S)	70,518	.18	.18
**Providence News .....(E)	29,123	.08	.08
**Providence Tribune ...(E)	21,961	.10	.09
**Westerly Sun .....(E&S)	4,950	.025	.025
**Woonsocket Call .....(E)	14,508	.05	.05

VERMONT—Population, 352,428

**Barre Times .....(E)	7,112	.03	.025
††Bennington Banner ....(E)	3,144	.0125	.0125
Brattleboro Reformer..(E)	3,370	.03	.0175
**Burlington Free Press (M)	13,071	.05	.05
**Rutland Herald .....(M)	11,038	.04	.04
††St. Johnsbury Caledonian-Record (E)	4,055	.03	.0175

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
**Bridgeport Post-Telegram (E&M)	42,743	.15	.15
**Bridgeport Post .....(S)	21,162	.10	.10
**Hartford Courant ....(M)	33,003	.08	.08
**Hartford Courant .....(S)	56,274	.11	.11
**Hartford Times .....(E)	53,121	.13	.13
**Middletown Press ....(E)	8,359	.0325	.03
††New Haven Register (E&S)	46,218	.14	.13
**New London Day.....(E)	12,054	.07	.045
††Norwich Bulletin .....(M)	12,724	.07	.05
**Norwalk Hour .....(E)	6,107	.04	.04
††South Norwalk Sentinel (E)	5,043	.04	.025
**Stamford Advocate ...(E)	10,329	.05	.04

**A. B. C. Publisher's Statement, March 31, 1926.

††Government Statement, March 31, 1926.

(B) Combination rate Daily Journal and Eve. Bulletin.

HAYWARD, VETERAN CAPITAL MAN, DIES

Had Long Service at Washington and Was Authority on Supreme Court News—With I. N. S. Past Eight Years

A. C. ("Gus") Hayward, veteran Washington newspaper correspondent, died at his residence in Washington, Tuesday, Sept. 14, following a long illness. He was 56 years old. His wife and three children survive him.

Hayward, one of the older members of the National Press Club, was for years a familiar and popular figure about the Senate and House Press Galleries. He was on terms of close personal friendship with many Senate and House leaders of both parties and his newspaper colleagues invariably sought him out as a recognized "walking encyclopedia" of "inside information" regarding parliamentary procedure and the status of legislation.

For eight years preceding his death Hayward was a member of the Capital staff of the International News Service, for which he covered specially the United States Supreme Court. In the latter capacity he acquired a national reputation because of the accuracy of his interpretations of decisions so often cloaked by a maze of technical terms. When millions of dollars in corporation taxes hung upon the famous decision in 1921 involving the taxability of stock dividends Hayward flashed the news that the court held such dividends were *not* taxable as income. Hayward's dispatch was sent after the market fell with a crash following the report by other correspondents that the court held such dividends *were* taxable. When it was proven that Hayward was right the market recovered speedily and Hayward's dispatch received full meed of credit.

Hayward possessed an uncanny insight into national politics. He was long an intimate of the late Champ Clark and was prominently identified with the movement that nearly made Clark instead of Woodrow Wilson the Democratic nominee at Baltimore. He covered a number of national conventions and was on friendly terms with most of the "big fellows" of both parties. Of a retiring nature, he never indulged in "big talk" himself but his dispatches, often forecasting accurately political and other events in Congress, were eloquent of his worth as a faithful, truthful, careful reporter who never violated a confidence.

JOHN SNEED

Veteran Correspondent Who Served Dallas News 27 Years Dies

Funeral services were held Monday for John Sneed, 52, veteran newspaper correspondent and for 27 years member of the *Dallas News* editorial staff. Mr. Sneed died Saturday, Sept. 11, in a Dallas hospital following an operation. He had been ill since spring, having been stricken while accompanying a Dallas trade excursion.

Native of Sewanee, Tenn., Mr. Sneed came to Texas about 1897, settling at El Paso, where he served as city editor of the *Times* and also of the *Herald*. With associates he founded the *El Paso News*, later merged with another publication. While residing in El Paso he became local correspondent of the Dallas News, to which he later was called for full time services, and for several years managed the News' bureau at Fort Worth.

One of Mr. Sneed's most memorable assignments was as war correspondent for the Dallas News and *New York Herald* in Mexico during the troublous years between 1911 and 1917.

He was one of the few correspondents permitted to accompany Gen. John J. Pershing's punitive expedition in pursuit of Francisco Villa in 1916.

ALBERT R. GREER

Publisher Burbank, Cal., and Ashland, Ore., Papers Dies at 62

Albert R. Greer, 62, publisher of the *Burbank* (Cal.) *Review* and the *Ashland* (Ore.) *Tidings*, died at Oxnard, Cal., Sept. 6 following a long illness. Prior to coming to the Pacific Coast in 1911 the deceased was publisher of the *Muskogee* (Okla.) *Times*. He was associated with his son-in-law, Harvey R. Ling, in the publication of the Burbank Review.

Before branching out as a publisher Mr. Greer served an apprenticeship in the printing shop of the *Wingfield* (Kan.) *Courier*, owned by his brother. Later he worked on the staff of the old *Chicago Herald* and upon the organization of the *Saturday Blade* he became its first editor. Returning to his native state, Kansas, he soon left for the Indian lands of Oklahoma then being opened up, where he started the *Perry Courier*. His next step was the purchase of the *Kansas City* (Kan.) *Tribune*. After this he became publisher of the Muskogee (Okla.) Times. He assumed control of the Burbank Review in 1920, and at that time formed a partnership with his son-in-law.

NEW YORK PUBLISHER DIES

Frederick C. Bickers, 51, publisher of the Fredonia (N. Y.) *Censor*, died recently in Brooks Memorial hospital at Dunkirk, N. Y., following an operation for appendicitis. He was stricken while at his desk. Mr. Bickers formerly was with Collier's Weekly. He purchased the Censor in 1919.

BAY STATE EDITOR DEAD

L. P. Smith, 64, editor and founder of the *Greenville* (Mass.) *Democrat-Times*, died at his home in Greenville Sept. 9. He served 20 years in his State Legislature.

Obituary

CARL G. CARLTON, for the past 12 years editor of the *Oakland* (Neb.) *Independent*, died at his home, Sept. 10.

MISS MARGARET ALICE LEWIS, 21 former member of the editorial staff of the *San Diego* (Cal.) *Union*, died Sept. 3.

EX-REPRESIDENT JOHN J. CONWAY of Medford, Mass., a printer for more than 35 years and associated with the *Boston American* for more than 22 years, died at his home, Sept. 4. He was chairman of the Boston American Chapel of Local 13 for 15 years. He left the American five months ago.

CONSTANCE PLANTE, 3, and Cyrille Plante, Jr., children of Cyrill Plante, compositor on the *Worcester* (Mass.) *Post*, were killed when an automobile driven by their father crashed into the rear of a truck parked beside the road in Leicester, Mass., Aug. 26. Mr. Plante was blinded by approaching headlights and did not see the truck.

WILL N. ROGERS, 54, for 27 years publisher of the *Hawkeye* (Ia.) *Beacon*, died Sept. 5 in his home. Funeral services were held Wednesday. He had been associated with the printing business since he was 14 years old.

JOSEPH A. HARRIS, 78, one of the oldest newspaper men in the State, died in Hillsboro, N. C., Monday. Mr. Harris was a native of Raleigh, and served his apprenticeship as a printer under Maj. Seaton Gales, publisher of the *Raleigh* (N. C.) *Sentinel*. He was publisher of the *Orange County Observer* for more than 30 years.

ISAAC N. JONES, 77, veteran newspaperman, died at his home near Rochester, Pa., Sept. 12. Mr. Jones was employed by the *Commercial Gazette*, the *Chronicle Telegram* and the Dispatch as a proofreader and copycutter. In 1886 he went to Philadelphia, where he was employed by the *Public Ledger*. Mr. Jones was a past president of the Philadelphia Typographical Union.

GEORGE H. WRIGHT, 78, proofreader on the *San Francisco Examiner*, and for a long time on the *Chicago Tribune*, died in his sleep from a heart attack, Sept. 10.

M. F. COCHRANE, 54, stricken with apoplexy, died at his home in San Rafael, Cal., Sept. 10. For 25 years he had been editor and owner of the *San Rafael Independent*, was postmaster under President Wilson and two years ago was appointed on the State Harbor Commission by Governor Richardson.

FRANK M. LESTER

Frank M. Lester, 71, for 17 years a member of the staff of the *Chicago Tribune* under John Dickinson Sherman, at that time city editor, died here last week. Mr. Lester worked on the Tribune from 1889 to 1906 as a reporter and assistant financial editor. Later he became associated with the Public Service Company of Northern Illinois, of which he was advertising manager.

The Better Business Commissions and Bureaus of the United States are answering 10,000 financial inquiries each month.

DAILY HONORS DOCTOR

Chicago Physician Awarded $1,0 Community Service Prize

The sum of $1,000 was awarded week by the *Chicago Daily News* to Herman N. Bundesen, health comm sioner of Chicago, in accordance an announcement made by it on Sep 1925, that, in memory of its late p lisher, Victor F. Lawson, it would sent that sum to the resident of Gre Chicago who, during the year, shoul judged by the Daily News to have " formed the most beautiful action or c the most beneficial thing for human

The work of Dr. Bundesen in serving the health of young chil and by writing instructive articles young mothers, were considered as titling him to the award.

One big union for both editorial mechanical staffs is now being advoc in Australia.

$10,000 Per Year

The largest weekly newspaper i North Carolina, in the point o circulation, is offered for sale b the owner. Circulation approxi mately 4,000 at $2. Only printin plant in county of 40,000 popula tion. Doing a gross busines greater than the price asked which is $30,000. Live man wil net from $10,000 up per year wit no limit on increase. Good equip ment including Model 14 Linotyp and Goss Comet press. Keep of unless you have the money an mean business.

Write

W. W. CASTEEL

CLINTON, N. C.

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The public decides the progress of a newspaper.

The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.

With a constantly increasing circulation, plus a constant growth in advertising lineage, the New York Evening Graphic offers the advertiser an extremely profitable opportunity.

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New York

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25 City Hall Place
New York City

The Place to Push Sales—

Kansas—made unusually prosperous this year by excellent crop yields—offers an attractive market to persistent advertisers.

The Topeka Daily Capital—

thoroughly covers Topeka and its big trading radius. The only newspaper with a circulation throughout the state.

Included in primary distribution campaigns by leading national advertisers.

40,000 Guaranteed Circulation

Published by Arthur Capper
Topeka, Kansas

HALF A STATE COMPLETELY COVERED

at one Combination Rate

EVENING COURIER MORNING POST

Two Great Newspapers—Published at Camden, N. J.

National Representatives

STORY, BROOKS & FINLEY

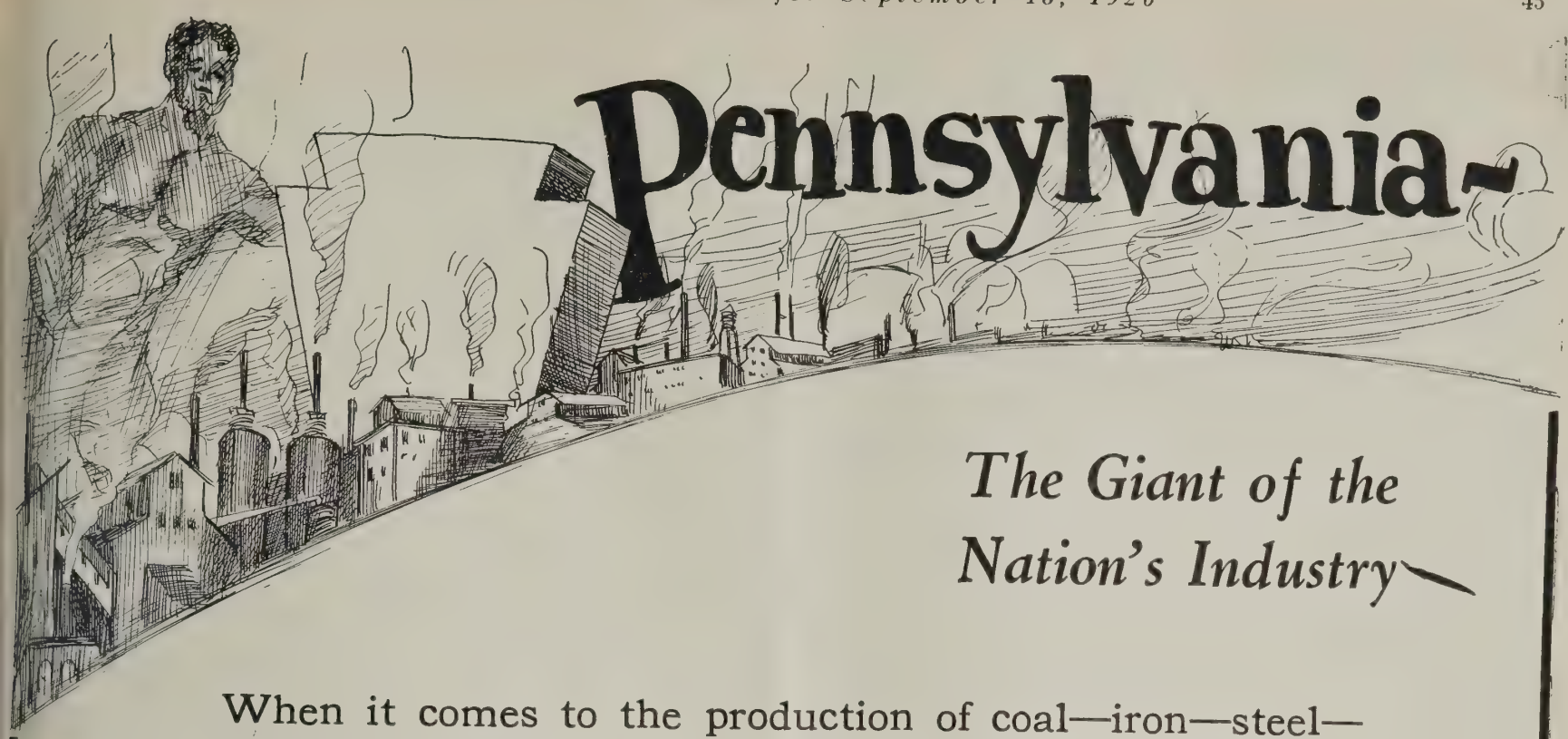


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Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

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The Giant of the Nation's Industry

When it comes to the production of coal—iron—steel—oil—gas, and kindred products, Pennsylvania looms up as a giant in the quantity production of these products. More than 1,000,000 workers are employed in the factories of this rich territory whose annual pay roll runs over $1,000,000,000 with an annual production output of over $7,000,000,000. What other state can compare to Pennsylvania in industry?

You can reach the great mass of people who comprise this gigantic workshop through the daily papers listed below. Each paper will gladly tell you of its immediate market and how to cover it quickly and economically.

	Circulation	2,500 lines	10,000 lines
**Allentown Call .....(M)	31,400	.10	.10
**Allentown Call .....(S)	22,349	.10	.10
††Beaver Falls Tribune .....(E)	6,553	.03	.03
††Bethlehem Globe Times.....(E)	13,272	.06	.06
††Bloomsburg Press .....(M)	7,673	.04	.04
**Chester Times .....(E)	18,295	.06	.06
††Coatesville Record .....(E)	6,783	.035	.03
**Connellsville Courier .....(E)	5,928	.02	.02
***Easton Express .....(E) / ***Easton Free Press .....(E)	33,000	.10	.10
**Erie Times .....(E)	28,596	.08	.08
††Greensburg Tribune Review...(EM)	14,883	.05	.05
††Hazleton Plain Speaker.....(E) / ††Hazleton Standard-Sentinel ..(M)	19,852	.07	.06
**Mount Carmel Item.....(E)	4,307	.0285	.0285
**Oil City Derrick .....(M)	8,588	.04	.04
**Pottsville Republican and Morning Paper .....(EM)	15,346	.08	.07
**Scranton Times .....(E)	43,230	.13	.12
**Sharon Herald .....(E)	7,236	.0357	.0357
**Sunbury Daily Item .....(E)	5,224	.03	.03
**Washington Observer and Reporter .....(M&E)	17,589	.06	.06
††West Chester Local News .....(E)	11,860	.04	.04
**Wilkes-Barre Times-Leader.....(E)	26,204	.06	.06
††Williamsport Sun and Gazette & Bulletin.....(ME)	28,000	.09	.09
††York Dispatch .....(E)	19,632	.05	.05

**A. B. C. Publishers' Statement, March 31, 1926.

††Government Statement, March 31, 1926.

***Consolidated Aug. 28, 1926.

OCHS' CAREER TOLD BY J. M. LEE

(*Continued from page 6*)

New York City—John H. Race. But the interview with Mr. Ochs printed in another place in this issue crowds the space for the material obtained elsewhere. But I cannot pass by this quotation from a letter received from Nora Crimmins, Librarian of the Chattanooga Public Library, about Mr. Ochs, "His was the first donation to the Chattanooga Public Library and it inspires the citizens and individuals to emulate his example."

Frankly I could give many other interesting facts about Mr. Ochs if I could use the information from several sources. But often such material has been tagged, "Not to be used without the approval of Mr. Ochs." In this little chat, however, I have felt that I should decide "what is fit to print."

In this respect I have been seriously embarrassed with accounts of donations by Mr. Ochs to educational and charitable institutions. He has given wisely and well. Possibly passing mention should be made of what might be called his "pet philanthropy"—the "One Hundred Neediest Cases" in New York City. In this philanthropy some have seen a campaign to advertise the Times. But those who are familiar with the origin of the movement, the difficulties encountered in obtaining the approval of the various charitable organizations, the rigidity of the rules under which funds are received, know that such is not the case. The purpose is a sincere desire to help the needy and unfortunate. The idea of the movement came solely from Mr. Ochs—possibly that accounts for his interest.

Mr. Ochs acts seldom as spokesman of the Times. That task he usually passes along to Rollo Ogden or to John H. Finley of the editorial department, or to Louis Wiley of the business department. But when the mood strikes Mr. Ochs, he can deliver an interesting address. One before the National Editorial Association in New York City and another before the Southern Publishers' Association at Asheville, N. C., will do by way of illustration. At times he does not hesitate to tell a good story at the expense of himself or his paper. In his younger days he once asked at the postoffice whether there was a letter for A. Ochs. The reply was, "No, nor for a cow, either." Two Sisters of Charity in calling on Mr. Ochs paid a very fine tribute to his paper. When asked why they liked the New York Times so much, they replied: "The Times has so few illustrations that it always looks well on our pantry shelves." Mr. Ochs was once speaking in Pine Hill, Kentucky. He had been extravagantly introduced as the publisher and owner of the great New York Times. A member of his audience turning to a mountaineer asked, "What is the New York Times?" The native shot back: "Stranger, I think it is about an hour ahead of our time."

But Mr. Ochs can tell other good stories when they illustrate a point he wants to make. Here is one from his random remarks before the Advertising Club of New York about the son of a very wealthy man who having ample funds pursued only his pleasures:

When his father died he left him a very large estate, and for the first time in his life this young man had some responsibility. There was the question of inheritance taxes, the question of benefactions and adjustments of business complications. It was the first time in his life that he was really up against a serious situation and a real job.

On one occasion, when a very important and complex question came up for final adjustment, he had an engagement to go to some great football match to which he had invited several young ladies. He was very anxious to keep the engagement, but his lawyer said to him, "You can't go; you have to stay here, for we must settle this question today. It is an important question and there is a great deal involved in it. You must forego your pleasure."

The young man shocked his attorney by replying, "Do you know, I have had so much trouble about this estate that I am almost sorry my father died."

If I were asked for an incident that would illustrate Adolph S. Ochs at his best I think I should select the following. Mr. Ochs, especially in recent years, is a trifle impatient when his lieutenants come to him with problems they should solve. But let one of these lieutenants, or any other employe for that matter, come with a personal problem, no matter how big may be the task before him he will give the matter careful attention.

Sitting beside me when Goldman's orchestra was playing, Mr. Ochs called my attention to the fact that Mr. Goldman had a different expression as he looked at each member of the orchestra. I wanted to tell Mr. Ochs at the time that he had a different expression according to the people to whom he was talking. But I did not, and so I will tell it now. I am just a good enough reporter to catch this change in expression, but I am not enough of a literary craftsman to describe it. But Mr. Ochs certainly has a different expression when he talks to William C. Frew, president of the Corn Exchange Bank, about bonds, from that when he talks to Otto H. Kahn about music or with Helen Gould Shepard about topics of the day. His somewhat changeable personality shows itself in his offices in the plant of the New York Times. He has a palatial private office furnished in mahogany where he receives visitors. He has another private office with oak furniture where he receives practical printers who come to him in shirt sleeves. He is in the latter office the more—for he has found his employes come to him more readily in the second place.

I was in one of the corridors of the Waldorf-Astoria as Mr. Ochs passed by to attend a social function. "Who is that distinguished individual?" someone asked. The reply was, "I don't know. But he looks as though he might be the Prime Minister of England." That was Mr. Ochs on what might be called dress parade.

Age has been extremely kind to Mr. Ochs. Its only imprint seems to be to deepen the character lines. In a way, his face, in spite of the white hair, has taken on something of the expression found in the portrait of the little boy who carried papers in Knoxville, Tenn.

A side trip from Knoxville to Louisville has been mentioned. A flying trip or two from New York to Philadelphia may need to be noted. In the latter place Mr. Ochs purchased, on May 7, 1901, the *Philadelphia Times,* which in physical equipment and condition was a close second to the New York Times at the time of his purchase. About 15 months later, July 21, 1902, to be exact, he purchased the *Philadelphia Public Ledger* and consolidated the two papers. For the Philadelphia Times he paid $100,000 in cash and assumed responsibility for something like $200,000 of bonded indebtedness. For the Public Ledger, including valuable real estate holdings, he paid $150,000 cash and assumed responsibility for an issue of $1,500,000 in four per cent bonds. Both transactions were financed by Mr. Ochs on his own credit, aided by collaterals. In spite of various rumors, no one "backed him" in either transaction. On Jan. 1, 1913, he sold the Public Ledger to Cyrus H. K. Curtis. The prices as given by Edward W. Bok in writing the biography of his father-in-law, Mr. Curtis, was $2,000,000. From these figures it will be seen that Mr. Ochs did not surrender his Philadelphia paper at a financial loss to himself.

Honestly I don't know whether I would want to be publisher of the New York Times or not. By mere coincidence I happened to have a seat across from Mr. Ochs in the Pullman car from New York to Albany. He was on his way to his summer home at Lake George. Because of my position I simply could not help overhearing what was said to him. Of the several people who spoke to him during the trip all save one had some favor they wanted to ask Mr. Ochs to do in the Times. I did have to admire the ease and grace with which he side stepped these requests—but it was no easy task. As the Times has increased in influence in New York City, requests for both editorial and news support have jumped in proportion. The trouble is that many of these requests are often in the interests of worthwhile causes. While Mr. Ochs is doubtless in sympathy with many of these philanthropic and educational movements, he never forgets that the "news that is fit to print" is that for which the reader is paying his two cents.

In *Punch* of London there once appeared a picture of a man reading the *London Times.* The caption underneath asked the question, "Why is the man like the paper he is reading?" The answer was, "Because each is behind the times." Even Lord Northcliffe, when he bought the London Times, remarked that those formerly in control must have thought that news, like wine, improved with age. I now come to what I regard best explains the secret of the success of Ochs and his paper. He sees the paper not of today, but of tomorrow. If there is one paper in America more than another that looks ahead to see what the morrow will probably bring forth it is the New York Times. It has a very watchfu eye on improvements in news-gather ing whether by its own enterprise o by the Associated Press. Of the lat ter organization, Mr. Ochs is both member of the Board of Directors and member of the Executive Committee. In deed, he was one of the incorporators o the Associated Press when it was re moved from Illinois to New York in 190 I know whereof I speak when I say tha Mr. Ochs is taking care of the paper sup ply of the Times of tomorrow. H watches every improvement of mechanica appliances appropriate for a well equippe printing plant. The various sections o the New York Times on Sunday sho how he has seized upon every improve ment for the mechanical make-up of newspaper. In the language of the stree he has had the hump to be a jump or tw ahead of the immediate needs of hi paper. In other words, Adolph S. Och has been both behind and also ahead o his Times.

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We opened 1926 with the greatest newspaper campaign ever conducted, and secured over $300,000 in prepaid subscriptions for The Cleveland Plain Dealer. We can attain similar success for you!

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Finger Tips in the news every day



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A 3-stick daily feature

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EVENING STAR BUILDING
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Leadership in news and prestige has won for

LA PRENSA
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Since 1869 the public of Argentina has reposed in La Prensa a degree of confidence that is enjoyed by only a few of the world's great newspapers.

JOSHUA B. POWERS
Exclusive Advertising Representative,
250 Park Avenue, New York
"South America's Greatest Newspaper"

Largest morning and Sunday circulation in the Greatest Market west of Chicago
170,000 Daily
390,000 Sunday
LOS ANGELES Examiner

Our Customers Write Our Ads

A. L. MILLER of the Battle Creek, Mich., ENQUIRER-NEWS, Says—

"We believe that the common judgment of the American newspaper publishers in the field of small and medium sized cities is that the DUPLEX TUBULAR press is the STANDARD PRESS."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

PRESIDENT WILLIAMS MAKES PLEA FOR CRUSADING PRESS

(*Continued from page 7*)

encouragement to those who seek it everywhere. A permanent ad interim committee upon the Freedom of the Press might well represent the Congress. We need to renew our faith and strengthen the forces against those who under specious plea, or none at all, seek to suppress or destroy the liberty of the press.

It is not enough to be free to write the truth. Freedom to know the truth is essential to journalism. Lack of adequate and correct information makes impossible truthful interpretation and comment. It is useless to have liberty to publish and discuss facts unless there is unfettered opportunity to obtain these facts. The right solution of the complex and world-wide problem of news-assembling and news-distribution is of the deepest concern to a serious journalism.

It is difficult enough to obtain truthful news in and about domestic affairs in one's own nation from sometimes unwilling and reluctant sources and with limited financial means to gather such news. It is more difficult, of course, to obtain from distant lands the news that will be the truth. Open, unrestricted channels of news communications are of vital consequence. With the new developments in radio and wireless, the use of airplanes and other inventions of the present day, we are entering upon an epoch when the problems of news facilities are vastly different from those of a generation ago. The proper utilization of all methods available for news transmission merits the most careful study. The reduction of transmission rates is eminently desirable. Who may say that a wiser, more courageous and more far-visioned generation will not bring about a universal wire and wireless rate that will do for news transmission by electric currents what the Universal Postal Union does within its sphere? Certainly the present crowded, conflicting and costly news-transmission agencies need to be revised in the spirit of the times and with the view to serving the interests of free dissemination of the truth.

I recommend that the Congress take appropriate action to have called by the governments interested or by the League of Nations, or some other international association, or by this Congress, a world conference to consider this important subject.

Freedom to write the truth and freedom to obtain the truth necessitate government action. Laws, charters, treaties, have, in part at least, control. These may be amended, altered, abolished by the pressure of public opinion. It is the business of journalism to aid in the creation of public opinion which will effectuate the desired changes. Thus would the press serve not only to increase its service to the people—who are its clientele. The right to speak and know the truth is important to the press. It is vital to the life and progress of the individual, the nation and mankind.

With those who are to discover, disseminate and interpret the truth, the public as well as the press is concerned. The responsibility for journalism however rests upon the profession of journalism itself. Adequate preparation for the calling of journalism, broad, liberal, professional education is required to raise the profession to the plane of its highest potentialities. This education may well include technical studies, the technique of journalism. It should include a knowledge of history, geography, government, philosophy, the life story of mankind, past and contemporary. It must include the development in the individual journalist of a sympathetic understanding based upon this knowledge. Above all men, the journalist should learn through his studies and experience the lessons of patience and of tolerance. But these are not enough. Tolerance merely permits the existence of other men and other opinions. And patience bears with them. The journalist must be educated beyond patience and tolerance to have sympathetic understanding of other men and of other opinions.

Is it an impossible task? Not so. There have been—and are today—such journalists in every land. There will be many more if journalists themselves emphasize the dignity of their vocation and the power and the glory attaching to it.

"The pen is mightier than the sword," is still true. It is only true however when the whole saying of the poet is recalled:

> "In the hands of men entirely great
> The pen is mightier than the sword."

Journalism is confronted today with a world vastly different from the world which the great German, Gutenberg, "father of printing," knew. Within the space of the last third of a century discoveries and inventions have completely changed the facilities available for the obtaining of news and the publishing of newspapers. Emphasis has shifted from the editor's comment to the reporter's record. Financial interests find value in the ownership of great publishing enterprises. Political agencies, special and class interests, governmental and party organizations wish control of the press for the advancement of their ends. The individual journalist finds it no longer easy to broadcast his views. The independent journal has constant temptation to become a dependent journal. These conditions demand that those who believe as we do, that journalism is the most powerful profession for public service, as well as the most fascinating occupation for those engaged in it, should, with every proper means, seek to keep journalism to its high estate.

The world will always have and need journals of information and journals of opinion, journals whose primary or only object is financial or propagandist, journals of entertainment and of instruction, journals which combine two or more of these purposes. It is for the journalist who has faith in his profession to keep honest and accurate and sympathetic the press upon which and through which he labors. "Every man is debtor to his profession." Journalism is, in its last analysis, the journalist in print. The press is properly a private enterprise, but it is a private enterprise colored always by public interest.

If we have bad journalism, may it not be because we have bad journalists? If the world's press—or any part thereof—is cowardly, dishonest, intolerant, demagogic, chauvinistic, is it not because the individuals who produce the press may thus be characterized?

The tendency in the world's press, despite notable and conspicuous example to the contrary, is to a better journalism, more accurate, more honest, more sympathetic, better informed, with higher standards more courageously maintained. It is for the Press Congress of the World and other journalistic organizations and for individual journalists everywhere to denounce the evil and low and cowardly in their own profession, to encourage and promote the good, to be crusaders on occasion as well as recorders, ever holding to the journalistic faith.

Even in this noble city I make bold to say that a league of journalists, keeping open and free the channels of world communications and speaking just and fair and with sympathetic understanding, may do more good than any other human agency, league or association of nations.

Let us be worthy of the high mission of the new journalism.

Have I raised too high the standard of the new journalism? Is it impossible

TYPOS GRANTED RAISE IN NEW CHICAGO SCALE

(*By Telegraph to* Editor & Publisher)

CHICAGO, Sept. 16.—A Wage scale for the next three years was agreed upon today between the Chicago Local American Newspaper Association, and the Chicago Typographical Union, Number 16, to become effective at once.

An increase of $3.00 a week was granted for the first year, $1.00 a week for each succeeding year. No change is made in the length of working hours, the former 45 hour week remaining.

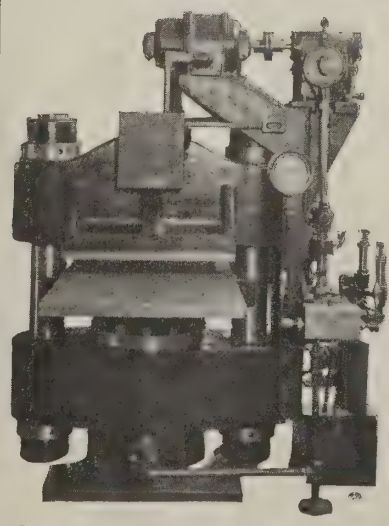
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An International Daily Newspaper
Publishing SELECTED ADVERTISING
ATLANTIC, CENTRAL and PACIFIC Editions
Rates and Circulation Data Supplied on Request
ADVERTISING OFFICES
Boston, Philadelphia, Chicago, Cleveland, Detroit, New York, London, Paris, Florence, Kansas City, San Francisco, Los Angeles, Seattle, Portland
"Buy What You Can Use"

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 Daily World — Evening World readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World
Pulitzer Building, New York
Tribune Tower, Chicago

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
Cline-Westinghouse Double Motor-Drive with full automatic push button control
is used by
New York Times
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BIROTADRUCK

HYDRAULIC MATRICE PRESS
Direct Pressure Under Complete Control. Fast, Positive, Non-Vibrating Hydraulic Operation. The first successful hydraulic matrice moulding press to be introduced into this country.
Birotadruck Presses are now in operation on the plants of The New York Times (3 presses), New York Herald-Tribune (2 presses), Boston Globe, Cleveland Press and Dallas News.
AMERICAN BIROTADRUCK CO., Inc.
120 West 42d St., New York City

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and New Rochelle and The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

Largest Evening Circulation in Largest Market
For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.
NEW YORK JOURNAL
America's Largest Evening Circulation and at 3c a copy

first! in OHIO
14,882,648 Lines
Dispatch advertising record for the first eight months of 1926, exceeding other Columbus newspapers combined by 1,944,151 lines. The Dispatch led the second largest Ohio newspaper (first 6 mos.) by 2,047,726 lines.
NET PAID CIRCULATION
CITY 55,812
SUBURBAN 26,973
COUNTRY 23,666
Total Daily Circulation..106,451
Columbus Dispatch
OHIO'S GREATEST HOME DAILY

of realization? Nay, nothing is impossible to those who with clear vision and stout heart engage unselfishly and with consecration upon the profession of journalism—the world's most fascinating, most significant, most hopeful adventure.

James W. Brown, Secretary of the Congress, reported that an earnest effort had been made during the past five years to enlist the interest of journalists throughout the world in the Press Congress program. The regular mailing list includes 59 countries, including the United States and possessions, and contains names of editors, proprietors, business executives of newspapers and press associations and kindred interests, totaling more than 25,000 names. Some 300,000 pieces of mail material were distributed. The enrollment of delegates numbers 164, with 43 guests—representing 25 governments. Prior to the meeting in Honolulu the membership was on a purely complimentary and honorary basis.

At Honolulu the old plan was discarded for a financial plan as follows:

Individual members, representing workers in every department of journalism, paying annual dues of $5.

Corporate members, in which are included newspapers, magazines, class, trade and technical journals and allied interests, paying annual dues of $50.

Sustaining members, in which are included important news associations, leading daily newspapers throughout the world, and institutions in the supply and material field, paying $100 per year, or "sums acceptable to the Executive Committee."

Mr. Brown reviewed the work of the Congress in detail, citing conditions affecting journalists in Italy, Ecuador, Mexico, Guatemala. He also reviewed the work of the Pan-American Congress of Journalists at Washington and the recent conference of press associations at Geneva, under the auspices of the League of Nations.

RADIO AND THE PRESS

H. V. KALTENBORN, associate editor of *Brooklyn Eagle*, on Thursday addressed the members of the Press Congress of the World, on the subject "Radio and the Press," characterizing radio as the "fifth estate" and declaring that in the United States alone air broadcasting has a "listener circulation" of 25,000,000.

"Radio and the press touch one another at many points," said he. "Both publish news, information and entertainment. Both sell publicity. Both are organs of public opinion. They rival with one another at the same time that they cooperate. Radio provides newspapers with readers who seek radio news and radio programs. Radio deprives newspapers of readers who now give to the radio those hours of leisure that formerly went to newspaper reading.

"An enormous linage of advertising has come to newspapers from the makers and retailers of radio products. Some advertising has been lost to newspapers because general advertisers are spending on broadcasting money that formerly paid for newspaper copy.

"Paid publicity is changing the current and character of broadcasting as it has changed the newspaper. For both publishers and broadcasters advertising is the chief source of revenue. Three-fourths of all broadcasting stations in the United States are now selling advertising. On some of the most important stations the best hours of the day and evening are entirely occupied by the advertisers who broadcast free entertainment to develop good-will.

"Selling time on the air has become general since 1924. Before then the Company which controlled the patents on certain broadcasting devices sought to retain for itself the monopoly of paid broadcasting. Growing criticism of monopoly practice brought about a change. Today some 400 United States stations have established definite rates for broadcasting and most of them label paid material as advertising by announcing that the 'X Company has engaged the facilities of this station.'

"This practice has made many stations self-supporting without impairing their publicity value to the companies which own and operate them. It explains why radio stations, like newspapers, are often sold for far more than the intrinsic value of the physical property which they control.

"A department store in Newark, New Jersey, which was among the first to operate a broadcasting station estimates the return in publicity value as far more than $1,000,000, which is several times what it has cost to operate that particular station since it was first established. There is only one other department store station in the New York area but in Philadelphia four large stores went into broadcasting which naturally reduced the "good-will" return for each one.

"Newspapers are always among the first by whom the new is tried and it is natural to find them going into broadcasting very soon after this became general. In some cities the creation of rival broadcasting stations by rival newspapers added enormously to newspaper costs without adding much if anything to income. In Minneapolis, Minnesota, three newspapers operated three rival stations at ruinous expense and without any particular advantage to the listening public. Finally all three newspaper agreed to abandon the broadcasting field. In other cities rival newspapers have agreed to a consolidation of their broadcasting stations.

"Different newspapers have come to different conclusions with regard to the advantages of broadcasting. The *Atlanta Constitution* and the *Chicago Tribune* tried broadcasting, and then gave it up because of the expense. The *Chicago News* and the *Detroit News* came into the broadcasting field early, and have remained in it. Some newspapers report direct advertising, while others claim no other return than that expressed in the general term of good-will.

"No New York City newspaper has established a broadcasting station of its own, although practically every one has seriously considered doing so. The restraining factor there is the large number of excellent stations already established and the huge expense of operating a station that could compete with them for the favor of a jaded public which no longer considers broadcasting as a novelty.

"But most of the metropolitan papers make some contribution to radio programs. One publisher features a physical director who puts on morning exercises to the accompaniment of music. Another has a writer on sports discuss the events and personalities of the sporting world for a brief period each evening. The Brooklyn Daily Eagle has provided the radio audience with a weekly editorial summary of outstanding news events. This has been given for three years by the same speaker, and has won a regular weekly audience estimated at one million persons.

"Newspapers are naturally and properly concerned about the future of radio in relation to their own business. Here is a new element of competition. Radio stations give free the news bulletins, market prices, game scores, entertainment features and weather reports for which it was once necessary to depend upon newspapers. Many publishers have gone into some form of broadcasting with the idea that it is better to use and study this new way of reaching the public than to ignore it and perhaps suffer disastrous consequences. The Associated Press made a vain fight against permitting any of its news to be broadcast. Rival services profited by this attitude, and the Associated Press was compelled to abandon it. During the past season the Associated Press tried to make up for the lost time by broadcasting a weekly talk describing its methods of news gathering.

"Someone has remarked that newspapers will continue to have good sales so long as they publish radio programs, intimating that most of their other functions will be absorbed by the broadcasters. This is an exaggeration. At the same time, it must be confessed, that newspapers have already felt radio competition in the reduced interest in sporting and election extras.

"No direct advertising is supposed to go 'on the air.' Mr. Hoover says: 'The quickest way to kill radio would be to use it for direct advertising,' and his opinion is shared by most leaders in the radio world. This limitation excludes radio from a large field of advertising publicity. Most advertisers want a direct merchandising appeal, and unless and until radio can guarantee to transmit that to a definite number of listeners, the advertising columns of the newspapers will continue to play their part in the transaction of the world's business.

"There is one interesting difference between newspaper and radio advertising. In one the products seek to appeal, whereas in the other an established 'appeal' seeks a product. The broadcasting stations are always on the lookout for new talent. When they have developed and popularized a 'feature' they send out their advertising solicitors to 'get an account' for it. They cast about until they find an advertiser who will purchase time to put this feature on the station program at regular intervals. He enhances the popularity of his product by regular announcements between numbers that the delightful Red Label comedians are presented by the Red Label Products Manufacturing Corporation.

"Sometimes the president of the corporation, not averse to a little personal publicity, wants to present the Red Label comedian himself, but this injection of outside personalities is resented by the radio audience and discouraged by diplomatic studio managers. Radio advertising is extremely sentitive to hostile psychology. It is in the position of the billboard that spoils a lovely bit of wayside scenery. By a flick of the dial the advertiser is remov from the listener's consciousness. The ke competition between radio stations obliges eve station manager to insist that advertiser p sent only such features as appeal to a go proportion of the regular listeners.

"It is the indirect influence of radio on mus education, advertising and public thinking g erally that is most important. Direct attem at propaganda or persuasion can easily checked and controlled. But radio is tim Far more timid than the press. It fears give offense to any class or group. It he tates to encourage change. The best bro casting stations are owned by large corporatio which hesitate to offend the public authorit or any section of the public. Newspapers w permit readers to contradict their editoria and will publish these contradictions on t editorial page. They will sell advertising spa without discrimination to all those who me certain standards of honesty and good taste.

"Not so the radio station. It sets up bitrary rules, bars contradiction, and often p sents one side of an argument without givi the opposition a chance to use its facilitie All stations require speakers to submit man script in advance and feel free to censor wh they do not like. Whereas, the press influenc public opinion by what it prints; radio exercis its influence by what it excludes. The pre is much more generous in its treatment of u popular causes than radio."

Buffalo, The Wonder City of America

Buffalo—a Profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives

Marbridge Bldg. New York, N. Y.	Tribune Tower Chicago, Ill.
Atlantic Bldg. Philadelphia	Waterman Bldg. Boston

The Tampa Morning Tribune
Tampa, Florida

LEADS

- In Local Advertising
- In National Advertising
- In Classified Advertising
- In City Circulation
- In Suburban Circulation
- In Total Circulation
- Substantial Proof of Superiority
- 200,000 Daily Readers
- 300,000 Sunday Readers

Represented Nationally by

The S. C. Beckwith Special Agency

MICHIGAN

is growing faster than any State in the Union.

Its increase in manufacturing products surpasses anything in the world.

BOOTH NEWSPAPERS

cover Michigan outside of Detroit—Eight principal cities with the only or leading Newspaper in its respective community.

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN 50 East 42nd St. New York City	J. E. LUTZ Tower Building Chicago, Ill.

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

creating Impression!

nearly half the 2013 national advertisers using the Cleveland Plain Dealer in 1925 used it *exclusively*.

The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it

J. B. Woodward 110 E. 42d St. New York	Woodward & Kelly 360 N. Mich. Ave. Chicago

Parkersburg, W. Va.
is growing rapidly

A new $5,000,000 rayon plant and other new industries are now being constructed there.

The city and suburban territory is covered by

The News
Morning and Sunday

with a circulation of 7,500 daily and 9,000 Sunday at only 3 cents a line.

Member A. B. C.

Represented nationally by the
DEVINE-MacQUOID CO., Inc.
New York Pittsburgh Chicago

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation
LOUISVILLE KY

WHAT'S WHAT IN THE FEATURE FIELD

Zoe Beckley Sails to Return with Queen Marie of Roumania—Wile on Cross-Country Trip as Political Reporter—Towbridge Now with O'Dell Newspaper Service

ZOE BECKLEY, of the staff of Famous Features Syndicate, Inc., sailed Saturday, Sept. 18, on the S.S. Paris for Europe where she will meet Her Majesty Marie, Queen of Roumania, and return with her to this country in October. Miss Beckley will cover Her Majesty's voyage by cable and radio for American newspapers.



ZOE BECKLEY

Miss Beckley has been Queen Marie's guest in Roumania on several occasions. It was Miss Beckley who induced Her Majesty to become a newspaperwoman and write the daily series "Queen's Counsel" which is distributed by Famous Features Syndicate. According to present plans Miss Beckley will go on to Roumania where she will cover the preparations for the royal voyage. She will send a daily cable from Europe and a daily radio from the ship on which Queen Marie sails.

Frederic William Wile, Washington correspondent, has left for a cross-country political writing trip. In addition to representing his own chain of metropolitan papers, Mr. Wile's dispatches will go to the Editors' Feature Service, for which he acts at the National Capital.

H. C. Towbridge has joined the sales force of the O'Dell Newspaper Service, New York. Towbridge is the son of John W. Towbridge, who was art manager of the *New York World* and the *New York Herald* and later of the first organization. He has been syndicate manager of the Root Newspaper Service and personal representative of Carl White, George Walsh and William Fynum of the motion pictures. He was also the originator of the American Union Newspaper Syndicate and of the Daily Feature Newspaper Service.

Sterling Features Syndicate, New York, will soon offer the "Life Story of James Jeffries," composed by himself.

Superior Feature Service, Paterson, N. J., is offering a one-column art feature entitled "Today's Features in Sport History."

Arthur S. Rudd, formerly of Associated Editors, Chicago, has joined the editorial staff of the McNaught Syndicate, of New York.

"Skippy," comic by Percy L. Crosby, will be prepared in full page for distribution beginning Oct. 17, by King Features Syndicate, Inc., New York.

Robert V. McNitt, president of the McNaught Syndicate, Inc., has returned from Europe. Mr. McNitt, with Mrs. McNitt and their two sons, spent three months in England, Scotland, France and Italy.

Miss Allene Sumner, special writer for NEA Service, Inc., has returned from a three months' tour of Europe. While abroad, Miss Sumner wrote her column called "A Woman's Day Abroad," replacing her daily column, "The Woman's Day," which has been resumed since her return.

Charles V. McAdam, vice-president of the McNaught Syndicate, Inc., returned to New York last week from a summer's rustication at Ashtabula, O.

Editors' Feature Service, Inc., is planning to move some of its production units from New York to Cleveland, where it already has offices. New York offices will continue to be located at 1819 Broadway. William H. Johnson, president, will make Cleveland his headquarters.

"Your Child in School" is the title of a new feature being offered by the Standard Editorial Service, Washington, D. C. It is written by Dr. Frank W. Ballou, superintendent of Washington schools.

Claire Pomeroy has written a new serial called "The Feast of Folly," for the National Newspaper Service, Chicago.

Burton Rascoe is now writing weekly book reviews for Editors' Feature Service, Inc., New York and Cleveland. Miss Lenore M. Lingan has been made librarian of this syndicate in its Cleveland office. She was formerly with the *Cleveland Press.*

R. V. Hardon, feature writer for the National Newspaper Service, Chicago, is now in Albuquerque, N. M., for his health.

C. T. Brainard, president of the McClure Newspaper Syndicate, returned to New York Friday from his Maine camp. Miss Mabel Dennison, whose serial "Myra" has just been released by this syndicate, is returning next week from her vacation in the middle west. George Janosik, treasurer and business manager, is shortly returning to New York from a long vacation in the Northwest.

PAPERS BACKING AIR MAIL

Newspapers are furnishing the largest volume of mail for the air mail in Kansas City, according to C. E. Fleming, Missouri and Kansas division manager for the National Air Transport, Inc. Second on the list are insurance companies and banks and other financial houses are third.

FLORIDA RICH FIELD FOR AD SALESMEN

Horace Stilwell, Ft. Lauderdale News, Says State Has Potential Appropriation of $50,000,000—Urges Press to Seek Its Share

Florida has a potential advertising appropriation of $50,000,000, according to Horace Stilwell, editor and publisher of the *Fort Lauderdale Daily News,* who addressed a luncheon meeting of New York newspaper advertising representatives at the Waldorf Astoria Hotel, Sept. 16. He urged newspaper advertising salesmen to visit the state and tell communities contemplating campaigns the value of newspaper space. Businessmen of Florida, he said, are convinced that newspapers are propagandists against their state.

The "potential appropriation" is arrived at under the state law which provides that five mills out of every $100 of assessed valuation should be set aside for advertising purposes, Mr. Stilwell said.

The Fort Lauderdale publisher is himself chairman of the joint advertising committee of his city and Hollywood, Fla., which has raised $100,000 to be spent exclusively in northern newspapers.

"Join our program of helping Florida in its advertising plans," he urged the representatives. "We don't want free publicity or propaganda, we want our paid message to appear on the newspaper page."

William H. Rankin, president of the advertising agency that bears his name, presided at the luncheon. Other speakers were Gil Hodges, Munsey Publications; St. John Richards, president of the Six Point League, Thomas Moore, associate director of the Bureau of Advertising of the American Newspaper Publishers Association; and Benjamin Butterworth, advertising manager of the *New York Times.* More than 50 persons were present.

COVERS "BEAT" BY PLANE

Lt. McKenzie J. Sullivan, of the military intelligence section of the U. S. Army, and editor of the *Army and Navy Courier,* Wichita, will cover his "beat" via airplane. Lieut. Sullivan has purchased a plane and will use it in covering the various army and naval posts through the south to obtain news for the Courier.

POLITICAL RIVALS MERGE

The *Bloomfield* (Mo.) *Vindicator* and the *Stoddard Tribune,* has been consolidated and will be printed from the same plant. The Vindicator, Democratic, will be issued on Friday and the Tribune, Republican, on Tuesday.

MERCHANT & EVANS CO.
PHILADELPHIA
Producers of . .
SPARTAN TYPE METAL
Since 1866
LINO • MONO • STERO
INTERTYPE COMBINATION
Stocks in Principal Cities

The Great Empire of The Southwest
is literally spending millions of dollars.
The thoughts, actions and habits of Southwesterners are influenced by their
Weekly Newspapers
Our organization represents 325 weekly newspapers in Texas, Oklahoma and New Mexico, and we can furnish complete market information on this territory.
A letter to our Dallas office will bring you some very interesting figures.
The H. L. Grable Co.
"National Advertising Representatives of Weekly Newspapers"
TEXAS—OKLAHOMA—NEW MEXICO
NEW YORK, 25 East 26th St., Phone Ashland 9127
PHILADELPHIA, Widener Bldg., Phone Rittenhouse 9698
CHICAGO, 123 West Madison, Phone Central 3021
DALLAS, TEXAS, 606 Mercantile Bank Building

E. F. S.
Editors' Feature Service
Over 70 independent newspapers throughout the country subscribe to this fine daily service as a protection against rising feature costs.
Six Pages Daily
Illustrations in Mat Form
Write or wire for samples, price and territory.
Editors' Feature Service, Inc.
1819 Broadway, New York
Allied with Johnson Features, Inc.

AUTOMOBILE PRIZE CAMPAIGNS
Get the Circulation
Get the Money For It
Get It Quickly
Get It Right
Conducted on THE KENDALL PLAN
Contracts for
FALL and WINTER
CIRCULATION DRIVES
are being made
— NOW —
WIRE OR WRITE FOR DETAILS, REFERENCES OR SPECIMEN CONTRACT.
W. S. Kendall Company
104 NORTH BAILEY AVE.
LOUISVILLE, KENTUCKY

AGAIN
A Great Roosevelt Series
Weekly Release
Most Americans remember the late Colonel Roosevelt's vivid account of his adventures in Africa and South America. They have followed with lively interest the expedition which his sons, Theodore and Kermit, made to the remote Himalayas last summer. The latter have written an enthralling story of what befell them, and the Cosmos Syndicate is happy to offer the first newspaper rights. These articles will be fully illustrated.
COSMOS NEWSPAPER SYNDICATE INC
Covering the World
NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY
Herbert S. Houston, President and Editor-in-Chief
Myles F. Lasker, Vice-President and General Manager

2 Football Training Talks
A daily series by Bud Hoban, running seven weeks, beginning September 6th.
Baltimore Evening Sun
heads our order list.
The International Syndicate
Baltimore, Md.



PRESIDENT LISTS FIVE OBJECTS OF I.A.A.

Woodbridge Urges Closer Co-Ordination of Departments and Development of Advertising Clubs—Pleased with Support

C. King Woodbridge, president of the International Advertising Association, this week listed five objects he hoped to see the association accomplish during the coming year. They are:

1. A closer co-ordination of the work of the various departments in the Advertising Commission and the use of the educational programs of the departments in the educational work of the local clubs.
2. The use of the machinery of the organization in broadcasting the story of advertising to the public at large so that the public will have a better understanding of its uses and of the part it is playing in the general plan of distribution.
3. Co-ordinating the teaching of advertising in schools, colleges and universities throughout the country, and fostering the introduction of such courses in other educational institutions both here and abroad.
4. Assisting in the development of stronger Advertising Clubs, and creating new clubs.
5. Building a program for our convention at Denver that will go a step further in making advertising better understood both within the membership and without.

Mr. Woodbridge reported he was gratified by the response for sustaining memberships that is coming daily as a result of the campaign for $50,000.

"Within the past month nearly $7,000 in new subscriptions has been received from individuals, associations and concerns in all parts of the country who believe in the value of the work the Association is doing and are anxious to see it further developed without the handicap of a shortage of finances," he said.

"We need a budget of $100,000 to carry on the work that has been planned for this year and in proportion to the immense amount of work the Association would like to do this is a very modest budget. We are reasonably sure of $50,000 in the form of dues from the local Advertising Clubs and the various departments in the Advertising Commission and the registrations at our annual convention. We need, therefore, to raise $50,000 this year in the form of sustaining memberships."

TRI-STATE MEET SEPT. 23-25

300 Editors and Publishers to Attend Sioux City Convention

Some 300 editors and publishers from three states Iowa, South Dakota and Nebraska will meet in Sioux City, Sept. 23, 24 and 25, for the annual Tri-State Editorial convention.

The three-day program for the convention includes a full schedule of interesting addresses and entertainment. Among the principal speakers will be Wright A. Patterson, editor-in-chief of the Western Newspaper Union; Herman Roe, of Northfield, Minn., president of the National Editorial Association and officials of the press associations of three states, W. A. Brown of Friend, Neb., president of the Nebraska Press Association; E. B. Oddy, of Woonsocket, S. D., president of the South Dakota Press Association, and E. F. Tucker of Ames, Ia., managing director of the Iowa Press Association.

Election of new officers of the association will be Saturday morning, Sept. 25. Present officers are: Clarence Johnson of Danbury, Ia., president; Deloss Hall of Tyndall, S. D., vice-president; Katherine James Hunt, Sioux City, treasurer, and J. P. O'Furey, Hartington, Neb., secretary.

EDITOR & PUBLISHER classified ads sell the odds and ends.

LAUREL (MISS.) DAILY LEADER COMPLETES NEW PUBLISHING PLANT



THE *Laurel* (Miss.) *Daily Leader* is now domiciled in its own commodious new home with every modern publishing facility. The *Daily Leader* was an outgrowth of two former daily papers. Col. Mott Ayres, of Fulton, Ky., bought in the two plants and consolidated the papers in July, 1914. On his death Edgar G. Harris became owner and publisher and he disposed of the property one year ago to a stock company headed by James S. Skewes, editor and publisher of the *Meridian* (Miss.) *Star*.

The new building pictured herewith was erected especially for the newspaper and provides every modern convenience for the publishers and employes. Thomas M. Gibbons, former local banker, is g[e]neral manager of the *Daily Lea[der]* Ernest E. Hoffman, who started w[ith] Col. Ayres as city news reporter, is n[ow] managing editor. R. C. Jones has cha[rge] of the advertising.

FOREIGN STAFF CHANGES

Several Shifts Made by New Y[ork] Herald Tribune

Several changes in the *New Y[ork] Herald Tribune's* foreign service w[ere] announced this week. Roy Benn[ett], managing editor of the *Manila Bulle[tin]*, has been appointed permanent cor[re]spondent in Manila. Thomas Steep, w[ho] went to Manila with the Carmi Thon[p]son expedition, left Manila on Sept. [4] for Shanghai. He will remain there [as] long as the present disturbance c[on]tinues and then go to Peking as perm[a]nent correspondent in the Far East.

John Elliott, who has been attach[ed] to the London bureau, has been tra[ns]ferred to Berlin, where he is temporar[ily] in charge. Harold E. Scarborough, h[ead] of the London bureau, will go to Bu[ch]arest a week before Queen Mar[y's] departure and accompany her to [her] country.

Frederick Hollowell has gone to Ro[me] where he will arrive about Oct. 1, [to] take up his work as permanent cor[re]spondent for the Herald Tribune in Ro[me].

Supplies — Equipment

Don't "Pig" Metal
It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER

Eliminates the Metal Furnace

The Monomelt Co.
4509-19 Ravenswood Ave.
Chicago Illinois
World Bldg., New York City

Modern
Composing Room Furniture

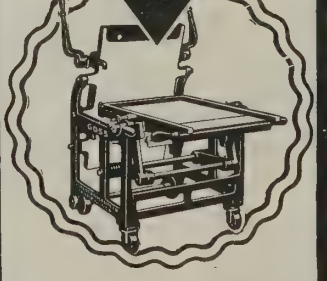
as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO - NEW YORK - LONDON

GOSS STEREOTYPING MACHINERY
Carried in Stock



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Classified

EDITOR & PUBLISHER
Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)
1 Time — .40 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS
(Cash with Order)
1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line [per] insertion as earned by frequency of inser[tion]. Special rates quoted for 13, 26 and 52 insert[ions]. The Editor & Publisher reserves the right [to] classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE

ADVERTISING

General Promotion

Advertising Promotion—If you want [more] business, communicate with the Internati[onal] Publications Service, Incorporated, Suite [1841] 1841 Broadway, New York City.

BUSINESS OPPORTUNITI[ES]

Brokers

For Sale Desirable Morning Newspapers—[One] in Arizona; one in Florida; one in Kan[sas]; one in Oregon, and one in Pennsylvania; [all] occupy exclusive morning field; have mod[ern] adequate plants, and earning good divide[nds]. J. B. Shale, Times Bldg., New York.

The Only Paper (weekly) in Mississippi co[unty] seat town. Not a better field in the st[ate]. Nets nearly 20 per cent on investment [and] employed management. A $25,000 prop[erty] and worth more. Write at once for particu[lars]. Prop. 1459x. The H. F. Henrichs Age[ncy], Litchfield, Ill.

Newspapers Wanted

Experienced Young Man wants to buy, a[lso] part interest in small southern daily. Mus[t be] in progressive town. Box A-934, Edito[r &] Publisher.

Newspapers For Sale

Best small city Daily on Florida East C[oast] can be bought October 1st. $25,000 cash [to] handle. Grossed $90,000 fiscal year ending [Oc]tober 1. Long time lease $35,000. New Eq[uip]ment. Fine future for city and paper. Se[ri]ous stringers and curious save time, proof of [ab]ility to buy required. Box A-937, Edito[r &] Publisher.

Employment—Equipment—Services

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Build Circulation—Try our "Opportunity Club" Plan. Sherman & Eckert, 353 Northampton Street, Easton, Penna.

Premiums

Publishers-Circulation Managers. We offer a special new dinner set that can be used at a price that will attract circulation, yet pay all promotion cost. The Albright China Co., Palmyra, N. J.

EMPLOYMENT

Help Wanted

Advertising Salesman to handle weekly feature pages and develop new accounts, salary basis, in leading newspaper in Central New York State, city of 100,000 population; also young energetic classified solicitor wanted. State age, experience, salary expected and full details first letter. Send photo if possible. Box A-931, Editor & Publisher.

Advertising Solicitor and Copy Writer wanted by daily in city of 18,000 in central New York. Want capable, reliable man, steady habits, experienced in business, good personality, initiative, energy. Pay $40.00 week and bonus. References required, full statement of experience. If possible send photograph. A-918, Editor & Publisher.

Circulation: Want to get in touch with young man with some experience in circulation work, preferably both in office and on country circulation, but who does not assume to know all about it, but is anxious to work up. Paper about 20,000 circulation in north central State. Address A-907, Editor & Publisher, stating age, experience and starting salary required.

Circulation Campaign Field Men wanted. Our organization, handling the largest and most successful circulation campaigns in the United States, now enlarging present personnel, has openings for high-class men with circulation or contest experience. Must have excellent references. No floaters or boozers considered. Write or wire care Hollister Circulation Organization, Ohio State Journal, Columbus, Ohio.

City Editor wanted by morning newspaper with over 11,000 circulation. Must be young, willing to settle in progressive mid-west city of 25,000; have reportorial and executive ability; push enough to organize and get the best out of his staff; and be able to adapt the latest and best in modern newspaper making to local conditions. Salary $55, starting at $40. Write A-919, Editor & Publisher.

Local Display Sales Manager Wanted—One of the leading evening newspapers wants to get in touch with a man capable of handling the local display advertising department. He must have demonstrated his ability and be capable of developing business along new lines, taking up the loss caused by intense local competition. Address Box A-941, Editor & Publisher, who will put you in touch with the paper interested.

Needed: Old established daily in Indiana city of 22,000, desires advertising salesman who will go out and really sell new business in this growing city. Territory is one of the best of the state, but has never been developed. Want man who has exceptional selling ability, and who can also take entire charge of advertising. Will pay excellent salary. Daily Telephone, Bloomington, Ind.

News Paper Editor wanted; one who understands all branches of work. Reply, stating experience and salary expected. A-925, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Advertising Manager with record of accomplishments and unusual constructive and creative experience on morning and evening newspapers published in cities of 50,000 to 500,000, population, seeks the advertising management of newspaper in need of the services he is competent to render. Is willing to buy an interest. Has $10,000 cash. For particulars address A-917, Editor & Publisher.

Advertising Manager—12 years' newspaper experience; 6 years executive, both local and national, large cities, evening and Sunday papers. Have established several unusual records for lineage gains against strong competition. Hard worker, clear thinker, thorough organizer and understand how to create and develop advertising. Particularly capable in developing staff and co-ordinating departments. New sales plans, promotion and newest ideas used. Familiar with operation mechanical, editorial and circulation departments and get close co-operation. Trained under three of the most successful publishers in the country. Clean record, age 32, married. Prefer city of 400,000 or over, but will locate where real opportunity exists. Available immediately. Address Box A-932, care Editor & Publisher.

Advertising Salesman—Special Page and Special Edition experience. Desires connection, temporary or permanent, preferably near New York. Interview anytime. Box A-933, Editor & Publisher.

Business Manager or assistant to Publisher. Accountant, College education. An analyst who believes in maximum results with minimum expense. Knows costs and can find the leaks. Thorough knowledge in circulation, promotion, advertising and credits. A-921, Editor & Publisher.

Cartoonist, young, desires connection with fast growing paper, with the object of obtaining editorial or advertising experience. Reference furnished. A-923, Editor & Publisher.

Circulation position where hard work and knowledge qualifies for advancement. College graduate with five years' experience in all phases of circulation work, including A. B. C. Best references. Box A-935, Editor & Publisher.

Circulation Builder—Newsdealers, newsboys and home delivery expert wants position on established evening newspaper in town over 100,000 population. At present employed, but can make myself available in thirty days. A-900, Editor & Publisher.

Circulation and Promotion Manager. Fast, clean promotion manager, specialty home delivery installation and building. Well versed circulation executive. Trained in Hearst and Scripps Howard organizations; excellent references. Salary $5,720. Located Atlantic Seaboard. Conference and go anywhere in U. S. Address Circulator, Box 203, Palmyra, N. J.

Circulation Manager—Fifteen years' experience from carrier to Circulation Director on large dailies. Morning and afternoon experience. Know how to manage boys to get results. Know how to manage agents, canvassers and solicitors; also mail order campaigns. Am good organizer. Know A. B. C. and office detail. Solicit interview at my expense. A-936, Editor & Publisher.

Circulation Manager—Young man with seven years' experience, now holding responsible position on one of southwest's outstanding newspapers, desires to connect, as circulation manager, on smaller daily. Good, clean organizer and producer. Thoroughly acquainted with every branch of your department. Unquestionable references. A-926, Editor & Publisher.

Classified Manager, with 6 years' experience in management of full department in newspaper of 40,000 circulation, in city of 200,000 population; can show record of steady, permanent growth of volume and can prove my ability to promote increased classified patronage for any good newspaper. Familiar with Smith system and acquainted with sound methods of promoting business that sticks; can manage detail and bookkeeping. If your newspaper needs a live, hard-working classified executive to build up that department don't fail to write me now. A-910, Editor & Publisher.

Classified Manager, 33 years old. 11 years' experience. An enviable record as a producer. Now employed. Wants to make change. Desire to connect with publisher who wants business and is willing to give good working conditions in return. Best of references furnished. Address Box A-939, Editor & Publisher.

Composing Room Foreman or Mechanical Superintendent—Eastern man, touring California with family, wishes to connect with good daily; 41 years of age, 20 years executive; efficiency expert, keen executive and harmonizer; maximum production with minimum cost guaranteed; Union; will go anywhere remuneration warrants. Address "H. B.," 1604 Castro street, Martinez, Calif.

EMPLOYMENT

Situations Wanted

Desk Man—Seeks position on daily. Reporting and rewrite also. Available at once. Box A-940, Editor & Publisher.

Editor—Now completing 15 years' engagement as researcher, writer and editor for I. N. Phelps-Stokes' Iconography of Manhattan Island, desires responsible new position in New York City as editor of magazine, encyclopedia, or book of local history or biography. Skilled organizer and executive; American, Christian, university graduate. Address Thomas W. Hotchkiss, Box 342, Peekskill, N. Y.

Editor or Managing Editor—Experienced and successful editor seeks position on smaller paper from three to eleven thousand circulation. West preferred. Married. Eight years editorial experience since completing college. References. A-780, Editor & Publisher.

Editor-Reporter seeks position in South. Seven years' experience. Large and small dailies. Box A-929, Editor & Publisher.

Editor, Reporter, 28, small city and metropolitan experience, open for desk or beat on P. M. daily in city above 75,000. Box A-928, Editor & Publisher.

Editorial Writer, Foreign Editor or Managing Editor, 30, University Graduate, Wilsonian Democrat. Best references. A-787, Editor & Publisher.

Experienced Interviewer and Feature Writer; Woman, ambition, youth, college education. Position as reporter in any part of the country. A-890, Editor & Publisher.

Mechanical Superintendent or foreman of newspaper composing room. Capable, energetic executive desires change. A-1 references as to ability and character. At present superintendent in charge of one of the largest newspapers in East. Only permanent situation wanted. Address Box A-927, Editor & Publisher.

Newspaper Executive, experienced in all branches, now advertising and business manager prominent paper, seeks connection with owner or publisher. Excellent references, recommended as a producer. What do you need? Address Box A-938, Editor & Publisher.

Newspaper Woman, experienced in reportorial, editorial, feature and column writing, now employed, would like to connect with paper in South or Middle West. Can furnish clippings. Address A-924, Editor & Publisher.

Reporter-Desk-Sports editor: Want midwestern city up to 25,000. University graduate. Now employed. Moderate salary to start. A-778, Editor & Publisher.

Reporter or Editor—Seven years as reporter, feature writer, city and telegraph editor on large and small dailies. Experienced in make-up. College education. Best references; aged 29; single. Now employed as city editor in city of 35,000. Box A-930, Editor & Publisher.

Where is the Publisher who wants an Editor with the zest of youth but with the sanity of experience?

I am twenty-six, eight years a New York daily reporter and editor, and now employed. I have college training and experience covering news fields ranging from the criminal courts to real estate and from sports to politics. Or what have you? A-782, Editor & Publisher.

MECHANICAL

Equipment for Sale

Complete Newspaper Plant for sale. Two tubular duplex presses with stereotype equipment; seven intertype machines; photographic and photo engraving departments located San Francisco; Wesel saw and planer and photo engraving plant, Miami, Florida. Whole or in part as is, where is. Address John W. Brodix, receiver. Vanderbilt Newspapers, Inc., 56 Twelfth street, San Francisco, Calif.

For Sale—Direct Current, 220 volt, 50 hp. Press Drive and control at a great bargain for delivery about Oct. 1. All in perfect condition and with an extra new armature which alone cost $550. For price and terms write The Zanesville Publishing Company, Zanesville, O.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Engraving Co., 114 E. 13th St., N. Y. City.

Presses—Goss Comet Press and Duplex 8 page press. First class condition. Immediate delivery. Griffiths Publishers Exchange, 154 Nassau Street, New York City.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner, Fendler Branch, A. T. F. Co., New York City.

MECHANICAL

Equipment for Sale

Photo-Engraving plant for sale. Ideal for one or two men. Miles Machinery Co., 409 W. 26th St., New York.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Equipment Wanted

All Kinds of Photo-Engraving, electrotyping and stereotyping equipment wanted. We pay cash. Miles Machinery Co., 409 W. 26th St., New York.

LEGAL

INTERNATIONAL PAPER COMPANY

New York, August 31, 1926.

The Board of Directors have declared a regular quarterly dividend of one and three-quarters per cent (1¾%) on the Cumulative 7% Preferred Stock of this Company, and a regular quarterly dividend of one and one-half per cent (1½%) on the Cumulative 6% Preferred Stock of this Company, for the current quarter, payable October 15th, 1926, to holders of record at the close of business October 1st, 1926. Checks will be mailed. Transfer books will not close.

OWEN SHEPHERD, Treasurer.

We offer

New York State Daily

Exclusive in its field

City population close to 20,000
County population close to 100,000
Only daily in city
and county now
paying handsome investment
on price asked. Inquiries
considered from investors with

$75,000 cash

Palmer, Dewitt & Palmer
350 Madison Ave., N. Y. City

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

We Have Moved

Into new and larger offices in Springfield's finest office building. Please note our new address:

509-511 Security Bldg.,
44 Vernon Street

FERNALD'S EXCHANGE, INC
SECURITY BLDG. SPRINGFIELD, MASS

PUBLISHERS:

We have listed several high-class Circulation Managers, also Advertising Men, Editors, Reporters and Pressmen.

Tell us your particular need and we will put you in touch with a man who we believe will meet your particular requirements.

Address Classified Department
Editor & Publisher

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

ONE of the Scranton, Pa., newspapers is carrying a page ad each week from the various incurrance agents in the region. The ads are arranged in such a way that the center of the page is left for reading matter. In this space the insurance men preach against the buying of policies that have loopholes in and dealing with companies not thoroughly reliable. The idea has worked out so well that some of the smaller agents have purchased space on the page. It is understood the ads have all been placed on a yearly basis.—T. J. B.

During the fall and winter, many card parties are held. Some stationery stores or department stores should easily be induced to advertise varieties of cards, tables, favors and such.—Wilbur Polson, Geneseo, Ill.

As many people did not have funds to complete the vacation of their dreams this year, it is well to start them saving towards their ideal vacation next year. Get the local banks to advertise the starting of vacation funds at this time.—C. M. L., Seattle, Wash.

A series of "Telephone Talks" will get good revenue from a source that is usually difficult to reach. Prepare a few good will telephone ads and submit them to the company serving your community. —Davis O. Vandivier, Franklin, Ind.

An opportunity to help fill up the advertising forms on Monday or Tuesday is offered by clothes cleaning establishments which should be urged to run their advertisements. The cleaners could also use this space to help increase their generally slack business at the beginning of the week.—F. D. H., Rockford, Ill.

With cooler nights and less static, people will return to their firesides during the evenings now and tune in to some distant stations. Those that have sets may need new batteries, more accessories or even new sets. Those that haven't purchased radios yet may feel the desire to hear what there neighbors are hearing. The radio dealers and hardware stores selling such outfits should increase their space at the return of the "real radio season."—Wilbur Polson, Geneseo, Ill.

The *Waco Times-Herald* afternoon paper, has started a plan that has increased the advertising linage about one fourth by having Friday's paper contain more than half of the grocery stores advertising in the city. The paper in return, delivers a paper to every home in Waco, whether the occupant is a subscriber or not. This plan not only gets more advertising but it helps the growth of the circulation of the paper.—Ray Jones.

How about a page spread about football prospects at the colleges in your vicinity? The new men coming on from the freshmen teams? Interpretations of new rules for this season? Pictures of oldtime stars at those colleges? Short bits of interest to fans? This layout surrounded by advertisements of sporting goods dealers, sweater concerns, and all manufacturers of football goods?—Mont Hurst, Dallas.

Under the caption: "This Was the Old Wreck," the *Long Beach* (Cal.) *Morning Sun* recently carried a full page of ads of various automotive concerns engaged in the business of furnishing replacements, tires, batteries, fender repairing and top-upholstering, car polishing, engine repairing, etc. In the center of the page appeared a large reproduction of the re-made wreck. Ads immediately adjoining this cut had arrows pointing to the car, which indicated what part of the car they were responsible for.—Harold J. Ashe, Long Beach, Cal.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

OLD menus of 50 and 75 years ago make excellent reading. Get a few of these from some of the older restaurauteurs, hoteliers, clubhouses, or other well-established sources in your city, and write a story around them.—C. M. L.

An inch box asking who owned the oldest umbrella in town led to a most interesting series of articles supplied by readers of the *Daily Sun* at Attleboro, Mass., and there were umbrellas and parasols 100 and even 150 years old dug out. The series ended with a display of the antiques in a local store window and an unusual amount of interest was shown. —Eldon G. Berthold, Attleboro, Mass.

What is your city or state doing to preserve its historic shrines? The *Providence* (R. I.) *Evening Bulletin* has been printing weekly features, illustrated by photographs, of neglected historic spots and buildings throughout Rhode Island in an effort to arouse interest on the part of public-spirited citizens to save them for posterity. It might be the birthplace of a painter, the grave of a pioneer, a crumbling ferry boat, but it's surely something that the old folks know about or the young ones are willing to learn.—H. M. H., Providence, R. I.

Are the jokes about brides' cooking and ordering of groceries true in your town? The grocers can tell you a lot of things about brides as cooks. You may find out that they know more about the things to order and the grades and qualities than their mothers did when they started to housekeeping. Then, again, you may get some new jokes about "boners" that brides have pulled in giving their grocery orders.—Yandell C. Cline, *Columbus* (Ind.) *Republican.*

Married women and girls who are unable to go out to work are continually wanting to know ways and means of making money at home. It is usually hard to suggest specific methods for each particular one, but if a letter is inserted in a column with the head, "How Can She Make Money at Home?" and have women make the suggestions themselves, printing their letters in the column in answer thereto, their answers will be most beneficial and suggestive to other women because of the actual experience and "tryout" of the method outlined.—R. H.

A good story can be made by taking the number of marriage licenses issued in June of the current year and then getting the number issued in the same month for several years past. Combine these figures with the total number of licenses issued for the present six months' period and the total divorces granted during the same period. These can be made into a good feature story by a reporter who will play up June as the love month, using Cupid as a nucleus around which to build the story. I've used the idea but subordinated the figures making them only incidental to the rest of the story, at the same time drawing an interesting comparison by giving a mark for every divorce, ending up with Cupid laughing to himself at the futile efforts of the antonym of marriage to destroy HIS efforts in the magic month.—James E. Coulter, *Everett* (Wash.) *News.*

The Asheville Chamber of Commerce is conducting an intensive "Know Asheville campaign. To assist in this movement to better acquaint local people with local opportunities *The Asheville Times* is publishing each day in a front page box one outstanding fact about Asheville under the heading "Know Asheville. — W. Adams, 285 Montford avenue, Asheville, N. C.

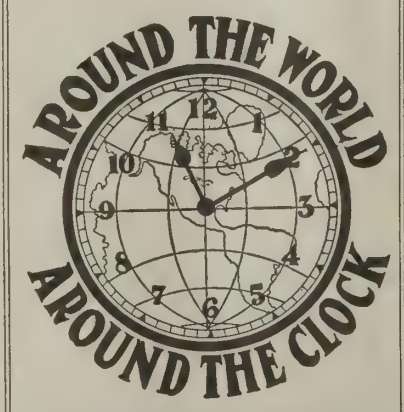
COMPLETE WIRE REPORTS FOR EVENING AND SUNDAY PAPERS

International News Service

"Get It FIRST but First Get It RIGHT"

63 Park Row
NEW YORK CITY

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

Local Advertising Appropriations
Are You Getting Your Share ?

Every publisher has to contend with the problem of lining up local firms who do no newspaper advertising at all.

Our plan has met with universal success all over the country in turning these dead prospects into active, weekly or semi-weekly accounts.

The Briggs plan will get you your share of these local appropriations without any cost.

WRITE for full particulars.

THOS. W. BRIGGS CO.
Columbian Mutual Tower
MEMPHIS, TENN.

Kerney's Story of Wilson

for the first time released for

NEWSPAPERS

is being bought by editors from coast to coast

Territory closing rapidly

The McClure Newspaper Syndicate
373 Fourth Avenue New York

NEA

Nothing Else To Buy When You Have Our Full Service

NEA Service, Inc.,
1200 West Third Street
CLEVELAND, OHIO

NS

The Psychology of Crime
Ten Weekly Articles
By DAVID SEABURY
Author of "Unmasking Our Minds"

FIRST ORDERS RECEIVED
New York World
Detroit Free Press
Milwaukee Journal

The O'Dell Newspaper Service
Fifty-Five Fifth Avenue New York City

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men —it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

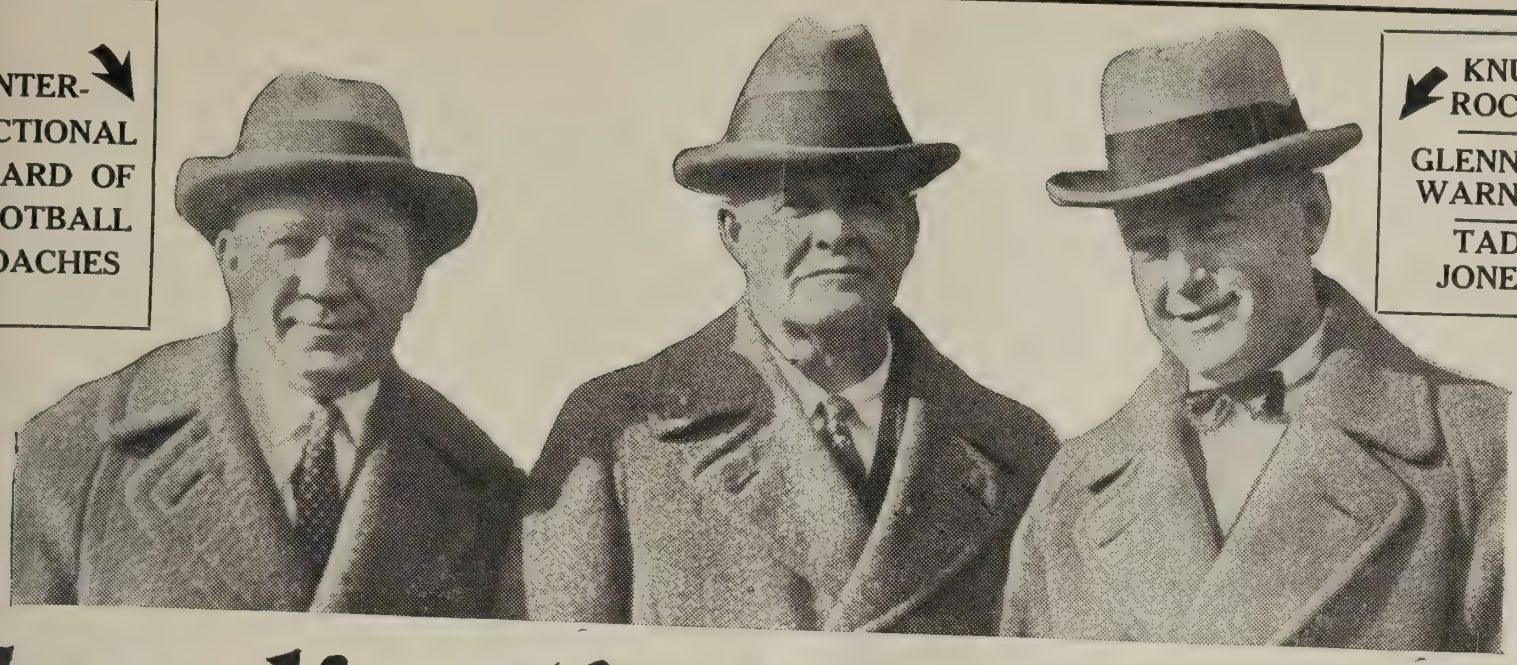
NO CHARGE TO EMPLOYERS

INTER-SECTIONAL BOARD OF FOOTBALL COACHES

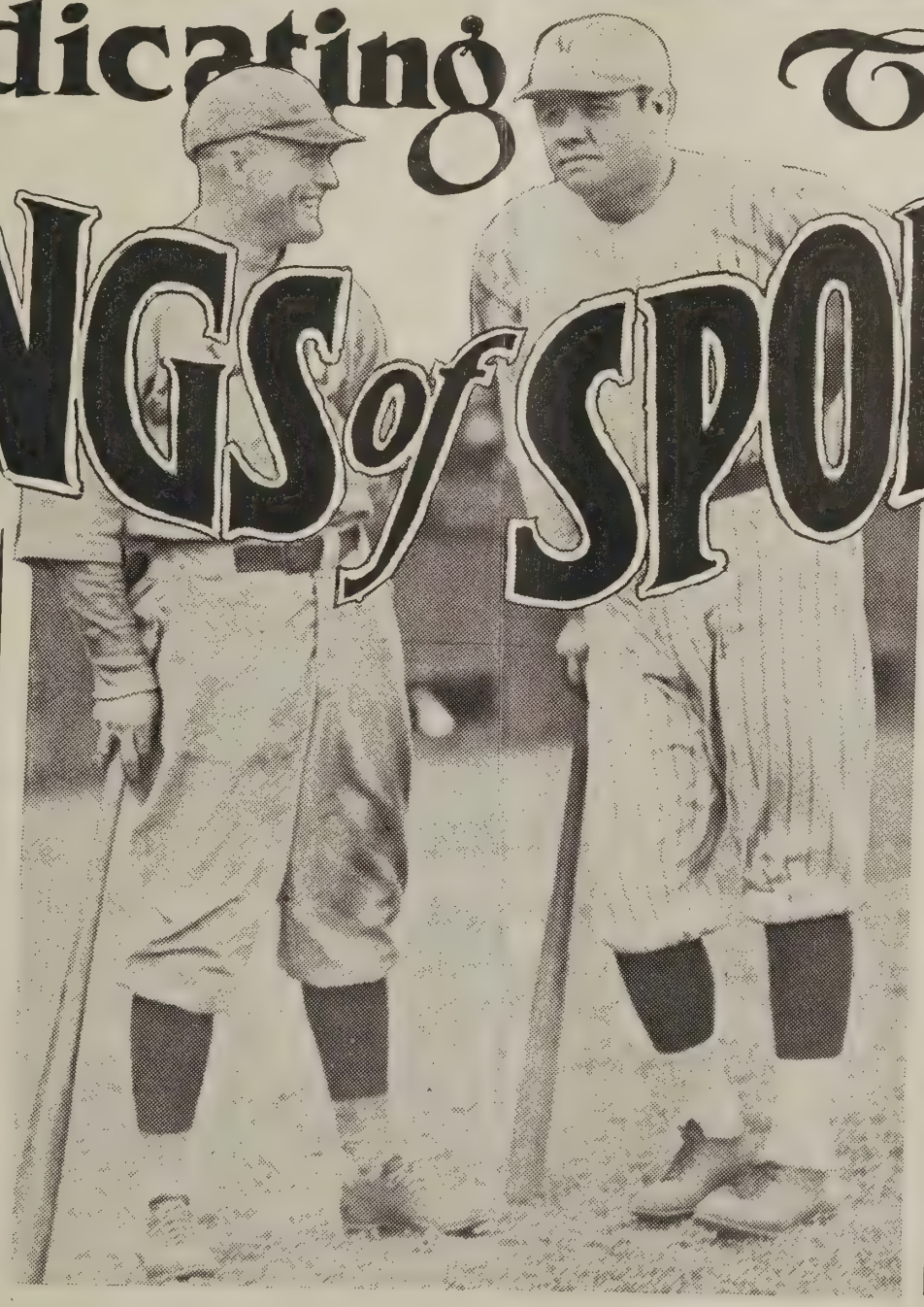
KNUTE ROCKNE

GLENN S. WARNER

TAD JONES



Syndicating The KINGS of SPORTS



ROGERS HORNSBY BABE RUTH

WORLD SERIES

Regardless of what teams win the pennant JOHN McGRAW and BABE RUTH will cover the World Series for their newspapers.

NICK ALTROCK will do likewise with a funny story after every game.

FREDERICK LIEB will write a series of advance "dope" articles and analyze each game during Series.

The following will cover the World Series conditionally—

Manager MILLER HUGGINS
if
Yankees win
Manager McKECHNIE
if
Pittsburgh wins
Manager HORNSBY
if
St. Louis wins
Manager HENDRICKS
if
Cincinnati wins
HANS WAGNER
if
Pittsburgh wins

FOOTBALL

"Famous Football Coaches" a series of small personality cartoons featuring 36 famous football coaches by PETE KEENAN. No text matter.

KNUTE ROCKNE

Writes 15 weekly stories on MIDDLE WEST football news and selects All Star Team of that section. Reports Notre Dame's four big games and Army-Navy game at Chicago.

GLENN S. WARNER

Writes 15 weekly stories on WESTERN and general football and selects All Star Team of Pacific Coast. Reports Stanford's four big games and Army vs. Navy at Chicago.

TAD JONES

Writes 15 weekly stories on football in the EAST and selects All Star Team of the East. Reports Yale's three big games and Army-Navy game at Chicago.

Rockne, Warner and Jones —at Los Angeles—will report Notre Dame-U. S. C. game and select ALL AMERICA TEAM for 1926.

The CHRISTY WALSH SYNDICATE

570 SEVENTH AVE., NEW YORK

The Most Productive Medium for

RADIO ADVERTISING

in the

WORLD'S GREATEST MARKET

THE greatest single factor in developing the unparalleled opportunities which exist in New York for Radio advertisers is The New York Sun.

For years manufacturers and dealers of radio sets and parts have used far more space in The Sun than in any other New York newspaper, six-day evening as well as seven-day morning.

Radio Advertising New York Newspapers First Eight Months of 1926

	Agate Lines	Percentage of Total
The SUN	**617,294**	**40.7**
2nd Paper	260,876	17.2
3rd Paper	196,952	13.0
4th Paper	156,094	10.3
5th Paper	83,782	5.5
6th Paper	81,154	5.4
7th Paper	57,644	3.8
8th Paper	50,016	3.3
9th Paper	11,622	0.8
Total	1,515,434	100.0

THE Sun's Radio section, issued on Saturdays, is a live, interesting magazine. It contains more editorial features of interest to the Radio Public than the corresponding section of any other New York newspaper. Radio advertisers whose announcements appear in it receive the attention of the most responsive radio audience in New York.

The censorship maintained by The Sun on all Radio advertisements inspires the confidence of its readers.

The Sun is first in Radio Advertising because it is first in its ability to produce results.

The Sun

280 BROADWAY NEW YORK

THIS ISSUE: SEMI-ANNUAL TABULATION OF LINAGE RECORDS

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1926

MEMBER A.B.C.

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

MEMBER A.B.P.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 18 | NEW YORK, SEPTEMBER 25, 1926 | By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign | 10c Per Copy

JOURNALISM LIBRARY
Not to be taken from this room

Chicago Tribune FEATURES

DAILY AND SUNDAY
Comic Strips

The Gumps *by Sidney Smith*
Gasoline Alley *by Frank King*
Harold Teen *by Carl Ed*
Winnie Winkle *by Branner*
Moon Mullins *by Frank Willard*
Smitty *by Walter Berndt*
Little Orphan Annie *by Harold Gray*
Texas Slim *by Ferd Johnson*
Jinglets *by Al Rosen*
The above strips in black and white or 8-page color comic section either tabloid or full size.

W. E. HILL
page of comics

DAILY AND SUNDAY
CARTOONS
John T. McCutcheon —Carey Orr—Gaar Williams

BLUE RIBBON FICTION
Daily serial story—Weekly short story and serial.

TRUE LIFE STORIES WEEKLY
Woman's Special Page
Embroidery Page
Sport Page—Science Page

DAILY AND SUNDAY
Doris Blake Articles
Antoinette Donnelly Beauty Articles
Men's Fashions
Women's Fashions

SUNDAY
Paris Fashions

DAILY AND SUNDAY
Dr. W. A. Evans Health Articles

WEEKLY
Burns Mantle Theatrical Letter (New York)
Mencken Literary Review
Movie Letter
N. Y. Society Letter
"About Broadway" *by Mark Hellinger*

DAILY AND SUNDAY
Woods and Waters *by Bob Becker*
Walter Eckersall's Football Articles
In Motordom *by J. L. Jenkins*
Line o' Type *by R. H. L.*

DAILY
Wake of the News *by Harvey T. Woodruff*

SUNDAY
The Nickeldicks—Children's Story
The Sporting Goods *by Westbrook Pegler*

DAILY AND SUNDAY
What's Wrong Here?
Cookery Articles *by Jane Eddington*
Farm and Garden *by Frank Ridgeway*

SUNDAY
Practical and Fancy Needlework
Home Harmonious
Club Ethics *by Maude Evans*

DAILY
The Goops *by Gelett Burgess*
Sentence Sermons *by Rev. Roy L. Smith*

WEEKLY
Book Reviews *by Fanny Butcher*
Confessions of Authors
Justice Series

PACIFIC AND ATLANTIC PHOTOS
Organized by The Chicago Tribune and the New York Daily News 25 Park Place, New York

CHICAGO TRIBUNE PRESS SERVICE
Foreign—National—Local

Donald Ogden Stewart

Leading American Humorist

Now Writing for

The Chicago Tribune Newspapers Syndicate

His articles will be illustrated

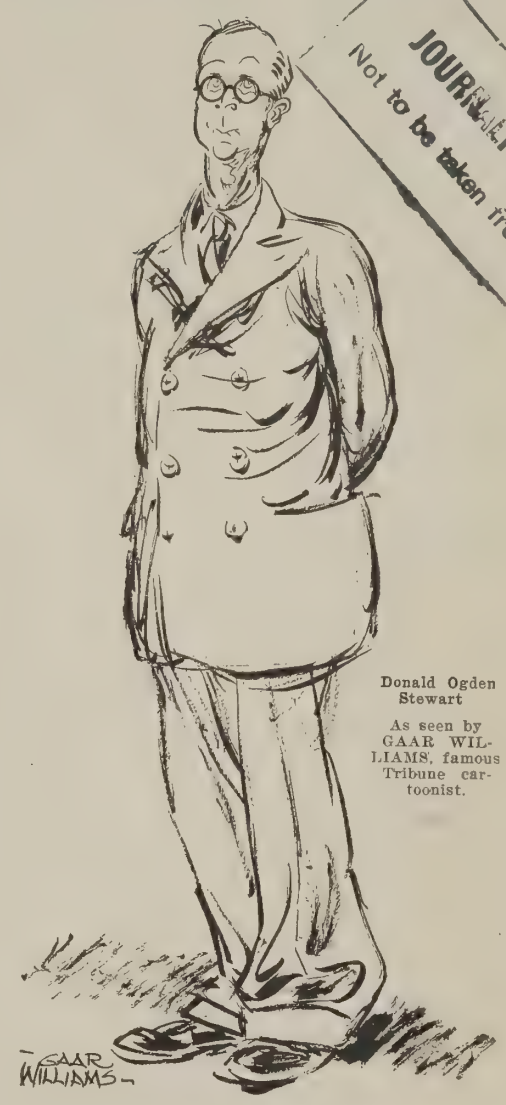
BY

GAAR WILLIAMS



Gaar Williams
A caricature by Frank King, creator of "Walt" and "Skeezix"

HERE'S where every one gets a laughing jag every week. Donald Ogden Stewart, the funniest writer in America, is writing a series of sidesplitters under the title "The Other Day." Stewart is young, Yale, and newly married. He is the author of five of the funniest books ever written—"A Parody Outline of History," "Perfect Behavior," "Aunt Polly's Story of Mankind," "The Crazy Fool," and "Mr. and Mrs. Haddock Abroad." He has written scores of magazine articles, a movie or two, and he's now collaborating on a stage play. In these new articles Stewart surpasses all his previous laughing successes. His spontaneous hilarity has full play under the general title of "The Other Day." Messenger boys with cutaway coats and engraved gold teeth receive his grave consideration, and wedding guests with tattooed backs are not beneath his notice. His genial satire pierces the shell of sophistication. And here's more good news! Gaar Williams, the famous Tribune cartoonist, is illustrating Stewart's articles. His drawings will put the finishing touch on one of the best features the Chicago Tribune Newspapers Syndicate has ever offered. Wire for rates and proofs.



Donald Ogden Stewart
As seen by GAAR WILLIAMS, famous Tribune cartoonist.

Newspapers in these territories have already bought this new feature.

New York	Kansas City, Mo.
Chicago	Seattle, Wash.
Philadelphia	Portland, Ore.
Winnipeg, Man., Canada	Buffalo, N. Y.
Detroit, Mich.	Dallas, Tex.
Cleveland, Ohio	Denver, Col.
Baltimore, Md.	Salt Lake City, Utah
Boston, Mass.	Charleston, S. C.
Los Angeles, Cal.	Sacramento, Cal.
Pittsburgh, Pa.	San Diego, Cal.
San Francisco, Cal.	Oakland, Cal.
Washington, D. C.	Wichita Falls, Tex.
New Orleans, La.	Providence, R. I.
Oklahoma City, Okla.	Omaha, Nebr.
Syracuse, N. Y.	Boise, Idaho
Tulsa, Okla.	Minneapolis, Minn.
Worcester, Mass.	Toronto, Ont., Can.

Chicago Tribune Newspapers Syndicate

Tribune Tower -:- -:- -:- **Chicago**

first!

in Percentage of Advertising Gains

During the first six months of 1926 The Detroit Free Press printed 9,037,224 lines of advertising or a gain over the corresponding period for 1925 of 817,446 lines or 9.5%. The gain of the two other Detroit newspapers was 7.5% and 6.5% respectively, placing The Free Press first in the percentage of gain made.

In national advertising The Free Press carried a total of 2,358,076 lines or a gain of 26% compared to 21.5% and 18% respectively for the two other Detroit newspapers.

In local advertising The Free Press was also first in percentages of gain made, showing 9.5% as compared to 5% and 1% respectively for the two other Detroit newspapers.

The lineage carried by The Free Press during the first six months of 1926 is the equivalent of 3,765 solid pages of paid copy.

The DETROIT FREE PRESS

"Starts The Day In Detroit."

VERREE & CONKLIN, INC., National Representatives

New York Chicago Detroit San Francisco

New!

32 *page* SUNDAY MAGAZINE *Section*

The *first* Issue *Containing:*

HERBERT HOOVER, *"Water Power and the Pork Barrel"*

JOHN ERSKINE
"Youth"

FAIRFAX DOWNEY
"The Private Life of John Erskine"

Colonel ARTHUR WOODS
"The Truth About Dope"

BRUCE BARTON
"Quitting a Paying Job"

Dr. FRANCIS CARTER WOOD
"Cancer—A Message of Hope"

SENATOR WADSWORTH
A Study by Nunnally Johnson

SCRIBBLING
A study of the random marks you make

ANGELO PATRI
"Little Fibbers"

MARK SULLIVAN
"Does America Hate New York"

FISH STORIES OF FAMOUS PEOPLE

TROTSKY *A Study by Elias Tobenkin*

HIRAM BLAUVELT
"An Answer to H. G. Wells"

DOROTHY DUCAS *"Shackleton's Mother"*

THE HERALD TRIBUNE INSTITUTE

FASHIONS *by Ruth Stuyvesant*

with the

NEW YORK
Herald Tribune

Sunday, September 26



The Evening Bulletin

NIGHT EXTRA

80TH YEAR, NO. 49 (MAY CIRCULATION: 535,500 COPIES DAILY.) PHILADELPHIA, MONDAY, JUNE 7, 1926 (COPYRIGHT 1926 BY BULLETIN COMPANY) TWO CENTS

IOWA PRIMARIES STIR WASHINGTON

Cummins-Brookhart Vote Seen as Western Attitude on Coolidge and Farm Relief

WET-DRY ISSUE INJECTED

(By Associated Press.)

Washington, June 7.—Washington looked questionably toward Iowa today, waiting impatiently for the answer to a riddle that has played on the personal emotions and the political sensibilities of many in high places in the Capital.

In the eyes of both Republican and Democratic politicians, unusual considerations have lifted into exceptional prominence the Republican Senatorial contest between Count Albert B. Cummins and former Senator Smith W. Brookhart. The outcome is expected to decide which of two old requintances of Washington officialdom is to carry the Republican standard in a State usually counted as Republican, and may also throw a ray of light on political questions of near concern to Congress and the Administration.

During his comparatively brief tenure in the Senate Brookhart more than once was a thorn in the side of the Republican organization, and after his aid to the LaFollette independent campaign in 1924 he was formally read out of the party by the Republican caucus. The possibility of his return is looked upon with manifest apprehension by the Old Guard leaders, not only for its immediate effect in enlarging the numerical strength of the insurgent group in the Senate, but because of its possible moral effect on the standing of the Coolidge Administration in the West.

By the same token, a Brookhart victory would be hailed as a vindication by the insurgent group, five of whom have openly appealed to the Republican voters of Iowa to send the former Senator back to Congress.

Although himself an insurgent during the earlier period of his long service here, the veteran Cummins has been looked upon and counted upon for years as a Republican stalwart. On many fighting issues he has been found supporting the Administration, but the organization leaders do not agree that a defeat for him would be in any direct sense a defeat for the Administration.

On farm relief, one of the outstanding talking points of the Iowa campaign, Cummins has disagreed with Secretary of Agriculture Jardine and gone counter to what has been tacitly accepted as the policy of the White House. He has supported the equalization fee, more than once condemned by those close to President Coolidge, and has participated in conferences at the Capitol which were called for the avowed purpose of forcing farm aid on the Republican organization.

It also is emphasized here that the President himself has not uttered a single word to the voters of Iowa in support of Cummins. In all of the primary campaigns of 1920, he has publicly taken a hands-off attitude, and even the defeat of McKinley in Illinois and Pepper in Pennsylvania, have failed to elicit any authorized expression of regret from the White House. Mr. Coolidge's friends say he does not feel that he can afford to campaign for any candidate for a Senatorial nomination.

(Continued on Page Two, Column Five.)

BENEDICKS LONGEST LIVED

Chicago Official Shows Their Advantage Over Divorced and Single Men

(By Associated Press.)

Chicago, June 7.—The wag who asked "why do married men live longer than single ones" and then answered "they don't, it only seems longer," was wrong in only one respect, they do.

Dr. Herman N. Bundesen, city health commissioner, made public records of the health department for 1925 showing that for each age period, married men have lower death rates than single widowed or divorced men.

Out of every 1,000 men from twenty-five to thirty-four, those who die include fifteen who are divorced, five who are single and only four who are married.

Above sixty-five, Dr. Bundesen asserted, the ratio is even more favorable to the espoused group.

BRINGS CANNIBALISM TALE

Trading Ship Captain Tells of Starvation Along Siberia Coast

(By Associated Press.)

Nome, Alaska, June 7.—Bringing a tale of cannibalism and starvation among the natives of Indian Point Siberia across Bering Strait from Alaska, Captain Ira Rank, of the motorship Trader, has just returned from a trading cruise to islands along the Siberian coast.

Three hundred natives died of starvation last winter, Captain Rank said. Those who survived had lived on a diet of their comrades, relatives and dogs. Many of the natives killed their wives and children with knives and then ended their own lives rather than resort to cannibalism.

These natives, Captain Rank said, had depended entirely on guns to provide their food and necessities of life. The Soviet authorities took away their ammunition and guns to prevent any possibility of an uprising and also refused to permit trading with foreigners.

MEYER LONDON KI

New York Socialist ... tim of Automob...

(By Associated Press.)

New York, ... the first So... Eastern State ... 12th Distric... 1921 to De... night of ... day. A ... covered ... lding ... Mr. Lon... five ... the ... through ... he led ... a success ... Congress ... ing on ... council of ... World W... vigorously ... Regular Army ...

THE WORLD ...

Brazil and Spain ... opening session of ... Council at Geneva ...

Brookhart says vote will ... unsparing and Cummins ... landslide for himself, as low ... torial primary begins, daughter ... William Jennings Bryan is Democratic candidate in Florida primaries.

Turkey signs Mosul agreement with Britain, acquiescing in protested League of Nations decision.

CHURCH COUNCIL OPPOSES SCHOOL MILITARY TRAINING

Extension of Compulsory Program Held Inappropriate for Youths

(By Associated Press.)

Washington, June 7.—Recommendations against compulsory military training in schools and colleges, which was declared to be foreign to the ideals of the educational system, were made public last night by the Administrative Committee of the Federal Council of Churches.

Coincident with the Committee's appeal was publication of a War Department statement reviewing the growth of the Reserve Officers' Training Corps, showing applications of nineteen universities and colleges and of thirty-five high schools for R. O. T. C. units were on file but could not be approved because of lack of funds.

The Committee's appeal asked church people throughout the Nation to study the whole question of militarism in education and expressed special dissatisfaction with the extension of the program of military training of an elaborate and technical character, even into the public schools.

Believing the matter ... with a knowledge of fa... ment and the Commi... the Federal Council ... International Justice ... publish a pamphlet ... of the question of ... The arguments for ... by Major General ... Commanding ... of the United States ...

SENATE CO... UPHOLDS ...

Declares Preside... Entirely With... in Issuin...

CITES COOL...

(By ... Washington, ... lidge, in issuing ... employment ... bition enforcement ... ly within his rig... infraction of the ... law, either express or ... majority report of a Ju... mittee submitted today ... committee.

In studying the ... mittee acted under a ... of which Senator King, ... was the author. That ... of the sub-committee's ... minority views holding ... was unauthorized and ...

The sub-committee ... what the President ... "order," but a ... policy. ... states ... the order ... since the Attor... ternal Revenue ... thority to make ... fore the order ...

Refraining from ... ton as to the wisdo... so employing State of... mittee majority said ...

"Nothing said here ... strued as an expres... proval or disapproval ... evidenced by the notic... President which has b... discussion.

"The committee has ... stricted in the ... under which ... sole question ... acted in the ... in violation ... of its provisi...

On the ... Court decisi... similar lines ... Dent Coolidge ... conclusion of the ... Theodore Roosevelt ... in 1907 authorizing ... accept appointment ... Services of the ... Wilson issued two ... ing officers of th... to accept position ... wardens, and th... Treasury officers t... to State, county or ... defense ...

WILKINS BACK ...

May Postpone ...

Detroit, June ... foggy weather, failu... to-end flight of the airplane ... soon properly and the ... Thomas G. Lanphier, was being kept ... too long from his post as commandant ... of Selfridge Field, are reasons advanced today by the board of control of the Detroit Aviation Exposition for the interruption of the Arctic exploration program.

"Owing to the persistent foggy weather" a statement by the board said, "it is considered advisable to have Captain George H. Wilkins, Major Lanphier and Sergeant Charles Wisely return to Fairbanks, Alaska, from Point Barrow for a complete overhauling of ... equipment and to hold a ... to determine the ... practicability ... flight. ... Application has been made to the ... Department of Control ... con ... that ...

ASKS FRANCE SPARE AMERICAN MUTINEER

Washington Instructs Paris Envoy to Intercede in Legionnaire's Case

FACES DEATH IN SYRIA

(By Associated Press.)

Washington, June 7.—Myron T. Herrick, American Ambassador at Paris, was instructed by Secretary of State Kellogg today to intercede with the French Government in behalf of Benuel J. Doty, also known as Gilbert Clare, a private in the French Foreign Legion.

He is facing trial and death on charges of attempted desertion.

Both the French Embassy and the State Department were ... Senators Tyson and ... Democrats, of Tennessee, the home State of Doty, to use their good offices.

Senator Tyson ... personal visit ... for a confe...

MAYOR ADDRESSING S. A. R. AT LIBERTY'S SHRINE



CHURCHILL IN MOTOR ...

British Chancellor's Car Wrecked in Collision With Van

(By Associated Press.)

Westerham, England, June 7.—Winston Churchill, Chancellor of the Exchequer, had a narrow escape this afternoon when his motor collided with a motor van.

Both machines were badly smashed. The Chancellor was unhurt, but the van driver suffered a broken rib and other injuries.

NIBBLES AT THE NEWS

Berlin—Styles and food, two ... failing sources of interest. Here ... dampers have blossomed out with ... feathered parasols dyed in ... doors. A huge red rose covers ... entire parasol top is the most ...

Moscow—American styles in ... particularly American shoes ... lar in Russia, where wom... smallest feet in the world ... ese and Japanese. More ... pairs of American shoes ... ed to Russia, are unsa... of their large size, narro... and extremely high heel... will be sent to Finland, w... expected to fit.

...—Taking up food, do ... hat "outlook" is. It appears ... of fare of all restaurants in ... morning and evening. The ... plugging it to be the English ... steak but it covers all shades o...

Athens—When you go aboard ... summer take along an extra five ... lars. The Greek Government is ch... ling that sum to tourists desiring to ... the famous Parthenon. Sixty per cent ... of the visitors are Americans.

About 1025 Help and Situation Want Ads In Today's Bulletin

HELEN WILLS IMPROVES

American T... Participate in Forest Hill... nis Contest

(By Associated Press.)

Paris, June 7.—Miss Helen Wills, American tennis champion, who underwent an operation for appendicitis Friday night, will leave the American Hospital Sunday, her mother said today.

Miss Wills had a comfortable night ... and her condition was satisfactory this ...

The love story of a sweet girl is told by Eda Wister Haines in The Bulletin's new serial entitled "Mysterious Neighbors," beginning tomorrow, Tuesday June 8th.—Advertisement

REVOLUTION SONS HEAR DRY APPEAL

Society's Head Urges Members to Support Prohibition and Immigration Bill

37TH CONVENTION OPENS

A rallying call to the support of the 18th Amendment and the Johnson Immigration Bill of May, 1924, was sounded today in Independence Hall at the opening session of the 37th Annual Congress of the Sons of the American Revolution.

The plea was made by Harvey E. Remington, president general of the society and a former municipal judge at Rochester, N. Y., speaking from the bench of the Supreme Court room in the State House. Today is the anniversary of the introduction by Richard Henry Lee, of Virginia, before the First Continental Congress, of a resolution ... declaring the colonies ... free and of right ... by ... [illegible]

WOMEN FUGITIVES CAUGHT

Two Who Fled Reformatory, Dressed as Men, Arrested in Station

Masquerading as men, two fugitives from the Vermont State Reformatory for Women, at Rutland, Vt., who were serving Federal sentences there, were arrested in Broad Street Station last night by McDevitt and McInerney, Department of Justice agents.

The prisoners, who fled the Vermont institution May 29 by sliding down an improvised rope of sheets and climbing a large front gate, are Helen Kenby, eighteen, known as the "Texas Queen of automobile thieves" and "Billie" Wolsin, forty-eight, Nashville, Tenn. Both are married. Mrs. Kenby's husband, it is said, is serving a term in the Atlanta Federal Penitentiary for conspiracy with his wife to transport stolen automobiles between States. The older woman was serving a three-year term for peddling "dope."

"We didn't like the joint because we didn't get enough to eat," they told Federal authorities here today. "Why, we got more meals at City Hall here than we got at Rutland all the time we were there."

The ... ners, after spending the ... Hall, were taken to the ... ding. They will get a ... Friday.

JUSTICE TAFT ILL

...ttending Today's ... Supreme Court

June 7.—Chief Justice ... present on account of illness from at... ...'s session of the Supreme ...

... to his room, the sixty-eight... of Justice and former Pres... ...conceded to the ad... ...sician not to attempt to ... the session, which is the ... will hold until October. ...ousness of the attack was ...ely disclosed. For several ... he been intermittently suf... ailments brought on by the ... and by depletions remit... ...ective life he has led in a ... of public offices.

...S

... CROSSING

... killed and three other ...sylvania Railroad train ... here. The dead are: ...ghman, and Miss Ella ...oley Parsons, of Herrin, ... twenty-four, and Thais ...tively of Mrs. Drye, re...

...ICY CAKES

...porting Alaskan black ... ice and then bringing ... being investigated by ...,000 Shedd aquarium ... the fish, principal ...ritality, and are lively ...

... KILLS ONE

... one probably fatally ... when a freight train ...rolled near here when ...g the casualties.

...HILLS CITY ...TH MERCURY 62

...s Only Intermittently ... Cloudy Weather ... Hangs On

...E LAST YEAR

...test fall we're having this ... the weather comment on ... stretch today. ... ...om behind the ...noon and ap... brief periods ... time today. The ... sixty-two, about ...rmal. ...ed badly this month, ...only two days when ... respectable showing ... the phase of June's trail... June 2, there was sub... per cent. of the time and ...86 per cent. But the score ...4 was a zero.

Including yesterday, the month has been forty-five per cent. sunshine, and that's a poor record in the season ailed only seven over to flowers, weddings and other penny stand-bys. And the forty-five per cent. is based on the "possible"—that is, it is figured only on the day time hours during which the sun is expected to do its stuff.

Along with the sunshine shortage there has been a deficiency in the amount of heat. Thus, including yesterday, Philadelphia is just thirty degrees ahead of the normal figure thus far ...

SAYS GAMING HOUSE IS WITHIN 2 BLOCKS OF POLICE STATION

Magistrate Beaton, at Raid Hearing, Hints Gambling Evidence is Being 'Covered Up'—'Liar,' Replies Captain Wagner, Demanding Names and Addresses—Assert Girl, Fifteen, Acted as Lookout

TWO OF 17 HELD IN BAIL; WILL TRY GILCHRIST FRIDAY

Magistrate William F. Beaton, presiding at a gambling hearing today in the 10th and Buttonwood sts. station, started a fireworks display by declaring there was "a big game going on" within two blocks of the station house.

Two defendants out of seventeen arraigned before the magistrate were held for court in $400 bail.

They were arrested Saturday in a raid on a restaurant at 863 N. Marshall st.

Captain George Wagner, commander of the district, a red-headed, square-jawed man, was leaning against the rail in front of the magistrate's desk when Beaton made his charge near the end of the hearing.

The captain's face took on the hue of his hair. He straightened up startly.

"Why don't you tell us where it is?" he inquired loudly.

"Oh, you know where it is," answered the magistrate.

"There's no place running near here," snapped the police captain. "The only place running was knocked off." Presumably he referred to the Mutual Republican Club, 711 Spring Garden st., which was raided May 20.

Magistrate Beaton wanted to know if "this little restaurant is the only gambling joint in this district."

When Captain Wagner told him "we are going after the others," the Magistrate indulged in a short, cynical laugh.

"That's a good one," he said. Wagner insisted police are trying to put down the lid.

"You can get them if you want them," said the magistrate, and he added something about "covering up."

Captain Wagner straightened up and gave his trousers a hitch. He walked away from the desk.

"If anybody says I have covered up anything in this district," said the Captain loudly, "he is a liar."

While the Magistrate was making his charges, announcement came from the District Attorney's office that Dr. Thomas Gilchrist, known in gambling circles as "English Tommy," who was held as proprietor of the Mutual Republican Club gambling room would be tried Friday in room 686 City Hall. Since his arrest Gilchrist, who lives at the Coronado, 22d and Chestnut sts., has several times threatened to "tell the whole truth" about gambling.

The two held for court by Magistrate Beaton are Samuel Lees, proprietor of the restaurant and alleged gambling house which was raided Saturday by Captain Wagner and his men, and Philip Sabolski, Marshall st., near Poplar, who is charged with being a frequenter of the place.

Charles L. Gordon, Assistant District Attorney, appeared to prosecute the case and brought out the fact that Lees' restaurant had been "carried on the rolls" of the 10th and Buttonwood sts. station as a gambling house and had been raided once before on April 10.

After the hearing the magistrate promised to supply Captain Wagner with the name of the gambling house he had in mind.

"Ever since I have been a magistrate I have stood ready to aid the police in their drive against vice in this district," said Beaton.

"Whatever information I have against lawlessness of vice I will give Captain Wagner. The police further know that any time during the day or night that they want warrants signed I am ready to accommodate them.

"During the time Director Butler was here I heard more cases than most

(Continued on Page Two, Column Six.)

305,000 HAVE VISITED SESQUI

Rain and Postponement of Tank Drill Cut Today's Total

More than 305,000 persons have visited the Sesqui-Centennial since it opened a week ago. It was announced today by E. L. Austin, director-in-chief.

The light rain and generally inclement weather which necessitated the postponement of the whippet tank drill by the army in the Stadium kept many away and by noon today only a few had passed through the gates.

On Saturday there were 10,000 persons at the grounds. Of these 5,000 were paid admissions, many which were free on that date, and the other 5,000 visited on passes.

RAIN STOPS PHILS AGAIN

Will Play St. Louis Cardinals One Game Tomorrow

... the second time in the series ...llies and St. Louis Cardinals ...lined out when the shower of ... the grounds unplayable. ...eams will play only one ...ow, and the postponed ...made up as part of a ...ter in the season.

...ATHER FORECAST

...unsettled and slight... ...ght, Tuesday fair. ...winds.

... Three, Column One

... THERMOMETER ...day. P.M. ... 1 2 3 4 5 6 ... 68; low, 51; hum., 45. ... Night. A.M. ... 1 2 3 4 5 6 ... 55 55 56 54 53 54 55

... AND FOUND

... haired boy terrier with black ... tail; loves A. white head ... leather collar bearing owner's ... ...ding. Reward. Phone 3697 L001.

... ...ray leather; on Three Mile ... ...ver protective gloves & Shriner ... ...ward. Phone Crescent 2050-W.

... ...Camco pin, vicinity of 12th and Berks ... ...ernities. Reward. Blayer Drug Store, ...of Berks sts.

... ...Small boy coat (jewels & compass). Aiken ... ...ss 61. Phone 70. Reward. This Office.

LOST—Pin, gold filigree, amethyst stone. Ref... Reward. Allen Townsend 2088 Cherry st.

OTHER LOST & FOUND PAGE 37

"That the people of Philadelphia, Camden and vicinity appreciate the efforts of The Bulletin to give them all the news of the day as fairly, as exactly and impartially as it can be laid before them, is attested not only by the fact that the name of The Bulletin has become as a household word among them, but that its circulation reaches far beyond the highest point ever attained by a Philadelphia newspaper."

"In Philadelphia nearly everybody reads The Bulletin"

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin

Net paid circulation for six months ending March 31, 1926 **533,169** copies a day

The circulation of The Evening Bulletin is larger than that of any other Philadelphia newspaper and is the third largest in the United States.

New York—247 Park Avenue (Park-Lexington Building)
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard

(Copyright 1926—Bulletin Company)

Detroit—C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations. Member Associated Business Papers, Inc.

Vol. 59 — NEW YORK, SEPTEMBER 25, 1926 — No. 18

Big Bulge of National Advertising Swells Half-Year Record Linage Totals

Year's Investment in Newspaper Space Indicated as $850,000,000, a Gain of About 15 Per Cent Over Last Year—How the Leaders Stand

By ARTHUR ROBB

A NEW torrent of national advertising, backed by steadily rising waters in the channel of local display and classified, has engulfed the readers of American daily and Sunday newspapers.

According to linage records gathered for EDITOR & PUBLISHER's regular semi-annual tabulation from more than 1,000 newspapers in all parts of the country, the total investment by all advertisers in newspaper space for the current year will exceed $800,000,000. It will probably approximate $850,000,000.

National advertising, last year estimated by the Bureau of Advertising of the A. N. P. A. at $220,000,000, will in all likelihood increase that total in 1926 by almost $100,000,000. The increase in volume of national business has far outstanced the gains in the other two principal divisions.

Linage figures presented on this and subsequent pages were received from newspapers in 620 cities of the United States, having a total population of approximately 47,000,000 people. The newspapers included 226 morning papers, 648 evening papers and 271 Sunday issues, a total of 1,145 newspaper advertising units.

Morning newspapers printed a total of 1,727,635 agate lines, of which the following principal divisions were made:

National—197,484,487 lines.
Local Display—522,224,201 lines.
Classified—161,977,339 lines.

Evening newspapers published during the six months the unprecedented total of 1,850,408,305 agate lines, apportioned as follows:

National—359,602,561 lines.
Local Display—1,179,380,471 lines.
Classified—247,355,032 lines.

No separate tabulation can be made for Sunday newspapers, due to the practice of many publishers who do not segregate Sunday business from that in the daily issues. Sunday linage is therefore included in the above totals.

Aside from the tremendous gain which the general totals reflect—it is apparently well up 15 per cent. above the figures collected from practically the same group of newspapers by EDITOR & PUBLISHER a year ago—the most striking element in the preceding summary is the disproportionate advance in the national total.

In morning newspapers a year ago, national advertising occupied 16 per cent. of the total advertising space. For the first six months of 1925, the use of national advertising was 20.7 per cent. of the total morning paper advertising space.

In the evening field a year ago, national advertising occupied 14.5 per cent. of the total advertising space.

In evening paper figures for this year, national advertising has pre-empted 19.4 per cent. of the total paid area.

Local advertising in morning newspapers last year ran 57 per cent. of the total space.

Local advertising in morning newspapers for the first six months of this year was 54.8 per cent. of the total space.

In the evening field for the first six months of last year, local display space was 64.5 per cent. of the total. For the first six months of this year, local display space in evening papers was 63.8 per cent. of the total space.

Classified advertising in morning papers for the first six months of last year totalled 17 per cent. of all advertising. For the first six months of this year, this division of advertising in morning papers occupied exactly the same proportion of the total.

In evening papers, classified advertising took 12 per cent. of the total space of the first six months of last year. For the first six months of 1926, classified advertising in evening newspapers held 13.3 per cent. of the total.

The differences between the sum of the above percentages and 100 in both the morning and the evening classifications is due to incomplete figures furnished by some publishers and to the omission from some totals of legal, reader, office advertising and other miscellaneous groups. This circumstance lessens the values of the comparative percentage figures, but it does not detract at all from the statement that the growth in national advertising reflected has been nothing short of phenomenal.

Much of the increase in the national field comes under half a dozen headings —automotive, building materials, tobacco, book publishers, railways, steamships and resorts.

The great activity in real estate throughout the country is reflected in the realty advertising, much of which in many large cities, has come under the head of national business in recent months.

Apparently, however, the great proportionate increases in national advertising have been registered in the cities smaller than the metropolitan centers. The latter have had a considerable influx of new national business, too, such figures as are available indicating that either gain in this classification is between 12 and 15 per cent. The smaller cities have therefore carried 25 per cent or more advertising in the first six months of 1926 than they did in the same period of 1925, according to the indicated increase of 20 per cent or more in national volume.

Automotive advertising in many cities is running far ahead of 1925 totals, sometimes as much as 50 per cent, according to a recent Detroit dispatch in EDITOR & PUBLISHER.

In New York City, where complete analyses of newspaper linage are made by the *New York Evening Post* Statistical Department, the volume of morning and Sunday paper automotive advertising increased from 2,083,144 lines to 2,970,880 lines, 42.6 per cent. These figures cover the period Jan. 1—June 30, 1926-1925.

Evening and Sunday newspaper advertising of automobiles in New York papers increased in the same period from 2,298,740 lines to 3,101,708 lines, or 35 per cent. These figures include automotive classified, and if this is omitted from consideration, the increase in display space —from 1,610,744 lines to 2,313,258 lines —is 43 per cent.

Tobacco advertising in New York morning newspapers increased from 624,456 lines to 873,544 lines, or 24 per cent. In evening papers, the tobacco linage increased from 506,510 to 858,180 lines, or 67.5 per cent.

Building material advertising in New York morning newspapers increased from 193,200 lines to 328,606 lines, or 70 per cent.

In evening papers, copy for building materials increased from 124,698 lines to 211,860 lines, or 70.3 per cent.

Real estate display advertising in morning and Sunday New York papers increased from 2,581,144 lines to 3,781,498 lines, or 46 per cent.

Real estate display advertising in New York evening and Sunday papers increased from 790,814 lines to 1,420,912 lines, or 79 per cent.

No key is available as to the amount of this realty business that is national, but a considerable proportion of it has come from land promotions in Florida, North Carolina, and Long Island. Other sections of the country to a lesser extent have shared in this advertising.

Financial advertising, a large part of which is national, has maintained a some-

EDITOR & PUBLISHER SEMI-ANNUAL LINAGE TABLE

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NEWSPAPERS IN CITIES OF MORE THAN 1,000,000 POPULATION

	Paper	Published	Total Linage	National	Local	Classified
Brooklyn	Eagle	(e)	6,216,180	1,179,144	2,639,156	2,397,880
	Sunday ed	(s)	3,142,944	832,222	1,496,866	813,856
	Total	(es)	9,359,124	2,011,366	4,136,022	3,211,736
Brooklyn,	Times	(es)	3,792,330	784,170	2,146,846	421,410
Chicago	American	(e)	6,896,632	1,260,191	4,737,980	898,461
Chicago	Herald & Examiner	(m)	3,624,747	763,816	1,807,937	1,033,776
	Sunday ed	(s)	3,086,019	589,840	2,103,114	317,652
	Total	(ms)	6,710,766	1,353,656	3,911,051	1,351,428
Chicago	Daily Journal	(e)	2,785,044	496,488	1,739,253	549,303
Chicago	Daily News	(e)	11,274,931	1,616,189	7,260,217	2,398,615
Chicago	Post	(e)	3,127,244	580,645	2,278,591	268,008
Chicago	Tribune	(m)	10,534,341	2,119,464	5,246,688	3,168,189
	Sunday ed	(s)	6,295,920	997,512	3,709,983	1,588,425
	Total	(ms)	16,830,261	3,116,976	8,956,671	4,756,614
Cleveland, Ohio.	News	(e)	4,648,958	1,058,063	3,590,895	.....
	Sunday ed	(s)	1,192,487	467,537	724,950	.....
	Total	(es)	5,841,545	1,525,600	4,315,845	.....
Cleveland, Ohio.	Plain Dealer	(m)	6,668,466	1,460,070	2,592,010	1,814,002
	Sunday ed	(s)	3,545,623	1,109,119	1,586,634	849,281
	Total	(ms)	10,214,089	2,569,189	4,178,644	2,663,283
Cleveland, Ohio.	Press	(e)	7,640,317	1,471,569	4,418,741	1,741,370
Detroit, Mich.	Free Press	(m)	5,311,138	1,422,624	2,328,410	1,560,104
	Sunday ed	(s)	3,726,086	935,452	1,870,274	920,360
	Total	(ms)	9,037,224	2,358,076	4,198,684	2,480,464
Detroit, Mich.	News	(e)	12,628,168	1,684,704	8,375,500	2,567,964
	Sunday ed	(s)	4,799,158	1,036,714	2,278,220	1,484,224
	Total	(es)	17,427,326	2,721,418	10,653,720	4,052,188
Detroit	Times	(e)	3,827,249	893,421	2,933,828	.....
	Sunday ed	(s)	1,504,694	618,463	886,231	.....
	Total	(es)	5,331,943	1,511,884	3,820,059	.....
Los Angeles	Examiner	(m)	6,698,614	875,518	2,813,706	3,009,390
	Sunday ed	(s)	5,047,958	548,176	3,426,234	1,073,548
	Total	(ms)	11,746,572	1,423,694	6,239,940	4,082,938
Los Angeles.	Express	(e)	4,702,712	980,644	3,214,498	507,570
Los Angeles.	Herald	(e)	9,130,212	1,407,840	5,617,360	1,813,266
Los Angeles, Cal.	Record	(e)	2,578,086	219,590	2,165,030	193,446
Los Angeles.	Times	(m)	8,274,700	1,263,094	3,690,498	3,321,108
	Sunday ed	(s)	5,333,384	1,013,502	2,933,438	1,326,444
	Total	(ms)	13,608,084	2,276,596	6,683,936	4,647,552

(*Continued on page* 22)

what slower pace in the competition for the public's dollar through newspaper advertising.

In New York morning and Sunday papers, financial advertising increased from 2,809,844 lines to 3,173,310 lines, or 12.9 per cent.

In New York evening papers financial advertising increased from 1,760,046 lines to 2,096,168 lines, or 19 per cent.

Radio advertising in New York papers, as had been expected, declined from the high marks of 1925 during the first six months. This business holds most of its turnover within the four months preceding Christmas and its advertising reaches its peak during the holiday season.

July radio and electrical linage, according to figures issued by the U. S. Department of Commerce, shot sharply upward, the gain noted being 134 per cent. Another interesting indication in the government figures concerns the July advertising in the musical instrument field, its increase of 118 per cent over the linage of July, 1925, apparently indicating that the talking-machine and piano manufacturers are beginning in earnest the fight to regain the market they lost to the radio.

Classified advertising also maintained its rate of increase. In morning newspapers, it held the same proportion of space to the total as it did a year ago and in evening newspapers, it increased its ratio.

Local display linage increased, but at a slower pace than the other group totals.

Government figures, covering about 125 large city newspapers, indicate that the percentage of increase in newspaper linage is 5 per cent. The statistics of the New York Evening Post bureau and the present listing of Editor & Publisher indicate that this percentage is by no means high enough. The Evening Post figures covering 130 newspapers in 30 cities show a 7 per cent increase for the first six months of this year and the present Editor & Publisher tabulation, covering 1,100 newspapers in more than 600 cities indicates that the rate of increase is more than 10 per cent.

The latter estimate is borne out by the figures of newsprint paper produced and available for consumption. United States and Canadian mills have produced about 14 per cent more newsprint tonnage in 1926 to date than in the same period of 1925 and all of it has been absorbed. In fact, mill reserve stocks have been severely drained by demands for tonnage above that produced. Circulation increases, it is believed will not account for as much as five per cent of the higher paper consumption.

Listed newspapers which led in volume of total linage included:

Detroit News (es)	17,427,326
Miami Herald (ms)	17,162,698
Chicago Tribune (ms)	16,830,261
New York Times (ms)	15,303,788
Washington Star (es)	14,381,594
St. Petersburg Times (ms)	14,065,898
Los Angeles Times (ms)	13,608,084
Pittsburgh Press (es)	12,921,958
St. Louis Post-Dispatch (es)	12,689,880
Los Angeles Examiner (ms)	11,746,572
Columbus Dispatch (es)	11,492,383
Chicago News (e)	11,274,931
Philadelphia Inquirer (ms)	11,231,200
Philadelphia Bulletin (e)	11,093,397
Newark News (e)	10,772,033
Cleveland Plain Dealer (ms)	10,214,089
Tampa Tribune (ms)	10,039,372
San Francisco Examiner (ms)	9,917,451
New Orleans Times-Picayune (ms)	9,733,431
Oakland Tribune (es)	9,729,412
New York Herald Tribune (ms)	9,665,724
Milwaukee Journal (es)	9,518,087
Brooklyn Eagle (es)	9,359,124
Jacksonville Times-Union (ms)	9,227,988
Birmingham News (es)	9,227,540
New York World (ms)	9,173,772
Baltimore Sun (e)	9,133,210
Los Angeles Herald (e)	9,130,212
Indianapolis News (e)	9,096,141
Baltimore Sun (ms)	9,089,197
Detroit Free Press (ms)	9,037,224
New York Sun (e)	8,937,650
Rochester Democrat & Chronicle (ms)	8,786,211
Kansas City Star (ms)	8,517,479
Akron Beacon-Journal (e)	8,470,246
Dayton News (es)	8,459,472
San Diego Union (ms)	8,444,142
Dallas Times-Herald (es)	8,385,455
Boston Globe (ms)	8,342,312
Philadelphia Public Ledger (ms)	8,327,918
Seattle Times (es)	8,244,557
Boston Herald (ms)	8,098,649
Philadelphia Public Ledger (e)	8,046,226
Memphis Commercial Appeal (ms)	8,045,844
Buffalo News (e)	8,028,451
Minneapolis Journal (es)	8,011,319
Toledo Blade (e)	7,971,011
Grand Rapids Press (e)	7,955,626
St. Petersburg Independent (e)	7,908,426
Canton Repository (es)	7,803,448
Minneapolis Tribune (ms)	7,801,794
Houston Chronicle (es)	7,777,919
Hartford Times (e)	7,729,803
Toronto Star (es)	7,729,210
Denver Post (es)	7,728,448
New York Journal (e)	7,725,458
Cleveland Press (e)	7,640,317
Portland Oregonian (ms)	7,590,022
Cincinnati Times-Star (e)	7,579,677
Tampa Times (e)	7,464,394
Atlanta Journal (es)	7,398,587
St. Louis Globe-Democrat (ms)	7,336,102
Louisville Courier-Journal (ms)	7,330,238
Flint Journal (es)	7,200,780
Providence Bulletin (e)	7,171,362
Toronto (Ont.) Telegram (e)	7,093,884
Rochester Times-Union (e)	7,009,997
Atlantic City Press (ms)	6,999,845
Camden Courier (e)	6,970,979
Dallas News (ms)	6,965,676
Chicago American (e)	6,896,632
Vancouver Province (es)	6,868,118
New York American (ms)	6,851,764
Asheville Citizen (ms)	6,804,378
Scranton Times (e)	6,781,908
Indianapolis Star (ms)	6,738,300
Chicago Herald Examiner (ms)	6,710,766
San Jose Mercury Herald (ms)	6,688,850
New Haven Register (es)	6,662,836
Wilkes-Barre Record (m)	6,602,183
Montreal Star (e)	6,546,860
Omaha World-Herald (ms)	6,405,448
Boston Traveler (e)	6,376,674
Elizabeth Journal (e)	6,366,528
Portland Oregon Journal (es)	6,298,964
Kansas City Star (e)	6,273,275
Syracuse Herald (es)	6,245,001
Pittsburgh Chronicle-Telegraph (e)	6,220,634
Richmond News-Leader (e)	6,220,284
Evansville Courier (ms)	6,213,908
Pasadena Star-News (e)	6,207,026
Utica Observer - Dispatch (es)	6,164,662
San Antonio Light (es)	6,149,234
Long Beach Press-Telegram (es)	6,126,020
Altoona Mirror (e)	6,094,983
Buffalo Times (es)	6,069,644
Reading Eagle (es)	6,043.254
Johnstown Tribune (e)	6,027,644
Boston Post (ms)	6,026,382
Houston Post - Dispatch (ms)	6,005,888

LEADERS IN NATIONAL
Morning and Sunday

New York Times	3,744,232
Jacksonville Times-Union	3,119,662
Chicago Tribune	3,116,976
Boston Herald	2,924,724
New York Herald Tribune	2,914,620
Cleveland Plain Dealer	2,569,189
Philadelphia Public Ledger	2,547,076
St. Louis Globe-Democrat	2,425,567
Detroit Free Press	2,358,076
Los Angeles Times	2,276,596
Miami Herald	1,988,722
Portland Oregonian	1,868,874

LEADERS IN NATIONAL LINAGE
Evening and Sunday

Detroit News	2,721,418
St. Louis Post-Dispatch	2,480,240
Milwaukee Journal	2,465,142
Brooklyn Eagle	2,011,366
Seattle Times	1,888,264
Minneapolis Journal	1,804,064
Washington Star	1,742,824
Denver Post	1,708,056
Birmingham News	1,675,856
Columbus Dispatch	1,654,993
Atlanta Journal	1,566,138
Pittsburgh Press	1,562,708

LEADERS IN NATIONAL LINAGE
Evening Six Day

Newark News	2,608,280
Philadelphia Bulletin	2,513,286
Boston Traveler	2,195,464
Indianapolis News	2,095,666
New York Sun	2,089,958
Philadelphia Evening Ledger	2,089,646
Buffalo News	1,857,840
Detroit News	1,684,704
Milwaukee Journal	1,634,339
Chicago News	1,616,189
New York Journal	1,587,944
St. Louis Post-Dispatch	1,582,560

LEADERS IN LOCAL
Morning and Sunday

Miami Herald	11,447,528
St. Petersburg Times	10,055,360
Chicago Tribune	8,956,671
New York Times	8,277,240
Los Angeles Times	6,683,936
Los Angeles Examiner	6,239,940
Tampa Tribune	6,194,440
New York Herald Tribune	5,789,984
Philadelphia Inquirer	5,764,800
New Orleans Times-Picayune	5,155,002
San Francisco Examiner	5,039,041
*Wilkes-Barre Record	4,909,282

* No Sunday edition.

LEADERS IN LOCAL
Evening and Sunday

Detroit News	10,653,720
Washington Star	9,726,499
Pittsburgh Press	8,476,636
Columbus Dispatch	7,690,555
St. Louis Post-Dispatch	7,677,040
Birmingham News	6,478,976
Dallas Times-Herald	6,128,470
Dayton News	5,552,010
Flint (Mich.) Journal	5,513,788
Buffalo Times	5,141,276
Milwaukee Journal	5,112,710
Oakland Tribune	5,019,686

LEADERS IN LOCAL LINAGE
Evening Six Day

Detroit News	8,375,500
Chicago News	7,260,217
Washington Star	7,068,407
St. Petersburg Independent	6,492,144
Philadelphia Bulletin	6,387,525
Pittsburgh Press	6,269,536
New York Sun	6,201,586
New York Journal	6,122,966
St. Louis Post-Dispatch	5,575,080
Baltimore Evening Sun	5,618,056
Los Angeles Herald	5,617,360
Newark News	5,448,463

LEADERS IN CLASSIFIED LINAGE
Morning and Sunday

Chicago Tribune	4,756,614
Los Angeles Times	4,647,552
Los Angeles Examiner	4,042,938
New York World	3,856,350
Miami Herald	3,702,740
Philadelphia Inquirer	3,686,400
New York Times	3,230,404
Rochester Democrat & Chronicle	3,228,537
San Francisco Examiner	3,135,162
Baltimore Sun	3,131,134
Cleveland Plain Dealer	2,663,283
Detroit Free Press	2,480,464

LEADERS IN CLASSIFIED LINAGE
Evening and Sunday

Detroit News	4,052,938
Brooklyn Eagle	3,211,736
Washington Star	2,912,271
Oakland Tribune	2,845,094
Pittsburgh Press	2,601,746
St. Louis Post-Dispatch	2,532,600
Columbus Dispatch	2,109,160
Seattle Times	1,992,993
Milwaukee Journal	1,940,235
Houston Chronicle	1,840,202
Dayton News	1,557,010
Denver Post	1,338,288

LEADERS IN CLASSIFIED LINAGE
Evening—Six Day

Newark News	2,715,290
Detroit News	2,567,964
Chicago News	2,398,615
Brooklyn Eagle	2,397,880
Washington Star	2,262,673
Philadelphia Bulletin	2,192,297
Baltimore Sun	2,040,612
Buffalo News	1,987,242
Los Angeles Herald	1,813,266
Cleveland Press	1,741,370
Indianapolis News	1,710,828
Kansas City Star	1,498,566

SPOKESMAN'S END SEEN IN BARTON TALK

White House Correspondents Write Protest to President After A. P. Carried Quoted Interview by Ad Agent

By BART CAMPBELL

WASHINGTON, D. C., Sept. 23.—A number of Washington newspaper cor respondents who cover the white hous regularly joined today in a written pro test to President Coolidge because o his having granted an extended inter view in which he permitted quotatio marks to be used freely to Bruce Barto a magazine editor, writing a series c copyrighted articles for the Associate Press.

The letter was signed by George Dur no, as acting President of the Whit House Correspondents Association, an others not connected with the associate press. Durno represents the Internatior al News Service.

The letter expressed surprise that th President had permitted an "outsic writer" to furnish to a single news ser ice a series of exclusive statements b himself, in the face of the fixed rules c silence imposed upon Washington co respondents by the "official spokesmar himself.

This means the end of the "offici spokesman," predicted David Lawrenc noted Washington correspondent, wl joined in the protest.

The President once rebuked Mr. Lav rence for taking stenographic notes at o of the conferences with the "offici spokesman" at the White House, and t President then declared emphatically h did not desire to be quoted directly.

Protesting correspondents compla that during the long weeks at Pa Smith's, they were unable to quote t President, and yet Mr. Barton, an "ou sider," was able to step in upon the e of the President's return to Washingt and quote Mr. Coolidge to the extent many thousand of words revealing t most intimate details of the Presiden career and private life as well as of t President's personal opinions.

ARTHUR T. WILSON

Arthur T. Wilson, 71, who died r cently at his home in Dallas, was t first advertising manager for the *Dall News*. Mr. Wilson was associated w the A. H. Belo & Co. organization f more than 16 years, entering their serv in 1885 as manager of the Houston bure of the Galveston and Dallas News.

STORM STRIKES FLORIDA PRESS HEAVY BLOW

But, With Property Damaged, Dailies Carry On—Kennedy, Miami Herald M. E., Says Newspaper Situation Now Normal—City Prepares for Winter Trade

(*By Telegraph to* EDITOR & PUBLISHER)

MIAMI, Fla., Sept. 22.—Damage to Florida newspaper plants in the wake of the West Indian hurricane was estimated today at hundreds of thousands of dollars, but the "business as usual" signs were already hanging over the wrecked and dismantled doors.

One newspaper man, Alton Bush Little of the *Miami Beach Beacon* was killed.

"Miami is smiling through," was the comment of O. W. Kennedy, managing editor of the *Miami Herald*, in a statement to EDITOR & PUBLISHER today reporting the newspaper situation practically normal.

The Herald's plant and that of the *Miami Daily News* are intact. The greatest loss to these two papers lies in the destruction of stored print paper exposed to the torrential rain, which accompanied the hurricane.

Water swept through broken windows of the Herald building. All linotypes must be taken apart for cleaning and a great quantity of paper was destroyed.

Reports that the Miami News tower was leaning at a 20 degree angle are untrue. The building bore the brunt of the storm well.

The plant of the *Miami Tribune* was unroofed and the building flooded. The monetary loss has not yet been figured, but it is certain that much of the mechanical equipment will have to be repaired.

The sumptous plant of the *Hollywood News* was wrecked. Loss of the Miami Daily News was put at $20,000. The plant of the *Miami Riviera* was demolished as was that of the *Miami Post*, and the Miami Beach Beacon, all weeklies.

The *Jacksonville* (Fla.) *Times Union* loaned the Herald three cars of newsprint to help out in the emergency.

One Miami newspaper, the *Daily News*, failed to miss an edition during the progress of the hurricane. The Daily News' editions of Saturday and Sunday consisted of one sheet, printed on a proof press from advertising type and distributed as bulletins to be posted in store windows and strategic points in suburbs and neighboring towns. The first of these editions announced a $5,000 contribution to head a relief fund.

The Herald printed a four-page paper on Saturday, but none Sunday. On Monday all papers in the city were published. The Herald of that date was printed on the *Palm Beach Post*, the Tribune by the *Palm Beach Times* and the News issued a four-page newspaper at the plant of the Herald, which was first to receive power. The Herald also printed editions for the Tribune pending extensive repairs.

Little, of the Palm Beach Beacon who was killed, sought shelter with Kent Watson, publisher of that paper, in the lobby of the Offord Hotel. Little was crushed by a falling beam. Watson was hurt in the same crash.

During a lull in the storm Saturday morning many members of newspaper staffs made efforts to reach their offices but were forced to seek shelter when the hurricane began its second attack on the stricken community.

By Wednesday the papers all were nearing normal conditions. The four and six page paper of the first days of the week had given place to eight, 10 and 12 pages, all devoted to local news.

On Wednesday the first Associated Press wire leaped into life and the full report began coming through without interruption shortly after noon. On that day The News resumed publication of its pink sporting extra, with baseball results. Its own presses were in use Wednesday.

Immediately after the wind had begun to die down on Saturday an emergency restaurant for relief workers was established at the News Tower with Mrs. Ross A. Reeder, wife of the publisher, in charge. Here many were fed during the early hours of rescue and rehabilitation.

The greatest difficulty was experienced in compiling authentic lists of the dead. Many of the bodies remained unidentified four days. After the storm had blown itself out reporters stationed at the various undertaking establishments worked night and day in the effort to name the victims of the wind.



Yachts and other water craft were piled almost in the front door of the *Miami Daily News* plant. The tall building withstood the terrific gale, suffering but minor damage despite first reports that the huge tower was twisted and in danger of crashing. The tower is of steel and terra cotta.

Staffs of all the papers were on constant duty at the publication offices during the three days following the storm. Taking up their quarters at the scene of operations and sleeping, when infrequent opportunities for sleep would come, on desks in the offices.

One of the most amazing incidents of the recovery from storm was the circulation rumors every few hours calculated to frighten the suffering population with the warning that the storm was about to return or that a tidal wave was bearing down on the stricken district. The newspapers succeeded in allaying these fears when they reassured their readers with statements from the local weather office.

Mr. Kennedy's reassuring message to northern publishers and advertisers follows:

"Miami is smiling through. She had waited 30 years for a hurricane and when it came she dared it to do its worst. For eight hours the storm did its 'darndest' to wreck us. When it was over we found Miami had veritably lifted its hat in the form of 20,000 roofs in bidding it a grim farewell. Then Miami donned its bathing suits and tropical attire and climbed on top the buildings with hammers that have since been clicking their music to cheerful workers who smile and say, 'we mustn't let our winter visitors see Miami partially unclothed.'

"Already half the marks of the storm are gone. True, there was loss of life and many injured, but the number is comparatively small when one remembers eight hours of hurling and swirling of the fiercest hurricane ever known in America.

"It will take twenty or thirty million dollars to rebuild and repair, but the money that the outside world sends for that purpose will be considered as a loan and will be repaid.

"Tuesday found the newspaper situation practically normal except that no Press Association news was then being received. The nearest wires are at West Palm Beach, 70 miles north.

"'What are the big leagues doing and how about Dempsey and Tunney?' was the most sought after information.

"It should be known that Miami did not suffer a single moment for food, which was to be had at normal prices or gratis. Many signs were up saying 'Pay if you can, but if you can't take what you need.'

"This was perhaps the only disaster in history unaccompanied by agony. There were no tears except for the dead and injured. The Miami spirit had been dominant throughout. Banks opened Monday and more money was deposited than was taken out. In fact the entire spirit of recovery has been that of haste, in order not to let our incoming winter crowd see runs in our stockings or rips in our trousers.

"Someone called out the militia in the night after the storm. When the people got out on the streets Sunday morning they were a little surprised to see the soldier boys with their big guns. The soldiers likewise were nonplussed by the cheerfulness of the populace. There were no looters to shoot nor excitable people to control. By the time the streets were filled with girls in bathing suits and Sunday frocks, the soldier boys experienced their greatest difficulty in warding off shots from flirtatious feminine eyes.

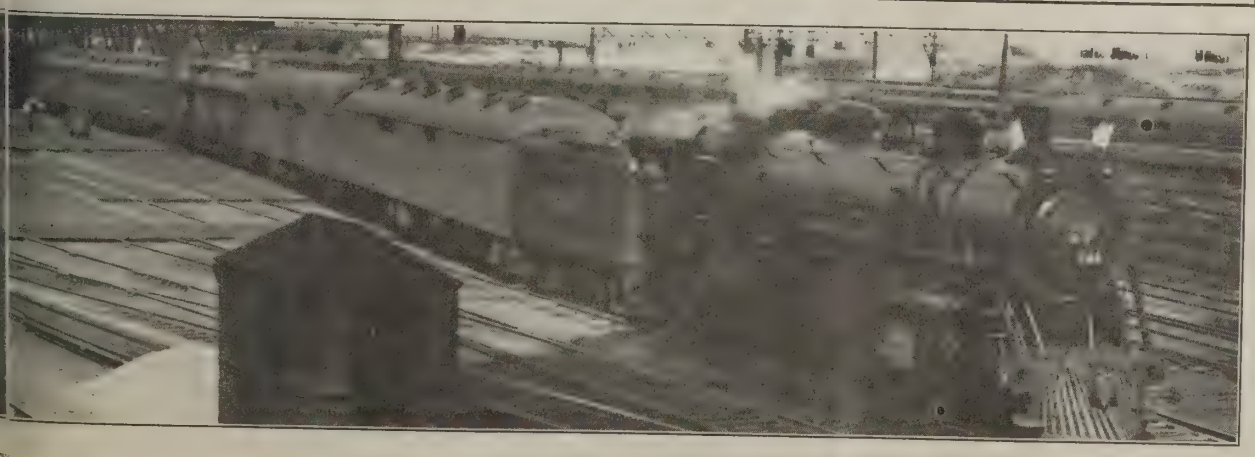
"Above is the same warm sun, out to the east is the same old Atlantic ocean, and from it is wafting in the gentle trade wind that has made Miami famous. Thirty years was a long time to wait for the predicted hurricane, but it was a real one when it came. The thousands who lived through it wouldn't have missed it for all it cost, but none would wish for another at no cost at all.

"It would do the world good to see how Miami is smiling through."

W. A. Payne, general manager of the *Palm Beach Post*, who was in New York this week on business, communicated immediately with his paper and learned that only slight damage was done to the plant by the storm. Sunday's edition was held up by the crippling of the city's power service, but a small paper was printed in the plant of the *Lake Worth Herald and Leader*.

"We were prepared, in a sense, for the emergency, by experience gained in the July storm," he said. "At that time we were unable to use our plant and made publication arrangements with the *Herald and Leader*. Our chief loss in the present storm was newsprint damaged by water."

CHICAGO DAILY SENDS RELIEF TRAIN TO FLORIDA



photograph shows the special relief train chartered by th *Chicago Herald and Examiner* leaving the Chicago terminal carrying doctors, nurses and supplies for the relief of stricken residents of the Florida hurricane zone.

AUTO SALES MANAGER BLAMES EDITORS FOR FLOOD OF FREE PUBLICITY

G. F. Lord, Star Car Division, Durant Motors, Inc., Claims Puffs Are Created to Satisfy Newspapers' Demand—Dailies Should Dump Them, He Says

ENTIRE blame for the economic waste involved in the printing of useless automotive free puffery, was laid on the desks of the nation's newspaper editors this week by G. F. Lord, general sales manager, Star Car Division, Durant Motors, Inc.

He wanted, he said, to clarify the position of his company on the important subject of free publicity, and therefore he wrote a statement shifting responsibility for the mess from his shoulders to the men supposed to select copy for their newspapers on a basis of news value alone.

"An automobile," he declared, "is not entitled to any more news support than any other commodity, and a properly conducted newspaper will not give it.

Yet, he insisted, newspapers demand auto puffs to such an extent that the publicity bureau of his concern is frequently forced to issue items of little news value, simply to furnish sufficient supply.

In conclusion Mr. Lord emphatically asserted that puff publication had no influence whatsoever over paid space advertising plans.

Mr. Lord's statement follows in full:

"We do not think there should be any relation whatever between legitimate news of the automobile industry and advertising.

"If the material furnished by an automobile manufacturer has any news value, the newspaper should be glad to receive it because there is no other subject in which the American public is more interested than in the automobile. If the item has no news value, it should not be published, no matter how much advertising of the manufacturer's product may be running in the newspaper.

"We realize that this is a somewhat idealistic position. We are aware that many papers charge a higher rate for automobile advertising on the theory that considerable space in their news columns is expected by the advertiser in connection with his advertising. This rate attitude on the part of the newspapers is not correct according to our viewpoint.

"An automobile is not entitled to any more news support than any other commodity, and a properly conducted newspaper will not give it. The question of how much space is devoted to information about automobiles should be based entirely on the news value of the items.

"We, as the manufacturer, are constantly receiving requests from newspapers for items of interest regarding our business and newspapers are constantly requesting of our dealers publicity items regarding the car they handle and which they advertise in the local newspapers.

"As it is utterly impossible to furnish live news items to the extent that our dealers demand to meet the requests of local newspapers, we frequently authorize the issuance of an item which in our opinion has very little news value but which seems to meet the requirements of the dealers and of the local newspapers, and which, in our opinion, the editor of the newspaper should refuse to publish unless he desires to do a favor to the local advertiser by giving him some free advertising support or he desires to justify the high rate he charges for automobile advertising.

"In short, we will continue to furnish publicity items as such and as much real news as possible, leaving the newspapers entirely free to use or refuse as they see fit.

"We do not consider ourselves under any obligation whatsoever to spend money in advertising in a newspaper because it publishes either legitimate news items or pure publicity regarding our product, nor would we withhold advertising from a newspaper because they did not publish these. If a newspaper publisher feels that the publication of a large amount of publicity matter and news regarding the automobile industry tends to build up his advertising patronage, that is obviously a matter of business judgment on his part.

"We consider that this company, as a whole, is endeavoring to work very closely along the line of good editorial practice in the quality of items we have sent out, and have always been very glad to work very closely with automobile editors, but we have also tried to make it very clear to everybody concerned that our use of space as a manufacturer, or our dealers' use of space locally as a local advertiser is and should be entirely independent of the use or refusal of publicity items sent out by us."

NEWSPAPERS PRAISED FOR FIGHTING FRAUDS

Better Business Bureau Managers Meeting in Detroit Commend Press for Co-operation in Informing Public

(*By Telegraph to* EDITOR & PUBLISHER)

DETROIT, Mich., Sept. 22.—The growing interest of newspapers in serving and protecting their readers and their advertisers from various types of fraud and misrepresentation received continuous and outspoken appreciation from many of the managers of Better Business Bureaus who are attending the annual national conference of the National Better Business Bureau Commission, at Detroit. In many of the 42 cities where these Bureaus are operated, advertising departments have not only applied intelligent and effective self-censorship to their columns but have donated valuable display space for the education of investors and consumers through Better Business Bureau advertisements.

News departments, too, said Bureau managers, fight fraud by exploiting the news angles of "Before You Invest, Investigate," and by interpreting to the public the standards of business practice worked out with industries by the Better Business Bureaus. Such newspaper co-operation was repeatedly rated as a tremendous aid in promoting satisfactory relations between buyer and seller and between investors and those who offer legitimate investment.

Fifty-one Bureau executives participated in the conference. Among speakers were Kenneth Barnard, Detroit, on "*Printers Ink* Statute"; Harry Riehl, St. Louis, "Fabric Tests"; George Husser, Kansas City, "Protection of Rural Districts"; Ferris Miller, Los Angeles, "Mattress Inspection"; Elmer Hertel, Oakland, "Media Service"; George W. Chamberlain, Jr., New York, "Accuracy"; Hazel Britton, Seattle, "Advertising Ordinances"; E. W. Gallagher and George Langland, of Dayton and Boston, "Comparative Prices"; and Dale Brown, of Cleveland, R. W. Test, of Baltimore, Hugh Smith, of Philadelphia, Flint Grinnell, of Chicago, on "Publicity."

Members attending the conference were guests of the Financial Advertisers Association Tuesday at Luncheon. Characteristic of cordial relations between newspapers and Better Business Bureaus was the entertainment of the entire conference by the three newspapers of Detroit at dinner and the theater on Wednesday evening. Speeches were barred, but Kenneth Barnard told the managers how their Detroit newspaper hosts had steadfastly barred from their columns certain vending machine promotions which had attempted in vain to reach the Detroit public by proposed full-page spreads, terms cash in advance.

"The public seldom hears of this type of newspaper service," said Barnard. E. L. Greene, managing director of the National Better Business Bureau, also evaded the cloture rule long enough to state that any Better Business Bureau which enjoys such newspaper co-operation is thrice armed.

NEW TABLOID PLANNED FOR BUFFALO

Publishing Corporation Formed with C. A. Finnegan Former Post Publisher Among Directors—Balch General Manager

Publication of a new daily and Sunday tabloid at Buffalo will begin on or about Oct. 4. The newspaper, which will probably be known as the *Press,* is to be published in the plant of the *Buffalo Evening Post,* which suspended nearly a year ago. C. A. Finnegan, publisher of the Post, will be identified with the new corporation.

Incorporation papers of the new publishing company, to be known as the Buffalo Tabloid Publishing corporation, were filed Monday at Buffalo, showing capital of $275,000. The directors named are Mr. Finnegan, Frank C. Balch, E. J. Stratton, J. C. Bush and Nathan Bertelkamp.

The new daily will sell for two cents and the Sunday edition for five cents, according to present plans. Many features now appearing in the *New York Graphic* will be used. Mr. Balch, former telegraph editor of the *Buffalo Star,* will be general manager, it is understood, and will assemble a staff including former employes of the *Buffalo Courier and Express* who have been without positions since the merger of these newspapers was completed.

Buffalo now has but three dailies, the Post and the Star having suspended within the past year and the Express having been merged with the Courier. The city has had no tabloid since the Star's suspension.

IOWA WEEKLIES ORGANIZE

Will Open Office to Solicit National Advertising

Forty publishers, representing weekly newspapers from all over the state, attended the organization meeting of the United Newspapers of Iowa in Des Moines last week and elected W. C. Jarnigan, *Storm Lake Pilot-Tribune,* president; Justin Barry, *Cherokee Times,* vice-president; S. W. Needham, *Eldora Ledger,* secretary; and Paul C. Woods, *Sheldon Mail,* treasurer. The executive committee includes these officers with M. L. Curtis, *Knoxville Journal,* Charles K. Needham, *Grinnell Register and* R. P. Conner, *Denison Review.*

The first activity of the new society will be the establishment of an office in Des Moines in charge of an executive who will undertake a campaign for national advertising in the member-papers.

FIRST GOLDFIELD PAPER

Mine Workers in Northern Ontario Print from Mimeograph

The first newspaper in the Rouyn goldfields in Northern Ontario appeared Sept. 15, published by four young men who worked in the Horne mine during the day and prepared the news and advertisements at night. It was printed on a mimeograph machine.

Paper for the edition was carried from Chemins to Rouyn, a distance of 30 miles by one of the proprietors, the bundle weighing approximately 80 pounds.

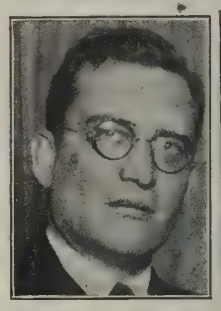
DAILY HOLDS OPEN HOUSE

Readers of the *Rockford* (Ill.) *Daily Register-Gazette* were invited to an open house held by the newspaper Sept. 14 and 15, in honor of its 35th anniversary. A special edition was issued by the Register-Gazette Sept. 13, describing the methods of newspaper making.

3 NEW AD COMMISSION MEMBERS NAMED

Strong, Swartz and Burnett New I. A A. Executives—Reorganized Commission to Hold First Meet Nov. 15-16

C. K. Woodbridge, president of th International advertising Association, thi week announced his appointment of th



WALTER A. STRONG

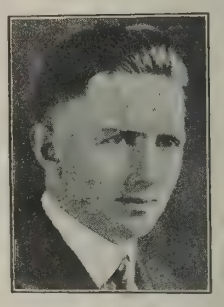


H. R. SWARTZ

three representatives who will serve the Advertising Commission of the I. A. A. representing the sustaining member

They are: Walter A. Strong, publisher, *Chicago Daily News;* H. R. Swartz, president of R. Hoe & Co., New York, and Verne Burnett, secretary of the advertising committee of the General Motors Corporation, Detroit.

Mr. Woodbridge has made these a pointments in co formity with t newly amend constitution of t A s s o c i a t i o adopted at Phil delphia in Ju which has add 34 new membe to the Advertisi Commission. T Commission , i cludes in its me bership also re resentatives of organized I. A. departments, cluding both t buyers and sellers of advertising, rep sentatives from the National Better Bu ness Bureau, from the Federation Women's Advertising Clubs, and eighteen club district organizations in t and thirteen other countries.



VERNE BURNETT

Announcement was also made this we by E. H. Kittredge of Hornblower Weeks of Boston, secretary of the Adv tising Commission, that the Commiss would hold its fall metting in Chicago Monday and Tuesday, Nov. 15 and It will be the first meeting of the Co mission since the changes were made the constitution which added to its me bership.

The chairman of the Commission is Frank McClure, of Chicago, vice-presid of Albert Frank & Co. Heads of various trade groups represented in Advertising Commission have just b announced. They include men promin in every advertising field. Among th are:

Advertising art and graphic arts, W ter D. Teague; agricultural publishe Henry Morgenthau, Jr.; car cards, Me B. Bates; directories, G. Prather Kna lithographers, C. G. Munro; market and distribution, H. D. Crippen; mot pictures, Arthur Dunn; newspaper p lishers' representatives, Harold Stret outdoor advertising, H. E. Mitch public utilities, M. S. Sloan; radio adv tising, G. C. Furness; specialties, Ed A. Shank; business papers, Karl Ma church advertising, Charles Stel country newspapers, Emmet Finley; rect mail, B. Lichtenberg; financial adv tising, L. A. Mershon; international b ness, Burton C. Budd; magazine, A. Carev; metropolitan, E. S. Friendly; tional advertising, Allan Brown; resea J. George Frederick; technical adver ing, A. W. Schrage; window disp Lee H. Bristol.

HOW HURRICANE NEWS WAS TOLD TO NATION

Press Association Reporters Fought Gale to Reach Wires—Airplanes Rushed Pictures North—Community Advertisers to Carry On—Relief Fostered by Press

AMERICA'S gigantic news machine concentrated all its power in spreading information by word and picture of Florida's disaster this week.

And as quickly as the bad news was in headlines, the nation's press galvanized relief measures into action.

Reporters fought the elements to reach wire's with their messages of ruin. While the hurricane whipped and stung, they improvised radio sets to transmit their big assignment. Airplanes bucked head winds to be first in the North with pictures.

Those papers in the devastated area were not stilled. With plants damaged they carried on, preventing panic by publishing handbills to take the place of their regular editions.

Advertising programs planned by community promoters, such as Horace Stilwell, publisher of the *Hollywood News*, will be carried through in northern newspapers despite the havoc of the storm, advertising agencies directing the accounts reported.

News of the disaster broke dramatically in the New York office of the United Press, which claims first news direct from Miami. Those in charge were about ready to give "thirty" on the Saturday night wire. All knew of the hurricane but wire communication with Miami was cut off. Then by radio via the S.S. Siboney and the Independent Wireless Company, came the following message from Alfred P. Reck of the *Miami Tribune* and United Press correspondent in the "Magic City":

"Miami in ruins after worst hurricane in history of country. Seventy-five known dead. Property damage $100,000,000. More than 2,000 injured. Help needed badly. Hurricane hit first about two o'clock Saturday from northwest then changed and blew from south until three o'clock in afternoon. Barge with 5 on board sunk in harbor. Huge freighter driven high and dry in Royal Palm Park. Huge 20 story Myer Kaiser Bank Building wrecked. Miami Tribune wrecked. City docks completely destroyed. All boats in harbor sunk including Nohab formerly owned by Experman Kaiser. Food, medical supplies, and troops needed

(Signed) Reck."

While the storm was in progress, Reck had managed to get in touch with a small radio transmitting station which relayed the news to the steamer, then passing Miami.

After filing this first dispatch, Reck, with the aid of four men, cut his way through the storm-wrecked area to West Palm Beach where he telephoned an eyewitness story to the U. P. Atlanta bureau. When the full force of the storm had broken over Miami, Reck sought immediately every means of getting the news out to the United Press. Finding all wires down and train service stopped, he realized that the radio was the only means left through which he could communicate with the press association. And it was through a make-shift radio sending set put together by the Tropical Radio station's staff at Hialeah after their wireless towers had been flattened by the hurricane, that the news of the disaster in Miami was transmitted to the world.

Preceding this message, it was necessary to fix up some sort of sending set that might communicate with points outside the devastated area. Led by Mr. Bourne, superintendent of the Hialeah station, four men of the Tropical Radio staff there, carrying repair equipment, wended their way through the worst part of the gale to the power house, six miles away. All of the connecting links were down. The hurricane whipped and stung with an angry lash.

At one time the gale lifted Mr. Bourne from his feet and hurled him into the everglades, 20 feet away. When the men reached the power plant, only one out of the five huge towers was standing. The men lay flat on the ground and watched the remaining tower swing and sway while the hurricane played a death tune through the girders. Then it snapped, breaking off about five feet from the ground.

The power plant, using oil engines, was found to be slightly flooded but otherwise all right. The radio men, determined that the communication would be established if humanly possible, rigged up an aerial by stringing wires from the stump of the tower to a palm tree. In the meantime, Mr. Bourne and an assistant were in the power house assembling a makeshift sending apparatus.

The receiving set was working and the operators could hear ships talking and carrying messages of the hurricane and wondering how Miami had fared. None of the ships knew. More equipment was needed to complete the sending apparatus and so Mr. Bourne again battled the hurricane, walked, crawled and fought his way back over the six miles of flooded and wind-swept glade land. Finally he returned with the needed material. The sending set was erected on a short wave length basis, 600 meters. It was practically impossible to reach a definite station with Reck's message, so the operator sent the message broadcast with the request that it be relayed to the United Press at Washington or New York.

Starting here, Raymond D. Hutchins, of Chicago, wireless operator on the Ward liner *Siboney*, tells of how he received the despatch. When he was abreat of Miami, he says he picked up an extremely faint call. He tuned in with his sensitive receiver and heard:

"Can you take care of messages to New York?"

Hutchins replied that he could. Then for more than two hours the little station at Hialeah repeated the message Reck had written. Finally it was complete and was transmitted to the Independent Wireless station at East Hampton, Long Island, whence it was 'phoned in to the United Press at 1:45 A. M., Eastern Standard time.

Arthur Degreve, Jack Cuddy and L. B. Mickle were in charge of the bureau of the United Press and United News in Atlanta, through which all storm news was cleared.

Barry Faris, associate editor of International News Service, this week was unable to tell the newspaper story behind the story, he said. A tragedy blocked one effort made by this news association to cover the catastrophe. One of many wires sent out by I. N. S. in New York to Florida to get the news was addressed to Kent Watson, a former member of the staff, now publisher of the *Miami Beach Beacon*. Watson telegraphed in reply:

"My secretary Alton Little killed and I too badly injured to cover. *Atlanta Georgian* crew taking care of you. Death list will exceed 150 and property damage conservative at $70,000,000."

R. P. Mitchell, Miami correspondent of the Associated Press, and Reese Amis, telegraph editor of the *Miami Daily News*, were two newspaper heroes of the disaster. They were among the first to get the news to the outside world.

Torn and tangled communication lines, roads strewn with wreckage and debris, and blinding rain confronted the men, when, after taking a hasty check of the toll of life and property, they began their tortuous journey to a telegraph office at West Palm Beach, Fla. There Mitchell filed his A.P. report, and Amis sold a "special" to the *New York Times*.

They had walked eight miles from Miami to Coral Gables for an automobile to bring them to West Palm Beach. Finding their automobile wrecked they commandeered a delivery truck from the Miami Daily News and began their journey at 4:15 P.M. Saturday.

In the face of blinding rain they picked their way through woods, swamps and over railroad tracks, often encountering water so deep that it rose above the floor boards of their truck.

All along the sixty mile route they found towns wrecked, telephone poles and wires blocking the roads with a tangled mass of wreckage, and were forced many times to climb to the top of the truck and clear off broken limbs of trees.

Six miles south of Fort Lauderdale, their truck became mired in a muddy bank. They walked the railroad track to Fort Lauderdale, and slept Saturday night in the Women's Club there with 50 refugees. Water was doled out in half glass portions.

Sunday morning they borrowed a small automobile and continued their journey to West Palm Beach where on their arrival at 11:30 A.M., they sent out the first meager despatches of the loss of life and property in the hurricane.

Mitchell is 24 years old. He had performed heroic service last July on the occasion of the hurricane that lashed the Bahamas, taking a toll of 150 lives and causing $8,000,000 property damage. This story was told in the Aug. 14 issue of EDITOR & PUBLISHER.

A graduate of Vanderbilt University, Mitchell has worked for the *Savannah* (Ga.) *Morning News* and the *Nashville* (Tenn.) *Banner*. He joined the A.P. in October, 1925, and within a few weeks was transferred to Miami.

R. S. Pickens and M. B. Alexander, A.P. staff men, who were dispatched to the storm area by airplane, brought news direct from Miami, Sept. 20.

They started from Atlanta Sunday in a plane piloted by Beeler Blevins of Candler Field. Stopping at Tiffin, Ga., and Palatka, Fla., for refueling. Nothing more was heard from them until Monday, when their story came through from Miami. The airplane had to buck head winds and storms en route.

Getting pictures out of Florida was a thrilling neck and neck race, with claims and counter-claims of beats filling the air. Acme Newspictures, International Newsreel, and Pacific & Atlantic Photos, got pictures into New York within a few hours of each other on Sept. 21. Both Acme and International admit P. & A. was first into New York with Florida pictures. These first pictures came from St. Petersburg, Fla. Rushed by train to Columbia, S. C., they were carried from there by plane in night flight to New York via Washington. International had first Miami pictures with Acme and P. & A. close second and third respectively.

Philip London, Miami business man, brought International's films to Manhattan. He had taken pictures of the storm with Roy Pack, Miami cameraman.

P. & A. had a total of five airplanes working on the picture story. Telephoto was also used with good effect. All together 15 pictures were sent over the telephone wires to Chicago on Sept. 21 by this one firm, while eight went through to the Pacific Coast. P. & A.'s Miami pictures came up by train, arriving on Tuesday on the Havana Special.

Acme met the Florida train at Washington and brought its pictures to New York Tuesday afternoon. Service to Southern newspapers was speeded up by this syndicate, which distributed from Jacksonville.

Peter Macgregor, Acme cameraman, left New York at noon Sunday, Sept. 19, to fly to Miami for pictures, and was badly shaken up when his plane crashed in a Florida swamp.

With Charles M. McLean, of the reportorial staff of the *Richmond* (Va.) *Times-Dispatch*, aboard as a passenger-mechanic one of the first relief ships for the hurricane stricken zone of Florida, piloted by Lieut. Clayton Bissell, took

(*Continued on page* 61)

NEWS MAN TELLS OF AIRPLANE DASH TO FLORIDA WHICH ENDED IN SWAMP

J. B. PHILLIPS, *New York Herald Tribune* staff reporter, with Arthur Caperton, pilot, and Peter McGregor, Acme Newspictures photographer, left New York on Sunday afternoon for Florida in an airplane.

On Monday evening, the following message was received from Phillips by the Herald-Tribune:

"MELBOURNE, Fla., Sept. 20.—Our plane fell in a Florida swamp at 5:30 this afternoon, and was put out of commission. None was hurt. The motor quit without warning when we were 1,000 feet up, and Arthur Caperton, the pilot, banked over woods into the only clear space, a desolate swamp filled with stumps. All of us knew we were going to nose over. McGregor and I were in the cockpit ahead of the pilot.

"Caperton came down slowly, nose up, and nose and axle cleared stump in the path. Tail hit and the plane nosed over. McGregor rolled out, wrenched his arm. My feet were under the cargo but I slipped out head first. Caperton who had on a safety belt did not fall out. He skinned his nose, McGregor wrenched his right arm, and I have a stiff neck and knee.

"The hurricane had covered the country with three and four feet of water and a house nearby appeared to be deserted. We thought ourselves lost in the swamp, 100 miles from Daytona Beach, our last stop, and 100 miles northwest of Palm Beach. Edward Hunter, eleven, appeared on horseback with a pack of hounds and led us through the swamp to his father's car.

"A rain and wind forced us down in Daytona Beach at 3:50 where we stayed an hour. Reports said another storm was coming tomorrow and also that Miami was without food and water. We loaded two big jugs of water, a parcel of food, which with cameras were piled on McGregor's feet and mine.

"The plane, a Curtiss Oriole, was working faultlessly until the motors quit suddenly. Caperton thinks the camshaft bearing was at fault. There was no good landing place for miles as we were over heavy woods and when he shouted to us to 'sit tight' we saw he was heading for the swamp. He knew we couldn't miss stumps so he put the nose up to reduce the speed.

"We left Richmond at 7 o'clock this morning and had been averaging between 90 and 100 miles an hour against adverse winds, stopping only at Camp Bragg and Savannah. Reports along the route indicated that conditions at Miami were growing worse because of lack of food, water and sanitation. We are the first New York newspapermen to get this far. We were just entering the storm struck territory when the plane fell somewhere in the heart of Brevard County. Fuselage of plane ripped open by stump and will be long job to get it out of swamp. We waded mile or so through water to knees.

"Left Richmond ahead of plane bringing antitoxin, but not seen it since and heard no report of contagion.

"There was nothing serious in mishap, pilot did his stuff so well nobody even scarred badly."

DAILIES PREPARE FOR HALL-MILLS TRIAL

New York American Rents House to Accommodate Staff of 12—200 Expected to Attend Somerville Court for Press

Elaborate preparations are being made to cover the Hall-Mills murder trial, which New York editors unanimously agree will be one of the greatest newspaper stories of the decade. It is expected some 200 reporters from press associations and metropolitan newspapers will be in Somerville, N. J., late next month or early in November, when the trial opens, and rooms in the sleepy New Jersey village are at a premium.

The *New York American,* in consequence, has rented a house at 36 North Bridge street, which will be fitted up to take care of its correspondents. Direct telephone and telegraph wires are to be installed and rooms will be available for 12 reporters. The American's address on Bridge street is only about 500 feet from the court house.

The American headquarters, it is planned, will be a newspaper man's utopia as far as hotel service is concerned. A housekeeper with a staff of servants is to be engaged, with orders to be ready at a moment's notice to serve meals. Thus a reporter coming in at 3 A.M. may order a five course dinner, and, if he wishes to sleep until 3 the next afternoon, he can get up then to a regular breakfast.

Vincent Byers, city editor of the *New York Evening Post,* said his paper was planning to engage several rooms in a Somerville boarding house to be fitted up as a branch news office with wire and telephone connections. The same procedure is planned by the *New York Times.* The *New York Herald Tribune,* according to Endicott Rich, city editor, will retain the rooms it now has in the Somerset Hotel, but as yet has not completed plans relative to wire facilities.

The *New York Sun* will only have a small staff in Somerville, Edmund Bartnett, city editor, said. James W. Barrett, city editor, would not discuss the plans being made by the *New York World.*

The tabloids are more secretive regarding their plans than the standard dailies. George Macdonald, city editor of the *New York Daily Mirror,* said he expected about eight camera men and six reporters would be assigned to the story. The city editor of the *New York News* refused to talk, and the *New York Evening Graphic* was also silent.

A party was given by newspaper men and women in a hired farmhouse on the outskirts of Somerville on Sept. 14, the fourth anniversary of the crime. The party started at 10.20 in the evening, the hour which theorists set as the time when the murder was committed. Some 100 reporters attended. The party continued until 7 o'clock the following morning, the day Sen. Simpson, special prosecutor, brought witnesses before the grand jury and obtained the four indictments. Crabapples were given out as favors.



House rented by *New York American* for murder trial headquarters.

The *American* has engaged Theodore Dreiser, novelist and author of "An American Tragedy," and Mary Roberts Rinehart, novelist, to cover the trial. Dreiser's latest book was based on the Gillette murder case, and contains a courtroom scene, declared by critics to be a marvel of reporting.

"Billy" Sunday will be a special writer on the same story for the *New York Journal.*

Charlotte Mills, daughter of the slain woman, has signed up with Famous Features Syndicate, Inc., New York, to cover the trial next month. Miss Mills will write her impressions of the trial daily, sketching her own reactions against the background of her personal interest and intimate knowledge of the case.

INTERNATIONAL BUILDS MILLS

Project Started in New Brunswick, Canada, by Paper Company

A program of expansion, which includes erection of newsprint mills and harnessing of the St. John River for production of electricity has been started by the International Paper Company in New Brunswick, Canada.

International Paper for more than ten years has had a two-thirds interest in the company that controlled perhaps one of the largest undeveloped water power sites in North America. Arrangements for developing and financing the project will be similar to that governing the Gatineau River project in Quebec, which through the formation of a subsidiary, the St. John River Power Company, has been organized. All common stock is owned by International Paper.

It is probable that later financing will be done to provide for construction of a hydro-electric plant and a dam.

INDIANAPOLIS WINS 1927 I. T. U. MEETING

Progressive Delegates Defeated in Vote on Laws Report and Two Amendments to Pension Statutes

Indianapolis was awarded the 1927 convention of the International Typographical Union at the close of the annual convention in Colorado Springs last week.

The unfavorable report of the committee on laws on the proposal submitted by the progressive delegates was concurred in by a vote of 156 to 131.

After several hours of spirited debate, the administration forces won 56 to 45 on the proposal to submit the proposals of Delegates King and Hermann to a biartisan commission of four men, two to be named by the president-elect and two by the secretary treasurer. These proposals include two amendments to the pension laws by Mr. Hermann.

The old age pension laws will be amended by the commission and the pension reserve fund strengthened.

GIVES FUND FOR RESEARCH

McGraw-Hill Company Donates $5,000 a Year to Harvard

The McGraw-Hill Publishing Company has recently established a fund of $5,000 a year to be known as the James H. McGraw Fund to Aid in Improving Practices of Industrial Marketing. The fund, which is given in honor of James H. McGraw, is being established at the Harvard Business School for the collection of cases in industrial marketing and advertising. It is the first fund to be established for the purpose of obtaining case material in the field of industrial marketing, providing an opportunity for the school to investigate the problems of scientific marketing practices.

FOUND IMPORTANT WITNESS



ABOVE is pictured Miss Gladys Calvert, of the *New York Daily Mirro* staff who found Mrs. Mary Demarest the woman witness in the Halls-Mill case at New Brunswick who was credited with having brought about the indictment of Henry Stevens.

The finding of this witness was deeme so important by the State that Miss Calvert was congratulated by Senator Alexander Simpson, special deputy attorne general and by Commissioner John J Beggans, of Jersey City, who sent Cap John Torpey, one of his skilled detective to go with Miss Calvert on her secon visit to Mrs. Demarest.

This visit was made the morning tha the Somerset County Grand jury indicte Mrs. F. S. Hall and three relatives



Running down clues in the Hall-Mills case in Somerville, Jersey, is occupying the attention of many newspaper men and women these days. In the group shown above on the steps of the Somerville jail are: First row: (Left to right) Floyd Acuff, *New York Daily News;* Will Weiner, *New York Evening Journal;* Frank, Roth, *New York Evening World;* Mazie Clemens, *New York World;* Bruce Rae, *New York Times.* Second row: "Bill" Capelli, *Philadelphia Bulletin;* Ray Krimm, *Philadelphia Evening Public Ledger;* Edward O'Toole, *New York World;* Norman Klein, *New York Evening Post.* Third row: F. Raymond Daniell, *New York Evening Post;* Franklin Ritchie, *Standard News Association;* Robert Conway, *New York American;* Wilbur Rogers, *Brooklyn Eagle.* Top row: George Kenny, *New Brunswick Home News;* James Major, jail warden; and his assistant. Names of the cameramen on the right of the picture were not supplied when it was taken exclusively for EDITOR & PUBLISHER this week.

ATTORNEY ATTACKS CRIME OF LESE MAJESTE

Leon R. Yankwich in Address Before Los Angeles Bar Association Charges Some U. S. Public Officers Are Drunk with Power—Denounces Them as Un-American Upholding Free Press

A CHARGE that some American legislators and public officials have "become drunk with the power given to them during the war" is contained in a learned address on the doctrine of privileg made by Leon R. Yankwitch, Los Angeles lawyer, before the bar association of his city.

Mr. Yankwich, who is professor of law at St. Vincent School of Law, Loyola College, strongly attacked the crime of lese majeste, upholding the liberal American system of freedom of the press, which he sees menaced by those who have "forgotten the lessons of history."

Although Mr. Yankwich did not mention the case of George R. Dale, Muncie, Ind., editor, his opinions and research on the subject of a newspaper's privilege of fair comment and criticism based on truth are particularly significant at this time, since it illuminates various phases of law bound to come up when Dale's contempt case reaches the United States Supreme Court Sept. 27.

The section of Mr. Yankwich's address dealing with the defense of privilege is therefore herewith presented in full:

Search would disclose the fact that every attempt to extend the right of free discussion among English-speaking peoples has been denounced as subversive of public good; and dire disaster predicted to follow it.

So it was, no doubt, when John Milton, thundering against the proposed licensing of printing by the Long Parliament (order of June 14, 1643), appealed for liberty "to know, to utter and to argue freely according to conscience, above all liberties";—when the aged Andrew Hamilton, defending John P. Zenger, in colonial New York (in 1734), taking up the challenge of the chief justice ("You cannot be admitted to give the truth of the libel in evidence"), turned to the jury before whom Zenger was being tried on a charge of criminal libel for his attacks on the colonial governor, William Crosby, and defiantly said:

"Then we appeal to you for witnesses of the fact. The jury have the right to determine both the law and the facts, and they ought to do so";—and when the more liberal rule of criticism was enunciated in England and in the states, the decisions of which our court has followed.

But Milton's noble appeal continued to inspire and mould the political life of the people of Great Britain, long after the evil done by the Long Parliament had been forgotten; the Zenger verdict is considered a mighty stepping-stone in the colonies' fight for the rights of free men; and the American states which follow the liberal rule continue to exercise governmental functions, through officials elected or appointed.

"The villainous way of printing stabs me to the heart," wrote the Duke of Marlborough, great soldier though he was.

Moral cowards have ever feared "the villainous way of printing," and the only ones who might fear the consequences of the doctrine of privilege declared by our Supreme Court are the moral cowards in our public life.

The morally courageous will say, with Milton:

"And though all the winds of doctrine were let loose, to play upon the earth, so Truth be in the field, we do injuriously, by licensing and prohibiting, misdoubt her strength. Let her and falsehood grapple; whoever knew Truth put to the worse in a free and open encounter?" (Areopagitica).

"For my part," said Goldsmith, while he was discussing with Dr. Johnson whether Martinelli should continue his History of England to their time, "I'd tell the truth and shame the devil."

And the Doctor replied, "Yes, sir; but the devil will be angry. I wish to shame the devil as much as you do, but I should choose to be out of the reach of his claws."

To which Goldsmith's rejoinder was: "His claws can do you no harm when you have the shield of truth." (Boswell's Life of Johnson.)

And if the liberalization of the rule of privilege by our Supreme Courts should have the effect of driving the moral cowards from our public life, we, as citizens, will owe a debt of gratitude to the members of that court.

In the words of the Supreme Court of Kansas:

"The liberal rule offers no protection to the unscrupulous defamer and traducer of private character. The fulminations in many of the decisions about a Telemonian shield of privilege from beneath which scurrilous newspapers may hurl the javelins of false and malicious slander against private character with impunity are beside the question. Good faith and bad faith are as easily proved in a libel case as in other branches of the law, and it is an everyday issue in all of them. The history of all liberty, religious, political and economic, teaches that undue restrictions merely excite and inflame, and that social progress is best facilitated, the social welfare is best preserved, and social justice is best promoted in presence of the least necessary restraint. Aside from other reasons for adhering to it, the court is of the opinion that the rule in Balch's Case accords with the best practical results obtainable through the law of libel under existing conditions, that it holds the balance fair between public need and private right, and that it is well adapted to subserve all the high interests at stake—those of the individual, the press, and the public."

It is well to add that recently the absolute privilege of a newspaper to criticize and attack a government without liability for civil libel was recognized by the highest court of one of our largest states, a court noted for its conservatism—the only American court which has ever declared a law limiting the hours of labor of women to be unconstitutional—the court which only the other day outlawed peaceful picketing.

Before calling attention to this decision of the Supreme Court of Illinois, let me advert to certain facts which will make its import clearer.

Repression follows in the wake of every war.

This is so because, as President Coolidge said some time ago "one of the most natural reactions during the war was intolerance . . . The slow and difficult advance which tolerance and liberalism have made through long periods of development are dissipated almost in a night."

Drunk with the power given them during the war,—and the immunity which the curtailment of free discussion (neccessary to a certain extent in war time) afforded them, some of our legislators and public officials have tried to entrench themselves behind peace time sedition acts, which would have restored a crime—long ago abandoned among free peoples, the crime of lese majeste.

In this, they have forgotten (or perhaps they never learned) the lessons of history and the warning of one of our greatest judges and constitutional lawyers:

"No one can doubt the importance in a free government of the right to canvass the acts of public men and the tendency of public measures—to censure boldly the conduct of rulers and to scrutinize the policy and plans of government. This is the great security of a free government."

It is fortunate that our courts have not forgotten the old-fashioned constitutionalism of Judge Story.

And so when the City of Chicago endeavored to make the law of civil libel an instrument for the repression of the freedom of the press, by suing a Chicago newspaper for damages to the municipality alleged to have been caused by libelous publications directed at its government, the Supreme Court of Illinois upheld the right of free men to attack (without fear of prosecution for civil or criminal libel) governmental agencies in the following ringing words which I deem a fitting conclusion to this discussion:

"The fundamental right of freedom of speech is involved in this litigation, and not merely the right of liberty of the press. If this action can be maintained against a newspaper, it can be maintained against every private citizen who ventures to criticize the ministers who are temporarily conducting the affairs of his government. Where any person by speech or writing seeks to persuade others to violate existing law or to overthrow by force or other unlawful means the existing government, he may be punished, (People vs. Lloyd, 304 Ill. 23; Gilbert v. Minnesota, 254 U. S. 325, 41 Sup. Ct. 125) but all other utterances or publications against the government must be considered absolutely privileged. . . .

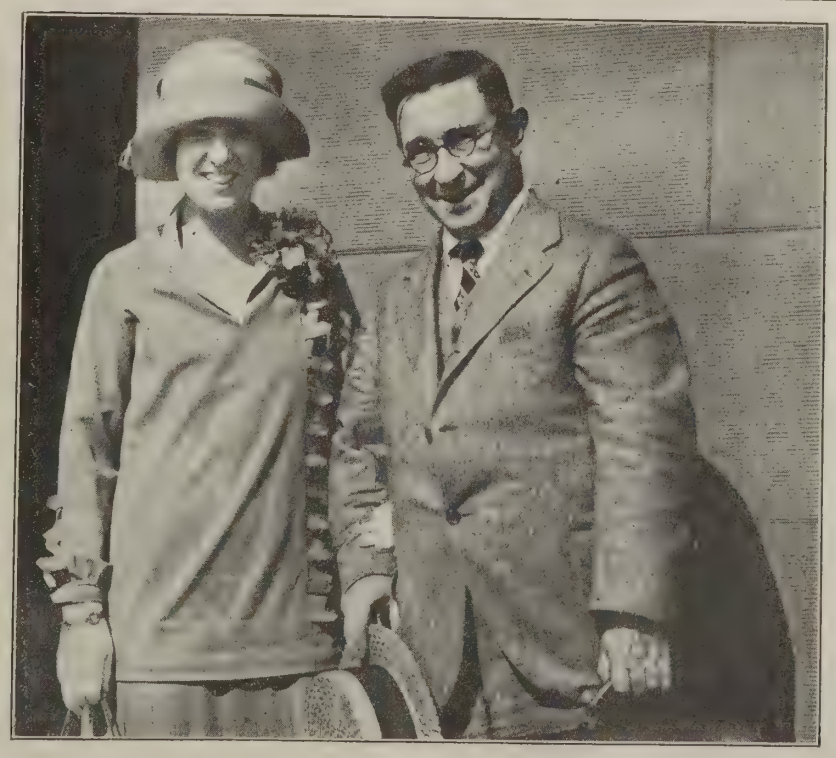
"It follows, therefore, that every citizen has a right to criticize an inefficient or corrupt government without fear of civil as well as criminal prosecution. This absolute privilege is founded on the principle that it is advantageous for the public interest that the citizen should not be in any way fettered in his statements, and where the public service or due administration of justice is involved, he shall have the right to speak his mind freely."

The court added:

"We do not pass upon the truth or falsity of the publications nor the merits of the political controversy between the parties. We consider the question solely from the standpoint of public policy and fundamental principles of government. For the same reason that members of the legislature, judges of the courts and other persons engaged in certain fields of the public service or in the administration of justice are absolutely immune from actions, civil or criminal, for libel for words published in the discharge of public duties, the individual citizen must be given a like privilege when he is acting in his sovereign capacity. This action is out of tune with the spirit and has no place in American jurisprudence."

These words should be a warning to those who, in this enlightened day, would make it a crime "to speak on any subject, religious, philosophical or political, what is contrary to the received opinions of the government, or the institutions of the country, however laudable may be the design, and however virtuous may be the motive," and who would introduce the un-American system which Italy's dictator, Mussolini, called some time ago, "discipline from above."

B. C. FORBES LEAVES FOR HONOLULU



B. C. Forbes, financial writer for the Hearst newspapers and editor of *Forbes Magazine*, and Mrs. Forbes photographed in San Francisco last week, where they spent several days before sailing for Honolulu.

ROBBINS BUYS KENTUCKY WEEKLY

Augustus Robbins has resigned as manager of the New Haven bureau of the United Press, to become editor and publisher of the *Hickman* (Ky.) *Courier*, which he has purchased. Mr. Robbins assumes control of his property Oct. 10.

ARGENTINA AS A MARKET

Possibilities of Argentina as a market for American products are told in a booklet published by *Buenos Aires La Prensa*, and being distributed this week by Joshua B. Powers, New York advertising representative.

RADIO ADS IN DAILIES EQUAL TO LAST YEAR

New York Representatives Report Smaller Number of Manufacturers Buying Bigger Space in Fall and Winter Schedules

While the number of radio manufacturers has decreased over last year, those advertising are using bigger display copy, equalizing the linage, New York newspaper advertising representatives told EDITOR & PUBLISHER this week.

There may be considerable gain, and, if so, it will be found in copy placed by local dealers with co-operation from the factories, they said.

Atwater Kent, handled through Barton, Durstine & Osborn, is using a list of newspapers with a total of 18,000,000 circulation, together with 51 magazines, and 4,358 billboards in and around 199 cities. This same firm has an advertising financing plan, whereby the cost of advertisements placed by local dealers is met equally by the factory, dealer and district jobber, each paying a third.

Radio Corporation of America is also going into newspapers heavily this year, as is the Federal Telephone & Telegraph Company. Copy for the latter is being placed by Lord & Thomas.

Other radio and accessory manufacturers with newspapers scheduled include the Reichmann Company, Amplion Company, Day-Fan Electric Company, Teletone Corporation of America, Philadelphia Storage Battery Company, A. C. Electrical Company, Swan Haverstick, Inc., National Carbon Company, American Bosch Magneto Corporation, Crosley Radio Corporation, Charles Freshman Company, Inc., and F. A. D. Andrea.

Newspaper merchandising departments, making surveys, continue to report dealer preference for space in the home-town daily.

The *Detroit Free Press* announced results of a survey of all Michigan dealers. Questionnaires were answered by 91.4 per cent. of the total number. Of this percentage 89.1 favored newspaper advertising.

CHAIN STORES INCREASE SPACE

25 Per Cent Linage Gain Reported By Chicago Dailies

Chain stores are proving to be an increasingly fertile field of advertising for Chicago newspapers, which report about a 25 per cent increase in chain store advertising so far this year over last year. The greatest increases in space for 1926 were made by the chain drug and grocery stores.

Simultaneously with this optimistic report from Chicago's newspapers comes the announcement from the main offices of the Great Atlantic and Pacific Tea Company in Jersey City that the company's advertising appropriation for the current year will show an increase of $500,000. A. & P. is a large and consistent user of newspaper advertising space, and the bulk of the advertising increase this year is being devoted to newspapers for the furtherance of local retail business wherever A. & P. is established. The company also plans to inaugurate a magazine campaign.

BUYS PARTNERS' INTEREST

Frank P. Briggs, editor of the *Macon,* (Mo.) *Chronicle-Herald,* has purchased the interests of Congressman M. A. Romjue, Ed S. McCarnes and Charles H. Weisenborn in that daily. Mr. McCarnes was president of the publishing company and Mr. Weisenborn, business manager. Mr. Briggs has been with the paper as editor since January 1, 1924.

NEW SUNDAY PAPER LAUNCHED IN N. Y.

Griffin, Formerly With A. P. A. Is Publisher—Plans to Make Paper a Daily in Time—MacGrath Editor

The *New York Enquirer* began publication as an evening Sunday paper, Sept. 19, with William Griffin, publisher, and J. F. MacGrath, editor. Mr. Griffin was formerly vice-president of the American Press Association. Mr. MacGrath has had 17 years' experience with Hearst newspapers. It is the plan of the publishing company, now capitalized at $100,000, eventually to enter the daily field.

At present publication is being handled by a small staff with editorial offices at 174 Nassau street, and publishing plant at 444 Pearl St. Associate editors are: Edgar Mels, formerly with Hearst newspapers, and Milton Malakoff, recently with the *Waterbury* (Conn.) *Republican and American.*

Alexander Sullivan is sporting editor; Charles F. Seidell, financial editor; Julius Cohen, dramatic editor. Fenton Dowling, for several years circulation manager of EDITOR & PUBLISHER, and prior to that with the *New York American,* is circulation manager.

The initial editorial announcement said the *Enquirer* would be Democratic and non-sectarian, and added:

"The *Enquirer* is neither owned, controlled nor subsidized by any party, interest or group having political, religious, financial or other special interests to serve."

Mr. MacGrath told EDITOR & PUBLISHER the first number had sufficient advertising to pay for itself. No stock in the paper was to be sold, he said.

EDITOR & PUBLISHER CALENDAR

Sept. 30-Oct. 1—Illinois Press Assn., annual convention, Champaign-Urbana, Ill.
Oct. 4-5—New Jersey Press Assn., Newspaper Institute, Rutgers University, New Brunswick, N. J.
Oct. 4-7—Newspaper Librarians, 4th annual conference, Hotel Chelsea, Atlantic City, N. J.
Oct. 5-7—Window Display Advertising Assn., annual convention, Pennsylvania Hotel, New York.
Oct. 11-15—Associated Merchandising Assn., annual meeting, St. Louis, Mo.
Oct. 16-20—United Typothetæ Assn., annual convention, Cadillac Hotel, Chicago.
Oct. 17-20—Graphic Arts Assn., annual convention, Detroit, Mich.
Oct. 18-20—Insurance Advertising Conference, fall convention, Detroit, Mich.
Oct. 19-22—Inland Daily Press Assn., October meeting, Sherman Hotel, Chicago.
Oct. 19-22—Outdoor Advertising Assn., annual convention, Biltmore Hotel, Atlanta.
Oct. 20-22—Direct Mail Advertising Assn., annual convention, Detroit, Mich.
Oct. 21-22—Audit Bureau of Circulations, annual convention, Hotel LaSalle, Chicago.

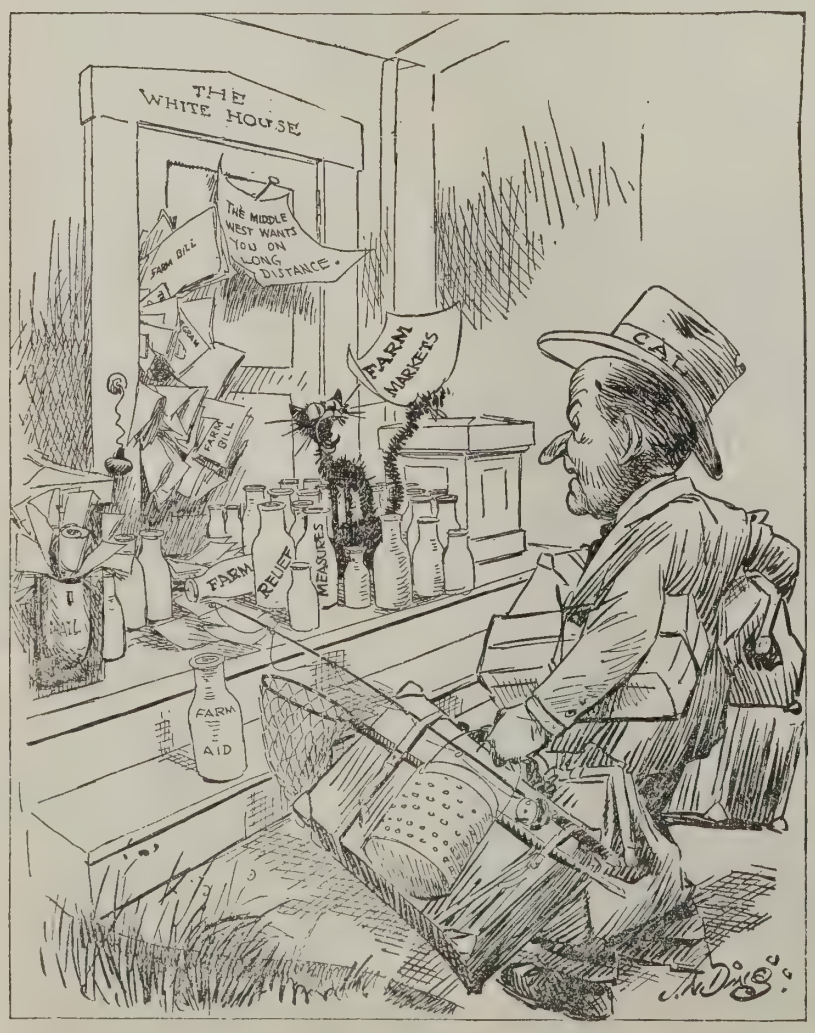
DISTRIBUTION BOOKLET

The *Wilkes-Barre* (Pa.) *Times Leader* is distributing a descriptive promotion brochure entitled "A Permanent Newspaper."

PRESIDENTIAL WOES INSPIRE SIMILAR CARTOONS BY "DING" AND TALBURT

THERE'S ALWAYS SOME BLAMED THING WHEN YOU RETURN FROM YOUR VACATION

Copyright, 1926, New York Tribune Inc.



Yep, It's Been Stacking Up Ever Since You Went Away, Calvin



Another striking cartoon coincidence came to light Saturday, Sept. 18, with the appearance of the above cartoons by J. N. Darling "Ding" of the New York Herald Tribune Syndicate, and H. M. Talburt, of the Scripps-Howard Alliance in the papers served by these organizations. Both men used the same idea to picture the troubles awaiting President Coolidge on his return from his summer vacation. Both cartoons went out in advance in mat form for release at the time of the President's return. In the Aug. 21 issue, EDITOR & PUBLISHER reprinted cartoons of striking similarity by Lustig of the *San Francisco Examiner*, and Bronskup of the *San Francisco Chronicle.*

INSURANCE MEN DISCUSS NEWSPAPER SPACE

National Association to Recommend General Co-operative Drive to Company Presidents—Delegates Tell of Success Using Local Dailies at Atlantic City Meeting

ATLANTIC CITY, N. J., Sept. 23.—For the first time in its history of more than 30 years, advertising formed an important topic for discussion at the annual convention of the National Association of Insurance Agents in session here this week.

Nearly 500 agents, representing many different companies in cities all over the United States, are attending the meetings which are scheduled to close tomorrow with election of new offices and possible passage of a resolution recommending a national co-operative newspaper advertising campaign to insurance company presidents.

A draft of the proposed resolution was drawn up today at a special meeting of the association's executive committee, of which Frank L. Gardner, a Poughkeepsie, N. Y. agent, is chairman. This meeting was called after general discussion favoring newspaper advertising had followed the address made yesterday by Charles H. Holland, president of the Independent Indemnity Company and the Independent Fire Insurance Company of Philadelphia, who declared there was an urgent need for insurance advertising and upheld newspapers as the best possible media.

As drafted and presented to the committee on resolutions which will report tomorrow the resolution expresses the belief of the agents that a national campaign of newspaper advertising in behalf of stock, fire and casualty insurance companies would prove of great assistance to local agents in writing policies and promises support of the association membership in the event the companies decide upon such a move.

Cliff C. Jones, of Kansas City, Mo., the present president will be succeeded in office by the successful candidate in elections to be held tomorrow.

In itself, the discussion of newspaper advertising by delegates who took the floor to talk on local experiences following Mr. Holland's address proved very enlightening to many members attending who have long neglected investments in advertising as a means to increase their premium incomes.

Several delegates had newspaper advertising success stories to tell. Notable among them were agents from Syracuse, N. Y., Scranton, Pa., and Huntington, W. Va. Sentiment of the convention in general favored a co-operative educational insurance drive in newspapers, backed by local space placed by the agents themselves.

In Syracuse, the convention was told, 24 out of 27 local fire and casualty agents first came together in 1919 to form a local insurance board for the purpose of purchasing advertising space in the Syracuse newspapers. Since that date newspaper advertising campaigns have been conducted with increasing success. During the last year the group has been particularly aggressive.

It was pointed out that the advertising expense divided equally among the 24 board members proved ridiculously low. Copy is now appearing six times a month in quarter-page size, which the agents have determined best suits their purposes.

This newspaper advertising campaign, was declared, had "dignified the insurance business in Syracuse." Various timely and newsy subjects are taken up in the advertising copy placed by the group. For instance, when the city passed a no-parking ordinance recently, the agents endorsed the measure in their copy, tying it up with educational matter on casualty insurance. A problem successfully met by advertising in the same city was the "cut-rate agent evil." An advertisement on this subject which created widespread comment was headed: "There are two kinds of bootleggers—Some sell liquor and some sell insurance."

In Scranton an intensive insurance advertising campaign in the local newspapers has been in progress now for 23 weeks, with 38 agents paying the bill. Unexpected success has accompanied this endeavor, the convention was informed.

Mr. Holland in his speech went into detail in explaining the need of advertising to straighten the public mind in regard to the "generally misunderstood" insurance business. His speech follows in part:

"National advertising as a theory is not entirely new in insurance circles. It has been discussed in a more or less informal way among company executives; and three months ago I reintroduced it before the Insurance Advertising Conference in Philadelphia, laying particular emphasis upon the possible relation of newspaper publicity to the interests of insurance.

"May I remind you of the peculiar fact that, notwithstanding its almost unrivalled importance to practically every member of the community, the insurance business is conspicuous only by its absence from the news columns and from the advertising columns of the newspapers of the country.

"Is there ever a session of any State Legislature before which one or more bills are not introduced which would have the effect of undermining the security and protection which insurance alone can give, and without which the business of the nation would to a greater or smaller degree be weakened? And when these attacks come, do we find that the public, our public, our policyholders raise their voices in protest; or do the mouthpieces of the public—the daily and weekly press—urge caution before permitting the tampering with a mechanism so vital as insurance? And if the answer is, as it must be, in the negative, are they—the public and the press—blamable for their apathy or for their occasional inclination to temporize with a new and loudly expounded expedient as a substitute for one which has maintained around itself for generations a profound cloak of mystery, and to which they have nevertheless felt compelled to contribute their premiums—albeit they have done so, many of them, with a feeling akin to resentment. The blame is upon us, not upon them for our lack of effort to popularize the 'idea' of insurance and for our attitude of silence upon what I think I may properly call the 'virtues' of our business.

"And so, a national advertising campaign is suggested as a means, and the only practical means, of 'selling the idea of insurance.' It is suggested as a means of making a multitude of ardent friends of insurance from among the millions of policyholders who now regard themselves as nothing more than compulsory contributors to gigantic reserve funds. While many forms of activity would be involved in such a campaign, I think you will agree that the columns of the newspapers would be the most potent and the most far-reaching media. May I quote from a previous address:

"Newspapers also are one of the wonders of the modern world. More than any other single instrumentality they guide the minds of the multitude to a common viewpoint; they assemble for all of us a mass of world facts, the knowledge of which nationalizes and internationalizes our thought and so broadens our sympathies and—let us hope—our tolerance and generous impulses. With their tens of millions of daily circulation they wield an influence that is immeasurable; their commendation of any principle or proposal or person is of incalculable value to that which they commend, while their condemnation of any such is a tragedy for that which they condemn."

"But, it will be urged, a *national* campaign of newspaper advertising would be prohibitive in cost. Indeed it would be, for a single company. But this plan is not proposed for any single company or for any small group of companies; it is proposed as a stimulant for the 'idea' of insurance, and more particularly for the 'idea' of stock insurance. It is to help us all rather than one or two of us; and it will be possible only when a large group of far-sighted and broadminded company managers are willing to make such a joint investment.

"The cost of carrying an advertisement of substantial size at least once a week in every daily newspaper in the United States would be less than one-fifteenth of one per cent of the premium revenues of the stock companies engaged in the fields of fire, casualty and surety business. Less than seven cents out of each one-hundred dollars of premium. An inconceivably small cost for such far-reaching and important results as would assuredly be achieved.

"And there is another aspect of this subject to which I would draw your thoughts. Such a campaign would be followed as naturally as day follows night by an impressive stimulation in the insurance business. As a popularizer of insurance it would inevitably 'sell' more insurance. By its exposition of insurance methods and insurance ideals it would attract new purchasers. It would enlarge the field for your activities while it cemented to you and to the institution of which you are a part those who already are your clients.

"I have stated that such a campaign would require your active participation. You would find that your local newspapers hitherto neutral on insurance topics because of *your* seeming fear of publicity would discover your existence, would seek—very properly and legitimately—to interest you in their means of increasing your business by the use of their advertising columns. And could you conceive of anything more fitting or more profitable than when one of the large institutional advertisements appears naming neither company nor agent but explaining the advantage and method of operating some particular form of insurance (the institutional advertisements being paid for by the companies alone), your individual advertisement appearing, perhaps in smaller space, stating that you sell the kind of insurance that is thus advertised.

"By these means, the institutional advertisement and the local advertisements, there would rapidly be built up for the newspaper an entirely new corps of advertisers, and this would in many instances be followed by the inauguration of an insurance column or an insurance page, wherein the real news, the truth of insurance would readily be printed because the newspaper would know that such news was available to it from and of vital interest to its own supporters and advertisers. Thus the newspapers would sense a growing importance in the news of this vast business, so intimately related to every other form of activity, and inevitably the agent as an insurance authority would be asked to express his views on many subjects. In addition to the legitimate increase in his earning power he could hardly fail to find his prestige enlarged, his business more highly thought of—because better understood—and his position in the community decidedly enhanced."

ART O' THE MART

The Commercial Artist

By JAMES EDWARD HUNGERFORD

I'm one of the lads
Who draws for "Ads,"
That "run" in the daily news;
The big page-"spreads,"
With the flaring heads,
That thousanzds of folks peruse;
My "art" I etch
Into ev'ry sketch—
In "practical" terms I think,
And ev'ry morn
To the world are born
My "pictures"—in printer's ink!

In my little "den"
In the world of men—
And yet "in a world apart,"
I plan and dream,
And I work and scheme,
To give 'em a work of ART!

Each sketch of mine
Is a "heart" design,
That out of my pen doth flow,
And the joy I feel
Is a joy that's real,
In making my "pictures" grow!

I don't win fame
In my humble game,
Like the "genius" fellows do;
I work alone,
And my name's "unknown,"
Except to a chosen few;
But thousands see
What I sketch—and gee!
It gives me a thrill to think
My "pictures" SELL,
And they "hit-the-bell"—
And are making the dollars CLINK!

RADIO WRITERS ELECT

Harry La Mertha of St. Louis Globe-Democrat Named President

"Wildcat publicity and news matter detrimental to the best interest of the general public and the radio industry will soon be a thing of the past," declared Harry LaMertha, of the *St. Louis Globe-Democrat,* who was re-elected president of the National Association of Radio Writers at the annual meeting held in Madison Square Garden in New York. The association went on record as opposing misleading news and feature stories relating to radio subjects.

Captain Stephen L. Coles, of the *New York Herald-Tribune,* was re-elected vice-president; Stuart Mahanay, *Country Gentleman,* Philadelphia, treasurer; Arthur Sinsheimer, *Dry Goods Economist Group,* executive secretary; and Walter A. Schilling, *Radio Dealer,* general secretary.

The board of directors includes Robert D. Heinl, Heinl Radio News Syndicate, Washington, D. C., chairman; Orrin Dunlap, Jr., *New York Times;* William E. Hedges, *Chicago Daily News;* Arthur T. Halloran, *Radio,* San Francisco; Lambdin Kay, *Atlanta Journal;* Lloyd Jacquet, *Brooklyn Daily Eagle,* New York; Everett M. Boyd, *Cincinnati Enquirer;* Frank Rosen, *Philadelphia Inquirer;* Kenneth Warner, QST, New Haven; Carl Butman, Washington Radio News Service, Washington; Frank G. Hinman, *Chicago Tribune;* Willis K. Wing, *Radio Broadcast,* New York; E. L. Bragdon, *New York Sun;* Ralph Wurden, *Cleveland News;* Jacques Cartier, *La Presse,* Montreal; H. F. Wooley, *New York American;* Dave Casem, *New York Telegram;* Capt. Robert S. Wood, *New York World;* H. F. Sohn, *Newark News;* Miss Julia Shawell, *New York Graphic;* I. J. Fitch, *Radio News,* New York. The next meeting of the Association will be Oct. 14, in the Congress Hotel, during the Chicago Radio Exposition.

I. C. S. USING 93 NEWSPAPERS TO TELL OF ITS 35TH ANNIVERSARY

Liberal Space Being Taken to Talk to Former Students Over Shoulders of Prospects—Advertising Has Built Its Success

By HAMMOND EDWARD FRANKLIN

BUSINESS birthdays roll around, but only a few companies with imagination and the "nerve" to do things differently realize how they may be used to get more business.



RALPH E. WEEKS

Within the last few days, 93 newspapers with a total of over 9,000,000 circulation have carried the novel announcement of an extraordinary business "birthday party" to be held by the International Correspondence Schools of Scranton, Pa, which demonstrates how a firm's milestone may be turned to more than ordinary account.

This institution, now the largest correspondence school in the world, started by accident on Oct. 16, 1891, with simply an elementary course in coal mining. Up to that time most all textbooks on coal mining were for advanced students only and were written with British, rather than American conditions in view, and so the texts were not adapted to American mine-workers.

Thomas J. Foster, editor of the *Colliery Engineer*, a technical mine magazine, had a "Queries and Answers" department which led him to think there might be a field for a course of practical help to ambitious miners. The course was established, his office began to be flooded by mail, and by May, 1892, the little school had more than 1,000 pupils. There came a demand for other courses. Mechanics, electrical engineering, and mathematics were added, then plumbing, agriculture, etc., until today there are some 300 courses offered by mail.

Some 168,345 special letters of instruction were written last year and 1,253,490 lessons were corrected. About $3,000,000 I. C. S. textbooks are estimated in use. More than 200,000 enrollments from the United Kingdom alone have been made. The U. S. Navy and Merchant Marine have 20,000 men taking courses.

The out-of-the-ordinary advertising in connection with the birthday is in effect a talk with former students over the shoulders of present prospects. It addresses graduates as successful leaders in business and asks them to write to Scranton. A drawing of a man in an easy chair reading an I. C. S. textbook appears above a line drawing of the schools' huge plant. In a box is the simple announcement, "October 16th of this year is the 35th anniversary of the founding of the International Correspondence Schools," with below the picture the institutional heading, "For thirty-five years this great school has been helping men to succeed in business and in life—the merit of its instruction and a sincere desire to serve have made possible the enrollment of 3,400,000 students."

The text of the copy is interesting in that it suggests points which may be capitalized in a birthday appeal:

"Thirty-five years ago this October, the International Correspondence Schools were founded at Scranton. That was the birth of the idea of correspondence instruction. That was the beginning of a new method of training that has since become an indispensable part of the educational program of the nation.

"Any institution that survives the storm and stress of thirty years and shows increasing vitality with the passing of each milestone must have in it the chief essential of success in any enterprise or individual . . . merit!

"Back of this remarkable record of achievement, there looms a sturdy and heroic figure—the successful I. C. S. student. He abounds in every city, town, village and hamlet in the whole land. He is the finished product of the 'University of the Night' and the real reason for its survival and increasing success. At the head of industrial establishments, in the field, in the office, on the firing line, and on the staff, each at his task intent, he is unconsciously the mainspring, the accelerator, the motive power to the progress of the I. C. S.

"Half of all the students enrolled by the International Correspondence Schools every day, every month, and every year are guided to our doors by his experience and helpful hand, while the other half are inspired to enter our portals by the sheer force of his example.

"To these men and women, who are among the leaders of business and industry today, we dedicate this 35th anniversary of their alma mater. To these men and women, we extend a cordial invitation to take part in the Anniversary Campaign now being carried on in every section of the country as part of the 35th birthday celebration of the International Correspondence Schools."

OCTOBER 16TH OF THIS YEAR IS THE 35TH ANNIVERSARY OF THE FOUNDING OF THE INTERNATIONAL CORRESPONDENCE SCHOOLS



For Thirty-Five Years This Great School Has Been Helping Men to Succeed in Business and in Life

The merit of its instruction and a sincere desire to serve have made possible the enrolment of 3,400,000 students

THIRTY-FIVE years ago this October, the International Correspondence Schools were founded at Scranton. That was the birth of the idea of correspondence instruction. That was the beginning of a new method of training that has since become an indispensable part of the educational program of the nation.

Any institution that survives the storm and stress of thirty-five years and shows increasing vitality with the passing of each milestone must have in it the chief essential of success in any enterprise or individual . . . *merit!*

Back of this remarkable record of achievement, there looms a sturdy and heroic figure—the successful I. C. S. student. He abounds in every city, town, village and hamlet in the whole land. He is the finished product of the "University of the Night" and the real reason for its survival and increasing success. At the head of industrial establishments, in the field, in the office, on the firing line, and on the staff, each at his task intent, he is unconsciously the mainspring, the accelerator, the motive power to the progress of the I. C. S.

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INTERNATIONAL CORRESPONDENCE SCHOOLS
Scranton, Penna.

35th Anniversary Committee
International Correspondence Schools, Scranton, Pa.

As a former student of the International Correspondence Schools I should like to know more about the 35 h Anniversary Program mentioned above. Please send me full particulars

Name . . . .

Address . . . .

Large I. C. S. newspaper copy

An unkeyed coupon for former students addressed to the 35th Anniversary Committee, care of the Schools, appears in a scroll at the bottom.

It is the purpose of Ralph E. Weeks, the president of the Schools, to make this a record year in enrollments. Not only are salesmen in the branch offices being stimulated to close more sales, alumni being appealed to for loyal co-operation and present students being enlisted to make the year memorable, but the Schools are making a distinct talking point of it in approaching prospects.

A distribution of $4,000 in cash prizes as well as many thousands of dollars in merchandise awards has been announced. There will be 80 prizes of $50 each. To enter the student or prospective student is asked to mail a special blank and name of student he thinks he can enroll. This automatically puts a man's name on the special list of those competing for awards and makes it possible for the local I. C. S. salesman to get in touch to help close the sale.

The I. C. S. birthday advertising has just appeared this month in the list of 93 newspapers. Paul V. Barrett, director of advertising for the Schools, and N. W. Ayer & Son, Philadelphia, prepared the copy.

GOVERNOR IS BEST MAN

Governor Harry Flood Byrd, of Virginia, acted as best man at the marriage of Harold C. March, a member of the staff of his newspaper, the *Winchester* (Va.) *Star*, and Miss Ruth Manuel recently.

DRASTIC WAR PLANNED AGAINST FAKE ADS

Federal Trade Commission Preparing Campaign Against Newspapers And Periodicals Printing Fraudulent Advertisements, Says Humphreys

A drastic campaign is being prepared by the Federal Trade Commission against newspapers and periodicals that print fraudulent advertising, Commissioner William E. Humphreys declared, addressing the annual convention of the National Petroleum Institute at the Hotel Traymore, Atlantic City, Sept. 17. Mr. Humphreys' speech confirmed exclusive interviews with him previously published by EDITOR & PUBLISHER.

According to Mr. Humphreys the people of the United States are annually robbed of hundreds of millions of dollars through fake advertisements, most of which are plainly false and known to be so by those who accept money for their publication. He declares that the only way to eradicate the evil was to proceed directly against the publishers.

At the same time he emphasized that the majority of newspapers and magazines were free from such advertising, and exercised great care in the selection of their advertising. They had done more perhaps than any other agency in bringing about the truth in advertising, for which they deserved great credit, he said.

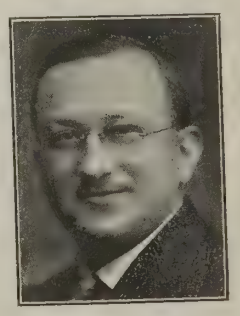
"Such newspapers and magazines, so far as is known," the speaker declared, "have purged their columns of the class of advertising referred to, voluntarily inspired by only the highest motives and with any pressure from public authorities.

"There still remains, unfortunately, a small per cent of publications, whose number in the aggregate is great, that will publish any advertisement for money, regardless of truth or decency. Against this class of publications I have persuaded the Federal Trade Commission to begin war. If I have my way about it, it will be a war of extermination."

REORGANIZATION IN LEBANON

John K. R. Schropp Elected President and Business Manager of News

John K. R. Schropp was elected president and business manager of the *Lebanon* (Pa.) *News* at a special reorganization meeting of the directorate held at Mt. Gretna, Pa., Sept. 16, where Mr. Schropp is confined to his cottage with a broken femur of the right leg.



J. K. R. SCHROPP

The meeting was necessitated to fill vacancies caused by the death of A. B. Schropp, who was president and treasurer.

Dr. R. J. Schropp, Lebanon dentist, was named treasurer, one of the offices held by his late father. Henry L. Wilder remains as secretary of the publishing company and managing editor of the daily.

PRESENTS FILES TO CITY

Ewing Herbert, editor and publisher of the *Hiawatha* (Kan.) *Daily World*, has presented to the Hiawatha library the bound files of every newspaper published in this city. The files cover a period of more than 65 years.

DEMURRER FILED IN K. C. STAR SUIT

Attorney General Declares Dickey Has No Legal Right to Institute Suit Aside Sale of Star—Demurrer in Libel Suit

North T. Gentry, Attorney General of Missouri, filed a demurrer Sept. 14, to the petition of W. S. Dickey, publisher of the *Kansas City Journal-Post*, in which Mr. Dickey seeks to have the sale of the *Kansas City Star* set aside. The Attorney General is one of the defendants in the suit.

Mr. Gentry stated in his demurrer that it appeared on the face of the petition that Mr. Dickey had no capacity to institute his suit. The Attorney General asked that Mr. Dickey's amended petition be adjudged insufficient and that the Attorney General be discharged as a defendant from the suit.

Briefs in reply to Mr. Dickey's amended petition were to be filed in a few days by the other defendants, the trustees of the William R. Nelson Trust and the Star group.

The position Attorney General Gentry took in his demurrer conformed with his views expressed in a letter which he sent to Mr. Dickey's attorneys July 27, three days before Mr. Dickel filed his action. Mr. Dickey's attorney had sought to have the Attorney General lend the state's name to the suit to set aside the sale of the Star. In his letter replying to Mr. Dickey's counsel, Mr. Gentry declined to bring the suit in the name of the state. It was on July 31 Mr. Dickey filed his suit and named the Attorney General as one of the defendants.

Two legal moves by defendants in the $3,000,000 libel and slander suit brought by Walter S. Dickey, owner and publisher of the *Kansas City Journal-Post*, against executives of the *Kansas City Star* and Arthur M. Hyde, former governor of Missouri, have been filed in circuit court, Kansas City, against Mr. Dickey by attorneys for the defendants. Both Mr. Hyde and the *Star* executives filed demurrers to the motions of Mr. Dickey.

The Dickey suit was filed before the close of the August primaries. It was the outcome of the report of a speech made by Mr. Hyde, in the *Times*, morning edition of the *Star*. In his address, according to the newspaper reports, Mr. Hyde attacked the motives of Mr. Dickey's interest in the primary campaign then under way.

Mr. Hyde's motion to dismiss the suit against him asserted that the Dickey petition does not state facts showing that the plaintiff has joint cause of action against the defendants. The motion also contends that "there is no authority in this court to issue the summons and send it to Grundy county and have the same served on the defendants, and that such pretended service made in Grundy county on this defendant gives this court no jurisdiction over this defendant in said action."

Executives of the *Star* in their motion set forth the following causes and grounds for dismissal of the suit against them:

That there is a misjoinder of causes of action.

That there is a misjoinder of parties defendant.

That the petition does not state facts sufficient to constitute a cause of action against these defendants.

That the petition on its face shows that the publication complained of is not libelous per se and there is no allegation of special damages, and for that reason the petition is wholly insufficient.

The five *Star* executives named in the suit are: Irwin R. Kirkwood, August F. Seested, Ralph E. Stout, George B. Longan and Henry T. Haskell.

The filing of the motions to dismiss followed extensive arguments before Judge O. A. Lucas some weeks ago.

$250,000 TO ADVERTISE DAILY

The *Chicago Daily News* has appropriated $250,000 for advertising through Kling-Gibson Company, 310 South Michigan boulevard, Chicago.

'WO MILLION WORDS FILED FROM RING-SIDE BY 600 FIGHT REPORTERS

low-by-Blow Reports Broadcast by 50 Newspapers, Though National Advertiser Claimed All Radio Rights— Picture Services Show Speed

ESQUICENTENNIAL STADIUM, Sept. 23.—A new variety of gusher ıs brought in tonight, when Tunney of reenwich Village defeated Dempsey in e heavyweight championship bout.

Nearly 2,000,000 words, the new sher, were filed by newspaper corre-ondents from the ringside at this Sta-um.

C. W. Samuels, division traffic super-endent for Western Union, announced was the greatest number of words filed one night on any sporting event. A al of 1,750,000 words were filed on the mpsey-Carpentier fight.

Rolling up the impressive total were ut 600 reporters—some of them re-ters just for the night—representing tually every city of the United States. dominating among those near the ring re correspondents and feature writers New York and Philadelphia news-ers, although representatives from cago, St. Louis, San Francisco, Bos-, Dallas, Montreal and London, also seats within "working distance."

o great was the demand for press s, that John L ("Ike") Dorgan, press resentative for Tex Rickard, had re-ed to a weeding out process in assign-"Annie Oakleys." He gave repre-atives of papers with the largest cir-tions places closest to the ring and tered the reporters from smaller ies all over the stadium.

he Western Union and Postal Tele-h Companies had installed 190 wires the working newspaper men. Most hese wires were located at the ring-. Others were further away.

adio broadcasting direct from the ring furnished by a national advertiser, the al Typewriter Company. News-ers, however, maintained their right e air as an extension of the bulletin d by broadcasting blow-by-blow ac-ts received from press associations. e than 25 Associated Press members the A. P. report in this fashion, almost as many clients of the United s.

orge Ed Smith, president of the al Typewriter Company, was reported ave paid Rickard $20,000 for the dcasting privilege. J. Andrew White, an sports announcer of Station and Graham McNamee, of WEAF, nated at the microphone. Between nd 70 stations were hooked up for vent.

. Smith's return for the expenditure mention of his firm's name by the an-cer as providing the radio entertain-

EDITOR & PUBLISHER asked the type-ir president what he considered the tising value of his enterprise was

ou're asking a very hard question," plied. "It may not be worth a nickel. know is that I wanted to hear the over the radio, and I thought many s probably felt the same way. Be-for two years now the Royal Type-Company has been broadcasting ainment every Thursday. The fight breaking in on our usual time, and decided we ought to broadcast the

er before in history was the pic-ngle so heavily played as it was ts occasion. Special platforms were ucted for photographers. One, specially for New York newspapers. modated 13 men. Flashlights d almost continually, and there nany races to the telephone office in ter of Philadelphia to transmit pic-by telephoto to Chicago and San sco.

rprise of Acme Newspictures might d as typical. This syndicate alone $10,000, Fred Ferguson, president, covering the picture story.

pecial train was engaged and sta-tioned in yards as near as possible to the Sesqui grounds. Its baggage car was equipped as a regulation dark room. While the fight was still in progress, plates were rushed there and were developed on the way to New York. The *New York Herald Tribune* had an artist on board the train to retouch the prints and make them ready for the engraver during the trip.

Acme also had a dark room at the navy flying field in Philadelphia where two airplanes, hired by Mr. Ferguson, waited to carry prints in night flights to Cleveland and New York. The New York bound plane was scheduled to stop at New Brunswick, there to thansfer pictures to the air mail plane to Cleveland as a check on the direct flight.

Airplanes were also engaged to fly with pictures and mats from Cleveland to Toledo, from Cleveland to Pittsburgh, and from Chicago to St. Louis.

Mat-making headquarters were established at New York, Cleveland, Chicago, San Francisco and Camden. A dark room was equipped in Philadelphia proper to develop plates for transmission to Chicago and San Francisco by telephoto.

Airplanes and special railway arrangements were also used by other picture services to deliver copy to clients in cities all over the country. Morning papers in the Far West showed telephoto views of critical moments of the battle and of the 130,000 spectators and reporters in the immense stadium.

Four rows of seats all around the ring took care of the "big names" among sport and special writers covering the match.

Here were to be seen "trained boxing critics" such as Hype Igoe of the *New York World*, and Grantland Rice of the New York Herald Tribune with critics not so well trained, such as Mayor James Walker of New York, who contributed a story for the *New York Evening Post*. The *Evening Journal* and the *Evening Graphic* also advertised Mayor Walker as belonging to their ringside reportorial staffs.

Heywood Broun, former sports writer, descended from his column on the World, to describe the blows of the "Manassa Mauler" and the "Fighting Marine." Norman Hapgood was here to write a story for clients of United Features Syndicate.

From London came C. J. Ketchum, a star of the *London Daily Express* staff. He had been assigned to this country to report the Canadian elections, and stayed over to write of fisticuffs.

Gene Fowler, once sports editor of the *New York Mirror*, later managing editor of the *New York American*, and at present promotion manager for King Features Syndicate, returned to the field of sports to sit by Jack Lait, editor of International Feature Service, and write a human interest story on the fight.

Louella Parsons arrived from her Hollywood (Cal.) bungalow to describe the show "from a woman's angle" for Universal Service.

Jack McAuliffe, undefeated lightweight champion, was the expert engaged to write on the fight for United News. James Tully did the same work for United Press. Frank Getty and Henry Farrell covered sport news for United News and United Press respectively.

Furnishing "blow-by-blow" reports and descriptive stories for International News Service were Damon Runyon, Frank G. Menke, and Davis J. Walsh.

James J. Corbett, once heavyweight champion himself, wired his own report of the fight to many newspapers through King Features Syndicate. The same syndicate wired signed statements from winner and loser after the fight.

Alan J. Gould, sports editor, headed the Associated Press reportorial line-up at the ring side. With him were Brian Bell, Charles Dunkley, of the Chicago bureau, and C. S. Brandebury.

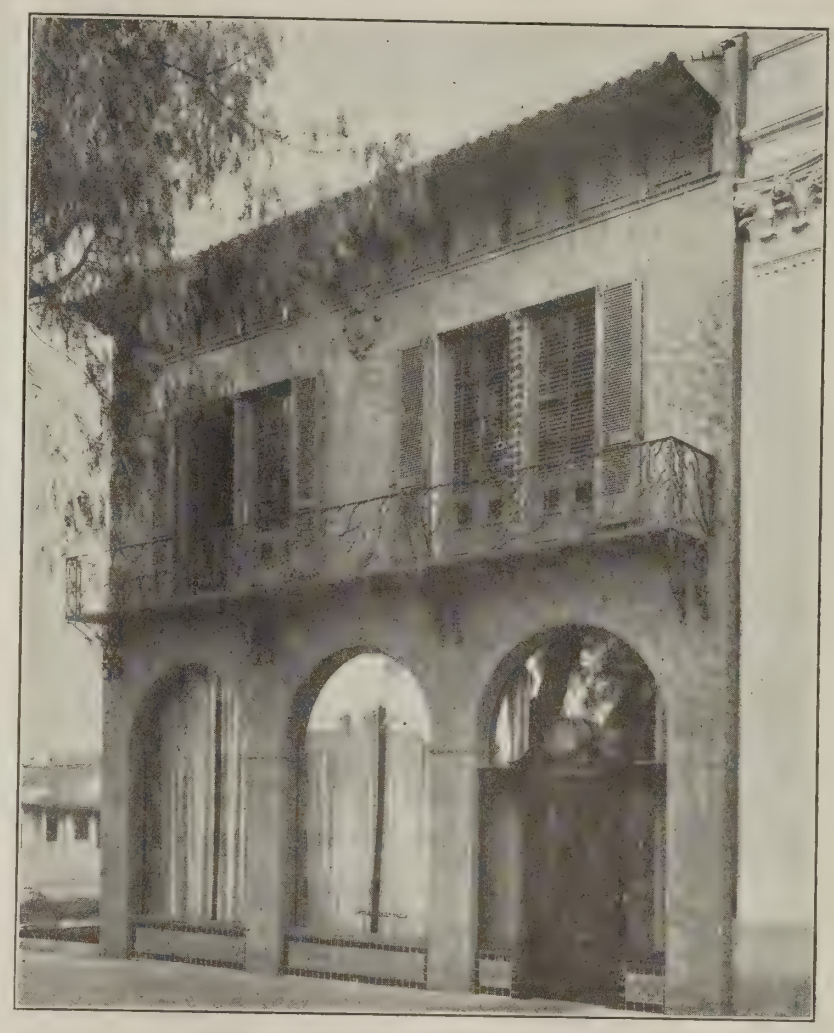
In addition to Mayor Walker and Tom Gibbons, veteran heavyweight who had fought both men, and was reporting for Bell Syndicate, the New York Evening Post had Walter Trumbull, Paul Neumann, sports editor, Jack Kofoed, James Keven McGuinness, and William Morris on the story.

BIG GASTONIA EDITION

The *Gastonia* (N. C.) *Daily Gazette* published a 64-page Gaston County Industrial edition Sept. 10. The combed yarn industry is especially featured, the county being called the "Combed Yarn Center of the South." James W. Atkins is managing editor of the Gazette. The edition sold for 10c a copy.

RIVERSIDE (CAL.) PRESS BEAUTIFIES ITS PLANT AT COST OF $20,000

By HAROLD J. ASHE



THE remodeling of the *Riverside* (Cal.) *Press* building was recently completed and the structure formally opened to the public. The modernized plant is now one of the finest in the small-city class in the West.



E. P. Clarke

Remodeling of the Press building involved an expenditure of about $20,000. The building was originally erected in 1902 and later remodeled from a one-story structure to two stories. Recent work carried on was more in the nature of modernization than expansion.

The old Italian style of architecture has been incorporated in the building. An ornamental wrought iron balcony extending the entire width of the front of the building lends a note of distinction to the structure. Practically the entire front of the building, on the main floor is occupied with window or door openings, giving ample light to the interior.

A mahogany counter with tiled base divides the business office from the public. Behind this counter are located the business, bookkeeping, advertising and circulation staffs, all provided with ample working space. A beamed ceiling with panels finished in a style suggestive of the Italian architecture is employed throughout, and all finished in light tones.

Leading from the main office is a stairway. Immediately off this stairway on the mezzanine floor is the private office of the business manager. A balcony is immediately at the head of the stairs. Behind a counter on which are files of the Press dating back to 1878, are the editorial rooms.

The editor's office is located on the second floor and has access to the balcony. A fireplace is one of the features of this room. The proofreaders' room is located back of the editorial rooms.

Further back is found the composing room, where is also located the printer-telegraph machines. Light has been made a prime requisite in the composing room. An electrical ventilating system has been installed. In the rear of the building is the stereotyping department. The matrices are carried to the main floor by a chute.

The first issue of the Riverside Press was published June 20, 1878.

A part interest in the Press was bought in 1894 by E. P. Clarke and his brother A. F. Clarke. In 1897 all interests in the paper were transfered to a corporation consisting of E. P. Clarke, A. F. Clarke, A. A. Piddington, H. H. Monroe and J. P. Baumgartner, now publisher of the *Santa Ana* (Cal.) *Register*. H. W. Hammond became a member of the corporation upon the retirement of Monroe and Baumgartner.

E. P. Clarke is editor of the Press; Harry Hammond, business manager; Harry Ross, advertising manager; John L. Wagner, circulation manager; and A. A. Piddington, city editor.

AUGUST LINAGE IN 35 CITIES TOPS 1925 RECORD BY 7 PER CENT

AUGUST newspaper advertising in 150 newspapers published in 35 larger cities totalled 121,356,711 lines, 7 percent more than in August, 1925. The figures are supplied by the New York Evening Post Statistical Department, Inc., except those for Atlanta, Kansas City, Memphis, Pittsburgh and Portland, which publishers supplied direct. The summaries follow:

SUMMARY OF ADVERTISING BY CITIES

35 cities listed	30 show gain	0 show loss
150 papers listed	121 show gain	24 show loss
	5 no comparison	

	1926	1925	
†New York	11,977,976	11,060,332	917,644 Gain
Chicago	6,459,081	6,036,603	422,478 Gain
Philadelphia	5,477,088	5,308,487	168,601 Gain
Detroit	4,997,258	4,596,410	400,848 Gain
Cleveland	3,522,975	3,415,125	107,850 Gain
St. Louis	3,838,820	3,612,220	226,600 Gain
Boston	5,365,587	4,858,382	507,205 Gain
Baltimore	3,727,688	3,487,251	240,437 Gain
†Los Angeles	6,505,892	6,208,240	297,652 Gain
‡Pittsburgh	.....	.....	.....
†Buffalo	2,915,894	2,856,336	59,568 Gain
†San Francisco	4,794,285	4,523,178	271,107 Gain
Milwaukee	2,487,618	2,395,631	91,987 Gain
‡Kansas City	2,977,472	2,755,483	221,989 Gain
Washington	4,050,532	3,682,626	367,906 Gain
Cincinnati	2,959,500	2,755,800	203,700 Gain
New Orleans	3,554,919	3,181,852	373,067 Gain
Minneapolis	2,810,162	2,656,249	153,913 Gain
Seattle	2,725,220	2,469,236	255,984 Gain
Indianapolis	2,712,798	2,644,281	68,517 Gain
Denver	2,073,848	2,051,224	22,624 Gain
Providence	2,335,357	2,244,063	91,294 Gain
Columbus	3,305,867	2,883,165	422,702 Gain
Louisville	2,861,764	2,582,895	278,869 Gain
St. Paul	2,484,944	2,248,456	236,488 Gain
‡Atlanta	.....	.....	.....
‡Portland, Ore.	2,994,474	2,954,748	37,726 Gain
‡Memphis	2,241,323	1,978,389	263,124 Gain
†Oakland	2,301,964	2,231,586	70,378 Gain
Omaha	1,630,419	1,500,737	129,682 Gain
Birmingham	2,615,788	2,374,078	241,710 Gain
Richmond	1,974,742	1,830,920	143,822 Gain
Dayton	2,522,506	2,395,190	127,316 Gain
Houston	2,337,030	2,158,114	178,916 Gain
†Des Moines	1,687,054	1,645,597	41,457 Gain
Totals	121,356,711	113,224,268	8,132,443 Gain

†Note references under individual newspaper linage of these cities. ‡Figures supplied by individual publishers.

NEW YORK

	1926	1925	
American	1,041,230	1,055,788	14,558 Loss
Herald Tribune	1,280,106	1,095,800	184,306 Gain
Times	2,086,772	1,989,826	96,946 Gain
World	1,405,264	1,339,012	66,252 Gain
*Mirror (T.)	235,184	273,258	38,074 Loss
News (Tab.)	534,280	424,926	109,354 Gain
*Evening Graphic	234,186	†194,828	39,358 Gain
*Evening Journal	822,924	763,820	59,104 Gain
*Evening Post	297,548	306,224	8,676 Loss
*Evening World	567,618	485,876	81,742 Gain
*Sun	945,770	826,146	119,624 Gain
*Telegram	374,520	409,074	34,554 Loss
Brooklyn Eagle	1,286,708	1,143,064	143,644 Gain
Brooklyn Times	473,120	345,446	127,674 Gain
Standard Union	392,746	407,244	14,498 Loss
Totals	11,977,976	11,060,332	917,644 Gain

†Sunday Graphic discontinued September 1, 1925; 79,526 lines in 5 Sunday issues included.

CHICAGO

	1926	1925	
Herald Examiner	954,921	874,320	80,601 Gain
Tribune	2,423,253	2,316,237	107,016 Gain
*American	888,189	817,020	71,169 Gain
*Daily News	1,436,739	1,363,845	72,894 Gain
*Journal	333,159	284,682	48,477 Gain
*Post	422,820	380,499	42,321 Gain
Totals	6,459,081	6,036,603	422,478 Gain

PHILADELPHIA

	1926	1925	
Inquirer	1,561,200	1,515,000	46,200 Gain
Ledger	1,065,226	1,001,273	63,953 Gain
Record	609,300	612,300	3,000 Loss
*Bulletin	1,356,600	1,311,600	45,000 Gain
*Evening Ledger	884,762	868,314	16,448 Gain
Totals	5,477,088	5,308,487	168,601 Gain

DETROIT

	1926	1925	
Free Press	1,359,484	1,237,194	122,290 Gain
News	2,609,670	2,457,378	152,292 Gain
Times	1,028,104	901,838	126,266 Gain
Totals	4,997,258	4,596,410	400,848 Gain

CLEVELAND

	1926	1925	
News-Leader	1,015,500	965,175	50,325 Gain
Plain Dealer	1,404,000	1,409,175	5,175 Loss
*Press	1,103,475	1,040,775	62,700 Gain
Totals	3,522,975	3,415,125	107,850 Gain

BOSTON

	1926	1925	
Advertiser	483,081	379,237	103,844 Gain
Globe	1,218,587	1,093,731	124,856 Gain
Herald	1,033,432	913,303	120,129 Gain
Post	813,471	762,056	51,415 Gain
*American	370,132	305,844	64,288 Gain
*Telegram	194,453	212,993	18,540 Loss
*Transcript	465,321	491,530	26,209 Loss
*Traveler	787,110	699,688	87,422 Gain
Totals	5,365,587	4,858,382	507,205 Gain

*No Sunday edition.
**Complete figures not available at press-time.

ST. LOUIS

	1926	1925	
Globe-Democrat	1,064,100	1,044,900	19,200 Gain
Post-Dispatch	1,956,920	1,802,920	154,000 Gain
*Times	322,800	269,700	53,100 Gain
*Star	495,000	494,700	300 Gain
Totals	3,838,820	3,612,220	226,600 Gain

BALTIMORE

	1926	1925	
American	487,521	453,754	33,767 Gain
Sun	1,389,500	1,322,196	67,304 Gain
Evening Sun	1,058,958	1,040,021	18,937 Gain
*News	504,798	464,040	40,758 Gain
*Post	286,911	207,240	79,671 Gain
Totals	3,727,688	3,487,251	240,437 Gain

LOS ANGELES

	1926	1925	
Examiner	1,877,856	1,851,300	26,556 Gain
*News	175,616	‡222,922	47,306 Loss
Times	2,128,182	2,004,170	124,012 Gain
*Express	686,560	623,812	62,748 Gain
*Herald	1,262,688	1,174,082	88,606 Gain
*Record	374,990	331,954	43,036 Gain
Totals	6,505,892	6,208,240	297,252 Gain

‡News Sunday edition suspended publication May 2, 1926.

BUFFALO

	1926	1925	
Courier	812,542	542,531	270,011 Gain
Express	.....	402,557	.....
Post	.....	91,985	.....
Times	1,017,516	842,764	174,752 Gain
*News	1,085,836	893,636	192,200 Gain
*Star	.....	82,863	.....
Totals	2,915,894	2,856,336	59,558 Gain

Post discontinued February, 1926. Express and Star combined with Courier June 19, 1926.

SAN FRANCISCO

	1926	1925	
*Bulletin	574,126	578,046	3,920 Loss
Chronicle	990,556	946,848	43,708 Gain
Examiner	1,672,005	1,626,620	45,385 Gain
*Call	877,982	704,956	173,026 Gain
*Herald	.....	111,090	.....
*News	679,616	555,618	123,998 Gain
Totals	4,794,285	4,523,178	271,107 Gain

Herald discontinued May 5, 1926.

MILWAUKEE

	1926	1925	
Journal	1,329,101	1,205,093	124,008 Gain
S. T. & A. Sentinel	536,085	557,477	21,392 Loss
*Leader	176,313	181,141	4,828 Loss
*Wisconsin News	446,119	451,920	5,801 Loss
Totals	2,487,618	2,395,631	91,987 Gain

WASHINGTON

	1926	1925	
Herald	501,798	385,073	116,725 Gain
Post	860,355	789,471	70,884 Gain
Star	2,018,845	1,847,892	170,953 Gain
*Evening News	173,169	126,874	46,295 Gain
*Evening Times	496,365	533,316	36,951 Loss
Totals	4,050,532	3,682,626	367,906 Gain

CINCINNATI

	1926	1925	
Enquirer	1,068,300	1,024,500	43,800 Gain
Tribune	276,000	239,100	36,900 Gain
*Post	651,300	591,600	59,700 Gain
*Times-Star	965,900	900,600	63,300 Gain
Totals	2,959,500	2,755,800	203,700 Gain

NEW ORLEANS

	1926	1925	
Item	858,640	729,784	128,856 Gain
States	693,721	561,810	131,911 Gain
Times-Picayune	1,574,603	1,435,059	139,544 Gain
*Tribune	427,955	455,199	27,244 Loss
Totals	3,554,919	3,181,852	373,067 Gain

MINNEAPOLIS

	1926	1925	
Journal	1,193,081	1,118,476	74,605 Gain
Tribune	1,222,656	1,178,134	44,522 Gain
*Star	394,425	359,639	34,786 Gain
Totals	2,810,162	2,656,249	153,913 Gain

SEATTLE

	1926	1925	
Post-Intelligencer	883,358	712,432	170,926 Gain
Times	1,241,058	1,168,034	73,024 Gain
*Star	505,890	503,188	2,702 Gain
*Union-Record	94,914	85,582	9,332 Gain
Totals	2,725,220	2,469,236	255,984 Gain

INDIANAPOLIS

	1926	1925	
Star	1,058,244	1,033,587	24,657 Gain
*News	1,267,428	1,214,613	52,815 Gain
*Times	387,126	396,081	8,955 Loss
Totals	2,712,798	2,644,281	68,517 Gain

DENVER

	1926	1925	
News	519,904	590,212	70,308 Loss
Post	1,217,860	1,102,500	115,360 Gain
*Times	336,084	358,512	22,428 Loss
Totals	2,073,848	2,051,224	22,624 Gain

PROVIDENCE

	1926	1925	
Journal	775,023	746,430	28,593 Gain
Tribune	334,717	325,578	9,139 Gain
*Bulletin	931,370	873,061	58,309 G
*News	294,247	298,994	4,747 L
Totals	2,335,357	2,244,063	91,294 G

COLUMBUS

	1926	1925	
Dispatch	1,756,558	1,555,446	201,112 G
Journal	632,768	588,141	44,627 G
*Citizen	916,541	739,578	176,963 G
Totals	3,305,867	2,883,165	422,702 G

LOUISVILLE

	1926	1925	
Courier-Journal	1,063,696	1,037,931	25,765 G
Herald-Post	601,141	570,995	30,146 G
*Post	410,917	285,548	125,369 G
*Times	786,010	688,421	97,589 G
Totals	2,861,764	2,582,895	278,869 G

ST. PAUL

	1926	1925	
News	777,644	683,592	94,052 G
Pioneer Press	940,898	854,154	86,744 G
*Dispatch	766,402	710,710	55,692 G
Totals	2,484,944	2,248,456	236,488 G

OAKLAND

	1926	1925	
Tribune	1,529,906	1,481,438	48,468 G
*Post-Enquirer	772,058	655,410	116,648 G
*Record	.....	94,738	.....
Totals	2,301,964	2,231,586	70,378 G

Record discontinued October 24, 1925.

OMAHA

	1926	1925	
Bee	418,558	365,211	53,347 G
News	350,154	348,614	1,540 G
World-Herald	861,707	786,912	74,795 G
Totals	1,630,419	1,500,737	129,682 G

BIRMINGHAM

	1926	1925	
Age-Herald	721,980	703,822	18,158 G
News	1,405,152	1,308,090	97,062 G
*Post	488,656	362,166	126,490 G
Totals	2,615,788	2,374,078	241,710 G

RICHMOND

	1926	1925	
Times-Dispatch	909,594	948,136	38,542 L
*News-Leader	1,065,148	882,784	182,364 G
Totals	1,974,742	1,830,920	143,822 G

DAYTON

	1926	1925	
Journal	605,164	605,794	630 L
News	1,205,316	1,140,034	65,282 G
*Herald	712,026	649,362	62,664 G
Totals	2,522,506	2,395,190	127,316 G

HOUSTON

	1926	1925	
Chronicle	1,078,742	1,012,382	66,360 G
Post-Dispatch	838,152	752,136	86,016 G
*Press	420,136	393,596	26,540 G
Totals	2,337,030	2,158,114	178,916 G

DES MOINES

	1926	1925	
Capital	395,214	‡480,007	84,793 L
Register	650,606	580,920	69,686 G
*Tribune	641,234	584,670	56,564 G
Totals	1,687,054	1,645,597	41,457 G

‡Sunday Capital discontinued with issue of February 21, 19
44,753 lines Sunday issue, included.

ATLANTA**

	1926	1925	
Constitution	.....	.....	.....
Journal	.....	.....	.....
Totals	.....	.....	.....

KANSAS CITY

	1926	1925	
Journal	256,552	238,748	17,804 G
*Post	336,536	309,277	27,259 G
Sunday Journal-Post	209,688	153,804	55,884
Star	1,461,040	1,351,267	109,773 G
*Times	713,656	702,387	11,269 G
Totals	2,977,472	2,755,483	221,989 G

MEMPHIS

	1926	1925	
Commercial Appeal	1,251,152	1,173,690	77,472 G
*News-Scimitar	510,916	390,236	120,680 G
*Press	479,255	414,463	64,972 G
Totals	2,241,323	1,978,389	263,124 G

PITTSBURGH

	1926	1925	
*Chronicle-Telegraph	760,564	700,546	60,018 G
Gazette-Times	770,896	660,814	110,082 G
Post	766,864	672,812	94,052 G
Press	1,830,542	1,607,242	223,300 G
*Sun**	.....	.....	.....
Totals	4,128,866	3,641,384	487,482

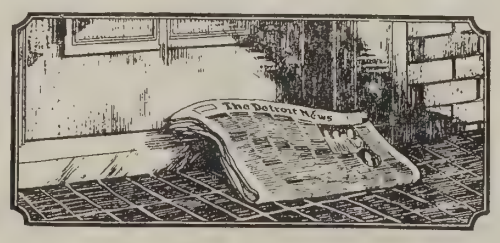
PORTLAND

	1926	1925	
*News	413,896	396,396	17,500 G
Oregonian	1,185,450	1,150,736	34,714 G
Oregon Journal	985,376	904,036	81,340 G
*Telegram	409,752	503,580	95,828 L
Totals	2,994,474	2,954,748	37,726 G

Why The Detroit Market Is Favored

Because The Detroit News with the greatest circulation in Michigan, weekday or Sunday, covers the homes of its trading territory so thoroughly.

Detroit News circulation leadership maintained upwards of half a century is significant of the appeal of The News to the stable home dwelling population of its territory. And this leadership has not been merely a nominal one. Today with 335,000 total Sunday and 310,000 total weekday circulation The News has a lead exceeding 20% over the second paper in the city of Detroit, alone. Translate the 45,000 weekday lead into terms of the total circulation of many of America's most important dailies and you will grasp the importance of The Detroit News' singular dominance of its field. In fact, no other newspaper in any city of Detroit's size or larger so thoroughly covers its field.



The Detroit News

The HOME Newspaper

CARL SANDBURG, POET, FINDS PLEASURE WRITING NEWSPAPER MOVIE REVIEWS

Chicago Daily News Motion Picture Editor Sees a Similarity Between Movies and Newspapers—Took Present Job in 1921

By LUCILE BRIAN GILMORE

CARL SANDBURG, poet and author of "Abraham Lincoln, the Prairie Years," acclaimed by many critics as one of the best biographies of Lincoln sees nothing incongruous in his writing a movie review daily as required in his position of motion picture editor of the *Chicago Daily News*. He has studied every angle of motion picture production in the large producing centers, from the selection of scenarios to the public screening, and has a high regard for motion pictures and those who make them.

Sandburg has been motion picture editor of the Daily News since 1921. He was with the paper as reporter and editorial writer, and when William K. Hollander, the movie critic, went on his vacation five years ago Sandburg asked to fill his place during his absence. His first criticisms, he admits quite frankly, were terrible with many technical mistakes in them. He was given the position permanently when Hollander, on his return accepted a position with Balaban and Katz, motion picture theater magnates.

Newspapers and motion pictures have much in common, Sandburg believes. For one thing, they have deadlines to observe—called release dates in the motion picture field—and the deadlines in producing movies cramp the producers for time worse than deadlines hinder news writers. And continuing his analogy, a six-reel picture, he declares is worse than a poor 1 column story.

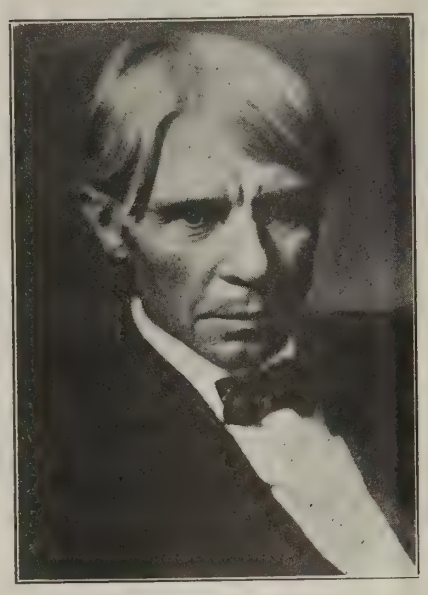
Sandburg has been in newspaper work about 20 years in various capacities and he says his present position is the only one in which he has been able to get plenty of sleep.

Sandburg believes people who read newspapers should first have at least a six-months term of training in the local room of a newspaper. After that, he says, they would be eligible for a license to buy or read newspapers. Most men have no notion of how news is gathered or written, know nothing of the problems confronting newspaper-makers, and are therefore in no position to read newspapers sympathetically and with understanding, he says.

Unlike so many of his contemporaries, Sandburg does not need a poetical environment for the production of his poetry. He has jotted down some of his finest work while waiting at the Criminal Court building for the verdict in some murder case or robbery trial. In the press room of the Criminal Court building, which is anything but conducive to poetry, he has written of flowers and fields and skies, impervious to the raucous or even profane noises around him.

News reels, Sandburg says, are always fresh and therefore the best in the movies. Each week brings fresh material which he thinks should appeal to the intelligent classes. The Daily News has thought so for years, and its emphasis on the importance of the news reel is partly responsible for the local screen service which the paper is now developing by which it films local events for local consumption, he says.

Sandburg was born in Galesburg, Ill., in 1878, and received his education at Lombard College there. He was associate editor of *System Magazine* in 1913, and later a member of the editorial board of the National Labor Defense Council. In 1914 he was awarded Levinson's poetry prize through *Poetry Magazine*, and in 1919 shared the prize offered by the Poetry Society of America with Margaret Widdemer, for his volume of verse, "Cornhuskers." Until the publication of his book on Lincoln he was best known for his "Rootabaga Stories,"



Carl Sandburg

some of which have been translated into French. The stories by the way, will soon be read over WGN, the *Chicago Tribune's* radio station.

NEWSPAPER INSTITUTE PROGRAM

Speakers Named for Annual Gathering at New Brunswick, N. J., Oct. 4-5

Many angles of newspaper editing and publishing will be discussed at the fifth annual Newspaper Institute, to be held under the auspices of the New Jersey Press Association, at Rutgers University, New Brunswick, N. J., Oct. 4-5. Speakers and their subjects, announced this week, will include:

Frederick L. Crane, *Elizabeth Journal*, and association president; Prof. Hubert Ede, *Newark Evening News*, "The Changing Newspaper"; Prof. Allen S. Will, Rutgers, "President Status and Future Plans for Instruction in Journalism at Rutgers"; Wilson Fairbanks, *New York Times*, "The Pursuit of Truth"; Prof. Bristow Adams, "Training the Local Correspondent"; Julian S. Mason, editor-in-chief, *New York Evening Post*, "Modern Newspaper Making"; Frank McCabe, *New York World*, "Value of Classified Advertising"; and David Stern *Camden Courier*, "Building a Newspaper."

Addressing the annual banquet Oct. 4, will be David Lawrence, president of the Consolidated Press Association, and Karl Bickel, president, United Press Associations.

DAILY TEACHES CITY HISTORY

Local history is being taught by the *Columbus* (O.) *Citizen* through a feature called "Do You Know Columbus?" now being published on its front page daily. Five questions are asked each day and the answers are printed on the editorial page.

FINLEY WINS "MEDAL"

Dr. John H. Finley, associate editor of the *New York Times*, was recently awarded the right to wear a "medal on a red ribbon" by the captain of the S.S. Conte Biancamano "for performing the noteworthy feat of walking heel and toe 100 land miles at sea on the deck of the Conte Biancamano." Among witnesses to the "letters patent" awarding the medal were Mary Pickford and Douglas Fairbanks.

DAILIES REFUSE PUBLICITY TO COMPETING RADIO

BRIDGEPORT, CONN., newspapers have allied to bar the local radio station WCWS from all publicity.

The station "sells" musical numbers, broadcasting the name of the dealer that "buys" the number, something about his line of goods, and the announcement that he has "contributed the following selection."

The newspapers claim that the station is becoming a competitor and therefore must pay for all program announcements at regular advertising rates.

NEIGHBORHOOD ADVERTISING

Community advertising has been subdivided into neighborhood advertising in San Francisco. The Parkside-Sunset district of that city has subscribed a fund of $50,000 to be spent in local newspapers for advertising built around the slogan "Keep San Franciscans in San Francisco."

COAST DAILY EXPANDS

The *Hoquiam* (Wash.) *Daily Washingtonian*, oldest newspaper of southwest Washington, moved into a new modern plant recently. The front part of the building, formerly occupied by a business firm, was completely remodeled and an addition to the plant built.

NEW PRINTERS' SCHOO HOME FOR SOUTH

Southern School of Printing Erecti Building in Nashville to Be Completed Dec. 1 This Year— $20,000 Fund on Hand

A building for the Southern School f Printing, Inc., Nashville, Tenn., will completed by Dec. 1, according to contract recently awarded.

The new building will have a fronta of 117 feet on South Street and will e tend back 70 feet. This will leave am room for additions to the building, the lot is 205 feet deep. The buildi will be composed of face brick and stone, one story; concrete floor. T building will also house the gene offices of the Southern Master Printe Federation.

Funds for this building have been p cured by donations and subscriptions second mortgage bonds. A campa for this fund has been under way for past four months. This fund has alre reached approximately $20,000.

This school, it is claimed, will be first of its kind in the United Sta built, maintained and operated by print and publishers for the sole purpose f training men and women in the vari trades of the printing industry.

ROOS JOINS N. Y. SPECIAL

Raymond Roos, formerly sales mana for the Solar Sturgis Company this w joined the staff of the Allen-Klapp C pany, special representatives, New Yo

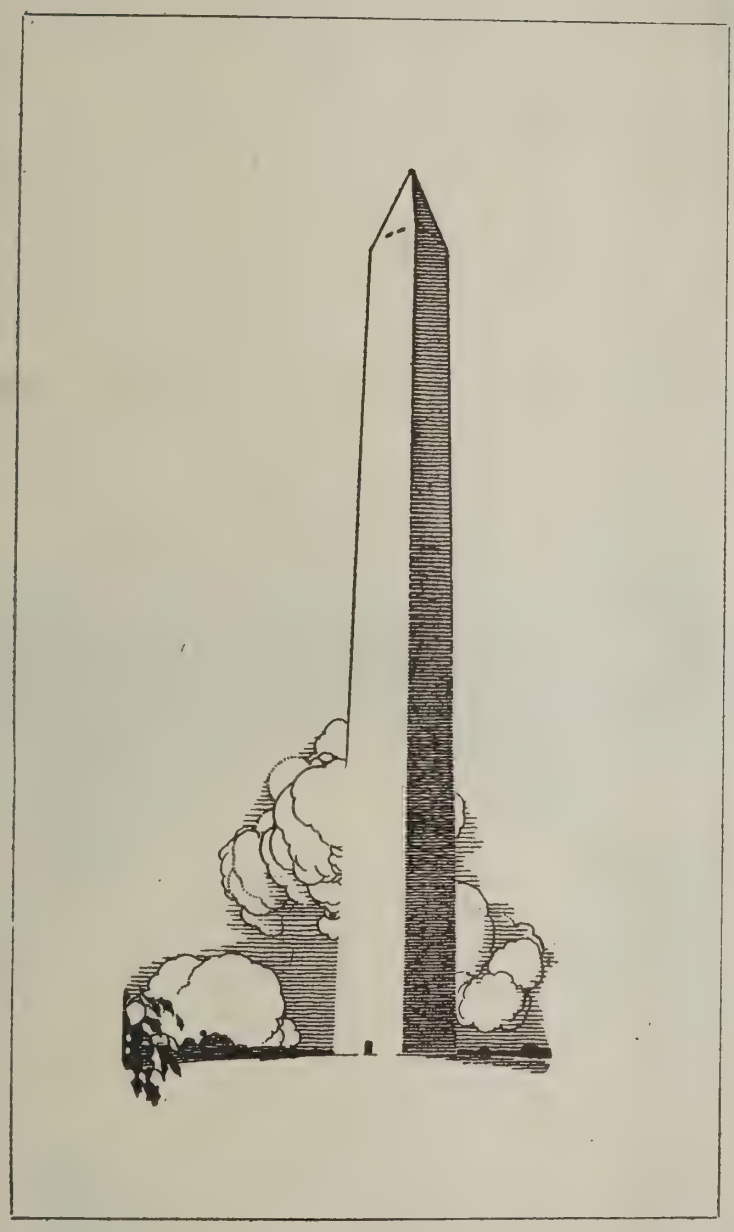
Lineage

During the first 8 months of 1926 the Florida Times-Union carried 11,367,488 agate lines of advertising; an increase of more than 1,000,000 agate lines in the same period of 1925.

The Florida Times-Union

JACKSONVILLE, FLA.

FORTY PER CENT



of the readers of standard sized newspapers in Washington, D. C., read the WASHINGTON TIMES and THE WASHINGTON HERALD—108,312 net paid circulation daily! 121,978 net paid circulation Sunday!

FORTY Per Cent of your Washington prospects read Hearst newspapers. They buy advertised goods. Sell your product to them by advertising in the

WASHINGTON TIMES
THE NATIONAL DAILY

and

The Washington Herald
CHARACTER QUALITY AMERICA FIRST ACCURACY ENTERPRISE
FOR AMERICANISM FOR THE AMERICAN PEOPLE

NATIONAL REPRESENTATIVES

W. G. Hobson, 2 Columbus Circle, New York City

F. E. Crawford, 913 Hearst Bldg., Chicago, Ill.

Franklin Payne, General Motors Bldg., Detroit, Mich.

Under Direction James C. Dayton

NEWSPAPER MAKERS AT WORK

By GEORGE L. MOORE

WILLIS ABBOT, editor of the *Christian Science Monitor,* Boston, offers one example of how the vagaries of chance and circumstance will connive with subtle tendencies and heritage and all the rest of that great uncharted sea which ebbs and flows under every personality, and land a man in newspaper work in confutation of the best-laid schemes of mice and men.

In 1884 he was graduated from the University of Michigan law school, ready for a life career amid briefs, torts and corpuses delicti. The final examinations had taken toll of his strength and his family advised him to take a good, long rest in New Orleans.

On the street one day he met a friend who was on the staff of the *Times-Democrat,* subsequently absorbed into the *Times-Picayune.*

"What is the young lawyer doing in New Orleans?" The friend asked. Willis Abbot told about the rest cure.

In the manner of youth of the 80's, as well as of any decade whatever its chromatic variations, the friend hooted the idea of anyone needing a rest. "Even if you are resting," he declared, "you don't need to loaf all the time. Come on and be a reporter on my paper."

Since Abbot had been finding the rest rather tedious going, he took up his friend, and they went off together to break the news to the editor. Contrary to conventional editorial psychology, the latter rather welcomed the idea. New Orleans was entertaining an international exposition. There was an abundance of copy to be written and not too many people to write it, and so the cub was packed off to see what he could pick up. With such readiness did he allow the journalistic virus to infect his blood that within a few days Willis Abbot shed the tender epidermis of the cub and became a full-blown feature man, doing his stuff with little let or hindrance.

Possibly the reason why the ordinary apprenticeship was abridged in his case was the fact that Abbots (and Abbotts, as some members of the family use the final "t") have had ink in the blood for generations. Jacob Abbott, John Stevens Cabot Abbott and Lyman Abbott are among the family scribes.

"Yes, our family has spoiled a great many reams of good white paper," admits Willis Abbot. "There are scores of books bearing the Abbott name, and we have turned out column upon column of newspaper writing and page after page of magazine copy."

Bowdoin College devotes a room to the Abbott literary productions. Jacob Abbott wrote an extensive series of biographies of the makers of history. He also committed the Rollo books. J. S. C. Abbott, a class-mate in Bowdoin of Longfellow and Franklin Pierce, produced among many other books, a biography of Napoleon which has been one of the most widely read of the multitude of volumes dealing with that hardy perennial. The Napoleon family conferred a large and expensive medal on him for doing it.

In view of such literary linage, the wonder is not great that Willis Abbot took to copy paper like a duck to water. His desk-mate in the Times-Democrat office was Lafcadio Hearn who then was just beginning to make the reputation which has gained him a secure place as one of the star contributions of journalism to permanent literature.

"He was a queer looking chap," recalls Mr. Abbot. "You forgot his looks though when he talked; he was an artist in conversation as well as in his writing. He had only one good eye, and it was fixed in its socket, so that he had to move whatever he was reading back and forth across the field of vision. I will never forget the picture he made as he read and reread all his proofs, holding the sheets close to his face and passing them nervously back and forth in front of the good eye."



Willis J. Abbot

From New Orleans Willis Abbot went to New York and got a job on the *Tribune.* Whitelaw Reid was editor. "But I never saw him," says Mr. Abbot," for in New York, not knowing the town, I was a cub reporter.

"The papers went to press then much later than they do now," he recalls. "Don Seitz says they go to press now before anything happens.

"About one-thirty in the morning, in those days, after the papers were out, the reporters would gather at Perry's drug store. We got all the morning papers and read them over, picking out easily the men who had written certain stories, by the style and touch. There was room then in a newspaper, and reporters were allowed wide latitude for their individual brilliance and color. I doubt if a man with the most intimate knowledge of the New York newspaper personnel could sit down with the papers today and, outside of the signed articles, tell who had written a single one of the news stories. The blue pencil was not the awesome weapon in those days that it is now."

That reportorial period furnished Willis Abbot with the material which later proved useful in writing Philip Derby, Reporter. Mr. Abbot's idea was to carry Philip Derby through all the stages of newspaper work—city editor, special writer, editorial writer, Washington correspondent, but his writing of books took other shape. This book production began early. He wrote the first one—Blue Jackets of '61—when only a year or so out of college, and in the scanty spare time allowed a reporter, for, according to Mr. Abbot, reporters in those days really worked. The idea for that first book was suggested by an uncle who believed there was a big field for juvenile histories. The first of the now famous Blue Jacket series met with instant success. Others followed. Their sales have totalled hundreds of thousands of copies. Possibly the first one was not Willis Abbot's idea. The volume, Panama and the Canal, is proof, however, that he could furnish not only the copy but the idea. He believed that a book dealing with Panama could be put over on a big scale. It was at the time of great popular interest in the big ditch. To get a low selling price the publishers printed 300,000 copies, and the book was put out through the newspapers, being sold to readers. The sales reached 900,000 copies.

In spite of success in authorship, Willis Abbot stuck to the newspaper last. From New York he went to Kansas City to try his hand at the ownership of a paper. The venture failed. He lost his money. Back into harness he went, this time to the managing editorship of the *Chicago Times.* Always interested in politics, Abbot began to take part in the shaping of political opinion. He has been called the original Bryan man.

"I don't know just what that means," Mr. Abbot said to me. "I knew Bryan very well. Just before the convention of 1896 he told me that if he could make a speech which he had all ready for the convention, he would be nominated. I told him he was too young, and that people would call him the boy orator and let it go at that. What happened when Bryan who was then thirty-five and just within the age limit for presidential nominees, made the speech is one of the really memorable and dramatic events in our political history. It was the Cross of Gold appeal.

"But he later *was* called The Boy Orator—of the Platte."

As writing editor of the *New York Journal,* Willis Abbot wrote many political editorials in support of Bryan. He also served high in the councils of the Democratic party. While directing the Christian Science Monitor during the last presidential campaign he published the news of all three parties in parallel columns, giving equal emphasis to all.

Although Mr. Abbot knows intimately every department of a newspaper, his special field has been editorial writing. Among other posts, he has held the position of chief editorial writer of the New York Journal, of the *New York American,* of the *Chicago American,* and has been writing editor of the *New York Sun* (old style). Hewrites editorials daily for the Monitor which are followed closely on both sides of the Atlantic.

He advocated a peace plan in a powerful Monitor editorial Nov. 15, 1923. It appeared at the time of the Bok Peace Plan Award and proposed, in brief, to take the profit out of war and preparation for war, thereby enlisting the profit-producing interests of the world in behalf of peace, and making preparedness as nearly 100 per cent as possible by the immediate enactment of legislation which, in the event of future war, would mobilize property as well as the persons of citizens. Both Coolidge and Davis endorsed the plan, and approbation of its fundamental principles was worldwide.

Willis Abbot's influence has become worldwide. The *London Times* chose him as one of the most astute observers in America to write on American affairs for its columns, especially during political campaigns.

As one of the outstanding American newspaper editors, Mr. Abbot's views on what sort of equipment a young man should bring to newspaper work are of particular interest. With the widely current modern idea of education as being measurable only in terms of its units of earning power, Willis Abbot seems to have scant sympathy.

"I think there is much to be said for James Russell Lowell's remark that colleges, for example, should teach nothing useful.

"Education can never make the same or equal contributions to all men. I know two Rhodes scholars working in the same newspaper office. One is valuable. The other is of little use.

"When a man is able to get hold of certain information which he needs; is stimulated to a keener appreciation of literature and of life, I think he is in a good way to become ready for a newspaper career.

"It is impossible, of course, to make rules as to the educational, or other equipment, for journalism. A man certainly should have a clear comprehension of current rather than ancient affairs. It's what happens today and what may happen tomorrow that matters rather than what happened two thousand years ago.

"Of course, a good newspaper man should be able to express himself clearly. He also needs to know where to find things—information, facts."

In his years of active newspaper life, Mr. Abbot has amassed considerable of those things so that often he has no need of searching. Few fakes or hoaxes get by him for he can check them against the merciless foot-rule of exact information.



Pittsburgh Linage

The following is a compilation made by DeLisser Bros., Incorporated, Accountants and Auditors for the period from January 1, 1926, to June 30, 1926

DAILY	Local Display	Foreign Display	Classified	Total
Pittsburgh Press	6,074,015	1,478,988	1,368,933	8,921,936
Chronicle Telegraph	4,595,848	1,188,862	421,810	6,206,520
Sun	3,768,747	545,998	290,728	4,605,473
Gazette Times	1,739,400	789,892	480,666	3,009,958
Post	1,842,455	797,078	437,212	3,076,745
SUNDAY				
Pittsburgh Press	1,836,031	835,422	1,108,041	3,779,494
Gazette Times	1,322,945	594,674	451,367	2,368,986
Post	1,305,552	585,647	394,151	2,285,350
DAILY AND SUNDAY				
Pittsburgh Press	7,910,046	2,314,410	2,476,974	12,701,430
Gazette Times	3,062,345	1,384,566	932,033	5,378,944
Post	3,148,007	1,382,725	831,363	5,362,095

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York

FINANCIAL AD GROUP MEETS IN DETROIT

Power of Advertising Basis for Present Prosperity, Speaker Declares—C. H. Henderson Named President

(*By Telegraph to* EDITOR & PUBLISHER)

DETROIT, Mich., Sept. 22.—"The power of advertising is one of the fundamental reasons for our present prosperity, yet other nations, grouping for the reason for American financial development, do not recognize it," declared John G. Jones, director of sales and advertising for the Alexander Hamilton Institute, New York, in an address before the more than 500 members attending the eleventh annual convention of the Financial Advertisers Association here this week.

"By advertising" continued Mr. Jones, "I mean all phases of publicity. Long before automobile builders began to advertise the daily press was giving full attention to this new method of transportation. Any one thinking back when the first telephone was installed will remember the columns of publicity that were given this new means of personal and business contact."

A warning against over-development of the time payment system of buying was sounded by Jones, who called attention to the fact that such great numbers of manufacturers have learned that they can sell more of their goods by advertising easy credit terms.

A. F. Young, vice-president of the Guardian Trust Company, Cleveland, discussing advertising in relation to the trust officer said that prudery and false modesty have enormously delayed human welfare with respect to critical situations where trust services come into play. This delay being largely due to a lack of advertising on the part of the trust companies, whose business methods were so little known by the average person.

"Literally millions of persons are in need of the trust company services and surely there is only one way to get our message to the multitude and that one way is through one language, and powerful public press," he declared.

"The trouble with the great bulk of trust advertising is that it is created, or at least dominated, by men who are too close to the service to be able to tell the story from the consumer's viewpoint," said Mr. Young. "We shall enter upon a new era of trust advertising only when we have been able to persuade our trust officers to give way in large measure as the final judges of what constitutes proper trust advertising, and to let you show your originality, imagination and news sense and to go the limit of their cautious legalistic temperament in letting you do something different, or even daring."

"There is only one kind of advertising that I feel our department can afford," Mr. Young concluded, "the best that we can buy—created by the imagination of our outside counsel, approved by our own trust officers, executed by our own efficient advertising manager, maintained year in and year out and intensively utilized by our sales force."

An active source of competition that keeps down savings in financial institutions is the deferred payment plan in the belief of C. E. Auracher, advertising manager of the Cedar Rapids, Ia., Savings Bank and Trust Company.

"It is not only more difficult to get the attention of prospective depositors, but it is growing harder to get their money into saving accounts," he said, adding that one of the greatest advertising problems confronting financial institutions today is to drive home the advantage of prospective buyers saving their money and then buying for cash at lower terms than on credit.

C. H. Henderson, publicity director, Union Trust Company, Cleveland, was elected President of the Association late Wednesday. H. D. Hodapp of the National City Bank, New York, was re-elected first vice-president and Kline L. Roberts of the Citizens Trust and Savings Bank, Columbus, O., was made second vice-president. C. H. Wetterau of the American National Bank, Nashville, Tenn., was elected third vice-president, and E. A. Hentz of the Peoples Trust and Savings Bank, Chicago, was re-elected treasurer. Clinton F. Berry, assistant vice-president, Union Trust Company, Detroit, was made a member of the Advertising Commission representing the Financial Association in the International Advertising Association.

Edgar A. Guest, staff poet of the *Detroit Free Press*, was honor guest and principal speaker at a luncheon at the Hotel Statler, Tuesday. Complimentary autographed copies of Guest's latest book, "The Light of Faith" were presented by the Free Press to the bankers attending the luncheon.

The Women's Advertising Club of Detroit was host Tuesday at a luncheon at the Book-Cadillac Hotel for the women attending the meeting. Miss Edna Lynn, president of the club, presided. Various other social activities were provided by local organizations. The convention closed Thursday with a tour of Detroit. More than 200 panels of selected samples of financial advertising were on display during the convention, as well as exhibits by 15 advertising agencies who handle only financial advertising.

"SEND-OFF" FOR CONNER

Friends Give Banquet for N. Y. Journal of Commerce Man

Owen A. Conner, late night editor of the *New York Journal of Commerce*, was the honor guest at a complimentary "send-off" dinner given to him by the members of the editorial, executive and mechanical departments at the Hotel Brevoort, Sept. 11. Mr. Conner has joined the *Philadelphia Public Ledger* as business editor.

Ellis L. Howland, market editor, was toastmaster and presiding officer and at the guests' table besides Mr. Conner, were V. Gilmore Iden, managing editor; E. E. Pidgeon, dramatic editor and W. S. Crawford, insurance editor.

Mr. Conner was presented with a heavy silver-mounted snakewood walking stick.

Among those present beside those already mentioned, were: P. McEvoy, Nathan Shaviro, Fred McAllister, Marshall M. Jacobson, W. E. Piaget, William L. McNulty, Charles A. Donnelly, F. W. Ross, William J. Russell, H. G. Leonard, H. H. Shatel, Louis J. Schwartz, John J. Manning, T. Odgers, J. Duffy, H. C. Hayden, B. Liebenstein, Richard Griffin, Frank Webb, Percy Wotton, B. Corper, George Hanson, M. W. Sweeney, Allan M. Gordon, N. Stabler, E. G. Connelly, H. Murfin, C. Shuman, Charles M. Eagan, A. Jonatowski.

HE KNOWS PICTURES

His years of experience in handling news photographs fully equips him for position as assistant to busy editor of rotogravure and daily picture pages. Knows picture sources, values, reproduction, layouts, etc. Thirty-five years old, now employed, but seeks better opportunity. Salary secondary. Box A-946, c/o Editor & Publisher.

Largest morning and Sunday circulation in the Greatest Market west of Chicago

170,000 Daily

390,000 Sunday

LOS ANGELES Examiner

N. Y. "SPECIALS" PLAN ACTIVE SEASON

Six Point League Arranging for Three Big Meetings from Oct. 1 to May 1—F. P. Motz, Chairman of Program Committee

Members of the executive committee of the Six Point League, New York organization of special newspaper advertising representatives, met at the Advertising Club of New York, Sept. 19, to arrange for the league's 1926-27 season. F. St. John Richards, representative of the *St. Louis Globe-Democrat*, and league president, presided.

F. P. Motz, of the John M. Branham Company, was named chairman of a committee to arrange for three big meetings of the entire membership to be held from Oct. 1 to May 1. A departure from usual procedure is announced for this year, in that outside prominent speakers will be called upon to address the meetings.

Mr. Motz plans to call upon a prominent advertiser, an advertising agency man, and a newspaper publisher to address the league.

Members of the executive committee are: George A. Riley, American Press Association; W. D. Ward, T. E. Conklin, Veree & Conklin; J. H. Finley, Story, Brooks & Finley; H. G. Halsteld, Paul Block, Inc.; J. P. McKinney, J. P. McKinney & Co.; W. H. Lawrence, Williams, Lawrence & Cresmer Company; M. P. Linn, S. C. Beckwith Company; M. D. Bryant, Bryant, Griffith & Brunson, Inc.; Mr. Motz; John O'Mara, O'Mara & Ormsbee; and David Randal D. J. Randall & Co.

CONWAY AND WEST PROMOTED

John H. Conway has been appointe director of advertising, and Frederic West advertising manager of the *Chicago Journal of Commerce*. Mr. Conway has been in charge of automobil advertising on the Journal of Commerc since the founding of the paper in 192(Before that he was connected with General Motors and was identified with th sales of passenger cars and trucks.

CIRCULATION CAMPAIGNS

Get Big Quick Results

The largest and most successful circulation campaigns on the leading newspapers in U.S.A. have been for years conducted by our organization.

WIRE OR WRITE, Care
OHIO STATE JOURNAL
COLUMBUS, OHIO

Now conducting our second campaign on above paper.

HOLLISTER'S
Circulation Organization
717-718 Commercial Exchange Bldg.
Los Angeles, Cal.

One sure way to reach Brooklyn people is to use Brooklyn newspapers; and one sure way to get a good "run for your money" is to buy the 80,000 net sales of the Standard Union.

R. J. R. Thurlman
President

LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPER



WILLIAM ALLEN WHITE, the famous editor and writer of Emporia, Kansas, says:

"Decent goods are truthfully advertised" in The New York Times

Read what William Allen White says of the power of newspaper advertising

THE AMERICAN NEWSPAPER seems to me to function socially and politically more through its economic phases than through the formal social and political side. Put in plain language, that means this: The advertising columns of a newspaper affect the American people more directly and powerfully than the news columns and editorials of the American newspaper. Through the advertising columns the standard of living in America is raised every year. The newspaper is an Archimedean lever which is lifting the living standards in America higher than any other living standards in the world. Delete advertising in America and an economic and social revolution would occur. People, no longer stimulated by advertising to desire material goods, would stop buying and the jolt to American business would precipitate a political reaction that might be catastrophic.

It makes little difference what the newspapers preach in their editorial columns about the distribution of wealth. It makes no vast difference how they policy the news; so long as the advertising columns continue to create an insatiable hunger on the part of their readers for better things than their fathers had or than even the readers themselves had the day before the paper was printed.

The New York Times is a great newspaper because it prints the news in detail, which its readers desire, and because its editorial comment on the news is intelligent and as fair as newspaper comment can be under the handicaps of haste and restricted space. But the real value of The New York Times to America is that its advertising columns are as clean and free and fair as its news columns. It stimulates the desire for honest goods. It whets the appetite of the average reader by showing him day after day and year after year what useful and lovely things he can buy with his money, what profitable savings he can make in his income, how he can get ahead materially or spiritually by patronizing the advertisers in its columns. Books, food, music, furniture, pictures, houses, clothing, cults, creeds, investments, all are displayed in the vast bazaar that is The New York Times, through which as the year rolls around the millions pass in review.

The changes that come out of the advertising columns of the American newspaper like The Times, where decent goods are truthfully advertised, are dynamic changes. Every year the old world is torn up and a new world established, not by the news, not by the editorials, but by the advertising columns of the American newspapers.

The New York Times

EDITOR & PUBLISHER SEMI-ANNUAL LINAGE TABLE

(*Continued from page 3*)

City	Paper	Published	Total Linage	National	Local	Classified
New York	American	(m)	2,522,062	581,078	1,211,862	729,122
	Sunday ed	(s)	4,329,702	1,112,570	2,965,414	251,718
	Total	(ms)	6,851,764	1,693,648	4,177,276	980,840
New York	Herald Tribune	(m)	5,914,338	1,752,930	3,560,788	577,714
	Sunday ed	(s)	3,751,386	1,161,690	2,229,196	360,500
	Total	(ms)	9,665,724	2,914,620	5,789,984	938,214
New York	News	(m)	2,496,114	821,078	1,675,036	.....
	Sunday ed	(s)	1,336,338	227,420	1,108,918	.....
	Total	(ms)	3,832,452	1,048,498	2,783,954	.....
New York	Journal	(e)	7,725,458	1,587,944	6,122,966	14,548
New York	Post	(e)	2,754,324	776,202	1,654,488	187,612
New York	Sun	(e)	8,937,650	2,089,958	6,201,586	110,586
New York	Telegram	(e)	3,055,086	480,890	1,068,828	1,505,368
New York	Times	(m)	9,050,776	1,935,874	5,200,766	1,862,224
	Sunday ed	(s)	6,253,012	1,808,358	3,076,474	1,368,180
	Total	(ms)	15,303,788	3,744,232	8,277,240	3,230,404
New York	Wall Street News	(m)	237,577	.....	.....	.....
New York	World	(e)	5,165,330	927,094	4,224,154	14,082
New York	World	(m)	5,133,276	841,978	1,473,530	2,817,768
	Sunday ed	(s)	4,040,496	766,794	2,235,110	1,038,592
	Total	(ms)	9,173,772	1,608,772	3,708,640	3,856,350
Philadelphia	Bulletin	(e)	11,093,397	2,513,286	6,387,525	2,192,297
Philadelphia, Pa.	News	(e)	1,438,241	82,250	1,063,544	126,262
Philadelphia	Inquirer	(m)	6,839,700	1,057,200	3,635,400	2,109,300
	Sunday ed	(s)	4,391,530	684,900	2,129,400	1,577,100
	Total	(ms)	11,231,200	1,742,100	5,764,800	3,686,400
Philadelphia	Public Ledger	(ms)	8,327,918	2,547,076	3,677,239	2,103,603
	Evening ed	(e)	8,046,226	2,089,646	4,460,717	1,495,863
Philadelphia	Record	(ms)	4,490,330	719,965	2,595,910	1,174,455
Philadelphia	Sunday Star	(s)	513,915	56,819	246,976	81,210

NEWSPAPERS IN CITIES OF 750,000 TO 999,999 POPULATION

Baltimore	American	(m)	1,676,116	239,880	625,523	754,071
	Sunday ed	(s)	1,442,453	84,298	1,090,707	266,116
	Total	(ms)	3,118,569	324,178	1,716,230	1,020,187
Baltimore	Evening Sun	(e)	9,133,210	1,474,542	5,618,056	2,040,612
Baltimore	Post	(e)	2,131,153	321,450	1,454,068	355,635
Baltimore	News	(e)	4,016,518	767,203	2,395,660	757,512
Baltimore	Sun	(m)	4,744,922	1,465,350	1,077,649	2,201,923
	Sunday ed	(s)	4,344,275	469,879	2,945,185	929,211
	Total	(ms)	9,089,197	1,935,229	4,022,834	3,131,134
St. Louis	Globe-Democrat	(m)	5,658,634	1,639,730	2,221,430	868,566
	Sunday ed	(s)	1,677,468	785,837	1,011,637	808,902
	Total	(ms)	7,336,102	2,425,567	3,233,067	1,677,468
St. Louis	Post-Dispatch	(e)	8,288,280	1,582,560	5,575,080	1,130,640
	Sunday ed	(s)	4,401,600	897,680	2,101,960	1,401,960
	Total	(es)	12,689,880	2,480,240	7,677,040	2,532,600
St. Louis	Times	(e)	2,203,418	306,311	1,659,833	222,363
Pittsburgh	Chronicle-Telegraph	(e)	6,220,634	1,195,894	4,504,556	520,184
Pittsburgh	Gazette-Times	(m)	2,961,784	827,652	1,483,384	650,748
	Sunday ed	(s)	2,394,672	611,492	1,316,266	466,914
	Total	(ms)	5,356,456	1,439,154	2,799,650	1,117,662
Pittsburgh	Post	(m)	3,073,462	836,962	1,618,456	618,044
	Sunday ed	(s)	2,300,228	614,824	1,277,528	407,876
	Total	(ms)	5,373,690	1,451,786	2,895,984	1,025,920
Pittsburgh	Press	(e)	9,096,080	1,185,716	6,269,536	1,465,870
	Sunday ed	(s)	3,825,878	376,992	2,207,100	1,135,876
	Total	(es)	12,921,958	1,562,708	8,476,636	2,601,746
Pittsburgh	Sun	(e)	4,603,242	545,832	3,692,780	364,630

16 INTERTYPES

are being used by



No Standardized Intertype has ever become obsolete

NEWSPAPERS IN CITIES OF 500,000 TO 749,999 POPULATION

City	Paper	Published	Total Linage	National	Local	Classifi
Boston	Advertiser	(m)	1,023,616	177,283	594,048	240,5
Boston	American	(e)	2,171,885	572,229	1,292,997	261,5
Boston	Sunday Advertiser	(s)	1,548,418	564,881	652,283	331,2
Boston	Christian Science Monitor	(e)	3,383,658	.....	.....	....
Boston	Globe	(me)	4,765,763	1,286,671	2,482,654	996,3
	Sunday ed	(s)	3,576,549	664,137	1,581,035	1,331,3
	Total	(mes)	8,342,312	1,950,808	4,063,689	2,327,7
Boston	Herald	(m)	5,561,552	2,106,422	2,366,948	1,088,1
	Sunday ed	(s)	2,537,097	818,302	885,629	833,1
	Total	(ms)	8,098,649	2,924,724	3,252,577	1,921,3
Boston	Post	(m)	4,455,559	1,628,660	2,826,899	....
	Sunday ed	(s)	1,570,823	754,481	816,342	....
	Total	(ms)	6,026,382	2,383,141	3,643,241	....
Boston, Mass.	Transcript	(e)	3,942,387	1,333,031	1,191,388	1,372,1
Boston	Traveler	(e)	6,376,674	2,195,464	3,203,706	977,5
Buffalo, N. Y.	Courier-Express	(m)	2,068,998	545,623	1,104,885	418,4
	Sunday ed	(s)	1,960,766	596,498	1,181,892	182,3
	Total	(ms)	4,029,764	1,142,121	2,296,777	600,8
Buffalo, N. Y.	News	(e)	8,028,451	1,857,840	4,167,609	1,987,2
Buffalo, N. Y.	Times	(es)	6,069,644	928,368	5,141,276	....
Cincinnati, Ohio.	Post	(e)	4,869,592	.....	.....	.....
Cincinnati, Ohio.	Times-Star	(e)	7,579,677	1,440,194	5,121,025	1,018,4
Milwaukee	Journal	(e)	6,948,765	1,634,339	4,041,286	1,273,1
	Sunday ed	(s)	2,569,322	830,803	1,071,424	667,0
	Total	(es)	9,518,087	2,465,142	5,112,710	1,940,2
Newark, N. J.	Evening News	(e)	10,772,033	2,608,280	5,448,463	2,715,2
Newark, N. J.	Sunday Call	(s)	3,309,415	2,936,460*	.....	284,3
	(*National and local combined)					
San Francisco	Bulletin	(e)	3,401,305	608,275	1,959,337	255,1
San Francisco	Call	(e)	5,211,888	1,071,435	3,552,000	588,4
San Francisco	Chronicle	(m)	3,533,852	849,142	1,802,528	882,1
	Sunday ed	(s)	2,050,622	813,008	862,372	375,2
	Total	(ms)	5,584,474	1,662,150	2,664,900	1,257,4
San Francisco	Examiner	(ms)	9,917,451	1,743,248	5,039,041	3,135,1
San Francisco	News	(e)	3,744,310	488,747	2,609,901	645,6

NEWSPAPERS IN CITIES OF 400,000 TO 499,999 POPULATION

Kansas City	Journal	(m)	1,919,506	519,181	602,647	797,67
	Journal Post	(s)	1,111,793	295,970	582,365	233,45
	Total	(ms)	3,030,299	815,151	1,185,012	1,031,13
Kansas City	Post	(e)	2,605,810	680,718	1,127,414	797,67

(*Continued on page 24*)

We Haven't Sported Chin Whiskers for 20 Years

The Coming of the Automobile and Hard Roads Have Changed Buying Habits Until Today

Central Illinois is Just One Big City



The traditional "Hayseed" is found only on metropolitan stages these days, being extinct in the Corn Belt of Illinois.

The farmer and small town residents are just a few minutes removed from the Bloomington market. They wear the same stylish clothes, ride in the same fine cars, crave the same food delicacies, insist upon the same home conveniences enjoyed by the city dweller.

And what's more they BUY all these necessities from the advertising in The Daily Pantagraph, a paper they, their fathers and grandfathers have read and believed in for over 80 years.

Circulation 19,003—97% Home Delivered in the Richest Spot in Illinois

The Daily Pantagraph.

Published Every Morning Except Sunday at Bloomington, Ill.

REPRESENTATIVES—

CHAS. H. EDDY CO., 247 Park Ave., New York City; 294 Washington St., Boston. J. H. GRIFFIN, Room 1501, 140 S. Dearborn St., Chicago. P. A. FOLSOM, Chemical Bldg., St. Louis, Mo.

Member A. B. C., A. N. P. A., Associated Press.

Concentration in The BILLIONAREA —the Greater St. Louis Market



Total Paid Advertising



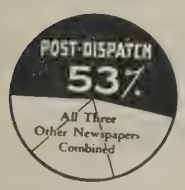
Home Merchants' Advertising



Classified Advertising



Rotogravure Advertising



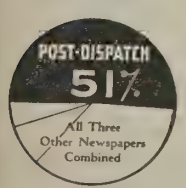
Department Store Advertising



Automobile Advertising



Jewelry Store Advertising



Shoe Store Advertising

CONCENTRATION OF ADVERTISING

The St. Louis Post-Dispatch completely out-classes all other St. Louis newspapers in volume of advertising. For that reason, comparisons are not made with the second newspaper alone, but with ALL THREE OTHERS COMBINED.

This supremacy is built upon the solid foundation of consistently superior results to advertisers. It is tremendously significant to national advertisers that the Post-Dispatch has, for many years, carried by far the greatest volume of Home Merchants' advertising.

For years this one newspaper, alone, has exceeded the second and third newspapers combined in volume of Home Merchants' advertising. In the first six months of 1926, these merchants actually used more space in the Post-Dispatch alone than in ALL THREE OTHER NEWSPAPERS COMBINED. The circles show how retailers and general advertisers bought space in all St. Louis newspapers during the first six months of 1926.

CONCENTRATION OF RETAIL OUTLETS

Within The Billionarea—the Greater St. Louis Market—retail outlets are concentrated. Salesmen measure the distance between their calls in minutes and feet—not in hours and miles. This reduces distribution costs.

CONCENTRATION OF PEOPLE

Within The Billionarea, people are concentrated. Here are 3,000 to 4,000 families per square mile as compared with 10 or 15 families per square mile in the small towns and rural communities OUTSIDE The Billionarea.

CONCENTRATION OF DOLLARS

Within The Billionarea, the average purchasing power per family—one of the highest of all metropolitan cities in America—is three and one-half times greater than the average of the small town and rural communities OUTSIDE The Billionarea.

CONCENTRATION OF CIRCULATION

The Post-Dispatch reaches seventy-five per cent of all the families in the entire Billionarea. In the better residential sections it covers 90% to 100%. This is complete coverage of every family of purchasing consequence at one low advertising cost.

GET THESE TWO BOOKS FREE

The Post-Dispatch has published two books—**The P+D+C Manual,** which shows how advertisers can measure the value of both market and mediums, and **Information About St. Louis—The Billionarea.**

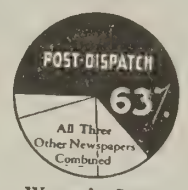
MERCHANDISING AND RESEARCH BUREAU

The Post-Dispatch Merchandising and Research Bureau has compiled valuable market information on various lines of merchandise. Write for surveys which have direct bearing on your selling problems.

ST. LOUIS POST-DISPATCH

The Highest Ranking P + D + C Newspaper of The Billionarea—the Greater St. Louis Market

NEW YORK 285 Madison Ave. | CHICAGO Tribune Tower | DETROIT Book Bldg. | KANSAS CITY Coca-Cola Bldg.
SAN FRANCISCO 564 Market St. | LOS ANGELES Title Insurance Bldg. | SEATTLE 212 Madison St.



Women's Store Advertising



Furniture Store Advertising



Men's Store Advertising



Grocery Store Advertising



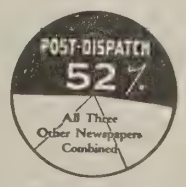
Drug Store Advertising



Radio Store Advertising



Music Store Advertising



Electrical Store Advertising

EDITOR & PUBLISHER SEMI-ANNUAL LINAGE TABLE

(*Continued from page 22*)

City	Paper	Published	Total Linage	National	Local	Classified
Kansas City, Mo.	Star	(m)	5,108,195	1,044,774	2,591,472	1,471,949
	Sunday ed	(s)	3,409,284	375,143	2,227,572	806,569
	Total	(ms)	8,517,479	1,419,917	4,819,044	2,178,518
Kansas City, Mo.	Star	(e)	6,273,275	1,049,000	3,725,709	1,498,566
Minneapolis, Minn.	Journal	(e)	6,193,556	1,307,779	4,111,353	774,424
	Sunday ed	(s)	1,817,763	496,285	878,505	442,973
	Total	(es)	8,011,319	1,804,064	4,989,858	1,217,397
Minneapolis, Minn.	Star	(e)	2,866,425	415,453	2,224,598	226,374
Minneapolis, Minn.	Tribune	(me)	5,630,593	1,159,470	3,353,547	1,109,979
	Sunday ed	(s)	2,171,201	653,833	981,538	535,830
	Total	(ms)	7,801,794	1,813,303	4,335,085	1,645,809
New Orleans, La.	States	(e)	3,534,073	464,855	2,644,966	424,252
	Sunday ed	(s)	1,357,725	148,685	958,536	250,504
	Total	(es)	4,891,798	613,540	3,603,502	674,756
New Orleans	Times-Picayune	(m)	6,261,173	1,168,051	3,553,799	1,539,323
	Sunday	(s)	3,472,258	591,727	1,601,203	1,279,328
	Total	(ms)	9,733,431	1,759,778	5,155,002	2,818,651
Washington	Herald	(m)	2,292,821	444,726	1,346,368	501,727
	Sunday ed	(s)	798,878	191,064	476,256	131,558
	Total	(ms)	3,091,699	635,790	1,822,624	633,285
Washington, D. C.	News	(e)	1,308,062	182,630	891,702	233,730
Washington	Post	(m)	2,006,994	608,184	1,864,500	537,410
	Sunday ed	(s)	2,673,416	312,199	2,191,122	170,095
	Total	(ms)	4,680,410	920,383	4,055,622	707,505
Washington	Star	(e)	10,640,590	1,309,610	7,068,407	2,262,573
	Sunday ed	(s)	3,741,004	433,214	2,658,092	649,698
	Total	(es)	14,381,594	1,742,824	9,726,499	2,912,271
Washington	Times	(e)	4,010,583	770,052	2,800,005	440,526

NEWSPAPERS IN CITIES OF 300,000 TO 399,999 POPULATION

Indianapolis, Ind	News	(e)	9,096,141	2,095,666	5,289,657	1,710,828
Indianapolis, Ind	Star	(m)	3,687,633	777,993	1,848,408	1,061,232
	Sunday	(s)	3,060,667	778,200	1,743,042	529,425
	Total	(ms)	6,738,300	1,556,193	3,591,450	1,590,657
Indianapolis, Ind	Times	(e)	3,081,093	373,083	2,332,688	339,108
Oakland, Cal.	Post-Enquirer	(e)	5,134,388	255,542	3,329,144	805,924
Oakland, Cal.	Tribune	(es)	9,729,412	1,120,868	5,019,686	2,845,094
Providence, R. I.	Bulletin	(e)	7,171,362	1,274,238	4,679,213	1,217,911
Providence, R. I.	Journal	(m)	3,122,268	612,022	1,301,976	1,208,270
	Sunday Journal	(s)	2,153,185	603,547	1,256,758	292,880
	Total	(ms)	5,275,453	1,215,569	2,558,734	1,501,150
Providence, R. I.	News	(e)	2,485,776	568,270	1,695,740	221,766
Providence, R. I.	Tribune	(e)	2,416,910	299,888	1,997,304	119,718
	Sunday ed	(s)	555,491	92,165	439,036	24,290
	Total	(es)	2,972,401	392,053	2,436,340	144,008
Rochester, N. Y.	Democrat & Chronicle	(m)	6,157,778	666,527	3,192,015	2,299,236
	Sunday ed	(s)	2,535,049	402,519	1,203,229	929,301
	Total	(ms)	8,786,211	1,069,046	4,395,244	3,228,537
Rochester, N. Y.	Journal-Post Express	(e)	2,828,306	342,267	1,951,631	534,408
	Sunday American	(s)	1,412,200	70,357	1,173,749	168,094
	Total	(es)	4,240,506	412,624	3,125,380	702,502
Rochester, N. Y.	Times-Union	(e)	7,009,997	1,315,375	4,939,675	717,868
Seattle, Wash.	Journal of Commerce	(m)	1,177,600	15,000	835,000	.....
Seattle, Wash.	Post-Intelligencer	(m)	3,250,528	775,950	1,736,350	718
	Sunday ed	(s)	1,779,862	856,996	509,306	413
	Total	(ms)	5,030,390	1,632,946	2,245,656	1,131
Seattle, Wash.	Star	(e)	3,468,105	895,980	2,018,481	551
Seattle, Wash.	Times	(e)	5,707,260	1,308,458	3,268,259	1,130
	Sunday ed	(s)	2,537,297	579,806	1,095,101	862
	Total	(es)	8,244,557	1,888,264	4,363,360	1,992
Seattle, Wash.	Union-Record	(e)	840,208	47,296	711,702	101

NEWSPAPERS IN CITIES OF 250,000 TO 299,999 POPULATION

Atlanta, Ga.	Journal	(e)	5,413,478	1,088,668	3,564,778	754
	Sunday ed.	(s)	1,985,109	477,470	1,103,004	404
	Total	(es)	7,398,587	1,566,138	4,667,782	1,159
Birmingham Ala.	News	(e)	6,251,630	1,199,716	4,422,628	629
	Sunday ed	(s)	2,975,910	476,140	2,056,348	443
	Total	(es)	9,227,540	1,675,856	6,478,976	1,072
Birmingham, Ala.	Post	(e)	2,924,460	354,802	2,267,202	273
Columbus, Ohio.	Dispatch	(e)	8,315,116	1,266,626	5,627,790	1,386
	Sunday ed.	(s)	3,177,267	388,367	2,062,765	722
	Total	(es)	11,492,383	1,654,993	7,690,555	2,109
Columbus, Ohio.	State Journal	(ms)	3,935,900	400,750	2,771,050	764
Denver, Colo.	Express	(e)	1,461,885	140,224	1,014,860	169
Denver, Colo.	Post	(e)	5,301,968	1,133,860	3,496,304	658
	Sunday	(s)	2,426,480	574,196	1,171,996	679
	Total	(es)	7,728,448	1,708,056	4,668,300	1,338
Denver	Rocky Mt. News	(m)	1,957,368	447,384	1,066,716	420
	Sunday ed.	(s)	1,309,700	287,028	737,912	281
	Total	(ms)	3,267,068	734,412	1,804,638	701
Denver	Times	(e)	2,566,480	517,552	737,912	281
Jersey City, N. J.	Jersey Journal	(e)	3,982,882	1,089,383	2,208,974	684

(*Continued on page 26*)



Women read it—

That's why

Food advertisers

Are increasing their

Lineage in the

Superior, Wisconsin

EVENING TELEGRAM

46,087 Lines of Food Advertising in August, 1925

68,989 Lines of Food Advertising in August, 1926

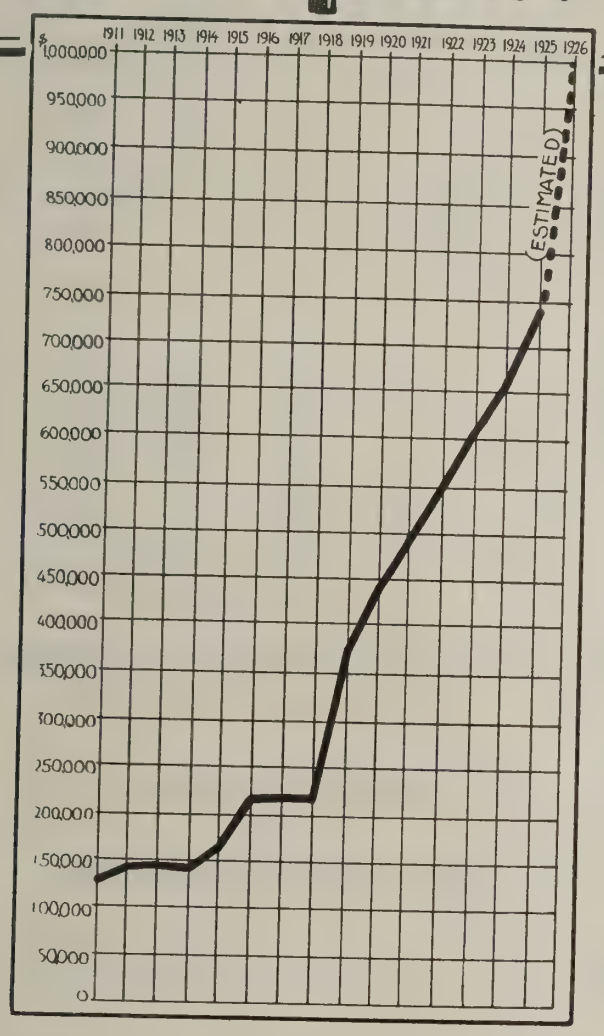
A gain of more than 33 1/3 %

Representatives:

Weaver, Stewart Company
Metropolitan Tower
New York City

Weaver, Stewart Company
612 N. Michigan Avenue
Chicago, Illinois

St. Paul Dispatch
St. Paul Pioneer Press



$1,000,000

In round figures this is the sum which National Advertisers will invest in space in the St. Paul Dispatch & Pioneer Press and Sunday Pioneer Press during the present year. . . . NEARLY TEN TIMES the sum that was invested in 1911.

So great an increase in fifteen years is worthy of note.

It is also to be noted that nearly all of the successful and leading National advertisers are "among those present."

The rapid growth and substantial volume of national advertising in the St. Paul Dispatch & Pioneer Press and Sunday Pioneer Press is definite proof that advertising space in these fine, metropolitan newspapers is INCREASINGLY PROFITABLE to the advertiser.

General Representative

O'MARA and ORMSBEE Inc.

New York
Chicago
Detroit
San Francisco

Average net paid circulation for the three-months period ending March 31, 1926.

	Combined Daily	Sunday
City home delivered	97,384	48,647
Total City	105,710	55,685
Total city and sub'n	114,598	60,530
Total net paid	164,109	150,512

EDITOR & PUBLISHER SEMI-ANNUAL LINAGE TABLE

(*Continued from page 24*)

City	Paper	Published	Total Linage	National	Local	Classified
Louisville, Ky.	Courier-Journal	(m)	3,947,971	1,072,926	1,848,019	1,018,058
	Sunday ed.	(s)	3,382,267	518,745	2,458,154	403,981
	Total	(ms)	7,330,238	1,591,671	4,306,173	1,421,039
Louisville Ky.	Times	(e)	6,254,201	1,141,210	4,078,820	1,017,814
Portland, Ore.	Journal	(e)	4,783,324	810,978	3,011,554	960,792
	Sunday ed.	(s)	1,515,640	284,900	777,532	453,208
	Total	(es)	6,298,964	1,095,878	3,789,086	1,414,000
Portland, Ore.	News	(e)	2,863,302	543,746	2,028,502	280,756
Portland, Ore.	Oregonian	(m)	4,906,902	1,209,978	2,167,830	1,529,094
	Sunday ed.	(s)	2,683,120	658,896	1,187,998	836,226
	Total	(ms)	7,590,022	1,868,874	3,355,828	2,365,320
Portland, Ore.	Telegram	(e)	3,196,914	569,100	2,191,994	389,228
Toledo, Ohio	Blade	(e)	7,971,011	1,529,776	5,306,465	1,134,770
Toledo, Ohio	News-Bee	(e)	5,083,886	610,778	3,264,625	1,068,907
St. Paul, Minn.	Dispatch	(e)	5,042,828	1,318,996	2,974,916	742,434
St. Paul, Minn.	News	(e)	3,653,650	637,462	2,640,554	375,634
	Sunday ed.	(s)	838,656	110,796	565,978	161,882
	Total	(es)	4,492,306	748,258	3,206,532	537,516
St. Paul, Minn.	Pioneer Press	(m)	3,668,322	1,317,638	1,544,200	745,094
	Sunday ed.	(s)	1,566,362	517,062	694,834	354,228
	Total	(ms)	5,234,684	1,834,700	2,239,034	1,099,322

NEWSPAPERS IN CITIES OF 200,000 TO 249,999 POPULATION

Dallas, Tex.	Dispatch	(e)	2,690,492	287,392	2,042,838	360,262
Dallas, Tex.	Journal	(e)	3,730,591	421,401	2,311,328	997,862
Dallas, Tex.	News	(m)	4,196,087	964,881	2,238,344	992,862
	Sunday ed.	(s)	2,769,589	378,910	1,806,288	584,391
	Total	(ms)	6,965,676	1,343,791	4,044,632	1,577,253
Dallas, Tex.	Times-Herald	(es)	8,385,455	1,120,006	6,128,470	1,136,979
Houston, Tex.	Chronicle	(e)	5,200,810	1,032,500	2,684,276	1,368,892
	Sunday ed.	(s)	2,577,109	414,988	1,677,872	471,310
	Total	(es)	7,777,919	1,447,488	4,362,148	1,840,202
Houston, Tex.	Post-Dispatch	(m)	4,157,048	742,560	2,373,322	1,041,166
	Sunday ed.	(e)	1,848,840	201,376	1,348,088	299,376
	Total	(me)	6,005,888	943,936	3,721,410	1,340,542
Houston, Tex.	Press	(e)	3,012,926	367,682	2,234,091	348,810
Memphis, Tenn.	Commercial-Appeal	(m)	5,258,582	1,254,162	3,064,460	897,526
	Sunday ed.	(s)	2,787,302	505,897	1,770,727	480,536
	Total	(ms)	8,045,884	1,760,059	4,835,187	1,378,062
Memphis, Tenn.	News Scimitar	(e)	3,470,586	556,752	2,540,902	372,932
Memphis, Tenn.	Press	(e)	3,359,160	416,598	2,466,044	476,518
New Haven	Journal-Courier	(m)	1,364,206	278,282	836,571	201,568
New Haven	Register	(e)	4,792,078	1,146,304	2,723,249	861,151
	Sunday ed.	(s)	1,870,758	375,380	1,292,275	193,758
	Total	(es)	6,662,836	1,521,684	4,015,524	1,054,909
Norfolk, Va.	Ledger-Dispatch	(e)	4,814,684	995,330	3,336,214	483,140
Norfolk, Va.	Virginian-Pilot	(m)	413,182	51,716	139,608	221,858
	Sunday ed.	(s)	2,005,528	289,002	1,583,414	133,112
	Total	(ms)	2,418,710	340,718	1,723,022	354,970
Omaha, Nebr.	Bee	(mes)	3,160,948	773,395	1,852,970	312,228
Omaha, Nebr.	World-Herald	(me)	4,314,506	980,343	2,448,614	885,549
	Sunday ed.	(s)	2,090,942	495,964	1,004,640	590,338
	Total	(mes)	6,405,448	1,476,307	3,453,254	1,475,887
San Antonio	Express	(m)	3,672,037	772,086	1,820,831	1,079,120
	Sunday ed.	(s)	2,116,363	526,117	907,228	683,018
	Total	(ms)	5,788,400	1,298,203	2,728,059	1,762,138
San Antonio	Light	(e)	3,824,632	603,540	2,509,276	711,816
	Sunday ed.	(s)	2,324,602	179,284	1,436,834	468,090
	Total	(es)	6,149,234	782,824	3,946,110	1,179,906
San Antonio	News	(e)	3,829,422	700,855	1,997,354	1,118,516

NEWSPAPERS IN CITIES OF 150,000 TO 199,999 POPULATION

Akron, Ohio	Beacon-Journal	(e)	8,470,246	1,310,704	5,462,152	1,475,299
Bridgeport	Post	(e)	3,661,393	995,703	2,271,368	394,322
	Sunday ed.	(s)	768,857	170,236	501,215	89,406
	Total	(es)	4,430,250	1,165,939	2,772,583	483,728
Bridgeport	Telegram	(m)	3,643,696	993,707	2,239,693	410,296
Dayton, Ohio	Herald	(e)	5,166,420	491,204	3,960,922	704,704
Dayton, Ohio	Journal	(m)	2,113,524	309,274	1,142,330	502,348
	Sunday ed.	(s)	2,153,732	213,542	1,642,844	297,346
	Total	(ms)	4,267,256	522,816	2,785,174	799,694
Dayton, Ohio	News	(e)	6,455,190	1,065,204	4,160,898	1,162,084
	Sunday ed.	(s)	2,004,282	237,160	1,372,112	394,926
	Total	(es)	8,459,472	1,302,364	5,553,010	1,557,010
Fort Worth	Star-Telegram	(e)	3,365,172	1,083,152	1,711,604	570,416
Fort Worth	Record-Telegram	(m)	2,324,476	868,154	879,270	577,052
	Sunday ed.	(s)	1,918,554	431,620	1,235,074	251,860
	Total	(ms)	4,243,030	1,299,774	2,114,344	828,912
Fort Worth	Press	(e)	2,698,654	284,004	1,932,014	482,636
Grand Rapids	Press	(e)	7,955,626	1,368,542	5,480,636	1,106,448
Hartford, Conn.	Times	(e)	7,729,803	1,267,803	5,930,071	531,450
Richmond, Va.	Times-Dispatch	(m)	3,013,220	492,604	1,825,698	694,918
	Sunday ed.	(s)	2,173,290	237,776	1,479,282	456,232
	Total	(ms)	5,186,510	730,380	3,304,980	1,151,150
Richmond, Va.	News-Leader	(e)	6,220,284	1,091,692	4,226,894	901,698
Syracuse, N. Y.	Post-Standard	(m)	2,822,088	604,651	1,525,697	620,788
	Sunday ed.	(s)	868,607	136,424	536,475	197,456
	Total	(ms)	3,690,695	741,075	2,062,172	818,244
Syracuse, N. Y.	Journal	(e)	3,101,224	665,098	1,844,542	493,220
	Sunday ed.	(s)	494,228	95,214	252,868	145,796
	Total	(es)	3,595,452	760,312	2,097,410	638,016
Syracuse, N. Y.	Herald	(e)	4,687,197	694,498	3,350,589	606,710
	Sunday ed.	(s)	1,557,814	266,609	1,073,037	238,168
	Total	(es)	6,245,011	961,107	4,423,626	844,879
Worcester, Mass.	Post	(e)	2,953,604	480,970	2,026,920	392,324
Worcester, Mass.	Telegram-Gazette	(me)	8,493,569	2,376,105	4,844,653	1,185,284
	Sunday ed.	(s)	1,440,321	374,431	775,817	288,860
	Total	(mes)	9,933,890	2,750,536	5,620,470	1,474,144
Youngstown, O.	Vindicator	(e)	5,518,783	802,354	3,796,804	919,625
	Sunday ed.	(s)	1,274,091	352,507	682,532	239,052
	Total	(es)	6,792,874	1,154,861	4,479,336	1,158,677
Youngstown, O.	Telegram	(e..)	5,646,503	945,994	3,780,154	888,455

NEWSPAPERS IN CITIES OF 100,000 TO 150,000 POPULATION

Albany, N. Y.	News & Knicker-bocker Press	(mes)	8,745,426	1,462,146	5,597,844	1,422,436
Albany, N. Y.	Times-Union	(e)	4,854,881	1,186,450	2,899,084	555,681
Camden, N. J.	Post	(m)	3,295,920	299,967	2,252,789	660,552
	Courier	(e)	6,970,979	802,931	5,359,415	713,573
Canton, Ohio	News	(es)	5,239,668	389,088	3,795,232	970,592
Canton, Ohio	Repository	(e)	6,110,613	894,044	4,140,758	1,075,811
	Sunday ed.	(s)	1,692,835	302,765	1,104,418	285,652
	Total	(es)	7,803,448	1,196,809	5,245,176	1,361,463
Des Moines	Capital	(e)	2,898,635	672,560	1,944,913	253,012
Des Moines	Register	(m)	2,361,428	1,119,364	533,301	697,453
	Sunday ed.	(s)	1,720,624	607,624	752,610	359,450
	Total	(ms)	4,082,052	1,727,088	1,285,911	1,056,635
	Tribune	(e)	4,850,088	1,264,396	2,867,854	695,738

(*Continued on page 30*)

Character

The Indispensable Foundation

NOW we maintain that newspaper advertising is something more than a degree of pressure applied to an area of paper.

We maintain that the value of a newspaper's advertising space is in direct ratio to the value of its other printed matter.

That if its reading-columns are cheaply filled its reader-value and resultfulness are lowered; but if the high character of its contents is earnestly and jealously upheld its advertisers reap redoubled harvests.

That to be a great effective advertising medium means, first of all, to be a great newspaper.

And so The News builds, from deep foundations upward, a publication that shall stand the tests of strength, integrity and completeness; surpassing all others in its field in the substance of its offerings to its readers; accepting every opportunity to attain a still broader and richer usefulness.

The Dallas Morning News

Texas Old Distinguished Newspaper

76%

Seventy-Six per cent of all the advertising published by the Des Moines newspapers the first eight months of 1926 appeared in The Register and Tribune.

Compared with the corresponding period of a year ago The Register and Tribune showed

A Gain of 1,483,514 lines

The evening edition of The Register and Tribune gained 828,444 lines, the Sunday edition gained 215,015 lines and the morning edition 440,055 lines—a total gain of 1,483,514 lines. The other Des Moines newspaper lost 886,210 lines.

Reflects Circulation Supremacy

The Register and Tribune has a larger daily circulation than the combined circulations of the second Des Moines newspaper and the sixteen other daily newspapers published within a one hundred mile radius of Des Moines. Practically every family in Des Moines and every third family in the state of Iowa reads The Register and Tribune.

The Des Moines Register and Tribune

175,000 Daily, 150,000 Sunday—99% in Iowa

First News from Miam

RADIOGRAM

Via Independent

INDEPENDENT WIRELESS TELEGRAPH CO., Inc.
67 WALL STREET
NEW YORK, N.Y.

Time Filed
No. of Words
Charges
Ship
Coast
Landline
Total

RECEIVED AT 67 WALL STREET

BOWLING GREEN

1 WZ DW 108 PRESS COLLECT

MIAMI FLORIDA VIA SS SIBONEY AND EASTHAMPTON L.I. NY NFT 18TH

UNITED PRESS

NEWYORK OR WASHINGTONDC

MIAMI IN RUINS AFTER WORST HURRICANE IN HISTORY OF COUNTRY SEVENTY FIVE KNOWN DEAD PROPERTY DAMAGE ONE HUNDRED MILLION DOLLARS MORE THAN TWO THOUSAND INJURED HELP NEEDED BADLY HURRICANE HIT FIRST ABOUT TWO OCLOCK SATURDAY FROM NORTH WEST THEN CHANGED AND BLEW FROM SOUTH UNTIL THREE OCLOCK IN AFTERNOON BARGE WITH THIRTY FIVE ON BOARD SUNK IN HARBOR HUGE FREIGHTER DRIVEN HIGH AND DRY IN ROYAL PALM PARK HUGE TWENTY STORY MYER KAISER BANK BUILDING WRECKED MIAMI TRIBUNE WRECKED CITY DOCKS COMPLETELY DESTROYED ALL BOATS IN HARBOR SUNK INCLUDING NOHAB FORMERLY OWNED BY EX GERMAN KAISER FOOD MEDICAL SUPPLIES AND TROOPS NEEDED

RECK

CONFIRMATION

Phoned at 1.45A. to Mr. Louis

RADIOGRAM

Via Independent

INDEPENDENT WIRELESS TELEGRAPH CO., Inc.
67 WALL STREET
NEW YORK, N.Y.

Time Filed
No. of Words
Charges
Ship
Coast
Landline
Total

4 WZ DW 24 COLLECT

SS SIBONEY VIA EASTHAMPTON LI NY SEPT 19TH

UNITED PRESS

NEWYORK

KNOW NOTHING FURTHER THAN THAT YOU ALREADY HAVE THE ONLY REPORT I HAVE IS THAT RECEIVED VIA RADIO

CAPTAIN MILLER COMMANDER SIBONEY

CONFIRMATION

Phoned at 5.35A. to Mr Louis

At Left—The first news dispatch received from Miami after the hurricane, flashed to United Press clients before 2 A. M. (standard) Sunday, Sept. 19th.

Below — Confirmation from Captain Miller received nearly four hours later that Reck's bulletin was still his only word from Miami.

BY UNITED PRESS

THE first news out of Miami after the devastating hurricane of September 18 was flashed to newspapers receiving the Saturday night services of the United Press and United News before 2 a. m. (Eastern standard time) on Sunday.

Alfred P. Reck, United Press correspondent at Miami, and the courageous staff of the Tropical Radio's Hialeah station made possible this historic news beat. And Reck's unfaltering courage in making his way through 67 miles of storm-bound highway to West Palm Beach later gave United Press-United News client newspapers publishing Sunday evening, Monday morning and Monday afternoon the first eye-witness descriptions of the storm's havoc in the stricken cities.

With telephone and telegraph wires down, radio stations demolished, and railroads and highways blocked, four radio men battled through the storm to Hialeah, six miles from Miami, carrying repair equipment to set up a means of communicating with the outside world. Late Saturday night, with an aerial strung from the stump of a fallen wireless tower to a storm-stripped palm tree, the Hialeah station established communication with the Ward Line steamer Siboney, off the coast of Florida. Despite the weakness of the sending signals, Reck's message to the United Press was finally transmitted to the Siboney, whose radio operator, Raymond D. Hutchins, relayed it via the Independent Wireless to the United Press in New York. Thence it was flashed to newspapers throughout the world.

After sending his radio dispatch, Reck, with four assistants equipped with axes, started northward to find the edge of the storm area and to get more complete news out to the United Press. By automobile, motor truck and afoot, clearing away debris at many points in order to get through; sometimes abandoning one vehicle and trusting to luck to find another farther on, Reck and his companions reached West Palm Beach Sunday afternoon and found telephone lines working.

From West Palm Beach, Reck telephoned to the United Press bureau at Atlanta a complete story of the destruction at Miami and other cities in the path of the storm. This story was carried on United Press Sunday afternoon wires and on United News wires of Sunday night.

The United Press then organized a staff at West Palm Beach with Reck in charge and with motorcycle couriers to carry the news back to a wire-head. Through this staff United Press and United News gave their client newspapers thorough and accurate coverage of the entire storm-swept peninsula, Monday and thereafter.

ME WIRED COMMENTS FROM EDITORS

WAUKEE (WIS.) JOURNAL
"ongratulations on great scoop scored on Miami storm Sunday ning. We had it in our home edi- and left the opposition cold."

ANDO (FLA.) REPORTER
TR
"lease accept our congratulations the manner in which you put igh the Miami storm news. Your itive enabled us to give the le of Central Florida the first ntic information regarding the i storm situation we were four s ahead of anyone else."

RLOTTE (N. C.) NEWS
"eartiest congratulations on your plete and most excellent story day night of the Florida catas- e. The News carried in its ar Sunday morning issue every tial detail used by the opposition blishing an extra edition twelve later."

HINGTON (D. C.) NEWS
"ews went extra papers sold like akes. Congratulations excellent e which enabled us to give ington first real story of disaster."

SAS CITY (KANS.) KANSAN
"ne service Saturday night on la storm."

TIMORE (MD.) POST
"rvice wonderful. Congratula- n"

HANGE TELEGRAPH CO. DON)
"uch appreciate excellent service ane."

TLAND (ORE.) JOURNAL
"ngratulations on splendid cover- lorida hurricane disaster. Satur- ight bulletins arrived here short- er 11 p.m., in plenty of time tstanding display in city edition. irst report reaching Portland."

OTHER RECENT U. P. ACCOMPLISHMENTS

Gertrude Ederle's channel swim: 30 minutes ahead.

Death of Rudolph Valentino: 10 minutes ahead.

Premier Baldwin's sensational statement on English coal situation: an exclusive U. P. Story.

Mrs. Corson's channel swim: 6 minutes ahead.

Ernst Vierkotter's channel swim: 2 hours ahead.

Azores earthquake: first eyewitness details from Fayal after the disaster.

Interview with Chief Justice Taft on courts and crime: an exclusive U. P. story.

EDITOR & PUBLISHER SEMI-ANNUAL LINAGE TABLE

(*Continued from page 26*)

City	Paper	Published	Total Linage	National	Local	Classified
Duluth, Minn.	News-Tribune	(ms)	3,590,982	515,830	2,301,250	596,844
Elizabeth, N. J.	Journal	(e)	6,366,528	822,514	4,542,454	1,001,560
El Paso, Tex.	Herald	(e)	2,950,879	972,241	1,521,139	457,499
El Paso, Tex.	Post	(e)	1,464,698	201,658	1,065,253	197,787
El Paso, Tex.	Times	(m)	1,343,094	507,406	512,698	322,990
	Sunday ed.	(s)	1,023,269	259,057	648,262	115,950
	Total	(ms)	2,366,363	766,463	1,160,960	438,940
Erie, Pa.	Dispatch-Herald	(e)	4,051,831	614,649	2,738,196	588,463
	Sunday ed.	(s)	1,196,530	255,540	771,827	169,019
	Total	(es)	5,248,361	870,189	3,510,023	757,482
Erie, Pa.	Times	(e)	4,640,156	829,598	3,078,695	731,863
Flint, Mich.	Journal	(es)	7,200,780	1,024,142	5,513,788	662,850
Jacksonville, Fla.	Journal	(e)	4,866,624	511,644	3,211,782	879,032
Jacksonville, Fla.	Times-Union	(ms)	9,227,988	3,119,662	4,271,054	1,718,325
Kansas City	Kansan	(es)	2,930,494	663,950	1,558,221	666,897
Knoxville, Tenn.	Journal	(ms)	4,095,938	582,204	3,061,520	452,214
Knoxville, Tenn.	News	(e)	2,464,729	229,394	1,883,466	345,457
Long Beach Cal.	Press-Telegram	(e)	4,804,263	794,817	2,952,520	1,056,926
	Sunday ed.	(s)	1,321,757	279,749	787,870	254,138
	Total	(es)	6,126,020	1,074,566	3,740,390	1,311,064
Long Beach Cal.	Sun	(ms)	1,818,428	58,600	1,093,622	335,218
Lowell, Mass.	Courier-Citizen	(me)	2,969,896	565,472	2,122,544	281,880
Lowell, Mass.	Sunday Telegram	(s)	51,689	3,900	46,119	970
Lynn, Mass.	Telegram-News	(e)	3,095,816	464,440	2,120,030	490,098
	Sunday ed.	(s)	579,852	119,546	291,606	168,700
	Total	(es)	3,675,668	587,986	2,411,636	658,798
New Bedford, Mass.	Standard & Mercury	(me)	3,149,524	767,214	2,154,320	227,990
	Sunday ed.	(s)	867,846	212,296	591,164	64,386
	Total	(mes)	4,017,370	979,510	2,745,484	292,376
New Bedford, Mass.	Times	(e)	1,985,186	180,376	1,551,620	185,416
Oklahoma City, Okla.	News	(e)	2,874,876	486,888	1,998,286	389,572
Oklahoma City Okla.	Oklahoman	(m)	3,490,830	977,494	1,602,454	877,450
	Times	(e)	4,124,750	1,090,796	2,118,844	871,808
	Oklahoman	(s)	1,697,052	490,952	775,012	374,864
Passaic, N. J.	Herald	(e)	3,775,427	652,890	2,672,060	383,873
Passaic, N. J.	News	(e)	3,847,233	758,968	2,661,706	426,559
Paterson, N. J.	Call	(m)	4,765,115	641,675	3,434,822	688,618
Paterson, N. J.	Evening News	(e)	4,988,787	451,034	3,906,692	577,052
Paterson, N. J.	Press-Guardian	(e)	4,603,778	626,746	3,223,364	704,086
	Sunday Chronicle	(s)	897,382	217,338	542,936	133,701
	Total	(es)	5,501,160	844,084	3,766,300	837,787
Reading, Pa.	Eagle	(es)	6,043,254	1,425,228	3,629,220	988,806
Salt Lake City, Utah	Telegram	(e)	2,532,054	292,796	1,811,236	366,128
	Sunday ed.	(s)	508,816	80,710	315,224	102,340
	Total	(es)	3,040,870	373,506	2,026,460	468,468
Salt Lake City, Utah	Tribune	(m)	3,622,934	879,452	1,721,496	948,[illegible]
	Sunday ed.	(s)	2,050,048	452,424	1,273,314	311,[illegible]
	Total	(ms)	5,672,982	1,331,876	2,994,810	1,259,[illegible]
San Diego, Cal.	Sun	(e)	5,569,466	625,772	3,974,180	969,[illegible]
San Diego, Cal.	Union	(ms)	8,444,142	1,349,586	4,732,042	2,362,[illegible]
	Tribune	(e)	5,970,566	1,242,122	4,728,444	1,043,[illegible]
Scranton, Pa.	Times	(e)	6,781,908	1,045,499	5,215,252	471,[illegible]
South Bend, Ind.	News-Times	(mes)	5,399,126	743,680	3,696,196	878,[illegible]
South Bend, Ind.	Tribune	(e)	4,546,658	807,893	3,034,632	625,[illegible]
	Sunday	(s)	1,017,207	212,710	650,915	153,[illegible]
	Total	(es)	5,563,865	1,020,603	3,685,547	778,[illegible]
Spokane, Wash.	Chronicle	(e)	5,202,784	884,648	3,455,382	862,[illegible]
Spokane, Wash.	Spokesman-Review	(m)	2,819,768	748,070	1,169,740	901,[illegible]
	Sunday ed.	(s)	1,718,509	527,500	911,025	279,[illegible]
	Total	(ms)	4,537,277	1,275,570	2,080,765	1,181,[illegible]
Tacoma, Wash.	Ledger	(ms)	3,113,110	578,858	1,710,058	824,[illegible]
Tacoma, Wash.	News-Tribune	(e)	5,000,338	1,086,470	2,837,898	1,075,[illegible]
Tacoma, Wash.	Times	(e)	2,697,828	515,438	1,635,718	546,[illegible]
Tampa, Fla.	Times	(e)	7,464,394	660,646	5,393,626	1,221,[illegible]
Tampa, Fla.	Tribune	(m)	6,914,782	1,161,062	3,987,956	1,643,[illegible]
	Sunday ed.	(s)	3,124,590	446,026	2,206,484	465,[illegible]
	Total	(ms)	10,039,372	1,607,088	6,194,440	2,109,[illegible]
Tulsa, Okla.	Tribune	(e)	4,047,778	625,058	2,615,676	635,[illegible]
	Sunday ed.	(s)	1,223,922	207,060	825,790	183,[illegible]
	Total	(es)	5,271,700	832,118	3,441,466	818,[illegible]
Tulsa, Okla.	World	(ms)	5,855,808	1,302,980	3,478,034	1,053,[illegible]
Utica, N. Y.	Observer-Dispatch	(e)	5,400,598	996,492	3,687,138	683,[illegible]
	Sunday ed.	(s)	764,218	65,170	581,574	117,[illegible]
	Total	(es)	6,164,662	1,061,662	4,268,712	801,[illegible]
Utica, N. Y.	Press	(m)	5,227,070	522,791	4,060,767	643,[illegible]

(*Continued on page 32*)

The complete checking proof service that we offer newspaper publishers is without question the final solution to his problem. Our service is nothing more than the checking department of the publisher's office, conveniently located in New York and Chicago, and operating under a strong cooperative policy of rendering the greatest possible service to agencies and advertisers—in the interests of our subscribers.

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St. CHICAGO — 79 Madison Ave. NEW YORK

New England's Second Largest Market

Providence has Telephone for Every 4.8 Persons

A recent national survey shows Providence to be high up on the list of cities having large numbers of telephones in proportion to their populations.

There are 21.3 telephones for each 100 persons—a pretty high average when you find New York City with 21.7.

The Providence Journal

and

The Evening Bulletin

give you excellent coverage in this prosperous market.

Circulation 105,221 Net Paid

Providence Journal Company

Providence, R. I.

Representatives

CHAS. H. EDDY CO., Boston New York Chicago

R. J. BIDWELL CO., San Francisco Los Angeles Seattle

HERE IS LEADERSHIP IN THE ROCHESTER, N. Y., TRADING AREA

FIRST in Circulation Total Lineage Proven Results

Net Paid Circulation, Week of September 18th, *Exceeded*

80,707 COPIES DAILY

85,557 COPIES SUNDAY

ONE COMPLETE EDITION

1,125,784 LINES GAINED

FIRST EIGHT MONTHS 1926

Sell the Prosperous Western New York Market
With the

Democrat and Chronicle

ROCHESTER HERALD

"THE LEADER IN ITS FIELD"

Paul Block, Inc., NATIONAL REPRESENTATIVE, New York, N. Y.

EDITOR & PUBLISHER SEMI-ANNUAL LINAGE TABLE

(*Continued from page* 30)

City	Paper	Published	Total Linage	National	Local	Classified
Waterbury, Conn.	Republican	(m)	3,559,941	747,040	2,341,305	471,596
	Sunday ed.	(s)	1,124,100	213,941	777,425	132,734
	Total	(ms)	4,684,041	960,991	3,118,730	604,330
Waterbury, Conn.	American	(e)	4,385,664	917,793	2,952,748	515,123
Waterbury, Conn.	Democrat	(e)	3,221,549	266,813	2,607,681	347,055
Yonkers, N. Y.	Herald	(e)	2,548,532	452,936	1,486,267	511,665

NEWSPAPERS IN CITIES OF 75,000 TO 99,999 POPULATION

Allentown, Pa.	Chronicle & News	(e)	4,046,784	267,316	3,330,404	383,068
Allentown, Pa.	Call	(m)	5,013,198	997,248	3,271,618	606,740
	Sunday ed.	(s)	737,828	132,706	486,122	115,444
	Total	(ms)	5,751,026	1,129,954	3,757,740	722,184
Chattanooga, Tenn.	News	(e)	3,895,272	770,126	2,648,754	470,372
East St. Louis, Ill.	Journal	(es)	2,994,949	386,278	2,054,725	553,946
Evansville, Ind.	Courier	(m)	3,531,040	625,240	2,492,310	413,490
	Sunday ed.	(s)	2,682,868	171,262	1,358,854	152,712
	Total	(ms)	6,213,908	795,502	3,851,164	566,202
Evansville, Ind.	Journal	(e)	2,169,846	490,546	1,259,594	419,706
Evansville, Ind.	Press	(e)	4,136,244	553,490	3,127,866	443,310
	Sunday ed.	(s)	1,110,144	30,590	944,608	134,890
	Total	(es)	5,246,388	584,080	4,072,474	578,200
Fort Wayne, Ind.	News-Sentinel	(e)	5,891,844	3,962,462	3,962,462	765,786
Gary, Ind.	Post-Tribune	(e)	5,049,869	596,691	3,753,069	700,109
Harrisburg, Pa.	Record	(e)	2,916,277	688,555	1,873,816	353,906
Hollywood, Cal.	Citizen	(es)	2,380,169	90,454	1,948,179	336,196
Lansing, Mich.	State Journal	(e)	5,634,615	951,524	3,950,730	705,901
Lansing, Mich.	Capital News	(e)	2,550,926	196,714	2,057,916	274,274
Lawrence, Mass.	Tribune	(e)	3,123,944	706,564	1,911,725	505,655
Little Rock, Ark.	Democrat	(e)	2,845,696	373,002	2,059,302	332,584
	Sunday ed.	(s)	1,001,868	144,410	757,946	96,026
	Total	(es)	3,847,564	517,412	2,817,248	428,610
Little Rock, Ark.	Gazette	(m)	3,526,586	953,274	1,953,050	503,986
	Sunday ed.	(s)	1,637,552	519,428	896,686	179,984
	Total	(ms)	5,164,138	1,472,702	2,849,736	683,970
(Classified includes display only; 110,630 counted classified ads not included in classified)						
Manchester, N. H.	Union	(m)	2,703,288	834,799	1,582,322	286,167
	Leader	(e)	2,687,272	836,059	1,569,904	281,309
Pawtucket, R. I.	Times	(e)	5,144,572	797,394	3,890,844	405,189
Peoria, Ill.	Star	(e)	4,266,799	869,132	2,733,044	664,623
	Sunday ed.	(s)	1,151,793	200,648	784,952	166,193
	Total	(es)	5,418,592	1,069,780	3,517,996	830,816
Rockford, Ill.	Register-Gazette	(e)	4,177,124	846,902	2,434,656	824,824
Sacramento, Cal.	Union	(ms)	2,669,912	138,516	1,991,360	432,698
Schenectady, N. Y.	Gazette	(m)	5,250,315	865,592	3,632,881	694,246
Schenectady, N. Y.	Union-Star	(e)	4,089,187	629,848	2,843,820	389,217
Sioux City, Ia.	Journal	(mes)	3,165,344	1,045,786	1,704,094	381,220
(250,754 lines automotive display included in national)						
Sioux City, Ia.	Tribune	(e)	2,843,282	809,760	1,722,126	311,395
(169,778 lines automotive included in local and national)						
St. Joseph, Mo.	Gazette	(m)	1,438,337	274,694	905,049	106,330
	Sunday ed.	(s)	979,102	124,152	766,498	73,976
	Total	(ms)	2,417,439	398,846	1,671,547	180,306
St. Joseph, Mo.	News-Press	(e)	3,477,292	1,045,688	2,042,250	389,354
Troy, N. Y.	Record	(me)	3,485,907	824,374	2,328,370	33,163
Wichita, Kan.	Beacon	(e)	3,100,046	466,198	2,019,707	548,075
	Sunday ed.	(s)	984,860	83,152	718,004	178,739
	Total	(es)	4,084,906	549,350	2,737,711	726,814
Wichita, Kan.	Eagle	(ms)	4,731,517	996,807	2,477,503	1,257,207
Wilkes-Barre, Pa.	News	(e)	3,357,480	465,302	2,735,450	165,728
Wilkes-Barre, Pa.	Times-Leader	(e)	5,951,180	674,931	4,963,751	312,498
Wilkes-Barre, Pa.	Record	(m)	6,602,183	592,494	4,909,282	908,271
Winston-Salem, N. C.	Twin-City Sentinel	(e)	4,313,652	887,810	2,855,720	69,580

NEWSPAPERS IN CITIES OF 50,000 TO 74,999 POPULATION

Altoona, Pa.	Mirror	(e)	6,094,893	720,538	4,708,389	665,966
Altoona, Pa.	Tribune	(m)	2,842,542	263,624	2,106,062	472,856
Atlantic City, N. J.	Press-Union	(me)	5,425,268	828,433	3,319,649	1,202,944
	Sunday Press	(s)	1,574,577	67,648	1,048,976	421,585
	Total	(mes)	6,999,845	896,081	4,404,625	1,624,529
Augusta, Ga.	Chronicle	(m)	1,282,506	268,486	889,938	124
	Sunday ed.	(s)	897,378	107,722	720,314	69
	Total	(ms)	2,179,884	376,208	1,610,252	193
Bay City, Mich.	Times-Tribune	(es)	4,149,992	732,578	3,135,482	281
Beaumont, Tex.	Enterprise & Journal	(mes)	6,757,058	1,656,634	4,152,529	912
Berkeley, Cal.	Gazette	(e)	2,840,124	177,520	1,769,404	864
Bethlehem, Pa.	Globe-Times	(e)	4,200,910	740,348	3,064,810	305
Binghamton, N. Y.	Press-Leader	(e)	5,450,450	1,043,855	3,606,974	799
Brockton, Mass.	Enterprise	(e)	2,619,484	663,572	1,470,868	448
Columbia, S. C.	State	(m)	1,764,994	665,756	938,896	160
	Sunday ed.	(s)	997,290	342,314	538,104	116
	Total	(ms)	2,762,284	1,008,070	1,477,000	277
Cedar Rapids, Ia.	Republican	(e)	1,254,351	276,244	877,509	100
	Sunday ed.	(s)	626,736	107,137	471,727	47
	Total	(es)	1,881,087	383,481	1,349,236	148
Cedar Rapids, Ia.	Gazette	(e)	3,563,218	884,100	2,358,636	257
Charleston, W. Va.	Gazette	(m)	2,834,978	619,982	1,789,389	364
	Sunday ed.	(s)	1,157,520	201,810	861,903	89
	Total	(ms)	3,992,498	821,702	2,651,292	454
Charleston, S. C.	Post	(e)	2,987,250	817,248	2,169,902	...
Charlotte, N. C.	Observer	(m)	4,003,594	799,288	2,757,622	446
	Sunday ed.	(s)	1,827,434	355,642	1,257,984	213
	Total	(ms)	5,831,028	1,154,930	4,015,606	660
Charlotte, N. C.	News	(e)	4,043,722	360,562	3,141,511	400
	Sunday ed.	(s)	1,133,133	99,174	909,866	121
	Total	(es)	5,176,855	459,736	4,051,377	522
Chester, Pa.	Times	(e)	3,111,774	606,017	2,215,531	290
Columbia, Ga.	Ledger	(e)	2,744,322	426,328	1,134,118	162
Covington, Ky.	Post	(e)	1,288,798	58,380	979,608	226
	Sunday ed.	(s)	344,078	37,184	230,188	76
	Total	(es)	1,632,876	95,564	1,209,796	303
Covington, Ky.	Times-Star	(e)	908,040	29,232	780,584	53
Davenport, Ia.	Democrat	(e)	2,592,234	335,076	2,082,794	174
	Sunday ed.	(s)	896,994	143,584	655,466	97
	Total	(es)	3,489,228	478,660	2,738,260	272
Davenport, Ia.	Times	(e)	4,740,502	930,682	3,367,420	442

(*Continued on page* 50)

When the Ludlow Goes Into a Composing Room Many Wastes Go Out!

WHEREVER the Ludlow goes into a composing room many wastes go out. Open frames with their dust covered cases give way to dust-proof matrix cabinets that save space and contain compact Ludlow matrix cases.

Big runs of ads and last-minute copy are readily handled with the Ludlow, as it meets peak loads with an unlimited supply of typefaces. The old bugaboo of hunting for sorts vanishes in the face of an endless supply of bright, new Ludlow sluglines that print clear and sharp. Distribution of used forms becomes a thing of the past.

Give your compositor clean, durable Ludlow matrices to set, instead of dusty, mussy, rapidly wearing type. Save his time and your money by installing the Ludlow, with which he can cast all sizes of faces, six to sixty-point, condensed, medium-width and extended, with one mold. Make your pages sparkle with Ludlow quality. Get more productive hours and reduce page costs. How you can profit through these and many other Ludlow advantages will be gladly explained in greater detail upon request.



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
New York: 63 Park Row
Boston: 261 Franklin Street

LUDLOW QUALITY COMPOSITION

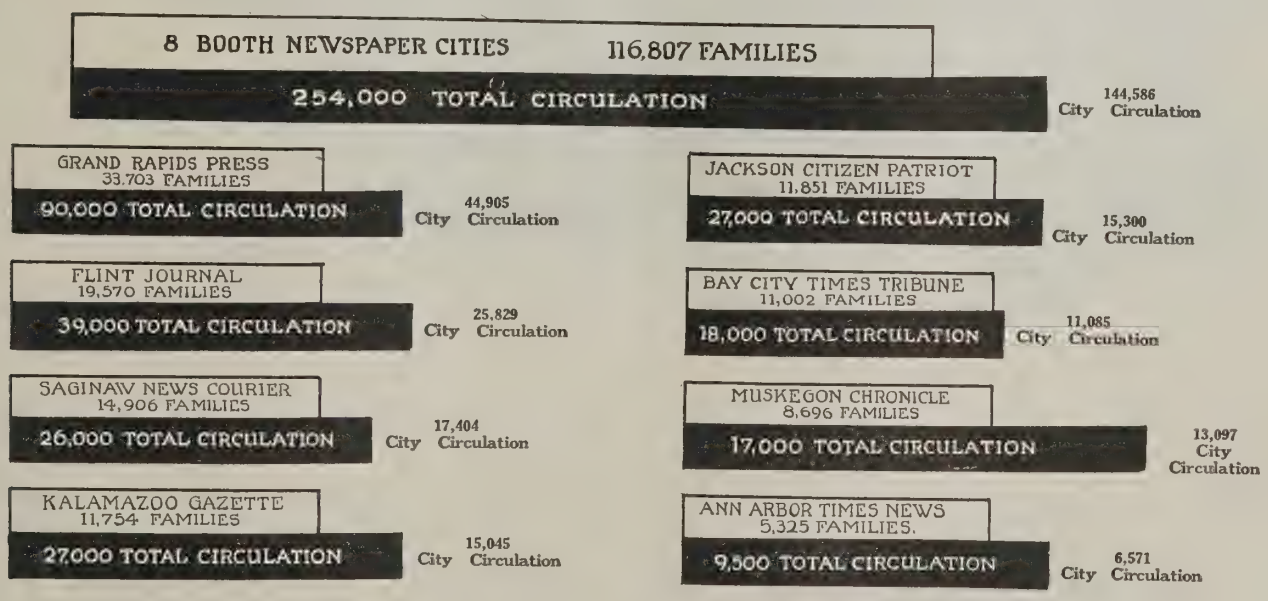
The 8 Booth Newspapers in Michigan's Market—Offer Concentrated Circulation

THE eight Booth Newspapers of Michigan are all evening papers and every one offers a highly concentrated coverage. The charts on this page show a comparison of the city circulations of these newspapers as compared with the number of families in each city. These Booth Newspapers carry no waste circulation. They cover their shopping radius in a most complete way, distributing practically their entire circulation within this territory.

The eight Booth Newspapers in Michigan are read daily by more than a million people.

The eight Booth Newspapers have actually more paid circulation in each city than there are families, as shown on the chart below.

Michigan is dynamic in industry and offers in comparison with population the best market in the United States



THE BOOTH PUBLISHING CO.

I. A. KLEIN, Eastern Representative
50 East 42nd Street, New York

J. E. LUTZ, Western Representative
Tower Building, Chicago

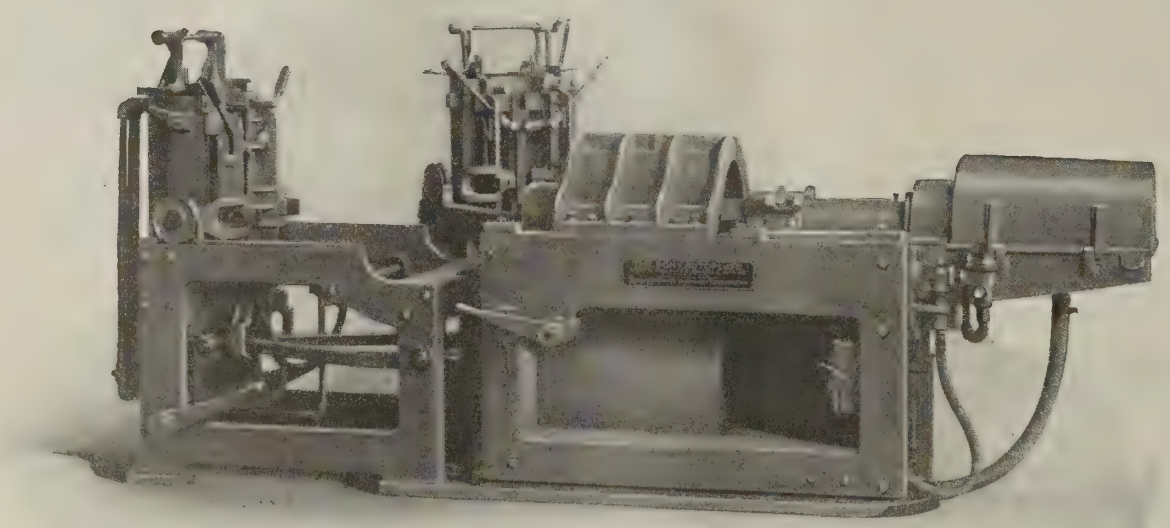
In the heat and hurry of getting out a
holiday rush—have you ever wished
double the output of your equipment? T

TWIN PONY AUT

will gratify this wish. It is actually "two machines in
mechanism capable of finishing and delivering all casts

It may be worked by one man, the same as the re
men with *double* the output of a regular Pony Autopla

The Twin Por
truly efficient becau
without doubling
floor space.



Price
f. o. b. P

Machines may

R. HOE & COMPANY, INC.

GOSS PRINTING PRESS COMPANY
THE GEORGE RUSSELL REED

WOOD NEWSPAPER MACHINERY CORP

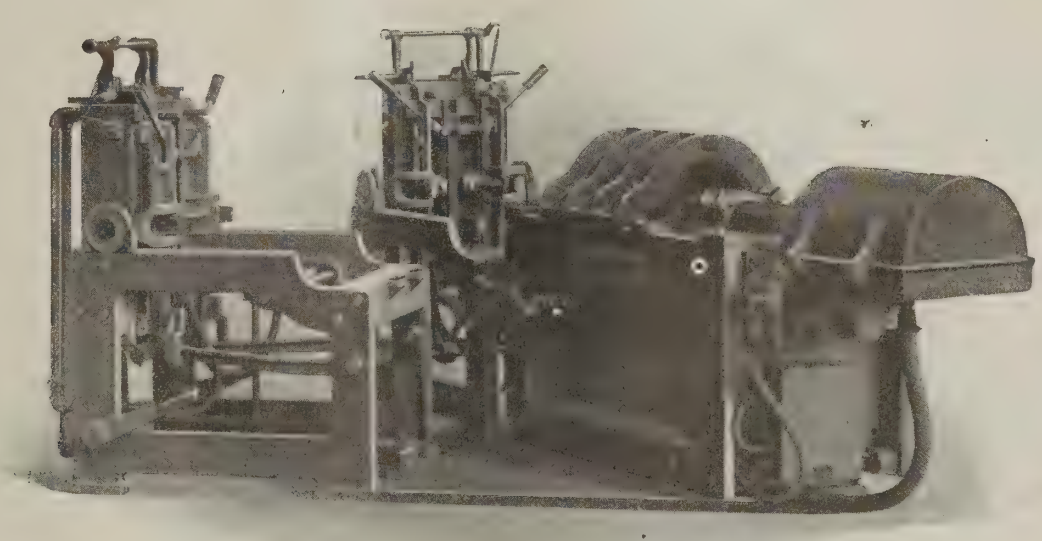
a heavy edition or a special during the
re possible to wave a magic wand and

)PLATE MACHINE

–two complete casting mechanisms and one finishing
, cold and dry ready for press.

Pony Autoplate Machine; or it may be worked by two
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doubles production
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750
ed, N.J.

red of us or of

LTER SCOTT & COMPANY
IANY of San Francisco, California

DUPLEX PRINTING PRESS COMPANY

TION, 501 Fifth Avenue, New York City

EDITORIAL



A PROSPEROUS PRESS

AUGUST advertising statistics, showing on page fourteen of this issue, demonstrate better than any other index known to the business world the economic situation in the leading cities of the nation. The 35 cities listed show increased advertising in every instance, meaning increased trading activity. This bright sign spells n-a-t-i-o-n-a-l p-r-o-s-p-e-r-i-t-y at the opening of the fall and winter trading season.

EDITOR & PUBLISHER also presents in this issue its regular linage tabulation for the first six months of the year. The totals are astounding. All high records of the past were beaten. The August figures demonstrate that the linage sweep is continuing, promising a volume for 1926, if nothing happens to rock the boat, exceeding the record of any year in newspaper history.

Favorable commercial conditions, plus the important fact that the trading public has at last discovered the power of the newspaper to sell merchandise and service, account for these huge totals. In no sense is it an advertising "boom." The record shows a steady seven-year climb. The people of the principal trading centers of the United States and Canada are at work and possess tangible rewards of industry and thrift. The people indulge the spending spirit as never before. Human comfort is a ruling passion. The newspaper has become a part of the average citizen's daily regimen, even as food, clothing and shelter. Advertising is the modern substitute for the public market. The people read commercial announcements for "spot" interest. Advertising is trusted.

Those engaged in newspaper making, advertising and selling, may catch from the figures showing on our pages this week fresh inspiration, new courage, a firmer determination. There has never been anything in newspaper history to equal this economic triumph. A man who cannot make a success of a newspaper of established quality in this golden age may well doubt his own professional ability and look within for cause.

The formula of success in the newspaper business of this day is simple. Make a good newspaper. Do not compromise with the devil on any score and thus deserve the full confidence of the people. See to it that every person who desires your paper gets it. Sell advertising space to legitimate advertisers and refuse it to fakers who mean only to exploit human weakness or ignorance. Know costs and operate at a fair margin of profit. Promote your business by the same means that your advertisers use. Reserve a part of your time and interest for service to the craft through established organizations. Lend your paper to good citizenship and practice what you preach.

To get a sharp-angle perspective on the beneficence of our successful journalism, look backward 20 years! Or look overseas to great nations that now depend for news on a press that exists by token of political or industrial subsidy, or to other nations whose press is the football of self-appointed dictators.

When an English editor disagrees with his publisher on a major matter of policy he resigns and is honored for his act. When an American editor disagrees and resigns other newspaper men seem to look upon him as queer.

FLORIDA REBUILDING

THE sympathy of the nation goes out to Florida, stricken by a force that could not have been anticipated and may never recur. A wonderful people had suddenly developed in a land of alluring tropical beauty one of the most splendid communities in the world. This state building was something like the discovery of a new national resource. It was accomplished by unstinted industry, magnificent use of modern scientific means and lavish and courageous investment.

The nation learns with gratification that first reports of the extent of the disaster were overdrawn and that the sturdy builders have become rebuilders. We predict that the structural scars left by the storm will have been wiped out before the Winter visitors reach the sunny beaches. To hundreds of thousands of Americans who enjoy warm weather in Winter much more than a three-day tropical hurricane is required to blow out the light that shines in Florida.

Woe unto them that are wise in their own eyes, and prudent in their own sight.—Isaiah; V, 21.

STORY WITH TWO MORALS

FOLLOWING the death of Lord Northcliffe a party of English and American authors and newspaper men met at a London hotel and discussed incidents in the life of the great publisher that seemed to reveal his character and amazing constructive power.

Hall Caine told the story of his first meeting with Harmsworth. Caine at that time was fairly established as a novelist. Harmsworth had just started to publish his first periodical, *Answers*.

"I happened to pass through a residential street in a certain quarter of London," Caine said, "and saw a man in hot pursuit of a boy. The latter was a small boy and the man was tall and rather heavy, with a stern face and threatening attitude. The lad escaped and the man, turning, met me, a total stranger. 'There's a young rascal for you,' he exclaimed. 'I employed him to distribute sample papers to these houses and instructed him to leave but one paper on each doorstep. I have been paying him for each hundred so distributed, but I now find that he has been leaving three or more papers at each door. That is waste of my material and that boy is a cheat.' Finally Harmsworth talked about his business and it was several years later that I made his acquaintance as a successful publisher."

The story is well worth repeating for the EDITOR & PUBLISHER audience. To the ambitious climber no detail involving success can be ignored. Waste of good material is sufficient cause for indignation among sincere people.

Now that President Coolidge has departed from the ancient rule and permitted Bruce Barton to quote him we see no good reason why the favor should not be extended to the Washington correspondents' corps, all in the interest of good journalism and a high degree of democracy.

THE LEAKY BARREL

A LETTER comes from the Warner Company, of Detroit, indignantly protesting that the space advertisements which that concern has been offering to newspapers to promote the oil burner and electric refrigeration industries were not paid for by those industries but were offered as syndicate material for which publishers were to pay. This novel syndicated "promotion" is based on the reciprocal tickle theory. If a newspaper consents to give away great gobs of its advertising space to create reader interest in oil as a substitute for coal and power as a substitute for ice the manufacturers of branded oil burners and refrigerators may look with favor on such newspapers and give them business when, and if, they seek to trade in its community.

When EDITOR & PUBLISHER mentioned the activities of the Warner Company in the issue of September 11, it expressed doubt as to the concern's source of revenue from the enterprise. The stuff looked like free publicity in space advertising form and any newspaper using it would surely richly endow the oil burner and electric refrigerator industries. Behold! The Warner Company now says it received nothing from the advertised industries but proposes to sell the advertising copy to publishers in the name of "promotion."

As the disposition to give away valuable newspaper advertising space now amounts to a passion among some newspaper men, the Warner Company's scheme will meet favor in some offices. The *Detroit Free Press* promotion department is committed to this form of promotion and we know of other papers that occasionally practice it or are inclined to fall in line.

It is the view of EDITOR & PUBLISHER that when newspapers promote consumer demand for certain commodities by publishing free advertising they encourage a very doubtful quality of "advertiser good will" and positively toss away an element in advertising which should be paid for by the favored industry. How, for instance, can industrial co-operative advertising be encouraged, as it should be, if newspapers set this give-away precedent? A newspaper that publishes free space advertisements setting forth the virtues of oil burners over other forms of heating becomes an advocate in a trade controversy. If old established advertisers dealing in coal, gas and electricity should enter a complaint of favoritism they would be well within their rights. Indeed, resistance might reasonably be expected from the piano, radio, automobile, knit-goods, steel filing cabinet, clothing and fruit industries, to mention only a few, in such terms as: "Why don't you boost our industries—we are old patrons and deserve as much consideration as the new-comer." Free industrial space advertising, analyzed accurately, means rate-cutting, or rebating, or whatever you may wish to call such discrimination.

As we see the scheme it is but a new twist to the old free publicity traffic, the newspaper publisher in this instance absurdly taking the initiative. The advertising barrel is even now leaky enough.

What is worth-while local opinion concerning your newspaper's handling of the fight?

BEGINNING TO GAG

HERE is some newspaper idealism from an advertising man: "If the material furnished by an automobile manufacturer has any news value, the newspaper should be glad to receive it because there is no other subject in which the American public is more interested than in the automobile. If the item has no news value, it should not be published, no matter how much advertising of the manufacturers' product may be running in the newspaper."

The author of this sentiment is G. F. Lord, general sales manager, Star Car Division, Durant Motors, Inc. That is a fair statement, because Mr. Lord plainly means that the editor of the newspaper shall be judge of what is news.

In Mr. Lord's statement an assertion is made which, we submit to our readers, is one of the most remarkable revelations that has come out during the discussion of the free publicity evil. It supports our view that the prime fault lies with the newspapers, not the advertisers. Mr. Lord says that it is "utterly impossible" to furnish live news items to the extent that dealers demand "to meet the requests of local newspapers" and that the company often issues stuff of "little news value" which, in this advertising man's opinion, an editor should refuse to print unless he is seeking to gratify a local dealer by printing free advertising.

This lays the free publicity scandal of the American press raw and bleeding at the door of journalism. When even the advertiser begins to gag at the twaddle that newspapers print as "news" to flatter local dealers the limit, it would seem, has been reached. We have said before, and we believe it now, that the free publicity evil will be cleaned up finally from without, rather than from within the house of journalism. Sensible advertisers know, for instance, that the silly automobile tripe that is being dished up as "news" is casting discredit on the business, breaking the confidence of the public in automobile information, both news and advertising, and that many newspapers are so deeply committed to print free advertising for various industries that they are utterly helpless to start a reform.

Only the sense of humor of President Smith of the Royal Typewriter Company saved newspapers from giving radio broadcast accounts of the fight with credit to the typewriter. Mr. Rickard was willing that the newspapers that had promoted his big show should be barred from broadcasting the result, except when willing to advertise the typewriter.

PERSONAL

KEATS SPEED, managing editor of the *New York Sun,* returned to New York this week from his summer vacation.

A. G. Bigsbee, assistant publisher of the *Seattle Times,* left New York Sept. 20 for Seattle, following several weeks visit in New York.

John H. Fahey, publisher of the *Worcester* (Mass.) *Evening Post,* was one of the speakers at the 13th annual national business conference at Babson Park, Wellesley, Mass., last Saturday.

William Allen White, editor of the *Emporia* (Kan.) *Gazette,* was host to more than 60 Kansas newspapermen at a recent dinner given in honor of William M. Jardine, secretary of agriculture.

M. C. Meigs, publisher of the *Chicago Herald and Examiner* has returned to Chicago from a short visit in New York.

S. Heath Rich, editor of the *Brockton* (Mass.) *Enterprise,* is recovering from an operation.

J. Sherman McDowell, editor of the *Alameda* (Cal.) *Times-Star* has been appointed to the California Harbor Commission by Governor Richardson. McDowell succeeds M. J. Cochrane, deceased.

Mr. and Mrs. P. S. McGlynn have returned from their usual summer vacation at Bay View, Mich. Mr. McGlynn is the publisher of the *Moline* (Ill.) *Dispatch.*

J. C. Denious, editor and publisher of the *Dodge City,* (Kan.) *Daily Globe,* has been made secretary of the Kansas Republican State Committee.

J. M. Stephenson, publisher of the *South Bend* (Ind.) *News-Times* with Paul G. Hoffman, vice-president in charge of sales of the Studebaker Corporation, Howard Welch, foreign sales manager, and Ralph DePalma, the race driver, will sail on the *Mauretania* for the Paris Auto Show, Sept. 29.

IN THE BUSINESS OFFICE

A. M. DRAKE, formerly advertising manager of the radio department of the *Chicago Evening Post,* has resigned to become a member of the soliciting staff of the *Chain Store Age,* Chicago.

Victor Kinson, formerly with the *Milwaukee* (Wis.) *Sentinel,* has joined the local advertising staff of the *Chicago Herald and Examiner.*

Eugene Flitcraft of the *Chicago Herald and Examiner,* who has been handling the financial advertising in New York for Tom Lowery, has returned to Chicago and has joined the local advertising staff.

Ed. Riggins who recently sold the *San Mateo* (Cal.) *News-Leader* has been named business manager of the *Fresno Bee.*

IN THE EDITORIAL ROOMS

ARMAND DE MASI has resigned from the sporting department of the *New York World.*

Ira Bird, formerly with the *New York World,* has joined the cable re-write staff of the *New York Times.*

Marshall R. Hall, formerly of the *Cleveland Times,* has joined the staff of the *Columbus* (O.) *Ohio State Journal.*

Jack Hawkins, who has been on the sports staff of the *New York Morning Telegraph* for several months is now sports editor of the *Waco* (Tex.) *Times-Herald.*

Carl Kesler is back on the copy desk of the *Chicago Daily News* after touring Europe during the summer months with his wife.

Max A. Weston, associate editor of the *Daily Illini,* student newspaper at the University of Illinois, last year, is now telegraph editor of the *Kewanee* (Ill.) *Daily Star-Courier.*

Charles Laue, has resigned from the copy desk of the *New York World.*

Everett Houser, of Shelby, N. C., has joined the staff of the *Cleveland* (N. C.) *News.*

John Edward Croak, for many years county editor of the *Worcester* (Mass.) *Gazette,* has been made county agent for both the Gazette and *Telegram.*

Joseph J. Coakley, has left the *Worcester* (Mass.) *Telegram* to enter Syracuse University.

Robert Emmett Golden, of the copy desk, *Richmond* (Va.) *Times-Dispatch,* has been made assistant managing editor of the *Billboard,* Cincinnati, O.

Martin D. Moore, a graduate of Indiana University, 1926, has joined the reportorial staff of the *Louisville* (Ky.) *Times.*

Francis P. Horgan, former star high school athlete, has joined the city staff of the *Worcester* (Mass.) *Gazette.*

Harold Morgan has resigned from the staff of the *Salt Lake City Deseret News* to become editor of the *Utah Political Bulletin.*

Floyd L. Bell, formerly of the *St. Louis Post-Dispatch* staff and later publicity director for the Frisco Lines railroad, is now managing editor of the *Sarasota* (Fla.) *Morning Herald.* Bell was for several years state capitol man for the *Minneapolis Tribune* and later sports editor of the *St. Joseph* (Mo.) *News Press* before going to St. Louis in 1917.

John A. Toomey, reporter for the *Worcester* (Mass.) *Gazette,* has resigned to become secretary of the Industrial Affairs Bureau of the Chamber of Commerce.

Finley Tynes has been made city editor of the *Sarasota* (Fla.) *Herald.* Tynes has been with the paper as a reporter since its founding a year ago.

Mr. and Mrs. Pat Keefe are the parents of a girl born, Sept. 8. Mr. Keefe is a member of the *Duluth* (Minn.) *News Tribune* editorial staff.

Paul Sanders has returned to Knox college, Galesburg, Ill., after a period of service on the editorial staff of the *Duluth* (Minn.) *News Tribune.*

Robert S. Larkin, for five years sporting editor of the *Elgin* (Ill.) *Courier-News* has resigned to continue school work and will specialize in journalism. James M. Ryan has succeeded him at the sport desk.

John J. Cantwell has left the city staff of the *Worcester* (Mass.) *Post* to become a physical instructor at a Worcester high school.

Philip B. Ronayne, city hall reporter, *Worcester* (Mass.) *Gazette,* has returned from a leave of absence of several months, made necessary because of ill health.

Joseph P. Watkins, state news editor of the *Charlotte* (N. C.) *Observer,* has been named Sunday editor of that newspaper.

FOLKS WORTH KNOWING

ON Friday, Sept. 17, the directors of the Virginia State Chamber of Commerce elected as president of the organization, Junius P. Fishburn, president of the Times-World Corporation of Roanoke, which publishes the two Roanoke papers, the *Roanoke Times and World-News.* Mr. Fishburn succeeds Dr. Joseph H. Smith of Petersburg, who resigned because of pressure of his business affairs.



JUNIUS P. FISHBURN

Mr. Fishburn has been with the Roanoke papers since he was graduated from Princeton University in 1919, first as vice-president and for the last three years as president. He has been editor of the World-News since 1920. Mr. Fishburn is nearing his thirty-first birthday, and is one of the youngest publishers in the State. He holds a master's degree from Columbia, and is a member of the Phi Betta Kappa scholarship fraternity.

For the past two years, he has been president of the Virginia Historic Highway Association, and has always been prominent in working for better highways in the State. He was recently appointed by Governor Harry Flood Byrd as one of seven members of the State Commission on Conservation and Development. The duties of this commission include that of handling the funds raised in Virginia for the establishment of the Shenandoah National Park.

Mr. Fishburn is at the present time a director of the Southern Newspaper Publishers' Association, and a member of the Executive Committee of the Virginia Press Association. He is vice-president of the First National Exchange Bank of Roanoke, vice-president of the Roanoke Chamber of Commerce and vice-president of the Roanoke Rotary Club.

PRESS ASSOCIATION NOTES

FRED G. McGUINNIS, Associated Press operator for the *Fall River* (Mass.) *Herald News* and the *Fall River Globe,* is spending a two weeks' vacation in New York state.

David Lidman, of the local staff, *Richmond* (Va.) *Times-Dispatch,* is now day state editor of the Associated Press at Richmond.

(*Continued on page* 38)

A National Organization

The Central Press Association had another birthday on September 1. It is now in its seventeenth year.

During the past sixteen years it has seen the birth and death of a number of news matrix services. The competition in this special field has always set a hard pace, as margins are narrow.

The past two years have been our best, and have established the permanence of the institution. We have increased our client list by nearly 100 new papers each year.

The consideration of newspaper editors and publishers is invited by this dependable organization.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Editor and Manager

Now Ready

DANGER AHEAD!

By Mildred Barbour

A Serial of Love and the Love of Money

With 72 Dramatic Line Illustrations by J. Norman Lynd

DANGER AHEAD, like other Mildred Barbour serials, runs 12 weeks, six installments weekly.

Print DANGER AHEAD and you will know why so many other editors use Mildred Barbour regularly.

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager — *Earl J. Hadley, Associate*

150 Nassau St., New York City

(*Continued from page 37*)

E. M. Henderson, Birmingham correspondent of the Associated Press, has been made head of the department of journalism, Birmingham-Southern College. Mr. Henderson has taught in the school for the past three years.

HOLDING NEW POSTS

WHITNEY L. CARY, from sports editor, *Sarasota* (Fla.) *Herald,* to sports staff, *New York Daily News.*

William Roche, from copy desk, *Worcester* (Mass.) *Gazette,* to county editor of the same paper.

Marshal Taylor, from city editor, *Buffalo Star,* to copy desk, *Buffalo Times.*

Judson A. Evans, Jr., from reporter, *Richmond* (Va.) *Times-Dispatch,* to rewrite man, *Baltimore Sun.*

Herbert Kelly, from *East St. Louis* (Ill.) *Journal,* to copy desk, *Chicago Herald and Examiner.*

WITH THE SPECIALS

WOODWARD AND KELLY, newspaper representatives, Chicago, have been named to represent the *Philadelphia Enquirer.* This paper formerly maintained an office in the Harris Trust and Savings Bank Building with Jesse Spencer in charge. Mr. Spencer has joined the forces of Woodward and Kelly.

Lindenstein-Kimball, Inc., special representatives, New York, have opened a new branch office in Pittsburgh at 604 Chamber of Commerce Building. Grover W. Boyd is in charge.

C. B. Peterson, formerly space buyer and secretary of the Stack Advertising Agency, Heyworth Building, Chicago, has resigned to become a solicitor for the S. C. Beckwith Agency, special representatives.

Victor Cavers has been added to the selling force of the Chas. H. Eddy Company, New York office. Mr. Cavers has for some years been a member of the advertising staff of the *Ottawa Journal.*

Allen Klapp Company, special representatives, New York, have been named to represent the *Vincennes,* (Ind.) *Sun* in the national field.

The Devine-MacQuoid Company, Inc., New York, Pittsburgh and Chicago, has been appointed national advertising representative of the *Selma* (Ala.) *Times-Journal* and *Covington* (O.) *Valley News.*

Hamilton-DeLisser, Inc., Newspaper Special Agency, will move its New York offices on Oct. 6 to the Murray Hill Building, 285 Madison Avenue.

J. W. Cooper, manager of the Chicago office of the S. C. Beckwith Company, has recovered from two months' illness and resumed his duties. Clarence B. Peterson, for several years an executive with the Stack Advertising Company, Chicago, has joined the Chicago sales staff of this concern.

MARRIED

JOHN H. SYMONDS, editor and publisher of the *Carthage* (Ill.) *Gazette* to Miss Marjorie Gertrude Kraft, in Seattle, Wash., Sept. 16. They will be at home in Carthage after Oct. 15.

James R. Rhodes, publisher and editor of the *Newton* (Ia.) *News* to Mrs. Helen A. Smith of Des Moines, Ia., in Minneapolis, Sept. 11. They are on a trip through the Canadian northwest and will be at home Oct. 15 in Newton.

Chester L. Jacoby, managing editor of the *Dodge City* (Kan.) *Daily Globe* to Miss Annabel Gross, of Kingsdown, Kan.

Harry Ross of the editorial department, *Chicago Herald and Examiner* to Mrs. Hazel White McClelland.

Fred E. Winsor, former secretary of the Advertising Club of St. Louis now sales manager for the St. Louis office of the General Outdoor Advertising Corporation to Miss Minerva Evelyn Schergen, recently.

Hargrove Smith, of the advertising staff, *Corpus Christi* (Tex.) *Caller,* to Miss Edith Wayne of El Paso, Tex., on Sept. 11.

Miss Mildred Swinehart of the local display department, *Chicago Herald and Examiner,* to Harvey G. Weiss, Sept. 18.

Ralph Burton Whittum, classified advertising manager, *Lewiston* (Me.) *Sun-Journal,* to Miss Winifred Robertson at the United Baptist Church, Lewiston, Sept. 11.

Robert M. Deputy, graduate of the University of Illinois '25, and now advertising manager of the *Montrose* (Col.) *Daily Press* to Miss Ruth M. Vose in Montrose, Sept. 4.

George Hilton Chase of Boston, Mass., to Miss Eloise Florence Lord of the editorial staff of the *Lewiston* (Me.) *Journal* in Lewiston, Sept. 11.

Earl Salley, of the firm of Swennerton & Salley, printers, New York, to Miss Elizabeth Burggerman, Saturday, Sept. 11. Mr. Salley is a member of the Advertising Post of the American Legion, New York.

William Corr Keavy, of New Bedford, Mass., to Miss Mary Barbara Sullivan of the *New Bedford* (Mass.) *Times* editorial staff in New Bedford, Sept. 15.

NEW PLANTS AND EQUIPMENT

DULUTH (Minn.) NEWS TRIBUNE has installed a new intertype.

Elma (Wash.) *Chronicle* has installed a new Babcock Reliance cylinder press.

South Bend (Wash.) *Journal* has added a new model 8 Linotype to its equipment.

Pampa (Tex.) *News* has recently installed a new Linotype. The paper plans to issue a semi-weekly paper instead of the present weekly.

Wall Street Journal is now having a Hoe sextuple press erected in its press-room.

SPECIAL EDITIONS

BELLAIRE (O.) DAILY LEADER, Belmont County Fair edition, Sept. 13.

Lewiston (Me.) *Journal,* special Fashion Section, Sept 13.

Morning Sun (Ia.) *News-Herald,* special edition commemorating the 40th anniversary of the paper and the editorship of J. Kirk Latta, Sept. 9.

Seattle Union Record's Labor day edition was the second largest ever published by the Record.

Amarillo (Tex.) *News-Globe,* 96-page annual Tri-State Fair edition, Sept. 19.

Staten Island (N. Y.) *Advance,* 70-page Bridge edition, Sept. 15.

Richmond (Va.) *Times-Dispatch,* 22 page radio section Sunday, Sept. 19, in connection with the second annual Richmond Radio Show.

Edmonton (Alta.) *Bulletin,* Good Roads Association convention number, Sept. 18.

245,990

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

August, 1926

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of August, 1926, was 189,419.

Everything in Baltimore Revolves Around THE SUN

Morning Evening Sunday

CHANGES OF OWNERSHIP

CHARLES ROSENBERG, formerly in the advertising departments of the *Harrisburg* (Pa.) *Telegraph, Patriot,* and *Evening News,* and the *Newark Ledger,* with his two brothers has purchased the *Egg Harbor* (N. J.) *Pilot-Tribune,* weekly.

Hal Smith, well known Puget Sound newspaperman, has purchased the *La Conner* (Wash.) *Puget Sound Mail* from Josephine M. Alexander.

Miss Lottoe Byers, who bought the *Geneseo* (Kan.) *Journal* from the Zene Surrier estate, has sold the paper to E. J. Allen, an employe. Mr. and Mrs. Allen will manage the paper.

Herman W. Haislet, owner of the *St. James* (Minn.) *Independent* for the past 25 years, has sold his paper.

Col. C. M. Harrison, owner and editor of the *Booneville* (Mo.) *Central Missourian* for the past six and a half years, has sold the paper to P. T. Grimes, Bloomfield, Ia., publisher.

W. Chapin Collins, now on the staff of the *Seattle Post Intelligencer,* has purchased a half interest in the *Elma* (Wash.) *Chronicle* and will assume editorship of that paper Oct. 1.

ON THE MECHANICAL SIDE

JOHN J. McNEARY, once foreman of the *New York American* composing room, also of other Hearst newspapers and for years with the *San Francisco Examiner,* has resigned from the Hearst service. F. G. McCoy for the past eight months on the *Oakland Post-Enquirer* and for 18 years on the *Los Angeles Herald and Examiner* becomes superintendent of the Examiner composing room.

SCHOOLS

THE stone lantern presented to the school of journalism, University of Missouri, by the America-Japan Society of Tokio, will be dedicated by the Japanese ambassador to the United States, Nov. 9.

NEW WACO M. E.

Richard C. Bush, telegraph editor of the *Waco* (Tex.) *Times-Herald* for several years, has been made managing editor of that newspaper, succeeding J. J. Hutchison, resigned. Bush has worked on a number of Texas newspapers, including the *Austin American,* and the *Forth Worth Record.*

Over 3,000 cities and towns have streets paved with portland cement concrete

Horse-and-Buggy Pavements Won't Do

Property owners in many towns and cities whose streets swarm with motor traffic are still wasting their money on horse-and-buggy "pavements" of bygone days.

These rough, bumpy streets are directly responsible for broken springs, cut tires, greater depreciation of cars, physical discomfort, loss of time, and many accidents involving loss of life or limb.

And the heavy expense of trying to keep worn-out, dangerous, horse-and-buggy streets in repair, added to their original cost, amounts to more than enough to pay for true, even, non-skid concrete pavement that has the maintenance built in.

So in the long run you are paying for concrete streets. Why not get them?

All of the facts are in our free booklet on "Concrete Streets." Ask for your copy

PORTLAND CEMENT ASSOCIATION

A National Organization to Improve and Extend the Uses of Concrete

Atlanta, Birmingham, Boston, Chicago, Columbus, Dallas, Denver, Des Moines, Detroit, Indianapolis, Jacksonville, Kansas City, Lincoln, Nebr., Los Angeles, Milwaukee, Minneapolis, Nashville, New Orleans, New York, Oklahoma City, Parkersburg, Philadelphia, Pittsburgh, Portland, Oreg., Richmond, Va., Salt Lake City, San Francisco, Seattle, St. Louis, Vancouver, B. C., Washington, D. C.

During the first eight months of this year, The Washington Daily News, a Scripps-Howard newspaper, gained more than 600,000 lines of paid advertising, the equivalent of more than five hundred and thirty pages.

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York

ADVERTISING ECLIPSES NEWS POWER—WHITE

Noted Editor of Emporia, Kan., Says Delete Advertisements in America and Economic and Social Revolt Would Follow

Advertising columns were held more powerful than the news columns of a newspaper by William Allen White, editor of the *Emporia* (Kan.) *Gazette* in a letter published in the *New York Times* Sept. 18, on the occasion of the latter newspaper's 75th anniversary. Mr. White's letter follows in full:

"The American newspaper seems to me to function socially and politically more through its economic phases than through the formal social and political side. Put in plain language, that means this: The advertising columns of a newspaper affect the American people more directly and powerfully than the news columns and editorials of the American newspaper. Through the advertising columns the standard of living in America is raised every year. The newspaper is an Archimedean lever which is lifting the living standards in America higher than any other living standards in the world. Delete advertising in America and an economic and social revolution would occur. People no longer stimulated by advertising to desire material goods would stop buying and the jolt to American business would precipitate a political reaction that might be catastrophic.

"It makes little difference what the newspapers preach in their editorial columns about the distribution of wealth. It makes no vast difference how they policy the news, so long as the advertising columns continue to create an insatiable hunger on the part of their readers for better things than their fathers had or than even the readers themselves had the day before the paper was printed.

"The New York Times is a great newspaper because it prints the news in detail, which its readers desire, and because its editorial comment on the news is intelligent and as fair as newspaper comment can be under the handicaps of haste and restricted space. But the real value of the New York Times to America is that its advertising columns are as clean and free and fair as its news columns. It stimulates the desire for honest goods. It whets the appetites of the average reader by showing him day after day and year after year what useful and lovely things he can buy with his money, what profitable savings he can make in his income, how he can get ahead materially or spiritually by patronizing the advertisers in its columns. Books, food, music, furniture, pictures, houses, clothing, cults, creeds, investments, all are displayed in the vast bazaar that is the New York Times, through which as the year rolls around the millions pass in review.

"The changes that come out of the advertising columns of the American newspaper like the Times, where decent goods are truthfully advertised, are dynamic changes. Every year the old world is blown up and a new world established, not by the news, not by the editorials, but by the advertising columns of the American newspapers."

LOWRANCE TO TOUR N. C.

W. A. Lowrance, former manager of the Charlotte branch of the Western Newspaper Union, now field secretary for the North Carolina Publishers' Association, a newly created position, will leave shortly for his first official tour of the newspapers in the state.

OLDEST WOMAN COMPOSITOR ILL

Mrs. Tillie Hodge, aged 84 years, the oldest woman compositor in the United States, is ill at her home in Tiskilwa, Ill., following a stroke of apoplexy and will never again set type. She had worked at the *Tiskilwa Chief* composing room until three weeks ago.

FLASHES

By the time a man's fixed for life he's worried himself to death.—*Flint Daily Journal.*

This earth will probably always be able to feed its inhabitants, but the supply of privacy is rapidly giving out.—*Miami Tribune.*

Our rule for success in life is not to know when we're beaten, but we often can't help having our suspicions.—*Columbus* (Ohio) *State Journal.*

As a rule the husband's face sinks when he gets the bill for having his wife's face lifted. — *Westport* (Conn.) *Westporter Herald.*

Some rich men collect art, others primaries.—*James J. Montague in New York Herald Tribune.*

The time to remember that silence is golden is just before you indulge in a wise crack.—*Fort Worth Record-Telegram.*

Those airplane sleepers built for the flight between Berlin and London may be all right, but most persons would prefer lower berths.—*Seattle Daily Times.*

The modern politician's wife should pledge herself to love, cherish and vindicate.—*Florence* (Ala.) *Herald.*

If Spain breaks up, perhaps we can get out of prison that industrious chap who has written so many "treasure" letters to our people.—*J. R. Wolf in Milwaukee Journal.*

"Czechs Adopting American Drink," a headline says. Another case of race suicide.—*H. R. Farmer in Edmonton Bulletin.*

Secret service agent says women make poor detectives. Married men know better.—*New York American.*

It is declared that "every dining-car meal is served at a loss to the railroads." Dining-car patrons will perhaps be glad to know this.—*Florence* (Ala.) *Herald.*

Several small islands off the Alaska shore have disappeared. Those Japanese again!—*Boston Herald.*

We suppose that Mussolini's edicts will be carried out until, some fatal day, Mussolini is.—*Weston* (Ore.) *Leader.*

ASSOCIATIONS

FIRST meeting of the ADVERTISING CLUB of LOS ANGELES for the year 1926-7 was held in the ballroom of the Biltmore Hotel, Sept. 14, at which time the new officers for the year were installed. They are: Harold J. Stonier, president; Carl A. Bundy, first vice-president; J. G. Jeffery, second vice-president; Arthur Lee, secretary-treasurer; Ray Nimmo, club counsel; Donald K. Thomas, executive secretary. The directors are: E. M. Armstrong, E. J. LaFon, Irving R. Smith, Fred T. Hagelberg, Emery E. Olson, Thomas J. Van de Kamp and Ross Welch.

Ward H. Marsh, of the advertising firm of McKinney, Marsh & Cushing, has been appointed chairman of the publicity committee of the Adcraft Club of Detroit which is sponsoring the ninth annual convention of the DIRECT MAIL ADVERTISING ASSOCIATION to be held in Detroit, Oct. 20, 21 and 22.

Annual meeting of the ADVERTISING CLUB of ST. LOUIS will be held on October 12 in the Palm Room of Hotel Chase.

A special de-luxe train bearing 200 members of the GEORGIA PRESS ASSOCIATION will leave on a tour of Western North Carolina about Sept. 27.

Imperial METAL



Keep Your Eye on the Melting Pot!

WATCH carefully what goes into it. For that which goes into the pot is going to determine whether or not you will have a smooth running shop or a lot of metal and machine grief. It's up to you.

Here's the way that thousands of publishers watch their melting pot. They see to it that their new metal supply is Imperial Type Metal. After that they make it a hard and fast rule that nothing goes into that pot but Imperial Plus metals and that they are added according to the simple, efficient Plus Plan.

There are two mighty good reasons for sticking to the Plus Plan. First, the Plus Plan keeps the supply uniform in quantity and quality at all times—that eliminates any chances of run-down metal and minimizes trouble. Second, the Plus Plan gives many years of additional life to the original supply, thereby cutting metal costs.

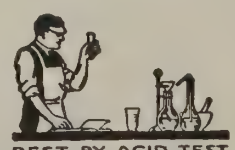
Using the Plus Plan is the best way we know of keeping your eye on the melting pot. Try it.

IMPERIAL TYPE METAL CO.

Manufacturing the following metals:

LINOTYPE MONOTYPE INTERTYPE STEREOTYPE
ELROD LUDLOW LINOGRAPH THOMPSON

Philadelphia Cleveland New York Chicago



BEST BY ACID TEST
TRADE MARK REG.

Buffalo the Wonder City of America

GROWTH!

1920—93,341
1921—101,918
1922—106,061
1923—113,748
1924—123,039
1925—128,502
August 1926—146,653

Average daily circulation—All except
August, 1926, are A. B. C. Audit figures

The average daily circulation of the Buffalo Evening News is the largest in New York State outside of Manhattan.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

EDWARD H. BUTLER, *Editor and Publisher*

National Representatives

KELLY-SMITH COMPANY

Marbridge Building, New York City
Waterman Building, Boston, Mass.
Atlantic Building, Philadelphia, Pa.
Tribune Tower, Chicago, Ill.
J. C. HARRIS, Jr., Atlanta

CLASSIFIED ADVERTISING

A Strange Little Ad in St. Paul—"Holiday Greetings" Is New Classification On Kansas City Star—New York Managers Hold Meeting—Selling News Clippings

WANTED—Donor for 1 pint of blood. Call Northwest Institute of Medical Technology, 159 W. Third. Ask for Mr. J. King Ross.

STRANGE things creep into the columns of the classified pages, but possibly nothing more intensely human, personal or vital than the one which recently appeared in the *St. Paul Dispatch and Pioneer Press* and reprinted above.

Bert L. Brown, known well by every Twin City newspaper man as an excellent photographer of news and feature subjects, was critically ill in a St. Paul hospital when the call went out for one pint of blood for transfusion purposes. Exactly 50 persons responded to the request with the result that one was chosen and with the happy ending that Bert L. is on the road to recovery.

The classified department was quick to weave some publicity matter around this queer little ad, pointing out how the classified columns were daily gaining as a medium that fits nice and snug into human life.

The *Kansas City Star* last week began a classified advertisement column, headed, "Holiday Greetings." It contained many greetings from Jewish families to friends and relatives in connection with the recent Jewish holidays. The column will be continued for the benefit of those who care to remember others on special occasions.

The Classified Advertising Managers Association of New York held its regular meeting Sept. 21. Some progress was reported concerning efforts to protect the classified advertising columns of New York City newspapers against alleged fraudulent furniture advertising. T. P. Seymour of the American Newspaper Publishers Association and F. W. Brock of the Better Business Bureau were guests of the Association at luncheon.

E. W. Cobb, Okmulgee, Okla., carries a classified ad in various publications signed Lock Box 959 in which he offers "Work for ladies at home," says there will be no canvassing and that no experience is required. If he can get replies he asks them to put up $1.00 for a plan of clipping newspapers and sending out postal cards, telling that they can earn from $25 to $50 per week.

This is the old scheme that has been worked in various parts of the country whereby the publisher is sent a postal card asking for a sample copy of his publication. The party securing the paper then clips out various items, no matter how trivial, and writes the party mentioned therein saying: "We have a very interesting newspaper clipping which we will mail you on receipt of 25 cents."

L. L. Heaton, classified advertising manager of the *New York Herald Tribune* will address the Binghamton (N. Y.) Real Estate Board, Sept. 27 on "Classified Real Estate Advertising."

Wilbur E. McCauley has been transferred from the classified department to the local staff of the *Chicago Herald and Examiner*.

Bernard Charles Connolly has left the classified advertising department of the *Worcester* (Mass.) *Post* to join the staff of a Boston firm as traveling salesman.

TIMES AD MEN HONORED

A luncheon was given by the *New York Time*, Monday, Sept. 20, in honor of the members of the advertising staff instrumental in obtaining more than 27,000 agate lines of advertising for the 75th Anniversary Supplement issued with the Sunday edition of Sept. 19. There were 50 guests present. Louis Wiley, business manager, presided. Incidents of the career of the newspaper were recounted.

MAKING NEWSPAPER SURVEY

The Southern Newspaper Publishers' Association, John A. Park, *Raleigh* (N. C.) *Times*, president, is making a cost-finding survey of the business of each association member for the first six months of this year. The survey is being cleared through the office of Cranston Williams, association manager, at Chattanooga.

C. A. ROGERS DEAD

C. A. Rogers, 72, of the Wood Newspaper Machinery Corporation, died Sept. 19 at his home in Plainfield, N. J. He was for many years employed by the Hotter Printing Press Co.

Make Your Title A Mark of Pride with

Hardened Steel Newspaper Heads

—they last forever

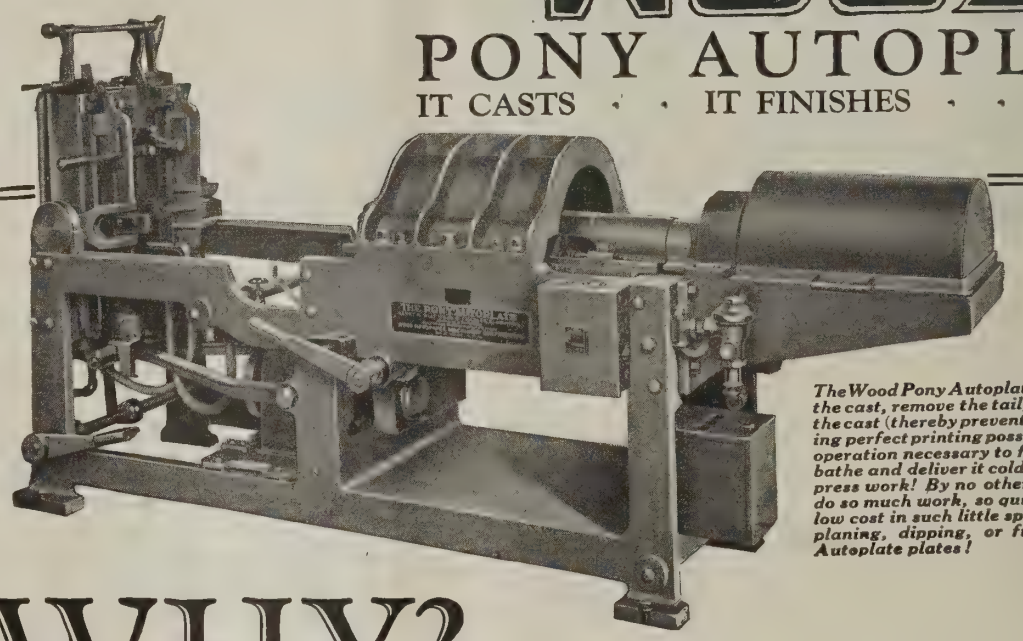
::

A. J. SOSSNER
361 West Broadway
New York

WOOD

PONY AUTOPLATE

IT CASTS · · IT FINISHES · · IT COOLS



The Wood Pony Autoplate enables one man to make the cast, remove the tail, perfectly shape and shave the cast (thereby preventing paper breaks and making perfect printing possible), perform every tooling operation necessary to finish the plate and finally bathe and deliver it cold and dry, ready for perfect press work! By no other means can a stereotyper do so much work, so quickly, so easily and at such low cost in such little space. No routing, chiseling, planing, dipping, or filing required with Pony Autoplate plates!

WHY?

¶ Why cast your plates in a hand box — and lift them out?

¶ Why cut off their tails on a hand worked tail cutter — and lift them out?

¶ Why shave them out in a hand worked shaving machine — and lift them out?

¶ Why finish your plates on a hand trimming block — and lift them out?

¶ Why cool them in a hand dipping tub — and lift them out?

¶ Why dry their faces by hand with a rag? —

WHEN a Pony Autoplate does these things better—faster—cheaper! Saves room, walking, lifting. Makes possible a better printed paper. Permits paper to be on the street earlier. Enables one man to finish "a plate a minute"—*three times as fast!* Rapidly pays for itself through the time and money it saves in the foundry, the pressroom and the delivery-room. Write Goss for full particulars—mechanical data, prices, terms

THE GOSS PRINTING PRESS CO.
1535 South Paulina Street • Chicago
The Goss Printing Press Company of England, Ltd., London
SELLING AGENTS

GOSS STRAIGHT LINE

You can deal with these 28 leading Iowa daily newspapers as with one publication, if you wish. Uniform marketing help over the entire state.



A space buyer wrote this ad *about Iowa*

I've been asked what is the most interesting thing—to a space buyer—about this "Iowa plan."

Passing over the advantages of Iowa as a market—for her general prosperity and responsiveness are well known—the big thing to me is this fact:

By using this group of Iowa daily newspapers, I can get a circulation *exceeding the number of families in the state*—and with *one* order, *one* plate, *one* billing.

For the combined circulation of these newspapers is 571,151. And the number of families in Iowa is 550,000!

Then this group plan is found most convenient—especially for any new venture into Iowa—because of the excellent merchandising help of these 28 newspapers.

They pledge *uniform co-operation* in making best jobber and dealer connections and in many other helps.

Whenever I need any information about this market, I write to the association headquarters—given below—and they load me down.

Better try it if you're interested.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

BUILDING NEWSPAPER CIRCULATION

What Price a Subscriber?—Health Talk Boosts Sales—Pennsylvania Association Collects Old Accounts—"Know Tennessee Contest" in Knoxville



Left to right, Bruce I. Susong, editor *Covington Kentucky Post;* Mrs. Josie Geiger, Bueford Stanley, Ruth Geiger, President Coolidge, Mrs. Bessie E. Stanley and Senator R. P. Ernst of Kentucky

RUTH GEIGER, 14, a fatherless Covington, Ky., girl and Bueford Stanley, 12, also of Covington, who in a contest staged by the *Covington Kentucky Post,* a Scripps-Howard newspaper, polled 18,000,000 and 25,000,000 votes respectively, felt amply rewarded when they posed with President Coolidge for a picture, and also for the movies.

The reward in the newspaper contest for the boy and girl of northern Kentucky who proved their popularity in gathering coupons from the Post and in getting newspaper subscriptions was a trip to Washington for themselves and their mothers.

United States Senator R. P. Ernst made an engagement with the President for them, and dropped his campaign for re-election for a day in order that he might be in Washington to receive the guests from his home town.

The picture shows the President, Senator Ernst, the contest winners and their mothers, and Bruce I. Susong, editor of the Kentucky Post, which conducted the contest.

President Coolidge was extremely cordial to the youngsters, and made them feel at home. Later he sent an escort with them from his office, to show them through the White House proper and to explain all points of interest.

What price newspaper subscribers? When it costs 50 cents or 60 cents to get a subscriber to a 35-cent-a-month paper it is bad business, in the opinion of Harold Nogle, circulation manager of the *Dallas Journal.* Other newspapers may use high salaried salesmen to boost the list, but not Nogle.

"We have obtained many subscribers for as low as eight cents," he told EDITOR & PUBLISHER this week. "Our average runs arounds 17 cents.

"We have not used any solicitors for six years. Instead we employ grade and high school boys to carry the Journal. These boys know they must hold the number of subscribers. It is explained that we permit them to use our property, the route, for a business. Should they improve our property they make more money, whereas if they damage it by losing subscribers, they must get off.

"Journal carrier circulation has been built by carriers exclusively. Once we offered prizes to the boys and girls of the city, but the cost was prohibitive. Each subscriber cost more than $1.

"Of course we use all kinds of contests for our carriers. That however, is a different story, and far less costly."

As an additional service to members, Albert W. Fell, manager of the Pennsylvania Newspaper Publishers' Association, has created a department for collecting discontinued subscription accounts. This new departure was announced in the weekly bulletin sent out from the association office in Williamsport, Pa., Sept. 11.

The association office has been experimenting on collections for several members for the past few months. Its work along this line has been successful, and, now that the system has been simplified and perfected, the service is being offered to all members both daily and weekly, Mr. Fell said. The association makes no additional charge for this service beyond actual expenditures for postage and stationery. A large number of applications for listing blanks have already been received from members.

A "Know Tennessee" contest is now being conducted by the *Knoxville Sentinel,* H. L. Baker, circulation manager. Fifty pictures representing towns in the state are being published daily, with $300 in cash prizes promised to 20 successful contestants.

The *Fresno* (Cal.) *Republican* is giving away a harmonica to each boy and girl who turns in a new three-month subscription.

L. J. Hagood, who has been country circulator of the *Houston Post-Dispatch* for the past several months and prior to that time was country circulator of the *Forth Worth Star-Telegram* for seven years, is leaving the Post-Dispatch to become circulation manager of the *Indianapolis Times* effective October 1.

The *Columbus Ohio State Journal* has increased its price from two to three cents a copy and has put on a campaign for new subscription offering houses and lots and automobiles as prizes.

A. K. Kilgore recently resigned as assistant circulation manager for the Oklahoma Publishing Company of Oklahoma City, publishers of the *Daily Oklahoman* and *Times* to become circulation promotion manager for the A. H. Belo Corporation, Dallas, Tex., publishers of the *Dallas News, Dallas Journal* and the *Semi-Weekly Farm News.*

Metropolitan Dry Mats

are now being used for all work by

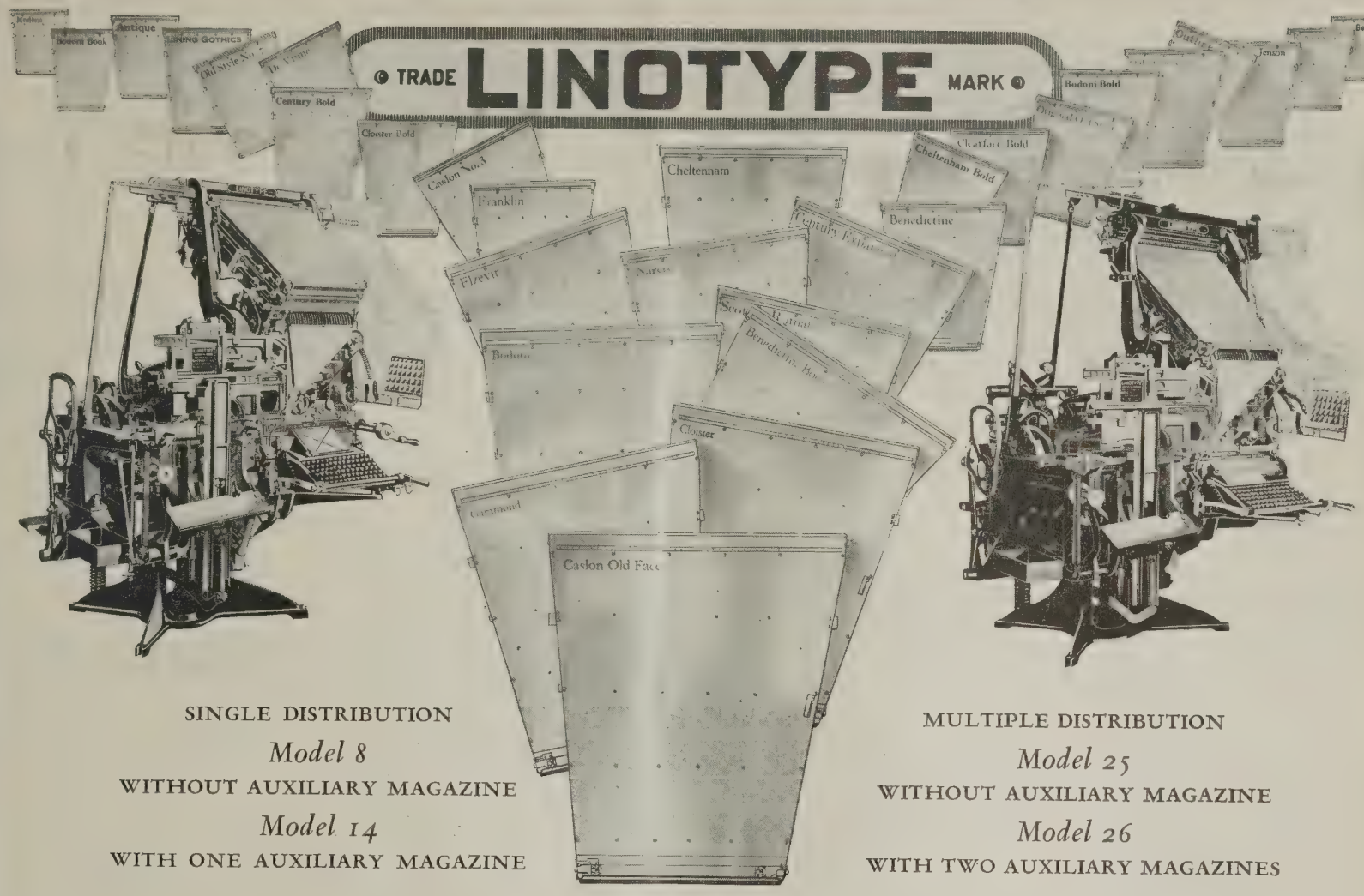
The Chicago Daily News
The Philadelphia Bulletin
The Boston American
The Philadelphia Inquirer
The Cleveland News
The Baltimore Sun

For the small or large newspaper plant the METROPOLITAN DRY MAT is the most satisfactory and dependable. It stands the gaff and eliminates all troubles had with other dry mats.

While its price is a little higher at the mill, its savings actually make it the cheapest dry mat on the market.

Installations may now be arranged for.

WOOD FLONG CORPORATION
501 Fifth Avenue, New York City



SINGLE DISTRIBUTION

Model 8

WITHOUT AUXILIARY MAGAZINE

Model 14

WITH ONE AUXILIARY MAGAZINE

MULTIPLE DISTRIBUTION

Model 25

WITHOUT AUXILIARY MAGAZINE

Model 26

WITH TWO AUXILIARY MAGAZINES

INTERCHANGEABLE MAGAZINES

By storing your typographic equipment in convenient, interchangeable Linotype magazines you have the faces instantly available for use on either of these two styles of Linotype machines for *Single Distribution or Multiple Distribution*

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

530 26 9-F

LINOTYPED IN GARAMOND AND NARCISS

WHAT'S WHAT IN THE FEATURE FIELD

Eleanor Gunn Sails to Report Paris Fashions Oct. 2—Aimee McPherson Writing for Editors Feature Service—New Writer in London for N. A. N .A.

ELEANOR GUNN, fashion writer, and member of the staff of Metropolitan Newspaper Service, will sail from New York for Paris, Oct. 2, to observe and write on winter fashions abroad from the point of view of the American woman. Miss Gunn is the grand-daughter of the late John W. Oliver, founder of the *Yonkers* (N. Y.) *Statesman,* and nationally known humorist.

Aimee McPherson, Los Angeles evangelist, is writing "The Story of My Life" for Editors Feature Service, New York and Cleveland.

Howard White, vice consul in the Azores Islands, has resigned to become London correspondent for the North American Newspaper Alliance. Mr. White formerly worked on the *Columbus* (O.) *Dispatch,* and will be assisted in his work by his wife, who also was a member of the Dispatch staff.

A new series of daily health talks is being distributed to newspapers by the McCoy Health Service, Los Angeles.

Comic strips, drawn especially for weekly newspapers, are one of the latest products of King Features Syndicate, New York. They are in double strip form, 14 inches wide and 4¾ inches deep.

"Can a woman be wife, mother and professional worker and do justice to all three?" is the question answered by a series of seven Sunday articles being prepared by the O'Dell Newspaper Service, New York.

Felix Orman has opened an office as European newspaper correspondent at 26 Hanover Square, London. He offers a weekly mail feature captioned "Gaieties of European Capitals."

Sidney A. Silberman, president of National News Service, Philadelphia, has returned to his office after a ten weeks' business trip through the west.

R. S. Grable, president of the World Color Printing Company, St. Louis, announces the appointment of Natt S. Getlin as sales and promotion manager. Getlin was formerly associated with the *Cincinnati* (O.) *Enquirer* and the *St. Louis Star.*

JOINS U. S. DAILY

Kloeber Assistant to President of Washington National Publication

Charles E. Kloeber, whose long connection with the Associated Press as chief of the news department and in other executive positions has made him widely known in newspaper circles, has joined the staff of *The United States Daily* as assistant to the president.

Mr. Kloeber has had wide experience in both the home and foreign fields of news production as well as the business office. He was in charge of the Associated Press service on the western front during the World War, and after the Peace Conference covered the reconstruction period in the Balkan States with headquarters in Vienna. He was recalled from Constantinople after the evacuation of the Allies in 1924 and sent to Japan, returning last summer because of ill health.

In addition to his Associated Press career Mr. Kloeber has been managing editor of several papers, and was at one time assistant to the late E. T. Earl in the publication of the *Los Angeles* (Cal.) *Express* and the *Los Angeles* (Cal.) *Tribune.*

10-PAGE AD SECTION

A 10-page advertising section of the Cramer & Norton store, which was printed in the *Danville* (Ill.) *Commercial-News* Sept. 15, set a record for advertising in that city. It was a souvenir section and was more than double in size any previous advertisement used in a local paper, the *Commercial-News* stated.

LEGISLATORS HONOR SNEED

Pay Tribute to Texas Political Writer in Statement

The special session of the Texas House of Representatives the other day paused to pay tribute to the memory of John Sneed, who, as staff correspondent of the *Dallas News,* for many years was associated with the legislative and political history of Texas. Sneed died Sept. 11. The memorial said in part:

"He was a writer of rare charm and outstanding ability; his integrity was unquestionable; he never prostituted his brilliant talents to any unworthy end; his judgment of men and public affairs was well-nigh unerring.

"He was a gentleman by birth, breeding and education. He had imbibed all the splendid social and political tradition of his native South and his devotion to the lofty ideals of the land of his birth were reflected in his daily life."

MANY GROUPS TO MEET DURING A. B. C. WEEK

Chicago To Be Mecca For Publishers, Advertisers and Agents Oct. 19 to 22—A. B. C. Sessions At La Salle Hotel

Newspaper and advertising interests from every part of the country will be represented at what is expected to be the greatest gathering ever held of publishers, advertising and circulation men, in Chicago, Oct. 19, 20, 21 and 22.

The Inland Daily Press Association will be in session Tuesday and Wednesday, Oct. 19 and 20, at the Hotel Sherman; the Audit Bureau of Circulations will meet Thursday and Friday, Oct. 21 and 22, at the Hotel La Salle; the Agricultural Publishers Association will gather Thursday, Oct. 21, at the Hotel La Salle for their annual convention, and the Western Council of the American Association of Advertising Agencies will hold a luncheon on the same day in honor of the publishers of newspapers and magazines, and the agricultural editors.

The Audit Bureau of Circulations will hold departmental meetings Thursday afternoon, after the luncheon, and a general convention Friday, at which Stanley Clague, secretary, will preside. On Friday evening the annual A. B. C. banquet will be held in the Hotel La Salle.

Victor F. Haydon, executive secretary, and Horace Klein, St. Paul, president, will be in charge of the meeting of the Agricultural Publishers Association.

H. C. Sulcer, president of Vanderhoof & Co., Chicago, and secretary of the Western Council of the American Association of Advertising Agencies, will preside at the council's luncheon. Among the speakers will be Roy S. Durstine, of Barton, Durstine & Osborn, New York; James O'Shaughnessy, of New York, executive secretary of the Four A's; Walter A. Strong, publisher of the Chicago *Daily News;* O. C. Harn, president of the National Lead Company of New York, and Kent Cooper, of New York, general manager of the Associated Press.

FISH SUCCEEDS MARLOWE

New Chief of London Daily Mail Was Formerly News Editor

Walter G. Fish, for several years news editor of the *London Daily Mail,* has been named editor, succeeding Thomas Marlowe, who resigned.

Mr. Marlowe's resignation followed repudiation of a war debt editorial.

SPECIAL AD CLUB EDITION

The *Washington* (D. C.) *Daily News* published a special Advertising Club Edition, Sept. 16, announcing that Carl C. Magee, fighting editor of the *Albuquerque* (N. M.) *State Tribune,* would be the speaker at the club's opening meeting of the season to be held Sept. 28.

Largest Newspaper West of Chicago

500,000

Copies DAILY

The KANSAS CITY STAR

First in Circulation

Leadership in news and prestige has won for

LA PRENSA
OF
BUENOS AIRES
leadership in Circulation

Since 1869 the public of Argentina has reposed in La Prensa a degree of confidence that is enjoyed by only a few of the world's great newspapers.

JOSHUA B. POWERS
Exclusive Advertising Representative,
250 Park Avenue, New York
"South America's Greatest Newspaper"

Our Customers Write Our Ads

LEON SHAW, Publisher of THE GAZETTE BILLINGS, MONTANA, Says—

"In my opinion the DUPLEX TUBULAR PRESS IS ONE OF THE MOST DEPENDABLE AND SATISFACTORY PIECES OF MACHINERY THAT HAS EVER BEEN PLACED ON THE MARKET, and I cannot refrain from voicing my high praise for it."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

Mr. Managing Editor

"SIX-PLY COVERAGE" in New York gives you:

1. All news of special interest to you.
2. Theatrical reviews and critics' consensus.
3. Daily list of persons from your city registered at local hotels.
4. Interviews with persons from your territory arriving from abroad.
5. A complete clipping service.
6. "Following the Crowd in New York," a popular feature of quality.

The rock-bottom price of this service renders it available to any paper.

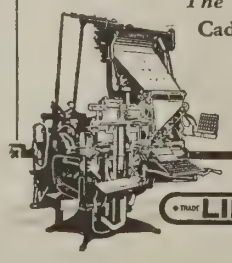
N. Y. Allied Press Bureau
Times Bldg.—New York City

From the Linotype Mailbag

More 24-Hour Service

We are sure more than pleased with your quick service in getting the part ordered out to us. We were just in the midst of a heavy run of work in getting out a Market Day edition, when this little part of the machine gave out. This occurred at 11:00 o'clock Monday morning, and at 8:00 o'clock Tuesday morning we had the part and were ready to go.

The Cadott Sentinel
Cadott, Wis.



LINOTYPE

A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.

With a constantly increasing circulation, plus a constant growth in advertising lineage, the New York Evening Graphic offers the advertiser an extremely profitable opportunity.

Published by BERNARR MACFADDEN
NEW YORK
EVENING GRAPHIC

H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

San Francisco Herald
San Francisco, Calif.

Ask them about it.

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

CHARLOTTE MILLS

***daughter of the murdered woman,* will cover**

HALL-MILLS MURDER TRIAL

Let CHARLOTTE MILLS cover the trial for *your* paper.
Wire for Territory Now or Telephone
Columbus 2428 New York, and reverse charges.

Don't phone or wire if you are in these cities: San Francisco, New York, Cleveland, Rochester, Atlanta, Camden, Buffalo, Washington, Detroit, Worcester, Toledo, Syracuse, New Britain, Chicago, Albany, Baltimore, Boston, Philadelphia.

Every section of the country will run this story.

The service consists of advance material by mail, and a daily wire based on the highlights of the spot news developments. 1,000 to 1,500 words a day, but with toll charges on only 300 to 500, because the general story will be covered in the advance material which will be straight adds on the wire story. Release on advance matter will be indicated in the daily wire.

Separate services for morning and afternoon papers, but only one paper will be sold in a city. The story will always be fresh for your paper.

Don't hesitate if you are running a small paper. Here is something that will make it bigger.

PLAY CHARLOTTE MILLS BIG!

It's a sure circulation getter. PROMOTE IT! We'll send some promotion suggestions, but work out your own ideas, too. You can't go wrong by playing it BIG!

The most famous trial in twenty years, covered by the most interested and interesting character in the tragedy. Don't confuse this story with the regular wire service which *every paper* will get.

This story by CHARLOTTE MILLS will be the most unique feature of the

HALL-MILLS MURDER TRIAL

FAMOUS FEATURES SYNDICATE, INC.

1819 Broadway, New York, N. Y.

ADVERTISING AGENCY AFFAIRS

Harrison Cowan Opens Own Agency in New York—Heller Becomes Copy-Writer for Rudolph Guenther-Russell Law—Adamars Company, St. Louis, Adds to Staff

PRESIDENT H. T. EWALD of the Campbell-Ewald Company, who returned from an extended business trip in Europe this week after the establishment of a branch of that agency in Paris, necessitated by the expansion of the export business of its various American clients. E. V. Salisbury has been named European manager.



E. V. Salisbury

Mr. Salisbury recently has been a representative of the Willys-Overland company in Paris. He is now in the Detroit office of the agency studying the organization and methods.

He is an American citizen and after service as a volunteer with the French army during the World War was associated with the du Pont Old Hickory plant at Nashville, Tenn.

Harrison J. Cowan has opened a general advertising agency with offices in the Heckscher Building, Fifth Avenue at 57th street, New York. Cowan was for a number of years associated with Hoyt's Service, Inc. (Charles W. Hoyt Co., Inc.), New York, as department head, account executive and member of the plan board; was vice-president of the John Clark Sims Company, advertising agency, Philadelphia; account executive for the Wales Advertising Company, New York, and for the past two years was general sales manager for the Nestler Rubber Fusing Company of New York.

The Rudolph Guenther-Russel Law advertising agency has added to its copy-writing staff George Heller, formerly assistant to the president, and manager of advertising and publicity, of the Florida Trust Company of Miami. Mr. Heller will assist S. P. Harman, who recently became associated with the firm in charge of the copy department.

The Adamars Company, St. Louis, announces the following additions to its staff: Harry F. Herman, who formerly conducted his own agency, production manager; Rudolph Singer, for the last four years with the D'Arcy Advertising Company, and William T. Campbell, formerly advertising manager of the Auto Parts Company.

W. M. Stedman has left the Torchiana Advertising Agency, New York, to become New York representative of George Harrison Phelps, Inc., Detroit. The Phelps agency has obtained the account of the Sohmer Piano Company, New York.

Darwin J. Adams has resigned from the staff of Olmstead, Perrin & Leffingwell, Inc., New York, to become eastern manager of the *Hotel Bulletin*.

Doremus & Co., New York, has been appointed to handle the advertising for the Brooklyn Exposition, to be held at the Grand Central Palace, New York, Sept. 25-Oct. 9.

Rigal, winner of the Grand Prix at the Exhibition Arts Decoratifs in Paris, has joined the staff of the Ethridge Company, advertising art service, New York.

Sam H. Harris, New York theatrical producer, has acquired a play by Owen B. Winters and Leonard Cline, tentatively called "Pay Daisy." Mr. Winter is a partner in Erwin, Wasey & Co. and in charge of their New York Office. Mr. Cline is the author of "God Head" and "Listen Moon," two novels which have been published within the past two years. Both Mr. Winters and Mr. Cline were classmates at the University of Michigan.

H. F. Anderson has joined the Crossley & Failing, Inc., advertising agency of Portland, Ore. He will have charge of sales promotion, merchandising and contact work with clients of the agency. For many years he was national sales representative of Foster and Kleiser.

BACK TO SCHOOL DRIVE PLANNED FOR S. N. P. A.

President Park Will Call Departmental Meetings in Each State to Study Best Newspapers Methods

Building better newspapers during the next twelve months' period is the dominant note sounded by John A. Park, publisher of the *Raleigh Times* and president of the Southern Newspaper Publishers' Association, in announcing the program of activities that organization will follow.

Mr. Park has just returned from a 4,000-mile trip through S. N. P. A. territory covering all the 14 states except Florida, which he visited last spring. After conferences with more than a hundred members, committeemen and directors during the flying trip, Mr. Park says that the outlook for Southern papers is the most gratifying.

A "back to school" movement with an unusual slant is started by President Park in presenting the eleven points in his program. With the approval of his entire board, Mr. Park will hold a series of departmental meetings in every state simultaneously at which heads of all newspaper departments will "talk shop" with others engaged in the same work.

This is an innovation that S. N. P. A. officials think will fill a long recognized desire of the association. Convention programs have become so crowded that insufficient time is left for discussion of technical topics. The new plan provides for two days of "schooling," three group meetings morning and afternoon of the first day and three more group meetings the second day, requiring only one day's attendance for any employe. The six study groups will embrace Advertising, News, Circulation, Mechanical Operations, Business Details and Executive Matters. Publishers will be expected to attend the last mentioned group while subordinate officials and department heads are to attend the five other divisions.

State directors will help arrange the programs and select the meeting places. Cities will be designated that are easily accessible to members in the respective states, requiring the minimum time in traveling.

During the month of September attention has been given to membership work in each state and by the first of October Manager Cranston Williams expects to see the group well above the present standing of 200.

Committees are actively handling postage and freight rates and during the month of October the association will be ready to defend the suit instituted by the Federal Trade Commission demanding net rates direct to advertisers.

The tenth year of an intensive drive to "sell the South" to the nation was launched Sept. 13 in metropolitan newspapers and trade publications, the same copy in page size running in each member newspaper at the same time. Funds for this campaign were voluntary contributions from members.



An Important Market for Autos and Accessories

There is one motor vehicle to every six of the resident population of Florida. In addition, many thousands of cars are coming into Florida every year from all parts of the country. During the past winter it was estimated that automobiles entered the state at the average rate of 4,000 a week.

Florida is making provision for the greater motor traffic that is certain to come. It is building one of the finest highway systems in the land. During 1925 alone it spent $30,000,000 on paved roads.

Florida needs more cars to meet the demands of its rapidly increasing population. It needs trucks and tractors for use in its commercial, industrial and agricultural development. And it needs all the supplies and accessories that go with them.

Here is a growing market which should be developed. It can be reached by advertising in the Associated Dailies of Florida—a co-operating group of leading newspapers that cover the state completely at low cost.

ASSOCIATED DAILIES of Florida

510 Clark Building Jacksonville, Florida

Bradenton News	Miami Tribune
Clearwater Sun	New Smyrna News
Daytona Beach Journal	Ocala Central Florida Times
Daytona Beach News	Orlando Morning Sentinel
Deland Daily News	Orlando Reporter-Star
Eustis Lake Region	Palatka News
Ft. Myers Press	Palm Beach Daily News
Ft. Myers Tropical News	Palm Beach Post
Ft. Pierce News-Tribune	Palm Beach Times
Ft. Pierce Record	Pensacola Journal
Gainesville News	Pensacola News
Gainesville Sun	Plant City Courier
Jacksonville Florida Times-Union	St. Augustine Record
Jacksonville Journal	St. Petersburg Independent
Key West Citizen	St. Petersburg News
Kissimmee Gazette	St. Petersburg Times
Lakeland Ledger	Sanford Herald
Lakeland Star-Telegram	Sarasota Herald
Lake Worth Leader	Sarasota Times
Melbourne Journal	Stuart Daily News
Miami Daily News	Tampa Times
Miami Herald	Tampa Tribune
	Winter Haven Chief

Does this Common Sense Health Article Appeal to You?

Health and Diet Advice

By DR. FRANK McCOY
Author of
"The Fast Way to Health"

Questions in regard to health and diet will be answered by Dr. McCoy, who can be addressed in care of this paper.

THE LESSON OF A COLD

EVERY unpleasant experience is a lesson for us if we will but search to understand its meaning. A cold is not necessarily dangerous in itself, but is exceedingly distressing while it lasts, although it cures itself without much assistance. If you will stop and consider the conditions attendant upon a cold it is not difficult to understand what its causes are. If you have a cold now you will remember that you became unusually tired a day or two before the sneezing started. Perhaps you worked too hard at mental work or were up too late at a party. Or maybe you spent hours doing needless shopping and thus wasted your valuable energy. In every case enervation or nerve depletion must precede a cold as it cannot develop in any other condition of the body.



Sudden exposure to the elements or changeable atmospheric temperatures may be listed as contributing factors, but are never the fundamental causes. If your strength is kept up to the normal you need never fear the "attack" of either a nose or throat cold. It is also true that those who have enervated themselves the most usually feel that they have earned a large meal, and in this tired, exhausted state they eat more food than they generally do instead of going to bed without a meal and resting. If you are really tired you need rest and possibly sleep, but never at this time should "heavy" food be taken into an exhausted body. Only more enervation will be produced from the increased toxemia of your broken-down cells and the poisoning from food you cannot assimilate.

Always remember that the chief lesson of a cold is that you have tired yourself out too much. Therefore, do not repeat the same mistake again. Everyone has the privilege of making mistakes, but it should not be necessary to abuse that privilege. After you have resolved never to make the same mistakes again it is proper that you should turn your attention to eliminating your distressing symptoms. Stop all regular meals and force upon yourself the drinking of large quantities of water, either hot or cold, as desired. Better yet, instead of quinine pills, drink a glass every half hour of the following mixture:

Cut up several grapefruits into small pieces, using the skins and all of the fruit. Place in a glass or earthen vessel and pour over the cut-up grapefruit a suitable quantity of boiling hot water, about one quart to each grapefruit. Let stand for a few minutes and then start a regime of drinking a glassful of this grapefruit tea every half hour. Take an enema of a quart of warm water and go to bed between woollen blankets. Stay in bed for as many extra hours during the day as possible in addition to retiring early and arising late. A day or two of this will "knock out" the ordinary cold and keep it from developing into a more serious disorder. Do not resume regular meals until the mucus has been materially lessened. Then don't forget to live so that you never again become tired enough to develop a cold.

A FEW OF THE DAILY SUBJECTS DISCUSSED BY DR. McCOY:—

Constipation, a cure for constipation. That tired feeling in the morning. How to cure Asthma. Seeking Health. Breath control. Gland Rejuvenation. Children's diseases are unnecessary. How to use potatoes. Tonsilitis. Fasting and milk diet for chickens. A good curative; diet; prolapsus of abnormal organs; coated tongues; tuberculosis; that healthy look; the cause and cure of hemorrhoids, etc.

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McCOY HEALTH SERVICE

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EDITOR & PUBLISHER SEMI-ANNUAL LINAGE TABLE

(*Continued from page 32*)

City	Paper	Published	Total Linage	National	Local	Classified
Decatur, Ill.	Herald	(ms)	3,765,888	560,224	2,644,390	531,706
Decatur, Ill.	Review	(e)	3,080,994	580,104	2,044,882	428,862
	Sunday ed.	(s)	1,044,302	104,412	837,830	100,352
	Total	(es)	4,125,296	684,516	2,882,712	529,214
Easton, Pa.	Express	(e)	4,624,242	855,904	3,289,524	374,682
Easton, Pa.	Free Press	(e)	3,120,530	356,314	2,342,270	421,946
Evanston, Ill.	News-Index	(e)	3,008,430	100,446	2,560,415	347,569
Fresno, Cal.	Bee	(e)	3,096,422	672,210	1,803,368	610,610
Fresno, Cal.	Republican	(ms)	4,023,236	1,082,802	2,152,374	78,078
Galveston, Tex.	News	(m)	1,945,844	506,350	905,843	533,651
	Sunday ed.	(s)	891,010	204,870	553,812	132,328
	Total	(ms)	2,836,854	711,220	1,459,655	665,979
Honolulu, Hawaii	Advertiser	(ms)	2,910,421	551,974	1,900,311	343,728
Honolulu, Hawaii	Star-Bulletin	(e)	2,627,870	620,606	1,655,094	244,748
Huntington, W. Va.	Advertiser	(es)	4,234,512	530,026	2,977,982	619,626
Huntington, W. Va.	Herald-Dispatch	(ms)	4,124,048	639,646	2,835,770	545,748
Jackson, Mich.	Citizen-Patriot	(e)	3,842,733	668,983	2,754,178	419,562
	Sunday ed.	(s)	1,185,662	140,434	914,097	131,131
	Total	(es)	5,028,395	809,417	3,668,275	550,693
Johnstown, Pa.	Tribune	(e)	6,027,644	751,940	4,832,282	443,422
Kalamazoo, Mich.	Gazette	(e)	4,165,678	778,617	2,936,698	450,363
	Sunday ed.	(s)	1,030,708	156,044	709,800	164,864
	Total	(es)	5,196,386	934,661	3,646,498	615,227
Lancaster, Pa.	Intelligencer News-Journal	(me)	3,303,146	726,662	2,029,986	530,247
	Sunday ed.	(s)	467,206	62,789	294,410	109,499
	Total	(mes)	3,770,352	789,451	2,324,396	639,746
Lincoln, Nebr.	Star	(e)	2,504,702	724,227	1,462,986	314,244
	Sunday ed.	(s)	1,161,828	175,865	829,500	157,346
	Total	(es)	3,666,530	900,092	2,292,486	471,590
Long Island City, N. Y.	Star	(e)	2,489,058	219,129	1,668,346	542,139
Macon, Ga.	Telegraph	(m)	2,422,014	600,150	1,410,953	334,251
	Sunday ed.	(s)	1,088,437	218,041	766,533	101,458
	Total	(ms)	3,512,451	818,191	2,177,486	435,709
Miami, Fla.	Herald	(m)	12,871,208	1,428,266	8,089,830	2,947,644
	Sunday ed.	(s)	4,291,490	470,456	3,057,698	755,370
	Total	(ms)	17,162,698	1,988,722	11,447,528	3,702,740
Montgomery, Ala.	Advertiser	(ms)	2,906,680	894,166	1,759,282	253,232
Mt. Vernon, N. Y.	Argus	(e)	4,875,372	478,574	4,060,644	336,154
New Britain, Conn.	Record	(e)	2,228,678	256,758	1,790,570	168,808
Niagara Falls, N. Y.	Gazette	(e)	4,401,831	649,839	3,344,110	407,128
Portland, Me.	Press-Herald	(m)	3,757,591	909,548	2,496,493	351,550
	Express	(e)	3,497,901	938,832	2,217,383	341,686
	Telegram	(s)	1,361,843	279,832	931,615	150,246
Pasadena, Cal.	Star-News	(e)	6,207,026	406,014	4,153,260	1,371,066
Pasadena, Cal.	Post	(e)	2,602,976	187,300	1,937,310	463,652
Racine, Wis.	Journal-News	(e)	3,370,388	671,384	2,337,230	361,774
Roanoke, Va.	Times	(m)	2,005,262	622,734	1,295,000	87,528
	Sunday ed.	(s)	1,233,106	166,600	974,862	91,644
	Total	(ms)	3,238,368	789,334	2,269,862	179,172
Roanoke, Va.	World-News	(e)	3,423,854	696,052	2,448,384	279,454
Rock Island, Ill.	Argus	(e)	3,747,016	612,752	2,814,308	319,956
Springfield, O.	News	(e)	3,783,528	702,240	2,786,420	238,644
	Sunday ed.	(s)	1,067,442	135,730	846,090	85,020
	Total	(es)	4,850,970	837,970	3,632,510	323,664
Shreveport, La.	Journal	(e)	3,139,076	409,388	2,347,068	382,620
Shreveport, La.	Times	(m)	3,189,705	838,252	1,949,462	401,991
	Sunday ed.	(s)	1,537,516	302,878	1,030,729	203,909
	Total	(ms)	4,727,221	1,141,130	2,980,191	605,900
Saginaw, Mich.	News-Courier	(es)	5,896,465	939,330	4,382,014	575,120
Springfield, Mo.	Leader	(es)	3,922,198	847,602	2,461,718	515,200
Springfield, Ill.	State-Journal	(ms)	4,514,580	898,520	2,951,592	600,782
Terre Haute, Ind.	Star	(ms)	4,012,061	757,829	2,757,827	441,718
Terre Haute, Ind.	Tribune	(es)	4,737,992	761,124	3,502,576	474,292
Topeka, Kans.	Capital	(m)	2,654,687	696,199	1,318,030	558,642
	Sunday ed.	(s)	1,275,407	231,266	784,308	241,353
	Total	(ms)	3,930,094	927,465	2,102,338	799,995
Union City, N. J.	Hudson Dispatch	(m)	2,556,094	304,466	1,784,545	360,538
Waco, Tex.	News-Tribune	(ms)	2,369,348	783,048	1,226,780	359,520
Waco, Tex.	Times-Herald	(e)	1,748,408	289,974	1,104,454	353,980
	Sunday ed.	(s)	806,924	55,410	662,221	89,293
	Total	(es)	2,555,332	345,384	1,766,675	443,273
Wheeling, W. Va.	Intelligencer	(m)	2,593,514	540,805	1,981,319	71,390
Wheeling, W. Va.	Register	(m)	2,287,800	238,042	1,888,054	126,504
	Sunday ed.	(s)	1,608,320	45,934	1,517,978	41,650
	Total	(ms)	3,896,120	283,973	3,406,032	168,154
Wheeling, W. Va.	News	(e)	3,491,139	703,999	2,578,239	208,901
	Sunday ed.	(s)	1,733,258	201,565	1,456,396	75,297
	Total	(es)	5,224,397	905,564	4,034,635	284,198
Wichita Falls, Tex.	Times	(es)	4,740,526	795,186	3,062,626	882,714

NEWSPAPERS IN CITIES OF 25,000 TO 49,999 POPULATION

City	Paper	Published	Total Linage	National	Local	Classified
Alameda, Cal.	Times-Star	(e)	1,786,246	224,182	1,270,178	155,778
Amsterdam, N.Y.	Recorder	(e)	2,494,263	488,978	1,811,788	151,298
Anderson, Ind.	Herald	(m)	3,652,000	500,000	2,900,000	252,000
Anderson, Ind.	Bulletin	(e)	2,417,002	409,794	1,859,494	71,834
Ann Arbor, Mich.	Times-News	(e)	3,395,021	508,858	2,480,254	351,274
Asheville, N. C.	Citizen	(ms)	6,804,378	796,908	4,871,482	1,135,988
Ashtabula, Ohio	Star-Beacon	(e)	2,992,247	450,306	2,408,504	90,009
Auburn, N. Y.	Citizen	(e)	2,053,184	462,392	1,450,722	96,950
Aurora, Ill.	Beacon-News	(es)	5,070,950	754,656	3,465,714	644,294
Austin, Tex.	American	(m)	1,588,562	630,738	655,760	302,064
	Sunday ed.	(s)	960,540	159,698	654,976	145,866
	Total	(ms)	2,549,102	790,436	1,310,736	447,930
Austin, Tex.	Statesman	(e)	1,395,176	431,382	654,290	309,054
Baton Rouge, La.	Advocate	(m)	2,394,374	360,010	1,851,024	183,340
Baton Rouge, La.	State-Times	(e)	3,095,222	467,754	2,156,784	184,338
Battle Creek, Mich.	Enquirer & News	(e)	3,672,536	609,226	2,349,158	714,112
	Sunday	(s)	699,118	81,494	432,418	185,206
	Total	(es)	4,371,645	690,760	2,781,576	899,318
Battle Creek, Mich.	Moon-Journal	(e)	3,590,472	359,216	2,558,814	486,094
Belleville, Ill.	Advocate	(e)	1,926,162	267,309	1,475,215	106,988
Bellingham, Wash.	American	(e)	992,600	.....	.....	.....
Bellingham, Wash.	Herald	(e)	2,803,332	767,522	1,719,466	285,334
Bellingham, Wash.	Reveille	(ms)	849,366	301,574	497,056	30,380
Bloomington, Ill.	Bulletin	(es)	2,149,785	253,449	1,689,117	163,539
Bloomington, Ill.	Pantagraph	(m)	3,872,514	741,587	2,866,792	264,135
Boise, Idaho	Statesman	(ms)	2,291,660	732,130	1,215,172	306,768
Burlington, Ia.	Gazette	(e)	2,150,442	546,469	1,424,857	179,116
Burlington, Ia.	Hawk-Eye	(m)	1,991,767	508,998	1,319,361	163,408
Burlington, Vt.	Free Press	(m)	2,903,912	696,376	1,972,560	234,976
Butler, Pa.	Eagle	(e)	2,847,536	635,362	1,985,794	172,480
Butte, Mont.	Daily Post	(e)	1,867,782	454,188	1,126,762	270,032
Casper, Wyo.	Herald-Tribune	(mes)	2,971,868	511,612	1,179,458	135,926
Champaign, Ill.	News-Gazette	(e)	2,489,393	356,108	1,793,207	282,590
	Sunday ed.	(s)	806,280	118,702	597,769	70,647
	Total	(es)	3,295,673	474,810	2,390,976	353,237
Clarksburg, W. Va.	Exponent	(ms)	2,059,736	351,736	1,428,882	203,028
Clinton, Iowa	Advertiser	(e)	2,263,800	487,242	1,660,057	116,501
Cumberland, Md.	Times	(e)	3,517,788	482,182	2,936,962	98,644
Danville, Ill.	Commercial-News	(e)	3,642,482	718,438	2,379,734	437,705
Danville, Ill.	Press	(m)	2,244,874	209,664	1,639,932	371,856
Danville, Va.	Bee	(e)	1,969,120	499,640	1,347,316	99,792
Danville, Va.	Register	(m)	1,849,058	508,476	1,234,392	99,386
	Sunday ed.	(s)	721,644	58,506	633,990	28,518
	Total	(ms)	2,570,702	566,982	1,868,382	127,904
Dubuque, Ia.	Telegraph-Herald	(m)	2,869,048	750,645	1,854,676	236,250
Dubuque, Ia.	Times-Journal	(m)	1,984,844	388,447	1,421,352	175,045
Durham, N. C.	Herald	(ms)	3,672,458	628,126	2,966,208	78,124
Elgin, Ill.	Courier-News	(e)	3,309,544	610,540	2,239,622	448,462
Elkhart, Ind.	Truth	(e)	2,651,950	510,664	1,733,466	407,820
Elyria, Ohio	Chronicle-Telegraph	(e)	2,833,978	401,604	2,205,308	159,068
Everett, Wash.	Herald	(e)	3,248,986	732,578	2,204,544	274,869
	(Total includes 36,995 lines-legal)					
Fitchburg, Mass.	Sentinel	(e)	2,903,040	483,770	2,271,486	147,784

(*Continued on page 52*)

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

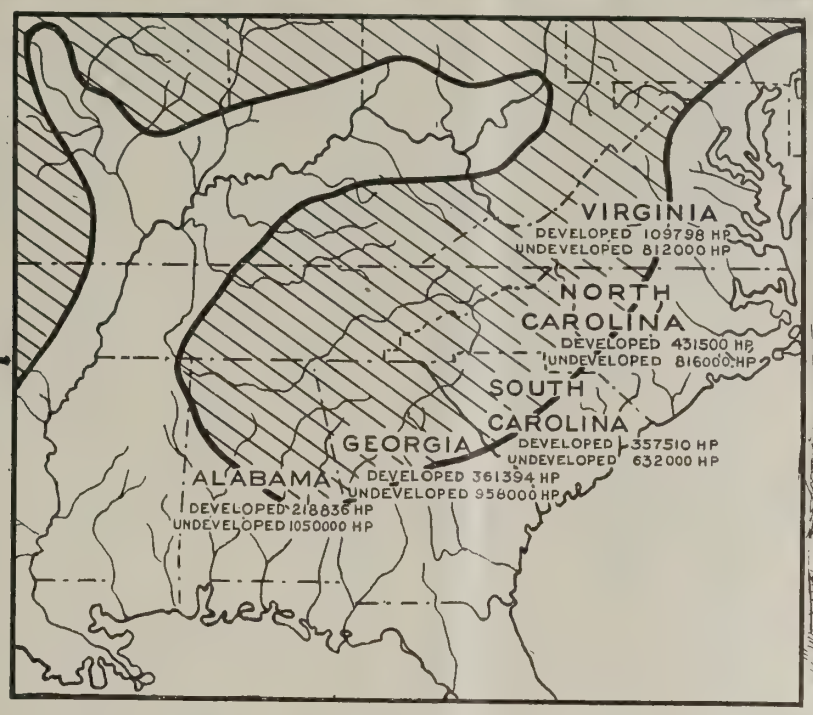
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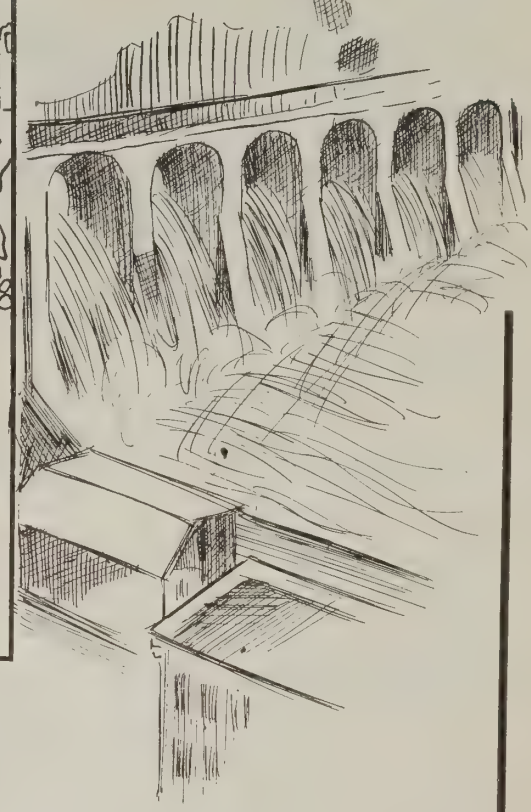
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	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
*Birmingham Age-Herald (M)	34,994	.09	.09
*Birmingham Age-Herald (S)	50,699	.11	.11
*Mobile News-Item (E)	11,993	.05	.05
*Mobile Register (M)	20,427	.08	.08
*Mobile Register (S)	32,096	.10	.10
FLORIDA			
*Daytona Beach News (ES)	6,302	.04	.04
*Florida Times-Union (M) 49,903 (S)	59,239	.12(S.15)	.12(S.15)
*Lakeland Ledger (E)	5,173	.03	.03
*Miami Herald (M)	48,108	.11	.11
*Miami Herald (S)	60,006	.12	.12
*Orlando Reporter-Star (E)	8,502	.06	.06
*Orlando Sentinel (M&S)	10,655	.06	.06
*Pensacola News and Journal (E&M)	9,805	.07	.07
†St. Augustine Record (E&S)	3,382	.04	.04
†St. Petersburg Independent (E)	11,917	.055	.055
*Tampa Times (E)	23,325	.08	.08
†Tampa Tribune (M) 34,841 (S)	53,762	.10(.14S)	.10(.14S)
*West Palm Beach Post (M)	12,243	.06	.06
GEORGIA			
*Augusta Herald (E)	14,246	.05	.05
*Augusta Herald (S)	14,547	.05	.05
*Macon Telegraph (M)	24,035	.08	.08
*Macon Telegraph (S)	24,439	.08	.08
*Savannah Morning News (M), 21,220. (S)	22,161	.06(.07S)	.06(.07S)
KENTUCKY			
*The Lexington Leader (E)	19,640	.06	.06
*The Lexington Leader (S)	19,531	.06	.06
*Peducah Sun (E)	9,266	.04	.04

	Circulation	2,500 Lines	10,000 Lines
NORTH CAROLINA			
†Greensboro Daily News (M)	27,485	.08	.07
†Greensboro Daily News (S)	31,505	.09	.08
*Salisbury Post (E)	7,188	.04	.04
†Winston-Salem Journal (M)	13,702	.05	.05
†Winston-Salem Journal (S)	13,720	.05	.05
*Winston-Salem Sentinel (E)	18,259	.07	.07
SOUTH CAROLINA			
*Columbia State (M)	23,186	.07	.07
*Columbia State (S)	24,870	.07	.07
*Greenville News (M)	21,648	.075	.07
*Spartanburg Journal (E)	4,613	.05	.05
*Spartanburg Herald (M) 6,860 (S)	9,856		
TENNESSEE			
*Chattanooga Times (M)	29,184	.10	.10
*Chattanooga Times (S)	28,942	.10	.10
*Memphis Commercial Appeal (M)	100,934	.18	.18
*Memphis Commercial Appeal (S)	129,219	.21	.21
*Nashville Banner (E)	54,519	.11	.11
*Nashville Banner (S)	56,007	.12	.12
VIRGINIA			
*Danville Register and Bee (M&E)	14,313	.06	.06
*Danville Bee and Register (E&S)	9,065	.09	.07
*Newport News Times-Herald (E)	7,968	.05	.05
*Newport News Daily Press (S&M)	5,413		
*Roanoke Times & World News (M&E)	25,772	.08	.08
*Roanoke Times (S)	16,076	.07	.07
*Staunton News-Leader (M), Leader (E)	6,855	.035	.035

* A. B. C. Statement, March 31, 1926.
† Government Statement, March 31, 1926.

EDITOR & PUBLISHER SEMI-ANNUAL LINAGE TABLE

(*Continued from page* 50)

City	Paper	Published	Total Linage	National	Local	Classified
Fond Du Lac, Wis.	Commonwealth	(e)	1,997,326	380,198	1,522,418	94,710
Fond Du Lac, Wis.	Reporter	(e)	2,094,537	432,537	1,417,054	211,642
Galesburg, Ill.	Mail	(e)	2,148,566	396,872	1,506,890	193,536
Gloucester, Mass.	Times	(e)	1,396,724	.....	.....	.....
Green Bay, Wis.	Press-Gazette	(e)	4,125,184	710,724	3,048,920	305,564
Greensboro, N.C.	News	(m)	3,242,120	772,184	2,261,126	208,810
	Sunday ed.	(s)	1,425,116	252,854	1,087,450	84,812
	Total	(ms)	4,667,236	1,025,036	3,348,576	293,622
Greensville, S.C.	News	(m)	2,551,612	649,610	1,673,212	228,690
	Sunday ed.	(s)	1,218,854	354,452	734,370	130,032
	Total	(ms)	3,770,466	1,004,062	2,407,582	358,722
Hagerstown, Md.	Morning Herald	(m)	2,265,634	577,444	1,362,998	325,192
	Daily Mail	(e)	2,269,820	578,032	1,433,390	258,398
Hamilton, Ohio	Journal	(e)	2,202,172	546,504	1,446,900	208,768
High Point, N. C.	Enterprise	(e)	2,135,084	314,860	1,683,066	137,158
	Sunday ed.	(s)	623,532	55,468	538,874	29,190
	Total	(es)	2,758,616	370,328	2,221,940	166,348
Hutchinson, Kan.	News	(ms)	1,799,532	569,170	837,340	393,022
	Herald	(e)	2,737,462	584,108	1,756,818	396,536
Jamestown, N.Y.	Journal	(e)	4,166,148	380,898	3,209,528	458,444
Joliet, Ill.	Herald-News	(es)	5,413,334	666,217	3,930,038	745,682
Joplin, Mo.	Globe	(m)	1,808,565	544,022	1,009,239	227,825
Joplin, Mo.	News-Herald	(e)	2,224,138	704,263	1,171,516	337,130
	Sunday ed.	(s)	1,018,682	159,568	694,984	158,371
	Total	(es)	3,242,820	863,831	1,866,500	495,501
Kenosha, Wis.	News	(e)	4,051,974	644,728	2,686,134	*721,112
Kingston, N. Y.	Freeman	(e)	2,556,120	442,610	1,786,148	175,070
La Crosse, Wis.	Tribune & Leader-Press	(e)	2,045,536	571,336	1,341,004	133,196
	Sunday ed.	(s)	548,674	77,588	439,348	31,738
	Total	(es)	2,594,210	648,924	1,780,352	164,934
Lafayette, Ind.	Journal-Courier	(e)	2,891,734	617,876	1,929,102	324,756
Lexington, Ky.	Herald	(e)	2,089,136	283,794	1,593,900	211,442
	Sunday ed.	(s)	977,676	130,144	767,998	79,534
	Total	(es)	3,066,812	413,938	2,361,898	290,976
Lexington, Ky.	Leader	(e)	2,696,582	528,976	1,931,328	202,496
	Sunday ed.	(s)	1,121,092	112,644	928,690	76,146
	Total	(es)	3,817,674	641,620	2,860,018	278,642
Lewiston, Me.	Sun	(m)	2,161,618	630,140	1,414,592	116,886
	Journal	(e)	1,759,268	482,944	1,175,342	100,982
Lima, Ohio	News	(m)	4,327,984	735,994	2,847,376	704,872
Lockport, N. Y.	Union Sun & Journal	(e)	2,261,924	313,614	1,595,524	168,504
Lorain, Ohio	Times-Herald	(e)	2,975,056	317,744	2,316,468	340,844
Madison, Wis.	Capital-Times	(e)	2,818,249	449,463	1,999,123	369,663
Madison, Wis.	State-Journal	(es)	4,259,668	775,568	2,715,384	644,574
Mansfield, Ohio	Journal	(e)	2,617,444	170,787	2,137,408	269,398
	Sunday ed.	(s)	856,013	54,698	665,662	127,484
	Total	(es)	3,473,457	225,485	2,803,070	396,882
Marion, Ind.	Chronicle	(e)	2,519,730	526,956	1,750,045	206,507
Marion, Ind.	Leader-Tribune	(e)	1,757,849	206,202	1,344,668	171,608
	Sunday ed.	(s)	584,527	118,296	410,753	50,015
	Total	(es)	2,342,378	324,499	1,755,421	221,623
Middletown, O.	Journal	(es)	2,078,268	351,246	1,448,720	253,354
Middletown, O.	News-Signal	(e)	1,814,862	236,810	1,328,754	222,446
Moline, Ill.	Dispatch	(e)	3,990,066	597,870	2,993,952	294,952
Morgantown, W. Va.	Post	(e)	1,825,764	243,488	1,382,822	146,828
Muncie, Ind.	Press	(e)	2,146,472	186,935	1,616,939	322,203
Newark, Ohio	Advocate	(e)	2,486,694	411,258	2,075,436	.....
Newburgh, N.Y.	News-Journal	(e)	2,836,106	567,714	1,979,040	253,134
New Brunswick, N. J.	Home News & Times	(e)	3,725,134	471,226	2,724,974	405,538
	Sunday ed.	(s)	946,876	36,862	831,222	72,996
	Total	(es)	4,672,010	508,088	3,556,196	478,534
New London, Conn.	Day	(e)	2,499,084	686,854	1,486,968	325,262
Norristown, Pa.	Register	(e)	1,385,994	84,688	1,099,190	136,338
Norristown, Pa.	Times-Herald	(e)	2,653,187	404,399	1,931,276	317,512
Orlando, Fla.	Sentinel	(ms)	7,373,824	1,777,118	4,429,362	999,558
Ottumwa, Ia.	Courier	(e)	2,731,064	518,350	2,013,662	199,052
Paducah, Ky.	News-Democrat	(m)	1,363,978	230,230	1,002,218	118,104
	Sunday ed.	(s)	811,510	83,412	693,126	34,972
	Total	(ms)	2,175,510	313,642	1,695,344	153,076
Paducah, Ky.	Sun	(e)	2,816,546	444,675	2,116,387	207,221
Pensacola, Fla.	News-Journal	(m)	1,959,076	503,258	1,072,176	323,105
	Sunday ed.	(s)	1,268,568	409,598	581,812	168,952
	Total	(ms)	3,227,644	912,856	1,653,988	492,058
Perth Amboy, N. J.	News	(e)	3,207,837	732,721	2,122,907	318,125
Phoenix, Ariz.	Arizona Republican	(m)	3,286,780	612,262	1,725,038	814,394
	Sunday	(s)	1,105,146	261,730	602,840	225,190
	Total	(ms)	4,391,926	873,992	2,327,878	1,039,584
Pittsfield, Mass.	Berkshire Evening Eagle	(e)	4,573,184	686,532	.....	*3,886,652
Plainfield, N. J.	Courier	(e)	4,086,222	1,094,548	2,568,874	422
Pomona, Cal.	Bulletin	(m)	1,863,596	266,000	1,280,034	309
Port Huron, Mich.	Times-Herald	(e)	3,324,930	586,922	2,542,967	195
Portsmouth, O.	Sun	(m)	1,645,824	525,980	791,572	328
	Times	(e)	3,495,157	537,922	2,614,962	342
	Sun-Times	(s)	1,077,132	133,714	853,244	90
Pueblo, Colo.	Chieftain	(m)	1,621,158	229,096	1,064,098	316
	Sunday ed.	(s)	706,370	139,076	420,728	145
	Total	(ms)	2,327,528	368,172	1,484,826	461
Pueblo, Colo.	Star-Journal	(e)	3,102,498	588,938	1,975,442	538
Raleigh, N. C.	News & Observer	(ms)	4,082,232	1,011,696	2,779,336	291
Raleigh, N. C.	Times	(e)	3,064,810	295,680	2,552,690	174
Richmond, Ind.	Item	(ms)	1,882,986	343,868	1,237,796	268
Richmond, Ind.	Palladium	(e)	2,230,802	516,932	1,395,626	241
Riverside, Cal.	Press	(e)	3,028,398	687,948	1,821,008	519
Rome, N. Y.	Sentinel	(e)	1,588,612	336,265	1,024,410	199
St. Petersburg, Fla.	Independent	(e)	7,908,426	433,034	6,492,144	983
St. Petersburg, Fla.	News	(e)	3,865,959	140,462	3,094,363	602
	Sunday ed.	(s)	1,287,977	29,673	1,105,795	152
	Total	(es)	5,153,936	170,135	4,200,058	754
St. Petersburg, Fla.	Times	(m)	10,380,643	730,548	7,174,678	2,386
	Sunday ed.	(s)	3,685,255	257,908	2,880,682	544
	Total	(ms)	14,065,898	988,456	10,055,360	2,931
Salem, Mass.	Evening News	(e)	2,833,561	1,932,115	593,138	308
San Jose, Cal.	Mercury-Herald	(ms)	6,688,850	946,848	4,737,782	905
Santa Ana, Cal.	Register	(e)	4,105,934	684,264	2,541,518	725
Santa Barbara, Cal.	Press	(ms)	2,807,916	358,932	1,650,726	624
Santa Monica, Cal.	Outlook	(e)	2,673,202	264,054	1,779,050	531
	Sunday ed.	(s)	547,610	32,130	404,040	107
	Total	(es)	3,220,812	296,184	2,183,090	639
Sheboyan, Wis.	Press	(e)	2,861,094	664,482	1,904,078	177
Sioux Falls, S.D.	Press	(m)	736,274	188,174	461,364	40
	Sunday ed.	(s)	573,440	48,038	475,408	49
	Total	(ms)	1,309,714	236,212	936,772	90
Sioux Falls, S.D.	Argus-Leader	(e)	2,887,125	774,945	1,829,282	258
So. Norwalk, Conn.	Sentinel	(e)	1,699,810	208,836	1,460,218	198
Spartanburg, S. C.	Herald	(m)	1,792,840	617,036	916,986	120
	Sunday ed.	(s)	833,334	272,230	482,410	51
	Total	(ms)	2,626,174	889,266	1,389,396	172

(*Continued on page* 53)

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EDITOR & PUBLISHER SEMI-ANNUAL LINAGE TABLE

(*Continued from page* 52)

City	Paper	Published	Total Linage	National	Local	Classified
Spartanburg, S. C.	Journal	(e)	2,381,170	904,968	1,224,552	140,350
Springfield, Mo.	Republican	(me)	2,046,224	240,618	1,362,534	321,272
Stamford, Conn.	Advocate	(e)	3,679,714	574,826	2,551,052	518,010
Steubenville, O.	Herald Star	(e)	4,531,592	.....	.....	.....
Stockton, Cal.	Independent	(ms)	2,025,828	281,610	1,308,972	105,364
Stockton, Cal.	Record	(e)	4,159,736	845,012	2,713,144	485,240
Superior, Wis.	Telegram	(e)	2,998,338	759,851	1,852,597	323,785
Taunton, Mass.	Gazette	(e)	2,401,231	625,266	1,663,075	112,890
Tucson, Ariz.	Citizen	(e)	1,982,652	497,966	1,080,940	341,502
Tucson, Ariz.	Star	(ms)	2,028,992	443,800	1,117,774	373,128
Washington, Pa.	Observer & Reporter	(me)	5,122,516	920,738	4,201,778	.....
Waterloo, Ia.	Courier	(e)	3,184,160	819,476	2,021,712	342,972
Waterloo, Ia.	Tribune	(m)	2,303,910	1,738,296	310,408	154,206
Watertown, N. Y.	Times	(e)	1,962,891	484,113	1,256,213	196,343
Waukegan, Ill.	News	(e)	1,894,536	1,751,904		43,596
Waukegan, Ill.	Sun	(e)	2,149,994	416,444	1,472,506	261,044
White Plains, N. Y.	Reporter	(e)	4,045,498	334,376	3,184,020	536,102
Williamsport, Pa.	Gazette & Bulletin	(m)	1,804,418	218,974	1,585,444	.....
	Sun	(e)	3,544,744	683,522	2,861,222	.....
Wilmington, N.C.	News-Despatch	(e)	967,566	132,286	777,196	58,084
Woonsocket, R.I.	Call	(e)	2,690,436	486,318	2,050,370	153,748
York, Pa.	Gazette & Daily	(m)	3,270,176	269,976	2,675,050	325,150
York, Pa.	Dispatch	(e)	5,329,492	608,664	3,327,200	*556,946
Zanesville, Ohio.	Times-Recorder	(m)	3,229,366	675,374	2,177,966	376,026
	Signal	(e)	3,229,366	675,374	2,177,966	376,026

NEWSPAPERS IN CITIES OF 20,000 TO 24,999 POPULATION

Amarillo, Tex.	Globe-News	(ms)	3,414,390	552,314	2,321,872	540,204
	Evening ed.	(e)	1,892,464	380,030	1,097,894	414,540
Appleton, Wis.	Post-Crescent	(e)	3,056,682	493,388	2,359,224	204,070
Athens, Ga.	Banner-Herald	(e)	848,414	315,112	440,300	93,002
	Sunday ed.	(s)	274,694	47,544	198,156	28,994
	Total	(es)	1,123,108	362,656	638,456	121,996
Bakersfield, Cal.	Californian	(e)	2,703,018	777,794	1,464,092	325,710
Bakersfield, Cal.	Echo	(m)	1,090,488	867,644		144,508
	Sunday ed.	(s)	323,300	286,202		28,588
	Total	(ms)	1,413,788	1,153,866		173,096
Beloit, Wis.	News	(e)	2,738,967	511,182	1,933,057	294,728
Biloxi and Gulfport, Miss.	Herald	(e)	1,821,568	351,932	1,281,490	188,146
Concord, N. H.	Monitor-Patriot	(e)	1,882,636	.....	.....	.....
Concord, N. H.	Telegram	(e)	430,411	319,517	68,806	31,408
Corning, N. Y.	Leader	(e)	1,769,887	375,200	1,336,857	41,370
Danbury, Conn.	News	(e)	4,193,857	813,663	3,108,577	271,617
East Liverpool, O.	Review-Tribune	(e)	2,843,820	536,508	2,117,276	158,634
Eau Claire, Wis.	Leader-Telegram	(me)	2,160,570	595,568	1,419,026	144,976
Fairmont, W. Va.	Times	(m)	1,604,512	223,706	1,292,707	87,099
	Sunday ed.	(s)	538,972	104,232	407,891	26,849
	Total	(mes)	2,143,484	328,938	1,700,598	113,948
Flushing, N. Y.	Journal	(e)	2,610,410	1,501,610	1,108,800	
Freeport, Ill.	Journal-Standard	(e)	2,207,422	402,570	1,598,492	206,360
Gloversville, N. Y.	Herald	(m)	1,881,572	181,216	1,700,356	.....
Gloversville	Leader & Republican	(e)	2,193,898	439,838	1,416,632	286,678
(Total includes 51,086 lines-legal, 11,466 lines-radio not in total)						
Great Falls, Mont.	Leader	(e)	1,166,060	203,056	867,076	95,928
Great Falls, Mont.	Tribune	(m)	2,208,472	511,392	1,531,488	144,578
	Sunday ed.	(s)	852,628	243,418	557,704	48,398
	Total	(ms)	3,061,100	754,810	2,089,192	192,976
Greensburg, Pa.	Review-Tribune	(m)	2,852,542	2,519,384		333,158
	Evening ed.	(e)	2,823,072	2,489,914		333,158
Hackensack, Pa.	Bergen Record	(e)	3,866,324	396,928	2,981,076	388,262
Janesville, Wis.	Gazette	(e)	2,948,400	536,312	2,069,928	300,874
La Salle, Ill.	Tribune	(e)	1,587,194	264,992	1,253,406	68,796
Lebanon, Pa.	News & Leader	(e)	2,102,128	538,972	1,333,972	167,986
Mason City, Ia.	Globe-Gazette	(e)	3,059,568	603,232	2,233,862	155,904
Meridian, Miss.	Star	(es)	2,666,339	693,224	1,846,012	82,390
Middletown, Conn.	Press	(e)	2,733,490	450,639	2,068,448	214,403
Middletown, N. Y.	Times-Press	(e)	1,957,900	533,638	1,083,096	276,640
Oil City, Pa.	Blizzard	(e)	1,818,138	.....	.....	.....

(*Continued on page* 54)

Far in the Lead

The SYRACUSE N. Y. HERALD

had phenomenal lineage leads over its competitors.
For the First Eight Months of 1926

Local

Herald	Journal	Post-Standard	Herald leads Journal	Herald leads Post-Standard
5,670,878	3,033,892	3,096,924	2,636,986	2,573,954
National				
1,040,574	810,564	953,348	230,010	87,226
Automotive				
878,154	588,621	751,911	289,533	126,243
Total				
7,589,606	4,433,077	4,802,183	3,156,529	2,787,423
Department Stores				
1,607,724	78,614	819,654	1,529,110	588,070
Food				
423,562	317,171	198,833	106,391	224,729
Women's Wear				
613,895	328,111	200,736	285,784	413,159
Men's Wear				
419,671	373,549	237,940	46,122	181,731
Radio				
105,487	42,082	63,953	63,405	41,534

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EDITOR & PUBLISHER SEMI-ANNUAL LINAGE TABLE

(*Continued on page* 53)

City	Paper	Published	Total Linage	National	Local	Classified
Oil City, Pa.	Derrick	(m)	3,002,654	679,348	2,201,539	121,767
Olean, N. Y.	Times	(e)	2,471,336	372,890	1,821,218	277,228
Oneonta, N. Y.	Star	(m)	1,394,897	345,695	851,410	117,726
Orlando, Fla.	Reporter-Star	(e)	5,886,712	415,316	4,960,718	380,464
Oswego, N. Y.	Palladium-Times	(e)	1,683,334	351,512	1,218,884	82,670
Owensboro, Ky.	Messenger	(ms)	2,066,316	490,238	1,474,508	62,629
Parkersburg, W. Va.	News	(m)	1,578,728	150,822	1,117,530	185,290
	Sunday ed.	(s)	822,248	117,600	650,902	47,096
	Total	(ms)	2,400,976	268,422	1,825,432	232,386
Parkersburg, W. Va.	Sentinel	(e)	2,514,510	328,121	2,064,701	121,688
Phoenix, Ariz.	Gazette	(e)	2,673,892	608,496	1,585,094	415,576
Portsmouth, Ohio	Sun	(m)	1,645,824	525,980	791,572	328,272
	Times	(e)	3,495,157	537,922	2,614,962	342,273
	Sun-Times	(s)	1,077,132	133,714	853,244	90,174
Pottsville, Pa.	Morning Paper	(m)	1,412,082	452,536	872,830	86,716
Pottsville, Pa.	Republican	(e)	3,708,348	433,552	1,695,022	167,692
Salem, Ore.	Capital Journal	(e)	2,095,310	501,396	1,260,616	266,490
Sandusky, O.	Star-Journal	(e)	2,253,896	431,754	1,534,439	215,409
Sharon, Pa.	Herald	(e)	3,353,586	494,354	2,448,950	373,242
Sharon, Pa.	News-Telegraph	(e)	3,055,472	254,242	2,195,438	487,004
Wausau, Wis.	Record-Herald	(e)	2,541,084	437,178	1,873,494	191,744

NEWSPAPERS IN CITIES OF 15,000 TO 19,999 POPULATION

Aberdeen, Wash.	World	(e)	2,771,328	542,668	1,892,616	336,044
Alexandria, Va.	Gazette	(m)	1,499,288	185,556	1,146,334	89,782
Alexandria, La.	Town Talk	(e)	2,164,988	457,044	1,550,248	106,946
Albuquerque, N. M.	Journal	(me)	2,454,382	340,662	1,432,900	610,218
	Sunday ed.	(s)	641,074	148,904	419,958	69,720
	Total	(mes)	3,095,456	489,566	1,852,858	679,938
Anniston, Ala.	Star	(e)	1,619,254	363,398	1,181,124	137,732
Augusta, Me.	Kennebec Journal	(m)	1,619,576	542,108	918,064	159,404
Biddeford, Me.	Journal	(e)	965,596	391,734	512,806	61,056
Billings, Mont.	Gazette	(me)	1,366,823	546,713	820,110	.....
	Sunday ed.	(s)	341,704	136,678	205,026	.....
	Total	(mes)	2,068,967	683,391	1,025,136	360,440
Blackwell, Okla.	Tribune & News	(me)	1,083,306	188,720	770,574	93,800
	Sunday ed.	(s)	418,312	74,914	319,186	21,860
	Total	(mes)	1,501,618	363,634	1,089,760	115,660
Bartlesville, Okla.	Examiner	(ms)	1,851,668	224,560	1,431,164	195,902
Bowling Green, Ky.	Times-Journal	(e)	895,828	419,328	440,160	21,840
Bowling Green, Ky.	Park City News	(e)	1,519,000	379,750	1,009,050	130,200
Bradford, Pa.	Era	(m)	2,287,600	.....	.....	.....
Carbondale, Pa.	Leader	(e)	1,619,500	277,544	1,341,956	.....
Cairo, Ill.	Citizen	(e)	1,153,166	384,566	691,236	46,326
Cape Girardeau Mo.	Southeast Missourian	(e)	1,461,030	385,750	856,254	219,026
Carlisle, Pa.	Sentinel	(e)	1,079,708	.....	.....	.....
Connellsville, Pa.	Courier	(e)	2,115,624	401,142	1,584,002	64,372
Daytona Beach Fla.	News	(e)	4,524,506	946,218	2,894,920	602,070
Enid, Okla.	Eagle & News	(me)	4,134,065	841,291	2,533,580	699,401
	Sunday ed.	(s)	37,615	4,847	28,070	4,407
	Total	(mes)	4,171,680	846,138	2,561,650	703,808
Eugene, Ore.	Guard	(e)	2,418,542	515,074	1,514,338	389,542
Eureka, Cal.	Humboldt Times	(m)	1,700,480	375,648	856,506	468,326
	Sunday ed	(s)	633,650	135,768	394,478	103,404
	Total	(ms)	2,334,130	511,416	1,251,084	571,720
Ft. Collins, Colo.	Express-Courier	(e)	1,096,048	182,048	758,642	101,738
	Sunday ed.	(s)	435,316	100,436	293,874	31,710
	Total	(es)	1,531,364	282,484	1,052,516	133,448
Ft. Madison, Ia.	Democrat	(e)	1,532,235	309,372	1,146,398	50,578
Gadsden, Ala.	Times	(m)	1,568,169	295,251	1,139,754	81,606
	(Total includes 51,448 lines auto adv.)					
Gardner, Mass.	News	(e)	1,716,204	264,922	1,299,718	151,564
Geneva, N. Y.	Times	(e)	1,491,378	293,230	1,019,130	150,864
Glendale, Cal.	News	(e)	3,167,647	211,080	2,169,433	663,985
Hannibal, Mo.	Courier-Post	(e)	1,640,912	380,842	1,108,716	127,344
Huntington Ind.	Press	(ms)	1,770,524	211,750	1,411,214	120,006
Hornell, N. Y.	Tribune-Times	(e)	1,525,347	379,675	1,016,631	63,717
Ironwood, Mich.	Globe	(e)	1,668,604	323,036	1,277,430	68,138
Ithaca, N. Y.	Journal-News	(e)	2,596,616	1,840,202	449,044	275,142
Keokuk, Ia.	Daily Gate City	(e)	1,536,766	377,076	1,059,506	56,588
Key West, Fla.	Citizen	(e)	1,048,659	350,005	584,150	42,000
Knoxville, Tenn.	Sentinel	(es)	4,292,484	781,368	2,777,922	733,194
Lakeland, Fla.	Ledger	(e)	3,641,918	202,258	2,867,088	522,914
	Sunday ed.	(s)	1,243,004	13,678	1,102,010	119,630
	Total	(es)	4,884,922	215,936	3,969,098	642,544
Lakeland, Fla.	Star-Telegram	(ms)	4,216,658	913,276	2,029,655	241,919
Laurel, Miss.	Leader	(e)	1,227,366	296,674	865,688	65,688
McKeesport Pa.	News	(ms)	1,377,308	.....	.....	.....
Mankato, Minn.	Free Press	(e)	2,369,150	430,304	1,831,032	107,814
Marietta, Ohio	Times	(e)	1,368,341	355,565	805,633	167,828
	Sunday ed.	(s)	294,220	69,443	195,867	28,910
	Total	(es)	1,662,561	425,008	1,001,500	196,738
Massillon, Ohio	Independent	(e)	3,937,188	418,054	2,698,598	224,598
Meadville, Pa.	Tribune-Republican	(me)	2,421,388	439,824	1,874,628	59,496
Modesto, Cal.	News-Herald	(e)	2,413,180	410,984	1,457,442	441,056
Modesto, Cal.	News-Herald	(ms)	2,413,180	410,984	1,457,442	441,056
Monroe, La.	News-Star	(e)	2,117,780	466,620	1,243,522	238,938
Mt. Carmel, Pa.	Item	(e)	916,096	282,615	595,231	38,250
Muscatine, Ia.	Journal & News-Tribune	(e)	1,646,596	403,326	1,146,726	96,544
Newburyport, Mass.	News	(e)	1,392,550	278,510	1,114,040	.....
New Philadelphia, Ohio	Times	(e)	1,771,724	292,782	1,358,164	120,778
Newcastle, Ind.	Courier	(e)	1,778,000	.....	.....	.....
Okmulgee, Okla.	Democrat	(e)	1,045,450	337,722	531,776	129,248
Okmulgee, Okla.	Times	(m)	1,116,220	368,102	612,528	132,566
	Times-Democrat	(s)	981,302	206,808	653,478	117,712
	Total	(ms)	2,097,522	574,910	1,266,006	250,278
Parsons, Kan.	Sun	(e)	1,728,398	352,044	1,239,238	98,112
Peekskill, N. Y.	Star	(e)	1,367,037	91,169	1,113,643	131,297
Pittsburgh, Kans.	Sun	(ms)	1,526,644	125,622	1,294,860	101,262
Pocatello, Idaho	Tribune	(e)	1,523,018	356,734	897,050	208,236
	Sunday	(s)	470,848	63,266	356,734	42,966
	Total	(es)	1,993,866	419,426	1,253,784	251,202
Rutland, Vt.	Herald	(m)	2,182,746	551,785	1,499,921	131,040
St. Cloud, Minn.	Journal-Press	(e)	1,100,025	200,326	752,248	108,878
St. Cloud, Minn.	Times	(e)	1,176,148	316,884	738,444	120,820
Salina, Kans.	Journal	(e)	2,619,162	566,734	1,898,974	153,454
Salisbury, N. C.	Post	(e)	1,511,895	418,537	834,953	258,405
	Sunday ed.	(s)	444,150	69,797	333,795	40,558
	Total	(es)	1,956,045	488,334	1,168,748	298,963
Sunbury, Pa.	Daily	(e)	1,432,964	342,832	963,032	85,680
Sunbury, Pa.	Item	(e)	1,325,100	320,642	927,892	76,566
Sherman, Tex.	Democrat	(es)	2,004,548	414,708	1,589,840	.....
Uniontown, Pa.	Herald & Genius	(me)	6,300,840	.....	.....	.....
Vincennes, Ind.	Commercial	(m)	1,724,127	367,216	1,080,747	240,562
Walla Walla, Wash.	Bulletin	(e)	1,833,524	499,086	1,158,486	175,952
	Sunday ed.	(s)	531,720	131,278	362,796	37,646
	Total	(es)	2,365,244	630,364	1,521,282	213,598
West Frankfort, Ill	American	(e)	1,159,571	139,998	898,613	120,960
Yakima, Wash.	Republic	(e)	2,761,052	600,502	1,745,030	301,070

(*Continued on page* 55)

Advertising in New Orleans

National Advertisers

Must you pay a tax to sell just New Orleans? **Yes**—if you use a medium with a great part of its circulation widely scattered over outside territory. **NO**—if you choose the concentrated city circulation of the New Orleans STATES.

Concentrated circulation, least waste, greatest value and highest efficiency makes the STATES the most effective advertising medium in New Orleans. John M. Branham Company, representatives.



New Orleans States

EDITOR & PUBLISHER SEMI-ANNUAL LINAGE TABLE

(*Continued on page* 54)

City	Paper	Published	Linage Total	National	Local	Classified
Yakima, Wash.	Herald	(m)	1,744,820	298,788	1,044,610	187,138
	Sunday ed.	(s)	855,260	236,096	506,096	99,274
	Total	(ms)	2,600,080	534,884	1,550,710	286,412

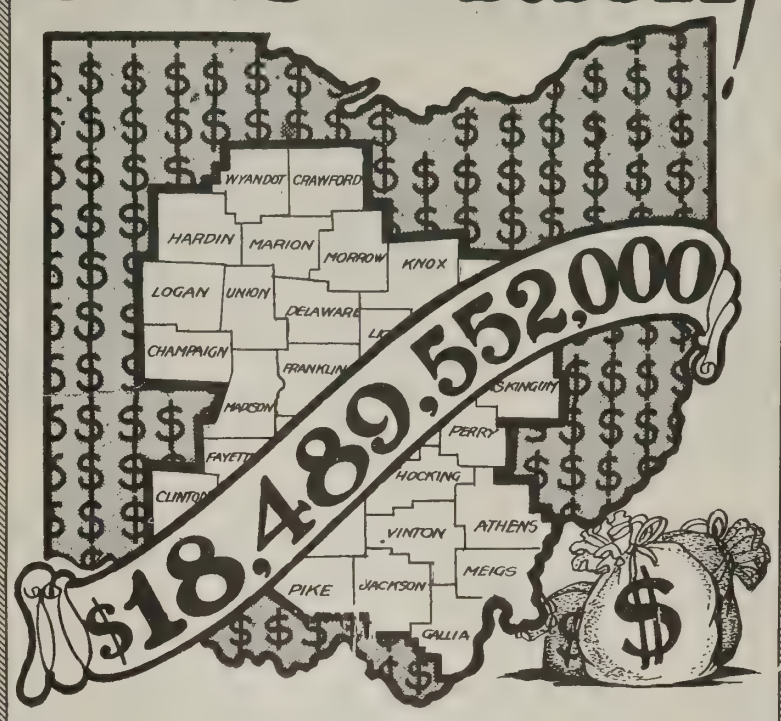
NEWSPAPERS IN CITIES OF 10,000 TO 14,999 POPULATION

Abilene, Tex.	Reporter	(e)	1,694,938	352,800	1,100,932	241,206
	Sunday ed.	(s)	989,632	123,998	800,240	65,394
	Total	(es)	2,684,570	476,798	1,901,172	306,600
Adrian, Mich.	Telegram	(e)	2,129,932	463,022	1,666,910	281,890
Albany, Ga.	Herald	(e)	2,090,690	470,568	1,410,164	209,958
Alpena, Mich.	News	(e)	1,567,216	251,454	1,156,246	*159,516
Astoria, Ore.	Astorian	(m)	1,449,421	269,094	1,011,066	152,895
Astoria, Ore.	Budget	(e)	1,527,820	331,870	1,057,434	112,504
Ardmore, Okla.	Ardmoreite	(e)	1,647,532	298,662	1,213,268	133,602
Ardmore, Okla.	Press	(ms)	1,123,773	209,412	809,578	87,164
Arkansas City, Kan.	Traveler	(e)	1,628,222	268,198	1,249,802	90,412
Ashland, Ky.	Independent	(es)	2,752,644	461,658	1,739,346	364,924
Ashland, Wisc.	Press	(e)	1,111,026	275,128	780,920	54,978
Austin, Minn.	Herald	(e)	1,812,442	476,959	1,049,309	190,783
Batavia, N. Y.	News	(e)	2,191,000	371,000	1,722,000	.....
Blytheville, Ark.	Courier-News	(e)	1,272,499	312,010	959,480	1,009
Boone, Ia.	Republican	(e)	1,161,272	265,708	803,222	45,458
Burbank, Cal.	Review	(e)	732,004	59,976	534,520	104,910
Cambridge, Ohio	Jeffersonian	(e)	1,773,109	295,473	1,270,167	164,885
Canton, Ill.	Ledger	(e)	935,662	305,634	572,054	57,974
Carthage, Mo.	Press	(e)	1,317,134	.....	.....	.....
Centralia, Ill.	Sentinel	(e)	1,517,460	351,806	1,066,968	86,604
Cheyenne, Wyo.	Wyoming State Tribune-Leader	(e)	1,040,536	356,608	593,628	90,300
	Sunday ed.	(s)	347,060	131,236	192,304	23,520
	Total	(es)	1,387,596	487,844	785,932	113,820
Clearwater, Fla.	Herald	(ms)	3,373,776	36,400	2,887,976	218,400
Clearwater, Fla.	Sun	(e)	3,539,414	457,856	2,810,500	217,812
Clinton, Ind.	Clintonian	(e)	793,244	205,008	503,818	68,480
Coatesville, Pa.	Record	(e)	1,631,378	.....	.....	.....
Coffeyville, Kan.	Journal	(e)	1,634,808	350,392	1,130,164	146,608
Cortland, N. Y.	Standard	(e)	1,725,794	403,725	1,097,928	179,928
Coshocton, Ohio.	Tribune & Times Age	(e)	1,657,138	364,182	1,065,610	204,134
Dover, Ohio.	Reporter	(e)	1,555,400	257,586	1,206,842	73,150
Emporia, Kan.	Gazette	(e)	2,203,142	335,530	1,867,612	.....
Escanaba, Mich.	Press	(e)	1,727,544	.....	.....	.....
Fort Myers, Fla.	Press	(e)	1,398,348	.....	.....	.....
Fort Myers, Fla.	Tropical News	(m)	1,570,737	254,499	1,073,352	202,041
	Sunday	(s)	711,410	119,707	537,523	50,981
	Total	(ms)	2,282,147	374,206	1,610,875	253,022
Fremont, Ohio.	Messenger	(e)	279,355	88,772	109,116	.....
Freeport, N. Y.	Review	(e)	2,110,078	323,078	1,049,454	737,546
Fullerton, Cal.	News-Tribune	(e)	1,646,404	381,052	891,212	354,414
Goshen, Ind.	News-Times	(e)	1,905,921	412,342	1,310,326	167,153
Grand Island.	Independent	(e)	2,100,714	458,024	1,642,690	.....
Guthrie, Okla.	Press	(e)	704,802	102,464	506,674	88,784
	Sunday ed.	(s)	182,444	20,830	139,412	22,196
	Total	(es)	887,246	123,300	646,086	110,980
Helena, Mont.	Independent	(m)	622,088	92,204	425,672	45,836
	Sunday ed.	(s)	291,018	62,986	211,820	13,384
	Total	(ms)	913,106	155,190	637,492	59,220
Helena, Mont.	Record-Herald	(e)	707,210	32,914	569,548	48,664
Hoquiam, Wash.	Washingtonian	(ms)	1,365,966	289,226	934,682	118,916
Hudson, N. Y.	Star	(m)	1,168,552	211,218	800,716	114,324
Huntington, Ind.	Herald	(e)	1,390,346	280,168	987,028	98,294
Huron, S. D.	Huronite	(e)	1,457,114	321,585	962,720	88,746
Independence, Mo.	Independence Examiner	(e)	1,427,076	252,742	1,015,182	159,152
Iowa City	Daily Iowan	(ms)	969,890	197,006	670,222	102,662
Jeffersonville	News	(e)	570,010	162,918	288,946	34,776
Keene, N. H.	Sentinel	(e)	2,201,444	400,778	1,702,708	97,958
Kinston, N. C.	Free Press	(e)	1,235,612	221,984	979,174	34,454
Lawrence, Kan.	Journal-World	(e)	1,914,766	399,266	1,515,500	.....
Little Falls, N. Y.	Times	(e)	1,396,172	212,781	1,055,150	45,865
Longview, Wash.	News	(e)	1,333,272	243,600	900,792	174,096
McAlester, Okla.	News-Capital	(e)	1,386,569	264,306	1,007,132	81,711
Marquette, Mich.	Mining Journal	(m)	2,078,762	372,470	1,583,246	123,046
Marinette, Wis.	Eagle-Star	(e)	1,200,266	298,158	833,784	29,334
Mattoon, Ill.	Journal & Commercial-Star	(e)	1,306,088	351,848	761,850	122,390
Moberly, Mo.	Monitor-Index & Democrat	(e)	1,125,670	354,116	638,204	100,786
Morristown, N. J.	Jerseyman	(e)	2,077,719	208,796	1,761,130	89,369

(*Continued on page* 56)

The Columbus Dispatch

OHIO *is* RICH!



Rich to the Extent of $18,489,552,000

Divide this approximately eighteen and a half billion dollars by Ohio's six million population and it shows a per capita wealth of $3081.69.

Are You Getting Your Share of Business From This Resourceful and Fertile Territory?

Geographically—Economically, THE COLUMBUS DISPATCH, "OHIO'S GREATEST HOME DAILY," is situated to give most for your advertising dollar in a trading area embracing 29 counties that make up the great central Ohio market. THE DISPATCH DOMINATES IN READER INTEREST, IN CIRCULATION AND IN ADVERTISING.

During the first eight months of 1926 THE DISPATCH carried a total of 14,882,648 lines of paid advertising—a gain of 1,331,089 lines of the corresponding period of 1925. In this same period THE DISPATCH exceeded all other Columbus newspapers combined by 1,944,151 lines.

NET PAID CIRCULATION

City	55,812
Suburban	26,973
Country	23,666
TOTAL	106,451

The Largest Circulation in Central Ohio

Columbus Dispatch

OHIO'S GREATEST HOME DAILY

O'Mara and Ormsbee, Inc., Dispatch Representatives

New York, Chicago, Detroit, San Francisco.

EDITOR & PUBLISHER SEMI-ANNUAL LINAGE TABLE

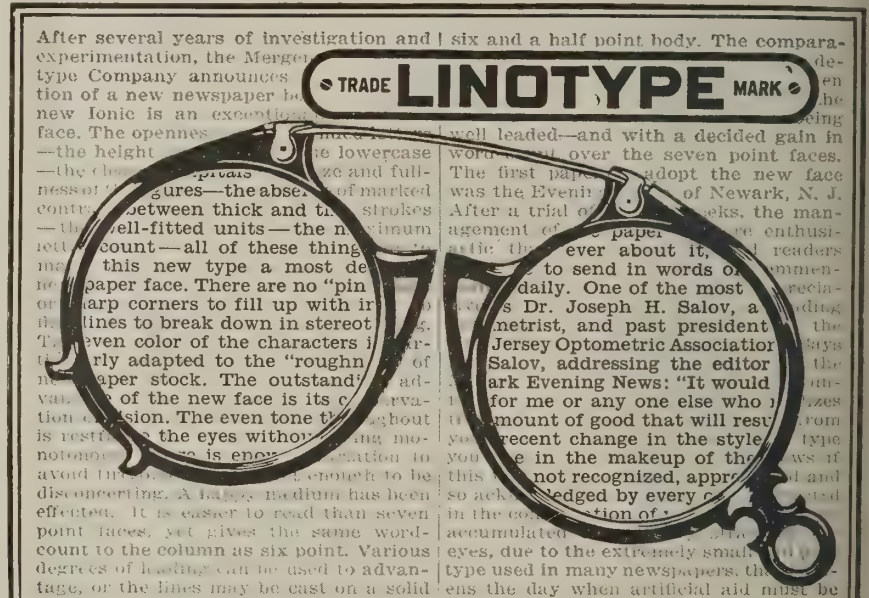
(*Continued from page* 55)

City	Paper	Published	Total Linage	National	Local	Classified
Morristown, N. J.	Record	(e)	2,096,458	396,046	1,530,788	141,456
Murphysboro, Ill.	Independent	(e)	1,083,964	231,420	753,144	51,268
New Bern, N. C.	New Bernian	(ms)	701,979	282,887	519,092	.....
	Sun-Journal	(e)	1,429,938	925,854	504,084	.....
Norfolk, Nebr.	News	(e)	1,338,370	785,960	382,956	157,850
Olympia, Wash.	Olympian	(m)	808,682	188,314	516,740	53,648
Olympia, Wash.	Recorder	(e)	1,168,608	313,978	756,868	94,654
Ottawa, Kan.	Herald	(e)	1,691,536	304,570	1,386,966	.....
Owosso, Mich.	Argus-Press	(e)	2,304,806	417,312	1,782,842	104,552
Palo Alto, Cal.	Times	(e)	2,346,947	264,481	1,687,105	44,961
Peru, Ind.	Tribune	(e)	1,621,936	240,800	1,261,200	119,936
Ponca City, Okla.	News	(es)	1,699,596	233,950	1,274,420	191,226
Port Chester, N. Y.	Item	(e)	2,547,006	353,208	1,817,854	339,756
Port Jervis, N. Y.	Union-Gazette	(e)	1,067,080	182,578	*884,502	.....
Portsmouth, N. H.	Herald	(e)	308,520	84,000	189,800	29,120
Reno, Nev.	Gazette	(e)	1,885,506	567,378	1,149,876	168,252
Reno, Nev.	Nevada State Journal	(ms)	1,501,752	330,876	898,016	185,402
Rome, Ga.	News-Tribune	(es)	1,424,598	353,080	916,244	116,760
Royal Oak, Mich.	Tribune	(e)	1,102,474	87,179	805,693	100,786
Santa Cruz, Cal.	News	(e)	443,350	69,616	179,293	114,592
Santa Cruz, Cal.	Sentinel	(m)	1,439,746	141,456	1,182,622	115,668
Sault Ste. Marie, Mich.	News	(e)	1,660,691	331,954	869,785	458,952
Sheridan, Wyo.	Post-Enquirer	(e)	623,280	222,418	400,862	*28,968
	Sunday ed.	(s)	437,318	60,984	376,334	.....
	Total	(es)	1,060,598	283,402	777,196	*28,968
	*(28,968 count lines classified and 639,609 count lines—legal not included in total)					
Staunton, Va.	News-Leader	(ms)	1,365,916	334,200	935,200	96,516
Sterling, Ill.	Gazette	(e)	2,015,083	275,079	1,632,265	84,777
Stevens Point, Wis.	Journal	(e)	1,321,670	304,170	980,545	21,844
Tamaqua, Pa.	Courier	(e)	165,094	21,102	88,192	55,800
Tarrytown, N. Y.	News	(e)	2,144,472	287,154	1,760,988	67,830
Tiffin, Ohio	Advertiser	(e)	1,001,322	298,998	702,324	.....
Tiffin, Ohio	Tribune	(e)	869,526	189,280	680,246	.....
Traverse City, Mich.	Record-Eagle	(e)	1,206,617	304,954	901,672	.....
Tuscaloosa, Ala.	News & Times-Gazette	(e)	1,494,430	314,454	1,179,976	.....
Urbana, Ill.	Courier	(e)	1,248,780	108,836	1,015,022	85,988
Vancouver, Wash.	Columbian	(e)	1,135,953	285,157	720,118	122,270
Warren, Pa.	Times-Mirror	(me)	3,941,784	.....	.....	.....
Waukesha, Wis.	Freeman	(e)	927,384	232,344	523,880	171,360
Webster, Mass.	Times	(e)	945,992	189,028	708,358	42,686
Westchester, Pa.	Local News	(e)	1,873,946	446,030	936,303	491,613
Ypsilanti, Mich.	Ypsilantian Press	(e)	1,493,526	264,998	1,097,488	131,040

NEWSPAPERS IN CITIES OF 5,000 TO 9,989 POPULATION

City	Paper	Published	Total Linage	National	Local	Classified
Abilene, Kans.	Reflector	(e)	686,915	37,100	582,120	43,680
Albany, Ore.	Democrat-Herald	(e)	1,047,000	303,324	643,454	37,618
Albion, Mich.	Recorder	(e)	1,259,468	224,210	965,888	35,504
Alexandria, Ind.	Times-Tribune	(e)	831,600	202,300	503,300	126,000
Annapolis, Md.	Capital	(e)	688,800	182,000	378,000	44,800
Antigo, Wis.	Journal	(e)	1,158,556	232,820	804,664	46,158
Athens, Ohio.	Messenger	(es)	1,799,585	321,768	1,150,385	291,032
Atlantic, Iowa.	News-Telegraph	(e)	612,892	178,380	382,844	15,200
Baker, Ore.	Herald	(e)	922,362	242,312	598,626	41,608
Bend, Ore.	Bulletin	(e)	1,220,954	248,430	859,922	70,224
Bend, Ore.	Central Oregon Press	(m)	688,789	118,804	515,368	36,472
Belvidere, Ill.	Republican	(e)	1,306,598	189,356	1,009,680	54,054
Bemidji, Minn.	Pioneer	(e)	1,013,223	195,261	741,522	76,440
Big Rapids, Mich.	Pioneer	(e)	683,146	181,720	441,980	6,200
Bismarck, N. D.	Tribune	(e)	1,305,228	357,602	753,158	86,954
Bradenton, Fla.	Herald	(e)	3,169,306	773,486	2,298,590	97,230
Brattleboro Vt.	Reformer	(e)	1,691,070	405,398	1,285,676	.....
Brawley, Cal.	News	(e)	1,870,752	.....	.....	.....
Brownsville, Pa.	Telegraph	(e)	1,909,768	213,682	1,570,325	88,354
Brenham, Tex.	Banner-Press	(e)	621,712	.....	616,611	.....
Bozeman, Mont.	Chronicle	(m)	840,294	170,562	609,238	60,494
	Sunday ed.	(s)	286,964	53,038	218,862	15,064
	Total	(ms)	1,127,258	223,600	828,100	76,013
Centralia, Wash.	Chronicle	(e)	1,616,405	457,006	1,159,399	.....
Centerville, Ia.	Iowegian & Citizen	(e)	1,219,564	328,468	770,262	75,530
Chico, Cal.	Record	(m)	1,095,516	236,300	623,112	136,560
Chillicothe, Mo.	Constitution	(e)	1,033,236	308,463	667,592	50,800
Claremont, N. H.	Eagle	(e)	1,116,721	165,805	815,032	135,884
Clarksville, Tenn.	Leaf-Chronicle	(e)	975,694	117,547	797,520	60,627
Clarksdale, Miss.	Register	(e)	1,267,170	268,856	936,560	32,550
Clearfield, Pa.	Progress	(e)	1,438,304	1,310,540*		*127,764
Clifton Forge, Va.	Review	(e)	659,360	150,010	479,738	29,612
Coeur d'Alene, Idaho	Press	(e)	999,655	170,527	750,757	42,314
Columbia City, Ind.	Commercial-Mail	(e)	357,400	210,000	140,000	7,000
Columbus, Nebr.	Telegram	(e)	822,520	203,070	535,710	43,120
Concord, N. C.	Tribune	(e)	1,375,472	.....	.....	.....
Conneaut, Ohio.	News-Herald	(e)	1,263,402	169,834	902,874	176,652
Cordele, Ga.	Dispatch	(e)	1,199,240	211,400	940,800	33,600
	Sunday ed.	(s)	197,400	44,800	144,200	8,400
	Total	(es)	1,396,640	256,200	1,085,000	42,000
Corvallis, Ore.	Gazette-Times	(e)	1,092,686	247,030	704,354	*141,302
Crookston, Minn.	Times	(e)	777,896	215,824	458,360	21,700
Danville, Ky.	Messenger	(e)	485,720	228,400	231,280	21,840
Dansville, N. Y.	Breeze	(e)	676,191	635,446*		29,669
Deland, Fla.	News	(e)	2,492,520	606,750	1,802,047	18,203
Denton, Tex.	Record-Chronicle	(e)	1,870,316	211,120	1,520,624	138,572
Devils Lake, N. Dak.	Journal	(e)	790,233	199,752	560,000	17,401

(*Continued on page* 57)



BETTER THAN GLASSES
for your readers

Isn't it about time to give your subscribers a dress of type they can read easily and comfortably and save their eyesight?

The new Linotype 6½ Point Ionic No. 5 is a face especially designed to meet modern newspaper printing conditions. Its strong lines and sturdy serifs always reproduce clearly; its round, open counters will not clog up with ink. It gives the word count of 6 point with the legibility of 8 point.

Mergenthaler Linotype Company

Brooklyn, New York

San Francisco Chicago New Orleans

Canadian Linotype Limited, Toronto

Representatives in the Principal Cities of the World

Linotyped in the Cloister Family

EDITOR & PUBLISHER SEMI-ANNUAL LINAGE TABLE

(*Continued from page* 56)

ity	Paper	Published	Total Linage	National	Local	Classified
Dlge City, an.	Globe	(e)	1,111,393	224,955	639,968	224,210
abeth City, C.	Advance	(e)	875,742	200,494	622,188	*53,060
field, Ia.	Ledger	(e)	775,000	200,000	500,000	50,000
emont, Nebr.	Tribune	(e)	1,484,544	237,321	1,088,071	125,034
on, Mo.	Gazette	(e)	527,814	77,770	450,044	.....
esville, Fla.	Sun	(m)	2,682,960	1,071,000	1,161,440	218,960
	Sunday ed.	(s)	647,410	322,336	256,480	47,600
	Total	(ms)	3,330,370	1,393,336	1,417,920	266,560
ipolis, Ohio.	Tribune	(e)	3,147,760	206,976	2,845,920	51,774
fton, W. Va.	Sentinel	(e)	1,003,543	264,840	663,516	44,772
ensbury, Ind.	News	(e)	1,816,405	163,300	1,512,000	110,000
enville, ich.	Independent News	(e)	784,056	586,572	163,520	25,214
risburg, Ill.	Register	(e)	964,600	228,540	724,854	5,954
risonburg, a.	News-Record	(m)	1,441,006	339,304	1,024,758	76,944
tford, Ind.	News	(e)	909,446	149,618	709,044	31,724
re, Mont.	News-Promoter	(e)	783,441	187,765	508,228	23,650
sdale, Mich.	News	(e)	1,335,628	288,820	751,744	211,932
, Kan.	Register	(e)	1,156,953	267,813	754,936	134,204
a, Mich.	Sentinel-Standard	(e)	1,050,406	240,184	752,836	40,040
Mt., Mich.	News	(e)	2,185,106	351,750	1,736,434	74,592
dallville, d.	News-Sun	(e)	874,582	205,884	580,552	88,146
ville, Mo.	Express & News	(es)	803,334	198,800	462,126	129,360
anning, Pa.	Simpson's Leader-Times	(e)	1,410,122	.....	.....	.....
nath Falls, re.	Herald	(e)	1,283,072	271,488	565,624	297,084
nath Falls, re.	News	(m)	1,188,050	213,221	898,965	75,864
Grande, Ore.	Observer	(e)	1,541,679	318,544	1,183,868	20,878
renceville,	Record	(e)	976,582	226,518	656,544	65,520
anon, Ind.	Reporter	(e)	2,626,483	468,456	2,049,848	96,256
istown, ont.	Democrat-News	(ms)	3,001,762	1,030,048	1,596,978	374,736
istown, Pa.	Sentinel	(e)	2,557,480	389,256	2,020,984	125,388
hfield, Ill.	News-Herald	(e)	531,073	164,258	324,927	35,738
ington, Mich.	News	(e)	758,604	202,720	407,134	81,396
	Sunday ed.	(s)	262,360	60,634	181,188	20,538
	Total	(es)	1,020,964	263,354	588,322	101,934
Vernon, Ind.	Democrat	(e)	665,200	220,000	379,200	*66,000
Vernon, Ill.	Register-News	(e)	1,791,734	370,538	1,289,162	122,584
lison, Ind.	Courier	(e)	856,018	281,232	555,632	19,154
lisonville, y.	Messenger	(e)	575,948	181,272	317,144	57,876
istee, Mich.	News-Advocate	(e)	1,369,340	248,262	1,078,238	24,654
ion, Ill.	Post	(e)	847,564	207,137	621,411	17,472
ion, Ill.	Republican	(e)	1,036,168	280,042	664,146	31,010
ysville, Cal.	Democrat	(e)	1,243,242	308,588	934,654	.....
ico, Mo.	Ledger	(e)	1,187,346	193,508	481,838	421,000
mi, Okla.	News-Record	(es)	1,301,762	455,616	715,974	130,172
dlesboro, y.	News	(e)	502,036	147,559	328,222	18,821
hell, S. D.	Republican	(e)	1,804,404	413,812	905,044	443,772
mouth, Ill.	Review-Atlas	(e)	1,027,714	230,790	670,235	95,451
ongahela, a.	Republican	(e)	914,582	216,384	625,842	53,274
roe, Wis.	Times	(e)	956,676	198,562	730,247	27,867
terey, Cal.	Peninsula Herald	(e)	1,404,672	287,952	655,200	305,760
nt Vernon, ash.	Herald	(e)	1,166,200	219,800	798,000	84,000
ton, Ia.	News	(e)	1,642,352	188,776	1,340,232	63,392
ton, Kan.	Kansan-Republican	(e)	1,350,343	184,128	1,084,356	46,445
wich, N. Y.	Sun	(e)	814,613	239,376	530,992	18,441
la, Fla.	Star	(e)	954,002	267,470	513,604	91,588
gon City, re.	Enterprise	(m)	959,994	156,968	628,908	174,118
gould, Ark.	Press	(e)	558,880	117,520	319,760	39,200
y, Ia.	Chief	(e)	667,478	114,170	498,232	55,076
skey, Mich.	News	(e)	1,007,188	300,196	600,392	60,800
tiac, Ill.	Leader	(e)	1,059,408	.....	.....	.....
t Angeles, ash.	News	(e)	1,359,764	214,326	983,402	29,474
tland, Ind.	Commercial-Review	(e)	903,652	251,522	589,256	43,120
terville, Cal.	Recorder	(e)	1,183,512	243,264	807,800	63,224
tt, Kan.	Tribune	(e)	563,764	104,216	419,384	28,040
scott, Ariz.	Courier	(e)	1,045,244	185,304	545,118	57,284
nceton, Ind.	Democrat	(e)	2,420,227	662,260	1,537,027	221,540
id City, D.	Journal	(e)	926,776	284,358	499,094	88,074
ding, Cal.	Searchlight	(ms)	1,181,840	.....	.....	.....

(*Continued on page* 58)

The Syracuse Newspaper Situation

Syracuse, with a population of over 185,000, and with a population in its trading territory of 450,000, is known and recognized by national advertisers as one of the most responsive and most productive markets in the country.

The people of Syracuse and its tributary territory are served by one morning and two evening newspapers.

Where once Syracuse presented something of a problem to the advertising agency space buyer, by reason of the slight difference between each newspaper in circulation, it is now indeed simple to analyze in view of the changes in the Syracuse newspaper situation which have occurred during the past year.

The SYRACUSE EVENING JOURNAL has achieved a lead in total net paid circulation over each of the other Syracuse newspapers by such a wide margin that its superiority as a newspaper and as an advertising medium as well is entirely obvious.

The most recent circulation statement gives the SYRACUSE EVENING JOURNAL an average net paid daily circulation of 65,303, the second paper 55,034 and the third paper 47,884.

The JOURNAL leads the second paper (morning) by 10,292 daily.
The JOURNAL leads the third paper (evening) by 17,442 daily.

In strictly city circulation, the JOURNAL leads the second paper (morning) by over 12,000 daily.

In strictly city circulation, the JOURNAL leads the third paper (evening) by over 6,000 daily.

The lead of the SYRACUSE EVENING JOURNAL in net paid daily circulation is due to but one fact, it is the best daily newspaper published in Syracuse, and its greater circulation expresses the positive preference for it by its readers over the other Syracuse newspapers.

Therefore, the greatest possible service the national advertiser can secure, the g r e a t e s t sales power he can employ in Syracuse is the SYRACUSE EVENING JOURNAL.

It requires neither study, analysis nor discrimination to select the best advertising medium in Syracuse—it is the EVENING JOURNAL by a large margin—and with exceptional reader confidence to back up its largest circulation.

The SYRACUSE SUNDAY AMERICAN, with 78,000 Sunday, enjoys the largest circulation of any Syracuse Sunday newspaper

THE JOHN BUDD COMPANY

National Advertising Representatives

New York Chicago St. Louis Atlanta
San Francisco Los Angeles

EDITOR & PUBLISHER SEMI-ANNUAL LINAGE TABLE

(*Continued from page 57*)

City	Paper	Published	Total Linage	National	Local	Classified
Red Wing, Minn.	Republican	(me)	866,740	239,624	503,076	91,728
Rhinelander, Wis.	News	(e)	892,281	223,802	642,089	26,390
Rock Hill, S. C.	Herald	(e)	1,161,482	200,242	914,648	37,856
Roswell, N. M.	Record	(e)	1,402,590	224,420	1,037,918	84,154
Rushville, Ind.	Republican	(e)	1,274,868	178,024	1,091,664	5,180
St. Johnsburg, Vt.	Caledonian-Record	(e)	1,551,086	418,081	1,080,114	48,209
St. Joseph, Mich.	Herald-Press	(e)	1,761,816	301,289	1,315,969	112,294
Santa Rosa, Cal.	Press-Democrat	(ms)	2,469,068	480,284	1,489,726	369,138
Seymour, Ind.	Tribune	(e)	940,562	202,146	691,810	46,606
Shelbyville, Ind.	Democrat	(e)	2,409,350	295,169	2,050,961	63,220
Shenandoah, Ia.	Sentinel	(e)	935,380	194,138	598,010	43,232
South St. Paul, Minn.	Reporter	(e)	471,296	75,600	329,924	24,780
Sturgis, Mich.	Journal	(e)	1,116,414	214,690	873,834	21,702
Taft, Cal.	Midway Driller	(e)	1,060,048	370,720	580,048	98,360
Texarkana, Ark.-Tex.	Gazette	(m)	1,453,478	376,712	957,444	93,478
(Figures quoted for period of March 6, 1926-June 30, 1926)						
The Dalles, Ore.	Chronicle	(e)	1,180,746	271,096	731,388	145,474
Three Rivers, Mich.	Commercial	(e)	996,324	200,802	706,538	54,866
Trenton, Mo.	Republican-Tribune	(e)	845,326	146,538	474,782	195,724
Trenton, Mo.	Times	(m)	846,174	206,640	593,978	20,888
Visalia, Cal.	Delta	(m)	1,177,344	214,984	831,614	71,302
Warsaw, Ind.	Times	(e)	727,520	280,300	320,630	80,870
Warsaw, Ind.	Union	(e)	520,800	125,020	330,680	43,400
Washington C. H., Ohio	Herald	(me)	1,091,608	282,436	749,770	59,402
Waterville, Me.	Sentinel	(m)	1,384,292	455,336	801,038	127,918
Watsonville, Cal.	Register	(m)	1,802,038	283,346	1,115,198	295,148
Waynesboro, Pa.	Record-Herald	(e)	1,116,755	199,080	778,930	95,214
Webster City, Ia.	Freeman-Journal	(e)	1,106,266	192,822	913,444	.....
Whittier, Cal.	News	(e)	2,238,069	250,072	1,735,626	193,970
Winchester, Va.	Star	(e)	299,286	1,244,446	10,948	.....
Wisconsin Rapids, Wis.	Tribune	(e)	1,436,325	1,000,000	364,000	31,000
Wooster, Ohio	Record	(e)	1,656,158	310,702	1,329,188	16,268
Yoakum, Tex.	Herald	(e)	2,690,100	274,100	1,750,000	51,300

NEWSPAPERS IN CITIES OF LESS THAN 5,000 POPULATION

Ballston Spa, N. Y.	Journal	(e)	398,160	78,540	315,490	4,130
Beaver, Pa.	Times	(e)	1,864,044	167,972	1,477,420	142,576
Burlington, Kan.	Republican	(e)	894,184	116,373	652,507	46,813
Clay Center, Kan.	Dispatch-Republican	(m)	377,664	65,142	208,540	86,716
Concordia, Kan.	Blade-Empire	(e)	693,063	.....	.....	.....
Edenton, N. C.	News	(e)	601,426	243,054	292,545	20,254
Fairmont, Minn.	Independent	(e)	256,704	14,112	273,040	64,512
Geneva, Ohio	Free Press	(e)	780,232	61,978	691,208	27,046
Gettysburg, Pa.	Times	(e)	1,408,692	227,738	1,104,598	76,356
Haines City, Fla.	Herald	(e)	622,538	.....	.....	.....
Hanford, Cal.	Sentinel	(ms)	1,034,380	105,592*	607,516*	71,792
Healdsburg, Cal.	Tribune	(e)	411,376	.....	.....	.....
Marshall, Mich.	Chronicle	(e)	1,302,784	332,094	834,080	90,945
Marshfield, Ore.	Coos Bay Times	(e)	1,521,144	261,380	1,121,554	80,948
Marshfield, Ore.	Southwestern Oregon News	(e)	1,300,096	198,870	947,170	123,242
Morris, Ill.	Herald	(e)	1,244,724	349,440	529,352	87,360
Oroville, Cal.	Register	(es)	871,381	244,472	538,944	55,522
Placerville, Cal.	Republican	(e)	592,430	144,900	344,050	69,300
Perry, Okla.	Journal	(e)	346,549	.....	.....	.....
Redwood City, Cal.	Tribune	(e)	824,814	40,233	383,782	350,427
Salinas, Cal.	Index	(e)	901,347	199,335	594,132	65,520
Santa Maria, Cal.	Times	(e)	927,236	47,196	836,962	43,078
Stuart, Fla.	News	(e)	1,543,648	76,791	1,368,626	37,880
Welch, W. Va.	News	(e)	996,550	287,301	628,824	34,372
Wilmington, Cal.	Journal	(e)	449,658	130,872	277,200	37,750
Vero Beach, Fla.	Press	(e)	2,335,669	147,513	1,107,959	35,254
Vinton, Ia.	Times	(e)	940,800	490,000	240,800	126,000

NEWSPAPERS OF THE DOMINION OF CANADA

City	Paper	Published	Total Linage	National	Local	Classifi
Brandon, Man.	Sun	(e)	2,052,418	810,450	1,132,768	109,2
Calgary, Alta.	Herald	(e)	4,543,835	1,348,429	2,267,832	900,9
(26,651 lines legal included in total.)						
Charlottetown, P. E. I.	Guardian	(m)	2,823,542	1,085,064	1,667,582	62,4
(Total includes 8,400 lines-legal; 1,848 lines-radio not in total						
Chatham, Ont.	News	(e)	2,203,488	785,946	1,291,808	86,7
(Total includes 38,962 lines-legal.)						
Edmonton, Alta.	Bulletin	(e)	2,326,520	313,236	1,614,732	371,0
(Total includes 27,524 lines-legal.)						
Edmonton, Alta.	Journal	(e)	4,679,311	1,313,656	2,667,755	697,9
Ft. William, Ont.	Times-Journal	(e)	2,216,396	658,994	1,395,632	161,7
Glace Bay, N. S.	Gazette	(e)	2,658,815	1,126,814	1,052,012	321,0
(Total includes 63,214 lines-legal)						
Hamilton, Ont.	Spectator	(e)	4,937,605	1,644,915	2,695,540	597,1
Kingston, Ont.	British Whig	(e)	2,037,262	571,329	1,316,847	149,0
Kingston, Ont.	Standard	(e)	2,331,053	601,454	1,417,131	207,0
(100,735 lines automobile advertising included in total)						
Kitchener, Ont.	Record	(e)	2,423,470	626,934	1,569,176	227,3
Lethbridge, Alta.	Herald	(e)	1,903,473	565,242	1,183,216	130,7
(Total includes 24,248 lines-legal.)						
London, Ont.	Advertiser	(me)	1,929,730	712,660	986,170	230,9
London, Ont.	Free Press	(me)	3,880,773	1,816,275	1,542,450	522,0
Montreal, P. Q.	Gazette	(m)	3,785,250	1,486,537	2,145,466	153,2
Montreal, Que.	La Patrie	(e)	2,680,876	940,378	1,278,780	411,7
(Total includes 50,000 lines-legal)						
Montreal, Que.	Star	(e)	6,546,860	1,906,168	3,383,021	1,257,6
(68,635 lines-radio not in total.)						
Moose Jaw, Sask.	Times-Herald	(me)	1,746,956	702,254	674,730	159,1
(Total includes 210,792 lines-legal.)						
Nelson, B. C.	News	(m)	1,137,192	447,860	575,190	107,4
(Total includes 6,678 lines-legal.)						
Ottawa, Ont.	Citizen	(me)	3,382,768	974,605	1,902,095	506,0
Ottawa, Ont.	Journal Dailies	(me)	3,457,942	1,293,989	1,937,095	226,8
Owen Sound, Ont.	Sun-Times	(e)	1,558,940	588,770	914,788	48,4
(Total includes 6,922 lines-legal.)						
Peterboro, Ont.	Examiner	(e)	1,903,930	632,618	1,148,210	123,1
Prince Albert, Sask.	Herald	(e)	1,001,717	436,345	482,924	82,4
Port Arthur, Ont.	News-Chronicle	(e)	1,555,964	533,526	835,391	175,37
Portage La Prairie, Man.	Graphic	(e)	961,156	159,362	801,794	.....
(Classified, legal and radio included in local linage.)						
Quebec, Que.	Chronicle - Telegraph	(e)	1,574,823	702,128	740,681	132,01
Quebec, Que.	L'Evenement	(m)	1,939,504	532,149	1,168,915	247,4
Regina, Sask.	Leader-Post	(me)	3,108,550	1,216,402	1,349,366	542,7
St. Catherines, Ont.	Standard	(e)	2,560,475	846,086	1,543,785	170,6
St. Thomas, Ont.	Times-Journal	(e)	1,981,348	1,123,424	703,724	154,2
Saskatoon, Sask.	Star-Phoenix	(me)	2,923,337	1,190,838	1,179,785	552,71
Sault Ste. Marie, Ont.	Star	(e)	3,567,196	40,474	68,800	.....
(Classified-legal-radio included in national and local.)						
Stratford, Ont.	Beacon-Herald	(e)	1,664,932	638,703	935,634	116,93
Sydney, N. S.	Post	(me)	1,256,299	454,105	802,194	.....
Toronto, Ont.	Mail & Empire City	(m)	3,008,128	1,159,470	1,437,119	354,39
Toronto, Ont.	Star	(e)	6,746,110	1,382,800	4,112,265	1,202,46
	Sunday ed	(s)	983,100	583,455	334,125	65,52
	Total	(es)	7,729,210	1,996,255	4,446,390	1,267,98
(Total includes 48,585 lines-legal)						
Toronto, Ont.	Telegram	(e)	7,093,884	978,013	3,921,903	2,193,96
Truro, N. S.	News	(e)	953,316	186,032	700,826	66,45
Victoria, B. C.	Colonist	(e)	3,528,322	916,538	1,891,470	720,31
Victoria, B. C.	Times	(e)	2,593,962	634,914	1,664,068	294,98
Vancouver, B. C.	Province	(e)	5,540,350	1,439,331	2,720,242	1,346,77
	Sunday	(s)	1,327,768	220,830	839,802	258,95
	Total	(es)	6,868,118	1,660,161	3,560,044	1,605,72
(Total includes 42,190 lines-legal)						
Vancouver, B. C.	Sun	(e)	3,837,554	896,504	2,233,924	670,74
	Sunday ed	(s)*	142,000	27,552	88,522	25,38
	Total	(es)	3,979,554	924,056	2,322,446	696,12
(Total includes 36,932 lines-legal; *Sunday edition discontinued Jan. 31, 1926.)						
Winnipeg, Man.	Free Press	(me)	5,960,989	1,609,373	2,857,010	1,494,60
Winnipeg, Man.	Tribune	(e)	4,549,271	1,144,347	2,726,406	645,75
(Total includes 32,543 lines-legal)						

ELLETT'S UNIVERSITY TO HONOR HIM

esident of Indiana School Suggests a lemorial Tablet Be Placed in Union Building—Praises Editor's Courage

ndiana University, Bloomington, where n Mellett, slain editor of the *Canton* (.) *Daily News,* went to school, plans have placed in a proposed $1,000,000 ion Building a memorial tablet in his nor. On it will be an inscription ivalent to that written by President field—"Slain for the Republic"—which President wrote as he lay in the ite House after he had been shot by iteau.

he suggestion to honor Don Mellett s, came from the president of the uni- sity, Dr. William Lowe Bryan, in an cle by him appearing last week in the *iana Daily Student,* the university spaper on which Don Mellett worked is college days as staff man and edi-

n referring to the Garfield inscription, ain for the Republic," Dr. Bryan said: ith not less right might it be placed n the tomb of Don Mellett, assassin- l on his own ground in Canton, O., by who came up from the underworld to him. He was fighting that underworld ough the newspaper of which he was or. His detectives were hunting the y wolves in their lairs. He was bring- deadly evidence to the governor of o. He was becoming more and more gerous to the organized army of gamb- , thieves, bootleggers, gunmen and as- ated politicians of Canton. He was ned but he would not keep still or . No soldier charging machine guns ever in greater danger than he. None e brave. He went to his death a sol- fighting for the republic, fighting to e the republic and the world safe for anity."

r. Bryan said he would like to see the newspaper men of the country take some recognition of Don Mellett, but that Indiana University in a simple way would pay homage to him. The Union Building where the memorial will be placed is to be erected soon, and will serve as a memorial to the men and women of Indiana University who served in the World war. The money is part of a fund subscribed by students, alumni and friends of the university in a memorial campaign within the last four years.

JOURNALISM AT SEA

Henry J. Allen, Wichita Beacon, Teaching Students on "University Afloat"

Journalism is being taught on the high seas, under the direction of ex-Gov. Henry J. Allen, publisher of the *Wichita* (Kan.) *Beacon,* who sailed Sept. 18, on a cruise around the world on the S. S. Ryndam, called the "University Afloat."

Mr. Allen is dean of the school of journalism on board and editor of the daily paper, the *Binnacle,* to be published by the students. Before sailing, he described the trip as "the most significant movement in modern education." The Ryndam, he said, was to be a "student ship and not a sightseeing tour." Willis J. Abbot, editor of the *Christian Science Monitor,* also spoke at a farewell dinner held before the steamer left port.

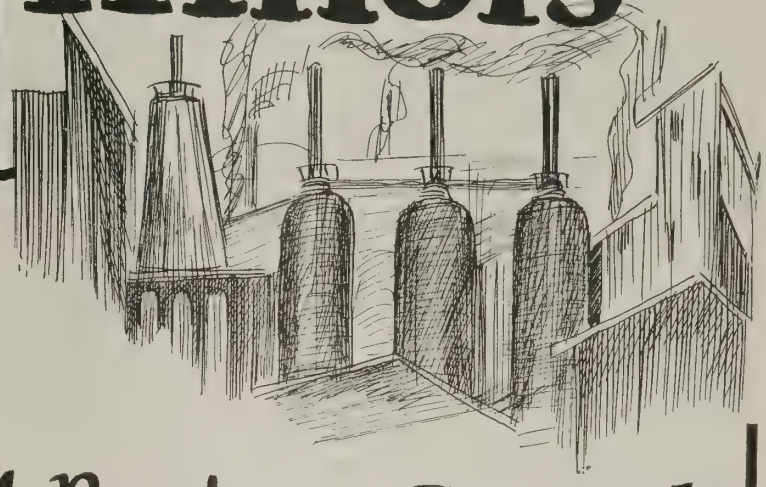
Dr. Charles F. Thwing, president emeritus of Western Reserve University, heads the faculty of 40. There are 500 students on board.

MATS FOR WALL DECORATION

The *Tokio Asahi Shimbun,* one of Japan's leading newspapers, is decorating the inside walls of its new building with matrices of leading newspapers in various countries. Many newspapers have received a request from the Japanese daily to send five matrices each for this purpose.

EDITOR & PUBLISHER classified ads connect the man with the job.

Illinois—



A Dominant Factor in the Iron and Steel Industry—

The steel industry of Illinois is growing so rapidly that as a steel center it is far surpassing any other district in the world. Of all the open hearth furnaces built during 1924, 62% were constructed in the Illinois district. Of the 402 by-product ovens under construction in 1924, 250 or 62.2% were built in the Illinois district. The drift of the steel industry has become decidedly westward. This great expansion in the steel industry has brought added wealth to the already prosperous State of Illinois whose great riches are obtained from its numerous industries kept humming day after day all the year 'round.

Illinois is a profitable State for you to advertise in. Let the daily papers carry the message of your products to its progressive citizens.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Aurora Beacon-News .....(E)	18,694	.06	.06
†Chicago Herald & Examiner....(M)	385,276	.55	.55
†Chicago Herald & Examiner.....(S)	1,153,360	1.10	1.10
†Chicago Daily Journal.....(E)	123,771	.26	.24
**Evanston News Index.....(E)	6,729	.04	.04
**Freeport Journal-Standard .....(E)	9,613	.045	.045
**Joliet Herald News.....(E)	19,591	.06	.06
††Mattoon Journal Gazette.....(E)	5,712	.03	.03
**Moline Dispatch .....(E)	11,556	.045	.045
**Monmouth Daily Review Atlas..(E)	5,416	.035	.035
**Peoria Star .....(S) 22,497..(E)	29,874	.085	.07
Rock Island Argus .....(E)	11,248	.045	.045
**Waukegan Daily Sun.....(E)	5,213	.03	.03

**A. B. C. Statement, March 31, 1926
†Government Statement, March 31, 1926
††Government Statement, September 30, 1925

CHALMERS LOWELL PANCOAST



"Makes a Hole in One" with

TRAIL BLAZERS of ADVERTISING

(*New Edition Now On Press*)

The outstanding Advertising Book of the Season—About the Romance and Adventure of the olden times in the publicity world.

These Testimonials Prove It:—

"Heartiest congratulations on 'Trail Blazers of Advertising.' I predict a wide reading of this book, and desire to compliment you on the breeziness of your style." **James W. Brown,** Publisher of Editor & Publisher.

"The book is intensely interesting and informative. I have read it with a great deal of pleasure and not a little advantage to my understanding of advertising and merchandising." **James True,** Washington Correspondent, Printers' Ink Publications.

"Your articles on 'Trail Blazers of Advertising' have been so interesting I can't resist the temptation of writing you and telling you how much I enjoyed them." **Fred A. Robbins,** Chicago.

"It is well worth reading even from its fiction standpoint; and furnishes a splendid background in the building of the case of the history of Advertising." **Frederic W. Hume,** Public Relations, New York City.

Notice—Only a limited number of the "Autographed By the Author" and Numbered, First Edition, will be issued at $2.50 per copy (add 15c for postage). Send your order at once to—

CHALMERS L. PANCOAST, 614 West 157th Street. New York City.

THIS SPECIAL PRICE ONLY ON ORDERS IN ADVANCE OF PUBLICATION

ANDREWS, LOS ANGELES TIMES M. E., DIES

Brilliant Figure in Coast Journalism Succumbs After Long Illness—Began Newspaper Career in Maine

(*By Telegraph to* EDITOR & PUBLISHER)

LOS ANGELES, Cal., Sept. 22.—Harry E. Andrews, 65, managing editor of the *Los Angeles Times* since 1905, died Monday morning at ten o'clock at his home. An aneurism near the heart was the immediate cause of his death. He had been ill for five years. His wife and daughter, Gertrude Andrews, were with him when the end came.

Widely known for his scholarly and resourceful mind, Mr. Andrews was one of the outstanding figures in Western journalism during the last decade.

Mr. Andrews was born at Pittsfield (now Randolph), Me., Dec. 22, 1861. He received his education in the public schools and early took an active interest in newspaper work. He acted as a correspondent for Maine papers at the age of 16, and a year later joined the *Lewiston* (Me.) *Journal,* where he remained for 20 years.

The late Congressman Nelson Dingley and his brother Frank, were publishing the Journal when the Pittsfield correspondent came to their staff. Soon they were taking a keen interest in him. Mr. Andrews was graduated from reporter to city editor, later becoming managing editor, at which time he assumed a part interest in the Journal.

In the issue of the Times announcing Mr. Andrews' death appears a story by Arthur G. Staples, editor of the Lewiston Journal, who was associated with Mr. Andrews for many years during the latter's regime as managing editor of that paper.

Says this story in part:

"Harry E. Andrews always filled my eyes as a hero and a pattern. He rose to great journalistic heights. He became successful, powerful, renowned, but alas, he has fallen, as so many a newspaper man falls, victim to the unceasing toil, the fret of days and nights, the nervous strain of that will-o'-the-wisp called 'news'—the nervous drag, the frazz and the friction of the great mill in which he toiled for more than 40 years."

Mr. Andrews was almost indefatigable, working at his desk twelve hours a day, always having the faculty of doing just a little more himself than he expected those under him to do. He always radiated health and vitality until about six years ago, when he had a breakdown, from which he only partially recovered. His health continued to fail him and he was forced to abandon all thought of active interest in the Times. However, he retained his title of managing editor of the Times and director of the Times-Mirror Company.

A newspaper's duty is always to uphold the interests of the public rather than private interests, was Mr. Andrews' personal opinion as well as one which he introduced into his newspapers. It was indicated by the stand repeatedly taken by the Times on public questions during Mr. Andrews' management.

Mr. Andrews' first connection with the *Times* was handling special advertising in Pasadena, later acquiring the Pasadena routes of the Times which he continued to hold for 15 years.

Mr. Andrews first met the late General Otis upon the latter's return from the Philippines. A friendship sprung up between the two, and on March 1, 1900, General Otis called Mr. Andrews in from Pasadena and made him city editor. He served at this desk for five years. In 1905 he was appointed managing editor and received the appointment in the form of a military commission.

Although he retired from active newspaper work in 1921, he kept in close touch with the affairs of the Times up till the time of his death.

Funeral services were held Wednesday. Active pallbearers were Harry Chandler, publisher of the Times; Frank X. Pfaffinger, treasurer of the Times-Mirror Company; Dr. L. M. Moore, Ralph W. Trueblood, executive editor of the Times; S. A. Bertrand, and S. W. Crabill. Many of the city's leading citizens served as honorary pallbearers.

HERBERT J. FOWLER

Herbert J. Fowler, 50, general manager of the *Binghamton* (N. Y.) *Sun,* died in a hospital in that city after a year's illness. Mr. Fowler was a former publisher of the *Geneva* (N. Y.) *Times* and had been publisher and editor of the *Auburn* (N. Y.) *Advertiser-Journal.* He also had been associated with newspapers in Ithaca, Rochester, Syracuse and Utica. He served as a member of a district draft board during the war. The widow and two children survive.

MARTIN J. CASEY DEAD; ABLE REPORTER

Beloved Writer Had Served 28 Years in Newspaper Work, Chiefly in Manhattan—Famous for "Kid" Stories

Martin J. Casey, 44, beloved New York newspaper man, died Sept. 22, at his death he was a member of the *New York American's* staff, but he belonged to the entire journalistic fraternity of Manhattan.

His reputation as a brilliant writer was made by his writing of "kid" stories on the old *Sun.* He became famous for his "Micky Splaney" stories in that paper in 1906, 1907 and 1908.

While still at school he began writing short articles for Brooklyn papers and in 1898 started as a cub reporter with the City News Association.

He left the City News in 1900 to join the old *Daily News.* He soon became city editor and remained with that paper until it was discontinued by Frank Munsey, who had bought it.

He was at heart a reporter. On many other occasions after leaving the News he held executive positions for short periods, and was offered and refused others.

Then followed a period of itinerant newspaper work. For about five years "Marty" travelled throughout the country, working on prominent papers in large cities.

Returning to New York he again joined the City News Association, where in a short time he was made night city editor.

In a short time he was called to the Sun. After about three years he resigned and made his first connection with the New York American. He stayed only a short time, then went to Boston.

In Boston he again attracted wide attention by his series of police court stories, "Before His Honor."

Returning to New York City he joined the staff of the *World.* His next staff position was with the *Brooklyn Eagle.* When on the Eagle he covered the Mexican border troubles in 1915.

Shortly after his return from the border he went to the *Evening Journal.* It was on this paper that he gave a most striking demonstration of his newspaper worth. He was "doing rewrite" at the time.

He had a five-year-old daughter named Virginia, but whom he always called "Micky." A department man called up to give the story of a little girl being killed by a heavy automobile truck, when playing in front of her home.

"Marty" was assigned to take and write the story. It was of his little "Micky." Silently he listened. Silently he wrote the story, took it to the city editor's desk, laid it down and collapsed. He had done his duty.

From the shock of this death he never fully recovered.

In the World War he temporarily left newspaper work to become a member of the Military Intelligence Bureau.

The war over, he became a member of the re-write staff of the *Evening Telegram,* leaving there to rejoin the American.

MISSOURI VETERAN DIES

Col. R. M. White of Mexico (Mo.) Ledger Was Widely Known Publisher

Col. R. M. White, 71, editor of the Mexico (Mo.) *Ledger* for the past half century, died at his home Sept. 20. He died the day before the 50th anniversary of his purchase of the weekly Ledger, Sept. 21, 1876.

Mr. White, better known as "Bob" White, was a past president of the Missouri Press Association, past secretary of the National Editorial Association, and former vice-president of the Western Federation of Editors.

Ten years after his purchase of the weekly Ledger, he established the Daily Ledger in 1886.

KNOXVILLE EDITOR DEAD

James H. Moore of Sentinel Began Newspaper Work As a Printer

James H. Moore, 69, for 12 years editor of the *Knoxville* (Tenn.) *Sentinel,* died Monday, Sept. 20. He was well known for his forceful, fearless editorials.

Mr. Moore was a native of Charlotte, N. C. He entered upon the printer's trade in early years, learning to set type by hand. It was while working as a printer that he became ambitious to be a newspaper writer. After his apprenticeship as a reporter, he took up editorial writing, serving on the *Macon News, Augusta Chronicle, Charleston Evening Post,* and *Columbia Record.* He reported the Democratic national convention in 1924 for the *Sentinel.*

PRESTON F. GASS

Preston F. Gass, 38 political editor of the *Chicago Daily Journal,* died Sept. 20, from blood poisoning which developed from a slight scratch. He was a graduate of the University of Chicago, and did his first newspaper work on the *Chicago Evening Post.*

Obituary

J. P. SAILOR, formerly editor of *Chillicothe* (Mo.) *Daily Tribune,* at his home following an illness of months. His widow and two daugh survive.

HENRY S. HUDSPETH, 57, veteran ne paperman who learned the printing tr on the old *Bandera* (Tex.) *Enterpris* the '80s, died recently in Jena, La.

FRANK R. VAN VALKENBERG, 61, charter member of the Port Hu (Mich.) Typographical Union, died week after an illness of two years.

WADE HIBBS, 22, linotype operator the *Herrington* (Kan.) *Times* died cently from acute appendicitis at Herri ton.

JOHN M. BECKWITH, former editor the *Imperial* (Cal.) *Valley Press* and *Calexico* (Cal.) *Chronicle,* died in Diego, Cal., Sept. 8.

ED E. LEAKE, 76, publisher of *Woodland* (Cal.) *Democrat* and for m years prominent in the political field, at Woodland, Sept. 16.

GERALD RUTLEDGE, 35, editor of *Northwest Independent,* a weekly ne paper of Park Ridge, Ill., was found d in his home with gas flowing from th jets on a gas range. Mr. Rutledge prominent in civic affairs of Park Ri and was the chief sponsor of that to pageant of progress this year. He is vived by a widow and one child.

MRS. HELEN SOHERER CARTER, wife John Archer Carter, of the *Richm* (Va.) *News-Leader* editorial staff, Saturday afternoon, Sept. 18 and buried Monday, Sept. 20. A brother Mrs. Carter is J. Hamilton Scherer, mer member of the Richmond (V News-Leader sports staff and now n state editor of the A. P. at Richm

A. MANVILLE WAPLES, head of the department, Massengale Advertis Agency, Atlanta, died Sunday, Sept. after a brief illness.

Market Facts

— VERSUS —

Linage Gains

What is the outstanding factor that influences the national advertiser to consider new markets for a campaign.

Is it gains in linage, or facts about the desirability of the market?

Will mere linage alone show him that your paper can pave the way to volume sales and intensive distribution?

Why not give him information that is really helpful in determining the value of your market, and demonstrate how your paper co-operates in solving his problems in distribution.

We prepare copy and layout campaigns pictorially portraying the value of your market to the advertiser.



Tie Up Your Market With Your Newspaper!

PUBLISHERS SPACE SELLING SERVICE

49 West 45th St. New York City.

Copy ~ Layout ~ Art ~ Typography ~

HOW HURRICANE NEWS WAS TOLD NATION

(*Continued from page 7*)

ff from the aviation landing field at the 'irginia State Fair Grounds, just out- de of Richmond, at dawn Monday morn- ıg. McLean carried with him 464,000 nits of tetanus antitoxin, sent by the ichmond chapter of the American Red 'ross, in co-operation with the Richmond ewspaper for the hundreds of injured ı the devastated area.

An Associated Press bulletin stated ıat the plane was held up at Camp John- on Monday afternoon by a broken pro- eller blade. Lieut. Bissell immediately ılled Atlanta for a new propeller and ıis was dispatched on a train leaving at ıidnight. McLean wired his paper om Jacksonville that he and Lieut. Bis- ell expected to repair the damage and e in Miami by 10 o'clock Tuesday morn- ıg. McLean was instructed by his paper) "file" dispatches having to do with ichmond people and relatives of Rich- ıond people with all possible speed.

Several Florida publishers were in the ast when first news of the disaster was ublished.

Joseph W. Young, founder of Holly- ood, and publisher of the *Hollywood ews,* who was spending his vacation in iew York with Mrs. Young and their wo sons at the Roosevelt Hotel, char- ered a special train for Hollywood and ft on Sept. 20.

Mr. Young stated that his job was rst to relieve the suffering families and ıen plan to rebuild that part of Holly- ood damaged by the storm. He was in irect communication with his son Jack oung just before he left and he learned ıat about 25 people were killed and many omes were roofless. The six hotels of Iollywood were only slightly damaged.

Mayor Ed C. Rompf of Miami, Frank . Schutts, publisher of the *Miami Her- ld,* G. M. Allison of Miami Beach, ac- mpanied Mr. Young on the special train.

Horace C. Stilwell, publisher of the *t. Lauderdale News,* who has been at ıe Waldorf-Astoria during the past eek, had a telegram from his brother homas Stilwell at Ft. Lauderdale stat- ıg many business buildings and homes ere wrecked at Ft. Lauderdale but no ves lost. The home of Thomas Stilwell s well as the $300,000 plant of the News ere both wrecked.

Mr. Stilwell left for Ft. Lauderdale im- ıediately. He said:

"Of course these newspaper stories may e exaggerated but I know the citizens f Ft. Lauderdale will repair the damage ıd rebuild the city. Our people have ıo much of the pioneer spirit to allow ven a hurricane to impede their prog- ess."

Mr. Stilwell's mission to New York as to plan a newspaper advertising cam- aign for Ft. Lauderdale and Hollywood ıd on last Thursday he gave a luncheon) 54 newspaper men.

"Of course it is too early to say hether or not our newspaper advertising lans will materialize," he stated, "but I o know the Ft. Lauderdale-Hollywood arbor will be built and as the purpose of ıe advertising is intended to let the eople of the North know of the ad- antages of this harbor, I believe the itizens of both Ft. Lauderdale and Holly- ood will wish to inaugurate this adver- sing campaign as soon as possible.

"Thank our newspaper friends for all ıey are doing to help our people in ıne of need."

N. W. Ayer & Son, advertising agency, 0 Fifth Avenue, gave out the following legram received from John F. Graydon, ıeir resident representative in the Miami strict:

"Coral Gables well organized for re- ef here and all surrounding area bring- g refugees to Biltmore, Tallman Hos- tal and other relief centres, because oral Gables is comparatively well off. ype of construction required in Coral ables limited damage mainly to things easily repaired. Coral Gables in much better shape than other places."

Governor James M. Cox, publisher of the *Miami Daily News* and the News League of Ohio dailies, at the request of the Associated Press, gave out the following statement:

"We have had some communication with our representatives at Miami, leading us to believe that first reports are exaggerated. Our publisher wires that the News tower, said to be the highest building anywhere in the tropics, is but slightly impaired. The new Flagler structure facing Royal Palm Park, and in a state of incompletion, was scarcely touched. These two circumstances would indicate that the modern steel construction has met the hurricane test.

"Direct reports are that the Boulevar Hotel on Miami Beach has been turned over for relief purposes. This lies in an open and exposed area and its survival justifies the hope that the property loss will be less than now estimated.

"Following the disastrous floods of 1913 every Ohio city affected broke all records for business that year. Miami and Florida will come through the effects of this disaster with a courage and resiliency characteristic of the stout-hearted people who have transformed it into one of the world's great empires."

Newspapers in various sections of the north and west immediately started relief funds. The *Chicago Herald and Examiner* dispatched a relief train, with Dr. Herman N. Bundesen, Chicago health commissioner, in charge.

The *Chicago Herald and Examiner* also started a relief fund through its radio station, WEBH, and raised $10,000 for the storm sufferers by this means on the first day.

The *Chicago Daily News* also put its radio station, WMAQ, to work for the destitute in Florida, and in the first evening raised $15,000 from its listeners who phoned in and told what numbers they wanted played on the "request program," and what they would contribute to hear them played. The entire radio staff of WMAQ was on hand for the program, which lasted from 8 o'clock in the evening until 3 the next morning.

The *Chicago Evening American* and the *Chicago Daily Journal* also raised large sums for the sufferers through appeals to their readers.

The American also established a special bureau, consisting of a corps of men possessed of the latest and most complete list of dead and injured, to help Chicagoans to learn the fate of friends and relatives in the stricken area.

In New York a number of newspaper men were on committees announced by Mayor Walker to organize relief measures. Victor Watson, managing editor of the *New York American,* was named a member of the Emergency Relief Committee. John J. Leary, *New York World,* and George D. Morris, *New York Telegram,* were members of a larger assisting relief committee.

The *Chattanooga* (Tenn.) *News* started off a local Florida storm relief fund with $500 and the morning paper, the *Chattanooga Times* followed with a like amount. The papers printed lists of Chattanoogans in Florida. Reporters met all trains coming to city from storm area to get interviews from passengers.

FOND DU LAC DAILIES TO MERGE OCT. 1

Reporter Purchases Commonwealth and Will Issue Combined Paper From Its Plant—$200,000 in Bonds Issued

The *Fond du Lac* (Wis.) *Reporter* this week announced that it had purchased the *Fond du Lac Commonwealth* and will merge that daily with the Reporter on Oct. 1, the combined paper to be known as the *Commonwealth-Reporter.* It will be the only daily newspaper in the city.

The purchase was the culmination of negotiations covering several months. It was financed by an issue of $200,000 6 per cent gold bonds maturing in 10 years.

The Reporter was established by the late Louis A. Lange in 1883, succeeding the *Saturday Reporter,* a weekly. The Reporter Company, organized in 1903, took over the publication and control of the daily. A. H. Lange, president and general manager, C. F. Coffman, vice-president and editor, and Emery Martin, secretary and treasurer, have been officers of the concern for more than 20 years.

The Commonwealth, founded in 1870 as a daily to succeed a weekly, was bought by the Commonwealth Printing Company, of which P. B. Haber was manager. This organization in 1889 was merged with the P. B. Haber Printing Co. with Mr. Haber as its president.

In addition to taking over the Commonwealth, the Reporter Printing Company acquires the building, commercial printing plant and other assets of the Haber company.

STARTING AGRICULTURAL PAGE

E. E. Schroeder has been named rural and agricultural editor of the *Wisconsin Rapids* (Wis.) *Daily Tribune* and will have charge of a new agricultural department being started by that paper.



Still Gaining!

The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.

The net paid average for the American was 57,503.

You need these papers to cover Baltimore, they reach more than half the City.

Sold separately or in combination.

THE BALTIMORE NEWS

and

Baltimore American

ANNOUNCEMENT

To National Advertisers and Advertising Agencies

The National Advertising Departments of

New York Evening Journal
Baltimore Evening News
Baltimore American
Washington Evening Times
Washington Herald
Atlanta Evening Georgian
Atlanta Sunday American

are combined with offices in New York—Chicago—Detroit

New York Office:
W. G. HOBSON, *Eastern Manager*
2 Columbus Circle
Telephone: Circle 5400

Chicago Office:
F. E. CRAWFORD
Western Manager
913 Hearst Bldg.

Detroit Office:
FRANKLIN PAYNE
Representative
1351 Book Bldg.

All under direction of:
JAMES C. DAYTON, Publisher
NEW YORK EVENING JOURNAL

NOOZIE SAYS:



Courtesy The International Syndicate, Baltimore.

The International Syndicate of Baltimore, sponsors for "Noozie" and many other popular features, have been in business since 1899. They are justly proud of their record, epitomized in their slogan, "26 years without a contract."

They depend upon the quality of their features and the character of the service they render, to win and hold their clientele. Of course they are constantly on the lookout for improvements that will enable them to render even better service.

For 25 years International used wet mats only. With the advent of the Certified Dry Mats, it did not take them very long to realize that here was a medium that would enhance their services.

And so quite naturally Certifieds are going regularly to the four corners of the United States—yes, of the world—as carriers of International features.

The International has found that "Certified" on a dry mat stands for simplicity, facility, and economy. Other leading newspaper feature services have found it so, too, and several hundred newspaper publishers have found it equally true in their own plants.

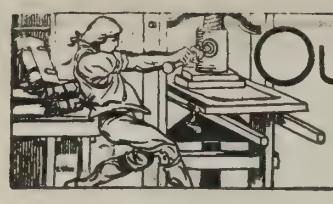
Certifieds will appeal to you just as much and for the same reasons.

Those who compare almost invariably use Certifieds. That is why we repeat—COMPARE!

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue
New York, N.Y.

For wet mat printing with DRY MAT facility — use Certifieds

Made in the U. S. A.



Our Own World of Letters

By JAMES MELVIN LEE

SUPERLATIVES are dangerous in any copy. In spite of that fact I am going to say that the best article about newspapers that I have read in some time may be found in the current issue of *The Yale Review*. It is from the facile pen of Don Marquis and is entitled "Men Who Make the Newspapers." It deals not with publishers and editors but with reporters —the contributors of the unsigned stuff.

Mr. Marquis has no doubt that the back bone of the newspaper business is and always must be the competent reporter. He is speaking of reporters when he says:

> The men who get the news, who write it, and edit it, who determine its relative importance, who point out the relationship of particular events and tendencies to human life as a whole, are the men who are the most valuable to a newspaper in the long run; it is they who really determine the character of a paper. And it is they—or the executives among them—who hire and fire the special writers who appear before the public with their names and labels upon them, and who in a general way influence and control the tone and trend of what these special writers utter. They are really responsible for the impression you get from any newspaper when you pick it up, for the *kind* of shock communicated to your nerves and sensibilities.

The really competent reporter, as Mr. Marquis sees him, is one who can both get the news and write it. The reporter is in class A—an ace if you will—if he has the faculty of knowing where to go for news without being sent—"the faculty of knowing where news is going to be before it has yet appeared."

Mr. Marquis has not side-stepped the matter of suppression of the news. He frankly confesses that every newspaper withholds facts frequently when it is not advisable to print everything known about a certain story. By way of illustration he gives this concrete case:

> Years ago when I was working in Washington, a fellow reporter consulted me with regard to a case involving some irregularities in a government department. He had been working on the story for a long time, and he had finally got all his facts, and he had been able to verify them, and he had them all straight. The manner in which the story finally became public was through a three-cornered row among several politicians, and back of this row there was a hidden motive—an element of personal animosity entered in. The question was whether to print the facts and expose the irregularities that had existed and bring about, if possible, the punishment or dismissal of the offending officials, or whether to go deeper into the thing and make public all the underlying and outlying and contributory factors of the personal animosity between the politicians who had made the facts accessible. The case was taken to the managing editor of the paper, who decided to publish merely that part of the story which affected the general welfare and the public interest. This was done, with the result that eventually two officials were removed from office and retired to private life.

Mr. Marquis stresses the matter of accuracy on the part of both reporters and their managing editors, "their only protection if there should be a comeback of any sort." Inaccuracies frequently creep into print because reporters and editors have been misled by some more or less interested party whom they have trusted. The following comment is made about these slips in the press:

> The reader would be surprised to know how many lies are handed to reporters and editors in the course of the day's work and how much trouble they take to arrive at the truth behind these false stories. I have observed that it is the very people who give out to reporters tales that do not square with the facts who are always saying, "You can't believe anything you see in the papers nowadays." If they had their way about it, you really couldn't believe anything you saw in the papers; but for the most part, both reporters and editors, it has been my observation and experience, are trying to do the best they can.

In replying to the attack made upon the American press by Upton Sinclair in his "Brass Check," Mr. Marquis speaks as follows, after he has admitted that there are crooked newspaper men just as there are crooked physicians, crooked preachers, crooked lawyers, and crooked merchants:

> There was a book published a few years ago by Mr. Upton Sinclair called "The Brass Check." I did not read it, but I read enough about it and heard enough about it to understand that it was a wholesale accusation against American journalism to the effect that all of us newspaper men are merely a bunch of prostitutes. I do not know what particular experience Mr. Sinclair has had in dealing with newspaper men, but I do know that it must have been far different from my own, and I have worked for newspapers for twenty-five years. I do not remember once ever having been asked by an editor or a proprietor to deliberately falsify the facts in any story of any consequence. I conducted a column for thirteen years on the New York Evening Sun and the New York Tribune, and during that time I was allowed to say just about what I pleased. That is, no editor or proprietor ever said to me, "I want you to write a criticism of so and so, or such and such and say thus and so, whether you believe it or not." It is possible that Mr. Sinclair might think I am being corrupt, for I never wrote anything advocating the assassination of a chief magistrate or the destruction in a holocaust of flame and frizzle of the great masses of organized society, or anything of that sort. Something told me that such a course would not be policy either with the chief magistrate, or with the masses of the people, or with my employers. But within the limits of sanity and the limits of decency, I was allowed to go as far as I liked.

A fine tribute is paid to James Richard Grey of the *Atlanta Journal* for his independence. Mr. Marquis at the time was working for that newspaper which had undertaken a political fight in the interests of the public. Certain special interests had been able to induce the largest department store in the city to threaten to withdraw its advertising if the Journal persisted in continuing the fight. Grey told the department store head where they could go with their advertising. In discussing this case Mr. Marquis adds:

> I have known other instances of a similar nature, but for the most part this "Brass Check" business is all bunk. There are knaves in every profession and in every business, of course, but there is as high a level of integrity in the newspaper business as in any other profession in the world.

To Mr. Marquis when he was still a young reporter a veteran newspaper man gave this information about the rewards of journalism:

> "The only satisfaction there is in this business is to be able to know where a story is going to break and go and get that story and get it right, to write it the way it should be written, to see it in the paper the way you wrote it and then to hear one of the other boys say, 'That is a pretty good job, Bill.'"

Mr. Marquis concludes his chat about the men who make newspapers with a discussion of the relation between journalism and literature. In response to the question, often asked by cub reporters, whether a few years in a newspaper office is a good preparation for writing the following answer is given:

> A reporter naturally stirs around a good deal and meets a great many different people and has many swift glimpses of various sorts of existence, and I think perhaps this is valuable to some men who intend to devote themselves seriously to creative work. On the other hand, there are men who have some native gift for writing fiction and plays who really are hampered by the habits which they acquire in journalistic work. I am obliged to be personal once more. One can only judge from his own experience, and cannot really estimate what the effects of circumstance might be upon another temperament or nature.

Of the soundness of the views expressed there can be no debate. Some day the reporter is going to come back into his own.

* * *

JOSEPH REMENYI, who conducts a Hungarian newspaper in Cleveland and is the author of several novels written in the Hungarian language, tells in *McNaught's Monthly* for October how the immigrant looks at literature.

This issue of McNaught's opens with an editorial appreciation of Stuart Sherman, late literary editor of the *New York Herald Tribune*. Of him this editorial tribute says:

> In these days of fast presses and quick turnovers there are few enough writers who will take the pains to learn all about their subject matter before getting into print. There are fewer still who will rewrite and repolish a literary production, be it small or great, until they can achieve no closer approximation of perfection. The more, then, the need for men like Dr. Sherman. He was one of the few modern scholars imbued with the old-time doctrine that nothing but a man's best is worthy of him.

* * *

THE Pulitzer School of Journalism is well represented in the *Century Magazine* for October. The issue opens with "Our Moral Anarchy" by Walter B. Pitkin, who according to an editorial note has been "professor of Journalism since the founding of the Pulitzer School." His article gives the results of a survey in which attempts were made to grade the ten commandments. Another professor of the Pulitzer School who is a contributor to this issue is Allen Sinclair Will, who sets forth an issue for the Democratic party. The only dangers to the nation, according to Professor Will, may be found in demagoguery and partisanship. At one time he was on the staff of the *Baltimore Sun* and still later was connected with the Philadelphia Public Ledger.

DOMINANT!
in
Pinellas County, Florida
Daily News
ST. PETERSBURG'S PICTURE PAPER
Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall
America's Biggest Tabloid
Florida's Fastest
Growing Newspaper
To be assured of Complete Coverage—
USE THE NEWS
Represented by
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1900 Wrigley Building

GROWING IN IMPORTANCE
The Inter-Mountain territory of Utah, Idaho, Western Wyoming and Eastern Nevada is rapidly developing and becoming more important to the advertiser whose merchandise has national distribution.
Don't overlook this rich section of the West.
The Salt Lake Tribune
THE S. C. BECKWITH SPECIAL AGENCY
—Sole Eastern Agents—
New York—Chicago—Detroit
St. Louis—Kansas City
Atlanta
M. C. MOGENSEN & CO., INC.
Pacific Coast Representatives
San Francisco—Los Angeles—Seattle

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.
Member A. B. C.
URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representatives:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6th Floor Occidental Blg.
INDIANAPOLIS-IND.

HALF A STATE COMPLETELY COVERED
at one Combination Rate
EVENING COURIER MORNING POST
Two Great Newspapers—Published at Camden, N. J.
National Representatives
STORY, BROOKS & FINLEY


Do the Fall months just ahead promise big revenue for your classified medium? They do for our many clients!
THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building Philadelphia

if you have something to SELL—
—and it's good.
—and you want other folk to know it's good.
—thrifty folk who have money and the habit of spending.
—people who live in the prosperous Cleveland market
then—
you must tell them about it through
The Cleveland News
Ohio's Greatest Newspaper
DAILY and SUNDAY
Represented by Geo. A. McDevitt Co.
250 Park Ave., New York
914 People's Gas Bldg., Chicago

WOMEN IN ADVERTISING AND JOURNALISM

Hettie Cattell Played "Beauty Doctor" for a Newspaper Story—Mrs. O'Neill Edits Coast Weekly—Lucile Duffy Leaves Spokane Chronicle to Join Women's Publication

HETTIE FITHIAN CATTELL, feature writer for the *New York Daily Mirror*, undertook the beautification of a group of women for a newspaper story a short time ago, and the experience, she believes, was her most interesting assignment. She chose several women willing



Hettie Fithian Cattell

to undergo the treatments and obtained an excellent story with "before and after taking" pictures.

"A plastic surgeon and I cut the women up, and the paper didn't have a damage suit," Miss Cattell said this week. "They were greatly improved in appearance, and they are all my friends to this day, very grateful for what the paper did for them.

"A newspaper contest editor on the *Rocky Mountain Times* in Denver once awarded me a writing prize. That made a newspaper reporter of me.

"That prize sent me from Denver to the Pacific Coast, from there to Texas, on to Chicago, and then to New York City. And according to the advice of the railroad advertising men, I 'saw America first,' and I might add, thoroughly. I learned about the United States, and I learned newspaper work. In fact, I am now at home everywhere in a newspaper office, except at a typesetting machine. And I suppose I shall find myself there some day.

"I was a managing editor of a weekly at one time. My society editor used to upbraid me because I occasionally printed news which she had been saving for her column. But she was 70 years old, and had never been in a newspaper office before, and so I remained silent when she scolded me, and continued to print any news my other reporters could get, even if it interfered with the old lady's economizing. I had a great battle with my chiefs in Chicago who would not let me put news into the paper after Thursday night though the papers went to the subscribers Saturday mornings. I resigned this position, firmly believing that I was not meant to be a managing editor.

"When in Texas I was ostracized by a few society women because I liked to ride on the front seat of the new auto police patrol. But if a woman is to be a police reporter, the police patrol is the place for her."

Miss Cattell's married name is Parker, and she is pictured with her 9-year-old daughter Nancy Parker—or is it Nancy Cattell? Page the Lucy Stone League!

Mrs. Eleanor O'Neill has assumed the position of editor and manager of her paper, the *Prescott* (Wash.) *Spectator*. James O'Neill, her son, is now on the staff of the *Colfax* (Wash.) *Gazette*. Mrs. O'Neill is the fourth O'Neill to manage the Spectator.

Miss Lucile Duffy, formerly with the *Spokane Chronicle*, has joined the circulation department of the *Spokane Woman*.

WORCESTER POST EXPANDS

Departments Rearranged and Much New Equipment Installed

Last Saturday was moving day for the *Worcester* (Mass.) *Post*.

The editorial rooms were moved from the third to the sixth floor. Installation of a 10,000 pound Hoe electrical melting pot, the only one of its kind in New England outside of Waterbury, was completed with special engineering to make its presence on the sixth floor without danger. A new Hoe casting machine, capable of finishing six plates per minute, was part of the new machinery. A new automatic electric elevator was built to connect the sixth floor stereotyping room with the composing room on the seventh floor. A new conveyor for the Goss press was added to the plant's equipment.

Three new linotype machines have been installed, and all machines are to be equipped shortly with electric melting pots to replace the old type gas.

Floor space in the plant was increased 4,500 square feet.

NEW TEXAS GROUP

H. F. Mayes of Brownwood Heads Mid-State Press Organization

H. F. Mayes, general manager of the *Brownwood* (Tex.) *Bulletin*, was elected president of the new Mid-Texas Press Association, organization of which was perfected at a meeting in Brownwood Sept. 17. R. L. Scott, *DeLeon Free Press*, was chosen first vice-president; R. E. Bradbury, *Lometa Reporter*, second vice-president; H. M. Jones, *Brownwood News*, secretary and treasurer.

On an executive committee President Mayes appointed H. H. Jackson, *Coleman Democrat-Voice;* J. C. White, Brownwood Bulletin, and M. S. Sellers, *Rising Star Record*. Program committee, Mr. Jones, H. F. Schwenker, *Brady Standard*, and Mr. Scott.

The executive committee will select time and place of next meeting, for which the other committee will prepare a program.

The association adopted a resolution offered by W. T. Curtis, Brownwood, urging re-establishment of the University of Texas school of journalism and recommending that Will H. Mayes be returned as dean of the school. Another resolution expressed grief at the death of John Sneed, *Dallas News* correspondent.

NEW PRESIDENT NAMED BY MONTANA EDITORS

Leipheimer, M. E. of Anaconda Standard, Succeeds Woare, Chester Reporter—Dean Stone Honored By Group

E. G. Leipheimer, managing editor of the *Anaconda* (Mont.) *Standard*, was elected president of the Montana Press Association at the annual convention which ended in Billings, Mont., Sept. 15.

Marten J. Hutchins of the *Missoula Daily Missoulian*, who was unable to attend the convention because of illness, was honored by election as honorary vice-president of the organization. The other officers elected were Joe Gehrett of the *Laurel Outlook*, first vice-president; R. G. Linebarger, *Havre Promoter*, second vice-president; Charles Draper, *Red Lodge Picket-Journal*, third vice-president, and S. E. Peterson of Great Falls, secretary-treasurer.

Dean A. L. Stone of the Montana School of Journalism was elected a life member of the association.

NEW CABLE TO GERMANY

The laying of the new high-speed submarine cable, which is to connect Emden, Germany, with the Azores, will be completed about Sept. 25, according to the Commercial Cable Company. This new cable will connect at the Azores with a cable already laid which runs directly into New York, and will thus re-establish direct communication between Germany and the United States for the first time since the former German cables were cut at the outbreak of the World War in August, 1914, the Company stated.

BUCKENDAHL PROMOTED

Harry H. Buckendahl, for the past eight years a member of the Chicago staff of Gilman, Nicoll & Ruthman, publishers' representatives, has been named manager of the San Francisco office effective Oct. 15. C. H. Heydon, formerly with the *Kansas City Star* joined the Chicago staff of Gilman, Nicoll & Ruthman on Sept. 10.

If Quality

of circulation is your first consideration

The Evening Star

With Sunday Morning Editions

Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

N. Y. Office—110 E. 42nd St.
Dan A. Carroll

Chicago Office—Tower Building
J. E. Lutz

Regional Advertising
at
Regional Rates
in
The Christian Science Monitor

An International Daily Newspaper
Publishing SELECTED ADVERTISING
ATLANTIC, CENTRAL and PACIFIC Editions
Rates and Circulation Data Supplied on Request

ADVERTISING OFFICES

Boston	New York	Kansas City
Philadelphia	London	San Francisco
Chicago	Paris	Los Angeles
Cleveland	Florence	Seattle
Detroit		Portland

"Buy What You Can Use"

have you been following the remarkable growth of the Detroit Times

Parkersburg, W. Va.
is growing rapidly

A new $5,000,000 rayon plant and other new industries are now being constructed there.

The city and suburban territory is covered by

The News
Morning and Sunday

with a circulation of 7,500 daily and 9,000 Sunday at only 3 cents a line.

Member A. B. C.

Represented nationally by the
DEVINE-MacQUOID CO., Inc.
New York Pittsburgh Chicago

The Los Angeles Evening Herald consistently carries more paid-advertising than any daily newspaper in the west

Representatives

New York	Chicago	San Francisco
Herb. W. Moloney	John H. Lederer	A. J. Norris Hill
604 Times Bldg.	910 Hearst Bldg.	710 Hearst Bldg.

creating Impression!

nearly half the 2013 national advertisers using the Cleveland Plain Dealer in 1925 used it *exclusively.*

The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it

J. B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 360 N. Mich. Ave., Chicago

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation
LOUISVILLE KY

WITH THE GENERAL ADVERTISERS

National Retailers Propose Co-operative Campaign—Bakers Plan to Spend $500,000—Gillette Razor Celebrates 25th Anniversary

HERBERT SONNEBORN, of Wheeling, W. Va., and president of the National Association of Retail Clothiers and Furnishers, requested unified direction of present advertising and the launching of a great co-operative advertising campaign, in his address before the association in convention in Philadelphia this week. He also urged creation of a "Style Council" of manufacturers and retailers to determine "what is correct in masculine fashions."

"The possibilities of such a plan," he pointed out, "are startling, not only in the probability of increased consumption of wearing apparel but in its adaptability to more style, quality and institutional advertising copy being used, and consequently less exaggerated sales advertising.

"It would have the further effect, too, of prompting more frequent turnover by both manufacturer and retailer when there is thorough co-ordination between this plan and the proposed Style Council."

When the American Bakers' Association met in Atlantic City this week, plans were set in motion for a $500,000 advertising campaign, to explain to the public the nutritive value of bread. L. J. Schumaker, president, has endorsed the proposal.

The Gillette Safety Razor Company will celebrate its 25th anniversary Sept. 28. In honor of the occasion, the *Gillette Blade*, the company's house organ, has issued a 142-page jubilee edition. Twenty-five years of advertising in newspapers and magazines, this edition says, has played an important part in making the Gillette safety razor among the best articles of quick selling merchandise in retail stores.

Plans for a national educational advertising campaign, involving a probable investment of $465,000 in the next three years, were approved by the United States Fisheries Association in annual convention at Philadelphia last week. E. H. Cooley, New York, was reappointed manager of the association, to have direct supervision of the campaign, and Dana F. Ward of Whitman, Ward & Lee Company, Boston, was elected president.

A committee to supervise the expenditure of publicity funds—$90,000 of which has already been pledged toward the first year's campaign—will be named shortly. The campaign will probably start about Jan. 1. Although media have not yet been selected, it is expected that most of the investment will be made in newspapers. An advertising agency has not yet been chosen.

The object of the campaign is to present the nutritive value of fish as an all-week food and not merely as a Friday substitute for meat.

Hugh E. Agnew, professor of advertising, New York University, and Merle Thorpe, editor of *Nation's Business*, Washington, were prominent among the speakers who advocated the advertising program.

Advertising and sales promotion will be prominent among topics to be discussed by the 5000 delegates who are expected to attend the convention of the American Gas Association at Atlantic City, October 11-15.

FINDS TREASURE CHESTS

Wichita Beacon Digs Up Unclaimed Warrants for Citizens

Three "treasure chests," amounting to thousands of dollars, were uncovered by S. A. Coleman, managing editor of the *Wichita Beacon*, and made available to the owners. Publication of the list of owners of the money was a feature that brought considerable comment.

Mr. Coleman discovered that warrants, amounting to several thousand dollars, were unclaimed in the office of the county clerk. These warrants, some of them 10 and 11 years old, ranged from 75 cents to $120, and were mostly for unclaimed witness fees.

At the city hall Mr. Coleman discovered that hundreds of dollars, mostly in refunds on street assessments and taxes, had been there for years. One man was advised that a check for $140 was at the city treasurer's office for him.

A fourth "chest" also was discovered at the American State Bank, where checks for dividends in a defunct bank had been held for months.

AD TIPS

N. W. Ayer & Son. 308 Chestnut street, Philadelphia. Reported to have secured account of J. E. Caldwell & Co., jewelry, Philadelphia.

Benson and Gamble, 7 South Dearborn street, Chicago. Preparing list of newspapers on Pfanstiel Products Company, North Chicago, Ill.

Buchanan-Thomas, 412 South 19th street, Omaha, Neb. Giving copy to a few Middle West towns on Farraday Cigar.

Burnet-Kuhn Company, 605 North Michigan avenue, Chicago. Preparing schedules on the Chicago Tribune.

Carter Advertising Agency, 285 Madison avenue, New York. Placing orders with newspapers in various sections for the Liberty Electric Corporation "Full Wave" radio battery charger, Stamford, Conn.

John H. Dunham Company, 431 North Michigan avenue, Chicago. Preparing list on nut butter margarine, a product of John F. Jelke Company, Chicago.

Edwards, Ewing & Jones, 328 Chestnut street, Philadelphia. Now handling account for Minter Bros., "Kid Boots" candy bar, New York. Also placing account for the Flako Products Corporation "Flako Pie Crust," New Brunswick, N. J.

Charles Daniel Frey Company, 30 North Michigan avenue, Chicago. Preparing list on Simmons Company.

Fuller & Smith, Bulkley Building, Cleveland. Placing account for the Seiberling Rubber Company, Akron, Ohio, manufacturers "Seiberling" tires.

Walter F. Haehnle Company, Cincinnati. Has secured account of Bosworth Electric Company, radio.

Hanff-Metzger, Inc., 95 Madison avenue, New York. Placing orders with newspapers in various sections for the Columbia Phonograph Company, New York.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Now handling account of Coudurier, Fructus & Descher, New York, silk manufacturers.

Huber Hoge, Inc., 415 Lexington avenue, New York. Placing account for the Model Brassiere Co., Inc., New York.

Ralph H. Jones Company, Schmidt Building, Cincinnati. Now handling account of the Estate Stove Company, Hamilton, Ohio, manufacturers "Estate Heatrola."

Kenyon Company, 131 Clarendon street, Boston. Placing orders with newspapers in various sections for the Raytheon Mfg. Company, radio tubes, Cambridge, Mass.

John S. King Company, Carnegie Hall, Cleveland. Now handling account for the White Sewing Machine Company, Cleveland.

Lord & Thomas and Logan, Inc., 400 North Michigan avenue, Chicago. Placing account for Gets-It, Inc., Chicago, manufacturers "Gets-It" corn cure. Sending 900 line copy to large city newspapers on Hertz-Drive-It-Yourself Company, Chicago. Have issued generally to newspapers schedules on Pepsodent Company, both black and white and roto, for daily and Sunday insertions.

W. D. McAdams Company, 360 North Michigan avenue, Chicago. Preparing schedules on Mothers Oats, Quaker Oats Company, Chicago.

Robert M. McMullen Company, 522 Fifth avenue, New York. Again placing orders with newspapers generally for the American Cranberry Exchange "Eat Mor" cranberries, New York.

Victor H Morgan Co., Union Trust Bldg., Cleveland. Preparing schedules for the Ohio Bell Telephone Co.

J. H. Newmark, Inc., 250 West 57th street, New York. Has secured the account of the Industrial Alcohol Manufacturers Association.

Porter-Eastman-Byrne, 22 West Monroe street, Chicago. Preparing list on Grigsby-Grunow-Hinds Company, Chicago.

Potts-Turnbull Company, 6 North Michigan avenue, Chicago. Will place Boncilla Co., Indianapolis, Ind., effective October 1.

Fred M. Randall Company, 6 North Michigan avenue, Chicago. Has secured account of the Minnesota and Ontario Paper Company, Minneapolis, Minn. (Insulite).

Fred M. Randall Company, 6 North Michigan avenue, Chicago. Issuing orders to a small list of newspapers on Critchlow Company (mail order).

William H. Rankin Company, People's Bank Building, Akron, O. Preparing a list of newspapers on B. F. Goodrich Rubber Co., Akron (Zipper Boots).

Roberts & MacAvinche, 30 North Dearborn street, Chicago. Issuing contracts to newspapers on Earl & Wilson, Troy, N. Y.

Ruthrauff & Ryan, Inc., 225 North Michigan Boulevard, Chicago. Placing orders with some newspapers in various sections for the Air Stove Mfg. Co, Des Moines, Iowa.

Shuman-Haws Company, 820 Tower court, Chicago. Issuing schedules to a small list of newspapers on Flossy Dental Company, Evanston, Ill.

Specton & Goldensky, City Centre Building, Philadelphia. Has secured account of the Douglass Hotel, Philadelphia.

Touzalin Advertising Agency, 7 South Dearborn street, Chicago. Has issued ten insertions to a list of newspapers for the advertising of Vesta Battery, Vesta Battery Company, Chicago.

Frank B. White Company, 33 S. Clark street, Chicago, has been appointed Sales and Advertising Counselor for The Sterilac Company, North Chicago, Ill.

Williams & Saylor, Inc., 450 Fourth avenue, New York. Placing orders with some New York city newspapers for the Hotchkiss Sale Company, "Hotchkiss" paper fastening machine and staples, Norwalk, Conn.

C. C. Winningham, General Motors Building, Detroit. Placing account for the Crittall Casement Window Company, Detroit, manufacturer steel casement windows.

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

MERCHANT & EVANS CO.
PHILADELPHIA

Producers of

SPARTAN TYPE METAL

Since 1866

LINO • MONO • STERO
INTERTYPE
COMBINATION

Stocks in Principal Cities

Do you know what percentage of errors are made in your Composing Room?

We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.

Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.

When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.

Matrix Contrast Corp.
33 W. 42nd St., New York City

NEW YORK STATE

Westchester County's

Fastest Growing Cities

Mount Vernon and New Rochelle and The Vicinity Towns

Are Covered Completely by

THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle

Both Members of A. B. C.

Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

Normal Miami
"Hitting on All Six"

The motor vehicles of Florida in July, 1926, burned 22,176,238 gallons of gasoline. This is an INCREASE of 6,000,000 GALLONS over the consumption of gasoline for the same month last year. Today, over 60,000 pleasure cars are registered in Dade County, of which MIAMI is the county seat. These things denote PROGRESS—genuine activity!

The Herald is growing with Miami and offers the National Advertiser GREATER HOME COVERAGE than any other Miami newspaper!

The Miami Herald

"Florida's Most Important Newspaper"

Frank B. Shutts, Publisher.

Peoria
The Try-Out City
THE PEORIA
JOURNAL
Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

175 PAPERS QUIT CASH DISCOUNTS

N. A. Advises Member Advertisers to Scan Rate Cards Carefully For Allowance When Making Up Their Lists

Approximately 175 daily newspapers ive abandoned payment of cash discounts advertisers, according to a survey com-ted by the newspaper committee of the ssociation of National Advertisers, it as announced this week from the asso-ation's New York headquarters. Verne irnett, secretary of the advertising com-ittee of the General Motors Company, etroit, is chairman of the committee.

Following completion of the survey, the .N.A. through its weekly news bulletin ivised member advertisers when making their lists to pay particular attention to wspaper rate cards to see whether or t any discount is allowed for cash be-re figuring space costs.

It is the opinion of the A.N.A. news-per committee, according to R. K. avitt, association secretary, that if any otest is made to the newspapers it ould be made by the advertisers indi-dually, rather than by the association as body.

The same committee is making a study advertising typography as it relates to wspaper space. The experience of wspapers which have put in force strict les governing advertising make-up is ing investigated in an effort to show at clean advertising copy pays the pub-hers as well as the advertisers. While it admitted that all national copy is not rfect, the committee believes the great-t trouble is now being caused by local tailers, who use screaming borders and avy black type.

It is felt that national advertisers will generally ready to co-operate to the llest possible extent with newspapers hich institute standards of typographical ake-up.

RETAILERS TO MEET

embers of Sales Promotion Division, N.R.D.G.A. in Chicago, Sept. 28-30

Members of the sales promotion ivision of the National Retail Dry Goods ssociation will hold their second annual all meeting in Chicago at the Hotel herman, Sept. 28-30.

Speakers and topics follow:

"A Symposium on Style in Stores"; "The ources of Fashion Information," Miss Lucy ark, *Harper's Bazaar;* "How Manufacturers o-operate with Retailers in Fashion Promo-on," Paul Thomas, advertising manager, Che-ey Brothers, New York; "How to Put Fashion nformation to Work in Stores," Miss Fanny rms, Halle Brothers Company, Cleveland, O.; Sales Promotion by Stunts," Frances Hooper, hicago; "What an Advertiser Should Know bout Merchandising," J. R. Ozanne, adver-sing manager, Carson, Pirie, Scott & Co., holesale, Chicago; "How Much It Costs Write an Ad," L. S. McMeekin, the Boston tore, Milwaukee; "Community Advertising," rent Sickles, secretary, Retail Merchants As-ociation, Chamber of Commerce, Columbus, O.; How the Data Book Helps Me," Evan Leslie llis, Mandel Brothers, Chicago; "Question ox," conducted by W. T. White, chairman, les promotion division; "The Store Wide ale—A Benefit or a Detriment," a debate; Training Advertising Personnel," "Advertis-g to the Stores Personnel," "The Woman Window Shopper," an address by Lew Hahn, anaging director, National Retail Dry Goods ssociation.

Better X-Words

late orders from

MIAMI DAILY NEWS
PROVIDENCE NEWS
DENVER EXPRESS

The International Syndicate
Baltimore, Md.

WHAT OUR READERS SAY

LIQUOR DRINKING

To Editor & Publisher: A long absence from the office prevented my keeping up with my periodical reading and so I have just recently come across the editorial in the July 31 number of Editor & Publisher, headed "A Transparent Falsehood," in which you give the impression that you believe that liquor drinking has not been increased by the prohibition amendment.

I am very glad to read such expressions and I thank you.

American Osteopathic Association,
Dr. Ray G. Hulburt.

THE PINKHAM FLIGHT

Lynn, Mass., Sept. 17, 1926.

To Editor & Publisher: Such a gross misstatement of facts has been called to my attention in the Sept. 11 number of Editor & Publisher, that in the interest of truth I ask you to correct the error in the next number of your paper. The article is called "Pinkham puts over big publicity stunt. Contest with airplane trips to California as prizes won large space in news columns—four winners named."

First, let me introduce myself. I am Lydia Pinkham Gove, granddaughter of Lydia E. Pinkham, assistant treasurer of the Lydia E. Pinkham Medicine Company, and actively engaged in the management of the business in the capacity of advertising manager and purchasing agent. While travelling with my brother's widow, Mrs. William Pinkham Gove, and her three children, the idea occurred to me and the conductor of our little party, Rev. James Luther Adams, assistant pastor of the Second Unitarian Church in Salem, to fly from Los Angeles, Cal., to Portland, Me., and land in Boston. Both Mr. Adams and I had enjoyed so much our flights from Los Angeles to San Diego, Riverside and Santa Barbara, that we decided immediately to cross the continent by airplane, and the next day we were on our way, leaving the rest of the party to proceed homeward by train.

The experience was so thrilling, particularly when we left the air mail routes and flew across the Grand Canyon, that we decided either to return to California ourselves with the pilot or to send some friends back that they might enjoy a similar pleasure. Then an enterprising Boston newspaper, recognizing the stupendous news value of such a story, suggested that the choice of return passengers be settled by a contest. The *Boston Post* deserves all the credit of this idea. Having run several successful contests in the past, this seemed to hold wonderful possibilities of news interest. Rev. James Luther Adams, who is a wide-awake minister and will be better known to the public later by his writings, heartily endorsed the plan. My mother, Mrs. Aroline C. Gove, treasurer of the Lydia E. Pinkham Medicine Company, is personally paying for the cost of the airplane. Mr. Adams suggested that the Pinkham Medicine Company pay the personal expenses of the four successful contestants at the rate of $500 a piece. This suggestion was gratefully adopted by the other officials of the company. The cost to the Pinkham Medicine Company amounts to only $2,000.

Whether Mr. Adams is as clever an advertising man as he is a successful preacher, remains to be seen. But I will state right here that the Lydia Pinkham Gove's trans-continental flyers are making history rather than advertising her grandmother's famous Vegetable Compound. The news is first, the advertising is purely incidental.

Lydia Pinkham Gove,
Assistant Treasurer.

"WOULDN'T MISS E. & P."

Concord, N. H., Sept. 18, 1926.

To Editor & Publisher: I must add my tribute to the many you must surely receive from many other sources as to the inestimable value of Editor & Publisher to those of the newspaper fraternity. All during my newspaper career I have been a consistent reader of this one particular journal and would rather miss my three squares any day than one issue of Editor & Publisher. It is the most comprehensive journal published appealing to its particular clientele. The circulation page recently started is a very valuable addition. Much success to you.

R. C. Bishop,
Circulation Manager, *Concord* (N. H.) *Daily Monitor and Patriot.*

MR. OCH'S SUCCESS

To Editor & Publisher: May I ask space in your valued periodical to comment on James Melvin Lee's article about Adolph S. Ochs? When Dr. Lee writes, he writes with authority. His article is splendid and its subject deserving of all and more than he has said.

BUT . . . . .

I treasure the fact that I was a cub reporter on the *Chattanooga Times* when Adolph S. Ochs had personally to see after raising the payroll. I have read all that has ever been written about Mr. Ochs and has come to my attention, and whenever I have heard of an article about or a speech by him, I have hunted it up and studied it carefully.

The thing I want to find said somewhere about him, and I suppose one way to see it in print is to say it myself, is the thing that I KNOW, and here it is:

The success of Adolph S. Ochs is due to the fact that he applied business methods to the development of a newspaper that he would not be ashamed to show his Mother.

Henry Edward Warner,
Baltimore Sun.

CONGRESS PARTIES ON TOUR

U. S. Publishers, Delegates to Geneva Meet, Now Sightseeing Abroad

(*By Cable to* Editor & Publisher)

Lucerne, Switzerland, Sept. 22.— Forty American Press Congress of the World delegates under the leadership of retiring Secretary-Treasurer James W. Brown, arrived here yesterday from Interlaken via the Bernese Oberland Alps. The party included United States Press Congress Vice-President R. C. Snyder, *Norwalk* (O.) *Reflector-Herald,* and C. K. Blandin, *St. Paul* (Minn.) *Pioneer Press and Dispatch.* It leaves here tomorrow for Paris, arriving there Sept. 24, where the Hotel Commodore will be headquarters.

Leaving Paris Sept. 29, the party will go to Brussels for two days, and thence to London, where Hotel Cecil will be headquarters from Oct. 4 to Oct. 8.

Dean Walter Williams, of the School of Journalism, University of Missouri, will leave Paris Oct. 5 with a party of delegates for a tour of Germany and Central European countries.

Another American group, 35 in number under the leadership of Wallace Odell, *Tarrytown,* (N. Y.) *News,* is leaving for a tour of Italy. The party includes William Southern, *Independence* (Mo.) *Examiner,* president of the Inland Daily Press Association; A. Nevin Pomeroy, *Chambersburg* (Pa.) *Repository;* Thomas J. Blain, *Port Chester* (N. Y.) *Item;* C. A. Rowley, *Ashtabula* (O.) *Star-Beacon;* John Leahy, *Painesville* (O.) *Telegraph;* and William O. Dapping, *Auburn* (N. Y.) *Citizen.*

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These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 Daily World — Evening World readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

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Tribune Tower, Chicago

The Tampa Morning Tribune
Tampa, Florida

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Lelong	Redfern
Premet	Patou
Doeuillet	Martial et Armand
Lanvin	Cheruit
Drecoll	Boulanger

These world-famous couturiers, constituting the Paris Fashion Board, will contribute in turn beginning October third, a weekly signed article of about 2,000 words with fine illustrations, giving the fullest and most authoritative interpretation of fashions. There will be a cable news lead for each weekly signed article sent direct from Paris.

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The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO EMPLOYERS

VANDERBILT IN DEBUT AS "BOXING CRITIC"

Former Tabloid Publisher Reports Dempsey-Tunney Fight—Believes He May Yet Establish Family Name in U. S. Journalism

Cornelius Vanderbilt, Jr., erstwhile publisher of tabloids, tried his hand at fight reporting this week, covering the Dempsey-Tunney championship bout for the *New York Mirror*. He said he liked it.

But, in an interview with Rodney Dutcher, of United News, Sept. 19, he told of bigger ambitions. He believes, he said, he may yet stage a come-back, which will permanently establish the family name in American journalism.

Dutcher's story said:

"It was not altogether easy to make Vanderbilt stop talking features and get him to talk about himself, but he has great faith in his future and his subsequent discourse was revealing.

"'Experience has taught me,' he said, 'not to trust anybody—not even my closest friends. In fact, I would be inclined to trust my friends less than those whom I might hire.'

"'I know now,' he went on, 'that it is necessary in all transactions involving money to have a contract, no matter how small they are.'

"Young Vanderbilt thinks, despite his family's vigorous opposition, that he is a good newspaperman.

"'I don't think I'll go it alone, if I get another paper,' he said. 'I'll go into the editorial and writing end and let someone else handle the business.

"'Meanwhile, I'll continue writing. My doctors said I needed two years' rest, but I can't rest. I want to get a permanent newspaper job soon and do any kind of straight feature writing—or a column. Between now and the time I take over another newspaper I don't want to go stale. Also I need the job as a matter of finance, as I am not getting income from any source other than a few small investments.

"I don't think I'll ever start a paper. I think I'll buy one under someone else's name and run it for awhile without making myself known. I don't want both workers and readers to feel at once that the man in charge was once a failure and to begin worrying as to what will happen."

McGRATH RESIGNS FROM BOARD

Banker Out of Sympathy with American Type Founders Company

Raymond D. McGrath, member of the banking firm of Lazard Freres, has resigned from the board of the American Type Founders Company.

His action resulted from differences of opinion within the board of American Type Founders, which have grown since the death of Robert Nelson, the former president, and in which Mr. McGrath found himself out of sympathy with the present management. Mr. Nelson died about two months ago. Frank B. Berry now is president of the company.

The action of the banking firm in severing its interest in the company was considered significant in Wall Street, since the bankers and their customers had been interested for years in American Type Founders and during the last year had sold an issue of the company's bonds. Executives of Lazard Freres refused to add to the statement that Mr. McGrath was out of sympathy with the present management. Mr. McGrath now is in Europe.

President Berry said yesterday that a large majority of the directors were in complete accord on matters of business and that the management remains in the hands of the former associates of Mr. Nelson. He added that the company was prosperous and that sales in the fiscal year ended Aug. 31, 1926, were the largest in its history.

EDITOR IS V. P. OF PANAMA

Tomas Gabriel Duque, editor and publisher of the *Panama Star and Herald* was recently elected vice-president of the Republic of Panama by vote of the National Assembly. Mr. Duque is manager of the National Bank of Panama, a vice-president of the Press Congress of the World, and ex-Secretary of Agriculture and Public Works of Panama.

Read EDITOR & PUBLISHER—$4 a year.

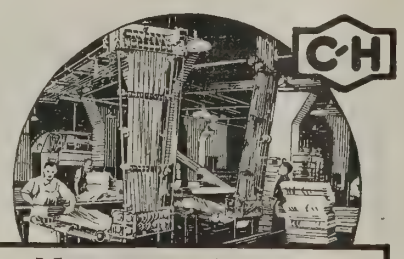
ENLARGES MAGAZINE SECTION

The enlarged 32-page magazine secti of the *New York Herald-Tribune* w appear for the first time on Sept. 2 edited by Mrs. William Brown Melone formerly editor of the *Delineator*.

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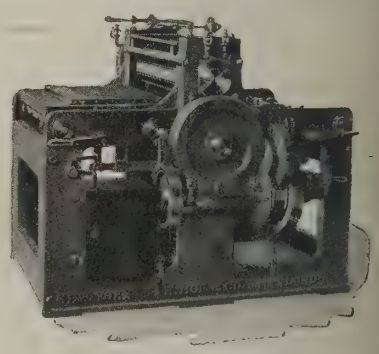
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take the papers in a steady stream, as fast as the presses can deliver them, up, overhead, around corners, through a ceiling or a wall to wherever they're wanted for mailing or delivery. Eliminating waste and delay by their speedy, dependable operation they are profitable equipment for papers large or small. Newspaper plants from London to Tokio have been using them for years.
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Scott 16, 24 and 32-Page Presses
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A copy of EDITOR & PUBLISHER reaches practically every Publisher and his executives. Your advertisement in its columns is a salesman every present—backed by the prestige gained and maintained by this publication in every newspaper office.

Employment—Equipment—Services

Classified

EDITOR & PUBLISHER
Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)
1 Time — .40 per line
3 Times — .30 per line
ALL OTHER CLASSIFICATIONS
(Cash with Order)
1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE

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Advertising Promotion—If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 1841 Broadway, New York City.

BUSINESS OPPORTUNITIES

Brokers

Very Desirable Weekly and Job Plant.—Within 25 miles of New York; exclusive field; splendid equipment; gross business $25,000; returns for time and investment over $8,000; price $25,000; initial payment $10,000; will stand the acid test. J. B. Shale, Times Bldg., New York.

The Only Paper (weekly) in Mississippi county seat town. Not a better field in the state. Nets nearly 20 per cent on investment under employed management. A $25,000 property, and worth more. Write at once for particulars. Prop. 1459x. The H. F. Henrichs Agency, Litchfield, Ill.

Newspapers Wanted

Experienced Young Man wants to buy, all or part interest in small southern daily. Must be in progressive town. Box A-934, Editor & Publisher.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Premiums

Publishers-Circulation Managers. We offer a special new dinner set that can be used at a price that will attract circulation, yet pay all promotion cost. The Albright China Co., Palmyra, N. J.

EMPLOYMENT

Help Wanted

Circulation Promotion Manager for New York business daily. Must be experienced man: A-1 references. Box A-955, Editor & Publisher.

EMPLOYMENT

Help Wanted

City Editor wanted by morning newspaper with over 11,000 circulation. Must be young, willing to settle in progressive mid-west city of 20,000; have reportorial and executive ability; pep enough to organize and get the best out of his staff; and be able to adapt the latest and best in modern newspaper making to local conditions. Salary $55, starting at $40. Write A-919, Editor & Publisher.

Classified Promotion Man. Must have wide experience in planning campaign. Above all must have classified angle. Paper located in large eastern city of nearly a million population and rapidly becoming the leader in its field. In reply state age, experience and send proofs of work. Address Box A-958, Editor & Publisher.

Experienced Advertising Solicitor, who can make layouts and write good copy, wanted at once by Southern daily. Must be a good salesman and of clean habits. Give age and experience. Address Box A-960, Editor & Publisher.

Syndicate Salesman for several territories with live feature service fast developing with good material that real newspapers buy. Commission basis and exclusive territory with credit for all contracts closed by mail. Semi-monthly settlement and drawing account or salary after sixty days. Tell us something about yourself, what you can do for us and where. Box A-956, Editor & Publisher.

Wanted, Two Display Advertising Salesmen. Must have original sales ideas and be able to create and hold new accounts. No has-beens or beginners. Production alone will govern salary. Position open October 1st. Write giving experience, references, age, married or single, religion. Send copy of layouts and photograph. Give salary now receiving. Mt. Clemens Daily Leader, Mt. Clemens, Mich.

Wanted, Young Man with enough experience and education to handle news desk on only afternoon daily. Must be able to edit press service, write heads and direct efforts of others, as well as doing some writing. College man preferred. Write giving references, experience, education, age, married or single, religion. Also sent photograph. Give salary now receiving. Position open October 1. No has-beens or beginners. Mt. Clemens Daily Leader, Mt. Clemens, Mich.

Situations Wanted

Advertising Manager, now employed, seeks new connection. Age 28. 10 years' versatile experience in copy writing and selling advertising. Producer of new business, successful in developing accounts into permanent advertisers. Can furnish best of references. Box A-954, Editor & Publisher.

Advertising Salesman—Special Page and Special Edition experience. Desires connection, temporary or permanent, preferably near New York. Interview anytime. Box A-933, Editor & Publisher.

Assistant Publisher, business manager, advertising manager, of wide experience and unbeatable record as organizer and business getter seeks wider field with greater opportunity. Now employed as business manager by Eastern city newspaper. Box A-942, Editor & Publisher.

Business Manager or assistant to Publisher. Accountant, College education. An analyst who believes in maximum results with minimum expense. Knows costs and can find the leaks. Thorough knowledge in circulation, promotion, advertising and credits. A-921, Editor & Publisher.

Circulation position where hard work and knowledge qualifies for advancement. College graduate with five years' experience in all phases of circulation work, including A. B. C. Best references. Box A-935, Editor & Publisher.

Circulation Builder—Newsdealers, newsboys and home delivery expert wants position on established evening newspaper in town over 100,000 population. At present employed, but can make myself available in thirty days. A-900, Editor & Publisher.

Circulating Manager—With record of accomplishment, know promotion, office routine, A. B. C. and Mailing. 7 years in last position. A No. 1 reference. Address Box A-948, care Editor & Publisher.

Circulation Manager, at present employed, twenty-eight years of age, and efficient. Experienced in city and state work. Address Box A-959, Editor & Publisher.

Circulation Manager seeks advancement. 14 years going up, with success. References from all past employers. Write A-957, Editor & Publisher.

Circulation Manager—Fifteen years' experience from carrier to Circulation Director on large dailies. Morning and afternoon experience. Know how to manage boys to get results. Know how to manage agents, canvassers and solicitors; also mail order campaigns. Am good organizer. Know A. B. C. and office detail. Solicit interview at my expense. A-936, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Circulation and Promotion Manager. Fast, clean promotion manager, specialty home delivery installation and building. Well versed circulation executive. Trained in Hearst and Scripps Howard organizations; excellent references. Salary $5,720. Located Atlantic Seaboard. Conference and go anywhere in U. S. Address Circulator, Box 203, Palmyra, N. J.

City Editor of small daily wants editorship of weekly. Box A-950, Editor & Publisher.

City-Telegraph-News Editor—Now managing editor small daily. Desires connection larger paper with opportunity of promotion. Good executive. Married. Box A-945, Editor & Publisher.

Desk Man—Seeks position on daily. Reporting and rewrite also. Available at once. Box A-940, Editor & Publisher.

Editor—Now completing 15 years' engagement as researcher, writer and editor for I. N. Phelps-Stokes' Iconography of Manhattan Island, desires responsible new position in New York City as editor of magazine, encyclopedia, or book of local history or biography. Skilled organizer and executive; American, Christian, university graduate. Address Thomas W. Hotchkiss, Box 342, Peekskill, N. Y.

Editor, Reporter, 28, small city and metropolitan experience, open for desk or beat on P. M. daily in city above 75,000. Box A-928, Editor & Publisher.

Managing Editor-Editorial Writer—Now in city of 20,000. Desires change because of political disagreement with management. Good organizer, leader and disciplinarian. Best of references present and former employers as to ability, habits, personality. Married. Box A-944, Editor & Publisher.

Mechanical Superintendent or Foreman of composing room wants to get located with good paper. Good reason for wanting to change present position. Best references as to character and ability. A-947, Editor & Publisher.

Newspaper Woman, experienced in reportorial, editorial, feature and column writing, now employed, would like to connect with paper in South or Middle West. Can furnish clippings. Address A-924, Editor & Publisher.

Newspaper Pressman, 30 years old, with several years' experience on presses and in stereotyping. Have worked as foreman last seven years. Am married, sober, steady and reliable. Can furnish best of reference. Box A-953, Editor & Publisher.

Pressmen, 27 years' experience on newspapers and job work, executive ability desires connections. Address Mayo Blackwell, care Editor and Publisher.

Soliciting-Advertising Manager. Ten successful years in selling and directing, capable in copy, layout, campaigns and in local and foreign advertising. Produce business either alone or with staff on small or large paper. Full details given on inquiry. Box A-951, Editor & Publisher.

Sports Editor—National reputation metropolitan field. Original small town man; like it better. Young. Married. Wants permanent job as sports editor city 100,000—200,000 population. Now employed. Box A-952, Editor & Publisher.

Telegraph and Local Editor now working, on small morning daily. Want job on evening daily, good weekly, or on writing end special edition crew. Also had Chamber of Commerce and political experience. No kid. References. Address, Currie, Democrat, Durango, Colorado.

MECHANICAL

Equipment for Sale

Complete Newspaper Plant for sale. Two tubular duplex presses with stereotype equipment; seven intertype machines; photographic and photo engraving departments located San Francisco; Wesel saw and planer and photo engraving plant, Miami, Florida. Whole or in part as is, where is. Address John W. Brodix, receiver. Vanderbilt Newspapers, Inc., 56 Twelfth street, San Francisco, Calif.

Cox Duplex Perfecting Press cheap for quick sale. Midway Driller, Taft, Calif.

For Sale—Direct Current, 220 volt, 50 hp. Press Drive and control at a great bargain for delivery about Oct. 1. All in perfect condition and with an extra new armature which alone cost $550. For price and terms write The Zanesville Publishing Company, Zanesville, O.

MECHANICAL

Equipment for Sale

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Engraving Co., 114 E. 13th St., N. Y. City.

Presses—Goss Comet Press and Duplex 8 page press. First class condition. Immediate delivery. Griffiths Publishers Exchange, 154 Nassau Street, New York City.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner, Fendler Branch, A. T. F. Co., New York City.

Photo-Engraving plant for sale. Ideal for one or two men. Miles Machinery Co., 409 W. 26th St., New York.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Equipment Wanted

All Kinds of Photo-Engraving, electrotyping and stereotyping equipment wanted. We pay cash. Miles Machinery Co., 409 W. 26th St., New York.

For Sale—Miscellaneous

For Sale—Splendid Mortgage Bargain. Five first mortgages, eight per cent interest, income properties totalling $46,500 at heavy discount for immediate sale at $35,000 cash. Liberally secured by $115,000 valuation. Advertiser, to settle estate, requested to sell and distribute in cash, mortgage assets comprising five separate and independently secured mortgages on five prosperous Florida newspaper plants (one daily, four weeklies) in splendidly located, rapidly growing communities. In each case publications are popular, making good profits and are without opposition. Highest bankers' references furnished responsible parties. Write or wire only if you are prepared to buy. Splendid investment. George B. Walker, Harder-Hall Bldg., attorney-at-law, Sebring, Fla.

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The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

We Have Moved

Into new and larger offices in Springfield's finest office building. Please note our new address:

509-511 Security Bldg.,
44 Vernon Street

FERNALD'S EXCHANGE, INC
-SECURITY BLDG. SPRINGFIELD, MASS

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

IT'LL soon be time for the householder to start his annual worry over the fuel situation. Interview coal and oil dealers on the prospects for a steady supply of fuel this winter and the probable variations in prices if any. An interesting sidelight on the situation would be how much of an inroad oil has made on the use of coal.—F. D. H.

"School Days Are Ford Days!" This was the idea back of a page ad that the solicitor for the Bloomington (Ind.) *Evening World* sold to the Graham Auto Company, Ford dealers. The Graham Company took half the space to advertise new and used cars and two other dealers who had used Fords to sell took the rest of the page. The idea that pupils who have to come in to high school from the country would have more time for school work and for helping on the farm was featured.—Norman J. Radder, Bloomington, Ind.

Garages are frequently hard places to solicit and sell advertising. But a Huntington, Ind., newspaper has solved part of the problem and has at least one garage for a steady advertiser. This garage advertises "Cars Washed—$1.00 on Monday, Tuesday, Wednesday; $1.50 on Thursday, Friday, Saturday and Sunday Mornings." One 3 x 12 ad early in the week brings in business during a slack time. Another ad helps week-end business.—Ralph Gibler, Huntington, Ind.

Aurora (Ill.) newspapers recently attracted extra advertising through a "Children's Wednesday" put over by the Aurora merchants. Included in the advertising offers were clothing, shoes, watches, books, radio parts, musical instruments, bicycles, bank accounts, and so forth.—F. D. H.

In view of the fact that Oct. 3rd to 9th will be Fire Prevention Week, to be nationally observed, a group of local fire insurance ads may be secured by each local newspaper at that time. Text to accompany the ads may consist of a message, or advice to citizens on how to avoid fires, from the local fire chief.—C. M. L., Seattle.

Get a group of clock and watch ads from jewelers, stressing the necessity for correct time in the home, since neither the telegraph or telephone companies will now give out the time. Householders are thus being compelled to have correct timepieces in their homes. Clock and watch repair-men may likewise be good prospects.—C. M. L.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "H U N C H" PUBLISHED

MANY stories have been written about the favorite books read by adults. What are the favorite books of children who patronize your public library? The *Kansas City Star* recently found that the old-time favorites, such as "Alice in Wonderland," "Huck Finn," "Robinson Crusoe," and "Tom Brown at Rugby," were still being eagerly read by the younger generation of today.—L. C. Pratt.

Is your city growing materially as well as in population? There are many familiar ways of gauging the growth of a city, but some new ones were recently employed by a reporter on the Pasadena *Star-News*. He compared not only the bank clearings and building records of this year with those of last year, but also the number of school buildings and pupils, the number of theaters, business establishments, automobile agencies and professional men, showing that in every way the city was becoming bigger.—L. C. Pratt.

Oil paintings of children were offered as prizes in a Children's Beauty Contest conducted by the St. Louis *Times* which aroused much interest upon the part of young parents. Three divisions divided the children, those from two to five years, those from five to nine years, and those from nine to thirteen years. A local photographer made the picture of any child entered in the contest free of charge. Beauty experts picked the winners from the pictures, several of which were published each day during the contest.—David Resnick.

Visit the librarian and get statistics from her showing the rate of increase in book reading as the months get cooler. The story can be made more complete by noting if there is any change in the quality of reading most in demand during the winter months.—F. D. H.

SAYS LEADERSHIP WINS

Good Foreman Key to Good Shop Conditions and Productive Capacity

WASHINGTON, Sept. 23.—Relations between employer and employes in this country are better today than ever before, in the opinion of Robert H. Spahr, industrial relations expert of the Chamber of Commerce of the United States, as expressed in an address before the First Annual Industrial Extension Conference, held at Rutgers University, New Brunswick, N. J. Mr. Spahr said this greatly improved relationship was attributable in a large measure to better foremanship.

"The foreman," he declared, "occupies a strategic position in modern management. He is in a position to make or break amicable relations, in view of the fact that to the employe he represents the management; he wields an untold influence; he is the boss to the men and they judge the company accordingly, and in the final analysis a company is judged by the acts of its individuals and in the same manner that a man is judged by the company he keeps. The company's labor policy is no sounder than the actual working policy of each of its foremen. On the other hand, the foreman represents the men to the management, and naturally if the men in the ranks do not have confidence in him he works at a tremendous disadvantage. The job of the foreman is to get results—he holds the key to productive capacity."

"It is a commonly recognized fact," Mr. Spahr went on to say, "that the human being responds to leadership rather than pressure. Consequently the older type of foreman is passing out and the modern foreman is taking his place. Experience has shown that he must have a square deal for everyone, that he must be dependable, that he must be open-minded, that he must be the one who truly serves. Better foremanship as a modern business policy is a paying proposition from every angle."

AID FOR FLOOD VICTIMS

K. C. Journal-Post and K. C. Star Raise Relief Funds

Before the flood waters ceased rising in western Kansas last week, the *Kansas City Journal-Post* began with its own subscription a fund for flood sufferers, which this week reached $25,000. The fund was contributed to by the *Kansas City Star*, which gave $1,000. The Star also maintained a subscription list of its own.

A fund was started Sept. 17 by the Kansas City Star for the surviving families of eight "muckers" who were killed two days before in an explosion in a tunnel under the Missouri river in Kansas City.

8-PAGE ROTO AD SECTION

The *Fort Worth* (Tex.) *Star-Telegram* on Sunday, Sept 12, printed an eight-page rotogravure advertising section devoted to Mrs. Baird's Bakery.

E. F. S.
Editors' Feature Service

Over 100 independent newspapers throughout the country subscribe to this fine daily service as a protection against rising feature costs.

Six Pages Daily
Illustrations in Mat Form

Write or wire for samples, price and territory.

Editors' Feature Service, Inc.
1819 Broadway, New York
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Kerney's Story of Wilson
for the first time released for
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is being bought by editors from coast to coast

Territory closing rapidly

The McClure Newspaper Syndicate
373 Fourth Avenue New York

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The Psychology of Crime
Ten Weekly Articles
By DAVID SEABURY
Author of "Unmasking Our Minds"
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New York World
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COMPLETE WIRE REPORTS FOR EVENING AND SUNDAY PAPERS
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America's foremost authority on baseball writes only for our clients.

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How To Play GOLF
By JOHNNY FARRELL
Famous Teacher of That Game
24 LESSONS
Illustrated
For release daily
KING FEATURES SYNDICATE, Inc.
New York City

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.



~Buys and sells for the whole World~

New York State is not only the greatest buying market—but is equally as great a selling market, possessing all the natural geographical advantages of being a seaport state, bordering the great lakes and covered with a network of fine railroads—the world's commerce enters and passes thru its doors.

A center of population—industry—farming — finance and commerce. Its inhabitants are great earners and spenders. They want and get the best from life.

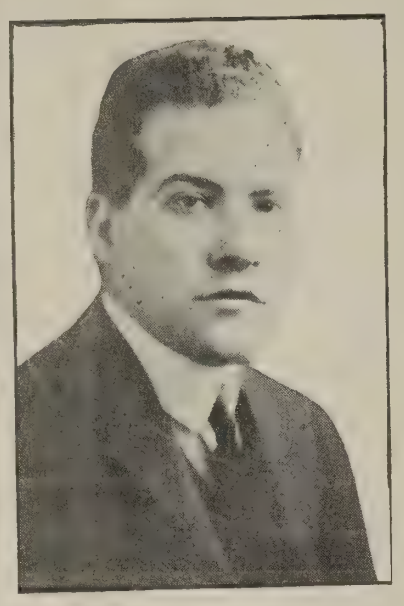
New York State is unquestionably the Country's greatest buying market. Every advertiser can get his share of the business by going after it.

The papers listed below will help you

	Circulation	2,500 Lines	10,000 Lines
**Albany Evening News (E)	34,444	.10	.10
**Albany Knickerbocker Press (M)	34,018	.11	.11
**Albany Knickerbocker Press (S)	56,924	.16	.16
**Amsterdam Recorder-Democrat (E)	7,310	.04	.04
††Auburn Citizen (E)	6,389	.065	.055
**Brooklyn Daily Eagle (E)	73,764	.22	.22
**Brooklyn Daily Eagle (S)	84,997	.22	.22
*** ∫ Buffalo Courier-Express (M)	116,000	.22	.22
∫ Buffalo Courier-Express (S)	155,000	.30	.30
**Buffalo Evening News (E)	138,294	.25	.25
Buffalo Evening Times (E)	115,000	.21	.21
Buffalo Sunday Times (S)	135,000	.21	.21
††Corning Evening Leader (E)	9,339	.05	.05
**Elmira Star-Gazette Advertiser (E&M)	33,487	.11	.11
**Freeport Daily Review (E)	7,991	.05	.05
††Geneva Daily Times (E)	5,040	.04	.04
**Gloversville Leader Republican (E)	7,238	.035	.035
††Ithaca Journal-News (E)	7,751	.05	.05
**Jamestown Morning Post (M)	11,722	.04	.035
**Middletown Times-Press (E)	7,127	.04	.04
**Mount Vernon Daily Argus (E)	10,437	.05	.05
**Newburgh Daily News (E)	12,132	.06	.06
**New Rochelle Standard-Star (E)	8,598	.04	.04
**The Sun, New York (E)	257,067	.60	.56
**New York Times (M)	356,471	.80	.784
**New York Times (S)	610,041	1.00	.98
††New York Herald-Tribune (S)	345,484	.693	.672
††New York World (M)	287,682	.595	.58
††New York World (S)	582,929	.595	.58
††New York Evening World (E)	294,442	.595	.58
**Niagara Falls Gazette (E)	20,629	.07	.07
**Port Chester Item (E)	4,732	.03	.03
**Poughkeepsie Star and Enterprise (E)	12,824	.06	.06
††Rochester Times-Union (E)	70,406	.21	.20
††Syracuse Journal (E)	65,326	.16	.16
**Troy Record (M&E)	22,679	.06	.06
**Watertown Standard (E)	17,617	.07	.07
**Watertown Times (E)	17,334	.08	.08

** A. B. C. Statement, March 31, 1926.
†† Government Statement, March 31, 1926.
*** Merged as Buffalo Courier-Express, June 14, 1926.

RUKEYSER — meets a need



"Study of the situation over the country reveals that more and more attention to finance and business is being demanded from newspapers by the investing public. . . . To make profits, the publisher must reach the public with interesting financial news and information, thus building up an interest that makes a fertile field for profitable financial advertising."
—Frank Thayer in "Editor & Publisher."

Because he was one of the first to fill this need, **M. S. Rukeyser** has achieved for himself and the newspapers for which he has written outstanding success in his field.

He has discovered and uncovered the "human side" of finance.

He discusses getting money and spending money in terms of the actual experience of people of all classes, those who are building successful careers and those who have already achieved success.

He writes of business and domestic budget problems as intimate and personal as the questions answered in the lovelorn column and as important as those passed upon by the banker and the lawyer.

These are the RUKEYSER features

Men and Money

There is a wealth of color in the personalities and the institutions that figure in the day's financial news. This "human side" of finance is covered in a half-column daily feature the stories of the "big deals," the life and atmosphere of the financial district. It helps the "new investor" understand the current financial news of the day.

The Business of Getting Ahead

Here is a field wherein Rukeyser is a past master. His successful book "Common Sense of Money and Investments" is evidence. In a half-column he discusses the domestic and business problems revealed in his thousands of letters touching the worker, housewife, the professional man and the business man, the obstacles and the opportunities in their respective fields.

Makers of America

Once a week M. S. Rukeyser will give, in his "Makers of America," an interview-sketch of some important figure of the business or financial world who is in the news. These "talking pictures" present the news and views of the prominent figures of the day.

Released beginning September 27. Wire for remaining territory.

Current News Features

INCORPORATED

520 Evening Star Building, Washington, D. C.

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